

The Impact of E-WOM (Electronic Word of Mouth) on Purchase Decisions on the Shopee Platform

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ABSTRACT (12 PT)

The growth of digital business in today's era influences consumer behavior, particularly when it comes to making decisions about purchasing or consuming a product; trust in Electronic Word of Mouth (e-WOM) has become a key factor in helping consumers make the right decisions regarding product consumption. This study aims to analyze the influence of E-WOM (Electronic Word of Mouth) on purchasing decisions on the Shopee platform. The study employs a qualitative research method and uses literature review as the data collection technique. The results indicate that E-WOM influences purchasing decisions and can reduce purchasing risk by helping consumers mitigate the risk of product defects or evaluate product quality before making an online purchase.

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Introduction

Marketing management is crucial in a business, and its primary objective is to ensure that the business operates effectively and efficiently. Today's digital advancements are significantly changing consumer behavior. Previously, marketing relied on word of mouth; before the advent of digital platforms, consumers could only see and hear directly from other consumers regarding reviews of products they intended to use or purchase. However, the emergence of digital platforms has transformed this consumer behavior.

Social media is now one of the primary tools in marketing strategies, and various social media platforms each have their own unique advantages. This makes it easy for consumers to communicate and access information without the constraints of time or place.

Social media also opens opportunities to strengthen relationships with consumers through active interaction, allowing them to engage with products and services and effectively enhance a product's brand image.

Electronic Word of Mouth (e-WOM) is a form of feedback—whether positive or negative—shared by consumers about a product, service, or brand via the internet or digital platforms. It represents a digital evolution of traditional word-of-mouth marketing strategies or product reviews. In the digital age, e-WOM has a significant impact on consumer behavior and purchasing decisions. Generally, consumers tend to trust honest recommendations or reviews from other consumers more than advertisements created directly by companies and displayed on platforms.

Product reviews posted by consumers on the Shopee platform play a crucial role in the decisions consumers make before purchasing or using a product offered on the Shopee platform, therefore, this study will examine the extent to which reviews from one consumer influence another, thereby affecting consumer behavior or actions before purchasing or consuming a product on the Shopee platform. This study focuses on the theme of the Influence of E-WOM (Electronic Word of Mouth) on Purchase Decisions on the Shopee Platform.

Research Methods

The research method used was qualitative, focusing on the influence of E-WOM (Electronic Word of Mouth) on purchasing decisions on the Shopee platform. The data source used in this study (descriptive data) is a method used to describe or analyze a phenomenon.

Data collection techniques from the internet include online library research, internet searching, and digital research methods, which aim to search for and compile relevant information from official websites, electronic journals, and other digital documents related to the influence of E-WOM (Electronic Word of Mouth) on purchasing decisions on the Shopee platform.

Data analysis techniques are systematic methods for collecting, processing, and interpreting digital information (text, images, user behavior) to identify patterns, trends, or meaningful insights.

Results and discussion

The current era of digitalization has undoubtedly had a significant impact on many aspects of marketing, one of which is its crucial role in shaping consumer behavior. Consumer behavior is the study of how individuals, groups, and organizations engage in activities such as making decisions, using, and discarding products, services, ideas, and experiences that influence their consumption to meet their needs, desires, and satisfaction. There are several consumer behaviors in the digital age, namely:

a. Online reviews or platform reviews are very important

These days, especially on platforms like Shopee, before purchasing or deciding to buy a product, consumers generally check reviews of the product they intend to buy in order to ensure and confirm that the product meets their expectations and fulfills their needs.

Therefore, as a buyer, before deciding to purchase a product, it is advisable to check for positive reviews on the platform to ensure that the product meets the consumer's preferences and expectations.

b. Choosing what suits them

Consumers naturally buy products that suit them; they don't just consider the price, but also whether the product is right for them. This is particularly true for skincare products, where they look to see if the product is suitable for their skin type so that it can meet their needs and preferences.

c. FOMO

FOMO (Fear of Missing Out) is a phenomenon in which consumers feel they must not miss out on a product if they do not purchase a product or service that is currently popular. Thus, with the advent of digitalization, consumers can take advantage of it to keep up with the innovations that are currently trending. FOMO behavior has two dimensions, one of which is Relatedness. This refers to a state where an individual feels the need to always be connected and engaged with others. Feelings of inequality, exclusion, and loneliness also arise when this need for relatedness is not met.

Electronic Word of Mouth (e-WOM) is the online sharing of information, reviews, or product recommendations by consumers. e-WOM significantly influences consumer behavior by building instant trust, encouraging spontaneous purchasing decisions, and serving as a more reliable and accurate source of information compared to conventional advertising. The main characteristics of Electronic Word of Mouth (e-WOM) include wide accessibility, the ability to reach a large audience quickly, and a strong influence in shaping customer perceptions. Thus, it can be defined as encompassing all forms of informal communication conducted by consumers via the internet to influence others' purchasing decisions.

There are several ways in which Electronic Word of Mouth (e-WOM) influences consumer behavior on the Shopee platform:

- a. Building trust: Positive reviews on the Shopee platform are a key factor in encouraging consumers to proceed with a transaction, helping them decide to purchase a product, and reducing their hesitation when choosing a product.
- b. Purchase decisions: High-quality reviews trigger spontaneous purchases of a specific product.
- c. Reducing purchase risk: Positive reviews actually help minimize the risk of product defects and allow you to assess product quality before buying online.

e-WOM (electronic word-of-mouth) plays a crucial role in shaping customer perceptions and satisfaction levels. This strategy effectively expands market share.

Conclusions and Recommendations

Based on the results of the analysis conducted, this study shows that Electronic Word of Mouth (e-WOM) influences purchasing decisions on the Shopee platform, a phenomenon that is driven by the establishment of trust; e-WOM helps build customer trust, encouraging them to purchase a product. E-WOM can also influence purchasing decisions and reduce purchase risk by helping to mitigate the risk of product shortages or by allowing customers to evaluate product quality before making an online purchase.

Future researchers are advised to examine other variables that may influence purchasing decisions, in order to identify the key factors driving those decisions.

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