The Competitive Advantage of EWOM in Digital Marketing

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ABSTRACT

The subject titled assessment on part of Electronic Word of Mouth (EWOM) in sentiments and behavior of clients in E-shops was communicated in Digi-Kala Company. At that point, investigation theories and targets were proposed and strategy, measurable populace, and required test of investigation method was presented to realize objectives and comes about speculations. The discoveries recommend a noteworthy positive impact of (EWOM) on the state of mind of customers and their positive feelings. So also, socially positive, and typical feelings may moreover have a noteworthy effect on the state of mind of customers. At the same time, negative feelings of customers have emphatically influenced consumers’ states of mind as well. At last social standards and demeanors of buyers may have a noteworthy positive impact on the behavior of customers.

Keywords: Behavior of consumer, Electronic Word of Mouth (EWOM), Online Shopping, Social norms.

I. INTRODUCTION

Seasoned casual communication instruments, (EWOM) notices Play an important part in promoting forms like the support of the person to purchase the items and utilizing administrations. Numerous buyers basically depend on EWOM they have gotten from their companions and relatives since such data is more solid than commercial advertisements and comments of marketers (Davari et al., 2015) In this way, EWOM advertisements may serve as a way to realize competitive focal points inside an environment where trusting in limited time organizations and promotes has been decreased. Having an effect on the thoughts of other people may be taken after with recognizable benefits for merchandise and administrations provider companies (Jalilvand & Ibrahim, 2011). EWOM alludes to interpersonal communication between shoppers with respect to their evaluations and encounters with a certain endeavor or item (Jason et al., 2010). The thoughts have appeared that EWOM might act more viable than communication by other sources e.g., suggestions of imperative substance in daily papers or promotions (Jalilvand & Samiei, 2012). Promoting by EWOM is more sound than other showcasing methods since as were fourteen percent of those people who observe, examined, or listen to commercial advertisements may believe in them. More interests, ninety percent of people believe in their families, companions, or colleagues on the off chance that they affirm a certain item or benefit since they know there's no advantage in favoring them (Jalilvand & Samiei, 2012).

II. NECESSITY AND IMPORTANCE

The communication about goods and services between persons who do not appear to be dependent on goods or service-producing enterprises is the necessity and importance of studying EWOM. Bilateral dialogues, whether face-to-face or over the phone, email, cellphone, or other communication channels, are examples of such communications (Forati et al., 2014). One of the aspects that strengthen EWOM is its independence from the company. Another component that appears to be more essential than the first is that EWOM conveys individual experiences and gives individuals indirect experiences regarding the product or service (Hassangholipour et al., 2013). EWOM can be good (praise for a company or product) or negative (rumors regarding a company or product). Both sorts of communications travel quickly and can have a significant impact on a customer's perception of a newly presented product or a product with a high risk of being purchased (Martensen & Mouritsen, 2014). In various research, the importance of EWOM has been discussed in relation to making purchasing decisions and lowering purchase decision-related risks (Wangenheim et al., 2014). The importance of EWOM may be seen in consumer thoughts in marketing literature, and EWOM has been identified as one of the most powerful forces in the market (Prendergast et al., 2010). The importance of EWOM stems from the fact that, in such circumstances, buyers prefer to rely on informal sources rather than official sources, such as marketing journals, when making purchasing decisions (Abdalvand & Ghaffari Ashhtian, 2009). In reality, EWOM is significant because it may give consumers very important and vital information about a certain organization, and in many situations, it can assist them in deciding whether or not to become a supporter and motivator for that group. As a result, oral advertisements assist businesses in attracting (Zhang et al., 2010).

A. Aims of This Study

The current study begins with the goal of determining the influence of EWOM on customer emotions and attitudes, as well as their impact on consumer behavior.
The association between EWOM and good emotions in consumers is investigated. An examination of the link between EWOM and unpleasant sentiments in customers.


![Diagram of Martensen and Granhault's research conceptual model (2016).](image)

**B. Advertisements Based on Electronic Word of Mouth (EWOM)**

EWOM is a new platform where customers can exchange their opinions and experiences with various companies and goods through online communication channels (Pikas & Sorrentino, 2014). EWOM is described as all informal conversations between customers using internet-based technologies about the application or features of certain goods or services, as well as their sellers. Six questions were evaluated using the Likert 5-scale spectrum in order to evaluate this variable, based on a paper by (Martensen & Granhault, 2016).

**C. Emotions**

Emotions are the initial component of a logical decision that is triggered by neural transmissions from the emotional unit of the brain to the rational section of the brain (Yousefi et al., 2012).

**D. Positive Emotions**

When a person purchases a product that is beneficial to them, they experience positive emotions. In this study, a publication by Martensen & Granhault (2016) was used to measure this variable using the Likert 5-scale spectrum.

Negative emotions: Negative emotions arise when a person purchases a thing that he or she dislikes. In this study, Martensen and Granhault used a paper from Martensen and Granhault to assess this variable using a Likert 5-scale spectrum (2016). Social customs: A behavioral pattern that influences social reactions is referred to as a norm in sociology science (Yousefi et al., 2012). To examine this component in this survey, two questions were created using the Likert 5-scale spectrum and Martensen and Granhault's study (2016).

**E. Consumer Attitude**

Internal emotions that reflect a person's favorable or unfavorable viewpoint on various topics are expressed through attitude (Chakravarty et al., 2010). The consumer's attitude has been addressed as a factor that impacts the form and direction of his or her conduct when purchasing a specific commodity (Chu & Kim, 2011). In order to assess this variable in this study, four questions were considered utilizing the Likert 5-scale spectrum and the Martensen and Granhault paper (2016). Consumer behavior refers to a person's proclivity to purchase a given product or receive a specific service in the future (Wu et al., 2011). In this study, three questions were defined using the Likert 5-scale spectrum and an article from Martensen and Granhault (2016).

**F. Background and Literature for Research**

Marketers now have new tools to improve the efficiency and effectiveness of marketing communications, as well as new methods for customer acquisition and retention, thanks to the internet. In cyberspace, the online interpersonal impacts are presumed to be one dimension (Litivin et al., 2008). Individuals' interpersonal influence and affects in online settings have an impact on customers' assessments and decisions to acquire a certain product or brand. EWOM advertisements contain a variety of media forms and types of websites that provide maximum access to online consumers' thoughts and revisions, as well as statistics (Zhang et al., 2010). Researchers have paid close attention to online product changes made by customers. EWOM research is relatively fresh, having grown during the last ten years. Some scholars have blended the hypotheses to explain the occurrence of EWOM. Given the high expense of television advertising in the sector of E-services, one of the most innovative promotional platforms for these products is word of mouth, which includes EWOM (Fallah, 2017).

Difference between E-business and E-commerce: E-business refers to a collection of business-related activities carried out over the internet network, such as marketing, financial subjects, buying and selling, customer relationships, after-sales services, and collaboration with investors, for example, whereas E-commerce refers to only buying and selling activities carried out over the internet and is considered a subordinate for internet business systems in general. Overall, there are numerous advantages and benefits to E-business. E-business frees up dealers' and brokers' hands while also lowering advertising expenses, increasing marketing opportunities, improving market knowledge and strategic planning, and expanding the spectrum of customers who can provide services in the new system. As a result, this system will benefit both producers and consumers.

E-business, as one of the subsets of ICT groups, has grown rapidly in recent years, so the strategy used in this policy is efficient and effective in most commercial institutes in accepting and employing E-business to penetrate global markets and attract new clients. Although the use of E-business in commercial activities necessitates a number of influential exogenous and endogenous factors, paying attention to these factors and planning for favorable E-business technology utilization may pave the way for user enterprise growth rather than guaranteeing successful
exploitation from this process (Movahedi, 2015) and (Ghanadif et al., 2021).

G. Traditional and Cyber Social Networks

A social network is defined as follows in classic social network theory: It is a collection of social institutions, including people and organizations, that are linked to one another through a network of strong social ties and interact through sharing values (Arami, 2014).

In general, social networks are seen to be social structures made up of multiple groups in which individuals or organizations are linked by one or more forms of relationships, such as financial transactions, friendship, trade, emotions, dogmas, entertainments, and habits (Swamy nathan et al., 2008). Social networks may be traced back to the dawn of human life and are inextricably related to human-to-human social symbiosis. Traditional marketing is on its way out as customers become more receptive to TV commercials, direct mail, and planning (Domingos, 2005). What distinguishes today’s social networks from those of the past is a platform for the emergence of social networks and the mechanisms that govern their internal relationships. Because of these potentials, these networks have been able to alter standard equations (Babaei, 2011).

Cyber social networks are forms of social media that are akin to a high-level human community that allows an individual to communicate with a large number of others. A new generation of internet websites has emerged as part of virtual social networks. On these websites, members virtually unite around a common axis to build online communities (Arami, 2014).

The key qualities of virtual social networks, according to Castells, are flexibility (reconstruction and reactive potential versus environmental changes), scalability (small and large size), and the ability to survive without relying on the unit’s core. The important capability of these networks is related to the ability of new users to log in and the availability of a large space for interaction with others, as well as free content development and knowledge and information sharing (Babaei, 2011). Internet advertisement dimensions: Internet advertisements have a variety of dimensions, which are briefly discussed here (Gao et al., 2002). Fig. 2 depicts the dimensions of internet advertisements (1-2).

![Fig. 2. Various dimensions of internet ads (Gao et al., 2002).](image)

H. EWOM (Electronic Word of Mouth) Advertisements

EWOM has been renamed numerous times since the advent of information technologies and the internet: Viral marketing, email marketing, online EWOM, EWOM marketing, and EWOM advertising are all examples of viral marketing (Goyette et al., 2010). EWOM is defined as all informal communication between consumers and suppliers on the uses or attributes of particular goods or services using internet-based technologies (Jalilvand & Samiei, 2012). Because there is more access to it, this sort of advertisement has become a major forum for consumers, and it appears to be even more efficient than EWOM in the offline world (Christy et al. 2008). Within the new generation of online, EWOM advertising can be thought of as classic interpersonal communication (Goyette et al., 2010). The EWOM advertisement media typology is as follows.

| TABLE I: COMPARISON OF DIFFERENT FORMS OF INTERNET PROMOTIONS (GAO ET AL., 2002: 18) |
|------------------------------------------|---------------------------------|---------------------------------|------------------------------------------|
| Ads as game                              | Sending letters together- messages-newsletter- newsgroups | Rich-media banner               | Form of ads presentation |
| Payment based on ads presentation-click-based payment Variable | Pay as you see- payment based on the number of letters | Click-based payment              | Click-based payment- pay as you see |
| Goods marketing and sale-creating trade name Variable | Goods promotion | Goods and sale marketing-creating a trade name | Low |
| Game related technologies                | Internet letters | Rich media technology e.g., Flash,SVG, IntrVU,RealAudio, RealVideo | JavaScript and JavaApplet, and Animated GIF |
| Limited to one play                      | Ones with email addresses | Limited to users that have access to that page | Limited to users that have access to the ads page |
| Low rate visibility-high rate click      | Low rate visibility - low rate click | High rate visibility- High rate click | High rate visibility- low rate click |
| Low                                      | Low                | High                            | Low |

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Buzz marketing (using news and amusement), viral marketing (publishing messages, particularly via email), and community marketing (creation and support from some communities such as followership associations, clubs, and user groups), product seeding (putting suitable product in front of influential subjects at the right time), influencer marketing (finding influential individuals and communities), and brand-blogging (creating brand awareness) are all examples of EWOM marketing.

### TABLE II: EWOM COMMUNICATION CANAL TYPOLOGY (RADMEHR ET AL., 2011)

<table>
<thead>
<tr>
<th>Type of channel</th>
<th>Interaction level</th>
<th>Communication domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic letters (emails)</td>
<td>Asynchronous</td>
<td>One by one &amp; one by multiple</td>
</tr>
<tr>
<td>Instant messages</td>
<td>Synchronous</td>
<td>One by one</td>
</tr>
<tr>
<td>Websites, visiting product</td>
<td>Asynchronous</td>
<td>One by multiple &amp; multiple by one</td>
</tr>
<tr>
<td>and other websites</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thinking rooms</td>
<td>Synchronous</td>
<td>One by multiple</td>
</tr>
<tr>
<td>Weblogs and virtual</td>
<td>Asynchronous</td>
<td>One by multiple</td>
</tr>
<tr>
<td>communities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News groups e.g., Google news group</td>
<td>Synchronous</td>
<td>One by multiple &amp; multiple by one</td>
</tr>
</tbody>
</table>

### I. Backgrounds in Domestic Research

In a study titled ‘Analysis of impacts of EWOM marketing on purchasing intention. According to Fallah (2017), EWOM is a novel venue in which customers exchange their experiences and opinions about various companies and products, such as via laptop and online communication channels. In today's society, an ordinary individual may be exposed to a flood of marketing messages generated by traditional marketing strategies such as commercial and promotional advertisements, and the consumer is forced to choose from a plethora of promotional offers. EWOM marketing involves informal communications regarding a certain product or service that can be used as a valid filter for users due to EWOM’s independence and lack of dependency on manufacturers, which can help consumers trust them. Alternately, controlling EWOM marketing by enterprises can create a competitive advantage in today's market. The current research has been conducted in order to analyze the effect of EWOM marketing on a decision for purchase stated in their study titled ‘Interpretation of customers’ tendency to utilize BMI banks of services in Guilan Province focusing on EWOM promotion’ that the introduction of IT into many businesses has caused a lot of changes in their varied processes. The banking business is one of the most important industries that has seen significant changes as a result of the introduction of IT. In this regard, the study’s major goal was to interpret customers' proclivity to utilize BMI banks of services in Guilan Province, with a focus on EWOM advertising. In terms of data gathering, this study is an applied type based on objective and a form of descriptive research. Melli Bank clients made up the study's statistical population (BMI) in Guilan. Because the study population is infinite, the sample was chosen using Cochran's formula for an infinite population. This study's sample technique is clustered and non-probabilistic available sampling. This survey used a field study as the data collecting method, with a questionnaire as the data collection tool. The validity rate was calculated using content validity, and the reliability rate was calculated using the Cronbach alpha coefficient, which was higher than 0.7 for all variables in this model.

SPSS and PLS software were used to analyze all of the data collected. To test study hypotheses, confirmatory factor analysis was used, and structural equation modeling was implemented using the ordinary least square (OLS) approach. The findings of the research hypothesis revealed that all of the hypotheses in this study were correct. (Mohajerani & Miremadi, 2013) wrote in a study titled “EWOM and its Impacts on Customer's Intention to Purchase” that after the Industrial Revolution and the automation of products, which resulted in a rising rate of supply, factory owners concluded that they needed to introduce and promote their products if they wanted to sell them, and marketing science was born. Modern marketing strategies have been brought to the world, and they are more efficient, less expensive, and effective than traditional approaches. Examples include one-to-one marketing, phone marketing, remote marketing, partisan marketing, viral marketing, and word-of-mouth marketing. In the aforementioned study, the librarian approach was used. In the aforementioned study, it was attempted to present EWOM marketing, methods of use, and the effect on customer intention to purchase.

In a study titled 'EWOM advertising and their impact on customer behavior (Beigi & Ibrahimi, 2011), it is said that in today's overly competitive markets, business leaders are looking for innovative ways to teach people about their products and boost their brand identities. To reach this goal, they use a variety of marketing strategies to attract additional clients. Electronic Word of Mouth (EWOM) marketing is one of the most effective sorts of these strategies that have been developed based on individual relationships. Following the recent increase in the number of internet users in Iran, a suitable opportunity has been provided for businesses to increase customer knowledge of their products by combining this modern method with traditional marketing methods rather than increasing their market share and thus improving their brand name. The supplied reviews and studies in this paper have investigated the subject of EWOM marketing in this regard. The importance of EWOM marketing has been shown in the research that have been reviewed Nasiri Sarvi and Haffari (2017) investigated the relationship between EWOM advertising and purchasing Huawei mobile phones. They stated in this investigation that EWOM advertisements are implemented in accordance with the same comments and positive and negative experiences of consumers versus other consumers or individuals who intended to buy a product such as a mobile phone in order to reduce buying risk and avoid confusion in buying among similar products in the internet environment. The purpose of this study is to examine the relationship between EWOM commercials and the choice to purchase a Huawei mobile phone. In terms of purpose, this study was an applied-research study, and in terms of the data gathering method, it was a survey. The data was collected using a questionnaire, and the data was analyzed using some parameters such as mean and standard deviation. The level of the effect exerted by EWOM advertisement on customer purchase intention and related standard deviation were measured 4.90 (of a total of 5 score) and 0.56 by using the results from the SPSS software application, respectively, and these rates indicated that EWOM advertisement had a
positive effect on consumer purchase intention. In a study by Boroomand and Aberoomandi (2015) titled 'Analysis of the effect of EWOM ads on an intention for repurchase by online customers,' they stated that today, compared to the past, extensive competition has increased within various commercial fields, especially E-commerce throughout the world, and maintaining customers and increasing their loyalty has become more difficult, and providing for their needs could contribute to improving loyalty.

The primary goal of this study was to identify the most important factors influencing internet buyers continued use of the Digi-Kala website, as well as effective factors influencing EWOM ads among Digi-Kala customers, who are currently regarded as the country's leader in the sale of electronic commodities, according to published statistics. 385 questionnaire forms were gathered after they were distributed to respondents in order to collect data for this study and for analysis of 9 primary hypotheses. The findings of data analysis were obtained using SPSS and LISREL software, and all study hypotheses were found to be valid. (Rouhbakhsh et al., 2017) suggested in their paper titled 'Review of the impact of relational marketing on the intention for buying among customers mediated by oral advertisement' that customer maintenance and training may be regarded as a very important factor in the achievement of leading companies in the current competitive environment. Customers benefit from a variety of benefits; they can use goods and services provided by businesses, and if those goods and services are proportional to their tastes and perspectives, they can promote them to their friends as a positive promotional strategy. The goal of this study is to see how relational marketing affects customers' purchasing decisions when they are mediated by oral advertisements. Customers who might utilize the products of agencies for the sale of cosmetic and sanitary items in Bushehr Province were deemed the statistical population of this study, and a questionnaire was used to gather data. For the statistical sample, the available sampling method was used, and 284 customers submitted data for this inquiry. The data was analyzed using SPSS and LISREL software. Initially, the utility level of the variables and their parameters was examined using a single t-test, and a positive association between variables was validated using the correlation coefficient and the t-test path coefficient. The LISREL program, as well as confirmatory factor analysis and structural equation modeling, were used to test the model. Finally, the model's fitness parameters revealed that it was well fitted, and LISREL software offered a modified and complementary model. Shekari et al. (2015) stated in a study titled "Effect of oral advertisements on the tendency to use insurance services among customers of insurance companies in Rasht city" that oral advertisements may play an effective role as one of the most important and oldest informal tools for communications in marketing processes such as encouraging people to buy products and use services (Davari et al., 2015). Many customers rely on EWOM information from friends and relatives because they believe it is more reliable than commercial commercials and marketing statements (Ghanadif et al., 2021; Mireamdi et al. 2013). Many customers rely on EWOM information from friends and relatives because they believe it is more reliable than commercial commercials and marketing statements. As a result, in an environment where consumers have less faith in businesses and their commercials, oral marketing may give away for commercial organizations and enterprises to gain a competitive edge by influencing customers' buy intentions. In terms of the subject's importance, the current study attempted to examine the impact of oral marketing on the use of insurance sector services by clients. In terms of the subject's importance, the current study attempted to examine the impact of oral marketing on the use of insurance sector services by clients. In terms of method and nature, this study is descriptive-correlational, and in terms of objective, it is of the applied type. The current study's statistical population consists of active insurance businesses in Rasht, and 300 questionnaire forms were distributed to them in order to pick a sample using a simple randomized sampling technique. For data analysis and testing study hypotheses, structural equation modeling was used. The outcomes of this study reveal that oral advertisement aspects such as intensity, positive potential, negative potential, the substance of oral commercials, and corporate image may influence customers' willingness to use insurance services. (Lotfi, 2015) claims that the person may have interacted more readily using perceived emotions in his work titled 'review on the effect of consumers' emotions on intention to repurchase through mediation role of oral advertisement (case study: Alborz insurance in Shiraz city). Interactions and relationships between parties are aided by emotions. Positive oral advertisements, on the other hand, are now regarded as a powerful tool in the progression of product sales, as they can quickly propel unknown and anonymous products into a road of unfettered commercial fame and repute. In this regard, the purpose of this research is to investigate the impact of consumers' emotions on repurchase intention, as mediated by the role of oral marketing in the insurance business (Ghanadif, 2017; Mireamdi & Ghanadif, 2021). In terms of purpose, this inquiry is classified as an applied type, and in terms of approach, it is classified as descriptive and surveying research. Customers of Alborz Insurance Company in Shiraz served as the study's statistical population. The sample size was calculated using Cochran's formula, and with an unlimited number of people in this demographic, 196 people were needed for this investigation. For sample selection, a non-probabilistic available sampling strategy was used. In this survey, a questionnaire was used to collect data, and the questionnaire's reliability was determined to be 0.836 using the Cronbach alpha coefficient. The structured equation modeling software Smart-PLS was used to examine the data. According to the findings of the study, client emotions may have a major impact on purchase intent. Similarly, the findings of the study revealed that oral advertisements may have a mediating function in the impact of customer emotion on purchase intent. In their survey, Lotfi (2015) explored the impact of EWOM advertisements on consumers’ buying behavior in the case study for consumers of tablets and smartphones. This study was conducted under the title of analysis of the effect of EWOM advertisements on buying behavior of consumers (case study: consumers of tablets and smartphones). The statistical population of this study includes MA students from a faculty at the University of Firdausi, and the sample was selected using a simple sampling approach. In terms of objective, this survey was of the applied type, as
well as descriptive-correlational. In this study, a standardized questionnaire was used to collect data, and it was created using literature and research as a foundation. The study's findings suggest that the research conceptual model is well-fitting. The fitness parameters were close to the unit, while the error parameter was close to zero. As a result, it can be concluded that EWOM commercials have a good and efficient impact on customer purchasing behavior. Similarly, the data demonstrate that the factors of product awareness, product price awareness, promotional elements awareness, distribution canals awareness, and after-sale services awareness all have a direct and significant association with customer buying behavior.

III. RESEARCH CONCEPTUAL MODEL

A. Processes of Research Methodology and Implementation

In terms of type and nature, this study is deceptive-analytical research since the researcher is looking for an analysis and description of the relationship between consumer behavior, EWOM, customer emotions, and social norms. Alternatively, when the technique and level of impact of variables, as well as their association, are investigated, it is usually regarded to be a correlational study. A statistical population is a group of individuals or units who share at least one characteristic (Fardhosseini et al., 2021). The statistical population for which the researcher aims to analyze variable attributes of the given units is usually the studied population in a survey. The statistical population in this study is made up of all Digi-Kala Company clients in Tehran, and their number is indefinite. For this investigation, the Simple Random Sampling (SRS) approach was used. Given Cochran's sampling formula and the fact that the statistical population of this study (all Digi-Kala website consumers) is an infinite number, the minimum sample size required for this investigation is 384 samples. While some of the collected questionnaires may contain heterogeneous and unreliable data, and some respondents may avoid completing the questionnaire, the questionnaire forms were distributed to 420 respondents, of whom 395 completed questionnaires were collected. However, some of the 395 questionnaire forms contained many heterogeneous and lost data, but 385 complete questionnaire forms were analyzed.

B. Structure of the Questionnaire

The questionnaire was used for data collection and measurement of research variables in the majority of this study. The given questionnaire was standardized and derived from (Martensen and Granhurst, 2016). Nonetheless, the measured parameters in this study were subjected to assessment by various experts before being assessed in this questionnaire, and the agreed-upon questionnaire was finally used as a data collection method. There are two sections to this questionnaire. The first half deals with demographic characteristics, while the second examines research variables and includes 24 questions on a five-scale Likert scale. Appendix 1 contains the aforementioned questionnaire. The following table shows the order and number of questions:

C. Combined Reliability

Expert and relevant masters’ comments are employed in the content validity technique. For this aim, the questionnaire was first extracted, translated, and constructed using similar papers, and then made available to a number of specialists and scholars for review of the questions’ transparency and relevance to the research subject. Because the Cronbach alpha coefficient is a classic criterion for measuring construct reliability, the PLS approach is used as a more recent criterion under the label of combined reliability Houshangi et al. (2017) and Vinzi (2010) proposed this criterion, which differs from Cronbach alpha in that it calculates construct reliability in terms of correlation between their parameters rather than absolute dependability. If the value of Combined Reliability (CR) is greater than 0.7 for any construct (Houshangi et al., 2016), it indicates that the measurement models have adequate internal consistency, whereas a value of reliability less than 0.6 indicates that the measurement models are unreliable. It’s worth noting that in structural equation modeling, CR is regarded to be a stronger criterion than Cronbach alpha. In the computation of Cronbach alpha, all parameters are calculated with equal importance for each construct, however the parameters with greater factorial loadings are more essential for CR calculation. As a result, construct CR values are more actual and accurate criteria than Cronbach alpha. The Cronbach alpha and combined reliability criteria were used in this study to confirm the questionnaire’s and measurement's dependability.

D. Measurement Model Test

Initially, research variable measurement models were examined. There are two primary processes and various factors in this test: Reliability check: Measurement precision and stability are linked to test dependability. There are two definitions of reliability: The term 'reliability' can refer to the consistency and persistence of scores over time; for example, if a test is given to a single respondent numerous times, the score will be the same each time. The second definition of dependability is item parity, which refers to how closely testing questions are connected. Three parameters are used to analyze reliability using software applications for this purpose:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number of questions</th>
<th>Order</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social norms</td>
<td>3</td>
<td>1-3 Qs</td>
<td>Martensen</td>
</tr>
<tr>
<td>Behavior of consumers</td>
<td>3</td>
<td>4-6 Qs</td>
<td></td>
</tr>
<tr>
<td>Attitude of consumers</td>
<td>4</td>
<td>7-10 Qs</td>
<td></td>
</tr>
<tr>
<td>EWOM marketing</td>
<td>4</td>
<td>11-14 Qs</td>
<td>Granhurst</td>
</tr>
<tr>
<td>Positive emotions</td>
<td>5</td>
<td>15-19 Qs</td>
<td></td>
</tr>
<tr>
<td>Negative emotions</td>
<td>5</td>
<td>20-24 Qs</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Cronbach alpha</th>
<th>Combined Reliability</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude of consumer</td>
<td>0.792952</td>
<td>0.864449</td>
<td>0.614722</td>
</tr>
<tr>
<td>Behavior of consumer</td>
<td>0.853648</td>
<td>0.911000</td>
<td>0.773357</td>
</tr>
<tr>
<td>EWOM advertisement</td>
<td>0.829238</td>
<td>0.897798</td>
<td>0.745445</td>
</tr>
<tr>
<td>Negative emotions</td>
<td>0.907438</td>
<td>0.930837</td>
<td>0.729466</td>
</tr>
<tr>
<td>Positive emotions</td>
<td>0.802977</td>
<td>0.865869</td>
<td>0.567828</td>
</tr>
<tr>
<td>Social norms</td>
<td>0.878805</td>
<td>0.925237</td>
<td>0.804889</td>
</tr>
</tbody>
</table>

TABLE III: NUMBER OF QUESTIONS IN QUESTIONNAIRE

TABLE IV: RELIABILITY AND AVERAGE VARIANCE EXTRACTED FROM RESEARCH VARIABLE
The factorial loadings test is used to determine the reliability of referents in the partial least square technique. In a factorial loading test, the referent values should be greater than 0.6. In Fig. 4, the coefficients of factorial loadings for research questionnaire questions may be seen.

As can be seen in Fig. 4, the majority of variables have factorial loadings higher than the minimum value of 0.6, and only one of the referents has factorial loadings less than 0.6; however, according to Baidu's rule and the given average variance extracted (AVE) (>0.5), this referent can be kept (these factorial loadings can also be seen in Table VI) (transverse loadings).

### E. Validity Test

To assess the model's validity, the validity of variables and referents must be evaluated. The Average Variance Extracted (AVE) parameter is used to assess the validity of variables with values greater than 0.5 indicating favorable validity. As shown in Table V, the AVE values for constructs in this study vary from 0.567 to 0.804. These values are higher than the minimum level, indicating that the constructs are genuine. The validity of referents is determined using the transversal loadings test, in which the factorial loadings of each referent should be larger than the factorial loadings of the provided referent for other constructions. Table VI summarizes the findings of this study. Because all referents have factorial loadings in their constructs that are larger than their factorial loadings for the constructs, the results of this inquiry indicate that referents have high validity.

### F. Structured Model Quality Test and Assessment

In the partial least square approach to structured model analysis, there are three main criteria for testing structured models: 1) The AVE parameter (R2), the Q2 index, and the Goodness of Fit (GOF) as an indicator of overall fitness.

### G. R² Criterion

The basic criterion for evaluating endogenous hidden variables of the path in the model is the Average Variance Extracted. This index displays how much the exogenous variable influences the endogenous variable's variance. For the endogenous hidden variables (dependent) in the structured path model (internal), values of 0.67, 0.33, and 0.19 have been described as noticeable, medium, and low, respectively. However, if the endogenous hidden variable is affected by some (one or two) exogenous variables, the lower values of AVE could be accepted as well (Mohsenin & Esfandi, 2014). Table VIII displays the outcomes of this exam.
H. Q2 Criterion

The Q2 criterion is calculated only for endogenous constructs of the model with reflexive indices, and if this value is zero or less than zero for an endogenous construct, it indicates that the relationships between other constructs of the model and the given endogenous construct have not been well defined, and the model needs to be corrected (Henseler et al., 2009) found three values for intensity of prediction potential in endogenous constructs of the model (0.02, 0.15, and 0.35) that show the prediction potential at low, medium, and high levels in a construct vs indices of the provided construct. The following table shows the Q2 values for each of the model’s endogenous variables.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Q2 criterion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude of consumer</td>
<td>0.134729</td>
</tr>
<tr>
<td>Behavior of consumer</td>
<td>0.341898</td>
</tr>
<tr>
<td>Negative emotions</td>
<td>0.044159</td>
</tr>
<tr>
<td>Positive emotions</td>
<td>0.238684</td>
</tr>
</tbody>
</table>

I. Analysis on Goodness of Fit (GOF) of Section

In structural equation modeling, unlike the (CB-SEM) covariance-based method, there is no index for general model measurement, however (Weltz et al., 2009) proposed the Goodness of Fit (GOF) index for this purpose. This index takes into account both measurement and structural models and is used to assess the model’s overall performance. This index is limited to a range of zero to one defined low, medium, and high levels for GOF as 0.01, 0.25, and 0.36, respectively.

\[
GOF = \sqrt{\text{communalities} \times R^2}
\]

IV. TESTING HYPOTHESES

In this section, we calculate T-statistic using the significant coefficient approach. When the T-statistic is larger than 1.96, it suggests that the association between constructs is precise, confirming research hypotheses at a 95% confidence level (Significance numbers at significance levels 99 percent and 99.9 percent are 2.58 and 3.27, respectively). The output of this algorithm is depicted in Fig. 3.

A. Path Coefficients

For calculating standard route coefficients between constructions, the PLS algorithm should be utilized. The independent and dependent variables’ standardized coefficients imply that the independent variable interprets the dependent variable’s variation at this percentage. The standardized coefficients of pathways pertaining to each of the hypotheses are shown in Fig. 4.

The results of study hypotheses are generally reported in Table IX based on the results derived from data analysis. It should be emphasized that relationships with a T-statistic of greater than 1.96 will be confirmed, while those with a T-statistic of less than 1.96 will be rejected.

![Fig. 3. T-statistic between research main variables.](image-url)
V. Conclusion and Suggestions

A. Suggestions Relating to Research Hypotheses

The relationship between EWOM advertisement and positive and negative emotions and attitudes of customers, social norms, and consumer behavior was clearly highlighted by statistical results produced from statistical analysis in the current study. As a result, it is clear that the Digi-Kala Company in Tehran should make an effort to improve EWOM advertisements, happy and negative emotions, customer attitudes, social norms, and consumer behavior in their company in order to increase performance. In the next sections, some techniques, and solutions for improving each of the influential aspects of research variables are provided.

Organizational directors and officials in the Digi-Kala Company in Tehran should identify the needs and requirements of customers by focusing on the relationship between EWOM advertisement and positive and negative emotions and attitudes of consumers, social norms, and behavior of consumers. This will allow their personnel to take steps toward improving variables of EWOM advertisement and positive and negative emotions and attitudes of consumers, social norms, and behavior of consumers.

It appears that a good operational framework for adequate planning is required in order to improve EWOM advertising, consumer positive and negative emotions and attitudes, societal norms, and behavior. Personnel has easier access to information on EWOM advertisements, consumer positive and negative emotions and attitudes, social norms, and behavior in order to better their relationship with customers.

Thus, codification of training programs and improving conditions for EWOM advertising and positive and negative emotions and attitudes of consumers, social norms and behavior of consumers based on organizational marketing and promotion, as well as the hiring of experts in the fields of internet and content generation marketing, may be implemented to enable them to improve EWOM advertising and positive and negative emotions and attitudes of consumers, social norms and behavior of consumers.

B. Research Implications

Following a review of research hypotheses and findings, as well as a comparison of the presented results with prior studies in this field, it is discussed about some of the uses of research for researchers in this field as well as directors of organizations with regard to the results of hypotheses. The following are a few examples of what I'm talking about.

A review of the various relationships identified in this study will provide readers with a comprehensive understanding of the quality of effect of these variables on one another, particularly in terms of the impact of EWOM.
advertising on positive and negative emotions and attitudes of consumers, as well as social norms and consumer behavior. Given that many organizations’ ultimate goal is to gain profit and market share, as well as a competitive advantage and, eventually, improved organizational performance, and that variables such as EWOM advertisement, positive and negative emotions and attitudes of consumers, social norms, and behavior of consumers may increase organizational performance, the findings of this study will assist directors in taking steps toward improving their organizations’ performance.

Modern directors should correctly evaluate beneficial aspects in organizational success based on conducted studies. The findings of this study will help directors gain a better understanding of the factors that influence their marketing and promotional performance, as well as EWOM advertising, consumer positive and negative emotions and attitudes, social norms, and behavior. Now that the rate of influence for each variable has been determined, directors can allocate resources to improve performance in EWOM advertising, positive and negative emotions and attitudes of consumers, social norms, and behavior of consumers, and avoid allocating resources to subjects with less effect, based on the sources available to them. This is one of the few studies in Iran that has looked at the impact of EWOM advertising on consumers’ positive and negative emotions, attitudes, social norms, and behavior. As a result, the obtained data could be interpreted as a moderating path and shortcut to be pursued in future research.

C. Research Limitations

The presence of numerous obstacles and limits makes conducting research difficult and uneven. The presence of these restrictions has a significant impact on the study trend and the presented results with associated interpretations, necessitating extra care and precision on the part of the researcher. This study has various limitations, some of which will be mentioned in the next paragraphs. Because this study was conducted over a short period of time, the effect of research variables on each other was evaluated in the same time frame. However, for a more accurate assessment of the quality of these variables’ effects on each other, it would be preferable to conduct this assessment over several periods and over a longer time interval in order to consider additional environmental impacts and conditions. This goal was not achieved due to a lack of additional time for this investigation and a constraint in acquiring information.

The lack of access to English information references, notable theses from prominent universities throughout the world, and the most up-to-date information sources, hampered the development of theoretical literature.

One of the limitations to which the researcher was subjected was the lack of domestic-related studies and investigations with which the findings of the current study could be compared.

Data analysis was hampered by the statistical population’s lack of collaboration with the researcher, as well as a lack of proper care and attention to the questionnaire’s questions.

D. Suggestions for Future Studies

In the final section of this study, several recommendations are made to interested academics for future research in this area, in order to clarify the path of studies on EWOM advertising and positive and negative emotions and attitudes of consumers, as well as societal norms and consumer behavior. It is proposed that the study be conducted over a period of several years in order to properly investigate the effect of research factors on one another and to produce more stable results. Obviously, the researcher was unable to discover all effective elements on EWOM advertising, as well as positive and negative emotions and attitudes of consumers, societal norms and consumer behavior, and there were certain factors that the researcher overlooked. Conducting research on unknown elements may be beneficial to improving organizational effectiveness. Simultaneously, the impact of a larger number of variables, such as simplicity of use, may be examined in future experiments, allowing us to develop a more comprehensive model in this area. To confirm the precision of the produced conclusions, these relationships might be tested in other organizations and even other industrial industries.

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