

The Impact of Electronic Word of Mouth (eWOM) on Customer Preferences: An Empirical Study on a Sample of Social Media Users

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Summary: This study aims to examine the impact of Electronic Word of Mouth (eWOM) in its various dimensions (credibility, source, nature, and interactivity) on the preferences of social media users in Algeria. To address the research problem, the descriptive-analytical method was employed. An electronic questionnaire was designed to collect data from a random sample of 179 social media users across Algeria. The Statistical Package for the Social Sciences (SPSS 27) was used to analyze the data and test the hypotheses.

The study reached several findings, the most important of which is the presence of a statistically significant positive effect of electronic word of mouth, in all its four dimensions, on the preferences of social media users in Algeria.

Keywords: Electronic Word of Mouth (eWOM); Customer Preferences; Credibility; Interactivity.

Jel Classification Codes : M31; D12; L86; C83

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I-Introduction:

Humans are inherently social beings, interacting with and being influenced by their surroundings in various aspects of their lives, including their behaviours, thoughts, and consumer decisions. When considering a purchase, consumers begin searching for information about the product, such as price, quality, brand, and potential benefits, based on their confidence in the opinions of others and their belief that these opinions are objective and unbiased. This phenomenon is known in marketing literature as "Word of Mouth" (WOM), which traditionally refers to direct communication between individuals. With technological advancements and the shift toward a digital environment, these influences are no longer limited to face-to-face interactions but have extended into the electronic realm through what is known as "Electronic Word of Mouth" (EWOM). EWOM allows consumers to share their opinions and recommendations through social media platforms. The significance of this form of communication lies in its ability to impact customer preferences through various dimensions, such as credibility, the source of the message, the positivity or negativity of the message, and interactivity. This, in turn, directly influences consumer choices and purchasing behaviour in the Algerian market.

First: Study Problem:

In light of the above, the study problem revolves around the following:

To what extent does electronic word of mouth, through its dimensions (credibility, source, positivity of the word, negativity of the word, interactivity), affect the preferences of social media users in Algeria?

Second: Study Hypothesis:

In order to answer the questions posed and, consequently, address the study problem, the study hypothesis has been formulated as follows:

Electronic word of mouth, through its dimensions (credibility, source, positivity of the word, negativity of the word, interactivity), affects the preferences of social media users in Algeria.

Third: Importance of the Study:

The importance of this study lies in its aim to understand the impact of Electronic Word of Mouth (eWOM) on the preferences of social media users, which contributes to a more accurate understanding of customer behaviour and trends. Through this understanding, businesses can enhance their marketing strategies in line with the modern changes in the digital business environment. The results of this study also enable companies to harness the power of eWOM in influencing customer decisions and enhancing their positive engagement. Additionally, the study's importance is highlighted by its alignment with the requirements of the fast-paced digital age and the shift toward virtual environments, particularly with the widespread use of social media platforms in Algeria, making the study of this phenomenon essential to understanding its current and future impacts.

Fourth: Study Objectives:

The objectives of this study are to:

- Examine the impact of Electronic Word of Mouth (eWOM) on the preferences of social media users in Algeria.
- Explore the importance of eWOM in the preferences of social media users in Algeria, and their reliance on it as a source of information. Additionally, analyse how the experiences and reviews of others influence their product choices or preferences.
- Identify the impact of the dimensions of eWOM on the preferences of social media users in Algeria, and determine which dimensions have the most significant effect.

Fifth: study methods and tools:

- This study adopted the **descriptive-analytical method**, as it is suitable for the nature of the topic. This approach allows for collecting data from the sample members and analyzing it to describe the studied phenomenon the impact of electronic word of mouth on customer preferences on social media platforms, and to extract relationships and patterns that help explain consumer behaviour.
- The **study population** consists of social media users in Algeria who have experience purchasing products or making buying decisions based on electronic reviews and recommendations.
- The **study sample** is a random sample, selected from active users who participated in completing the online questionnaire during the data collection period. The sample size consisted of 179 respondents, chosen based on criteria that included regular use of social media platforms and prior experience in making purchasing decisions through these platforms.
- The **data collection tool** was a specially designed online questionnaire tailored to gather information from the study sample. The collected data was analyzed using SPSS 27.

Sixth: Study Structure:

main sections. Section I: Introduction, including Literature Review. Section II: Theoretical Framework of Electronic Spoken Word. Section III: Theoretical Framework of Customer Preferences. Section IV: Methodology and Tools. Section V: Discussion of Results. Section VI: Conclusion, including Recommendations.

Seventh: The Impact of Spoken Word Communication on Customer Preferences in Empirical Literature

After reviewing the theoretical literature related to the impact of Electronic Word of Mouth (eWOM) on customer preferences, several studies addressing various aspects of this topic were found. These studies were relied upon to enrich the research and formulate the model and hypotheses. Below are the key studies that were reviewed:

- a. (**Hakima, 2022**) The study aimed to help the Jumia platform utilize eWOM to influence the purchase decisions of new customers, as well as encourage current customers to freely share their opinions and experiences on the platform. A random sample of 118 individuals from the Jumia website in Algeria was tested using a questionnaire.

The results revealed a notable interest from new visitors to the Jumia site regarding customer reviews on the platform's products and services. A statistically significant relationship was found between the credibility elements of eWOM and the purchase decision-making on Jumia in Algeria. The study also highlighted the impact of the credibility of eWOM on various stages of the purchase decision among Jumia customers in Algeria.

- b. (**Haj Muhammad Siham, 2021**) The study aimed to help the Jumia website leverage electronic word-of-mouth (eWOM) to influence the purchase decision of new customers, as well as encourage current customers to freely share their opinions and experiences with the site. A random sample of 118 individuals from the Jumia website in Algeria was tested using a questionnaire.

The findings revealed a significant interest from new visitors to the Jumia website regarding customer reviews on the site's products and services. There was a statistically significant effect between the credibility elements of eWOM and purchase decision-making on the Jumia website in Algeria. The study also demonstrated the extent to which the credibility of electronic word-of-mouth influences the stages of purchase decision-making for Jumia customers in Algeria.

- c. (**Ellyawati, 2020**) The objective of this research is to explore how electronic referrals and online word-of-mouth communication influence consumer purchase intentions, with particular emphasis on the mediating role of brand image. The study utilized a non-random sampling approach by integrating purposive sampling with the snowball method. Data were gathered from 300 undergraduate students across several universities in Yogyakarta who had previously purchased and used ASUS laptops. A structured questionnaire was distributed through both online and offline channels. Data analysis was conducted using the SmartPLS software. The findings demonstrate that both e-referral and online word-of-mouth positively contribute to enhancing purchase intentions and shaping brand perception. Additionally, brand image significantly reinforces the intention to purchase, especially when linked to electronic referrals.

- d. (**Muhammad Bilal, 2021**) This study explores how the main factors of electronic word-of-mouth (eWOM) influence online purchase intentions (OPI) among fashion product consumers. Additionally, it examines how social media interaction moderates the relationship between eWOM and OPI. Data were collected through a questionnaire completed by 477 WeChat users in China, specifically in Beijing and Shanghai. The survey was conducted online.

To address the research problem, structural equation modeling (SEM) was applied using AMOS 22. The study found that five key factors—fashion involvement, sense of belonging, trust, strength of social ties, and informational influence—are all positively associated with online purchase intention. Moreover, eWOM serves as a significant mediator between several of these factors and OPI.

I.1. Theoretical Framework of Electronic Word of Mouth (eWOM)

a. The Concept of Electronic Word of Mouth (e-WOM)

With the advent of the internet, the traditional concept of word of mouth has evolved into a new form of communication enabled by modern technologies Electronic Word of Mouth (e-WOM). This relatively recent phenomenon emerged alongside the rise of social media and online platforms and is considered the digital version of traditional word of mouth, which is typically defined as an oral, face-to-face, personal communication between a sender and a receiver, where the receiver perceives the shared message about a brand or product as a non-commercial, non-promotional exchange that stems from genuine interpersonal interaction (al-Rahman, 2016, p. 162).

In contrast, electronic word of mouth is defined as any positive or negative statement made by potential, actual, or former customers about a product or company, which is made accessible to a large number of people and organizations via the internet (Pasternak, 2017, p. 27)

It is also described as a practice in which individuals share thoughts and opinions about goods, services, or brand reputation, in an attempt to influence other consumers' decisions regarding the consumption of that product, brand, or service

b. Characteristics of Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) is characterized by a set of distinctive features, including the fact that it is: written, permanent, dense, unconstrained by time and space, involves difficulty in identifying the other party (raising doubts about the source's credibility and motivations), operates within a wider communication network (the internet), and employs various forms (public, such as online reports; and private, such as email).

These features present both advantages and disadvantages, as explained below:

1. **Permanence:** Unlike spoken word of mouth, which disappears immediately after being said, eWOM is typically written and remains accessible on the page where it was posted for weeks or even months. This allows a larger audience to view it over time, contributing to wider dissemination. However, this same feature can also be a drawback, as the information may quickly become outdated. For instance, a consumer may be misled by a review praising a product as the best on the market, while in reality, this may no longer be true after the release of a competing product.
2. **Content Preservation:** While spoken messages are prone to distortion as they are passed from one person to another, eWOM offers copy-paste functionality, tagging, sharing, voting, linking, and other interactive tools that preserve message accuracy, regardless of how many users are involved in spreading it. Nevertheless, this ease of replication may also encourage intrusive practices such as viral or aggressive marketing (buzz marketing).
3. **Overcoming Time and Space Constraints:** eWOM benefits from the internet's global communication network, making it accessible 24/7 from any location. It does not require the presence of both parties for the exchange to occur. However, traditional spoken word of mouth holds an edge in terms of immediate emotional impact, as it involves direct interaction and real-time feedback between sender and receiver.
4. **Anonymity and Source Ambiguity:** The internet enables individuals to interact with others without clear or established relationships, often allowing them to remain anonymous. While this may reduce pressure on the sender and encourage greater freedom of expression and information sharing, it also reduces accountability, making the source potentially less trustworthy and less credible compared to face-to-face communication.

c. Dimensions of Electronic Word of Mouth (eWOM)

The dimensions of electronic word of mouth represent its most critical defining elements. These dimensions can be categorized as follows (Bouamer Aicha, 2017, p. 76)

1. **Credibility/Trustworthiness of eWOM**

Credibility is considered the most important dimension of e-WOM due to its key role in shaping consumer attitudes based on trust in the information source. It refers to the recipient's judgment of the source's reliability, incorporating objective assessments of the accuracy and quality of the information, often derived from personal perceptions and prior experience.

2. **Intensity (Density) of eWOM**

This refers to the volume of information consumers receive from e-WOM sources. The density of information plays a crucial role in assisting consumers during the decision-making process, particularly when dealing with technologically complex products.

3. **Quality of eWOM**

This dimension relates to the accuracy and comprehensiveness of the information provided. It is measured by how truthful and relevant the shared content is in addressing the consumer's informational needs.

4. **Expertise of the eWOM Source**

This pertains to the degree of expertise or experience possessed by the information source, which consumers rely on to obtain reliable and precise insights.

Additionally, some researchers have classified e-WOM dimensions into the following:

1. **Positive eWOM**

This reflects favourable attitudes toward a product or company, where consumers express overall satisfaction based on their evaluations.

2. **Negative eWOM**

This represents consumer dissatisfaction and negative reactions toward a product or company, typically shared as warnings or complaints.

3. **WOM Sensitivity**

This measures the extent to which e-WOM can influence others' decisions. Its impact can be either positive or negative, depending on the message and context.

4. **WOM Content**

This dimension refers to the actual message content, particularly the use of interactive dialogue and discussion between the company and consumers regarding its products or services.

I. 2. **The Nature of Customer Preferences**

Understanding customer preferences is a crucial element in ensuring the continuity and prosperity of any business. Consumers are the driving force behind a company's success or failure. Effective customer service revolves around meeting customers' needs and preferences in a way that exceeds their expectations. This leads to customer satisfaction, strengthens trust in the brand, and ultimately results in increased loyalty and advocacy.

Despite its importance, customer preferences have not been the subject of extensive research, and there is no universally agreed-upon definition. Below are several definitions that help clarify the concept of customer preferences:

- Customer preferences are “the result of the behaviour exhibited by the customer throughout the decision-making process at all its stages. (Alwan, 2022, p. 293)
- They are also defined as a set of characteristics that describe the available alternatives to the customer. A product is essentially a bundle of attributes, and the customer's preference depends on how they evaluate these attributes. uuuuhh (Samad, 2018, p. 152)
- Another definition describes preferences as “a comparative judgment among alternatives during the decision-making process.” The primary goal of the consumer is to satisfy their preference by choosing the alternative that offers the greatest benefit.

In analysing customer preferences, the concept of utility is often employed. Utility refers to the level of satisfaction or happiness a consumer derives from consuming a product. This utility varies significantly from person to person, depending on individual likes, dislikes, needs, and constraints.

From these definitions, we can infer that customer preferences involve selecting one option among available alternatives based on its features and perceived value. Preferences are considered a core stage of the purchasing decision and are characterized by three main properties (Forrest, 2023, p. 16):

1. **Completeness:** This assumes that consumers are capable of ranking all possible bundles of goods. That is, given any two alternatives A and B, a consumer can determine whether they prefer A to B, B to A, or are indifferent between them.
2. **Transitivity:** This assumption states that if a consumer prefers option A over B, and B over C, then they must prefer A over C. This is essential for rational decision-making.
3. **Non-Satiation:** This means that, all else being equal, a consumer will prefer a bundle of goods that includes more of at least one good and no less of any other. While some individuals might prefer less of one item in exchange for more of another, the assumption of non-satiation remains useful in constructing basic consumer behaviour models.

Therefore, consumer preference behaviour can be further analysed through the lens of utility maximization, which links preferences to factors such as income, prices, and consumption choices. Nonetheless, it is important to recognize that human behaviour is complex and consumers do not always conform strictly to these theoretical assumptions.

II- Methods and Materials:

A field study was conducted to investigate the impact of Electronic Word of Mouth (e-WOM) on customer preferences. This was done by analysing the opinions of a sample of social media users in Algeria, using SPSS 27 software to conduct statistical tests on the data collected through an electronic questionnaire. The sample consisted of 179 individuals, and the questionnaire was divided into two main parts:

- **Part One:** Relates to personal data, as personal variables are crucial for understanding the characteristics of the sample and determining their impact on the study's results.
- **Part Two:** Includes the statements that make up the questionnaire, which cover all the dimensions of e-WOM that were relied upon in this study.

The questionnaire was structured to address the dimensions of e-WOM discussed in the theoretical framework of the study. The data was analysed using both descriptive and analytical methods, with SPSS 27 software, utilizing descriptive statistical measures such as percentages, frequencies, mean, standard deviation, and coefficient of variation. Simple linear regression was used to test the study's hypothesis. To ensure the reliability of the study tool, Cronbach's alpha coefficient was employed, with the minimum acceptable value for this coefficient being 0.60 according to Robinson (1991). The higher the Cronbach's alpha value, the greater the reliability of the measurement tool. Table (01) shows the reliability results of the study.

III- Results and discussion:

We will analyse the responses of the sample individuals to the statements in the electronic questionnaire related to each dimension of the independent and dependent variables. We will use the mean, standard deviation, and coefficient of variation to present the results clearly and accurately. Then, we will interpret and analyse these results in-depth to draw valuable conclusions about the study's topic. These results will help in understanding the impact of Electronic Word of Mouth (eWOM) on customer preferences and provide strategic guidance to enhance these dimensions and strengthen their positive influence.

First: Sample Responses to the Statements Related to the Dimensions of Electronic Word of Mouth (eWOM)

At this stage, we will highlight the attitudes and willingness of the sample participants toward accepting Electronic Word of Mouth (eWOM) as the independent variable. To measure this variable, five key dimensions were adopted: **credibility, source of information, positive eWOM, negative eWOM**, and interactivity.

Below is a summary of the results derived from analysing participants' responses regarding these five dimensions. (Table 2)

1. Credibility Dimension:

The analysis reveals that respondents demonstrate a high level of interest in the information and recommendations obtained from social media groups. The mean score for the first four statements exceeded 2.7, indicating a strong level of adoption and acceptance of these information sources.

However, a noticeable decline in trust is evident in the fifth statement, with an average score of only 2.18, suggesting that although participants are interested in recommendations, they hold reservations and doubts about their credibility.

Therefore, the credibility dimension overall reflects an acceptable to high level of adoption (mean score of 2.64). Yet, trust in the actual recommendations remains an area needing improvement, highlighting the importance of enhancing transparency and ensuring reliable sources of information in electronic word-of-mouth content.

2. Source Dimension:

The findings indicate that the majority of participants heavily rely on social media platforms to gather information before making a purchase, particularly when the information comes from individuals with first-hand experience or who provide detailed product insights. In contrast, participants expressed more caution or neutrality toward content shared by famous influencers, suggesting a lower level of trust.

The overall mean of this dimension was 2.53, with a standard deviation of 0.72026, indicating a moderate to high level of agreement regarding the credibility of information obtained from user reviews on social media platforms.

Based on the coefficient of variation analysis, we can conclude that there is general agreement on the credibility of reviews from individuals with direct product experience, especially those that include accurate and detailed information. However, reliance on well-known social media personalities received less consistent agreement among participants.

This suggests that participants prefer to rely on users with personal product experiences and detailed reviews rather than influencers or celebrities when it comes to gathering trustworthy information before purchasing.

3. Nature Dimension:

The results of the analysis indicate that the majority of the sample participants show a significant interest in the information and reviews shared on social media regarding products, as the average for the statements related to positive purchase

experiences exceeded 2.6, reflecting a high degree of adoption and acceptance of this type of information.

However, a contrast was observed in opinions regarding the existence of negative experiences on social media platforms. The statement related to the frequency of negative experiences discussed recorded a low average of 1.80, indicating a hesitation in how these negative reviews influence the participants' purchasing decisions.

Therefore, it can be concluded that the nature dimension has a moderate to high level of acceptance (overall average of 2.39). However, there is room for improvement in enhancing the discussion of negative experiences on social media platforms, which would contribute to increasing transparency and balance in product-related discussions.

4. the Interactivity Dimension:

The analysis results indicate that the sample members generally tend to interact with comments and posts about the products they have purchased on social media platforms. The average score for the statement "I interact with the online comments and posts about the products I have purchased" exceeded 2.8, reflecting a moderate to high level of interaction with these comments.

It also appears that individuals prefer sharing positive comments about products more than negative ones. In this case, the average score for the statement "I share the positive online comments I receive from others about products" was 2.9, while the average score for "I share the negative online comments I receive from others about products" was 2.3, indicating that individuals are more inclined to promote their positive experiences rather than express negative ones.

On the other hand, the statement "When I have a negative experience with a product, I express it on social media" recorded an average score of 2.6, while the statement "When I have a positive experience with a product, I express it on social media" recorded a higher average score of 3.2, indicating that individuals prefer expressing their positive experiences more than negative ones.

Therefore, it can be concluded that the level of adoption of this dimension ranges from moderate to high, with an overall average score of 2.49, suggesting a moderate level of interaction with product-related content on social media platforms, with a clear inclination to promote positive experiences.

Second: Customer Preferences Responses Analysis

From the table 03, it is noticeable that the statement "Electronic comments from previous customers about the product I wish to purchase have an important effect on my choice" was affirmed by 153 people, representing 85.1%, compared to 14 people (7.7%) who disagreed, and 6 (3.3%) who were neutral. The statement "When I confirm the authenticity of comments about a product I wish to buy, I am ready to choose it" was affirmed by 151 people (84.6%), with 10 (5.5%) disagreeing and 18 (9.9%) neutral. Regarding the statement "Electronic comments help me identify the best alternative to purchase," 150 respondents (84%) agreed, compared to 9 (5%) who disagreed, and 20 (11%) were neutral. The statement "I feel satisfied when I purchase products based on electronic comments through social media platforms" was affirmed by 84 respondents (47.6%), while 35 (19.3%) disagreed, and 60 (33.1%) were neutral. The statement "Positive recommendations from previous customers play a significant role in my choice of products recommended on social media" was agreed upon by 146 individuals (81.8%), while 8 (4.4%) disagreed, and 25 (13.8%) were neutral. The statement "Positive

recommendations from specialized content creators play a significant role in my choice of products" was affirmed by 94 people (53.1%), with 27 (14.9%) disagreeing and 58 (32%) neutral. Finally, the statement "Positive recommendations from influencers promoting products play a significant role in my choice of products" was agreed upon by 66 people (37.1%), with 51 (28.2%) disagreeing and 63 (34.8%) neutral.

The data analysis reveals a significant influence of electronic comments and recommendations across social media platforms on customer preferences. The average scores for the mentioned statements indicate that respondents generally agree on the importance of recommendations and comments, with averages ranging from 2.0833 to 2.7889, reflecting moderate to high agreement. However, there is notable variation in standard deviations, ranging from 0.51601 to 0.80414, suggesting considerable differences in opinions among the respondents. This indicates that some individuals may be more influenced by recommendations than others, reflecting diverse behaviours and preferences in purchasing decisions via social platforms.

When ranking the statements by their coefficient of variation from lowest to highest, the statement "Positive recommendations from influencers promoting products play a significant role in my choice of products recommended on social media" ranked first, with a coefficient of variation of 2.0833. This reflects that participants had the most varied opinions on this statement, and consensus was weak, resulting in a neutral overall score. The statement "Positive recommendations from content creators specializing in the product field play a significant role in my choice of products recommended on social media" followed with a coefficient of variation of 2.37, which also had limited consensus and was rated disagreeable. On the other hand, the statement "I feel satisfied when I purchase products based on electronic comments through social media platforms" had a coefficient of variation of 2.27, reflecting some variation in opinions, but to a lesser extent than the previous two statements, and the general consensus was positive. The statements related to electronic comments from previous customers, such as "Electronic comments from previous customers about the product I wish to purchase have an important effect on my choice" and "Positive recommendations from previous customers play a significant role in my choice of products recommended on social media," both had a coefficient of variation of 2.77, indicating greater agreement on the importance of these comments, and were rated positively. The statements "When I confirm the authenticity of comments about a product I wish to buy, I am ready to choose it" and "Electronic comments help me identify the best alternative to purchase" both had a coefficient of variation of 2.78, indicating considerable consensus among participants regarding the impact of electronic comments on customer preferences, with a general agreement.

Overall, it is clear that participants place more trust in electronic comments from previous customers, while they are more skeptical about the impact of recommendations from content creators and influencers. These results highlight the significant role that previous customer opinions play in shaping the preferences of social media platform users.

Third: Testing the Effect of Electronic Word of Mouth on Customer Preferences

From Table (04), it can be concluded that there is a moderate relationship between electronic word of mouth (eWOM) and the preferences of social media platform users in Algeria. The correlation value is 0.626, indicating a moderate positive relationship between the two variables, suggesting that user preferences can be significantly influenced by electronic word of mouth.

The R^2 coefficient of determination value of 0.392 indicates that the dimension explains a large proportion of the variance in user preferences, highlighting that the impact of electronic word of mouth plays an important role in shaping their preferences.

As for the significance level (sig) of 0.000, it indicates a statistically significant relationship between the effect of electronic word of mouth and the preferences of social media platform users.

Based on these results, it can be said that electronic word of mouth affects the preferences of social media platform users in Algeria, and this relationship is strong and statistically significant. Therefore, the main hypothesis, which states "electronic word of mouth affects the preferences of social media platforms in Algeria," is accepted.

IV-Conclusion:

This study aimed to analyse the impact of Electronic Word of Mouth (e-WOM) on customer preferences, particularly among social media users in Algeria, within the context of the ongoing digital transformation affecting modern consumer behaviour. The research was based on the hypothesis that e-WOM, through its various dimensions—credibility, source, valence, and interactivity—has a statistically significant influence on customer choices and preferences.

To achieve its objectives, the study adopted a descriptive-analytical methodology. Data were collected through an online questionnaire distributed to a random sample of 179 social media users across Algeria. The responses were analysed using SPSS software, employing various statistical tools such as simple linear regression and Cronbach's Alpha for reliability testing.

The findings indicated that e-WOM has a positive and statistically significant impact on customer preferences. The most influential dimensions were credibility and source, whereas interactivity was found to have the least impact. Additionally, the results highlighted that consumers tend to trust peer reviews more than endorsements from influencers or content creators.

Accordingly, the study proved the hypothesis stating that "Electronic word of mouth, through its dimensions (credibility, source, positivity of the word, negativity of the word, interactivity), affects the preferences of social media users in Algeria."

The study concludes that online user reviews and recommendations represent a credible and influential source of information that plays a vital role in shaping consumer decision-making. It further recommends that companies invest in digital reputation management and enhance the credibility of user-generated content, as these elements are crucial for supporting marketing strategies and fostering customer loyalty.

- Appendices:

Table (1): Reliability Testing of the Measurement Tool Using Cronbach's Alpha Coefficient.

Study Variables	Dimensions	Number of Items	Cronbach's Alpha	Result
Electronic Word of Mouth	Credibility	5	.641	Reliable
	Source	5	.538	Unreliable
	Interactivity	5	.791	Reliable
	Valence (Nature)	5	.512	Unreliable
Customer Preferences		7	.726	Reliable
Total Questionnaire Items		27	.838	Reliable

Source: Prepared by the researcher based on SPSS outputs.

Table (2): Mean and Standard Deviation per e-WOM Dimension

e-WOM Dimension	Mean	Standard Deviation	Adoption Level
Credibility	2.64	0.72097	Acceptable to High
Source of Information	2.53	0.72026	Moderate to High
Nature (Valence)	2.39	0.71031	Moderate
Interactivity	2.49	0.72071	Moderate to High
Overall e-WOM Average	2.51	–	Moderate to High

Source: Prepared by the researcher based on SPSS outputs.

Table (3): Mean and Standard Deviation – Customer Preferences Dimension

Statement	Mean	Standard Deviation	Adoption Level
Comments from previous customers influence my product choice.	2.78	0.51601	High
When I confirm comment authenticity, I am ready to choose the product.	2.78	0.51601	High
Comments help me identify the best alternative to buy.	2.78	0.51601	High
I feel satisfied when I buy products based on online comments.	2.27	0.76993	Moderate
Positive recommendations from previous customers influence my product choice.	2.77	0.51772	High
Positive recommendations from specialized content creators influence my product choice.	2.37	0.73352	Moderate
Positive recommendations from influencers influence my product choice.	2.08	0.80414	Low to Moderate
Overall Customer Preferences Average	2.55	–	Moderate to High

Source: Prepared by the researcher based on SPSS outputs.

Table (4): Correlation between Electronic Word of Mouth (e-WOM) and Customer Preferences

Dimension	Correlation (r)	Determination Coefficient (r ²)	F-Statistic	T- Value	Significance Level (Sig.)
Effect of e-WOM on Customer Preferences	.626	.392	28.193	14.337	0.000

Source: Prepared by the researcher based on SPSS outputs.

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