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(57) Abstract
 Electronic Word of Mouth (e-WoM) is increasingly important in the digital age and it has significant implications for businesses, consumers, and online communities. It has predominant influence on purchasing decision and brand influence. This is considered to be the one of the best cost-effective ways of advertisement. Besides, product and service providers are much keen in creating positive and effective e-WoM and strategically using it as competitive advantage. Electronic Word-of-Mouth (e-WoM) plays a pivotal role in online shopping decisions, profoundly influencing consumer behavior. In the absence of physical interaction with products, online shoppers heavily rely on e-WoM to gauge the quality, reliability, and overall satisfaction associated with potential purchases. Reviews, ratings, and testimonials from other customers serve as vital sources of information, offering insights into product performance, usability, and value that are often more trusted than promotional content from the sellers themselves. Positive e-WoM can boost a product's credibility and appeal, while negative feedback can deter potential buyers. Additionally, detailed e-WoM that includes personal experiences, photos, and videos helps consumers visualize the product in real-world settings, reducing uncertainty and increasing confidence in their purchase decisions. The social proof provided by e-WoM also plays a psychological role, as seeing others endorse a product can validate a shopper's choice. Consequently, e-WoM not only aids in informed decision-making but also enhances the overall shopping experience by fostering a sense of community and trust among consumers. Communicator, context, channel content and customer are the five Cs that determine the quality and reach of the e-WoM. Better understanding on these five Cs, easy the role of marketers and support them to work on marketing strategies.

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