



IMPACT OF ELECTRONIC WORD OF MOUTH IN PROMOTING PURCHASE INTENTION AND BRAND AWARENESS

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ABSTRACT

Internet has paved the way for Electronic Word of Mouth developing the traditional Word of Mouth Communication. Electronic Word of Mouth Communication helps to know each other views about a product or service after consumption. In today's scenario, everyone likes to know customer's reviews on a product or service before purchasing it. During the process of searching for customer reviews, it allows consumers to obtain information about products and services from customers all over the world with the help of Internet. Thus, Electronic Word of Mouth brings consumer's intention towards and away from purchasing a particular product or service based on information and opinion shared by customers and it also helps consumers to make aware of a brand and get familiarize to it. This paper carries out empirical research to know how far Electronic Word of Mouth is being helpful in promoting Purchase intention and Brand Awareness among consumers. This study will be useful for the Companies to understand the importance of Electronic Word of Mouth and also gives an idea on how to make it favorable for them.

KEY WORDS: *Electronic Word of Mouth, Purchase Intention, Brand Awareness and Customer reviews.*