

REVIEW CONSENSUS EFFECTS ON E-WOM AND CONSUMER GOODS E-PURCHASE SATISFACTION: EVIDENCE FROM VIETNAM

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ABSTRACT

The analysis of the consumers shopping online play a substantial role in forming the intentions of purchasing others. The digital platforms are progressing day in, and day out, providing the chance to the customers to share and state their opinions, views, and opinions. Simultaneously, it is developing a strong means of marketing recognized as electronic word of mouth (e-WOM) which has gotten an essential source to gather the details concerning products for the consumers. Review consensus provides comprehensiveness to e-WOM. Single or limited reviews fail to give a complete picture to the eWOM, thus, to permit customers to make a proper decision, multiple studies with similarities amongst them are needed. In the current survey, 328 online customers have been chosen by a standard questionnaire designated on a five-step interval scale. Multiple regression and Mean score have been employed to analyze the data. The data analysis was performed utilizing SPSS 20.0 (Statistical Package for Social Sciences). Based on the results acquired, it was discovered that the majority of the review consensus aspects' own a favorable effect on e-WOM and E-Purchase Satisfaction for consumer goods. It was found from the study that the variables such as extended reviews are always better for review consensus if it is found positive reviews, even if there is a consensus, they can be considered to be biased, and Higher review consensus can only be achieved when we explore multiple sources of reviews are the most significant concerning the buyer's interaction towards reviews. However, at the same time, the purchase is influenced by E-WOM; review consensus depends upon the purpose of purchasing the product.

Keywords: *Consumer Goods, e-Purchase, e-WOM, Review, Satisfaction.*

1. INTRODUCTION

The quantity of electronic word of mouth is defined as the totality of comments which can be computed in the form of an available number of reviews or the review's length. It is seen that if the product's reviews are improved, it will improve the sales at the same time. The Consumer's decision for buying the goods and their services is very much influenced by the amount of information received by the customer.

The customer is becoming more observable because of these digital platforms where discussions are done along with the sharing of reviews. The number of comments posted online is now considered representing the product's performance. These comments are also the sign of the popularity and trendiness of the particular product. Sharing detailed information by an individual is a factor that enhances the confidence of deciding to buy a product. It also reduces the feeling of mistakes and the exposure of risks as well.

The online customers' reviews are measurable when they are written and accumulated as a collection. The number of positive and negative opinions can be counted, and the consumers can easily evaluate the quality of the products and the services. Opinion consensus and conformity effects are the new research venues that are opened as the feature of online word of mouth (Perera et al., 2019).

The internet is allowing customers to share opinions and experiences about the products and the brands. Any good or bad statement started by the potential, real, or former customer regarding a product, brand, or company is known to be e-WOM or electronic word of mouth, and this is available to everyone with the help of the internet. Such as marketers, electronic word of mouth provides précised information and customized solutions to potential buyers, but sympathetic ears and interactivity are also offered to its participants.

In addition, the communication of e-WOM presents a distance that is short betwixt the information's source and the receivers than the communication which the marketers induced. Consumers use various social networking platforms to share their opinions and experiences about any product or brand with the members of the communities of the online brands. Consumers are motivated to establish a long-term relationship with the brands and the business when they are more involved with social media to build up e-WOM. Due to this, consumers are becoming loyal to the brand and business and hence inclined towards a particular brand to purchase on social media (Thao & Hoa, 2018).

When word of mouth is complying with the judgment of the receiver itself, then are believed more and then are concurred with any other word of mouth which is available, and the WOM that reinforces the customer's preconception of the experience of the brand satisfies the curiosity of the Consumer and also strengthens the feelings of expertise. The degree of agreement betwixt two or more users for a product or its performance is represented by the consensus in electronic word of mouth that is the reason, the messages of e- WOM with more consensuses can be more persuasive and powerful as compared to the messages with less consensus. The consensus of electronic word-of-mouth information on SNS can be attributed to the number of 'likes' and 'clicks' a post receives (Thanh & Binh, 2019).

Purchase behavior is the result of positive intention and attitude of e-loyalty towards the goods and the services. Electronic loyalty is the favorable attitude of the Consumer for a digital business, which finally results in the purchase's behavior. The e- loyalty of the customer for any specific brand results in the higher willingness to continuously buy something from the internet is known to be e- buying. E-buying is capable of extending the process of manual purchasing and selling. Consumers are encouraged by the favorable attitudes to buying the goods and services through social networking sites (Wang & Lan, 2018).

Among the friends and companions, word of mouth is defined as the word of mouth which is non-commercial. These days, electronic word of mouth is becoming a new form of communication. Electronic word of mouth is the bad or good comments from the consumers regarding any product or the brand via the internet. The process of communication among the customers through social networking sites is known as e- social word of mouth, which is now becoming the most popular online media which is based on the present e-WOM, which includes webinars and social networks which provides genuine information by personal connections to the customers (Khuong & Chau, 2017).

Social networking sites are now acting as a mode which is very effective betwixt the consumers, and it serves as the source of the opinions and details about any product and the services. The social networking sites have changed the process of decision-making of consumers since customers are very instant in sharing their information and opinion via their social networking accounts without the limitation of time and place. The strategies of brand communication consider the popularity of social networking sites. The marketing of social

media, which is based on electronic word of mouth, has become an important part of their strategy (Bu et al., 2021).

2. LITERATURE REVIEW

Thao & Hoa (2018) revealed that the motivations of the efficient and lavish use of social media had a good impact on electronic social ways of working, the trust and attitude of the Consumer for a brand of goods and services is positively influenced by the electronic social ways of working on social networking sites and these both trust and attitude of the Consumer had a positive influence on their intentions of buying.

Perera et al. (2019) studied that electronic word of mouth positively and significantly influences e-loyalty and e-purchasing. Additionally, the credibility of information, quality of information, and usefulness of information power the relationship between e-WOM and e-loyalty. Cuong (2020) found that the purchase intention is significantly affected by the number and review quality, and there is a mediating effect of trust of the brand on the relationship between intention of purchase and online reviews. The practitioners are assisted in developing a format of review information that is user-oriented so as to manage the reviews of online customers in an effective and proper way.

Choi et al. (2019) revealed that the review consensus overrules the influence of review sequences in such a manner that when the review ratings are substantially consistent, the attitude of the customer and their intentions to stay at a hotel are not influenced by the review sequences. Khuong & Hanh (2016) found that there is a significant and positive effect of satisfaction of customers, trust, perceived value, and loyalty of customers on electronic word of mouth and brand equity. Electronic word of mouth and brand equity are explained and predicted by effective tools like customer satisfaction, trust and loyalty, and perceived value.

Khuong & Huong (2016) studied that the purchase intentions of Vietnamese travelers are most significantly affected by online advertising, therefore keeping this in considerations, the marketers should create more effective campaigns. Some valuable sources are provided by this study which can be used to know the behavior of the Vietnamese travelers and the impact of marketing through social media.

James et al. (2016) revealed that four determinants like entertainment, irritation, information, and credibility related to the attributes of marketing have effectively influenced the Consumer's attitude towards the advertising of the mobile. In addition, the most important

factor is providing information. And at the same time, the Consumer of Vietnam shares a positive relationship between their attitude towards the advertising of mobile and their purchase decision, but the marketers are suggested to send the messages regarding their advertisement only with the consumers' permission.

Nurittamont (2021) found that brand image and purchase intention are positively influenced by electronic word of mouth, and purchase intention shares a significant relation with the decision of purchase. The managers are suggested through this study to keep a check on reviews of online customers and try to give the solutions in time.

Nghia et al. (2017) studied that a moderating part is significantly played by word of mouth in the relation between satisfaction and trust. Additionally, it is seen that there are different moderating effects of word of mouth since there are various shopping contexts and satisfaction interactions, trust, and the intention of buying again also differs. It can also be seen that in different shopping environments, the behavior of the Consumer is also different.

Thanh & Binh (2019) revealed that there is a direct effect of online trust on customer's engagement and e-WOM. Specifically, it can be said that the online engagement of the customer directly influences e-word of mouth. Practical and theoretical meanings are provided by the study, which helps the companies to know the importance of e-WOM and customer engagement and at the same time so many solutions which help to build the business and rise up the customer engagement and positive electronic word of mouth.

Duarte et al. (2018) found that: a) median rating has a greater of extreme ratings as compared to prospective customers' perceived quality while the reviews which are negative have a greater impact as compared to positive reviews; b) none of the volume, valence, and consensus of e- WOM is able to predict perceived quality reliably; c) when product quality is judged by American subject, based on the same quantitative online product reviews it shares no difference with perceived product quality formed by Chinese.

Hai & Han (2017) studied that sellers and customers who are members of the communities of the social media have the motive to participate in the activities of the online community: trust, benefits of being social, recognized costs, and the pressure of time are indirectly affected by the attitude of the customer. The participation of the customer affects the behavior of the Consumer and the intention in such a manner that it becomes beneficial for the social network and electronic commerce.

The intention of buying, creating positive WOM, and making the participation increases constructive suggestions, and the tendency to leave the relationship with the community of social media is also reduced. González-Porras et al. (2021) found that customer's satisfaction is positively influenced by the facility, ability to solve problems, and reliability, and at the same time, loyalty and WOM are positively influenced by the satisfaction of the customers that are buying the products related to the agriculture from the supermarket.

Loyalty and WOM both are significantly influenced by the satisfaction of the customer, but the loyalty is affected at the higher side as compared to WOM; the satisfaction of the customer can be improved if there is a solution with the supermarkets which enhances the customer's satisfaction regarding the provided services; the ambiance of the shopping in the supermarket, their facilities along with the cleanness, latest facilities, presentation of the goods that is reasonable.

Wang & Lan (2018) revealed that customers' attitude towards the viral video advertisement shares a positive relationship with the perception of providing information, perception of entertainment, and source credibility. Besides all these, the intention of Consumer's purchase is most positively influenced by the important factor is the customer's attitude towards the viral video advertising. In other words, the higher customer's attitude is resolved by more information in the viral video advertisement.

The amount of viral video advertisement does not irritate the customers in a real sense. In addition, the significantly bad attitude for the viral video advertisement is not because of irritation. The Vietnamese customers are not very harsh towards the viral video advertisement. The intention of the purchase of the Consumer is higher because of the positive attitude of the Consumer towards the viral video advertisement.

Bu et al. (2021) found that the social media share a visible and notable area among the results of the pages which are presented by Google and Bing, which are the most powerful engines which are used for searching and serve as a perfect platform to reach online customers; social media contributes a lot to collect the tourism information. The websites of the social media are distributed all across the pages of results in the domains which are there for online tourism; the websites of social media display the searching results.

Khuong & Chau (2017) found that attitude and attention for the sponsorship fit of the vents which are already sponsored and the involvement of the event which all are the variable that is independent directly, or indirectly affects the dependent variable of customer's WOM with the help of trust of the brand. Sponsorship should be improved by the managers of the brand so as to induce the word of mouth of the customers and the brand trust as well.

The managers believe it of the brand that brand trust is a very important factor that leads to the word of mouth of the customer. The Independent variable shares a significant relation with brand trust. Doh & Hwang (2009) found that there is a significant difference between the different sets of electronic word of mouth. Although there are many cases where positive sets also show higher scores, this cannot be true for all the conditions, particularly credibility.

The involvement and prior knowledge can partially moderate the relation between the ratio of messages and the e- WOM effect. If all the electronic word of mouth's messages is positive, they can damage the credibility of the websites and the e- WOM messages in the long run.

The primary purposes of this study are as follows:

- a) To measure the various factors that determine the review consensus for a concrete e-WOM
- b) To ascertain the Influence of online review consensus on e-WOM
- c) To ascertain the Influence of online review consensus on Consumer Goods' e-Purchase satisfaction.

3. METHODOLOGY

The present study is explorative in nature in which the primary data was collected through survey methodology. Survey data was collected from a sample of 328 online customers in Vietnam. An arranged questionnaire was distributed to the respondents to collect the data. The sampling method was purposive sampling.

In the present study, multiple regressions have been applied. Multiple regressions are the multivariate statistical technique that is applied when there are more than two independent variables and one dependent variable. In this study, there are two models of multiple regressions. In one model the first dependent variable is "E-WOM influences my

purchase," and the second dependent variable is "I am satisfied with the consumer goods E-Purchase I have done in the past" (Figure 1).

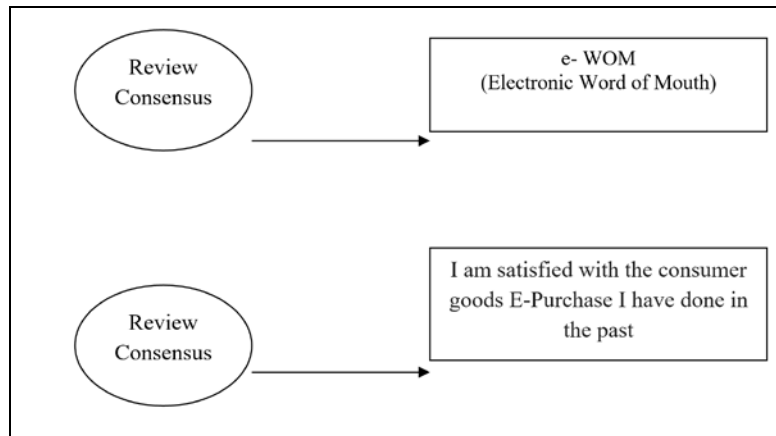


Figure 1: Theoretical Models of the Study

4. RESULTS

The findings of the study contain the demographic profile of the respondents, mean score of independent and dependent variables, and multiple regression analysis for eWOM and consumer goods purchase satisfaction.

Table 1: Socio-economic background of the respondents

Variables	No. of respondents	%age
Gender		
Male	173	52.7%
Female	155	47.3%
Total	328	100%
Age groups		
18-25 years	69	21.0%
26-35 years	68	20.7%
36-45 years	73	22.2%
46-60 years	65	19.8%
Above 60 years	53	16.1%
Total	328	100%
Marital status		
Married	179	54.6%
Unmarried	149	45.4%
Total	328	100%
Profession		
Student	77	23.5%
Business	59	18%
Service	65	19.8%
Professional	53	16.1%
Homemakers	71	21.6%
Total	328	100%
Monthly income		
<15,000,000 VND	75	22.9%
15,000,000 VND to 25,000,000 VND	83	25.3%
25,000,000 VND to 50,000,000 VND	91	27.7%

>50,000,000 VND	79	24.1%
Total	328	100%

Table 1 demonstrates the respondents' socio-economic background that has the questions regarding their gender, age, marital status, profession, and monthly income. Among the total number of respondents, 52.7% are male, and 47.3% are female in which 21.0% are from the age group of 18-25 years, 20.7% are of 26-35 years, 22.2% are of 36-45 years of age, 19.8% are of 46-60 years of age and the rest 16.1% are above 60 yrs of age. 54.6% are married, and 45.4% are unmarried. 23.5% of them are students, 18% are doing their business, 19.8% are in service, 16.1% are professionals, and 21.6% are homemakers. 22.9% of them earn less than 15,000,000 VND, 25.3% earns 15,000,000 VND to 25,000,000 VND, 27.7% earns 25,000,000 VND to 50,000,000 VND and the rest 24.1% earns above 50,000,000 VND per month.

Table 2: Influence of online review consensus on consumer goods e-purchase satisfaction

No.	Influence of online review consensus on Consumer	Mean Value
1.	Review consensus depends upon the purpose of purchasing the product	3.85
2.	Mixed reviews are considered more reliable than only good reviews and only bad reviews	3.67
3.	I consider only those reviews which can be compared with each other	3.76
4.	The consensus among reviews is only logical when verified buyers have written them	3.70
5.	Extended reviews are always better for the review consensus	4.46
6.	If I find positive reviews, even if there is a consensus, I consider them to be biased	4.55
7.	Higher review consensus can only be achieved when we explore multiple sources of reviews	4.59
8.	My information search is not over until I get enough consensus of reviews	3.62
DV1	My purchase is influenced by E-WOM	3.97
DV2	I am satisfied with the consumer goods E-Purchase I have done in the past	3.82

Table 2 shows the Influence of online review consensus on Consumer Goods' e-Purchase Satisfaction. From the table it is seen that extended reviews are always better for review consensus with the mean value 4.46, If I find positive reviews, even if there is a consensus, I consider them to be biased with mean value 4.55 and Higher review consensus can only be achieved when we explore multiple sources of reviews with the mean value 4.59 are most significant factors and My purchase is influenced by E-WOM with mean value 3.97, Review consensus depends upon purpose of purchasing the product with mean value 3.85, I am satisfied with the consumer goods E-Purchase I have done in the past with mean value 3.82 are also influencing the online review consensus on Consumer Goods e-Purchase Satisfaction along with I consider only those reviews which can be compared with each other mean value 3.76 and consensus among reviews is only logical when they have been written by verified buyers mean value 3.70 and at the same time Mixed reviews are considered more reliable than only good reviews and only bad reviews mean value 3.67 and My information

search is not over until I get enough consensus of reviews with mean value 3.62 does not significantly influence the online review consensus on Consumer Goods e-Purchase Satisfaction. Tables 3, 4 and 5 show the relationship of the 8 independent variables and "My purchase is influenced by E-WOM".

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932 ^a	.869	.866	.32864

a. Predictors: (Constant) and independent variables

Multiple regression were applied to find out the impact of different variables on the overall satisfaction of the employees. Table 3 presents the model summary, the overall R is .932 and R square is .869, which means that the model explains around 86 % of the variation.

Table 4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	228.520	8	28.565	264.485	.000 ^b
	Residual	34.453	319	.108		
	Total	262.973	327			

a. Dependent Variable: e-WOM (Electronic Word of Mouth)
 b. Predictors: (Constant) and Independent Variables

Table 4 presents the value of ANOVA and F value. The value in the significance column of table 4 is .000, which means that one or more variables significantly affect the overall satisfaction. The impact of independent variables on overall satisfaction has been explained in table 5.

Table 5: Coefficients A

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.558	.311		1.793	.074
Review consensus depends upon the purpose of purchasing the product	-.236	.046	-.182	-5.100	.000
Mixed reviews are considered more reliable than only good reviews and only bad reviews	-.043	.029	-.047	-1.494	.136
I consider only those reviews which can be compared with each other	-.235	.037	-.159	-6.415	.000
Consensus among reviews is only logical when they have been written by verified buyers	-.096	.036	-.088	-2.698	.007
Extended reviews are always better for review consensus	.227	.029	.269	7.921	.000
If I find positive reviews, even if there is a consensus, I consider them to be biased	.294	.042	.272	6.925	.000
Higher review consensus can only be achieved when we explore multiple sources of reviews	.864	.038	.893	23.014	.000
My information search is not over until I get enough consensus of reviews	-.014	.029	-.012	-.484	.628

a. Dependent Variable: e-WOM (Electronic Word of Mouth)

Table 5 shows that out of 8 variables, 6 variables, namely review consensus, depends upon the purpose of purchasing the product; I consider them to be biased; my information

search is not over until I get enough consensus of reviews; consensus among reviews is only logical when verified buyers have written them, Extended reviews are always better for review consensus, If I find positive reviews, even if there is a consensus, I consider them to be biased.

Higher review consensus can only be achieved when we explore multiple sources of reviews. My information search is not over until I get enough consensus of reviews significantly affect the e-WOM and on the other hand variable Mixed reviews are considered more reliable than only good reviews and only bad reviews, and I am satisfied with the consumer goods E-Purchase I have done in the past has no significant on e-WOM. The 3 tables below i.e., 6, 7 and 8 show the relationship of the 8 independent variables and “I am satisfied with the consumer goods E-Purchase I have done in the past”.

Table 6: Model summary

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.816 ^a	.666	.657	.48139
a. Predictors: (Constant) and independent variables				

Multiple regressions were applied to find out the impact of different variables on the overall satisfaction of the employees. Table 6 presents the model summary; the overall R is .816, and R square is .666, which means that the model explains around 66 % of the variation.

Table 7: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	147.147	8	18.393	79.372	.000 ^b
	Residual	73.923	319	.232		
	Total	221.070	327			
a. Dependent Variable: E-Purchase Satisfaction for consumer goods						
b. Predictors: (Constant) and Independent Variables						

Table 7 presents the value of ANOVA and F value. The value in the significance column of table 7 is .000, which means that one or more variables significantly affect the overall satisfaction. The impact of independent variables on overall satisfaction has been explained in table 8.

Table 8: coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.433	.455		-3.146	.002
Review consensus depends upon purpose of purchasing the product	.206	.068	.173	3.040	.003

Mixed reviews are considered more reliable than only good reviews and only bad reviews	-.010	.042	-.011	-.226	.821
I consider only those reviews which can be compared with each other	.067	.054	.049	1.246	.214
Consensus among reviews is only logical when they have been written by verified buyers	.291	.052	.290	5.552	.000
Extended reviews are always better for review consensus	.095	.042	.123	2.263	.024
If I find positive reviews, even if there is a consensus, I consider them to be biased	.359	.062	.363	5.778	.000
Higher review consensus can only be achieved when we explore multiple sources of reviews	.211	.055	.238	3.835	.000
My information search is not over until I get enough consensus of reviews	.033	.043	.031	.769	.442
a. Dependent Variable: E-Purchase Satisfaction for consumer goods					

Table 8 shows that out of 8 variables, 5 variables, namely review consensus, depends upon the purpose of purchasing the product; extended reviews are always better for review consensus; if I find positive reviews, even if there is a consensus, I consider them to be biased, Higher review consensus can only be achieved when we explore multiple sources of reviews, the consensus among reviews is only logical when they have been written by verified buyers and My information search is not over until I get enough consensus of reviews significantly affect the satisfaction level of Consumer's Goods re-purchase and on the other hand variables like Mixed reviews are considered more reliable than only good reviews and only bad reviews, and I consider only those reviews which can be compared with each other and E-WOM influences my purchase have no signs on the satisfaction level of Consumer's Goods e-purchase.

5. DISCUSSION

Effect of Technology on e-WOM: The new motivations of consumers are shaped by the latest media technology to disseminate e-WOM with the help of mobile social networking sites. Yan et al. (2018) found that the mobile electronic word of mouth significantly influences the Consumer's emotional, affective, and cognitive responses. These responses significantly influence the behavioral responses of the customer.

Consumer-based brand equity had a great mediation effect between mobile e-WOM and the response of the Consumer. According to Sulthana & Vasantha (2019), the intention of the purchase of the user is influenced by the e-WOM, which was made at social networking sites by anonymous, family, and friends. The unpaid user who shares e-WOM using these technologies is the organic promoters.

The one who uses Social networking sites had great trust in the reviews, and they use those referrals as information. The contents which the users generate are shared electronically on social sites. The information which is shared is conveyed with the help of e-WOM.

Effect of Education on e-WOM: According to Mariani & Borghi (2021), millions of users are attracted by social networking sites interacting with others and companies. However, studies have analyzed the influence of knowledge shared via electronic word of mouth on social networking sites. The relation between social networking sites, users' social capital, sharing of knowledge, and e-WOM is investigated, which shows that trust and identification share a positive relationship with the level of use of Social Networking Sites, which positively affects the quality of life e-WOM.

Moreover, the sharing of knowledge is positively affected by the quality of e-WOM. The female users had a great feeling about sharing knowledge when they thought that the quality of e-WOM was good. A relation's theoretical framework is established between the electronic word of mouth and sharing of knowledge on social networking sites. Consumers are motivated to establish long-term relations with the brands and the business when they are more involved with social media to build up more and more e-WOM.

Effect of Credibility on e-WOM: The credibility of e-WOM is the level to which an individual thinks that the recommendations are good enough to be believed, true, and factual. The matter of the credibility assessment highlighted the recommendations or reviews available online and having no trust in the person or a company. It is found that e-loyalty and e-purchasing is positively and significantly influenced by electronic word of mouth. Additionally, the credibility of information, quality of information, and usefulness of information power the relationship between e-WOM and e-loyalty.

The initial level that is important in the information conversion procedure is the judgment of the receiver for the information credibility; this, therefore, tells that what an individual learns from the information which is coming and how much he adopts it. Thus, when the public thinks that the information is credible, they will start adopting the e-WOM comments more confidently and start utilizing them for their purchase-making decisions.

The relation between information credibility and adoption is demonstrated in many studies. Receiver's perceived information credibility positively affected the willingness to accept the information of a website. Park et al. (2011) a structure of e-WOM is developed,

including the susceptibility of the customer to interpersonal influence, using knowledge of the electronic word of mouth, perceived e-WOM credibility, and e-WOM effects. It is seen that using the experience of e-WOM, perceived e-WOM credibility and the e-WOM effects is influenced by susceptibility of the customer to interpersonal influence and perceived e-WOM credibility and e-WOM effects is influenced by using the experience of e-WOM and e-WOM effects are influenced by perceived e-WOM credibility.

Effect of Trust on e-WOM: Electronic WOM allows customers to share their experiences related to a product or service, whether positive or negative experience. On the basis of their experiences, these customers are able to recommend other customers. In an e-commerce business, better recommendations are able to generate higher trust. Hair et al. (2010) when the consumers get a recommendation about the experiences of the people at the time of their e-commerce transactions, then the Consumer's trust level on the website and the seller is affected.

This is due to the fact that the recommendations are coming from the Consumer who has already had the experience of that particular product or service. All the recommendations mentioned are, in general, the recommendations that were positive. Therefore, it is very important to know whether the e-WOM received is working on the trust or not.

Effect of Marketing on e-WOM: Naz (2014) studied that the impact of e-WOM on advertising is aroused because of the social networking sites, where people are able to see the people's comments that had already done the shopping from those places. They are able to judge that whether that particular shopping will be effective for them or not. Now, because of the customers' loyalty, the marketers are also becoming aware of the choice of the people and are trying to improve their quality.

Single or limited reviews fail to give a complete picture to the e-WOM, to enable customers to make an appropriate decision, multiple reviews with similarity among them are required. At present, e-WOM is supposed to be a good aspect in the field of marketing. This is the tool that is diversely used by the marketers so as to convey the information to the prospective customers that are there on the internet everywhere, from advertisements to opinions on blogs or forums Dewi (2021).

Effect of Internationalization and Extroversion of SMEs on e-WOM: The challenges of internationalization that the companies face are not major concerns these days for

multinational companies. Now it is the reality for the big firms and small and medium-sized plus enterprises (SMEs), to take part in the international market. Companies and employee are rewarded for their participation.

There are so many factors like differences in culture, the tradition of the company, venture capital, goods and competitors on which the entry in the market and the success of the SMEs depends. This latest era of internationalization is positively affected by the evolution of information and the technology of communication Dutot et al. (2014). There is no significant influence of the extroversion of recipients' characteristics on e-WOM diffusion intention.

Effect of Commercial Reputation on e-WOM: Park & Lee (2009) found that for the negative e-WOM, the effect of e-WOM is more in comparison to the positive e-WOM, it is more for the websites that are established in comparison to those that are not well established, and it is also greater for the products that someone already uses than for the goods that are searched. This shows the relation to the reputation of the websites and electronic word of mouth. The influence of the website's reputation on the e-WOM effect is more on the experienced goods than the search goods.

Effect of Governmental policies on e-WOM: Yoo et al. (2013) found that publicity of tourism as one of the sections of the destination image-formation procedure cannot be stand-alone. It depends on each other with so many available information sources in addition to the conventional word of mouth and e-WOM. Instead of having so many electronic sources that have the content generated by the users and are popular with the travelers, they are not considered so much to be credible as non-commercial, a government-sponsored tourism website.

6. CONCLUSION

Based on the results obtained, E-WOM affects consumer purchase behavior. However, the satisfaction of the purchase of goods and eWOM itself depends largely on the consensus of reviews. Through this study, it is found that variables, namely review consensus, depends upon the purpose of purchasing the product; I consider them to be biased; my information search is not over until I get enough consensus of reviews; the consensus among reviews is only logical when verified buyers have written them, Extended reviews are always better for review consensus, If I find positive reviews, even if there is a consensus, I

consider them to be biased. Higher review consensus can only be achieved when we explore multiple sources of reviews.

My information search is not over until I get enough consensus of reviews significantly affect the e-WOM Review consensus depends upon the purpose of purchasing the product, Extended reviews are always better for review consensus, If I find positive reviews, even if there is a consensus, I consider them to be biased, Higher review consensus can only be achieved when we explore multiple sources of reviews, the consensus among reviews is only logical when they have been written by verified buyers and My information search is not over until I get enough consensus of reviews significantly affect the satisfaction level of Consumer's Goods e-purchase. In creating a good and better image of the company and its brand, the important part is played by the positive e-WOM.

The positive e-WOM also increases the customer's purchase intention and, at the same time, reduces the promotional expenditure. In the Vietnam context, where users of the internet and the ones who are shopping online are increasing day by day, it is the recommendation to the marketers that they should focus on electronic word of mouth (e-WOM), which can work as an effective tool of marketing that can affect the image of the brand, competitiveness, and success in the long term.

Kala & Chaubey (2018) found that brand image has a significant effect of electronic word of mouth (e-WOM) and the brand image plays the mediating role between the e-WOM and the intention of the purchase. According to Chu et al. (2011), it is very important to understand the role of electronic word of mouth in social networking sites since the customers can reach the audience all over the world very quickly and easily. Particularly, social capital, tie strength, trust, and interpersonal influence were analyzed as the potential analysts of the communication of the electronic word of mouth in the social channels that are available online.

It is seen from the results that cultures of the nation are playing as the significant factor by which Consumer's engagement in e-WOM in social networking sites in both the countries are affected. In the online environment, the social relations are determined by the culture.

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