


RESEARCHING THE EFFECT OF VIEWS AND FEEDBACK ABOUT PRODUCTS ON CUSTOMER'S PURCHASE INTENTION. CASE OF SHOPPING ON THE SOCIAL MEDIA

Trinh Le Tan^A, Nguyen Duc Quang^B



ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 20 February 2023</p> <p>Accepted 22 May 2023</p>	<p>Purpose: There has been a recent uptick in interest in studying the impact of user ratings and comments posted on social networking sites. The growth of the Internet and e-commerce sites have made it more simpler to locate and assess data, lessened the possibility of identity theft, and increased confidence in the data's accuracy. The study's goal is to determine whether or not customers' exposure to reviews and comments influences their propensity to make a purchase on e-commerce site.</p>
<p>Keywords:</p> <p>eWOM; Views; Feedback; Purchase Intention; Shopping on Social Media; Ecommerce; Information Usefulness; Perceived Value; Comment.</p> <div data-bbox="172 1120 478 1366">  </div>	<p>Theoretical framework: In contrast to previous research that has examined the impact of user reviews and comments on e-commerce sites, the team behind this investigation looked solely at the impact of such data on media consumers</p> <p>Design/methodology/approach: In a poll, participants were asked about their recent internet shopping experiences and whether or not they were impacted by word-of-mouth advertising. Then, give impartial evaluation data on how views, reactions, and eWOM affected online shopping intent</p> <p>Findings: Based on a structural equation modeling study of 384 observations, we learn that the most influential components in shaping purpose are knowledge, attitude, perceived value, familiarity, and reference group</p> <p>Research, Practical & Social implications: The study help business use social media to sell product or service effectively through understanding consumer behavior in referencing feedback and view on product</p> <p>Originality/value: The value of the study provide researcher theoretical framework in studying consumer behavior through product purchase intention impacted by feedback and view of consumer on social media</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i6.1309</p>

PESQUISANDO O EFEITO DAS OPINIÕES E DO FEEDBACK SOBRE OS PRODUTOS NA INTENÇÃO DE COMPRA DO CLIENTE. CASO DE COMPRAS NAS MÍDIAS SOCIAIS

RESUMO

Objetivo: Recentemente, houve um aumento no interesse em estudar o impacto das classificações e comentários de usuários publicados em sites de redes sociais. O crescimento da Internet e dos sites de comércio eletrônico tornou mais simples localizar e avaliar os dados, diminuiu a possibilidade de roubo de identidade e aumentou a confiança na precisão dos dados. O objetivo do estudo é determinar se a exposição dos clientes a avaliações e comentários influencia ou não sua propensão a fazer uma compra em um site de comércio eletrônico.

Estrutura teórica: Em contraste com pesquisas anteriores que examinaram o impacto das avaliações e comentários de usuários em sites de comércio eletrônico, a equipe por trás dessa investigação analisou apenas o impacto desses dados sobre os consumidores de mídia

Projeto/metodologia/abordagem: Em uma pesquisa, os participantes foram questionados sobre suas experiências recentes de compras pela Internet e se elas foram ou não afetadas pela publicidade boca a boca. Em seguida,

^A Doctor of Business Administration. FPT University. Danang City, Vietnam. E-mail: tantl2@fe.edu.vn

Orcid: <https://orcid.org/0000-0001-7729-3241>

^B Excutive Doctor in Business Administration. HUTECH University. Hochiminh City, Vietnam.

E-mail: nd.quang@hutech.edu.vn Orcid: <https://orcid.org/0000-0002-0850-3687>



fornecer dados de avaliação imparcial sobre como as opiniões, reações e eWOM afetaram a intenção de compra on-line

Conclusões: Com base em um estudo de modelagem de equação estrutural de 384 observações, descobrimos que os componentes mais influentes na formação da intenção são o conhecimento, a atitude, o valor percebido, a familiaridade e o grupo de referência

Implicações sociais, práticas e de pesquisa: O estudo ajuda as empresas a usar as mídias sociais para vender produtos ou serviços de forma eficaz por meio da compreensão do comportamento do consumidor ao fazer referência ao feedback e à opinião sobre o produto.

Originalidade/valor: O valor do estudo fornece ao pesquisador uma estrutura teórica para estudar o comportamento do consumidor por meio da intenção de compra do produto impactada pelo feedback e pela opinião do consumidor nas mídias sociais.

Palavras-chave: eWOM, Opiniões, Feedback, Intenção de Compra, Compras em Mídias Sociais, Comércio Eletrônico, Utilidade das Informações, Valor Percebido, Comentários.

INVESTIGACIÓN DEL EFECTO DE LAS RESEÑAS Y OPINIONES SOBRE PRODUCTOS EN LA INTENCIÓN DE COMPRA DE LOS CLIENTES. CASO DE COMPRA EN REDES SOCIALES

RESUMEN

Objetivo: Recientemente, ha aumentado el interés por estudiar el impacto de las valoraciones y los comentarios de los usuarios publicados en las redes sociales. El crecimiento de Internet y de los sitios de comercio electrónico ha simplificado la localización y evaluación de los datos, ha disminuido la posibilidad de suplantación de identidad y ha aumentado la confianza en la exactitud de los datos. El objetivo del estudio es determinar si la exposición de los clientes a valoraciones y comentarios influye o no en su propensión a realizar una compra en un sitio de comercio electrónico.

Marco teórico: A diferencia de investigaciones anteriores que examinaban el impacto de las valoraciones y los comentarios de los usuarios en sitios de comercio electrónico, el equipo responsable de esta investigación sólo estudió el impacto de estos datos en los consumidores de medios de comunicación.

Diseño/metodología/enfoque: En una encuesta, se preguntó a los participantes sobre sus experiencias recientes de compra por Internet y si les había afectado o no la publicidad boca a boca. A continuación, se proporcionaron datos de evaluación imparciales sobre cómo afectaban las opiniones, reacciones y eWOM a la intención de compra por Internet

Conclusiones: a partir de un estudio de modelización de ecuaciones estructurales de 384 observaciones, descubrimos que los componentes más influyentes en la formación de la intención son el conocimiento, la actitud, el valor percibido, la familiaridad y el grupo de referencia

Repercusiones sociales, prácticas y para la investigación: El estudio ayuda a las empresas a utilizar los medios sociales para vender productos o servicios de forma eficaz mediante la comprensión del comportamiento de los consumidores en referencia a los comentarios y la opinión sobre el producto.

Originalidad/valor: El valor del estudio proporciona al investigador un marco teórico para estudiar el comportamiento del consumidor a través de la intención de compra del producto impactada por el feedback y la opinión del consumidor en los medios sociales.

Palabras clave: eWOM, Opiniones, Feedback, Intención de Compra, Social Media Shopping, Comercio Electrónico, Utilidad de la Información, Valor Percibido, Comentarios.

INTRODUCTION

Vietnamese Internet users spend, on average, 6 hours and 52 minutes online each day. They use the internet for social media for 2 hours and 37 minutes, watch videos online for 2 hours and 43 minutes, and listen to music online for 1 hour and 21 minutes. Realistically, it's not hard to see how the Internet has a firm grip on customers and how traditional marketing methods are losing ground. Instead, digital marketing is now a crucial strategy for reaching

customers (all multidisciplinary journal, 2020). In particular, online communities like Facebook, Instagram, and TikTok... In the great outdoors, consumers might see billboards and smartphone advertisements, particularly those for popular social media apps like Instagram and TikTok. Sixty percent of Instagram's US users are under the age of 34, and nearly forty percent of TikTok's are youngsters between the ages of ten and nineteen. Websites like Snapchat and Twitch are also included (M.Haenlein, E.Anadol, T.Farnsworth, 2020)

The COVID-19 pandemic is a "nightmare" for many economic sectors in Vietnam in particular and around the world in general. But it is also an opportunity for e-commerce websites and social networks to develop (TTXVN, 2021). And the role of reviews and comments of online users on social networking sites is increasingly becoming a topic worthy of attention and research. Online user reviews are considered online word of mouth (eWom) (C. Dellarocas, 2003) and have been found to influence product purchases and consumer decision making (W. Duan et al. associates, 2008). Consumers often look for information about products, especially comments and reviews posted by customers who have purchased before to feel safer when buying products and services. Previous studies have found the influence of eWOM in these sources on consumer purchase intention (Ismail Erkan, Chris Evans, 2016; Amal M. Alman et al., 2013). With the strong development of the Internet as well as e-commerce sites have facilitated information search, evaluation has become easier and information has also become more reliable (Lopez and Jones, 2009).

Previous research has shown that eWOM has an effect on social media, but the mechanism linking eWOM to consumers' intent to buy has not been established (Ismail Erkan and Chris Evans, 2016). Those research focus on Ewom affect to product purchase intension (Porto et al.,2022; Puriwat and Tripopsakul, 2022) but not yet connected between word of mouth (Wom) and E word of mouth (E-wom) impact to Purchase decision. This purpose of this study is proposed and test factors belong to Wom and Ewom influence on purchasing product on Social media

LITERATURE REVIEW

Due to the growth of the Internet, Ewom serves as a valuable platform for customers to discuss a range of products and services, engage in friendly debate, and conduct noncommercial advertising. "Business Implications of Online Book Reviews" (Chevalier & Mayzlin, 2006). Recommendations are useful for people who wish to shop online but require direction. Why do individuals spread information online? (or "viral marketing") (2010) Ho and Dempsey. The

individual experiences and viewpoints of authors have a substantial impact on the evaluations and purchases of readers. Influence of Sponsorship Type, Product Type, and Brand Awareness on Consumer Attitudes Toward and Intention to Purchase Blog-Recommended Content " It was discovered (Lu, Chang, & Chang, 2014).

Because people develop and supply the ewom communication, it is a more reputable source of non-commercial information. As a new hybrid component, social media is being incorporated into the promotional mix. Customer participation in electronic word-of-mouth (eWOM) on social networking sites (Mangold & Faulds, 2009). Kim and Chu (2015). According to "The Effects of Electronic Word-of-Mouth Message Appeal and Message Source Reliability," while making purchasing decisions, consumers place a greater emphasis on word of mouth than on other sources of information (Wu & Wang, 2011). Practitioners and academics have developed an interest in eWOM due to its potential to impact customer behavior through the dissemination of unbiased product information and the lowering of entry barriers for new products. "A multistage model of the word-of-mouth influence of viral marketing" (De Bruyn & Lilien, 2008).

Electronic word of mouth (EWOM) refers to the extensive use of online discussion forums, electronic bulletin board systems, newsgroups, blogs, review sites, and social networking sites (Cheung et al., 2008).

E-word-of-mouth (eWOM) has several advantages over traditional marketing strategies, including increased availability, a shorter turnaround time, and lower prices. Connecting Electronic Word of Mouth with Social Networking Sites: Sustaining a Viral Buzz in the Age of New Digital Social Media (Md. Alamgir Hossain et al., 2019).

Research hypothesis:

Useful Information

Prior study has considered the importance of information as a potential indication of purchase intent. "The impact of eWOM through social media on customer intent to purchase: a comprehensive knowledge dissemination strategy" (Erkan and Evans, 2016). As stated in "An assessment of purchasing intentions for organic food on health consciousness and food safety with/under structural equation modeling," "perceived value is seen as a significant precondition for creating customer purchase intention" (Hsu et al., 2016). Consequently, the results of this study revealed a positive association between the perceived value and the usability of the

information. Thus, they are more likely to be exposed to the message, which will influence their perception of the product.

H1: How useful information affect perceived value

Attitudes

Numerous research on eWOM have examined "online word of mouth and client purchase intentions" (Prendergast et al., 2010). The Theory of Planned Behavior TPB "The Theory of Planned Behavior-Organizational Behavior and Human Decision Processes TPB" and the Technology Acceptance Model (TAM) "The Legacy of the Technology Acceptance Model and a Proposal for a Paradigm Shift" also establish a connection between attitude and behavior (Bagozzi, 2007). Therefore, we believe that social media users' attitudes toward eWOM content can have a positive impact on customers' perceptions of a product or service and their likelihood to purchase.

H2: Attitude towards information positively affects perceived value and purchase intention of consumers.

Tendency to Trust

Web-based technologies have created a plethora of opportunities for influencing electronic word-of-mouth (eWOM) in the form of reviews and comments that consumers trust, so assisting them in making more informed purchasing decisions. This is asserted in the paper titled "Effect of eWOM Value on Online Retail Sales" (Roy et al., 2017). According to the article "The effects of electronic word of mouth and message source credibility," there is a correlation between brand attitudes and the credibility of the source (Wu and Wang, 2011). The information given in marketing communications affects customers' product evaluations and purchasing decisions. The impact of user-generated content on the purchasing intent of social networking site users. The influence of user reviews on the tendency of social media users to make a purchase. According to (Minh and Tan, 2018), the perceived worth of customers' purchase intents in a social network environment is significantly impacted by their perceived need for knowledge, the credibility of information, its usefulness, and its acceptance. "The influence of electronic message source legitimacy, message appeal, and brand equity on customer purchase intention" (Sharif, Muhammad Adnan, 2016) demonstrated that the credibility, attractiveness, and attractiveness of the source, customers, messaging, and brand equity had direct and indirect effects on consumers' purchase intentions (EWOM). Credible

messaging sources, compelling messages, and brand equity all influence the final purchasing decisions of customers.

H3: Tendency to trust has positive affect on perceived value.

Reference Group

Reference groups are "groups of individuals who affect consumers' perceptions of a product, brand, or company" (Thong, 2014). In addition, "Effect of E Wom on Purchasing Intention in Vietnam E-Commerce" (Tuan, n.d.) discovered that customers' online purchase intent is influenced by eWOM (electronic word of mouth) trust and eWOM quality, as well as by customers' subjective normative attitudes and their perceptions of their own behavioral control over the situation. Therefore, the following hypothesis is offered for future study: Hypothesis (H4) (H4).

H4: Reference group positively affects consumers intention to shop online.

Visual Identity

Consumer Evaluations of Brand Extensions (Aaker & Keller, 1990) states that "the role of visual identity is to create trust by demonstrating the strength, durability, security, and exclusivity of the brand," so it can be viewed as a key tool to lessen uncertainty and offer helpful information that can assist consumers in making decisions. The impact of brand loyalty on consumers' willingness to pay full price (Erdem et al., 2002). The effect of store image and service quality on brand image and purchase intention for private label brands was studied by Wu et al. (2011), and the results showed a direct and favorable correlation between brand visuals and consumer purchase intent. Additionally, the results of additional studies support this impact: Influence of pricing, value, trust, and brand perception while booking a hotel online (Lien et al., 2015).

H5: Purchase intent is positively influenced by visual identity..

Perceived Value

Visual Identity possesses a posi Effect of perceived value and social factors on mobile app stickiness and in-app purchase intention (Hsu and Lin, 2016). According to "eWOM: The influence of customer-to-customer online know-how exchange on customer value and loyalty," the perceived value of a product is correlated with an increase in the likelihood that a consumer would make a purchase (Gruen et al., 2006). According to study presented in "The influence of

perceived value on purchase intention in the social commerce environment," consumers are more likely to intend to buy when they view a product to be of high value (Gan & Wang, 2017). Customers will be more likely to make a purchase if they sense a high perceived value in the product. Time constraints moderated the influence of product involvement on the relationship between perceived value and purchase intent in social E-commerce sales promotions, according to research (Peng et al., 2019). However, high-binding eWOM may struggle to rouse consumers' purchase intent if they view the product as lacking value. This is because buyers lack expectations regarding the offering. The impact of "eWOM" messages on buying intent.

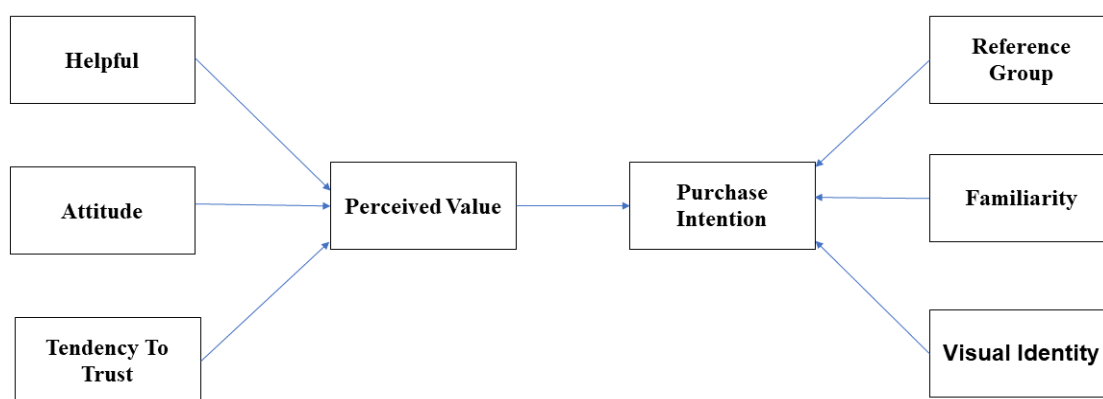
H6: Purchase intent is positively affected by perceived value.

Familiarity

The primary focus of "Electronic Word of Mouth: Investigating the Influence of Electronic Message Source Credibility, Message Appeal, and Brand Equity on Consumer Purchase Intention" is to determine whether or not credibility influences customer purchase intent (Sharif, Ahmad, & Ahmad, 2016) . "Engaging consumers online through websites and social media: A gender study of Italian GenerationY clothes purchasers" discovered that recommendations from female consumers were more effective than those from men. It has been established that... (Nadeem, Andreini, Salo, & Laukkanen, 2015).

H7: Familiarity positively influences purchase intention.

Figure1. Research Model



Source: Prepared by the authors (2022)

MATERIAL AND METHODOLOGY**Official Scale**

Table 1 - Official Scale

o	CODE	THE SCALE	SOURCE
Helpful			
1	HEL1	Reviews, comments on social media platforms are always full.	Erkan and Evans, (2016); Lee and Koo, (2015)
2	HEL2	Reviews, comments on social media platforms are trustworthy.	Erkan and Evans, (2016); Lee and Koo, (2015)
3	HEL3	Reviews and comments on social media platforms are always helpful with purchasing decisions.	Hsu and Lin, (2016)
Attitude			
1	ATD1	Actively seek reviews and comments before buying on online shopping platforms.	Park, D. H., Lee, J., & Han, I. (2007)
2	ATD2	Feeling confused by sources of mixed reviews and comments about the product.	Park, D. H., Lee, J., & Han, I. (2007)
3	ATD3	Convinced by reviews, comments on social media platforms.	Park, D. H., Lee, J., & Han, I. (2007)
Tendency To Trust			
1	TRU1	Trust reputable sources of reviews and comments (experts, reviewers, ...)	Park, Do-Hyung, Jumin Lee, and Ingoo Han(2007)
2	TRU2	Reviews and comments that consumers trust help them make more effective purchasing decisions.	Park, Do-Hyung, Jumin Lee, and Ingoo Han(2007)
3	TRU3	Feel that two-way information and feedback is more believable.	Park, Do-Hyung, Jumin Lee, and Ingoo Han(2007)
Familiarity			
1	FAM1	Always trust reviews and comments from familiar sources.	Sharif, Ahmad & Ahmad, (2016)
2	FAM2	Buy a product if it has a familiar source of views, feedback, and eWOM (word of mouth over the Internet).	Nadeem, Andreini, Salo, & Laukkanen, (2015)
3	FAM3	Information from familiar sources of views, feedback, WOM (word of mouth over the Internet) affects purchasing decisions.	Nadeem, Andreini, Salo, & Laukkanen, (2015)
Perceived Value			

1	VAL1	Buy the product if you feel the product's reviews and comments are trustworthy.	Zhang, Xiao Jerry, Yun Wu, and Yueqing Li,..(2017).
2	VAL2	Buy the product if you see reviews, comments of that product is safe.	Abedi, E.; Ghorbanzadeh, D.; Rahe Hagh, A,..(2019).
3	VAL3	Feel more effective if you decide to buy a product based on reviews and comments that you find useful.	Chin-LungHsuaJudy Chuan-ChuanLinb,..(2016)
Purchase Intention			
1	INT1	Buy products when there is an urgent need.	Sanjukta P; Kristian K..(2011)
2	INT2	Buy products when you see positive feedback on product quality on social networking platforms.	YanBai.,ZhongYao.,YiFan Dou..,(2015)
3	INT3	Evaluate and give feedback on products for later consumers to make the right decision in purchasing.	YanBai.,ZhongYao.,YiFan Dou..(2015)
Reference Group			
1	GRO1	Family, friends, acquaintances recommend and encourage me to shop online	Author recommendations from Pham Van Tuan (2020), Ha Nam Khanh Giao and Be Thanh Tra (2018)
2	GRO2	I have read a lot of information and reviews on e-commerce sites, forums, and social networks before participating in online shopping.	
3	GRO3	Information in the mass media influences my online shopping intention	
Visual Identity			
1	IDE1	Brand image has an influence on your purchasing decision.	Tran Thi Minh Ngoc (2021)
2	IDE2	The brand's reputation, warranty, quality, service attitude affect your purchase intention.	Nguyen Thu Ha (2018)
3	IDE3	Socially responsible brands will positively impact your purchase intention.	Ho Chi Dung (2010), Tran Thi Kim Thoa (2016)

Source: Prepared by the authors (2022)

Qualitative Method

We actively seek out potential study areas. We reviewed the literature on the issue of "Researching the impact of Views and Feedback about Products on Customers' Purchase Intention" to provide a theoretical foundation. The research framework and hypotheses are then put forward. The next step was to undertake quantitative research, but not before a focus group

interview was conducted with six participants to elicit the components and the official measurement scale.

Quantitative Method

The purpose of this research is to use survey data to methodically look into the observable phenomenon. The group gathers participant feedback based on survey variables they've presented to the respondents. The target population and theories about their online-shopping habits are established from there. Users' faith in a company's products and services is a major factor in the likelihood that they will make an online purchase; therefore, it is important to gauge customer satisfaction before presenting the results of your research in graphical or numerical form. economics, statistics, etc.

Other than helping with data collection, quantitative studies are also helpful. Assessing the beliefs, behaviors, and motivations of a large population is a suitable fit for quantitative research methods. The data collected from a sample of people will be generalized to the entire population.

Sometimes questionnaires are more formal than survey or questionnaire-based sampling. a form of written communication, such as a telegraph or a text message (Trade and Industry Department, Vietnam Commercial Report, Ha Noi 2015).

Sampling Method, Sample Size

Effective and efficient informant identification, as well as the depth of analysis needed to achieve various goals, are both skills that we hone via repeated use of various methods (Bernard 2002). More practice with a process is said to lead to greater mastery of it (Bridges & Lau 2006).

Measurements in general. A fixed fraction of the whole population will have to make up the study's sample.

Due to the lack of global information, we will employ Yamane Taro's following formula: (1967):

$$n = Z^2 \times (p \times (1-p)) / e^2 \quad (1)$$

Therein:

n: undetermined sample size.

Z: the value obtained by consulting the Z distribution table for the specified dependability. The standard 95% confidence interval corresponds to $Z = 1.96$.

p: success rate n sample size estimation. Typically, we use $p = 0.5$ so that $p(1-p)$ is the greatest product; this ensures the safety of the sample n estimations.

e: acceptable error. Typically, three regularly employed error rates are 01 (1%), 0.05 (5%), and 0.1 (10%), with 0.05 being the most prevalent.

Examining how reviews and ratings influence consumers' decision to buy a particular product. We don't know how many customers were asked for their opinions and feedback, therefore this is an estimate. As a result, a sample size of 385 is necessary for the study at the very least:

$$n = \lceil 1.96 \rceil^2 \times (0.5 \times (1-0.5)) / \lceil 0.05 \rceil^2 = 384.16 \quad (2)$$

RESULTS AND DISCUSSION

Measurement Model

Indicator loadings, Cronbach's alpha, and the composite reliability are all utilized to evaluate dependability. The system's integrity and dependability depend on passing these tests. Table 2 displays that all scores are more than 0.6, which means they are reliable according to the criteria of internal consistency. There is confidence in the measurement model for startup performance concepts given that the Cronbach's Alpha for both the observed variables and the independent variables is more than 0.70

Table 2 - Results of the construct reliability and validity

Construct	Outer Loading	VIF	Cronbach's Alpha	CR	AVE
Helpful (HEL)					
HEL1	0.801	1.599	0.769	0.866	0.683
HEL2	0.846	1.760			
HEL3	0.831	1.463			
Attitude(ATD)					
ATD1	0.730	1.163	0.631	0.802	0.575
ATD2	0.757	1.328			
ATD3	0.787	1.301			
Tendency To Trust (TRU)					
TRU1	0.777	1.291	0.675	0.822	0.606
TRU2	0.793	1.264			
TRU3	0.765	1.344			
Familiarity (FAM)					
FAM1	0.833	1.557	0.782	0.873	0.696
FAM2	0.841	1.678			
FAM3	0.829	1.655			

Perceived Value (VAL)			0.762	0.863	0.677
VAL1	0.817	1.540			
VAL2	0.831	1.609			
VAL3	0.82	1.492			
Purchase Intention (INT)			0.666	0.818	0.599
INT1	0.786	1.291			
INT2	0.746	1.264			
INT3	0.789	1.367			
Reference Group (GRO)			0.741	0.853	0.658
GRO1	0.803	1.397			
GRO2	0.808	1.534			
GRO3	0.824	1.513			
Visual Identity (IDE)			0.669	0.819	0.601
IDE1	0.812	1.321			
IDE2	0.721	1.246			
IDE3	0.791	1.367			

Source: Prepared by the authors (2022)

Next, we'll examine the Index's dependability (see Table 2). Each indicator's reliability value is far higher than the bare minimum of 0.4 and is extremely close to the optimal value of 0.7, as shown. As can be seen in Table 2, all outside loadings are greater than or equal to 0.7, indicating compliance with the criteria.

Table 3 - Discriminant validity

	HEL	ATD	TRU	FAM	VAL	INT	GRO	IDE
HEL	0.826							
ATD	0.639	0.758						
TRU	0.654	0.59	0.778					
FAM	0.657	0.65	0.646	0.834				
VAL	0.593	0.613	0.637	0.59	0.823			
INT	0.605	0.647	0.626	0.66	0.696	0.774		
GRO	0.586	0.594	0.657	0.625	0.59	0.643	0.811	
IDE	0.433	0.561	0.543	0.553	0.643	0.651	0.544	0.775

Source: Prepared by the authors (2022)

When the square root of AVE is greater than the correlation between two constructs, indicating the uniqueness of each, discriminant validity is proven (Fornell and Larcker, 1981). Table 4 demonstrates that the square root of AVE is greater than all values in each constructor's row and column. This assured that the ability to discriminate was legitimate.

Table 4 - The result of evaluation of predictive capability

Construct	R ²
VAL	0.503

INT	0.631
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Source: Prepared by the authors (2022)

Structural Model Assessment

Table 5 - Path Coefficients

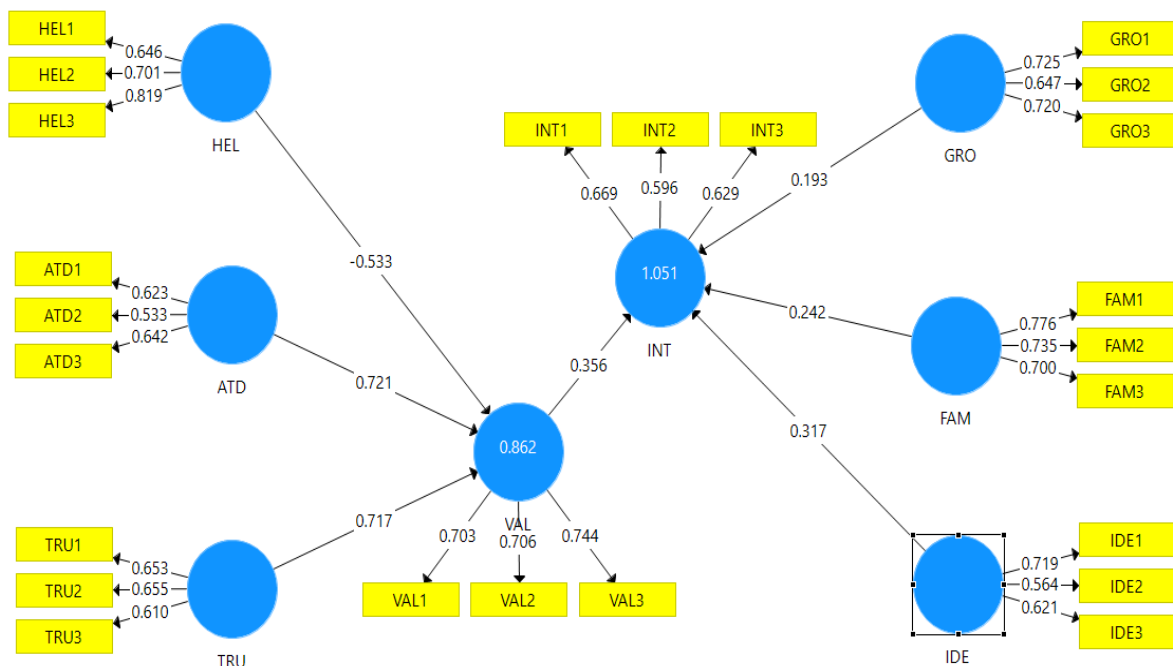
Hypothesis	Relationship	Original simple (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
H1	HEL-> VAL	0.179	0.072	2.561	0.012	Supported
H2	ATD-> VAL	0.294	0.064	4.617	0.000	Supported
H3	TRU-> VAL	0.346	0.061	5.695	0.000	Supported
H4	FAM->INT	0.239	0.058	4.101	0.000	Supported
H5	VAL-> INT	0.296	0.058	5.118	0.000	Supported
H6	GRO-> INT	0.200	0.051	3.906	0.000	Supported
H7	IDE-> INT	0.220	0.063	3.489	0.000	Supported

Source: Prepared by the authors (2022)

As can be seen in Table 5, the 95% CI includes both the original sample and the sample mean from 5000 iterations of the bootstrapping procedure.

Figure 1 shows the conceptual model and the associated path coefficients and P values.

Figure 2. The results of the PLS-SEM model



Source: Prepared by the authors (2022)

Extrapolating from fig. 1 and table 5. Therefore, it's possible to trust the model's predictions. T-statistics > 1.96 or p-values 5% are used to determine the results of the analysis.

According to the findings, VAL is positively affected by HEL ($B=0.179$; $p=0.012$), ATD ($B=0.294$; $p=0.000$), and TRU ($B=0.346$; $p=0.000$). in which case the statistic $r^2 = 0.503$ explains the significance level. Therefore, H1, H2, and H3 are all correct.

The results demonstrate that the factors FAM ($=0.239$; p-value $=0.000$), VAL ($=0.296$; p-value $=0.000$), GRO ($=0.200$; p-value $=0.000$), and IDEs ($=0.220$; p-value $=0.000$) have a substantial impact on the INT variable. with $r^2 = 0.631$ being an explanation for this importance. Thus, H4, H5, H6, and H7 are supported.

CONCLUSION

Findings are in line with those of prior hypotheses put out by researchers including Park et al. (2007), Erkans and Evans (2016), and Hsu and Lin (2015). (2016). This points to the significance of reviews and comments in shaping the product's image in the minds of potential buyers. Their attitude toward it is influenced by their perception of how helpful and reliable it is.

The results also show that reviews and comments have an effect on how they are used and the values that are attributed to them. Consistent with the findings of Nadeem et al. (2015) and Zhang et al (2017). The way it is portrayed in the world of online feedbacks also seems to have a beneficial effect on consumers' propensity to make a buy.

These results further support the idea that eWOM is a potent marketing tool that influences consumers' opinions of items during the decision-making process.

Limitation: This research focus on previous study have factors related Wom and Ewom in shopping, these factors was used manytime, that reason for our research cite and proposed research model without base on theoretical research model. In future, authors can combinate theoretical model and external factors in similar study.

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