

Mediation Effect of E - Word of Mouth on the Impact of Satisfaction Derived Out of Product and Website Usefulness on Continuance of eWord of Mouth Regularly

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Abstract

Purpose - the purpose of this paper is to fill the gap in the literature relating to understanding the continuance intention to write online reviews regularly based on the eWOM posted by the respondents which is in turn derived out of satisfaction, which is decedent of the perceived website usefulness, perceived usefulness of product and enjoyment of using the product.

Design/methodology/approach – for the purpose of the study the primary data was collected by a pre-tested research instrument based on ECT model to explore how the influential factors such as confirmation based on perceived usefulness of the website, perceived product usefulness, satisfaction on eWOM and continuance intention to write online reviews regularly. The theoretical model is tested by applying structural equation model. A structured research instrument among 536 responses in South India forms the empirical basis for the current study.

Findings - In the current study the researchers were able to establish the relationship between confirmation with sight usefulness, product usefulness and satisfaction, enjoyment to satisfaction, satisfaction to eWOM and intention to write reviews regularly. The researchers found a mediating effect between satisfaction and continuance intention to write online reviews regularly with eWOM.

Originality and value – the current study strengthens the interpretation power of the expectation confirmation theory (ECT). Further, the present study confirms that customers, who have posted reviews online (eWOM) about their product usage experience mediates the relationship between satisfaction and continuance intention to write online reviews regularly. The findings of the current study are expected to make theoretical contribution to eWOM research by applying the ECT to understand the continuance intention to write online reviews.

Key words: *Expectations Confirmation Theory, Online Reviews, eWOM, Perceived Product Usefulness, Perceived site usefulness*

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Introduction

Online reviews posted on the websites form a part of word-of-mouth communication (WOM). According to Dichter, (1966) WOM refers to sharing information between a non-commercial person about a specific product or services. In general, WOM communication is an unpaid oral social communication (Bae & Kim, 2013). According to Allsop et al, (2007) consumers collect information about a product or services from others and in turn share the same information with others. With the growing IT revolution and the advent of internet has provided a new platform to share their opinion digitally in the form of online reviews. These online reviews are now referred to as electronic word of mouth (eWOM). Therefore, ewe means, customers writing their opinion about their buying and usage experience of a product or services that they bought at a specific seller (Cannot & Kietzmann, 2013). eWOM communication now a days play a vital role for information gathering about the buying and the usage experience of the existing customers during the purchase process (Chatterjee, 2001; Lee, Lee & Shin, (2011); Bambauer-Sachse & Mangold, 2011; Sparks & Browning, 2011). Now, online reviews are one of the most prominent form of eWOM. These online reviews on internet have created an opportunity for gathering thoughts, opinions, evaluation and usage experience of buying a product or service. Innumerable online platforms have been used to reach the potential readers such as online discussion forums, reviews posted by the customers, chat rooms, blogs etc to support the consumer decision making process (Fei, 2011). According to Chen & Xie, (2008), online reviews are often referred as one of the major elements in the marketing communication mix and can be taken as a powerful source of feedback loop in the communication process (Dwyer, 2007). Further, with this feedback mechanism, the seller can employ them as very vital tool for understanding customers' attitude towards their products or services (Dellarocas, et al. (2007); Zhang et al. (2012). Before buying a product, consumers cannot physically experience it especially when he/she is buying online. Therefore, most of these consumers turn to online platform for reviews as they provide the required information about the buying and usage experience of the product and services and build their reputation as well. Online reviews are perceived to be more reliable than seller-created information about the product as they are normally highlight only the positive information and hides the inferior features of the products. However, in contrast, the customers' generally write authentic information based on their buying and usage experience with the product (Park et al. 2007); (Senecal & Nantel, 2004). Online reviews can be defined as the evaluation of a product or service made by a customer who has bought a product on a company's or third-party websites (Mudambi & Schuff, 2010). Few recent empirical evidences claim that the impact created by eWOM is not as effective as traditional word of mouth communication (for example, Sen & Lerman, 2008; Sen, 2008). However, Steffes & Burgee (2009) contradict this view. They found that the information gathered from the e-WOM medium is persuasive in decision making than the traditional form of WOM channels. Both positive and negative news carry equal weight in the eyes of the consumers, for example, in a study by Power of reviews (2016) it was found that 82% of the consumers who read online reviews always look out for negative news. Therefore, online reviews posted by the customers have vital link for marketing activities such as brand building and customer acquisition (Reichheld, F. (2013)). According to Nan Hu, Ling Liu & Jennifer Zhang (2008), the purpose of consumers to read online

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reviews before buying a product or services is to identify the intrinsic quality of the product based on the online review posted by the customers and then to buy the product with the least cost and reduced uncertainty about a product. Studies conducted by Nielsen, (2012), Dimensional Research, (2013); BrightLocal,

(2014) have confirmed that more than seventy percent of the online shoppers trust online reviews posted on various websites. Online reviews are easier to diffuse to a very large set of audience (Radighieri & Mulder (2014)).

In the online review literature, a dominant theme is linking of online reviews posted by the customer with sales of the product and they found a positive correlation between the sales of the product with average online review scores for example, Chevalier, J & Goolsbee (2003); Chevalier, J & Mayzlin, D (2006); Chen et al. (2004); Huang & Chen (2006); Zhang & Dellarocas (2006); Jumin et al. (2008); Wang, Liu & Fang (2015). An investigation done by Park et al. (2007) with view to explore the quality and the quantity of online reviews and its impact on purchase intention found that the purchase intention increases with increase in both quality and quantity of reviews available on online platforms. Yet another stream of researcher contradicted this view for example, Chen, Wu & Yoon (2004), Duan, Gu, and Whinston (2008), have concluded that reviews posted online can merely serve as predictors of sales rather than influencers of sales.

The bulk of literature claims that negative online reviews are unavoidable and impend the sales of the product (L.G. Pee (2016)). Therefore, they carry unfavourable valence and they affect sales of the products (Henning-Thurau, et al. (2004), Lee et al. (2008); Duan et al. (2009); Ye et al. (2011)). Researchers have dealt with this topic in considerable detail and confirmed that negative reviews carry more value to the readers than positive reviews for example, Cho et al. (2002); Sen & Lerman (2007); Zhu & Zhang (2010). This tendency is explained by the psychology of negative effect, which advocates that consumers weigh negative news more seriously than positive news while evaluating any news as they are likely to increase the perceived risk with the purchase (Peeters and Czapinski (1990)). Cho et al. (2002) listed the most prominent negative reviews posted by the customers on online platforms, prominent being poor performance as against the promised performance, slow payment process, bad quality, delivery experience, inaccurate price, delayed after sales services etc. Further, the literature has provided us the most valuable insight as for as the effects of negative online reviews (NOR) are concerned for example, NOR reduce the buyers' attitude towards the product or services (Vermeulen & Seegers (2009)), weakens the brand equity (Sachse & Mangold (2011)), create negative impressions (Lin et al. (2005)). Apart from this Ba & Pavlou (2002) and Hajli et al. (2014) concluded that NOR decrease consumers' trust especially with the sellers. However, in a study by Chatterjee (2001) argued that more familiar the brand fades with the impact of online reviews posted by the customers. This study confirms that online reviews are very popular among less known to the world of the products (Zhu & Zhang (2010); Berger et al. 2010)).

However, the main argument against the online reviews is that, only highly satisfied or highly dissatisfied customers possibly write online reviews (Anderson, 1998). Li and Hitt (2008) found potential bias in online reviews posted by the customers during early product introduction periods. Yet, one more major criticism against online reviews are sellers can secretly post online reviews to promote their products or services (Dellarocas (2003); Mayzlin (2006)). Similar findings were documented with reference to movie industries. Basuroy et al. (2003), found that critics bias can influence and predict weeks box office revenues (Zhang & Dellarocas (2006); Boatwright, et al. (2007)).

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The expected research contribution from the current study is to understand the impact of satisfaction on eWOM and continuance of writing online review regularly on websites. Further,

the current study is highly relevant for the marketers, because after this empirical study they have additional information or content about the vital elements of online reviews to redefine their content strategies while managing customer expectations and reactions to products or services. There has been a little studies on the above proposed topic especially continuance of writing online review regularly on websites after posting one or two online reviews about the product or services. Quite a lot of empirical studies have considered the impact of online reviews on consumers purchase intention, antecedents of satisfaction of using products or services based on online reviews, continuance of usage of new technology etc. None of these studies conducted to date have considered the continuance of writing online review regularly on websites. In addition, the current study is expected to address the following important questions:

How do reviews posted on online platforms for the first-time effect consumer's expectation and further review writing behaviour?

What are the antecedents of satisfaction, review contribution on one's satisfaction and continuance of eWOM in the form of intention to write reviews regularly?

The remainder of the paper is organised as follows. In section two, the researchers review literature available on the proposed topic and present their hypotheses. Section three outlines the research methodology adopted for the study. Section four provides the data analysis and the empirical results of the hypotheses and in section five, the researchers have made a brief discussion about the major findings, managerial implications of the same and concludes the work.

Literature Review

In the last two decades the literature has witnessed an increasing body of research studies, which tried to explain the concept behind adoption of new technology by consumers, for example, diffusion of innovation by Everett Rogers (2003) claims, generally an innovation is communicated through various participants in the social system. The technology acceptance model (TAM) is another theory that tries to explain how users accept and adopt new technology (Bagozzo, et al. (1992); Bagozzi, R.P. (2007)). TAM has been developed based on theory of reasoned action and theory of planned behaviour. The TAM argues that when users of technology are offered a new or an innovation in technology, there are two key factors that drive the acceptance of new technology, namely (i) perceived usefulness and perceived ease- of-use (Fred Davis, (1989); Viswanath Venkatesh (2008)).

Further, the TAM was extended by Venkatesh & Davis (2000) and Venkatesh (2000) as Extended Technology Acceptance Model (TAM2) and unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al. (2003)). The UTAUT is based on theory of reasoned action and theory of planned behaviour. It considered success factors such as performance expectancy, effort expectancy, social influence and facilitating conditions.

Apart from this, Venkatesh and Bala (2008) proposed one more extended theory of a TAM 3 for e-commerce by inclusion of two more constructs namely the effects of trust and perceived risk of use on system use. However, The TAM is not an appropriate model to explain the adoption of any technology because of intrinsic and hedonic motives such as addiction to online games, learning for pleasure etc.

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Therefore, Lowry et al. (2013) developed another substitute model for TAM, called the hedonic-motivation system adoption model (HMSAM).

Expectation Confirmation theory popularly known as ECT was proposed by Oliver, R. L. (1977, 1980). However, it has been modified by Bhattacherjee, (2001) by integrating both TAM (Davis, 1989) and the ECT (Oliver, 1980). The ECT states that consumer's intention to repurchase a product or service is induced by their previous usage experience of the product or service (Spreng et al., 1996)). The ECT is extensively applied in the field of consumer behaviour to understand product or service repurchase intention of the product or continuance usage of new information system or writing reviews on websites (Dabholkar et al. 2000; Bhattacherjee, 2001). The predictive ability of the ECT theory has been tested over a wide range of products and services across the world by building different research models based on ECT. For example, e-health services (Sciamanna et al., (2002); Bliemel M & Hassanein K (2006); Altinkemer et al., (2006); Varshney, 2009), Cho, Quinlan, Park, & Noh, 2014; Lee & Chen, 2014) Cho, 2016), online book reviews (Chevalier and Mayzlin (2006), hotel booking (Ye et al. (2001); Jeong & Jang, (2011); Xie et al., (2016); (Sotiriadis & Van Zyl, (2013))), new product sales (Cui et al., (2012)), online movie reviews on weekly box office revenues (Liu (2006); Boatwright, Kamakura, & Basuroy (2007); Duan et al. (2008), Helpfulness of reviews posted online (Baek et al., (2012))), beauty products (Moe & Trusov (2011)), online video games (Zhu & Zhang, 2010); Feng Zhu & Xiaoquan Zhang (2010), television show viewership (Godes & Mayzlin (2004)), mobile apps (Hsu, C.L & Lin J.C.C (2015), Information adoption (Cheung et al., (2008), purchase intention (Park, Lee & Han (2007); Reimer & Benkenstein (2016), credibility of reviews posted online (Cheung et al., (2012), genuineness of reviews posted online (Banerjee & Chau (2014), online learning platforms (Lee

M. C, (2010); Lin W.S, (2012); Chow, W. S & Shi S, (2014) and on cashflows, volatility in stock prices (Luo (2009)). Therefore, it is very vital to understand the ECT theory to know the repurchase behaviour of the customers, (Dabholkar et al. 2000), to handle their complaints, intention to write reviews (both positive and negative). ECT theory contains four principal constructs. They are (i) expectations (anticipated behaviour) (Bhattacherjee, (2001)), (ii) perceived performance of the product or services, (iii) disconfirmation of beliefs and their impact on (iv) consumer satisfaction (Premkumar & Bhattacherjee (2008)). Understanding of these constructs is very critical to understand the consumer psychology. ECT theory argues that expectations along with perceived performance, lead to consumer satisfaction (Aslina Baharum & Azizah Jaafar (2015)). Therefore, ECT is expected to compare the consumer expectation before buying a product or service. These pre-purchase expectations are purely based on the product descriptions posted on the website by the marketers or the opinions posted on the website by the customers. In the next step, he is expected to purchase the product and gain experience from using the product and builds perceptions about its performance. Later, the customer is expected to measure the perceived performance of the product or services with the pre-purchase expectations. If a product or service beats the expectations of the customer, it is said to be a positive confirmation and follows customer satisfaction. If it fails, that would lead to negative confirmation, then customer is expected to be dissatisfied Oliver, R. L. (1980). Further, confirmation is stated as the realisation of expected benefit of usage of product or service (Oghuma et al., (2016). Therefore, ECT theory claims that customers' post purchase behaviour is basically determined through their satisfaction or dissatisfaction level with the prior usage knowledge of the product or service (Anderson & Sullivan, 1993) and the consumers' intention to continue using information system. Further, it is well documented that the post-adoption beliefs such as perceived usefulness of the product, perceived enjoyment of using the product, perceived ease of use play a very crucial role in customer satisfaction and

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technology continuance (Bhattacherjee, 2001; Thong et al., (2006)). The ECT has been widely applied in the field of marketing to understand the customer loyalty (Lin et al., 2009), satisfaction of products and services (Selnes, 1998; Caruana, 2002). The same model has been applied to understand the IT enabled settings such as online services, e-learning, mobile services, online banking etc. Therefore, ECT has served as a base for quite a few models of success to describe customers satisfaction (Mo A. Mahmood et al., (2000) and continuance intention Bhattacherjee, (2001). If a product outperforms expectations (positive confirmation), then satisfaction will be seen. If a product falls short of expectations (negative confirmation), then the consumer is likely to be dissatisfied (Thong et al., (2006); Oliver, 1980; Churchill & Surprenant, 1982; Spreng et al., 1996). Previous empirical studies have supported confirmation impacts satisfaction (Limayem et al., 2007); Lin et al, (2005); Chen C.F (2008); Stone, R.W & Eveleth-Baker (2013). Apart from that, two more constructions such as perceived site usefulness and perceived product usefulness were introduced to the model, which is in turn expected to influence customer satisfaction. Further, it is argued that the confirmation degree can in turn influence the perceived site usefulness and perceived product usefulness and satisfaction. Moreover, the higher the expectation confirmation degree is, the more useful the product or service is perceived by the customer (Zhao, Y & Fan J.Y (2016). Previous empirical studies have confirmed the influence of confirmation on perceived site usefulness and product usefulness (Bhattacharjee, (2001); Davis, 1989; Venkatesh & Davis, 2000; Chea & Luo, 2008; Recker, 2010)). Confirmation will increase perception of product usefulness and website usefulness, that is, whether the website can improve their knowledge or not. (Bhattacherjee, (2001)). Further, perceived product usefulness is a very crucial determinant of a customer's attitude toward product or technology addition (Hung et al., 2015). If the customers perceive that product usefulness and site usefulness is beneficial, an increased level of satisfaction is anticipated.

Therefore, the following two hypotheses are stated:

H1: Confirmation has a positive effect on the perceived usefulness of the site H2: Confirmation has a positive effect on the perceived usefulness of the product H3: Confirmation has a positive effect on the Satisfaction

The ECT proposed by Bhattacherjee, (2001) is built on integration of both TAM (Davis, 1989) with the ECT (Oliver, 1980). Therefore, ECT theory claims that customers' post purchase behaviour is basically determined through their satisfaction or dissatisfaction level with the prior usage knowledge of the product or service (Anderson & Sullivan, 1993) and the consumers' intention to continue using information system. Further, it is well documented that the post-adoption beliefs such as perceived usefulness of the product, perceived enjoyment of using the product, perceived ease of use play a very crucial role in customer satisfaction and technology continuance (Bhattacherjee, 2001; Thong et al., (2006)). The ECT has been widely applied in the field of marketing to understand the customer loyalty (Lin et al., 2009), satisfaction of products and services (Selnes, 1998; Caruana, 2002). The same model has been applied to understand the IT enabled settings such as online services, e-learning, mobile services, online banking etc. therefore, ECT has served as a base for quite a few models of success to describe customers satisfaction (Mo A. Mahmood et al., (2000) and continuance intention Bhattacherjee, (2001). If a product outperforms expectations (positive confirmation), then satisfaction will result. If a product falls short of expectations (negative confirmation),

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Therefore, the following two hypotheses are stated:

H4: Perceived site usefulness has a positive effect on the satisfaction

H5: Perceived product usefulness has a positive effect on satisfaction.

Enjoyment

If the customers perceive a higher degree of agreement with their post-adoption expectations, they will be inclined to have a higher level of satisfaction and continuance intention (Bhattacherjee, (2001)). According to Moon & Kim, (2001), enjoyment is a belief formed by a customer based on his usage experience of the product or service. According to Shiao & Lou (2013), the customers who are satisfied with their usage experience of the product or services are more likely to enjoy using products and services. In addition, a study conducted by Mantymaki & Salo (2011), to examine the role of the construct enjoyment with continuance of usage intention towards online shopping found a strong positive relationship between the two constructs. Even Van der Heijden, (2004), documented that perceived enjoyment acts as an antecedent to understand the behavioural intention of the consumers for example, usage satisfaction or dissatisfaction, continuance intention, spreading a word of good mouth etc. (Davis, 1989)). Zhou & Lu (2011), in their empirical study concluded that the construct enjoyment is significantly influencing the satisfaction of instant messaging application on mobile phones and in case of using mobile apps in learning language (Pindeh et al., (2016)). Therefore, the following hypothesis has been constructed:

H6: Perceived Enjoyment of usage of product or service has a positive effect on satisfaction

The term satisfaction was defined by Locke (1976) (cited in Bhattacherjee, (2001)), from the perspective of job performance as “positive emotional state consequential from the evaluation of one’s job. From the current study perspective, satisfaction means “users re-purchase intention of the product or service or spreading a word of good mouth or intention to write positive reviews about the product or services. In literature, a stream of authors viewed the term satisfaction as an attitude (for example, LaTour S & Peat N (1979), while others differentiate satisfaction from attitude (for example, Hunt H (1977)). According to Bhattacherjee, (2001), if a customer has a lower expectation before buying a product or services and enjoys higher perceived performance from its usage lead to greater confirmation, which in turn leads to higher satisfaction. According to ECT confirmation refers to the degree to which customer perceives that the initial expectations (pre-purchase expectations) are being confirmed during actual use. On the other hand, disconfirmation refers to perceived performance of the product lagging the expectations or failure to realise the initial expectations (Bhattacherjee, (2001); (Oghuma et al (2016)). Consequently, satisfaction is a factor that has a

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link between confirmation, perceived product usefulness and perceived site usefulness. Further, confirmation positively influences satisfaction and the reverse causes dissatisfaction. The results of this comparison tend to affect satisfaction with consumers, thus, have an impact on increasing the use of consumer intentions (Bhattacherjee, 2001; Hariguna and Berlilana, 2017; Berlilana et al., 2018).

Word of mouth intention

According to Hennig et al., (2004), Word-of-mouth (WOM) is a way of sharing information, ideas, beliefs, positive or negative statements about their usage experience about a brand, product or service, even a company between the consumers or which is made available to the public for non-commercial purpose (Balter, 2004). Tylor et al., (2012), defined it as “a method of communication between two non-commercial people and without any benefit to the business they are talking about. According to Katz & Lazarsfeld (1966), WOM plays a very vital role in influencing the behaviour or attitude of the consumers toward products or services. Therefore, WOM communication can significantly influence consumer’s purchase intention and far more effective than the conventional tools of marketing (Engel James et al., (1969)), for example, switching of service (Wangenheim & Tomas (2004)), perception about a product or service (Sweeney J et al., (2014)), choice of a product or service (Richins Marsha (1983)), brand attitude (Pongjat & Beise-Zee (2015)), purchase intention (Christodoulides et al., (2012), O'Reilly K and Marx S (2011)) etc. The internet revolution, has led to the rise of an innovative form of WOM called electronic word-of-mouth (eWOM). With the high involvement of today's consumer over the internet, eWOM is considered to be one of the most powerful informal channels of communication which in turn affects the consumer behaviour. eWOM is particularly very vital with intangible products that are very difficult evaluate before the consumption, such as booking a hotel, healthcare, e-learning etc. Consequently, eWOM is considered as the most vital source of information for the consumers before buying a product or service. Further, eWOM is gradually becoming a need for the marketers to promote their products or services. Therefore, online reviews posted on various webpages about the products and services can serve as a pillar to overall word-of-mouth communication (Gupta & Harris, 2010). In other words, a satisfied customer is likely to post positive reviews about his usage experience of the product or services, this in turn lends credibility to the consumers (Sotiriadis & Van Zyl, 2013). Previous empirical studies have indicated that consumers trust eWOM as a more credible instrument than the sellers claim (Lee & Youn, 2012; Nieto et al., (2014); Lau & Ng, 2001); (Cheung & Thadani, (2012). Therefore, the following hypothesis has been constructed:

H7: Satisfaction derived from the usage of the product or service shares positive relationship between eWOM mouth intent

Continuance of Intention to write online reviews

According Park et al., (2011), writing online reviews consume lot of time and effort without any financial incentives or personal benefit to the customer, yet ego involvement has been reported to be the fundamental motive behind writing online reviews. Leary, Mark et al., (2009), defined ego as a conscious thinking or the conscious part of the mind that controls thought and behaviour of an individual. Further, Eagly & Chaiken, (1993) opined that ego involvement is a significant part of self-identification of an individual. According to Perloff, (1989) ego is considered as a significant component of self-image. In an empirical study Park

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et al., (2015), concluded that ego involvement was an important predictor of intention to upload content on Wikipedia.

Most of the time customers who are dissatisfied with the product or service tend to write online reviews and warn others of their unpleasant usage experience and advise them not to buy the product or service (Leonard-Barton, (1985)). Pennebaker, (1999) observed that internet has provided customers with venting their feelings by writing reviews on online platforms (Bougie et al., (2003); Gregoire & Fisher, (2008)). They try to mitigate their bad experience by posting on websites which in turn help in reducing their emotional anxiety (Gregoire & Fisher (2008)). This kind of eWOM is often termed as Negative Word-of-Mouth (NWOM) communication (Iuliana-Raluca Gheorghe, Mei-Na Liao (2012)). Further, it is well documented in the literature that by using NWOM the customers tried to get support-seeking coping behaviour (Stephens & Gwinner, 1998). Through this process, consumers are trying to seek empathy and understanding from the like-minded consumers about the product failure on online platform (Yi & Baumgartner, (2004)). On the other hand, some customers have a tendency to support the product or service or company for the satisfaction derived from it. Therefore, they have a tendency to favour the company by posting positive reviews and eventually contribute to the success of a company in the market. Hence it is termed as kindness motive on behalf of the customers (Sundaram et al., (1998)). Most of the empirical studies such as Hennig-Thurau et al., (2004) found that majority of the customers agreed to help the company voluntarily by writing online reviews in favour of the company based on their positive purchase experience. Therefore, the following hypothesis has been proposed by the researchers for the current study:

H8: After writing online reviews once or twice the customers have continuance intention of writing online reviews regularly.

H9: Satisfaction derived from after the usage of the product or service shares positive relationship with continuance intention to write online review regularly.

Research Design Objectives of the Study

The current study has been undertaken to uncover the continuous intention to write online reviews by the respondents based on expectation confirmation theory. Further, the researchers have the following main objectives:

To know the word-of-mouth intention of the respondents based on the level of satisfaction and

To understand the continuance intention to write online reviews based on the satisfaction of the perceived website usefulness, usefulness of product or service and enjoyment.

Research Instrument and Plan of Analysis

To the study both online survey and field investigation were employed. The target sample for the study was individuals in South India who have bought products and services online at least for the past five years and wrote online reviews on them. For the study, snowball sampling technique was incorporated. Under this method, the existing respondents referred to the other respondents from among their acquaintances (Goodman, L.A. (1961)). To the study the researchers have collected primary

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data by administering a pre-tested, structured research instrument on 815 respondents. However, only 536 responses were retained for the purpose of the study due to various reasons resulting in 65.77 percent acceptance rate. The sample size of 536 satisfies the rule-of-thumb suggested by Kline (2011), a minimum of around 300 (Comrey & Lee (2013)) or five or ten per estimated parameter as suggested by Bollen, (1989). Nunnally, (1967) cited a minimum of ten per variables to run structural equation model. However, the sample taken up for the current study satisfies the subject-to-item ratio as suggested by Hair et al., (2016). The questionnaire has been framed by identifying the following constructs: (i) confirmation (four items were adopted from Pare, et al., (2014) ; (ii) perceived site usefulness (items were adopted from Wang & Liao (2007));(iii) perceived product usefulness (four items were adopted from Bhattacherjee, 2001; Chang et al., (2015)); (iv) enjoyment (four items were adopted from Ya-Ming Shiue (2019) and Moon & Kim (2001)); (v) satisfaction (four items were adopted from Bhattacherjee, (2001); Ya-Ming Shiue (2019)); (vi) e-WOM, (indicators were adopted from Bruggen et al., (2011)) to measure the customer's engagement of writing online reviews and (vii) continuance of intention to write online review (three items were adopted from Cen et al., (2013); Pare, et al., (2014) with little modification). The indicators to measure the constructs have been taken from the available literature to confirm the content validity of the research instrument. To the study the indicators have developed by using Likert five-point scale, ranging from one being the strongly disagree to five being strongly agree. The instrument's validity was adjusted by using reliability statistics (Cronbach's Alpha). Only those constructs whose Cronbach's Alpha >0.7 were retained for the analysis. Finally, the collected data was collated by using MS Excel, SPSS and AMOS software by investigating for normality, identification of outliers, VIF etc. later, frequency distribution, crosstabulation, EFA and SEM were employed to analyse the data.

Data Analysis

TABLE 1: Demographic Factors of the Respondents

Demographics		Frequency	Percent
Gender	Male	240	44.8
	Female	296	55.2
Age (in years)	<25	180	33.6
	26-40	240	44.8
	41-50	96	17.9
	>50	20	3.7
Profession	Salaried	308	57.5
	Self-Employed	56	10.4
	Professional	84	15.7
	Home Maker	72	13.4
	Others	16	3
Education	Intermediate or less	16	3
	College but not Graduate	20	3.7
	Graduate	324	60.4
	Post Graduate	176	32.8
MHI	<Rs. 50,000	136	25.4
	Rs. 50,001-Rs.1,00,000	316	59
	>Rs.1,00,001	84	15.7

Source: Field Survey, MHI: Monthly Household Income

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Analysis: It is evident from the above table No. 1 that 44.8 percent of the respondents were male and balance 55.2 percent were female. Whereas, 44.8 percent of the respondents were aged between the age group 26-40, followed by 33.6 percent of the respondents who were above the age of 25 years, 17.9 percent of the respondents were between the age group of 41- 50 years, and the balance 3.7 percent had belonged to the age group greater than 50 years.

57.5 percent of the respondents were salaried, followed by 15.7 percent of the respondents who were professionals, 13.4 percent were homemakers, 10.4 percent were self-employed, and the balance belonged to other occupations. Out of 536 respondents interviewed 60.4 percent of the respondents were graduates, followed by 32.8 percent of the respondents who were postgraduates. 3.7 percent were college but not graduates and the balance 3 percent were PUC qualified. However, 59 percent of the respondents claimed that they had a monthly household income between ₹50,001- ₹1,00,000 followed by 25.4 percent of the respondents have MHI of more ₹ 50,000 and balance 15.7 percent respondents whose MHI was greater than ₹ 1,00,000.

Testing For Common Method Bias

The research instrument was statistically investigated for common method bias (CMB). CMB creates a systematic covariation above the true relationship between the scale items, and it may create a serious threat on the validity of the research findings (Krishna, Martin, & Noorderhaven, (2006); N. K. Malhotra et al. (2017), P. E. Spector et al. (2019). Therefore, the researchers have employed Harman's one-factor test to investigate the CMB in the instrument as suggested by Podsakoff, et al (2003); Chang, SJ et al. (2010); C. M. Fuller (2016). Thus, the researchers have run Exploratory Factor Analysis (EFA) where all the indicators were loaded onto a single factor without rotation to obtain the number of components with eigenvalues greater than 1. As per the Podsakoff, et al (2003) if the single latent factor explains more than 50% of the variance between the indicators or items and the single factor, then CMB may be present. In the current study, the test results revealed that the single factor explained only twenty nine percent of the total variance, which is less than the threshold value set by Podsakoff, et al (2003); Podsakoff, et al (2012). The test results confirmed the CMB is not an issue for the current study.

Measurement Model

In the next phase, the researchers ran Confirmatory Factor Analysis (CFA) of the measurement model to explore the convergent and the discriminant validity. To assess the convergent validity of the measurement model, the researchers have analysed the factor loadings, composite reliability (CR) and Average Variance Extracted (AVE). Convergent validity is a test designed to measure a specific construct is essentially measuring that construct.

Table 2: Convergent Validity Statistics

Item	Cronbach's Alpha	Loadings	AVE	CR
SU3		0.832		0.832***
SU2		0.785		0.785***
SU1	0.875	0.897	0.704	0.886
PU4		0.839		0.839***
PU3		0.720		0.720***

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PU2		0.767			0.767***
PU1	0.871	0.846	0.632	0.886	0.846***
C4		0.895			0.895***
C3		0.860			0.860***
C2		0.828			0.828***
C1	0.919	0.863	0.743	0.918	0.863***
E4		0.813			0.813***
E3		0.891			0.891***
E2		0.924			0.924***
E1	0.923	0.840	0.754	0.929	0.840***
S4		0.875			0.875***
S3		0.820			0.820***
S2		0.846			0.846***
S1	0.898	0.778	0.690	0.903	0.778***
WOMI3		0.751			0.751***
WOMI2		0.913			0.913***
WOMI1	0.858	0.808	0.683	0.860	0.808***
ITW3		0.502			0.502***
ITW2		0.796			0.796***
ITW1	0.741	0.866	0.545	0.657	0.866***

Note: SU= Perceived Site Usefulness, PU= Perceived Product Usefulness, C= Confirmation, E = Enjoyment, S=Satisfaction, WOMI = e Word of Mouth Intent and ITW = Intention to Write reviews regularly.

Note: Fit measures: $\chi^2 = 1528.95$, $\chi^2 / df = 6.02$, NFI=0.911, GFI =0.911, AGFI =0.902,

TLI=0.905, CFI=0.942 and RMSEA =0.047.

Table 3: Discriminant Validity Statistics

	SUT	PUT	CT	ET	ST	WOMIT	ITW	Mean	SD
SUT	0.839*							3.98	1.01
PUT	0.332	0.795*						4.13	0.98
CT	0.291	0.143	0.862*					4.02	0.87
ET	0.278	0.279	0.488	0.868*				3.91	0.75
ST	0.406	0.368	0.302	0.364	0.831*			4.05	1.12
WOMI	0.356	0.292	0.132	0.378	0.208	0.831*		3.86	1.06
ITWT	0.237	0.377	0.272	0.283	0.359	0.345	0.738*	4.12	0.96

Note: *The diagonal values (in bold) are square root of AVE and off-diagonal values are Pearson's correlation coefficient among the constructs.

SU= Perceived Site Usefulness, PU= Perceived Product Usefulness, C= Confirmation, E = Enjoyment, S=Satisfaction, WOMI = Word of Mouth Intent and ITW = Intention to Write reviews regularly.

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Analysis: The reliability of the instrument was tested by using Cronbach's Alpha (Cronbach, 1951); (Cortina, 1993, p.98). The threshold for this purpose was set at 0.7 (Griethuijsen et al., 2014); (Taber, K.S. (2018)). As shown in Table No. 2 all items were having Cronbach's Alpha value above 0.7. However, to measure the convergent validity the researchers have analysed the factor loadings (Bryant, F. B., & Yarnold, P.R (1995)), Average Variance Extracted (AVE) and Composite Reliability (Hair et al. (1995), Hatcher, (1994), (Urbach & Ahleman, (2010)). All the item loadings were above 0.7 except first item of intention to write review (ITW3) although it is below the prescribed level, it was retained because their presence was very vital for the construct intention to write the review. Later, AVE was found to be above the prescribed values of 0.5 (Fornell & Larcker (1981)), CR values were found to be above the threshold values suggested by Chin, (2010). In the current study the lowest AVE was 0.545 reported for Intention to write reviews and the highest AVE was 0.754 reported to the construct enjoyment. Further, the lowest CR value was 0.657 for Intention to write reviews and the highest reported was 0.929 for the construct enjoyment. Therefore, the current measurement model fulfils the criteria for acceptance. However, the second concept the discriminant validity is expected to differentiate the construct of interest and other constructs. For this purpose, the researchers have employed the Fornell & Larcker (1981) criteria. As per the Fornell & Larcker (1981) criteria, the square root of the AVE from each construct (the diagonal values in table 3) and compared it with the correlation between the constructs (off-diagonal value in table 3). It was found that the square of AVEs are higher than the correlations coefficients of the constructs ((Byrne 2001); (Hair et al., 2010) Chin 2010)). All the factors loaded above the prescribed level and the values of Cronbach's alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) are also within the recommended level. Based on the above findings, it was concluded that the measurement model has met both convergent and discriminant validity.

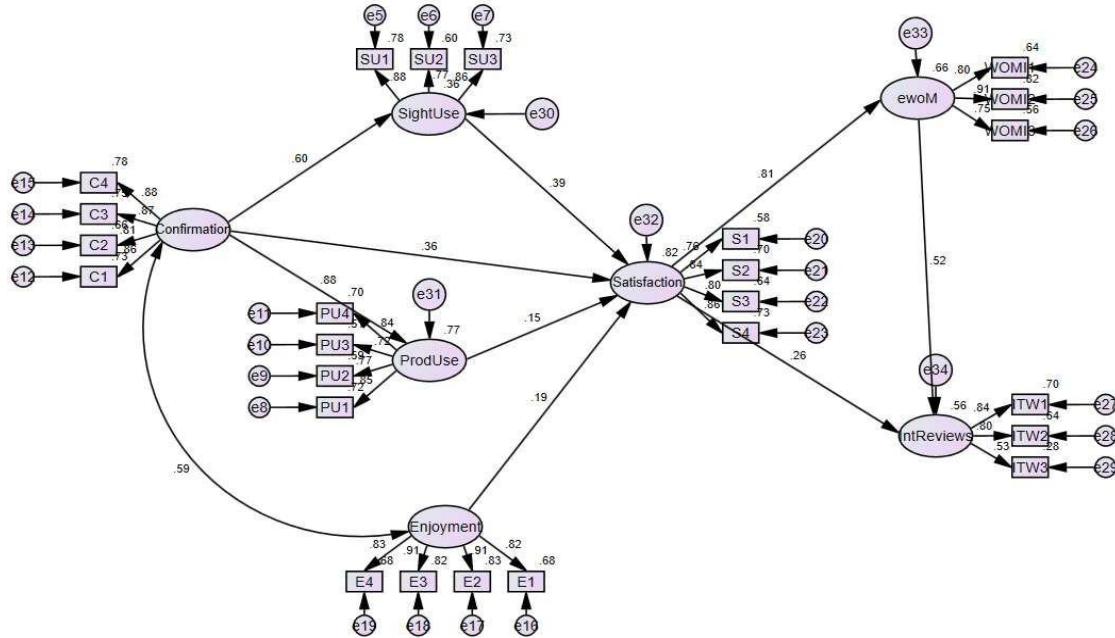
Further, Various fit measures were used to adjudge the measurement model. First such discrepancy function used was chi-square goodness of the fit for the model ($\chi^2 = 1528.95$). However, the goodness of fit indicates that if, the chi-square is not significant, the model is viewed as acceptable. In the current study it was statistically significant ($p < 0.01$). The measurement model could be judged as providing an acceptable fit even though the chi-square value is statistically significant, especially with a large sample (Anderson and Gerbing, (1988), Bagozzi and Yi, (1988)). However, the relative chi-square (χ^2 / df) $1528.95/254 = 6.02$, this index is less sensitive to sample size (Anderson and Gerbing, (1988), Bagozzi and Yi, (1988)). However, the threshold value of acceptance varies across researchers, for example, < 2 (Ullman, 2001), < 3 (Byrne, 1994) to < 5 (Schumacker & Lomax, 2004). The other goodness of fit index used to adjudge by using comparative fit indices that compare the target and the null model. The model is regarded as acceptable if NFI exceeds 0.9 (Byrne, 2001) (NFI=0.911), GFI =0.911 (Byrne, 2001) , AGFI =0.902, TLI=0.905 (Marsh, Balla & McDonald, (1988) (Hu

& Bentler, 1999), CFI=0.942 (Byrne, 2001) threshold value is recommended at 0.93), (Fan et al., (1999). As suggested by Hu & Bentler (1999) values over 0.9 or 0.95 are considered acceptable. Further, root mean square error of approximation (RMSEA) =0.047 found within the recommended value of 0.05 (Steiger, 1990) however, as recommended by Bagozzi and Yi,

(1988), Browne & Cudeck, (1993) it should be ideally less than 0.08. These values suggest an adequate fit to the model, even though the chi-square was statistically significant.

GRAPH STRUCTURAL

MODEL



Note: SU= Perceived Site Usefulness, PU= Perceived Product Usefulness, C= Confirmation, E = Enjoyment, S=Satisfaction, WOMI = Word of Mouth Intent and ITW = Intention to Write reviews regularly.

Table 4: Structural Model Results

			Estimate	Standardised	S.E.	C.R.	P	Label
SightU	<---	Confir	0.559	0.586	0.042	13.444	***	Supported
ProdU	<---	Confir	0.817	0.868	0.039	20.812	***	Supported
Satisf	<---	Confir	0.293	0.371	0.056	5.237	***	Supported
Satisf	<---	SigUse	0.289	0.35	0.049	5.957	***	Supported
Satisf	<---	Enjoy	0.15	0.167	0.048	3.099	0.002	Supported
Satisf	<---	ProdU	0.137	0.163	0.055	2.472	0.013	Supported
ewoM	<---	Satisf	0.92	0.814	0.057	16.218	***	Supported
IntRev	<---	Satisf	0.21	0.15	0.105	2.002	0.045	Supported
IntRev	<---	ewoM	0.692	0.561	0.095	7.263	***	Supported

Note* $p<0.05$, *** $p<0.01$ (based on one-tailed test with 5000 bootstrapping)

Note: SU= Perceived Site Usefulness, PU= Perceived Product Usefulness, C= Confirmation, E = Enjoyment, S=Satisfaction, WOMI = Word of Mouth Intent and ITW = Intention to Write reviews regularly.

Not

e: Fit measures: $\chi^2 = 1729.09$, $\chi^2 / df = 6.55$, NFI=0.941, GFI =0.923, AGFI =0.819, TLI=0.885, CFI=0.902 and RMSEA =0.051.

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Structural model: to assess the hypothetical relationship among the chosen variables, the researchers have developed a structural model. The regression coefficients (β) for every

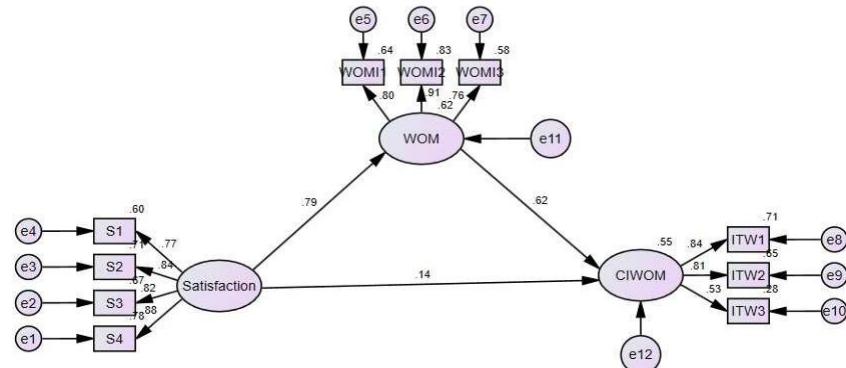
hypothesis are presented in table 4. Current study findings strongly support all proposed hypotheses. As shown in table 4, the first independent variable Confirmation is statistically significant with sight usefulness with a standardised coefficient of $\beta= 0.583$, C.R. =13.346, $p<0.01$, with product usefulness $\beta= 0.869$, C.R. =20.825, $p<0.01$, with satisfaction $\beta= 0.355$, CR= 5.138, $p<0.01$ were statistically significant. However, sight usefulness was statistically significant with $\beta= 0.364$, CR= 6.131, $p<0.01$ on Satisfaction, product usefulness was statistically significant with $\beta= 0.17$, CR= 2.649, $p<0.05$ on Satisfaction. The independent variable enjoyment was statistically significant with $\beta= 0.172$, CR= 3.174, $p<0.05$ on Satisfaction. Further, Satisfaction was statistically significant with $\beta= 0.833$, CR= 16.547, $p<0.01$ on Word of Mouth Intent and intention to write reviews was also statistically significant with $\beta= 0.645$, CR= 13.609, $p<0.01$. Finally, continuance of intention to write online reviews regularly was statistically significant with $\beta= 0.561$, CR= 7.263, $p<0.01$.

The R^2 for the endogenous construct “perceived product usage” was 0.75 meaning that 75 percent of the variance is explained by the exogenous construct. Similarly, for the construct perceived website usefulness the R^2 value was 0.34 indicating 34 percent variance was explained by the IVs, for the construct satisfaction, R^2 value was 0.82 indicating 82 percent variance was explained by the independent variables, for eWOM R^2 was 0.66 indicating 66.3 percent variance and for continuance of intention to write reviews it was 0.547 indicating a variance of 54.7 percent captured by exogenous variables.

However, chi-square goodness of the fit for the model $\chi^2 = 1729.097$ and was significant ($p<0.01$). The relative chi-square (χ^2 / df) $1729.097/264= 6.55$. The other goodness of fit index used to adjudge by using comparative fit indices that compare the target and the null model. The NFI=0.941, GFI =0.923, AGFI =0.913, TLI=0.885, CFI=0.902 and AGFI=0.819. These

values suggest an adequate fit to the model.

MEDIATION EFFECT OF E - WORD OF MOUTH ON THE IMPACT OF SATISFACTION DERIVED OUT OF PRODUCT AND WEBSITE USEFULNESS ON CONTINUANCE OF eWORD OF MOUTH REGULARLY



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TABLE 5: MEDIATION TEST RESULTS

			Estimate	Standardised	S.E.	C.R.	P	Label
eWOM	<---	Satisfaction	0.726	0.786	0.042	17.19	***	Supported
CIWOM	<---	eWOM	0.752	0.624	0.093	8.07	***	Supported
CIWOM	<---	Satisfaction	0.16	0.143	0.081	1.962	0.05	

Note: S=Satisfaction, eWOM = e Word of Mouth and CIWOM = Intention to Write reviews regularly.

Note: Fit measures: $\chi^2 = 182.094$, $\chi^2 / df = 5.69$, NFI=0.911, GFI =0.903, AGFI =0.901, TLI=0.891, CFI=0.889

and RMSEA =0.047.

Analysis: According to Baron & Kenny (1986). The mediator role of a third variable (eWOM), which denotes the generative mechanism through which the pivotal independent variable (Satisfaction) is able to affect the dependent variable (Continuance of writing online reviews regularly). In the first phase, the research found a positive significant relationship between satisfaction \rightarrow eWOM, Satisfaction \rightarrow continuance intention to write online reviews regularly and eWOM \rightarrow continuance intention to write online reviews regularly. In the second phase in order to explore is there any mediation effect between satisfaction continuance intention to write online reviews regularly through eWOM, the researcher have conducted mediation analysis by using AMOS, the bootstrap procedure was employed by running 5000 bootstrap runs. For this purpose, they have developed the following hypothesis:

H: eWOM mediates the relationship between satisfaction and continuance of writing online reviews regular basis.

It is evident from the above table 5, that the direct path between satisfaction and continuance of intention of writing online reviews regular basis was not statistically significant with a standardised coefficient $\beta = 0.081 (t=1.962)$ with a p value of 0.05 (=0.05). However, the direct path between satisfaction to eWOM was statistically significant with a standardised coefficient $\beta = 0.786 (t=17.19)$ with a p value of 0.000 (<0.01) followed by between eWOM to continuance of intention of writing online reviews regular basis was statistically significant with a standardised coefficient $\beta = 0.624 (t=8.07)$ with a p value of 0.000 (<0.01). The indirect path satisfaction \rightarrow eWOM \rightarrow continuance of intention of writing online reviews regular basis has a positive coefficient $\beta = 0.546$, with p value of 0.000 (<0.01) with an upper bound and lower bound confidence interval 1.009 – 0.692 which was statistically significant. This indicates that there is a mediation effect between satisfaction and continuance of intention of writing online reviews regular basis when eWOM was introduced as mediating variable.

Discussion and Conclusion

According to McKinsey (2021), eWOM is perceived as one of the major drivers of a product or service success in the 21st century. Therefore, to guarantee brand success, especially in this digital era, marketers need to be very careful about the impact of customer reviews on the brand as reviews posted on online platforms have a key role in consumer purchase decisions. According to Spiegel Research Centre (2017) reviews are termed as a powerful form of consumer engagement. They provide a very valuable information about the end-to-end usage of goods and services by the customers to prospective buyers. According to Lovett et al., (2013), online reviews spread because of social, emotional and functional

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influences without any economic incentives. Therefore, the current study has been taken up to explore the antecedents of eWOM and intention to write online reviews regularly by the customers. To realise the stated aims the researchers have prepared a structured research instrument, pre-tested and administered on 536 respondents. The data collected has been tested for internal consistency by running reliability analysis. In the next phase the proposed model was tested by running structural equation model to test the hypothesis. In the

current study the researchers were able to establish the relationship between confirmation with sight usefulness, product usefulness and satisfaction, enjoyment to satisfaction, satisfaction to eWOM and intention to write reviews regularly.

Now, internet is embryonic to be a medium where consumers evaluate the reviews written by like-minded consumers. Therefore, it is very vital for the marketers to understand the importance of customers review posted on internet and how they impact their business as well. Further, it is worthy to note that, by understanding the antecedents of intention to write reviews would help them to develop plans to improve the business.

Generally, marketers provide product discription and other relevant information to the consumers to promote their product and services. Just providing discription and information is no longer enough to attract customers, because consumers are skeptical about purchasing a product or services only on the discription and information provided by the seller. They generally need more information about the usage experience of the existing customers. Therefore, online customer reviews are often as important as photos and product descriptions provided by the sellers. According to Fan and Fuel (2016), 92% of the consumers hesitate to make a purchase, if there is no reviews posted, 95% of the customers bought the products based on the customer's review (Spiegel Research Centre (2017)), 73% of them trusted the written reviews than the star ratings. Further, 35% of the consumers claimed that one negative review can force them not to buy the product.

Therefore, the markers should ask the best customers to write reviews on their product or services usage experience on internet by encouraging them to provide required information. It is also suggested to handle the negative reviews written by the unhappy customer by responding instantly and convey your willingness to assist the dissatisfied customer because latest studies evidenced that 53.3% of the customers expects marketers to react to negative reviews within a week's time. At the same time the same study confirmed that 44.6% of the consumers claimed they are more likely to buy from a business that responds to negative news immediately. The question before the marketers is, what kind of response is more effective to address the negative reviews? Is it an instant response or delayed response? What should be the tone of the response? An emotional response or professional response, how it should be addressed? Would it be active response or defensive response? To confirm this, a study conducted by Gang Liu (2020), concluded that sellers' reply to reviews at a higher rate can improve sales performance significantly. Because, this behaviour of sellers demonstrates their determination and capability to take appropriate actions to solve the problems faced by the customers. In turn it helps the sellers to win the trust of consumers in seller's products (ibid). Therefore, it is advisable for the sellers to pay extra attention to negative reviews posted on online platform to regain the buyer's trust.

The very important question that arises out of this discussion is, how these reviews influence the purchase decisions of the prospective customers? However, the degree of this influence depends on many factors such as number of reviews written on website, product rating, price of the product, number of negative reviews, usage of words in the negative reviews etc. A study by Spiegel Research Centre (2017), revealed

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that the purchase likelihood of a products being displayed with reviews are 270% greater than the products with no reviews. The same study confirmed that the reviews have a greater impact on probability of purchase for higher- priced products than the lower-priced one.

Further, it is worth to note that in a study conducted by Power Reviews (2014), negative reviews posted by the customers establish trust with the prospective customers. Accordingly, North Western Research team (cited in Power Reviews (2014)) believes that the consumers think that any rating which is almost equal to 5.0 rating as “too good to be true”. Negative reviews help the consumers to establish trust and genuineness. Apart from this, online reviews provide valuable information before making purchase decision because the seller provides information only about the product characteristics, technical details and performance in relation to technical standards in the form of product marketing efforts. However, the consumers gather certain unique information over and above the information provided by the seller such as buying, delivery and usage experience of the product (Lee et al (2008)).

Product reputation is not just formed by what the marketers claim and publicise but also what customers are posting on various websites as online reviews. Online reviews not only have the significant power to influence the consumer decisions but could improves a product’s credibility. However, recently a survey conducted by Appetitive Marketing Research (2014) concluded that 55% of the reviews available on the App Store are fake and even 45% of the reviews posted on the Google Play Store platform are fake as well. It is due to the anonymity of the online environment. As most of the customers do not know anything about sellers and reviewers, thus it is hard for them to trust the online community. Consequently, the perception of review posted online and its utility for consumers decays significantly. Therefore, the betrayed customers no longer know whom to trust. As a result, the question before the marketers who never generate fake reviews is that, how do they win customer’s trust in an atmosphere where most consumers are doubting of online reviews. Therefore, it is advisable to build an effective and stable online platform among consumers and marketers to gain the customer’s confidence.

Further, it is advisable for the marketers to develop strategies for gathering online reviews available on online platforms, reacting and monitoring various reviews posted by the customers on their or third-party websites and take suitable remedial steps. Apart from this the reviews which are credible can be a prominent competitive advantage over their rival firms. In addition to the above, it is advisable for the marketers to exhibit reviews and ratings given by the customers on their product websites. Accept negative reviews posted by the customers as they are likely to establish credibility and genuineness. In addition, the marketers have little control over the negative reviews posted by the customers. However, it is suggested to the marketers to take very active part in improving the online reviews by responding to the reviews. By doing so one can make a significant positive impact on the product reputation. It is not necessary that all online review websites are extremely pertinent to the business. Therefore, they need to understand which websites are highly relevant for the marketer’s industry that would add value to the business.

Managerial Implications

The current study has tried to uncover the online reviewer’s intention of continuing writing reviews about their experience of online product purchasing and its perceived usefulness by using ECM. The current study contributes towards literature by adding an additional dimension such as continuous intention of writing online reviews after writing online reviews once or twice on various websites. Apart from these, the current study findings have

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few key practical implications. The findings of the study help the marketers to understand the various antecedents of satisfaction such as (i) perceived confirmation of product with the expected quality; (ii) is website appealing to the consumers by providing adequate information without any bias such as over information or inadequate information and finally (iii) enjoyment that refers to internal stimulus of ordering the product or services online, getting it delivered and enjoying the usage experience of the product or services would it be pleasurable in its own right. Therefore, it is very essential for the marketers to confirm customers expectation before delivering the product or services. If, the delivered product or services do not match the expectations of the customers, they tend to write negative online reviews which in turn affect the reputation of the marketers. Therefore, it is very important that the negative online reviews should be viewed as a vital source of information for the online buyers as it allows them to set a quality expectation of the product or services that they are intendent to buy. Further, the online reviews are expected to reduce the risk and uncertainty of buying the product online (Ye & Zhou, 2014).

Limitations Of the Study and Directions for Future Research

The current empirical study has been undertaken with an intention to understand the writing eWOM once or twice and continuance intention to write eWOM by the customers by applying ECM. Regardless of expected outcome that was obtained, the study has few limitations. First, the study is conducted in Southern India on a sample size of 536 respondents where female respondents were higher than male respondents, consequently, the findings may not be pertinent to other countries. Therefore, it is suggested to conduct an extended study of this kind by incorporating equal ratio of male and female respondents, covering more countries to capture various geographical variation in regions and influence of culture may be investigated to add depth to the research. In addition, the current study chooses the ECT to understand the customers continuance intention to write online reviews regularly. However, while linking the eWOM with continuance intention to write online reviews there may be certain interfering factors such as age, gender and income level that may affect the intention to write online reviews. Therefore, future studies of this kind encompassing interfering factors to understand the intention to write online reviews and continuance of writing online reviews maybe undertaken. Further, it is also noticed that there is dearth of research especially in the following areas. Why did customer post a review? What are the motives (intrinsic or extrinsic) behind posting reviews online? What is prompting them to post reviews online about their online shopping experience? These thought-provoking questions are worthy of further examination. Further, how online reviews might affect the diffusion and adoption of less known products compared to well-known products can be empirically tested. In addition, an extended study of the same genre encompassing both experience goods and search goods to explore the possible differences in terms of eWOM and continuance of intention to write reviews can be undertaken.

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