

Impact Of Ewom On Office Wear Purchase Intention: An Empirical Study Of Vietnamese Female Consumers

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Abstract

This present study investigates the impact of electronic word-of-mouth (eWOM) on office wear purchase intention. A research framework was developed by integrating three popular theories and models, including the Technology Acceptance Model, Theory of Planned Behavior, Information adoption model, and Elaboration Likelihood Model. Vietnam was chosen as the research context. A self-administered survey was conducted in two months, and we received 297 valid responses to analyze. Structural equation modeling (SEM) analysis was employed to test nine proposed hypotheses. Research results show that eWOM perceived usefulness and perceived credibility play a significant role in mediating the influence of argument quality, information need, information quantity, tie strength, and source credibility on purchase intention.

Keywords: eWOM, office wear, fashion industry, purchase intention, Theory of Planned Behavior (TPB),

I. INTRODUCTION

Over the last decades, there have been significant changes in the way consumers communicate with each other and exchange information related to brands (Hennig-Thurau et al., 2004). Thanks to the development of the Internet, customers now have chances to express their negative experiences through a wide range of methods such as emails, blogs, forums, and social networking sites, regardless of their geographical locations (Chen & Barnes, 2007). Nowadays, the complaints from consumers can reach not just a few people but a multitude of Internet users globally, which can seriously affect businesses. However, positive word-of-mouth can also improve brand images and boost sales revenue. Therefore, in the Internet era, the advent of eWOM communication has become a powerful tool that can bring both opportunities and challenges for consumers and brand owners.

The influence of eWOM has received the attention of both managerial and academic experts in marketing and consumer behavior literature (Cheung & Thadani, 2010). Many brand managers claim that messages generated by consumers on social media are more credible and influential than conventional marketing stimuli (Weisfeld-Spolter et al., 2014). Most of the research about eWOM and purchase intention is based on the theory of planned behavior (TPB) background. However, the

systematic link between eWOM senders and receivers affects purchase intention is not clearly proved.

Hence, the author wants to emphasize studying the influence of eWOM in the textile industry, particularly purchase intention for women's office wear. Previous research has mentioned the effect of eWOM in the fashion or textile industry. However, the office wear market in Vietnam has not received enough attention. According to the survey of Q&Me (2020), Vietnamese tend to spend more money on their appearance, including clothing. Furthermore, nowadays, users are more likely to look for information on online channels instead of conventional ones. In terms of textile products, consumers find information from friends and family members more trustworthy, and social networking sites are believed to be suitable for information searching (Deloitte, 2021).

2. THEORETICAL BACKGROUND AND HYPOTHESES

2.1. Purchase Intention

Ajzen (1975) has defined that intention directs one's action and the effort that a person uses to perform a particular action. For example, purchase intention is defined as the ability or willingness to buy a particular product (Tsao et al., 2015). However, the implementation of purchase intention

depends on many different factors, such as customers' interest in the product and pressure from society.

In the online context, purchase intention is defined as an essential factor leading to an online shopping decision (Salisbury et al., 2001). Pavlou (2003) considers online shopping intention to be a suitable tool to assess customers' intention in using that website. Because online transactions involve information sharing and shopping behavior, online purchase intention will depend on various factors (Pavlou, 2003). To stimulate online shopping intention, retailers often focus on these factors to increase customers' shopping opportunities.

2.2. Electronic Word of Mouth (eWOM)

eWOM is a widely discussed topic and is generating a lot of interest in business areas such as consumer behavior, marketing, economics as well as information technology (Carr & Hays, 2014). This phenomenon is largely due to the emergence and strong development of the Internet, which has greatly impacted every aspect of human life, from replacing traditional business models to changing the way consumers search and find information related to the product or service they are interested in. While previous studies have produced ample evidence that WOM is an effective means of information gathering (Eagly, 1998) - the emergence of eWOM from the beginning of the Internet age also represents a role in information collection when consumers purchase (Gelb & Sundaram, 2002; Hennig-Thurau et al. 2004). Both word-of-mouth and electronic word-of-mouth marketing occur at the problem-aware and information-seeking stages of the buying process (Kotler & Armstrong, 2012).

2.3. Research Framework and Hypotheses

Many theories have been applied to explain purchase intention in various industries that are Technology Acceptance Model - TAM (Davis, 1989); the Theory of Planned Behavior (TPB); Information adoption model (IAM) (Sussman & Siegal 2003), Elaboration Likelihood Model (ELM).

The TAM model is developed from the theory of rational action TRA. However, TAM is more about information systems, while TRA focuses on behavioral approaches (Özkan et al., 2010). Therefore, the technology acceptance model is widely used by researchers in different fields, such as the use of the Internet (Porter & Donthu, 2006), the use of social networks (Rauniar et al., 2014), online banking (Yiu et al., 2007), e-learning (Tarhini et al., 2013), e-government (Alenezi et al.,

2015). In addition, the information acceptance model is also used to explain the process of receiving information in the context of online word of mouth (Ayeh, 2015; Elwalda et al., 2016; Yoo et al., 2007).

The Information Adoption Model (IAM) was suggested by Sussman et al. (2003). This model explains how individuals absorb information and change intentions and behaviors on face-to-face communication platforms. Online word of mouth includes exchanging information between the sender and the receiver of the information (Bansal & Voyer, 2000). However, the influence of information can vary from person to person, and the same content can elicit different feelings (Chaiken & Eagly, 1976; Cheung et al., 2008). Previous studies have focused on the process of receiving information to understand how people absorb the information they receive. In information systems overview studies, researchers have applied models created based on rational action theory and the TAM, to identify people affected by technology in receiving information (Davis, 1989; Fishbein & Ajzen, 1975).

Elaboration Likelihood Model is often used to explain the process by which consumers are convinced to receive information. According to this model, the extent to which consumers are persuaded to make a decision will be influenced by two paths: the central line and the peripheral line. The centerline has a strong impact on consumers when they evaluate the information received and argue whether or not to receive the information. However, this requires the consumer to have the capacity and incentive to evaluate the information received. When they do not have the ability or incentive to evaluate information thoroughly, they will use other information related to the information content (meta information) to make decisions and be influenced by external pathways. In other words, the lower the consumer's ability to evaluate information, the stronger the impact of the peripheral line on them because the peripheral line is a shortcut to deciding without the effort of evaluating the information.

The main factor influencing consumer behavior is whether an individual is interested in considering a persuasive message (Wu & Wang 2011). ELM proposes two potential routes (central and peripheral) that will influence an individual's behavior. The central route is the participatory process that processes a persuasive message (Petty & Cacioppo, 1986). Peripheral routes are associated with the minimal cognitive effort by relying on informative cues when weighing messages (Petty & Cacioppo, 1986). Since eWOM can be created by each individual, the quality and credibility of the

information has become important (Xu, 2014). Several studies widely used ELM in investigating eWOM communication (Beneke et al., 2016; Shamhuyenzva et al., 2016). For example, Shih et al. (2015) examined the information and relational effects of eWOM.

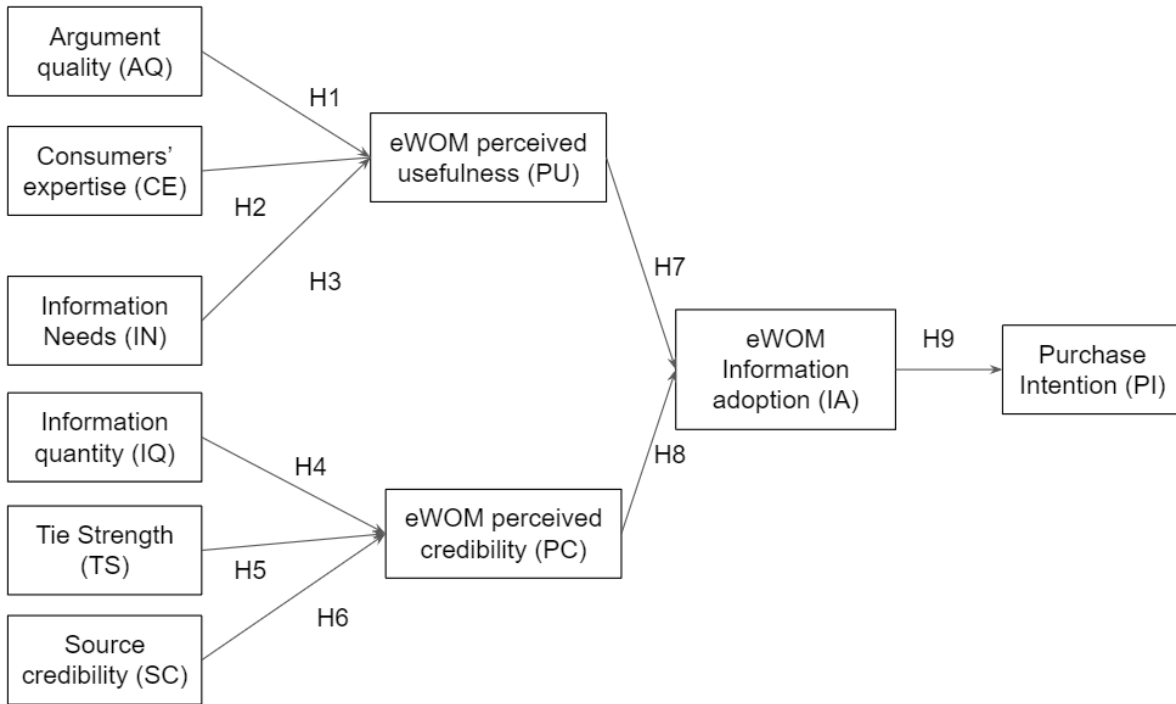


Figure 1: Research Framework

2.4.1. Argument Quality

The quality of the information refers to the content of the message that is assessed to provide objective and supportive information for the purchase decision (Park et al., 2007). Argument quality is an important factor affecting customers' attitudes toward online communities, specifically the reception of information. The importance of argument (information) quality has been emphasized and clarified in previous studies on the information search process (Rieh, 2002; Zhang, 2003).

Any user on the Internet can generate word-of-mouth information, so the quality and reliability of the information become increasingly important (Xu, 2014). Previous studies have confirmed that the quality of online reviews has a positive influence on purchase intention (Lee & Shin, 2014; Park et al., 2007). Therefore, we predict that the quality of online word of mouth on social networks is a factor affecting usefulness, information usage, and purchase intention.

In this study, we adopted and adapted previous frameworks and models to develop our hypotheses. The purchase intention variable was adopted from TPB. Perceived usefulness was selected from TAM to investigate in the context of eWOM adoption. Furthermore, six determinants of eWOM perceived usefulness and eWOM credibility were chosen from IAM and ELM.

Hypothesis 1: Argument quality has a positive impact on the perceived usefulness of eWOM.

2.4.2. Consumer Expertise

According to the ELM model, wisdom is understood as the ability to process information. Customers with a high degree of understanding are more likely to process information based on available knowledge and experience (Park & Kim, 2008). Therefore, Fan and Miao (2013) have shown that the level of expertise affects the reliability of online word of mouth.

Park and Kim (2008) also show that customers with higher cognitive ability can evaluate information based on their experience and knowledge. Similarly, Bansal and Voyer (2000) also show that customers with a high level of intelligence have more confidence in making purchasing decisions and do not need to consult others.

The level of customer intelligence refers to their ability to process information (Pham, 2016). Ohanian (1990) defines intelligence as a person's ability to understand. The level of wisdom reflects the customer's in-depth understanding, the more

knowledgeable the customer, the higher the understanding. In Ohanian's study, wisdom is the primary determinant affecting the reliability of the information.

Hypothesis 2: Consumer expertise (intelligence) has a positive impact on the perceived usefulness of eWOM.

2.4.3. Information Need

Information need is assessed as one of the drivers of traditional and online word of mouth (Gelb & Sundaram, 2002). Previous studies have defined information need as seeking advice or opinions (Hennig-Thurau et al., 2004; Wolny & Mueller, 2013). In this study, information need is an independent variable because we assume that consumers who search for information on social networks tend to find relevant and usable messages, this may affect their purchase intention (Chu & Kim, 2011; Erkan & Evans, 2016; Hennig-Thurau et al., 2004; Wolny & Mueller, 2013).

Hypothesis 3: Information need has a positive impact on the perception of the usefulness of eWOM.

2.4.4. Tie Strength

Rapport is described as the strength of relationships among individuals in a network (Kudeshia & Mittal, 2016). Strong bonds, such as those between family members or friends, involve close relationships within personal networks and are capable of providing emotional support (Pigg & Crank, 2004). However, these relationships are looser, often weaker, and have little to do with personal relationships, often acquaintances or co-workers (Pigg & Crank, 2004).

Customers are more likely to trust the word of mouth if this information is provided by relatives or friends, also known as close relationships (Bansal & Voyer, 2000). However, in online communities, customers sometimes trust the online word of mouth even when strangers transmit it. Some previous studies have shown that the trust factor can be based on a concordance, also understood as the degree of similarity between the receiver and the sender (Fan & Miao, 2012).

Research by Fang and Miao (2012) has shown that, compared to men, female customers often rely on the degree of harmony with other users on social networks to assess the reliability of the information, which has been confirmed in previous studies. In addition, men are often more rational during the buying process, while women often make more emotional decisions.

In this study, harmony exists not only among friends or relatives but also among individuals with similar interests and lifestyles (Smith et al., 2005). Although these people did not know each other, the similarity in handling word of mouth would make their opinions convincing. Gily et al. (1998) have shown that the harmony and connection between the sender and receiver of information affect the level of trust of online word of mouth. Sweeney et al. (2008) have shown that the closer and stronger the relationship between the receiver and the sender, the more customers appreciate the reliability of eWOM.

Hypothesis 4: Tie strength has a positive impact on eWOM credibility.

2.4.5. eWOM Quantity

According to the study by Fan et al. (2013), Park et al. (2007), and Sher and Lee (2009), the amount of online word of mouth has a positive effect on perceived reliability. When customers search for reviews online, the amount of word of mouth online makes the information more observable (Cheung & Thadani, 2010), which means that the amount of word of mouth online reflects the popularity of the reviews. Research by Chatterjee (2001) also shows that reading other people's comments will reduce customer anxiety when deciding to buy because they believe many other people have also purchased this product.

A large number of online comments is one of the defining factors that sets it apart from word of mouth in the conventional medium. According to previous studies, such as Pavlou and Dimoka (2006), the perceived quantity of online comments is the customer's opinion of the number of comments and popularity of the relevant product on the platform. Review website platform. Scholars have also shown that the length or number of arguments is synonymous with argument strength, which is very useful in clients' decision-making process. Therefore, the number of comments is an essential metric in the customer knowledge structure.

Online review sites extensively use counting tools to let customers know the number of reviews for a particular product. By looking at these parameters, the customer can judge the popularity of the information and the product. Furthermore, if a customer finds that a specific product has a very high number of reviews, confidence in the purchase will be significantly improved by copying the behavior of previous customers. Therefore, the writer considers that the perception of the number

of comments is important data to support the customer's decision-making process.

Hypothesis 5: Information quantity has a positive impact on eWOM credibility.

2.4.6. Source Credibility

Source credibility describes the degree of trustworthiness, competence, and honesty of the informant (Petty & Cacioppo, 1986). Information provided by highly reliable sources will be perceived as more valuable and reliable, thus facilitating the dissemination and use of information (Carr & Hayes, 2014).

According to Chaiken (1998), source credibility is the consumer's general perception of the reliability of an information source, not the content. This factor includes both the level of knowledge and the credibility of the information source. Comments from trusted individuals are expected to provide accurate information to help consumers better understand the product and help them in the buying process. There are many previous studies on the influence of source reliability on information receiving behavior, such as the study of Zhang and Watts (2008). Consumers who receive information from trusted sources tend to choose products according to recommendations. Therefore, the source's reliability plays an important role, in the peripheral path when predicting the behavior of receiving information.

Hypothesis 6: Source credibility has a positive impact on eWOM credibility.

2.4.7. Perceived eWOM Usefulness

According to the IAM model of Sussman and Siegal (2003), the perceived usefulness of information can predict the intention to receive information. Erkan and Evans (2016) assert that thanks to social networks, consumers can access a large amount of word-of-mouth information online and discover many useful tips. Thus, it will increase the intention to receive this information for purchasing decisions.

Cheung et al. (2008) asserted that the usefulness of information is closely related to the consumer's reception of such information on online platforms. Perceived usefulness describes how people feel that using new information will improve their job performance (Cheung et al., 2008). Perceived usefulness is considered a major predictor of information acquisition and purchase intention (Davis, 1989; Sussman & Siegal, 2003) because people tend to pay more attention to engagement with information if they consider it useful.

Especially on social networks, users are exposed to a lot of word-of-mouth information online (Chu & Kim, 2011), so they intend to use this information if they find it useful.

Within the scope of online platforms, new opinions and perspectives on products and services will be interconnected. Users will have an opinion on whether these reviews will help them in the buying decision process. Therefore, if users think that a particular comment on social networks is helpful, they will use this information.

Hypothesis 7: eWOM perceived usefulness has a positive impact on eWOM adoption.

2.4.8. eWOM Perceived Credibility

Hong and Park (2012) defined the perceived trustworthiness of eWOM to refer to the recipient's assessment of the likelihood that online comments can be trusted. The adoption of eWOM is a psychological act that affects online customers based on social norms in cyberspace.

Sussman and Siegal (2003) have shown that readers evaluate the reliability of online word of mouth right in receiving and processing information. If readers believe a comment or recommendation is trustworthy, they will feel more confident using this information in their purchasing decision (Nabi & Hendriks, 2003). In an experiment conducted by Petty et al. (2002), the authors stated that if the source of information is considered trustworthy, the recipient will not be skeptical about the information and will accept it. Conversely, if a comment is deemed unreliable, the reader will ignore or ignore the information (Filieri et al., 2015).

Research by Fan and Miao (2012), Fan et al. (2013), Fang (2014), and Hajli (2018) have shown that perceived reliability has a positive influence on the adoption of online word-of-mouth information.

Researchers have also provided a lot of empirical evidence that if consumers rate eWOM as highly reliable, receiving word of mouth online will also increase (Cheung et al., 2009; Fan & Miao, 2012).

Hypothesis 8: eWOM perceived reliability has a positive impact on eWOM adoption.

2.4.9. eWOM Adoption and Purchase Intention

Whether intentionally or unintentionally, social media users are exposed to large amounts of word-of-mouth information online. Previous studies have confirmed that word of mouth can influence purchase intention (See-To & Ho, 2014; Wang et al., 2015). However, not all online word-of-mouth

information posted on social networks has an equal influence on purchase intention (Rauniar et al., 2014). Therefore, some authors combine the IAM and rational action theory model to predict the relationship between customers receiving word of mouth information and purchase intention.

Information acquisition is a process by which the user intentionally engages himself in the use of the information. Reception behavior is one of the users' primary activities in online communities. A good example is a user browsing reviews and comments posted by others before purchasing (Pitta & Fowler, 2005). Similarly, users will tend to look to online communities for help when they have a question (Sussman & Siegal, 2003).

Based on the arguments about the importance of receiving eWOM information to purchase intention, the researcher proposes that eWOM reception plays a role in moderating the relationship between perceived usefulness and eWOM's reliability.

Erkan and Evans (2016) demonstrated that eWOM adoption on social media greatly benefits sellers by turning this information into purchase intent. In addition, the perceived usefulness of eWOM allows shoppers to internalize and adjust their attitudes in the buying decision-forming process (Wang et al., 2012). Similarly, Gunawan and Huang (2015) also assert that social media purchase intentions for widely discussed products stem from highly useful messages.

The eWOM adoption process is also affected by the eWOM reliability factor. Previous studies have shown that trust is an important factor in online purchases in the online context. See-To and Ho (2014) confirmed that eWOM on social networks positively influences online shopping intention.

Hypothesis 9: eWOM adoption has a positive impact on purchase intention.

Table 1: Sample demographic

	Item description	Frequency	Percentage
Age group	From 18 to 24 years old	216	72.73
	From 25 to 34 years old	30	10.10
	From 35 to 44 years old	39	13.13
	From 45 to 55 years old	12	4.04
Career position	Head of the organization	7	2.40
	Manager	21	7.10

3. METHODOLOGY

3.1. Measurements

This study adopted the measurements of factors related to eWOM and purchase intention from previous studies. Six independent variables in this study include information quality (four items), consumers' expertise (four items), needs of information (two items), information quantity (three items), tie strength (four items) and source credibility (four items). Three mediators include eWOM perceived usefulness (three items), eWOM perceived credibility (three items), eWOM adoption (three items). The dependent variable is purchase intention (three items).

3.2. Sampling and Data Collection

The data used in this research is mainly primary data collected from a self-administered survey. We conducted the survey method within October and November 2021. The survey is designed to investigate the behaviors of women who have the need to shop for office wear through reading and searching the online word of mouth (eWOM) on social networking sites.

The questionnaire was developed based on research concepts and qualitative research methods through personal interviews with experts. The survey was carried out in two forms: handing out survey questionnaires directly at home or work and indirectly by sending email links to the potential respondents.

4. FINDINGS AND DISCUSSIONS

4.1. Findings

After two months, we received 297 valid responses. Demographics of the sample are presented in Table 1 below.

	Item description	Frequency	Percentage
	Expert	6	2.00
	Executive	74	24.90
	Internship	48	16.20
	Others	141	47.50
Education	High school	14	4.70
	Vocational school	2	0.70
	College/ University	239	80.50
	Master/ PhD	38	12.80
	Others	4	1.30
Income	< 10 million VND	225	75.80
	10 - 20 million VND	49	16.50
	21 - 30 million VND	18	6.10
	41 - 60 million VND	2	0.70
	> 60 million VND	3	1.00
The number of days using Internet	7 days	267	89.90
	5 - 6 days	21	7.10
	3 - 4 days	5	1.70
	1 - 2 days	4	1.30

Furthermore, our preliminary analysis included the tests of reliability and validity of the measurement instruments. The reliability of measurements was checked in SmartPLS using several criteria,

including Cronbach's alpha, outer item loadings, and composite reliability (CR). The validity of the measurements was evaluated based on average variance extracted (AVE).

Table 2: Reliability and validity of measurements

Variable	Code	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Argument Quality	AQ	0.831	0.833	0.887	0.663
Consumers' Expertise	CE	0.783	0.819	0.871	0.693
Tie Strength	TS	0.829	0.843	0.898	0.746
eWOM Perceived Usefulness	PU	0.756	0.795	0.859	0.672
Information	IN	0.746	0.749	0.887	0.797

Need					
Information Quantity	IQ	0.800	0.808	0.882	0.714
eWOM Adoption	IA	0.813	0.813	0.889	0.728
Source Credibility	SC	0.807	0.809	0.886	0.722
eWOM Perceived Credibility	PC	0.817	0.830	0.880	0.648
Purchase Intention	PI	0.777	0.793	0.870	0.692

Cronbach’s alpha coefficient of all factors is higher than 0.7, reflecting the internal consistency of the measured variables (from 0.746 to 0.831); Composite Reliability (CR) values from 0.859 to 0.898 are in the acceptable and good range. The values of the mean extracted variance (AVE) are all

greater than 0.5, specifically this coefficient ranges from 0.648 (PC) to 0.797 (IN). The above results show that the research variables explain more than 50% of the variance of its observed variables and reach the convergent value.

Table 3: SEM analysis result

Hypothesis	Path	β	Result
H1	AQ → PU	0.582	Accepted
H2	CE → PU	0.071	Rejected
H3	IN → PU	0.196	Accepted
H4	IQ → PC	0.168	Accepted
H5	TS → PC	0.247	Accepted
H6	SC → PC	0.450	Accepted
H7	PU → IA	0.277	Accepted
H8	PC → IA	0.409	Accepted
H9	IA → PI	0.626	Accepted

4.2. Discussions

Firstly, the factors of information quality and information need impact the perceived usefulness of eWOM, in which participation has the strongest positive effect (0.552), followed by information demand (0.181). This result is also similar to the research results of Lee and Shin (2014) and Park et al. (2007). This finding explains that if consumers rate eWOM content as good quality (persuasive, coherent, and easy to understand), they will rate this

information as useful. The study of Zhang et al. (2016) also has similar findings. The authors show that persuasive messages can help consumers by providing specific reasons to support their point, and this makes it easier for consumers to accept this information. In addition, to decide whether an eWOM message is useful and relevant to a purchase goal, consumers need to evaluate both the informativeness and persuasiveness of the message. It can be seen that the posts are of low quality, often

containing false content, broken links, and irrelevant or not detailed information. Consumers perceive this as very negative (Zhu et al., 2016).

However, consumer expertise did not have a direct impact on perceived usefulness, as well as eWOM adoption and purchase intention in the field of office fashion shopping. Previous studies have shown mixed results about this factor. Park and Kim (2008) and Fan et al. (2012) asserted that the more specialized consumers are, the less likely they are to trust eWOM. However, these studies do not focus on a specific product group, and there may be differences in consumer behavior in different sectors.

The information need factor has also been shown to influence the perceived usefulness of eWOM. This explains that when consumers need to find information, they will feel the information they receive is more useful and valuable to use. So the information demand factor influences purchase intention.

The next factor is consumer expertise. This factor is defined as the expertise, judgment and knowledge of consumers about a certain field or product. According to Basal and Voyer (2000), the more knowledgeable consumers are about a product, the more confident they will be when making purchasing decisions without listening to other people's suggestions or opinions. Therefore, the information that comes from people who have no experience and knowledge about the product will be of no value to these people. Petty and Cacioppo (1986) believe that customers' existing knowledge and experience will help them make decisions easier. Therefore, consumers' expertise has an impact on their perception of the usefulness of online word-of-mouth information. This result is also similar to the discovery of Pham (2016).

Secondly, the quantity of information, the credibility of the source, and the degree of connection between the sender and the receiver have an impact on the perceived reliability of eWOM with the coefficient values of 0.169, 0.453, 0.244, respectively. The credibility of the source has the strongest impact on the perceived reliability of eWOM. This result explains that the more knowledgeable, reputable, and experienced the information creators are, the more reliable their information will be. In addition, the more eWOM appears in many groups on social networks or many different social networking platforms, the more trustworthy they will be. This is also similar to the research results of Fan et al. (2013), Park et al. (2007), and Sher and Lee (2009). Therefore, disseminating eWOM information about an office

garment product or brand on social media platforms will make consumers feel more optimistic. The last factor is the connection between the sender and receiver. In the social network environment, in addition to relatives and friends, customers can connect with many different consumers. Therefore, if they have the same opinion, fashion, and lifestyle, the eWOM shared among these people will also be rated as more trustworthy.

Thirdly, the perceived usefulness of eWOM and reliability of eWOM impact consumers' reception of this information (0.276 and 0.410, respectively). If consumers perceive information as useful, valuable, and reliable, they will use it in the purchase intention process. This finding is similar to the studies of Erkan and Evans (2016).

Finally, the reception of eWOM information impacts the intention to buy work clothes for women (0.626). When people fully trust eWOM and find eWOM useful for women's office wear, they have more purchase intentions. This result is also similar to the results of Fan and Miao (2013), Hong and Park (2012).

5. LIMITATIONS AND CONCLUSION

The present study has some limitations. Firstly, non-probability and convenient sampling methods might lead to potential bias in explaining the research findings. Secondly, the survey is limited to female consumers living in Hanoi, Vietnam. This narrow scope of the survey indicates that our study might not fully explain factors that affect the purchase intention of Vietnamese female customers. Thirdly, our study focuses on only six factors of eWOM based on the TAM, TPB, IAM, and ELM. Other factors are neglected.

For the above mentioned limitations, we suggest that future research should extend the sample size, include more factors in the research model to fill in the existing gap of this research topic.

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