

eWom Valence And Online Customers' Purchase Intention

Olumuyiwa Oladapo FASANMI Ph.D¹, Nurudeen Yakubu ZAKARIYA Ph.D², Ayoola Samuel OLAWEMO B.Sc., Ife³

¹Department of Entrepreneurship, College of Technology, Bamidele Olumilua University of Education, Science and Technology, Ikere Ekiti

²Department of Business Administration, Faculty of Management Sciences, Prince Abubakar Audu University, Anyigba, Nigeria

³Ekiti State Business School, Ado Ekiti, Nigeria

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ABSTRACT

This study investigated the negative and positive effect of electronic Word of Mouth (eWOM) on online brand customers' purchase intention. The research was conducted among online customers who regularly engage in shopping activities on social media platforms. Data was collected through surveys, with a total of 200 respondents participating in the study. The response rate was 90.5%. The quantitative data from surveys were subjected to statistical analysis using regression models to examine the relationships between eWOM and consumer purchase intention. The study's findings emphasize the persuasive power of eWOM in driving immediate buying decisions. Purchase intention is positively influenced by negative and positive eWOM comments, indicating that customers' likelihood of purchasing products or services is influenced by the information, reviews, and recommendations they receive through online platforms. The study revealed that Positive and negative comments are positively correlated with the intention variable given at 0.856, indicating a moderate to strong positive relationship. Based on the findings of the study, it was recommended that organizations should actively encourage satisfied customers to leave positive reviews and feedback on social media platforms and review websites. Positive reviews serve as powerful endorsements and can influence the purchase decisions and attitudes of potential customers. Manage Negative Feedback: Organizations should handle negative feedback and comments with care. Promptly address customer concerns, provide solutions, and demonstrate a commitment to customer satisfaction. By effectively managing negative feedback, organizations can mitigate potential damage to their reputation and build trust among customers.

Keywords – WOM, eWOM, eWOM valence, intention, internet, online review, product experience, satisfaction

I. INTRODUCTION

All patterns of human life have virtually been evoked by technology. The proliferation and speedy rate of increase impacted and shape the way we interact in our daily life, working, including how we live, play and work. In the contemporary world where information technology emerged to influence the way consumers are gaining information about different products and/or service and consumptions. The enormous amount of information readily available on the social media is a veritable source that helps customers to access information related to a product. Customers are now relying on IT for finding solution to their daily life(Sparrow, 2011). The technological evolvement in the business world has changed the dynamics of how buyers purchase and select goods and services. Before purchasing any good, the information seeking process has been shifted to the internet. The Internet has been seen as a progressively communication tool between the customer and the business. Hence brand information can be progressively studied through the Internet (Porter, 2001).

The current dominance of speedy technology in consumers' lives has created a pressing urge for marketers to understand the new technologies and their effects to effectively stay informed on targeting consumers (Campbell, 2019). Technological advancement boosted social media's development, which has become an undeniable force that thrives on people's need to connect and communicate. The vast spread of the internet allowed eWOM to have a broad reach and permanent storage, thereby increasing its influence on consumers and brands. Thereby, eWOM became

a dominant factor influencing consumers and brands (Bristol, 2020).

That is why consumers use eWOM as a socially generated signal of brand reputation to help them formulate their judgements (Kaemingk, 2020). Subsequently, purchase intentions and sales are influenced because consumers believe the amount of eWOM available on a brand can signal its popularity. On the other hand, the presence of eWOM as an influential source of information for consumers can be an undermining authority to numerous investments poured into a brand to build its credibility. Negative eWOM can be detrimental to a brand's credibility since consumers tend to believe negative comments Kaemingk, (2020), which could result in consumers forming negative brand evaluations.

One of the critical antecedents of eWOM intention is valence. eWOM valence shows the nature of online reviews in the form of positive or negative or neutral remarks with the numerical rating given by customers. Extant research mainly focused on how positive WOM (PWOM) and negative WOM (NWOM) valence affected sales and online behavior (Aditya & Alversia, 2019; Bhandari, & Rodgers, 2018; Erkan, & Evans, 2016a). Lately, online consumers give increasing importance to neutral reviews for product evaluation, thus improving online retail sales (Roy, Datta, & Mukherjee, 2019). However, limited research has been carried out to understand the importance of neutral WOM (Ismagilova, Slade, Rana, & Dwivedi, 2019).

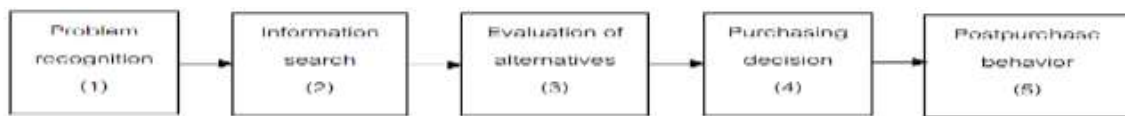


Fig.1 Customers' Purchasing Decision Process

Sources: Kotler (2012)

Prior to the contemporary day of doing business in the world, Nigeria inclusive, customers' purchase decision are shaped by few factors such as testimony of previous buyers, sales promotion, trade fairs, paper and electronic media, e.t.c. meanwhile, business in the 21st century has been dominated by e-commerce and customers are now very enlightened in making informed decision. Online brands are not exempted; in fact, they are the most hit business sector of the effect of the new trend because customers are now opened to various information unhindered as long as they have access to internet connection which then tailor their purchase decision. Despite the upsurge in the numbers of internet globally and locally and their accessibility to platform where they come in contact with the requested and non-requested information about goods and services, yet Nigerians seems not to have fully adapted to this new technology. Consequent upon the above, a knowledge gap has been created in the field since many online marketers are managing to implement social media (SM) platforms to reach out to their prospective consumers. Hence, this study is aimed at providing insight to what shapes online brands customers' purchase intention via eWOM information valence. In doing this, the study shall investigate the effect of positive and negative comments on customers' purchase intention of online brands.

A. Research Hypothesis

H₀: eWOM will not significantly influence online customers' purchase intention.

II. LITERATURE REVIEW

The process of consumers' purchasing decision occurs when a consumer selects which product or service to purchase and where to do it. The consumer moves through five stages when making a purchase decision. A five-stage process includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Kotler, 2012). This process is illustrated in Figure 1 below:

From the above figure, the purchasing process starts when a consumer recognizes a problem or need. At the next level, the consumer may look for information from various sources. When the consumer gets enough information, he/she selects from various alternatives before making a decision (Shaaz, & Shahid, 2020). The decision depends on price, convenience, brand reputation, and product characteristics. After evaluating from various alternatives, the consumer decides which alternative to purchase. After purchasing the product, the consumer will experience the level of satisfaction or dissatisfaction. Satisfaction or dissatisfaction with the product will influence the consumer to purchase or not to purchase a particular product the next time (Shekari, et.al., 2015).

From the process of consumers' purchasing decision, eWOM plays a significant role at stage

two, stage three, and stage five. At stage two, consumers gather information by making a conversation or asking questions with acquaintances or other experienced persons. From this stage consumers receive information through eWOM. The information from Stage Two is significant at Stage Three because this information is used to evaluate alternatives. At Stage Five, after consumers experience a product or a service, they spread their experience to other people. Dissatisfied consumers spread their negative experiences to more people than they do when they have positive experiences (Shekari, et. al. 2015). The spread of information through WOM communication occurs at Stage Five can be the information for a decision making for other people (Shekari, Rahimi & Kerahi, 2015; Shen, Chiou, Hsiao, Wang & Li, 2015).

Word of mouth (WOM) has been recognized as one of the most influential resources of information transmission since the beginning of human society (Mohr & Nevin, 2014). It is also often mentioned to be the most important information source when consumer is making a purchase decision and one of the oldest forms of marketing (Laczniak, DeCarlo, & Ramaswami, 2022). Literature about WOM dates to the 1960s (Dichter, 1966 in Arndt, 1967)), although even in 1950s Katz and Lazarsfeld (1955) published “personal influence” in order to understand how consumers can influence each other. In the early years, Arndt, (1967), defined WOM as face-to face communication about product or companies between those people who were not commercial entities. Later, Westbrook, (1987), defined WOM more broadly, to include all informal communications directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers. From these definitions, WOM is typically considered as face-to face spoken communication, although telephone conversations, text messages sent via SMS, and web dialogue, such as online profile pages, blog posts, instant messages, and e-mails are also included in the purview of WOM communication (Liu, Lin, & Hsu, 2022).

It is believed that this form of communication has valuable source credibility i.e. opinion leaders, co-workers, neighbours, friends and relatives that are more likely to influence consumers’ choice than any other source of information at little or no cost (Kaemingk, 2020). The WOM testimonial is an extremely important factor in the calculus of the consumers’ final purchasing decision.

Meanwhile, several studies such as Duncan & Moriarty, (2015); Naujoks, & Benkenstein, (2020); Erkan, & Evans, (2016a). show that WOM is

more confidential and persuasive when compared to traditional media, flyers, personal selling and Radio TV commercials. WOM, which has a positive effect on purchasing intention and decision, evolved to EWOM on which Web 2.0 technologies have catalyst effect with the internet becoming widespread and it had the chance to reach out a wider consumer group. The consumers can share their ideas, comments and reviews about product, brand and services on forums, social network sites, commentary websites and internet newsgroups.

eWOM is an important aspect of consumer expression about brand satisfaction and may critically affect brand image and awareness (Macintosh, 2019). Additionally, e-WOM may have greater influence on consumers’ brand attitude and judgment compared with other sources of influence (Huete, 2017). Ng, & David, (2019) found a potentially new eWOM form in marketing is microblogging using web social communication services, such as Twitter. These platforms permit sharing of short messages with other consumers, hence spreading them immediately (Ng, & David, 2019). Consumers perceive Twitter as a platform where they can express their brand feelings.

The last decade witnessed that researchers mainly focused on behavior various antecedents of WOM. Some eWOM research indicated that one of the most important antecedents of eWOM generation is valence (a type of online review like positive, negative, and neutral) (King, Racherla, & Bush, 2014; Prasad, Garg & Prasad, 2019). The extant research studied the roles of various types of valence on online consumer behaviour, online sales, and WOM intention (Chevalier, & Mayzlin, 2006); Ho-Dac, Carson & Moore, 2013); Tata, Prashar & Gupta, 2020). Research trend on eWOM valence can be divided into three primary trends (types).

The first category of research trend tend to show that eWOM valence such as positive word of mouth also generate positive on online sales and project the brand in positive light thereby strengthening the product. Online positive review of a product does not operate alone as it also generates positive reviews in returns which is also referred to as EWOM volume and sales Duan, Gu & Whinston, 2008). Besides financial outcome (sales), PWOM has shown a positive effect on non-financial outcomes such as belief, emotion, trust, and purchase decision Lee, Phua & Wu, 2020). Similarly, many studies focused on how factors such as customers’ affective identification, tie strength, brand loyalty, existing trust, product involvement, continuance commitment, social motivation, and website features, affected PWOM generation

(Barbro, Mudambi & Schuff, 2020; Lee, Phua & Wu, 2020).

The second type of research has exclusively analysed the effect of negative WOM (NWOM) on online purchase behaviour and sales. The research found that NWOM also negatively affected the company's brand reputation (Bambauer-Sachse & Mangold, 2011; Bhandari & Rodgers, 2018). Hence, a firm should have the proper response strategy in dealing with a negative online review Hajli, (2019). Repeated posting of NWOM messages on a website could generate an adverse effect on purchase intention and new customers' acquisition. Research studies also found that the generation of NWOM on online forums has been caused by various factors such as anger and frustration of online consumers due to service failure and non-compliance of products Hajli, (2019). This negatively impacted customers' perception, online behaviour and attitude towards that brand. Since the impact on NWOM is more severe than PWOM Bhandari & Rodgers (2018), many firms invest more resources in managing NWOM than PWOM. Extant research suggested three action points: "leadership, organizational readiness, and public relations management" for effective management of NWOM Williams & Buttle (2014). Whilst third research trend on online valence focused on how both PWOM and NWOM affected online behaviour.

A. Difference between WOM and eWOM

With the traditional WOM, customers and consumers are searching for other experiences related to the item or product of interest that may be challenging but at the point of moving into an online method, a simple search for the item or product or a visit to any of the different sites allows customers to view reviews and information about the product posted by the other consumer who have consumed the good and/or service. Customers can visit distinct websites, observe distinct opinions of a product, item or group, and even compare them with other alternative products that can meet the same requirements (Miremadi, & Ghanadiof, 2021; Baudis, 2016).

B. Components of electronic Word of Mouth

According to Keh & Xie, (2012), when an individual is willing to be aware and able to understand the arguments and words in the message, the quality of the argument will determine the level of influence of the information. Conversely, when an individual has no motivation or inability to understand the arguments in the message, other out-

of-flow suggestions will determine the level of influence of information.

- a) **Trust of eWOM sources:** The credibility of the source for EWOM is defined as the degree to which it is perceived as credible or practical (Ribbink, Liljander & Streukens, 2015). Meanwhile, Huete-Alcocer, (2017) argues that trustworthiness of information resources is a leading determinant in consumer adoption of eWOM information and reducing uncertainty in both social and business interactions. Besides, Kaemingk, (2020) proved to be that the source credibility has a positive effect on perceived information credibility.
- b) **Quantity of eWOM:** The number of eWOM is defined as the number of reviews or comments on a product on all websites Huete-Alcocer, (2017). When a consumer seeks online reviews, the number of eWOM makes opinions more diverse (Lin, Wu & Chen, 2020). The number of EWOM represents the popularity of a product.
- c) **Quality of eWOM:** The quality of eWOM that consumers perceive is defined as the degree to which they feel about an offer or assessment that is effective, credible, accurate, or valid Keh & Xie, (2012). The quality of eWOM is the convincing power of discussions Laczniak, DeCarlo & Ramaswami, (2022), and it can measure the information characteristics such as relevance, timeliness, accuracy, and comprehensiveness. Given the often anonymous nature of comments online, people tend not to trust the random review easily if there is not enough necessary information (Lu, 2014).

C. eWOM Valence and Customers' Purchase Intentions

Consumers seek help in evaluating numerous amounts of products available online. Consumer recommendation is one of the foremost tools to use in the buying decision process, where consumers reviews could lead to impulsive decisions (Swamynathan, et al. 2018). EWOM plays an important part in consumers buying decision process and has strong impact on consumers' decision to purchase (Kaemingk, 2020). Purchase intention refers to the anticipated behaviour of a consumer regarding a future purchase decision (Wetzels, Odekerken-Schröder & Oppen, 2019). Precisely, it is what kind of product to purchase on the next occasion. Purchase intention has been measured extensively within marketing and economic research and is often used to predict the sales of new packaged products (Wetzels, Odekerken-Schröder & Oppen, 2019).

In the research done by Price & Feick (1984), it was found that a consumer's purchase intention is strongly influenced by the opinions of friends, family, relatives or acquaintances. By the number of recommendation generated by previous users of a product goes in a long way in determining its popularity which helps in shaping others or intending buyers' purchasing decision (Radmehr, Dolatabadi & Shalikor, 2011).

The relation between customers' purchase intentions and eWOM has been significantly examined for the past twenty years. Among the first researchers, Radmehr, Dolatabadi & Shalikor, (2011) conducted studies about the impact of eWOM on customers' purchase intentions. They employed a twelve-week-period experiment to examining the effectiveness of customer-generated eWOM with marketer-generated eWOM. After having been exposed to different sources of similar product information, participants who were assigned to customer-generated sources were more inclined to

make purchase intentions. It is believed that user-generated information gives customers more empathy, making eWOM more credible.

However, as online information is exchanged among customers regardless of their relationships, trust is a vital factor that influences the purchase intentions (Nasiri & Zahra, 2017). Further, Kaemingk, (2020) examined the relationships among customer attitudes, perceived behavioural control, subjective norms, and purchase intentions towards e-deals. Social media has enhanced eWOM by allowing customers to interact with existing networks, i.e., acquaintances or friends. This has encouraged recent research to figure out the significance of eWOM between familiar individuals on their purchase intentions in social media context Movahedi, (2015). Recently, Erkan, & Evans, (2016a) investigate the impacts of eWOM communications on the purchase intentions of social media users, albeit using a different method.

D. Conceptual Framework of the Study

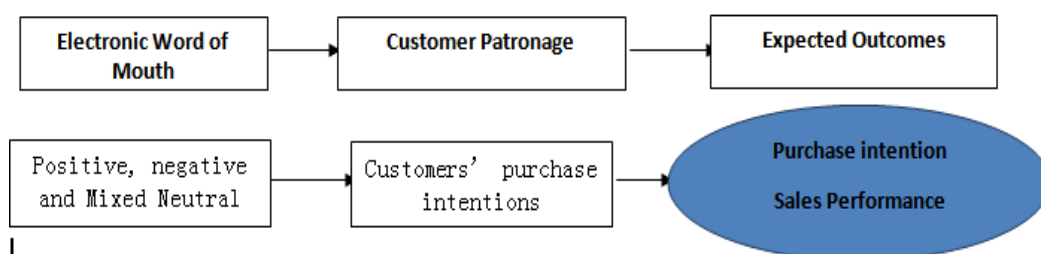


Figure 2: Intention Determinants

Source: Author's Conceptualisation 2024

E. Theory of Planned Behaviour

Theory of planned behavior intentions are a function of three basic determinants. One is personal in nature, one is reflecting social influence and social pressure, and the third is dealing with issues of control. The personal factor is the individual's attitude toward the behaviour. This attitude is the individual's positive or negative evaluation of performing the particular behaviour of interest. The second determinant of intention is subjective norm, consisting of the person's perception of social pressure to perform or not perform the behaviour under consideration. Finally, the last determinant of intention is the sense of self-efficacy or ability to perform the behaviour of interest, termed perceived behavioural control.

Succinctly, the crux of theory of planned behaviour is that people intend to perform a behaviour when they evaluate it positively, when they experience social pressure to perform it, and when they believe that they have the means and

opportunities to do so (Ajzen, 2005). These three determinants are not always equally important, for some intentions attitudinal considerations are more vital than normative considerations, while for others it is vice versa. The significance of perceived behavioural control varies as well, depending on the behaviour in question. In some cases, only two determinants are needed to explain the intention, while in others, all three factors are important. According to Ajzen, (2005), even the relative weights of the three factors may vary from person to person and/or from one population to another.

III. RESEARCH METHODS

The research used survey design technique and was executed using an online survey questionnaire that was shared via email, whatsapp, Facebook and Twitter, to enable large data collection. The data collected was analyzed quantitatively. Bamidele Olumilua University of

Education, Science and Technology, Ikere Ekiti academic staff are the target population for the study. The University uses Collegial structure comprising College of Education (151), College of Science (113) and College of Technology (43) totaling 307. The sample size was selected using simple random sampling and convenience techniques. This method speeded up the process of data collection and allowed every member of the academic staff of the University to have equal chance of being selected. Sample size is 200 for this research to evaluate the result.

A. Instrument

The questionnaire items were selected from existing study to establish working definitions, with addition to valence of comments as a moderator for electronic word of mouth Chen, Teng, Yu & Yu, (2016). In order to test our hypothesis, the questionnaire was drafted in a format where respondents would answer demographic information and which cellphone brand they currently possess.

A 5-point Likert rating scales was used to calculate respondents’ responses on the relationship between positive and negative valence of comments and consumer purchase intention. The questionnaire also included demographic questions. All the items that were used measured and evaluated the validity and reliability of the eWOM and other sources and its influence on consumer’s purchase intentions.

B. Ethical consideration

The required information is voluntarily collected from the respondents through questionnaires for the purpose of research study. It is exclusively for the sake of fulfillment of the research objective and it should not harm the dignity of research participants. Further, any type of personal information cannot be circulated anywhere as it would always remain highly confidential.

IV. RESULTS AND FINDINGS

Overall, the table reveals that the sample size for each statement is consistent, with 181 valid responses for all statements. This indicates a complete dataset without missing values for these variables. Examining the central tendency measures in Table 1 below, such as the mean, it is evident that the respondents generally show high levels of agreement or positive sentiment towards the statements. The mean values for all statements range between 4.1390 and 4.6163, which are relatively high scores on a scale from 1 to 5. This suggests a generally positive attitude towards social media’s influence on purchasing decisions and product perception. The standard deviations for each statement indicate the degree of variability or dispersion within the responses. The values range from

Table 1: Descriptive Statistics

Statistic	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Social media personal search online market companies.	181	1.00	5.00	4.6163	.59358	-1.989	.134	7.156	.267
Leaving social media reviews after making a purchase	181	2.00	5.00	4.2145	.50383	.187	.134	.826	.267
Comparisons on social media before any purchase	181	2.00	5.00	4.2870	.61233	-.416	.134	.212	.267
Social media reviews of a product increase my confidence in the product	181	2.00	5.00	4.1782	.79864	-.727	.134	.000	.267

I consider the number of likes and dislikes of a product on social media before making a purchase	181	1.00	5.00	4.1390	.84496	-.845	.134	.650	.267
I consider the recommendation of social media influencers before making a purchase.	181	1.00	5.00	4.2991	.76553	-1.545	.134	4.130	.267
Valid N (listwise)	181								

0.50383 to 0.84496, suggesting that there is some variability in the responses, but it is relatively low across the statements. This implies that the respondents' opinions are somewhat consistent and not widely spread. The skewness values provide insights into the shape of the distributions. Most of the statements show negative skewness, indicating that the distributions are skewed towards higher values. This means that a majority of respondents tend to have higher ratings or agree more strongly with the statements. However, the statement "Leaving social media reviews after making a purchase" exhibits a slight positive skewness, indicating a relatively balanced distribution of responses. The kurtosis values measure the degree of peakedness or flatness of the distributions compared to a normal distribution. Most statements have kurtosis values greater than 0, indicating leptokurtic distributions. This suggests that the distributions have relatively higher peaks and heavier tails compared to a normal distribution, indicating a greater concentration of responses around the mean.

The descriptive statistics in the table provide an overview of the respondents' attitudes and behaviours related to social media usage. The findings suggest a generally positive sentiment towards social media's influence on purchasing decisions, with relatively high agreement and consistency among respondents. The distributions show some variability, but the responses tend to be skewed towards higher values, indicating a prevalent positive sentiment. The kurtosis values indicate that the distributions have varying degrees of peakedness or flatness, with some statements exhibiting more concentrated responses around the mean.

The sample size (N) for each statement is consistent as shown in Table 2 below, with 181 valid responses for all statements. This indicates a

complete dataset without missing values for these variables. Examining the central tendency measures, such as the mean, it is evident that the respondents generally show moderately high levels of agreement or perception towards the statements. The mean values for all statements range between 4.0514 and 4.3535, indicating a generally positive attitude or agreement with these statements. The standard deviations for each statement indicate the degree of variability or dispersion within the responses. The values range from 0.63578 to 0.85266, suggesting a moderate level of variability across the statements. This implies that the respondents' opinions on these aspects are somewhat diverse. The kurtosis values measure the degree of peakedness or flatness of the distributions compared to a normal distribution. The kurtosis values range from -0.028 to 5.023, indicating varying degrees of peakedness or flatness across the statements. Some statements have positive kurtosis values, suggesting a relatively higher peak and heavier tails, while others have negative kurtosis values, indicating a flatter distribution.

The descriptive statistics in the table provide an overview of the respondents' attitudes and behaviours related to positive and negative comments on social media. The findings suggest a generally positive perception or agreement with the statements, with moderate variability and diverse opinions among respondents. The distributions show skewness towards higher values in most cases, indicating a prevalent positive attitude or agreement, although some statements have more pronounced skewness towards lower values. The kurtosis values indicate varying degrees of peakedness or flatness in the distributions, with some statements having more concentrated responses around the mean and others having flatter distributions.

Table 2: Positive and Negative Comments Descriptive Statistics

N	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
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	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
I will purchase the product next time I need a product based on the feedback reviews	181	1.00	5.00	4.2991	.63578	-1.205	.134	5.023	.267
Social media influencers can be trusted to provide accurate review of product	181	1.00	5.00	4.1239	.85266	-1.066	.134	1.843	.267
Social media recommendation is more reliable than traditional media like tv, newspaper, radio	181	1.00	5.00	4.0514	.82043	-.824	.134	1.292	.267
Purchase based on an influencer's recommendations that turned out bad	181	1.00	5.00	4.3535	.68677	-1.324	.134	3.937	.267
Negative posts about products on social media affect my purchase decisions	181	2.00	5.00	4.1088	.74688	-.530	.134	-.028	.267
If I perceive dissatisfaction, I will equally drop negative comments about the products	181	2.00	5.00	4.1964	.75123	-.771	.134	.457	.267
Valid N (listwise)	181								

The ANOVA table above presents the analysis of variance for the regression model predicting the intention variable. The regression model's sum of squares is 88.451, indicating the variability explained by the predictor. The model has 4 degrees of freedom associated with the predictor. The mean square for the regression model is 22.113, obtained by dividing the sum of squares by the degrees of freedom. The F-statistic is 229.146, representing the ratio of the mean square of the regression model to the mean square of the residuals. The p-value (Sig.) associated with the F-statistic is 0.000, indicating that the regression model's overall fit is statistically significant.

The results suggest that the predictor (Positive and negative comments) significantly contribute to explaining the variance in the intention variable.

The “Hypothesis Coefficients” table presents the coefficients for the predictors in the regression model predicting the intention variable. The constant term has an unstandardized

coefficient of 0.333, indicating the expected value of the dependent variable when all predictors are zero. The unstandardized coefficients for the predictor (Positive and negative comments) is 1.025. Positive and negative comments have a significant positive effect on the intention variable (Beta = 0.880, $p < 0.001$).

Hypothesis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.333	.232		1.438	.151
	positive and negative comments	1.025	.041	.880	25.018	.000

a. Dependent Variable: Intention

Hypothesis ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.451	4	22.113	229.146	.000 ^b
	Residual	31.459	176	.097		
	Total	119.911	180			

a. Dependent Variable: Intention

b. Predictors: (Constant), positive and negative comments

Correlations

		positive and negative comments	Intention
positive and negative comments	Pearson Correlation	1	.856**
	Sig. (2-tailed)		.000
	N	181	181
Intention	Pearson Correlation	.856**	1
	Sig. (2-tailed)	.000	
	N	181	181

The correlation table provided shows the Pearson correlation coefficients between the two variables. Each cell represents the correlation between two variables. The correlation coefficient (r) ranges from -1 to 1. A value of 1 indicates a perfect positive correlation, 0 indicates no correlation, and -1 indicates a perfect negative

correlation. The p-value (Sig. 2-tailed) indicates the significance level of the correlation. In this table, a significance level of 0.01 ($p < 0.01$) is considered statistically significant. Positive and negative comments are positively correlated with the intention variable given at 0.856, indicating a moderate to strong positive relationship.

V. CONCLUSION AND RECOMMENDATIONS

Based on the objectives of the study, several conclusions can be drawn: Electronic Word of Mouth (eWOM) significantly influences purchase intention.

This finding emphasizes the persuasive power of eWOM in driving immediate buying decisions. Purchase intention is positively influenced by eWOM, indicating that customers' likelihood of purchasing products or services is influenced by the information, reviews, and recommendations they receive through online platforms. This highlights the importance of eWOM in shaping customers' perceptions and intentions to engage in future purchases.

In conclusion, this study provides evidence of the significant impact of eWOM on purchase intention. The findings highlight the importance of managing and leveraging oneWOM strategies to enhance customer engagement, satisfaction, and loyalty in digital environments. Organizations should focus on building strong social media presence, encouraging positive customer reviews among online consumers to maximize the benefits of eWOM.

A. Recommendations

Based on the findings of the study, it was recommended that organizations should actively encourage satisfied customers to leave positive reviews and feedback on social media platforms and review websites. Positive reviews serve as powerful endorsements and can influence the purchase decisions and attitudes of potential customers. Manage Negative Feedback: Organizations should handle negative feedback and comments with care. Promptly address customer concerns, provide solutions, and demonstrate a commitment to customer satisfaction. By effectively managing negative feedback, organizations can mitigate potential damage to their reputation and build trust among customers.

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