

Original Article

The Generational Dynamics of E-WoM: Comparing Influence, Trust, Loyalty and Elasticity among Gen- Y and Gen-Z Consumers in Kerala

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ABSTRACT: *The Electronic Word of Mouth (e-WoM) has been acknowledged as a significant influence on consumers' online purchase decisions, trust, consumer loyalty, and post-purchase behavior. This study comparatively analyzes the impact of e-WoM on Generation Y and Generation Z consumers in a semi-urban Taluk of Kerala, focusing on the effectiveness of e-WoM, trust in e-WoM, consumer loyalty and elasticity of e-WoM. This study employed a descriptive-analytical research design, with primary data collected from 200 online shoppers (100 Gen Y and 100 Gen Z) in Vadakara Taluk, Kerala. Two-sample t-tests and mean analysis were applied to determine generational differences. Results show that e-WoM affects both generations in building consumer trust and loyalty, and no significant difference was found between the two generations. A remarkable generational difference was observed in volume elasticity, with Gen Y showing greater responsiveness to the number of reviews available. No significant difference was seen in the valence elasticity. The study offers a framework for e-commerce and digital marketing strategists for a generation-centric approach.*

KEYWORDS: *Electronic Word-of-Mouth (e-WoM), Generation Y, Generation Z, Consumer Trust, Consumer Loyalty, e-WoM Elasticity.*

1. INTRODUCTION

The contemporary era is recognized as a period of immense scientific and technological advancements (Castells, 2010). Modern advancements have simplified everyday life and significantly changed people's consumption patterns. The development of the internet, mobile phones, social media, and e-commerce platforms has changed the way consumers search for information and make purchasing decisions (Laudon and Traver, 2023). The COVID-19 pandemic further accelerated online shopping in Kerala by encouraging a shift in consumer behavior from traditional retail to e-commerce (Sheth, 2020). With online shopping becoming a primary need, Electronic Word of Mouth (e-WoM) consists of online reviews, ratings and recommendations that are shared through social media, forums and review sites, now playing a major role in influencing purchase decisions. Henning-Thurau et al. (2004) stated that consumers engage in e-WoM mainly because of social interaction, economic rewards, concerns for others and self-enhancement and that businesses can encourage e-WoM by addressing these motivations. Similarly, Cheung and Thadani (2012) highlighted that e-WoM can influence consumers' attitudes and purchase intentions by providing useful information during the decision-making process. Erkan and Evans (2016) also observed that factors such as the quality, credibility and usefulness of e-WoM on social media influence how consumers accept information, ultimately affecting their purchase intentions.

The influence of e-WoM is particularly relevant among Generation-Y consumers (born between 1981 and 1996) and Generation-Z consumers (born between 1997 and 2012), who are highly exposed to digital platforms and online communication. Daowd et al. (2021) argue that the visual style, credibility, quality and similarity of an e-WoM source affect how credible consumers perceive the information, which, in turn, influences information adoption and ultimately purchase intention. However, the influence of e-WoM may differ across generations based on their experiences and digital engagement patterns. Therefore, this study specifically focuses on Gen-Y and Gen-Z, the two digitally engaged generations, and examines how e-WoM influences their e-commerce buying decisions and post-purchase experiences in the Kerala context.

1.1. STATEMENT OF THE PROBLEM

Traditional consumer behavior and shopping practices have undergone significant transformations recently. Online shopping is now the primary way to buy things. The increasing use of e-commerce has led traditional word of mouth to evolve into electronic word of mouth, significantly enhancing its reach and impact. The rise in electronic word of mouth has drastically changed consumers' purchasing decision process. Consumers are rapidly relying on online reviews and recommendations to inform their purchasing decisions. Generation Z and Generation Y are the streaming generation today. They are influential not

just in online shopping but in everything. There is a need to identify whether the online purchases made by them are influenced by online reviews and how e-WOM shapes the online purchasing decisions of Gen Z and Gen Y.

2. LITERATURE REVIEW

Both social media usage and e-WOM significantly influence consumer buying decisions through the mediating role of persuasion. Gen Y consumers' online purchase decisions are influenced not only by the availability of social media information and peer-generated recommendations, but also by the degree of conviction they develop and their perceptions of brand reputation (Prasad et al., 2019). Perceived information quality and source trustworthiness had a stronger influence on e-WOM credibility for services. In contrast, image aesthetics played a more important role in establishing e-WOM credibility for commodities. Furthermore, the adoption of useful e-WOM positively influenced purchase intention, with this effect being stronger for services (Roy et al., 2025). The post-purchase stage is an important component of the overall online shopping experience and can influence customers' future behavioral intentions (Goyal and Deshwal, 2023). User-generated content, including online reviews, comments, recommendations and other forms of consumer-generated information, has become an important source of information for consumers. e-WOM has become a significant factor in the consumer decision-making process and can have important implications for business performance (Liu et al., 2022).

Three e-WOM factors quality, quantity and valence positively affect purchase intention, both directly and through brand image and perceived quality (Natalia and Aprillia, 2025). The volume, adoption and usage of e-WOM were identified as the strongest predictors of purchasing behavior, with similar effects across different age groups and genders. Encouraging consumer reviews and user-generated content can improve consumer trust and strengthen purchase decisions (Tinonetsana et al., 2025). Both positive and negative online reviews significantly influence consumer trust and buying behavior, with negative reviews having a stronger impact. Review authenticity, platform credibility, and the visual and emotional elements of reviews play significant roles in shaping consumer perceptions and purchase decisions (Guru and Gautam, 2025). Price transparency, service quality and sincerity increased customer satisfaction, while regret led customers to switch brands (Tata et al., 2021).

2.1. RESEARCH GAP

Although the importance of e-WOM on online consumer behavior has been previously established, it is not known which generation is more sensitive to e-WOM in a specific geographic context. More specifically, the study can explore whether Gen Y and Gen Z differ in the effectiveness of e-WOM, the level of consumer trust and loyalty generated by e-WOM, and their degree of responsiveness or elasticity to e-WOM. This is particularly noteworthy in a state such as Kerala, which has undergone significant digitalization and the rise of e-commerce, impacting information search and purchase behavior. This study aims to bridge this gap by creating a comparative framework on the effectiveness of e-WOM, consumer trust and loyalty among Gen Y and Gen Z in Kerala, and the elasticity of e-WOM.

Based on the literature review and preliminary findings, this study outlined the objectives, hypotheses and conceptual framework as follows:

2.2. RESEARCH OBJECTIVES

- To examine the effectiveness of e-WOM on Gen Z and Gen Y consumers.
- To compare the influence of e-WOM on consumer trust, loyalty and the post-purchase experience across Gen Z and Gen Y consumers.
- To evaluate the responsiveness of Gen Y and Gen Z consumers to e-WOM and to assess the difference, if any, in their e-WOM elasticity.

2.3. RESEARCH HYPOTHESES

- H01: There is no significant difference between Gen-Z and Gen-Y consumers about the influence of e-WOM factors on purchase decisions.
- H02: There is no significant difference between Gen-Z and Gen-Y consumers in the effect of e-WOM on consumer trust.
- H03: There is no significant difference between Gen-Z and Gen-Y consumers about the influence of e-WOM on consumer loyalty.
- H04: There is no significant difference between Gen-Z and Gen-Y consumers in terms of their responsiveness to the volume of e-WOM (Volume elasticity).
- H05: There is no significant difference between Gen-Z and Gen-Y consumers in terms of their responsiveness to the valence of e-WOM (Valence elasticity)

2.4. CONCEPTUAL FRAMEWORK

The conceptual framework developed for this study is designed to analyze the comparative effects of e-WOM among Generation Y and Generation Z consumers in Kerala. It emphasizes the important dimensions of e-WOM factors, consumer trust, consumer loyalty, and the elasticity of e-WOM (volume and valence) in understanding generational differences in digital consumer behavior. This framework offers a systematic basis for empirically testing the significant differences in the reactions of Gen Y and Gen Z to e-WOM and its impact on consumers' outcomes.

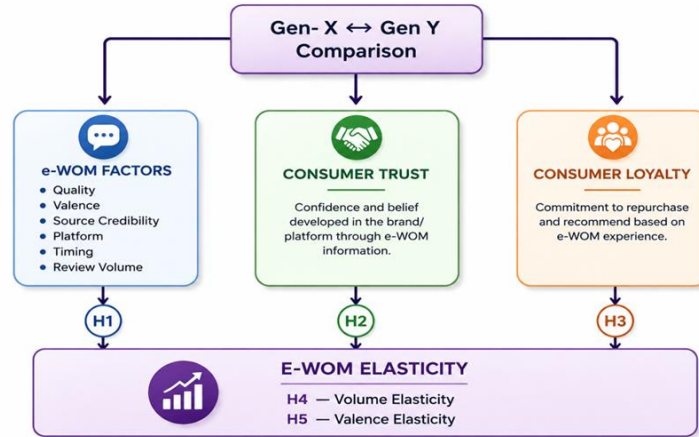


FIGURE 1 Conceptual Framework for Comparative Analysis of e-WOM Influence, Consumer Trust, Loyalty and Elasticity among Gen Y and Gen Z Consumers in Kerala

(Source: Self)

3. MATERIALS AND METHODS

The research design is both descriptive and analytical, with the descriptive design used to describe the characteristics and preferences of the respondents, and the analytical design used to compare responses across the two generations and determine whether there are significant differences. Both the primary and secondary data have been used in the study. Primary data are collected from respondents using a structured questionnaire, and secondary data are obtained from relevant websites. The study is limited to Vadakara Taluk. The respondents were selected using a purposive (judgmental) sampling technique, including people in Gen Z and Gen Y who are active online shoppers. The total sample consists of 200 people: 100 Generation Y consumers and 100 Generation Z consumers. The study period was 5 months. The data gathered were presented in tabular and graphical form for easy interpretation. A five-point liker scale ranging from 1 = strongly disagree to 5 = strongly agree measured the extent to which e-WOM influences Gen Y and Gen Z consumers. The Social Science Statistics website was used for statistical analysis. To determine the participants' average responses, the study used Mean score Analysis. At the same time, the Two-Sample t-test was applied to compare the mean responses of the two respondent groups Gen Z and Gen Y consumers.

4. RESULTS AND DISCUSSION

The insights below not only reveal differences in consumer behavior and generational characteristics between Gen Z and Gen Y, but also place them in the broader context of e-commerce and consumer behavior today.

4.1. DEMOGRAPHIC PROFILE

The section presents the demographic profile of the respondents who actively participated in the study. The profile includes pertinent characteristics such as gender and educational status.

TABLE 1 Demographic Profile

Profile	No. of respondents	Percentage
Gender		
Male	67	33.5
Female	133	66.5
Total	200	100
Education		
Up to SSLC	8	4
Plustwo	15	7.5
Above Plus Two	177	88.5
Total	200	100

(Source: Self)

Interpretation: Descriptive data from the 200 respondents provide insights into the study sample. The gender distribution of respondents showed that females were the majority (N = 133; 66.5%), while males were 33.5% (N = 67). This reflects greater involvement of females in studies on e-WOM and consumer behavior. Regarding educational qualifications, 88.5% (N = 177) of respondents have education beyond plus two, followed by 7.5% (N = 15) who completed plus two, and 4.0% (N = 8) with education up to SSLC. The data suggests that the sample is largely composed of well-educated individuals, which is relevant for understanding e-WOM as higher education often correlates with greater online engagement and information processing.

4.2. EFFECTIVENESS OF E-WOM

To assess the effectiveness of e-WOM on consumers, this study examines six key factors: source credibility, message quality, product type, platform trust, reviewer similarity, and timing. These factors were measured using ten statements across the samples. A comparative analysis was conducted between Gen Y and Gen Z to identify if there are significant differences in their perceptions. The mean scores, p-values and hypothesis outcomes for each factor are presented in the table below, followed by their interpretation.

TABLE 2 Comparison of e-WOM Effectiveness between Gen Y and Gen Z Consumers

Factors	Statements	Mean		P-value	Hypothesis action	Statistical conclusion
		Gen Y	Gen Z			
Source credibility	Reviews from verified buyers are more trustworthy to me	3.73	3.41	0.012	Rejected H0	Statistically significant difference
	The credibility of the reviewer affects how seriously I consider online reviews.					
	If the reviewer is knowledgeable about the product I want, I trust them.					
Message quality	Detailed and well-explained reviews help me more	3.64	3.51	0.269	Failed to reject H0	No statistically significant difference
	Spelling mistakes in the reviews affect my purchase decision.					
	Reviews with visual evidence are more effective for me.					
Product type	I scrutinize the reviews more for big purchases or expensive stuff and less for everyday buys	3.75	3.59	0.308	Failed to reject H0	No statistically significant difference
Platform trust	Platforms hosting the reviews influence my trust in the information	3.71	3.35	0.014	Rejected H0	Statistically significant difference
Reviewer's similarity	I relate to reviewers' similarities while buying online	3.14	3.06	0.622	Failed to reject H0	No statistically significant difference
Timing	As far as I am concerned, recent reviews matter to me more	3.80	3.35	0.0018	Rejected H0	Statistically significant difference

(Source: Self)

Interpretation: The results reveal a statistically significant difference between Gen Y and Gen Z consumers in source credibility as a dimension of e-WOM effectiveness (Gen Y: M = 3.73; Gen Z: M = 3.41; p = 0.012). This indicates that Gen Y places comparatively greater importance on the credibility of online reviews when evaluating e-WOM. The p-value is less than the 0.05 significance level, confirming a statistically significant difference between Gen Y and Gen Z consumers in the importance they attach to source credibility in e-WOM. The results reveal no statistically significant difference between Gen Y and Gen Z consumers on message quality as a dimension of e-WOM effectiveness (Gen Y: M = 3.64; Gen Z: M = 3.51; p = 0.269). This indicates that Gen Y places slightly greater importance on the quality of the e-WOM message than Gen Z. As the p-value is greater than 0.05, the null hypothesis is not rejected, indicating no statistically significant difference between the two generations. Both have similar perceptions of message quality. Gen Y has a mean score of 3.75, while Gen Z has a mean score of 3.59 regarding product type. This indicates that Gen Y tends to scrutinize online reviews more carefully for big purchases or expensive products, while both generations give comparatively less importance to reviews for everyday purchases. Since the p-value is 0.308, which is greater than the 0.05 significance level, the null hypothesis is not rejected, indicating that there is no statistically significant difference between Gen Y and Gen Z; both have similar perceptions of the influence of product type on e-WOM effectiveness.

Regarding platform trust, Gen Y had a higher mean score of 3.71 than Gen Z (3.35). The p-value of 0.014 is less than 0.05, so the null hypothesis was rejected. This indicates a statistically significant difference between the two generations, suggesting that Gen Y is more influenced by the platform hosting the reviews when trusting the information.

Regarding reviewer similarity, the mean scores of Gen Y and Gen Z ($M = 3.14$, $M = 3.06$) are close to the neutral point, indicating that similarity with the reviewer is not a particularly strong factor influencing their online purchase decisions. The p-value of 0.622 is greater than 0.05, so the null hypothesis is not rejected. Thus, there is no statistically significant difference between these generations regarding reviewer similarity.

The mean score for timing indicates that Gen Y ($M = 3.80$) places more importance on recent reviews than Gen Z ($M = 3.35$). Also, the p-value of 0.0018 is less than 0.05, indicating that the difference is statistically significant. Therefore, the two generations differ significantly in how much importance they give to the timing or recency of reviews.

Discussion: It reveals that both Gen Y and Gen Z are affected by e-WOM, but the magnitude and type of effect vary by factors. Both groups are significantly influenced by source credibility, platform trust and timing, but Gen Y are more affected than Gen Z, suggesting a generational divide in what matters to them when it comes to trusting the source, platform and timing of the review. The quality of the message and the type of product are also moderately important to both generations, meaning that detailed, well-explained reviews with visual evidence, and greater scrutiny of expensive purchases, are crucial to all consumers, regardless of generation. Reviewer similarity exerts a relatively weak effect on both groups. It is similar across them, suggesting that personal similarity with the reviewer has little impact on the effect of e-WOM. In general, factors such as credibility, platform, and timing account for differences between Gen Y and Gen Z. In contrast, others such as message quality, product type and reviewer similarity impact both target audiences in similar ways.

4.3. E-WOM AND CONSUMER TRUST

Consumer trust is a critical outcome of effective e-WOM. In this study, consumer trust was measured using two statements that captured respondents' confidence in online reviews and their willingness to rely on them in purchase decisions. A comparison between Gen Y and Gen Z is performed to examine whether there is a significant difference in their levels of trust towards e-WOM. The results, including mean scores, p-values and hypothesis outcomes, are presented in the table below.

TABLE 3 Comparison of Consumer Trust in e-WOM between Gen Y and Gen Z Consumers

Statement	Mean		P-value	Hypothesis action	Statistical conclusion
	Gen Y	Gen Z			
I check online reviews before trusting a brand	3.92	3.72	0.13	Failed to reject H0	Not statistically significant
Negative online reviews decrease my trust in a brand.					

(Source: Self)

Interpretation: The mean scores indicate that both generations consider online reviews important in forming trust towards a brand. Gen Y shows a slightly higher mean score (3.92) compared to Gen Z (3.72). The p-value of 0.13 is higher than the 0.05 significance level, indicating that the difference in responses between Gen Y and Gen Z is not statistically significant. Therefore, the null hypothesis is not rejected, suggesting that both Gen Y and Gen Z consumers exhibit similar levels of dependence on online reviews for developing trust in brands.

Discussion: Both Gen Y and Gen Z rely on online reviews before placing trust in a brand, and they are influenced similarly. Checking reviews before trusting a brand is an important behavior for both groups, showing that e-WOM plays a central role in building initial brand trust across generations. Since there is no notable difference between these two, it suggests that regardless of age group, consumers treat online reviews as a key checkpoint before deciding whether to trust a brand.

4.4. E-WOM AND LOYALTY

Consumer loyalty reflects the long-term impact of e-WOM on repeat purchase behavior and brand attachment. In this study, consumer loyalty was measured using two statements that assessed respondents' tendency to remain loyal to a brand based on online reviews and recommendations. A comparison between Gen Y and Gen Z was conducted to determine if there is a significant difference in how e-WOM influences loyalty across the two generations. The mean scores, p-value and hypothesis outcomes are presented in the table below.

TABLE 4 Comparison of Consumer Loyalty Influenced by e-WOM between Gen Y and Gen Z Consumers

Statement	Mean		P-value	Hypothesis action	Statistical conclusion
	Gen Y	Gen Z			
I recommend brands that online reviews led me to try and enjoy	3.99	3.75	0.076	Failed to reject H0	Not statistically significant
If I have a good experience with products recommended by online reviews, I am likely to buy more from the brand.					

(Source: Self)

Interpretation: The mean scores indicate that online reviews positively influence both generations in developing brand loyalty. Gen Y respondents have a slightly higher mean score (3.99) than Gen Z respondents (3.75), suggesting that Gen Y consumers show a marginally greater tendency to recommend brands based on online reviews and to make repeat purchases after a positive experience with review-recommended products. The p-value of 0.076 is higher than the 0.05 significance level, indicating that the difference between Gen Y and Gen Z is not statistically significant. Therefore, the null hypothesis is not rejected, indicating that there is no significant difference between the two generations in the impact of e-WOM on consumer loyalty.

Discussion: Both Gen Y and Gen Z are influenced by e-WOM when it comes to building loyalty, and they respond in a largely similar way. Positive experiences with products discovered through online reviews lead both groups to recommend the brand to others and to consider repeat purchases from the same brand. This indicates that e-WOM not only influences trial but also the more enduring loyalty actions, such as word-of-mouth recommendations and repeat patronage. However, the absence of a significant difference between the two generations suggests that review-driven loyalty is prevalent across age groups, and that both Gen Y and Gen Z regard online reviews highly as a source for recommending and remaining loyal to a brand.

4.5. VOLUME ELASTICITY OF E-WOM

Volume elasticity refers to the extent to which the number of online reviews influences consumer perceptions and purchase decisions. A higher volume of reviews is often associated with increased credibility and reduced perceived risk. In this study, volume elasticity of e-WOM was measured using two statements that assessed the impact of the number of reviews on consumer decision-making. The responses of Gen Y and Gen Z were compared to test whether there is a statistically significant difference between the two groups. The results are presented in the table below.

TABLE 5 Comparison of Volume Elasticity of e-WOM between Gen Y and Gen Z Consumers

Statements	Mean		P-value	Hypothesis action	Statistical conclusion
	Gen Y	Gen Z			
A large number of reviews increases my confidence in a product	3.89	3.53	0.003	Rejected H0	Statistically significant

(Source: Self)

Interpretation: The mean scores indicate that both generations agree that the number of online reviews affects their confidence in a product. Gen Y respondents have a higher mean score of 3.89 compared to Gen Z respondents' 3.53, suggesting that Gen Y consumers are more influenced by the volume of reviews when evaluating products. The p-value of 0.003 is less than the significance level of 0.05, indicating that the observed difference is statistically significant. Therefore, the null hypothesis is rejected.

Discussion: The volume of online reviews has a strong influence on both Gen Y and Gen Z, but it affects Gen Y more strongly than Gen Z. Many reviews create confidence in buyers and diminish their hesitation to buy, as volume serves as a symbol of belief and decreases perceived risk. Both groups use the number of reviews when deciding whether to trust a product, but Gen Y does so more than Gen Z, meaning they are more inclined to give weight to the people around them in their decision. Review volume also has an impact on Gen Z, even though to a slightly smaller extent. Overall, both types of consumers are strongly affected by volume elasticity, although the impact is larger with Gen Y, revealing a generational difference in how the quantity of reviews impacts their confidence and intent to purchase.

4.6. VALENCE ELASTICITY OF E-WOM

Valence elasticity means the influence of the tone of online reviews, whether it is positive or negative, on the consumer purchase decisions. Positive reviews can enhance product evaluation, while negative reviews may create doubt and deter purchase. In this study, the valence elasticity of e-WOM was measured using two statements that examined how the tone of reviews affects the online shopping decisions of consumers. The responses of Gen Y and Gen Z were compared to determine if a statistically significant difference exists between the two groups. The results are presented in the table below.

TABLE 6 Comparison of Valence Elasticity of e-WOM between Gen Y and Gen Z Consumers

Statement	Mean		P-value	Hypothesis action	Statistical conclusion
	Gen Y	Gen Z			
I always look for a mix of positive and negative opinions to judge a product's rating as reliable	3.40	3.31	0.458	Failed to reject H0	Not statistically significant
A few harsh reviews discourage me from buying, even if most reviews are good.					

(Source: self)

Interpretation: The mean scores for Gen Y (3.40) and Gen Z (3.31) are very close, suggesting that both generations have similar attitudes towards evaluating products based on a combination of positive and negative reviews and the impact of a few negative reviews on their purchase decisions. The p-value of 0.458 is greater than the significance level of 0.05, indicating that the observed difference between the two generations is not statistically significant. Therefore, the null hypothesis is not rejected, indicating that there is no significant difference between Gen Y and Gen Z in the tone of online reviews regarding their purchase decision.

Discussion: The tone of online reviews influences both Gen Y and Gen Z similarly, with moderate strength. Both groups value a balanced view and tend to look for a mix of positive and negative opinions to judge whether a product rating is reliable, rather than relying on highly positive feedback. At the same time, even a few harsh reviews can discourage buying decisions despite an overall positive majority, indicating that negative tones carry notable weight for both generations. The lack of a clear difference between Gen Y and Gen Z suggests that valence, or the positivity/negativity of reviews, shapes trust and buying decisions for both groups in comparable ways.

4.7. IMPLICATION OF THE STUDY

The findings of this study have important implications for marketers, researchers, policymakers, and consumers, particularly in semi-urban Kerala. It is novel in combining and linking the effectiveness of e-WOM, consumer trust, consumer loyalty and e-WOM elasticity within a generational comparison of Gen Y and Gen Z, moving e-WOM research beyond purchase intention to longer-term consumer relationships. The study revealed that e-WOM is an important source of trust and loyalty for both generations and showed that certain factors, including source credibility, platform, time and volume of reviews, can be more influential for one generation than another, suggesting that generation-sensitive strategies are needed. For Gen Y marketers, the focus should be on verified reviews, source credibility, review volume, recency, and expert endorsements, while for Gen Z marketers, strategies will prioritize authentic, rich, user-generated content. It is imperative that businesses actively seek and solicit honest feedback, balance both positive and negative comments, and respond to negative comments in an open and honest manner. Review management should then be seen as a relationship-building and retention process, not just a promotion process. The study also points to opportunities for MSMEs and local businesses to build their digital presence systematically by employing reputation management and engaging customers. Consumer-awareness and digital-literacy initiatives can be developed as a policy strategy to help consumers recognize genuine reviews and steer them away from manipulated e-WOM. The study adds context-specific evidence from a semi-urban Indian context describing the importance of understanding generational reactions to e-WOM beyond metropolitan consumer behavior. Overall, e-WOM is a modern mechanism for marketing effectiveness, empowerment, business reputation, and transparency in Kerala.

5. CONCLUSION

The present study was undertaken to examine the influence of electronic word of mouth on trust, loyalty and purchase decisions among Generation Y and Generation Z consumers in Vadakara Taluk, a semi-urban region of Kerala. The findings show that e-WOM is a significant factor in consumer decision-making in this semi-urban, high-literacy context. While both generations rely on online reviews, the relative importance of specific e-WOM factors differs between Gen Y and Gen Z. The study contributes to the existing literature by providing empirical evidence from a semi-urban Indian setting and highlights the need for marketers and policymakers to recognize generational differences in how e-WOM is processed. In a technology-adaptable state like Kerala, online reviews have become a primary source of information and a key driver of consumer trust. Overall, the study concludes that e-WOM has become integral to the marketplace and plays a vital role in shaping consumer behavior in similar semi-urban areas.

CONFLICTS OF INTEREST

The author(s) declare(s) that there is no conflict of interest concerning the publishing of this paper," authors should write if there is not one.

ACKNOWLEDGEMENTS

We are grateful to all the respondents who actively participated in this work. Authors 1 to 5 contributed equally to this work.

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