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The role of eWOM and user-generated content in shaping consumer purchase intention: A bibliometric analysis from 2020 to 2024

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A B S T R A C T

Consumer decision-making has been transformed by digital platforms and social media. User-generated content (UGC) and electronic word of mouth (eWOM) have a leading role in influencing purchase intention. Despite the increased academic interest. Nevertheless, studies are still disjointed in terms of industries, regions and platforms. This paper is a systematic bibliometric review of eWOM and UGC, and purchase intention. Studies that are published within the last four years, 2020-2024. Based on the Dimensions AI database. 249 open-access articles were analysed using VOSviewer software in terms of performance, co-citation, and co-word analysis. The results indicate that publications have been on a consistent increase, which indicates more academic attention to the subject of digital consumer behaviour. The volume of publications is mostly at the forefront of Southeast Asian universities, in Indonesia. Whereas Western establishments like Swansea University generate fewer but well-cited works. Three themes were identified: eWOM as a marketing strategy, credibility and brand equity in purchase decisions, and platform-specific influences in social commerce. The research has identified credibility, content quality, and platform adaptation as some of the most important elements of consumer trust, which can be used by marketers, researchers, and policymakers.

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1. Introduction

The fast development of online resources and social media has transformed consumer behavior in relation to business and purchasing behavior. Online sharing of opinions, reviews, and recommendations known as electronic word of mouth (eWOM), and user-generated content (UGC), information created by consumers about a product, have become key factors in the development of trust, brand image, and purchase behavior in competitive online markets (Ngo et al., 2024; Wang et al., 2012). Empirically, it has been found that the credibility and quality of eWOM are good predictors of consumer action in response to online recommendations (Dwidienawati et al., 2020; Erkan and Evans, 2016; Filieri, 2016). The literature on related topics suggests that eWOM has a significant impact on brand image and consumer confidence, which in turn increases purchase intention (Abubakar and Ilkan, 2016; Siddiqui et al., 2021; Kudeshia and Kumar, 2017).

The results of eWOM and UGC vary across different cultures, markets, and platforms. In the regional literature, the effects and mechanisms differ, such as in Southeast Asia (Leong et al., 2021; Febrian & Fadly, 2021) and the Middle East (Alwan and Alshurideh, 2022). The platform effects also influence the results: the persuasive power and social proofs are enhanced in the short-form video setting (e.g., TikTok), whereas satisfaction and information adoption activities are merged in peer-to-peer and social commerce settings (Bueno & Gallego, 2021; Yang, 2022). New themes relate eWOM to the ideas of sustainability and green consumption, where UGC and eco-labels support the intention and belief (Panopoulos et al., 2022; Kumar and Pandey, 2023; Halim et al., 2022). Regardless of this momentum, the literature is still disjointed in terms of

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industry, region, and theoretical methodologies, and it is hard to generalise the trends and find agreement. The scope of this study is to present clear and concise evidence by focusing on peer-reviewed articles that are open-access and indexed in Dimensions AI.

1.1 Research Questions

1. How is the eWOM and purchase intention research being published, and what are the major contributors in the past 2020 -2024?
2. Which keywords and thematic clusters are the most common in this body of literature?
3. Which research gaps and future research directions can be described based on bibliometric analysis?

2. Methodology

The Method of this study is the bibliometric analysis. The quantitative one is a method of researching scientific literature to find patterns, trends, and effects in a research field. Dimension AI databases were used to gather the data, which was analyzed in terms of the volume of publications, their citation patterns, and the use of keywords to sort large amounts of knowledge, track the development of research, and base subsequent research on VOSviewer software. This method is especially useful in the domain of knowledge mapping, evaluation of research output, and finding gaps or directions (Passas, 2024). One of them is the co-citation analysis, which involves analyzing the frequency of two documents citing each other, which allows seeing common themes, methods, or topics and identifying powerful studies, authors, and changing research structures (Li et al., 2024). The other is co-word analysis, the study of the co-occurrence of keywords to identify underlying themes, conceptual connections, and changes in the focus of research over time (Pham et al., 2022; Ali et al., 2021). In this regard, the study will use bibliometric analysis to systematize the existing knowledge and evaluate the impact of research and determine the gaps that need to be filled through more research to facilitate academic growth and strategic planning in distance education (Kushwaha et al., 2024).

2.1 Search String

This bibliometric review is a systematic literature review of User-Generated Content and purchase intention, based on the Dimensions AI database. And searches are restricted to titles and abstracts. Following the PRISMA model, 880 records were found and narrowed down to 249 open-access journal articles. To make the scholarship methodologically rigorous and of high quality, and available (Dincer & Dincer, 2023).

Table 1
Inclusion criteria for bibliometric analysis

Dimensions AI Database	ALL
Search Keywords	("User-Generated Content" OR "eWOM") AND ("Purchase Intention")
Publication Year	2020 to 2024
Publication Type	Article
Open Access	All OA
Fields of Research	Marketing

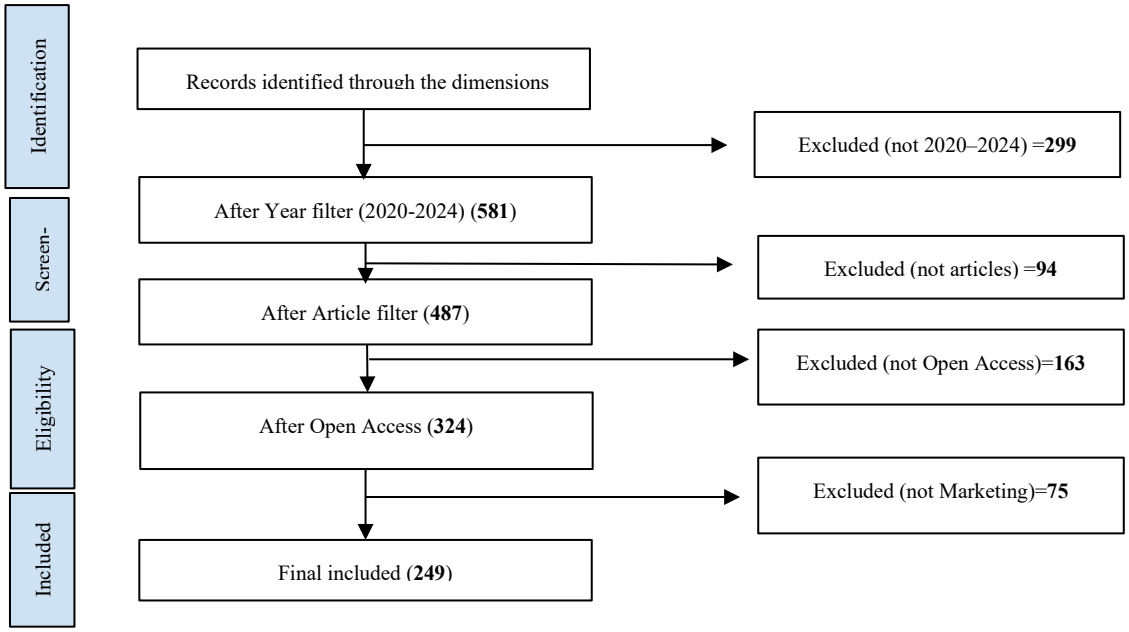

Fig. 1. PRISMA flowchart

The inclusion criteria (Table 1) and PRISMA flowchart (Fig. 1) were created of ensure the topicality and timeliness of the data. The latest publications were restricted to 2020-2024 to reflect new trends in digital marketing and consumer decisions. The search was done using the following keywords: User-Generated Content or eWOM and Purchase Intention, and limited to peer-reviewed journal articles. Book chapters, conference papers and reports were excluded. The data was further limited to open-access articles in the sphere of Marketing to guarantee academic rigour, accessibility, and a specific representation of the research on the topic of UGC and purchase intention.

3. Results

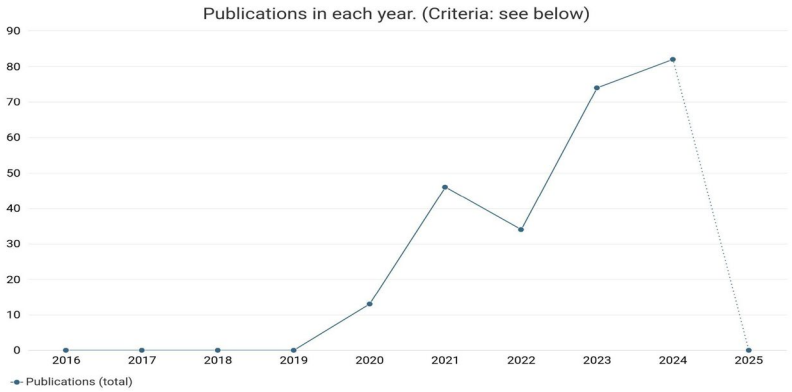

Fig. 2. Quantity of publications

The trend analysis (Fig. 2) shows that there is an increasing trend in terms of research output over the five-year period. The growing amount of publications proves the growing academic interest in the intersection of UGC, eWOM and purchase intention, especially in digital commerce and social media platforms. This is accompanied by the growth of e-commerce ecosystems and the increased dependency of consumers on peer-generated recommendations.

3.1 Performance Analysis

3.1.1 Documents

The document performance analysis suggests the most powerful studies in the area of electronic word of mouth (eWOM), purchase intention, and digital marketing on the basis of citations. The article by Ismagilova et al. (2020) has the largest number of citations, 150, since it presents the meta-analysis of influencing factors in eWOM behavior. Leong et al. (2021) are next in terms of publications (146), as the study demonstrates how social media information affects the purchase intention. Dwidienawati et al. (2020) provided comparative information about reviews and endorsement of influencers, and the article has been cited 117 times. The works by Siddiqui et al. (2021) and Kautish et al. (2023) include credibility, consumer motivations, and brand equity as highly cited works. Other articles by Alwan and Alshurideh (2022) and Daowd et al. (2020) deal with narrower demographic and regional settings; newer studies on TikTok (Indrawati et al., 2022) and eco-labeling (Panopoulos et al., 2022) are aware of thematic diversification.

Table 2
Performance Analysis by Documents

Rank	Authors	Title	Citations
1	Ismagilova et al. (2020)	A meta-analysis of the factors affecting eWOM providing behaviour	150
2	Leong et al. (2021)	The influence of social media eWOM information on purchase intention	146
3	Dwidienawati et al. (2020)	Customer review or influencer endorsement: which one influences purchase intention more?	117
4	Siddiqui et al. (2021)	Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India	102
5	Kautish et al. (2023)	Examining the role of consumer motivations to use voice assistants for fashion shopping: The mediating role of awe experience and eWOM	97
6	Alwan and Alshurideh (2022)	The effect of digital marketing on purchase intention: Moderating effect of brand equity	91
7	Daowd et al. (2020)	Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand	76
8	Indrawati et al. (2022)	eWOM via the TikTok application and its influence on the purchase intention of somethinc products	70
9	Panopoulos et al. (2022)	Influencing Green Purchase Intention through Eco Labels and User-Generated Content	67
10	Kumar and Pandey (2023)	Social Media and Impact of Altruistic Motivation, Egoistic Motivation, Subjective Norms, and EWOM toward Green Consumption Behavior: An Empirical Investigation	64

3.1.2 Sources

According to the source analysis, journals with high multidisciplinary range are the dominant ones. The connection between eWOM and sustainable consumer behavior is traced in the first position of sustainability, which has seven documents and 215 citations. In line with data-driven marketing research comes the International Journal of Data and Network Science with six documents and 154 citations. Journal of Theoretical and Applied Electronic Commerce Research has a high impact of three documents and 152 citations. Other journals like Cogent Business and Management and Heliyon also exhibit significant presence with the latter registering 136 citations in two publications only indicating that the journal is widely read. The journals, which are more regional or institutionally-based, like Jurnal Manajemen Bisnis and Jurnal Manajemen Bisnis and Kewirausahaan are also represented but with lower citations implying more localized yet emerging academic input.

Table 3
Performance Analysis by Sources

Rank	Journals	Documents	Citations	Total Link Strength
1	Sustainability	7	215	7
2	International Journal of Data and Network Science	6	154	1
3	Cogent Business & Management	4	49	4
4	International Journal of Academic Research in Business and Social Sciences	4	10	3
5	Journal of Theoretical and Applied Electronic Commerce Research	3	152	3
6	Journal of Business Management Review	3	7	1
7	International Journal of Professional Business Review	3	19	0
8	Jurnal Manajemen Bisnis	3	16	0
9	Jurnal Manajemen Bisnis dan Kewirausahaan	3	9	0
10	Heliyon	2	136	10

3.1.3 Authors

The author's performance is also quite different, as it is characterized by differences in publication volume and influence. Dwivedi Yogesh K. is a highly influential scholar showing 247 references to two documents, which highlights the leadership in the field of digital marketing and eWOM study. Ngo Thi Thuy An has an apparent regional influence, as they are cited by two publications 44 times. Those writers with moderate influence, including Armawan Ivan, Furinto Asnan or Gayatri Gita, have many publications, but few citations, which implies low visibility or entry into the field. The number of collaborative authors with two or more citations indicates a wider research circle.

Table 4
Performance Analysis by Authors

Rank	Authors	Documents	Citations	Total Link Strength
1	Hasan, Golan	3	3	0
2	Ngo, thi thuy an	2	44	2
3	Albari, albari	2	3	1
4	Dwivedi, Yogesh k.	2	247	1
5	Armawan, Ivan	2	23	0
6	Bilal, Muhammad	2	12	0
7	Elsamadicy, Ahmed	2	7	0
8	Fahlevi, Mochammad	2	6	0
9	Furinto, Asnan	2	22	0
10	Gayatri, Gita	2	22	0

3.1.4 Organizations

Organisational analysis demonstrates that large volumes and collaborations are of significant contribution to the Indonesian universities, which currently control the market. Telkom University, Binus University and Tarumanagara University added six documents each, but their citation performance was not very high. The number of citations per university indicated differences in the visibility of the research and global coverage of the research, as Binus University reported 140 citations, whereas Telkom University reported 74, and Tarumanagara University reported 16. The University of Indonesia also provided five documents, which have 23 citations, indicating the country's central position of the country in the field. Furthermore, FPT University (Vietnam) generated three documents containing 48 citations, whereas Swansea University (UK), with just three documents, obtained an impressive 295 citations, indicating the strength behind quality, rather than quantity. There was also a representation by institutions in Egypt, including the British University in Egypt, with a relatively low influence. Notably, international cooperation appears to be increasing, as indicated by overall link strengths, particularly among institutions such as FPT University and the Arab Academy of Science and Technology. In this analysis of organizational performance, the paper highlights that in the eWOM research field, Southeast Asian institutions are dominating, yet Western schools such as Swansea are still making significant contributions to the research in terms of theorising, which balances a regional scope with global scholarship.

Table 5
Performance Analysis by Organisations

Rank	Organisations	Documents	Citations	Total Link Strength
1	Telkom University	6	74	2
2	Binus University	6	140	0
3	Tarumanagara University	6	16	0
4	University of Indonesia	5	23	0
5	FPT University	3	48	3
6	Islamic University of Indonesia	3	6	2
7	Swansea University	3	295	1
8	British University in Egypt	2	16	5
9	Associate Professor, College of Management &amp	2	7	2
10	Technology, Arab Academy for Science, Technology and Maritime Transport	2	7	2

3.1.5 Countries

The country-based analysis illustrates the spread of contributions by geography, with Indonesia being the most active in terms of research and contributions, with 46 documents and 346 citations, indicating its high level of interest in digital marketing and eWOM research. China and Vietnam come with nine and seven documents, respectively, indicating the increasing domination of Asia in consumer behavior research. The United Kingdom, in turn, is showing seven documents but an astounding 399 citations, demonstrating how well a smaller number of more-focused studies can be. Malaysia is also a key player, offering six documents containing 280 citations, which places it in the category of a key player in Southeast Asia. The same patterns are also observed in India, where there are five documents, but a very high citation count (341), which can be seen as influential works in consumer purchase intentions. On the other hand, Egypt, Turkey and Pakistan are making small contributions, with Pakistan making none at all, even when four documents are cited, implying little visibility or new scholarship. France had a lower number of records (three), yet had an impressive amount of 163 citations, which attests to the impact of European views. This distribution points to a bilateral trend that Asia is a prolific center of the amount of publications, and western countries, including the UK and France, have a high citation effect, which is quality-driven visibility in the research of eWOM bridging the world.

Table 6
Performance Analysis by Countries

Rank	Countries	Documents	Citations	Total Link Strength
1	Indonesia	46	346	29
2	China	9	114	9
3	Vietnam	7	67	26
4	United Kingdom	7	399	20
5	Malaysia	6	280	21
6	India	5	341	6
7	Egypt	5	22	5
8	Turkey	4	26	6
9	Pakistan	4	0	0
10	France	3	163	0

3.2 Co-Citation Analysis

The co-citation analysis identifies the top ten influential papers in (Table 7), informing the research on the topic of electronic word of mouth (eWOM) and purchase intention. Ismagilova et al. (2020) are the first to introduce a meta-analysis of eWOM factors, which consolidated essential behavioural drivers, and this makes their work one of the theoretical pillars of the field. Likewise, the strength of the link between Leong et al. (2021) is strong as it focuses on the direct impact of the spread of eWOM information through social media networks on the consumer purchase intent and, therefore, their contribution is highly applicable to the field of digital commerce. Other studies, including Dwidienawati et al. (2020) and Siddiqui et al. (2021), also contribute to this field as they distinguish between influencer endorsements and customer reviews and also illustrate the effects of credibility in eWOM on brand image and online purchasing. Other more recent researches, such as Kautish et al. (2023) and Indrawati et al. (2023), take the discussion further to the latest technologies and platforms, including voice assistants and Tik Tok, and how these new digital platforms change consumer behaviour. The other articles by Alwan and Alshurideh (2022), Daowd et al. (2020), Panopoulos et al. (2022) and Kumar and Pandey (2023) vary the discussion as they associate eWOM with sustainability, green purchasing, and brand equity.

Table 7
Co-citations (top 10 articles)

Rank	Authors	Title	Citations	Total Link Strength
1	Ismagilova et al. (2020)	A meta-analysis of the factors affecting eWOM providing behaviour	150	86
2	Leong et al. (2021)	The influence of social media eWOM information on purchase inten-	146	183
3	Dwidienawati et al.	Customer review or influencer endorsement: which one influences	117	38
4	Siddiqui et al. (2021)	Creating Electronic Word of Mouth Credibility through Social Net-	102	113
5	Kautish et al. (2023)	Examining the role of consumer motivations to use voice assistants for	97	33
6	Alwan and Alshurideh	The effect of digital marketing on purchase intention: Moderating ef-	91	6
7	Daowd et al. (2020)	Factors affecting eWOM credibility, information adoption and pur-	76	130
8	Indrawati et al. (2023)	eWOM via the TikTok application and its influence on the purchase	70	116
9	Panopoulos et al. (2022)	Influencing Green Purchase Intention through Eco Labels and User-	67	30
10	Kumar and Pandey	Social Media and Impact of Altruistic Motivation, Egoistic Motiva-	64	47

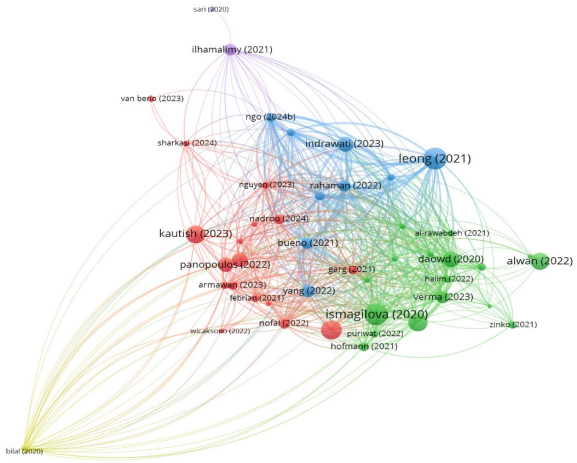

Fig. 3. Co-citation analysis (VOSviewer Visualization)

3.2.1 Co-Citation analysis by clusters

Table 8 presents the cluster analysis of the eWOM and purchase intention literature, which represents the grouping of studies based on co-citation patterns, and this pattern is applied to indicate the specific areas of the research focus. Cluster 1 (Red) contains 17 studies that are studying the relationship between eWOM, marketing strategies, and consumer decision-making, and the roles of reviews, influencer endorsement, new technologies, brand image, trust, green marketing, and weak-tie eWOM (Dwidienawati et al., 2020; Garg and Kumar, 2021; Armawan et al., 2023; Kautish et al., 2023). Also having 17 studies, Cluster 2 (Green) focuses on credibility and trust in eWOM, factors that affect eWOM sharing, brand image, purchase decisions, brand equity, generational differences, and cultural and platform variations (Ismagilova et al., 2020; Siddiqui et al., 2021; Daowd et al., 2020; Alwan and Alshurideh, 2022; Halim et al., 2022; Verma et al., 2023). Cluster 3 (Blue) consists of nine articles that are devoted to the platform-based eWOM and social commerce, in particular, the role of social media platforms and peer-to-peer markets on the intention to purchase (Leong et al., 2021; Bueno and Gallego, 2021; Yang, 2022; Indrawati et al., 2023).

Table 8
Co-Citation Cluster on eWOM and Purchase Intention

Cluster No and Colour	Cluster Labels	No. of Articles	Representative Publications
Cluster 1 (Red)	eWOM, Marketing Strategies, and Consumer Behavior	17	Armawan et al. (2023); Dwidienawati et al. (2020); Garg and Kumar (2021); Kautish et al. (2023); Panopoulos et al. (2022); Nofal et al. (2022); Febrian and Fadly (2021)
Cluster 2 (Green)	eWOM Credibility, Digital Trust, and Brand Equity	17	Ismagilova et al. (2020); Siddiqui et al. (2021); Alwan and Alshurideh (2022); Daowd et al. (2020); Verma et al. (2023); Halim et al. (2022); Hofmann et al. (2021)
Cluster 3 (Blue)	Platform-Specific eWOM and Social Commerce	9	Leong et al. (2021); Indrawati et al. (2023); Bueno and Gallego (2021); Yang (2022)

3.2.2 Co-occurrence analysis

Table 9 brings out the most common keywords in the literature of eWOM and purchase intention. The keyword, which is predominant, that is, Purchase Intention (228 occurrences) proves its central role in the consideration of most studies as a dependent variable. Equally, the usage of eWOM (186 instances), as well as the broadened versions of the phrase, e.g., Electronic Word (125) and Mouth (120), indicates the pervasive use of electronic word of mouth as a major predictor. Some of the keywords used in this study domain include 'study,' 'respondent,' and 'sample,' which imply that the technique to be used is of an empirical and survey-based research. The introduction of the terms "Content" (61) and "Credibility" (59) emphasizes the increased awareness of the quality of content and the trustworthiness of the source in influencing consumer decisions. Moreover, there are also such variables as Brand Image (51) and Customer (45) that show the connection between the eWOM and brand perception and consumer behavior.

Table 9
The 15 Most Frequent Keywords in the Co-Occurrence Analysis

Rank	Keyword	Occurrences	Relevance
1	Purchase Intention	228	1.13
2	Study	214	0.98
3	eWOM	186	1.29
4	Effect	127	0.48
5	Electronic Word	125	1.41
6	Mouth	120	1.37
7	Respondent	97	0.63
8	User	83	1.75
9	Platform	67	0.51
10	Content	61	3.08
11	Credibility	59	0.4
12	Brand Image	51	1.12
13	Sample	49	0.38
14	Customer	45	0.73
15	SEM	44	0.86

Fig. 4 shows the co-word analysis network obtained with the help of VOSviewer, which shows how keywords are clustered to create specific research themes. The visualization shows that there are four large clusters with a distinct color, which proves how constructs are interrelated in this field of study. The fact that the centrality of Purchase Intention and e WOM points to the fact that they are used as bridging nodes between different strands of research. The clustering trend indicates that the research on eWOM does not only focus on its direct influence on the purchase intention but also analyzes its mediating variables involving credibility, platform type, and brand image. The fact that such keywords as Content and Social Media Marketing are present reflects the assimilation of platform-specific measures into the models of consumer behavior. Moreover, the visualization has shown the consistency in methodology with the terms used like; Study, Respondent and Sample serving as a foundation to the empirical validation.

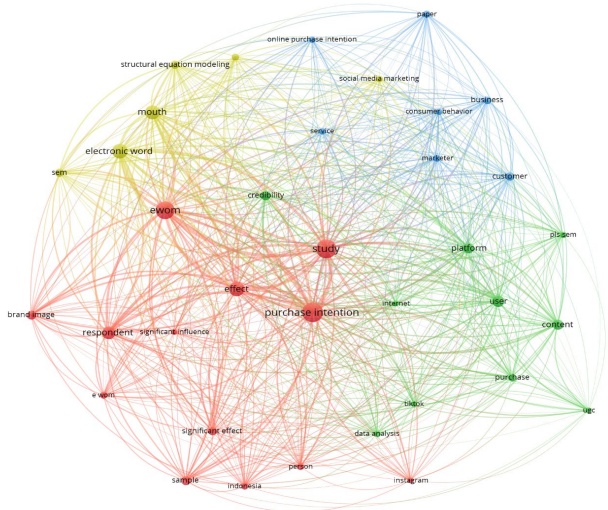

Fig. 4. Co-Word Analysis of eWOM and Purchase Intention (VOSviewer Visualisation)

Table 10
Co-Word Analysis of eWOM and Purchase Intention

Cluster No and Colour	Cluster Labels	Number of Keywords	Representative Keywords
Cluster 1 (Red)	Empirical Evidence & eWOM Influence	13	"Ewom" "Purchase Intention" "Brand Image" "Effect" "Significant Influence" "Study" "Respondent" "Sample"
Cluster 2 (Green)	Content Credibility & Digital Platforms	10	"Content" "Credibility" "Platform" "Purchase" "UGC" "Internet"
Cluster 3 (Blue)	Consumer Behavior & Online Marketing	7	"Customer" Consumer Behavior" "Online Purchase Intention" "Marketer"
Cluster 4 (Yellow)	Social Media & eWOM Marketing	6	"Consumer Purchase Intention" "Electronic Word" "Social Media Marketing"

The four thematic clusters in Table 10 were made using the co-occurring keywords and each of them reflects a specific focus in the literature. Cluster 1 (Red), Empirical Evidence & eWOM Influence, contains 13 keywords like eWOM, purchase intention, brand evaluation, and includes empirical studies that prove the effect of eWOM on consumer attitudes, brand evaluation, and purchase intention often based on large-scale surveys and using SEM as a methodology (Cheung and Thadani, 2012; Ismagilova et al., 2020). Cluster 2 (Green), Content Credibility & Digital Platforms, is a category that comprises 10 keywords that revolve around the topic of content, credibility, and trusted platforms and their role in influencing consumer reactions to eWOM (Erkan and Evans, 2016; Filieri, 2016). Cluster 3 (Blue), Consumer behavior and online marketing, consists of seven keywords that deal with consumer behavior and online purchase intention based on psychological and behavioral processes involved in eWOM influence and marketing adaptation (Chu & Kim, 2011; Kudeshia & Kumar, 2017). Cluster 4 (Yellow), Social Media and eWOM Marketing, has six keywords that underline strategic importance of social media to enhance the eWOM impact on consumer purchase intention (Wang et al., 2012; Abubakar & Ilkan, 2016).

4. Discussion

The findings of this bibliometric research indicate that the scholarly work regarding the topic of electronic word of mouth (eWOM) and purchase intention has been increasing in the period between 2020 and 2024. The works of Ismagilova et al. (2020), Leong et al. (2021), and Dwidienawati et al. (2020) are the most cited ones that still influence the way researchers interpret the role of eWOM in consumer behavior. Through these studies, it is evident that issues like credibility, quality of content, and the platform to make a purchase have a significant influence whether consumers will take action to online recommendations. The co-citation analysis identified three primary areas of research: those that concentrate on marketing strategies and consumer behavior (Armawan et al., 2023; Dwidienawati et al., 2020), those that concentrate on credibility and brand equity (Ismagilova et al., 2020; Siddiqui et al., 2021), and those that focus on particular platforms and contexts, e.g. Tik Tok (Leong et al., 2021; Indrawati et al., 2023). The analysis of the keywords also revealed that the majority of the research is empirical, and tends to use surveys with purchase intention and eWOM as the key terms in the middle. Nevertheless, some obvious gaps remain. Studies that pay attention to UGC and eWOM in particular e-commerce websites, like Shopee and other local marketplaces, are scarce, although they are significant in consumer decision-making. This underscores the necessity of more platform-specific studies sometime in the future.

4.1 Practical Implications

The results of this research provide a number of lessons to online platforms, marketers and businesses. First, it is essential in terms of credibility and the quality of the content. Businesses are expected to promote authentic reviews and offer the facilities that would help the consumers be comfortable with the information they observe (Siddiqui et al., 2021; Daowd et al., 2020). Second, various platforms should be approached differently. To be more specific, TikTok brands are forced to adjust their behavior to the type of interaction that the users experience (Leong et al., 2021; Indrawati et al., 2023). Third, there is an increase in sustainability. It has been found out that green messaging and environmentally oriented UGC can impact consumer decision (Panopoulos et al., 2022; Kumar and Pandey, 2023). Last but not least, platforms themselves ought to invest in functionality that draws attention to the quality of reviews, including labels that indicate that the purchase was verified or the reviewer has a credit score (Verma et al., 2023). Such measures will be able to enhance trust, consumer interest, and purchase conversion.

5. Conclusion

This bibliometric review can be seen as an excellent summary of the evolution of research on eWOM and purchase intention in 2020-2024. The results indicate that Southeast Asia, especially Indonesia and Malaysia, has emerged as a research center, whereas Western nations have generated less, but more frequently read articles (Leong et al., 2021; Dwivedi et al., 2020). Thematic analysis showed that the core themes are credibility, content quality, consumer trust, and platform dynamics, whereas such new areas as short-form video content (Indrawati et al., 2023) and sustainability (Panopoulos et al., 2022) were also identified. Even though this has increased, significant loopholes exist. The research on UGC and eWOM in a particular platform e-commerce like Shopee, cross-cultural comparisons, and variation of research methods are also limited, other than surveys (Table 9). These gaps need to be bridged in future studies with platform-specific studies, mixed methods or experimental methods, and the effect of new technologies on consumer behavior (Kautish et al., 2023; Verma et al., 2023). By considering these dimensions, researchers will be able to offer a more detailed image of how eWOM can affect purchase intention in the modern digital market where the situation is changing at a speed that is difficult to track.

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