

VILNIUS UNIVERSITY
FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

MARKETING AND INTEGRATED COMMUNICATION

Yuliya Yaromenka

MASTER THESIS

eWOM kominikacijos veiksnių poveikis ketinimui įsigyti ir rekomenduoti prekes iš e-parduotuvės	Impact of electronic word-of-mouth communication factors on intention to buy and to recommend products in online store
---	---

Supervisor_____

Dr. assoc. prof. Algis Gaizutis

Vilnius, 2023

TABLE OF CONTENTS

INTRODUCTION	5
1. THE THEORETICAL ASPECTS OF THE eWOM COMMUNICATION FACTORS IMPACT ON CONSUMER ONLINE PURCHASE BEHAVIOUR	8
1.1 eWOM behaviour	8
1.2 eWOM communication factors related to the receiver of eWOM message	10
1.2.1 Prior involvement	10
1. 2. 2 Prior knowledge	11
1. 3 eWOM communication factors related to the communicator of eWOM message	12
1.3. 1 Perceived credibility	12
1.3.2 Perceived message usefulness	15
1.3.3 Perceived argument quality	16
1.4 eWOM message adoption	17
1.5 Intention to buy and recommend online	19
1.5.1 Intention to buy	19
1.5.2 Intention to recommend	21
2. METHODOLOGY OF THE EMPIRICAL RESEARCH ON EWOM COMMUNICATION FACTORS THAT INFLUENCE AN INTENTION TO BUY AND INTENTION TO RECOMMEND	24
2.1 Purpose of the research research model	24
2.2 Research model and hypotheses	24
2.3 Research design, instrument and scales, sampling method	30
3. RESULTS OF THE RESEARCH	39
3.1 Description of sample	39
3.2 Test of hypothesis	42
3.3 Additional findings	48
3.4 Explanation of the results	51
CONCLUSIONS AND RECOMMENDATIONS	55
LIST OF REFERENCES AND SOURCES	59
SUMMARY	65
ANNEXES	69
Annex 1	69
Annex 2	77
	2

Annex 3	81
Annex 4	91
Annex 5	92

INTRODUCTION

The rapid growth of informational technologies made it much easier for the people to exchange information. Nowadays people have an access to much broader variety of information, which is available online (Dennis et al., 2009) Since, the extensive development of the informational technologies lead to the common usage of it as a tool to make purchases, search for any information about the product, share their experiences and give recommendations.

In the similar way people use word-of-mouth communication to share the information regarding their shopping experience offline, customers sharing the feedback about products and services online using electronic word-of-mouth communication online (Bronner & De Hoog, 2011). That is why companies nowadays are increasingly beginning to focus on effective ways of communication with their customers both offline and online (Teng et al., 2014). At this point such eWOM communication messages as a comment on social media regarding product, store or service can affect the intention of customer to buy a product. In order to obtain positive eWOM intentions of customers companies should focus on favourable reputation, that will be communicated by current consumers and develop satisfactory relationship with customers (Doh & Hwang, 2009).

Additionally, Moran & Muzellec, 2017 have argued in their studies that positive eWOM communication about a store results in significant increase of sales as well as increase in revenue. Based on the mentioned above it can be concluded that eWOM communication is of great concern to organisations, as it has an impact on a customers decision to recommend a store or a product . It is important to identify what eWOM communication factors may affect the intention to buy and recommend a product in online store. Reichelt, Sievert & Jacob, 2014 argued about the importance of credibility of eWOM source and message in online communication as one of the main dimensions that will influence online consumer behaviour. It should be also mentioned that the intention to buy or recommend a product will be also influenced by the fact if the eWOM has is positive or negative message (Boo & Kim, 2013). However, the motivation of the customer to adopt this message will be also impacted by various communication factors. Previous studies have identified several factors that will influence the information adoption. These factors include information usefulness, argument quality and credibility that were analysed in the Information Adoption Model (Sussman & Siegal, 2003). Those components can assist a lot in the studies of eWOM communication in online store.

It also should be born in mind, that the consumer behaviour in online environment will be different from those who make purchases traditionally (Cheung & Lee, 2012). Consumer behaviour has been a topic of many previous researches. According to the studies of Plotkina & Munzel, 2016 the existing customer feedback and WOM is one of the key components that builds customers intentions. This study will touch upon the topic how the intention to buy and spread information about the product will vary based on eWOM message the customer received or sent. In addition, the study will cover elements of the Theory of Reasoned Action as subjective norms and attitude as a possible motivator to impact the consumers intention to buy and recommend a product. This study will specifically focus on the research of components of eWOM communication that refer to the channel and message of eWOM, like credibility, quality, usefulness. Additionally, factors that might be connected to the receiver of eWOM are going to be covered. Specifically, it will refer to prior involvement and prior knowledge about the product. Previous researchers examined several elements of eWOM communication that lead to the high acceptance of the message (e.g. source credibility, argument quality) and identified that these factors as antecedents of eWOM (Teng et al., 2014)

As online communication is rapidly growing these days the eWOM communication becomes extremely important topic to study, as it might have an impact on the sales performance of the company. Therefore, there can arise a question of trustfulness towards eWOM and what consequences it will have on customer's purchase decision. Previous researchers argued that online eWOM is a very persuasive tool that influences the intention of the consumer to make a purchase and has a significant impact on consumer behaviour (Prendergast et al., 2010). Therefore, **the problem of this research** will be related to question how eWOM communication factors can affect intention of customers to buy or recommend a product in online store. To address this issue Theory of Reasoned Action (TRA), Information Adoption Model (IAM) and Elaboration Likelihood Model are going to be examined in order to analyse main factors that have impact on online behaviour of consumers.

The main aim of this research is to identify and reveal the eWOM communication factors that impact the intention of the customer to buy or recommend a product and understand how these factors will influence customer behaviour.

The main objectives of master thesis will be:

1. To identify and analyze the concept of eWOM communication.

2. Define and explain how eWOM communication influences individuals online behaviour.
3. Identify and analyze the eWOM communication factors that have impact on the intention to buy and recommend a product.
4. Analyse the process of the eWOM adoption and explain eWOM communication factors that influence it.
5. To develop research methodology which would allow to make a conclusion regarding factors influencing the intention to buy and intention to recommend.
6. To implement scientific research and collect survey data from the respondents.
7. To analyze research data and provide relevant conclusions to the study.

Structure of the paper:

With the purpose to meet the goal and objectives of the research this scientific paper is divided into four parts. The theoretical background and analysis of the literature were provided in the first part of the research. In the first part of the paper the author explained the concept of eWOM behaviour, gave explanations to the main factors of eWOM communication, such as message credibility, message quality, message usefulness and message adoption. When determining and discussing the factors of eWOM communication additionally were explained such factors as source expertise and source trustworthiness as well as prior knowledge and prior involvement of the consumer with a product, which allowed to see the relationship with consumer behaviour online. Finally, consumer behaviour online was examined and definitions of such factors as attitude, subjective norms, intention to buy and intention to recommend were provided.

The second part of the paper is devoted to methodology of the research. It presents the model which is based on the TRA and IAM theories, which illustrates the impact of various elements of eWOM communication on intention to buy and to recommend online, which also includes such factors as source trustworthiness, source expertise, prior knowledge and prior involvement. Thus, the hypotheses were formulated based on the developed research model. Moreover, the second part of the paper includes the information about the sample size and description of constructs that were used for the survey.

The third part of the research presents the analysis of the results and provides the main findings based on Multiple Linear Regression analysis method. IBM SPSS STATISTICS was used to analyze the data collected from the questionnaire. The conclusions, limitations and managerial implications are presented in the last part of the paper.

1. THE THEORETICAL ASPECTS OF THE eWOM COMMUNICATION FACTORS IMPACT ON CONSUMER ONLINE PURCHASE BEHAVIOUR

1.1 eWOM behaviour

To begin with, it's important to understand the concept of eWOM behaviour and how it arises among customers. EWOM is an informal communication between individuals, that arises to share opinion about product and services online (Lee & Youn, 2009). Another definition of eWOM is all communication aimed on customers about using experience, quality and other characteristics of products or services (Cheng & Zhou, 2010). EWOM can be also named as a marketing tool that enables to establish communication with customers and impact their purchase decision (Lis, 2013).

As e-commerce customers cannot have any physical interaction with the product before being it, they might have much more uncertainty and hesitations before buying it. That is why e-commerce customers find eWOM as a reliable source of information. It is believed that customers find eWOM as a more trustworthiness source as customers can discover real experience with product or service and create unbiased opinion about goods (Ngarmwongnoi, et al., 2020). The main distinguishing factor of eWOM from WOM is different communication channels that are being used. Traditional WOM communication is supposed to occur face-to-face between people who know each other. When talking about digital environment there are typically no familiarity between individuals who exchange eWOM messages online (Gupta & Harris, 2010). Sender and receiver of eWOM message usually do not have any social interaction (Lis, 2013). Gupta & Harris, 2010 claimed that in eWOM communication that is happening between unfamiliar sender and receiver increases the risk of publishing and usage of fraud and unreliable eWOM. On the other hand, eWOM messages can drastically reduce uncertainty about products and eliminate risks of negative customer experience in the future (Jalilvand & Samiei, 2012). Another differentiating factor between traditional WOM and eWOM is the fact that eWOM enables to remove the restrictions on time and location, as data gathered online is usually being kept for some time. That creates the environment not only for customer-to-customer communication, but also for customer-to-marketers communication (Rosario, Valck & Sotgiu, 2020).

In digital environment, communication channels are created by the diversity of technologies (Gvili & Levy, 2016). WhatsApp, LinkedIn, Instagram, Twitter all these social media create a digital environment for customers to spread eWOM. These authors also claimed that eWOM

communication channels can be fast and very personal (e.g. text message) as well as aimed on distribution of information among wide groups of people (e.g. social networks).

It is also important to understand that eWOM communication can have different message depending on various factors. eWOM can broadcast both positive and negative statements about the product (Boo & Kim, 2013). Additionally, these authors argued that negative eWOM has stronger impact on consumers behaviour than positive. It has been studied that both negative and positive eWOM has a great effect on customers intention to make a purchase. Other researchers also showed that eWOM communication is even more influential and trusted than advertisement and opinion of experts and as a result has more impact on the decision-making process (Ngarmwongnoi et al., 2020). Individuals who previously made their buying decision based on advertisement or opinion of experts, tend to rely much more on recommendations of people online (Lis, 2013). Similar idea was presented by Gvili & Levy, 2018 who agreed that eWOM delivered through social media channels can be even more valuable for a customer than an experience acquired on their own. For example, Chevalier & Mayzlin, 2006 studied the effect of eWOM (online reviews, in particular) on customer's purchase behaviour. The research showed that online communication has a significant impact on customer's intention to buy.

As it was already mentioned above, communication process usually involves two parties: sender or communicator of the message and receiver of the information (Lis, 2013). Communicator is a n individual who is broadcasting a eWOM message (Kim et al., 2016). When looking at the eWOM behaviour from the sender perspective it comes to the question of what motivates customers to spread positive or negative eWOM. Hu & Kim, 2018 suggested several factors like enjoyment (positive), altruism (positive/negative), economic incentives (positive/negative), negative feelings (negative). It can be noticed that some of the motives combine both negative and positive items. In addition, motivation to share eWOM message can be caused by the need for social interaction, concern for others and potential for self-improvement. Other authors like Cheung & Lee, 2012 stated that there are 5 main motivators to share positive eWOM message: focus-related utility, consumption utility, approval utility, moderator-related utility and homeostase utility. Focus-related utility states for assistance the company and social benefits; consumption utility involves advice-seeking after making a purchase; approval utility comes with strive for self-enhancement and economic incentives; moderator-related utility goes with support and problem-solving after

purchase; homeostase utility comes with expression of positive or negative feelings (Hennig-Thurau et al., 2004).

Another important aspect of eWOM communication behaviour is related to the receiver of the eWOM message. At communication process receiver is aimed to respond to the message that is being sent to the individual (Cheung & Thadani, 2012). However, already existing literature about eWOM behaviour points out the concern about receivers characteristics such as prior involvement and prior knowledge and its influence individuals behaviour (Doh & Hwang, 2009). In addition, some literature suggests to view the behaviour of the receiver through such characteristics as cognitive personalisation, gender of the reviews, consumer skepticism (Xia & Bechwati, 2008; Awad & Ragowsky, 2008; Lee & Youn, 2009). Therefore, more research is needed to establish the characteristics of the receiver that will have an influence on consumer online behaviour.

Generalising outlined previously, Chu & Kim, 2011 suggested to view eWOM through three aspects: opinion seeking, opinion giving, opinion passing. In online environment an individual can take different roles in those three aspects. Opinion seeking behaviour is mostly common for a consumers who are willing to get more information about the product before purchasing. At the same time, people who already obtained information about the product can share their experience online going through opinion giving behaviour. Opinion passing behaviour is considered to be a consequence of eWOM that encourages information flow online (Norman & Russel, 2006).

Thus, it can be conducted that eWOM behaviour is a complex concepts that arises in online communication. Thanks to advanced technologies and variety of online social media customers can easily exchange opinions regarding products or services. As eWOM became a valuable source of information, it has a major effect on customers behaviour. Positive or negative eWOM message is an important point that customers will take into consideration when making their purchase intention. Therefore, it is needed to to understand particular eWOM communication factors that will have impact on consumer online behaviour to understand the topic further.

1.2 eWOM communication factors related to the receiver of eWOM message

1.2.1 Prior involvement

One of the key elements that will influence the decision of customer to adopt eWOM message will be such factor as prior involvement. In order to understand this concept deeper it is necessary to get back to the elaboration likelihood model (ELM).

Elaboration likelihood model (ELM), which is developed by Petty & Cacioppo, 1986 is successfully applied as a basis to understand how individual's attitude toward something is being formed and what motivates changes in the attitudes. In context of eWOM and consumer behaviour this theory can be referred from the perspective of way eWOM message will impact people's behaviour (Jalivand, Esfahani & Samiei, 2011). ELM suggests two approaches how individual's behaviour or attitude might be changed depending on the message that is being sent. The two major routes are the central route and the peripheral. Central route involves high cognitive efforts, while peripheral way will be highly dependent on the simple orienteers in context of communication. This can include the usage of expert opinion as well as mass opinions (Belov & Maksimova, 2017). Involvement can significantly determine the behaviour of the buyer, as well as his motivation to accept the message in case of eWOM communication. Park & Lee, 2008 in their studies described the willingness of the individual to accept the message focusing on the level of involvement (high involvement or low involvement) according to ELM. There was suggested that people with high extent of involvement are more likely to investigate more information about the product. From the other side, people with low involvement are not willing to learn deeply about the product. For them customer reviews can be valuable sign of product popularity (Park & Lee, 2008). Another studies prove this idea and show that individuals with low involvement are less interested to make extra effort to search for more information, while people with high level of involvement usually willing to look for more value adding information (Ismagailova et al., 2020). According to these authors, involvement can become a significant factor that as a result will influence intention to buy.

Concluding written above, it can be said that involvement is an important factor to consider in the process of eWOM communication and consumer behaviour. Depending on the level of individual's involvement the adoption of the message can be different. Consequently, it may influence a consumer behaviour and impact their intention to buy. Without consideration of involvement as a significant part of eWOM communication, it would be inaccurate from scientific perspective to make conclusions regarding eWOM communication and customer purchase behaviour online.

1. 2. 2 Prior knowledge

Prior knowledge is all the information that customer has already gained and considered to be an important factor that will influence information search behaviour of the customer (Kerstetter & Cho, 2004). Prior knowledge has several dimensions that construct this concept. Previously Kerstetter & Cho, 2004 suggested such components of prior knowledge as familiarity, expertise and

past experience. Familiarity refers to the extent of how much the person already knows about the product, even without having actual physical experience with it. It has been suggested that consumers who has already been familiar with a product are more likely to interact with a product and build their opinion based on the information they are already familiar with (Coupey, Irwin & Payne, 1998).

The question whether prior knowledge is beneficial or not has been also raised. Some authors mention that as an advantage there can be taken a fact that the more knowledge customer has, the easier for them to evaluate the information provided to them (Wood & Lynch, 2002). However, those authors also challenged this statement by providing another argument that might be considered as a disadvantage. For example, they assume that the opinion of the customer with high prior knowledge can be biased and negatively affect customer decision (Wood & Lynch, 2002). However, customers with limited prior knowledge tend to do more information search and develop their knowledge (Kerstetter & Cho, 2004).

All in all, based on the existing studies it is possible to say that prior knowledge has an impact on the way customers will perceive the product. However, further research is needed to identify what relationship the prior knowledge has with eWOM communication.

1.3 eWOM communication factors related to the communicator of eWOM message

1.3.1 Perceived credibility

Significant development and rapid growth of popularity of informational technologies opened up a new area for a deeper research. Evolving online communication as well as variety of social media and online communication channels brought up the concept of credibility as a vital aspect to study. The large amount of available sources and freedom of users to express their opinion online provided a lot of misleading and fraud information (Cheung & Thadani, 2012). Diversity of researches investigated the concept of credibility specifically outlining importance of source credibility and message credibility (Reichelt, Sievert & Jacob, 2014). But at first it is needed to understand more profoundly the concept of credibility.

Some authors define credibility as believability and perceived quality (Moran & Muzellec, 2017) More complex definition of credibility was suggested by Gvili & Levy, 2016 and they explained credibility as an extent to which an individual will consider other customer's recommendation and

opinion as factual and believable. In WOM communication a person appears to be credible when he possess relevant and extensive knowledge as well as gained experience with product or service. In addition, he is willing to provide honest and reliable opinion about particular product (Eastin, 2001).

In online environment customers should throughly analyse the content, reviews and opinions about products to assess its reliability. The source credibility of eWOM message is showing an extent to which receiver of eWOM message believes to the sender (Cheung & Thadani, 2012). Previous studies present an evidence showing that source with high credibility extent is more effective and has bigger persuasion power rather than less credible source (Gvili & Levy, 2016). In addition, it was noticed that effectiveness of source credibility is moderated by characteristics of the message receiver. If the receiver possesses such characteristic as high involvement, for example, he will be less influenced by source credibility (Yoon, Kim & Kim, 1998). In other words it can be said that people with low involvement are more likely to make easier and faster decision whether to accept or not the message not paying big attention on the arguments, but just focusing on source (Cheung & Thadani, 2012).

Elaborating the concept of credibility further, it has been suggested that perceived credibility of eWOM consists of two main dimensions that include trustworthiness and expertise. Both of these dimensions help to get a better view on the eWOM credibility in general. Thus, to understand the concept of credibility more thoroughly it is needed to deepen in the previous research of trustworthiness and expertise.

Trustworthiness

Aspect of trust has been discussed by many authors in different studies. The necessity to research the topic of trust is growing with a further development of e-commerce business. According to Lis, 2013 such factor as trust is playing even more important role when talking about online stores. The extent of perceived risk among customers is increasing, as they cannot have any physical interaction with a product. Thus, trust becomes a vital factor that will influence buying decision (Xu, Peak & Prybutok, 2015). It has been noted that lack of trust can become a significant barrier for a customer to buy online. Therefore, online trust is meant to be one of the main driving factors that will impact the customer intention to buy (Anderson & Srinivasan, 2003). When talking about eWOM

communication, it is important to analyse to which extent trust in source and trust in message will affect customer's intention to buy or to recommend a product.

Some authors define trustworthiness as a factor that connects with consumers perception of source reliability and honesty (Moran & Muzellec, 2017). As it was already outlined before individuals tend to experience less trust towards the information from unknown sources and authors. However, the recent studies have shown that young generation, who was involved in online communication since early childhood are more likely to perceive information from unknown sources as credible, trustful and reliable (Serra-Cantalops, Ramon-Cardona & Salvi, 2018). This phenomenon can be specially visible when collective judgement of the information is available. As a result, it can be concluded that already existing opinion and review of other customers can be extremely important when evaluating the credibility in online environment (Rosario, Valck & Sotgiu, 2020). The topic of source and message trustworthiness in eWOM can be viewed better from example of online customer reviews, that can be considered as a form of eWOM communication.

For e-commerce businesses customer reviews play a significant role creating the image of the product online, as it directly impacts the way how potential customers will perceive and respond to the information provided (Eastin, 2001). Several studies prove that online reviews contribute a lot to the decision making process of the customer. Such factors as a lengths of review, similarities between sender and receiver of the message will be important to consider. All of them are most likely to influence the decision of of the consumer whether to assume the message as trustful or not (Moran & Muzellec, 2017). That is why, it is important for to have trustful channels that will generate trustful messages about the product.

Based on the written above, trustworthiness of the message and source is a crucial factor that might bring a lot of valuable benefits creating a credibility. In addition trustworthiness can result in the more confident customer behaviour when making their purchase decision. Trustful eWOM message from trustful eWOM channel will be adopted by the individual more easily and fast.

Expertise

Expertise is one of the dimensions that affects such factor as credibility. Expertise is reflecting the knowledge the sender has about the product (Cheung& Thadani, 2012). Expertise is meant to be a key component when establishing eWOM credibility. In other words, the more experience customers have with a product or brand, the more persuasive and believable their recommendation,

both positive, negative or neutral (Wu & Wang, 2011). However, each consumer who is publishing the opinion online possesses the different amount of expertise and knowledge (Gvili & Levy, 2016). Due to that fact, the level of source or channel expertise becomes extremely important. Source expertise will be significantly influence the behaviour of those individuals who have not enough knowledge about the content. Those customers will be more willing to trust the highly expert source more than the information gained from less expert channel (Cheung & Thadani, 2012).

eWOM communication is a complex behavioural process. Due to this fact, not only source expertise, but also receiver of eWOM expertise should be taken under assessment. Previous studies suggested that the more prior experience and knowledge customers used to have with a product, the less trustful towards eWOM they became (DeBono & Harnish, 1998). However, each particular case can be discussed separately, as in certain examples consumers with higher expertise can drive toward more easily eWOM accessibility (Lee & Youn, 2009)

Concluding all of above, it can be noted that trustworthiness and expertise are the key aspects that result in the development of credibility. People find credible sources and message more influential. Credibility of eWOM can help business to establish trustful relationship with customers, that consequently will lead to higher willingness of the customer to make a purchase.

1.3.2 Perceived message usefulness

Initially, the term «perceived usefulness» can be found in the Technology Acceptance Model (Davis, 1989). It explains how the individuals can make their decision to use a technology and an extent to which technology can satisfy and serve the needs of an individual (Luo et al., 2018). However, this construct can be also used when talking about information communication process. Message usefulness is referring to the idea that new information will contain beneficial and supportive arguments that will enhance the individuals performance (Bailey & Pearson, 1983). More recent studies suggest that message usefulness is reflecting the way of how information in the message can affect the perception of the receiver that gained information will result in improvement of performance (Erkan & Evans, 2016). Information usefulness has become a crucial part of eWOM communication process. This statement can be supported by the fact that global companies like Booking and Amazon have special ratings for the opinion their customers leave. That opportunity allows the users to evaluate the eWOM message that is being sent and estimate its usefulness.

Thanks to that online reviews can be ranked in the order of usefulness (Matute, Polo-Redondo & Utrillas, 2016).

Several studies already investigated the attributes of the information usefulness. For example, Luo et al., 2018 has concluded that information usefulness can be applied to manipulate the individuals' opinions and encourage web pages managers to provide expert eWOM information to the readers of this information. Moreover, usefulness of information has been considered to be one of the predictors of information adoption and consumer intention to purchase (Sussman & Siegal, 2003). In online environment when customers cannot touch, smell and have any physical interaction with a product they start to rely more on the information which is provided online. When the eWOM message provides an explicit and specific information about and the product the consumer would have a positive behavioural intention to buy this product online due to high information usefulness indicator (Cho & Sagynov, 2015). It is also important to mention that information usefulness will have even greater impact on the message adoption when eWOM channel is represented by other customers who already had purchase experience with a product. As a result, it will lead to positive purchase intentions as well (Liu & Zhang, 2010).

In general, usefulness of eWOM message has been described as an important factor that might influence the intention of potential customer to buy a product (Ismagailova et al., 2020). This study showed that information usefulness as well as an attitude towards product, trust in message, and argument quality are key factors that should be prioritised by marketers when building eWOM communication environment that might help to increase sales results.

1.3.3 Perceived argument quality

The definition of argument quality that was suggested by Petty and Cacioppo, 1986 is offering the idea that argument quality is subjective in the way of perception. The arguments with more persuasive message will be considered stronger and with higher quality comparing to weak. One more, no less interesting definition says that argument quality determines the degree to which the information can be applicable and used (Chu & Kamal, 2008).

Quality of eWOM message can be determined by such factors as relevance, timeliness, accuracy, and comprehensiveness (Ismagailova et al., 2020). All these components play an important role in information adoption process. Relevance of the information has been proposed to correspond to the

needs of the individual who is searching for information (Cheung, Lee & Rabjohn, 2008). Nowadays there can be noticed the tendency of customers to look for information in a fast way trying to put in this process as little effort as possible (Nah & Davis, 2002). That is why, the more relevant message is being sent, the higher chances of it has to be noticed and used. Other researchers even identified that relevance of the information is successfully results in the increase of usefulness (Matute, Polo-Redondo & Utrillas, 2016). The next important component of the argument quality will be timeliness. Timeliness of information is representing the fact if the information is up-to-date or recent. When the information source represented online is old or has not been updated in time, it can result in the lost of the value of this information channel (Cheung, Lee & Rabjohn, 2008). Previous studies show that the higher degree of timeliness the message has, the more willing customers are to adopt the message (Fu et al., 2011). Another dimension of the argument quality is accuracy of the information. Accuracy of the message corresponds with the idea if the information is reliable or not and shows the perception of the individual if the information is right (Cheung, Lee & Rabjohn, 2008). The last component that is building argument quality is a comprehensiveness of the message. The message can be called comprehensive when it is complete and contains necessary amount of information. In other words, it can be said that the message is required to correspond to the customers needs and fulfil their requests (Cheung, Lee & Rabjohn, 2008). In one of the other studies these authors mentioned that comprehensiveness of the message, elaborated and detailed information provided can result in greater customer retention.

To summarise all that is being mentioned above, argument quality is playing a crucial role while establishing communication with customers. Previous studies showed that message with high-qualitative message is perceived by customers as more supporting and helpful comparing to the information with low quality (Ismagailova et al., 2020). As a result, it can be said that eWOM messages with high quality will have a bigger impact on customers intention to buy a product in online store.

1.4 eWOM message adoption

Adoption of eWOM message is considered to be a part of information adoption process (Faraj et al., 2016). This process combines the information and experience about the product from one individual that is sent via eWOM message (Watts & Zhang, 2008). As a result eWOM message is transforming to the knowledge that consequently can influence the decision making process of the consumer (Faraj et al., 2016). Both online and offline communication demands a clear understanding of the

factors that will motivate an individual to accept the information. In case of eWOM communication there exist a concern that the same piece of information can be assessed differently from person to person (Erkan & Evans, 2016). The same message can cause various emotions and intentions among different people (Cheung, Lee & Rabjohn, 2008). In order to investigate this topic more profoundly and have a better understanding about adoption of the information researchers focused on this process.

When analysing the process of information adoption the researchers suggested to combine knowledge from technology acceptance model (TAM) and connect it with the elaboration likelihood model (ELM) (Sussman & Siegal, 2003). This integration evolves into the information adoption model (IAM). IAM applied both central and peripheral routes utilised in ELM (Sussman & Siegal, 2003). Elaborating more central route is focusing on the nature of the arguments, while peripheral route puts emphasis on the issues that do not have the direct connection with a subject (Petty & Cacioppo, 1986). The main components of IAM include such factors as argument quality, source credibility, information usefulness and information adoption. As a basis for IAM can be taken the fact that central route is related to argument quality, while source credibility is proposed to refer to the peripheral route (Sussman & Siegal, 2003). These components show a significant impact on consumer's behaviour towards information they receive (Erkan & Evans, 2016). IAM, developed by Sussman & Siegal, 2003 has been validated by other researchers as well. As an example, there can be taken a study by Cheung, Lee & Rabjohn, 2008 who studied the process of consumers adoption of customer reviews made online. In their work they showed that IAM and its components do have an impact on consumers behaviour in case of information adoption.

Studying further the impact of information adoption on consumer purchase behaviour some researches introduced additional variables to the model. For example, Erkan & Evans, 2016 suggested to expand the IAM additionally focusing on the behaviour of the individual integrating the TRA theory to their studies. The resulting model is called Information Acceptance model (IACM) and addresses the relationship of such variables as information quality, information credibility, needs of information, attitude towards information, information usefulness, information adoption and purchase intention (Erkan & Evans, 2016). The results of the study showed that the impact of eWOM communication is not only dependant on such eWOM factors as information quality and information credibility, but also on consumer behaviour towards eWOM. These findings

are considered valuable for better understanding of the eWOM communication factors on individuals behaviour.

Based on the information outlined above it can be concluded that the process of the adoption of eWOM message has roots of IAM model. This model shows how information adoption process can be utilised to analyse the phenomenon of consumer behaviour. Moreover, it shows how eWOM communication can influence the consumer purchase behaviour. Next, it is important to focus more on eWOM communication factors to have a better understanding of its relationship with consumer behaviour online.



Figure 1: Information Adoption Model (Conceptual Framework) Source. Sussman and Siegal, 2003

1.5 Intention to buy and recommend online

1.5.1 Intention to buy

The studies about intention to buy have a deep and profound background. Intention to buy is described as a willingness of a consumer to interact with a business by making a purchase (Moon, Chadee & Tikoo, 2008). One more definition of intention to buy is customer's intention to purchase a product in the future (Wu & Chen, 2005). Various factors can have an influence on intention to buy a product as well as change this intention. Previous researches identify such factors as price, product quality and value and describe their significant impact on intention to buy a product (Mirabi, Akbariyeh & Tahmasebifard, 2015). Additionally, these authors stated that customers tend to make purchases in the shops they are already familiar with or have interested before. Well-established reputation of the brand or product on the market can give a competitive advantage against the competitors as customers will be more willing to make a purchase (Chu, Choi & Song, 2005). eWOM communication plays a significant part when creating reputation online, as negative

eWOM can damage the reputation while positive eWOM will lead to more trusted, loyal and long-term relationship with a customer (Gvili & Levy, 2016).

When it comes to the question of the way intention to buy arises it is worth to refer to the studies of Ajzen, 1991 who suggested the theory that is focused on prediction of consumer behaviour - theory of planned behaviour. The theory of planned behaviour (TPB) presents consumer's intention to buy with a focus on such variables as attitude, subjective norms and perceived behavioural control. When all these factors are combined it results in strong impact on intention to buy (Conner & Armitage, 1998). For example, attitude refers to "the degree of a person's favorable or unfavorable evaluation or appraisal of the behavior in question" (Fishbein & Ajzen, 1977). Previous studies in eWOM communication and its influence on buying behaviour represented attitude as a variable that has a positive influence on intention to buy (Erkan & Evans, 2016). Previous studies on consumer behaviour online have also identified subjective norms as an opinion that consumer has based on perception of other people. Particularly at e-commerce business recommendations, previous reviews and other attributes of eWOM are shaping customer behaviour (Lin, 2007).

It is also worth mentioning that TPB is based on the Theory of reasoned Actions (TRA) developed by Fishbein & Ajezen in 1977. However, it has several modifications. New variable perceived behavioural control was introduced to the design model that became one of the main differentiating factors. Perceived behavioural control is aimed to assist in more accurate determination of consumer intention. However, both TPB and TRA suggest the idea that individuals are rational and consistent when making their purchase decision (Chau & Hu, 2001). Therefore, TRA is representing the idea that individuals are systematic in decision making process. TRA has already been used by other researches to understand eWOM and customer behaviour. For example, some researchers looked at customer purchase intention through the attitude towards eWOM, as one of the predictors of behaviour (Prendergast et al., 2010). Additionally, components of TRA as attitudes and subjective norms were implemented to study the effect on eWOM communication engagement (Wolny & Mueller, 2013). The results of the research proved that attitude and subjective norms have a direct impact on eWOM engagement. Therefore, it is important to refer to TRA when analysing eWOM behaviour and consumer behaviour online.

When analysing this theory it's important to mention the relationship of intention to buy online with the technology acceptance model (TAM) developed by Davis, 1989. This theory includes such

variables as perceives ease of use and perceived usefulness that proved to have an impact on acceptance of e-commerce by individuals (Pavlou, 2003). In case of eWOM communication this knowledge become extremely important as some researchers showed that TAM is influencing adoption of eWOM (Elwalda, Lü & Ali, 2016). This knowledge could also be applied when studying eWOM behaviour and its relationship with intention to buy. However, in case of eWOM communication, where each individual generates particular piece of information, TAM has been criticised as it is lacking the understanding of individuals attitudes and intentions (Ayeh, 2015). On the other hand, some components of TAM found application when analysing eWOM communication and its impact on purchase intentions of individuals.

To summarise written above, it can be concluded that TRA, TPB and TAM models are the foundations of the concept of intention to buy. TRA meanwhile is the basis for TPB and TAM. The main goal of these theories is to predict individuals behaviour while making a decision. Intention to buy is a desire of an individual to make a business transaction now or in the future. There are various factors that can impact intention to buy, especially in e-commerce business. Analysing deeper the phenomenon of eWOM influence on intention to make a purchase online requires more background on the factors that have relationship with customer intention to leave and adopt eWOM message.

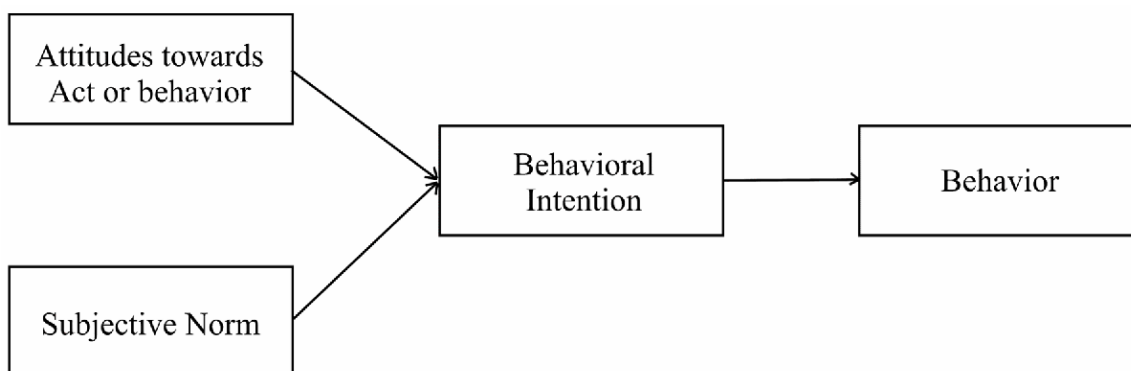


Figure 2: Theory of reasoned action Source. Fishbein & Ajezen, 1977

1.5.2 Intention to recommend

The importance of recommendation is highly valued among the business owners. According to previous studies recommendation plays a vital role as people tend to evaluate recommendation as a

credible source. With development of internet it became much easier for customers to exchange information, which as a result influences customer's intention to purchase (Xu, Peak & Prybutok, 2015). The main factors that are aimed to predict intention to recommend include satisfaction, perceived value, trust, commitment, consumers' knowledge and experiences with a product (Milakovic, Anic & Michic, 2020). However, other authors outlined that satisfaction has the greatest relationship with intention to recommend, especially in case of online communication (Havidz, Aima & Wiratih, 2018)

As it was already mentioned one of the factors that influences intention to recommend is satisfaction (Milakovic, Anic & Michic, 2020). In a wide variety of scientific papers satisfaction is described as an emotional or cognitive response to particular product or consumption experience (Oliver, 1997). Another no less interesting explanation is defining customer satisfaction as an assessment of what was expected and what has been received (Anderson & Srinivasan, 2003). There have been found several ways to create satisfaction. One of them comes with delightful feelings of customers about their buying experience. Another way to create satisfaction comes with improvement of product or service quality that customer is being provided with (Serra-Cantalops, Ramon-Cardona, & Salvi, 2018; Pan, Sheng, & Xie, 2012)

It has been studied that eWOM has impact on satisfaction, but it is more interesting to investigate this process from a different perspective: what relationship satisfaction has with eWOM communication. There has been conducted studies that were aimed to provide the main reasons of sharing a feedback or review about the product and show eWOM engagement (Pang, 2021). The factors that has been highlighted in review-generating process in that study included such aspects like "service quality and satisfaction," "failure and recovery," "customer dissatisfaction" and "sense of community belonging" (Cantalops & Salvi, 2014). It is important to outline that most of previous researches agree that there is a relationship between satisfactory customer experience and intention to recommend a product or spread positive eWOM messages and name satisfaction an important determinant of eWOM consumer communication (Goode & Harris, 2007). People with a high level of emotional satisfaction can have a large influence on eWOM behaviour (Serra-Cantalops, Ramon-Cardona, & Salvi, 2018). If individuals have excellent emotional customer experience with a particular product or service they are more likely to be inclined to use this product in the future. Previous researches showed that on social media customer satisfaction will drastically result in change of future customer behaviour, which includes purchase intentions,

willingness to recommend a product and intention to share positive eWOM and be engaged with eWOM (Pang, 2021; Tudoran, Olsen & Dopico, 2012)

On the other hand, even though some authors did find an impact of satisfaction on intention to spread WOM or to recommend a product it will not guarantee that customer will continue using this product in the future. For example, Xu, Peak & Prybutok, 2015 concluded that the intention recommend or share WOM will arise among customers who had satisfactory experience with a product, however they expressed the risk that consumers will not necessarily will buy this product again. Therefore, further and more elaborated research of the topic is needed to identify if satisfaction motivates customers to recommend a product, specifically focusing on online market.

As for trust towards information, which also has been proven to be a determinant of intention to recommend previous studies confirm that trust can also lead to the higher willingness to use recommendations when purchasing a product (Komiak & Benbasat, 2006).

In addition, when talking about the intention to recommend it will be necessary to refer again to the theory of reasoned action (TRA). As it was already mentioned this theory suggested that behavioural intention will impact the actual behaviour of the individual (Fishbein & Ajzen, 1977). According to Talukder et al., 2019 behavioural intention has a great impact on intention to recommend that supports the idea. Thus, intention to recommend has deep roots with individual behaviour.

Based on foregoing, it can be concluded that intention to recommend is tightly connected to eWOM communication chain. Recommendation itself can be considered as an example of eWOM communication process. That is why it is important to consider the factors that might influence the intention to recommend. The variety of factors exist that can impact intention to recommend. However, online shopping stores should specifically pay great attention to such factor as satisfaction to ensure that costumers will desire to recommend a product in the future, as it is described as a main predictor to intention to recommend. In addition, it is necessary to focus on the studies of consumer behaviour, as behavioural control might have an impact on intention to recommend.

2. METHODOLOGY OF THE EMPIRICAL RESEARCH ON EWOM COMMUNICATION FACTORS THAT INFLUENCE AN INTENTION TO BUY AND INTENTION TO RECOMMEND

2.1 Purpose of the research research model

Communication among customers online about the products they purchased became an inevitable part of the modern world. Specifically, nowadays customers became more willing to share both negative and positive experience about the product and amount of customer recommendations online has grown drastically. The impact of eWOM communication on intention to buy and recommend a product in online store has been analysed and research in various studies. As it has been previously discussed in the literature review of this study various eWOM communication factors may have an impact on the buying decision of the customer as well as influence his willingness to recommend the product online.

However, little part of the investigation was covering factors related both to the communicator and receiver of the message. At this point the purpose of the research is to provide the broader view on the eWOM communication factors and consider both parties of communication process (receiver and communicator). By investigation of correlation and relationship of the factors, this research aims to provide the main issues associated with eWOM communication online.

2.2 Research model and hypotheses

The presented model demonstrates the various factors of eWOM communication and other variables that may intention of to buy and intention to recommend online. The model is based on various factors of eWOM communication and consists of 7 independent and 5 dependent variables. It is necessary to admit that some of the presented factors as «subjective norms» and «message adoption» can directly influence «Intention to buy» and «Intention to recommend». Other presented variables will require medians. In the developed model «message credibility» is playing a mediating role to analyse the relationship between message expertise and message trustworthiness and message usefulness. «Message usefulness» is a mediating variable that may show the relationship between such factors as «Prior knowledge», «Prior involvement», «Message quality» and «Message credibility» to «Message adoption». In addition, «attitude» will be analysed as an independent variable that will directly influence «Message usefulness» as well as behavioural intentions to buy and recommend. «Message adoption» in the developed model is playing a role of mediator between

«Message usefulness» and «Intention to buy» and «Intention to recommend». Moreover, one more independent variable «Subjective norms» is assumed to show direct impact on «Intention to buy» and «Intention to recommend».

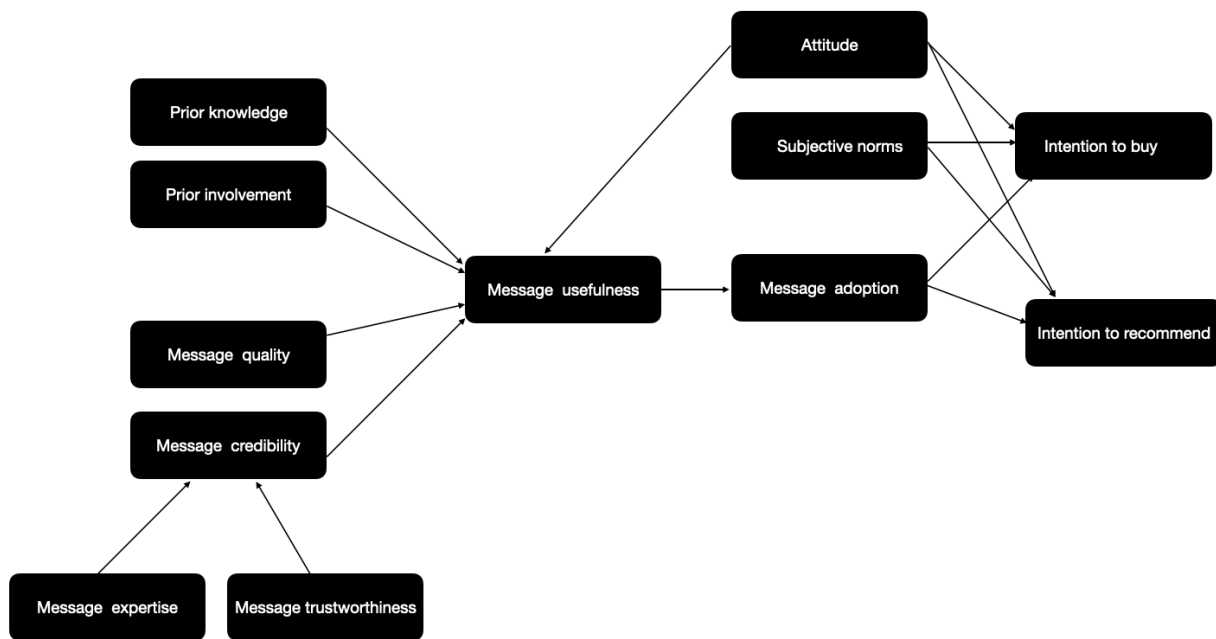


Figure 3: Research model, developed by the author

As it has already been mentioned a lot of different researches exist that were devoted to investigation of eWOM communication factors and customer buying behaviour. However, there are numerous additional factors that equally deserve to be investigated. It has been decided to consider factors of eWOM communication related to the receiver and communicator of the eWOM message in order to expand the research and add more contribution to investigation of consumer behaviour. The presented model is a modification of Sussman & Siegal, (2003) and Ha & Nguyen, (2019) models. The model were combined, modified and changed based on the necessary additions to the research. The developed model is based on the information adoption model and theory of reasoned action to analyse deeper the connection between communication factors and consumer behaviour. Overall, Information adoption model has been widely used in academic researches to study the influence of eWOM on individuals behaviour .

To measure the interaction between the factors presented in the figure above, 14 hypotheses were developed and presented. It is vitally important to investigate and analyse the interconnections and

combinations of factors that will have the most influential impact on the customer and his intention to buy and recommend a product in online store. In addition, this research will not only examine the relationship between the factors, but also will provide relevant information for business that may assist with the appropriate relationship-building, marketing and communication approaches.

As mentioned earlier, factors that influence message usefulness through message credibility are message expertise and message trustworthiness. Previous researches identified these factors as predictors for message credibility (Wathen & Burkell, 2002). Trustworthiness has been found to be associated with a high reliability of the information, which eventually influences decision making power of consumer (López & Sicilia, 2014). Message expertise is reflecting how knowledgeable and relevant the source is. As a result, customers assumes that the information in the message reliable with high level of objectiveness (Ismagilova et al, 2020).

However, as eWOM communication is a relatively new concept it is necessary to double check the validity of the statements to the current time to prove the connection.

Thus,

H1: The message expertise has a direct positive impact on message credibility.

H2: The message trustworthiness has a direct positive impact on message credibility.

As it has been stated earlier the developed model is based on the Information adoption model. Previously, Erkan & Evans, 2016 agreed that such factor as message credibility has positive relation to message usefulness. In addition, these authors proved that quality of eWOM message has a positive relationship to the message usefulness. These factors has been found to be predictors of customers intention to buy. This information can serve as a representation to understand that message credibility and message quality in context of eWOM have a positive relationship with message usefulness, which in the future can influence customer intention to buy and recommend a product in online store.

Additionally, information credibility and information quality were proved to be considered one of the determinants of information usefulness in the study of Danniswara et al., 2020. They explained that high-quality information has very strong persuasive power on a consumer purchasing behaviour.

Thus,

H3: Message credibility has a positive impact on message usefulness.

H4: Message quality has a positive impact on message usefulness.

As it was already discussed, message usefulness can be likewise dependant on such factors as prior knowledge and prior involvement. Previous researches showed a positive relationship between prior knowledge a prior involvement and consumers intention to buy a product (Ismagailova et al., 2020; Doh & Hwang, 2009). This means that customer purchase decision making process will be different depending on the information and knowledge the consumer received about the product. However, lack of investigation was made to research the influence of prior knowledge and prior involvement on such factor as message usefulness. The impact of prior knowledge on information on usefulness of eWOM message was partly supported in the study of Doh & Hwang, 2009. On the other hand, prior involvement tends to show its influence on the way consumer perceive and evaluate information. Consumers with a high level of involvement are more willing to accept the information and more likely to engage in message-processing (Park & Lee, 2008).

Thus,

H5: Prior knowledge has a positive impact on message usefulness.

H6: Prior involvement has a positive impact on message usefulness.

Attitude is one of the factors that originally appears in the Theory of Reasoned Action. (Fishbein & Ajzen,1980). It has been defined as an extent to which consumer will consider certain idea favourable or unfavourable. In the TRA an attitude has been found to be a predictor of the behavioural intention. Different authors concluded that attitude has a positive impact in customer intention to make a purchase (Van der Heijden et al., 2003). Previously, not less interesting findings were presented by,Erkan & Evans, 2016 who included «attitude towards eWOM information» as an independent variable to explain and analyse the Information acceptance model (IACM). The study examined the relationship of attitude with eWOM communications indicators as well as purchase intentions. It is important to admit that in their study they didn't find a significant relationship between attitude and information usefulness. From another perspective, shaped attitude is also shown to affect the persuasiveness of the message (Prendergast, et al., 2010). In other words, using the TPB, the author concluded that more positive attitude results in information being more persuasive and useful. Additionally, there was found out that depending on the gender attitude has different level of influence on the message usefulness (Torres et al., 2018) However, it needed to

analyse if the results will differ in case of consumer behaviour when buying in online stores taking into consideration the factors of eWOM communication.

Thus,

H7: Attitude towards message has a positive impact on message usefulness.

Message adoption, which is part of the developed model, can depend on such factor as information usefulness. Message usefulness is a fundamental factor that can greatly affect the way information will be adopted by the receiver (Huang et al, 2013). According to IAM, message usefulness positively influences the message adoption. Previously, researchers identified that information usefulness of online opinions shows positive impact on information adoption. (Rabjohn, et al., 2008). This relationship was also confirmed in the study of Ismagailova et al., 2020 who claimed that information usefulness is closely associated with message spreading behaviour in the future. Therefore, it is vital to understand if similar behavioural patterns will occur in this study.

Thus,

H8: Message usefulness has a positive impact on message adoption.

Message adoption was defined as an extent to which individuals accept information that was presented to them as a meaningful (Zhang & Watts, 2008). According to the previous studies message adoption is one of the impactful factors that influences consumer online behaviour. (Daowd et al., 2020). This means that customer forms a particular opinion when there are viral messages about products which are available online. If those messages have a great level of adoption, there is a high probability that customers purchase intention will increase. In addition to that, previous studies showed that when consumer has a high intention to adopt the information they are more likely to share the recommendation as well. (Talukder, M. S., Chiong, R., Bao, Y., & Malik, B. H., 2018). Therefore, the author of this study believes that it is crucial to investigate the link between message adoption and intention to buy and intention to recommend in online store in the context of eWOM communication, thus, proposing a certain hypothesis H9 and H10:

H9: Message adoption has a positive impact on intention to buy.

H10: Message adoption has a positive impact on intention to recommend.

Previous studies closely linked attitude with the consumers' behavioural intentions. According to the TPB, if the consumer has a positive attitude towards a behaviour, the stronger will be willingness to perform the behaviour (Ajzen, 1991). The evidence can be found in the work of Jalilvand & Samiei, 2012. These authors conducted a research which showed that eWOM information can form customers attitudes that eventually will have direct impact on consumer intention to make a purchase. Additionally, research shows that intention to recommend might be influenced by such factor as attitude. For example, Rahman et al., 2021 investigated the effect of attitude on the intention to recommend a product, and found out that attitude has a strong positive relationship with intention to recommend.

Thus,

H11: Attitude has a direct positive impact on intention to buy.

H12: Attitude has a direct positive impact on intention to recommend.

Additionally, such factor as subjective norms was added to this model. Ajzen, 1991 suggested to view subjective norms as a factor which measures the individuals response to the particular behaviour. This author in his research agreed that subjective norms can be viewed as one of the main predictors of customers purchasing decision, which was supported in the theory of consumer behaviour. In other words, it is a perception of other's attitudes which as a result can develop a particular behavioural intention. Moreover, subjective norms can lead to the development of a particular opinion about the product, which eventually will have an impact on word-of-mouth communication process (San-Martín et al., 2015). An application of the Theory of planned behaviour on individuals buying behaviour is not a new concept. However, when investigating the phenomena of eWOM communication some authors even view subjective norms as a predictor of WOM intention (Cheng et al., 2006). Therefore, it is needed to investigate how significant for consumers the opinion of others about the product in order to make a decision to buy and recommend a product.

Thus,

H13: There is a positive relationship between subjective norms and intention to buy.

H14: There is a positive relationship between subjective norms and intention to recommend.

2.3 Research design, instrument and scales, sampling method

The goal of this study is to identify the effect of eWOM communication factors on customers purchase behaviour as well as their intention to recommend the products online afterwards. For this study is important to investigate the individuals behaviour and communication in the context of online environment, as this means of information exchange becomes very popular with a rapid development of the Internet and growth of online shopping. This means that various elements and factors might result in the changing behaviour of the consumer regarding several aspects. Taking into consideration research which was conducted earlier regarding the effect of eWOM communication factors on consumer purchase behaviour the quantitative research method was chosen. For example, Daowd et al., 2020 their research used quantitative research method to explain the influence of such factors as information adoption, eWOM credibility and argument quality on customer purchasing behaviour and intention to buy. For the analysis of the relationship of eWOM communication factors on intention to recommend and buy a product online the author also decided to choose quantitative research method because of its high level of accuracy. In addition, quantitative research method will help to determine the differences between the data and find clear and efficient results for the study.

Survey planning

Questionnaire survey is used as a tool to gather the data for this study based on qualitative research method. Previous authors Rupa & Rani, 2012 determined questionnaire as a reliable method to collect the data and consequently receive accurate results for the study. In addition, questionnaire has several advantages as cost savings, fast speed of data collection and respondent anonymity. (Evans & Mathur, 2005). Hence, questionnaire is being viewed as an efficient approach to determine the relationship between variables in this research. In order to make the process of data collection fast and efficient, the author decided to conduct an online questionnaire. This will help to access large amount of the data relevant for this study. Furthermore, the gathered data can be easily exported to statistical tools such as SPSS for further discussion.

To obtain necessary data and high-quality results the data collection will take place for a month. Within this month it is expected to obtain the data from around 300 respondents. Since this research is aimed to reveal how the individuals will behave in context of online communication, online questionnaire will be able to provide relevant data. An electronic survey was prepared to obtain the

information from respondents. Additionally, the questionnaire was adapted to give respondents an opportunity to share their online communication and purchasing experience. The survey will be divided into 2 parts. One part - demographic one will help to determine the portrait of the respondent. Second part will have the questions that will help to explain customers' online behaviour.

The author decided to eliminate any mentioning of specific brands or stores in this survey. This will help to avoid the risk that respondents will share their experience based on a previous interaction with a specific brand or product. This can negatively affect the results and accuracy of the study and influence the whole research. However, as an example the respondent of the questionnaire can think of several e-commerce platforms like Amazon, Vinted, Zalando or any online store where they made purchases in the past. In this way it will be possible to gather the information and data which can be applied to various online stores, where consumers can buy and share their opinion about their experience. To summarise, suggested type of survey will help to analyse the factors that might have a relationship with customer online behaviour.

Research instruments and scales

As it was already mentioned the goal of this research is to evaluate the impact of the factors related to eWOM communication on the intention of the consumer to buy and recommend a product afterwards. In order to obtain relevant and accurate results the quantitative research method will be presented by the questionnaire which was developed to evaluate the correlation between factors. The questionnaire will provide the respondents with a variety of questions which are aimed to evaluate their behaviour. The developed questionnaire consists of 3 parts in order to cover and investigate various factors about consumer behaviour online.

The questionnaire starts with the screening questions which are aimed to identify the relevance of the questionnaire for the respondent. By answering these questions the respondent will have an option not to proceed further if the ideas presented do not apply to him. The screening questions are presented with yes or no options. First screening question is checking if the respondent is comfortable to answer the questions in English. The second question checks if the respondent made any purchases online during last 6 months. These questions will eliminate the possibility of inaccuracy and will help to get relevant data for the research. The second part of the questionnaire consists of the questions that are aimed to find the relationship between the factors. It consists of 12

multiple-choice questions. The 7 point Lickert scale was used in order to evaluate the questions. This scale was used with a purpose to give the respondents an opportunities to see the genuine value of their opinion. This means that 1 stands for «Strongly disagree» and 7 «Strongly agree». Finally, 4 last questions from 15 to 18 ask to provide some demographic data, which collects the information about gender, age, income and education. The demographic questions are assessed via nominal scale.

Second part of a questionnaire starts with a question that checks the importance of message expertise for the customer. There were found several studies that provided constructs to measure expertise. For example, Reichelt et.al, 2014, in their study examined the way eWOM expertise will influence eventual intention to read eWOM message. The authors themselves build their constructs based on scales provided by Feick & Higie, 1992 to measure sub-dimensions of perceived credibility. However, Le et al., 2018 provided a better variety of scales to measure expertise, therefore 5 point scale was adapted from this research.

Source expertise	
This person is an expert.	Based on Le et al., 2018
This person is experienced.	
This person is knowledgeable.	
This person is qualified.	
This person is skilled.	

Table 1. Scales for measuring source expertise

Question 4 is aimed to measure message trustworthiness. The four point scale associated with trustworthiness was also adapted from Le et al., 2014. The items used in the scale were: «This person is honest», « This person is reliable», «This person is sincere», «This person is trustworthy». The same scale will be used in this study, however, it was decided to use collocation of words «The person who left the message is...» to make it more understandable and avoid confusion.

Source trustworthiness	
This person is honest.	Based on Le et al., 2018
This person is reliable.	
This person is sincere.	
This person is trustworthy.	

Table 2. Scales to measure source trustworthiness

The four-point items scale related to message credibility was adapted from Erkan & Evans, 2016, who evaluated credibility in order to provide a more extensive approach to information adoption process. The results of the research showed sufficient composite reliability score, therefore, similar scale is used in the research. These authors based the questionnaire constructs on the previously developed scales by Prendergast et al., 2010.

Message Credibility	
The information about products which are shared by my friends in social media I think they are convincing.	Based on Erkan & Evans, 2016
The information about products which are shared by my friends in social media I think they are strong.	
The information about products which are shared by my friends in social media I think they are credible.	
The information about products which are shared by my friends in social media I think they are accurate.	

Table 3. Scales to measure message credibility

A four-item scale was taken to evaluate message quality from the study which researched the impact of argument quality on the the information adoption (Putra & Suprapti, 2020). The following constructs has showed high level of reliability with Cronbach’s Alpha 0.926, therefore the author assumes this scale to be relevant for the current study.

Message quality	
Online reviews provide information about the product I want to find	Based on Putra & Suprapti, 2020
The available online reviews or comments provide me with up-to-date information.	
The available online reviews or comments provide me with accurate information	
Online reviews provide me with in-depth and extensive information	

Table 4. Scales to measure message quality

Questions 7 is aimed to measure the prior knowledge of the individual. The two-point contract is taken from Wang, 2019. This author used 7-point Lickert scale to obtain results for the survey and suggested following constructs: «I have high-level general knowledge of the product in store X», «I have high level knowledge of the characteristics of product in store X».

Prior-knowledge	
I have high-level general knowledge of the product I want to buy in the store.	Based on Wang, 2019
I have high-level knowledge of the characteristics of product I want to buy in an online store	

Table 5. Scales to measure prior knowledge

Prior involvement was measured by adaption of three-point item scale from study of Reyes-Menendez, et al., 2019 who investigated review credibility based on ELM model. The author applied 5-point scale ranged from 1 = “strongly disagree” to 5 = “strongly agree”. The items used in the scale were: «The product is of concern to me», «The product is important to me», «The product is relevant to me». The results of the conducted study showed an acceptable level of reliability, therefore, this scale was adopted for the research.

Prior involvement	
The product is of concern to me.	Based on Reyes-Menendez, et al., 2019
The product is important to me.	
The product is relevant to me.	

Table 6. Scales to measure prior involvement

The following question adapted from Erkan & Evans, 2016 was taken to measure the message usefulness. Two-item scale was initially adopted from Chu & Kim, 2011 and showed high level of accuracy. The formulation of the constructs has been put under minor changes in the formulation in order to give the respondents more accurate understanding.

Message usefulness	
I think the information about the products which is shared in online sources (e.g. store's website), is valuable.	Based on Erkan & Evans, 2016
I think the information about the products which are shared in online sources (e.g. store's website), is informative.	
I think the information about the products which is shared in online sources e.g. store's website), is helpful.	

Table 7. Scales to measure message usefulness

Due to the correspondence of the study of Tien et.al, 2018 with the current research the author decided to adapt a four-point construct related to adoption of the information. Initially the authors used the constructs adapted from Fang, 2014 where the author explored eWOM adoption on social networking sites. The construct showed an acceptable level of reliability (Cronbach's Alpha 0.821), therefore, were used in the study.

Message adoption	
I think the information about the products which was shared in online review contributed to my knowledge of the product discussed.	Based on Tien et al, 2018
I think the information about the products which is shared in online review made it easier for me to make my purchase decision.	
I think the information about the products which is shared in online review enhanced my effectiveness in making a purchase decision	
I think the information about the products which is shared in online review motivated me to take purchasing action	

Table 8. Scales to measure message adoption

A four-point construct was taken to evaluate such factor as attitude in question 11 (Park & Lee, 2008). The study of these authors showed that attitude toward reviews has fairly high Cronbach's alpha in their research, that is why the constructs were chosen for these study. The scale which was taken consists of the following constructs: «When I buy a product online, I always read reviews that are presented on the website», «When I buy a product online, the reviews presented on the website are helpful for my decision making», «When I buy a product online, the reviews presented on the

website make me confident in purchasing the product», «If I don't read the reviews presented on the website when I buy a product online, I worry about my decision».

Attitude to review	
When I buy a product on-line, I always read reviews that are presented on the Web site.	Based on Park & Lee, 2008
When I buy a product on-line, the reviews presented on the Web site are helpful for my decision making	
When I buy a product on-line, the reviews presented on the Website make me confident in purchasing the product.	
If I do not read the reviews presented on the Website when I buy a product on-line, I worry about my decision	

Table 9. Scales to message attitude

Several authors have already measured subjective norms using questionnaire. Three-point construct taken from (Wu & Cheng, 2005) was chosen to measure subjective norms in question 12. It was modified accordingly in order to better evaluate the differences that might occur in case of eWOM communication.

Subjective norms	
Most people who are important to me think that I should buy a product in an online store after reading a positive online review.	Based on Wu & Cheng, 2005
Most people, important to me, would want me to purchase a product in an online store after reading a positive online review.	
People who influence me would think that I should buy a product in an online store after reading a positive online review.	

Table 10. Scales to measure subjective norms

Question 13 is aimed to assess an intention to buy. Lee et al., 2013 suggested to examine the intention to purchase using three-item scale and seven-point Lickert scale. However, the four-point scale was adapted from Torres et al., 2018 who added modifications to the constructs of Park et al, 2007 and Erkan & Evans, 2016 in order to make it more relevant for the study.

Intention to buy	
After considering information in the review about a product of interest to me, which are shared online it is very likely that I will buy any of those products.	Based on Torres et al., 2018
After considering information in the review about a product of interest to me, which are shared online will buy any of those products the next time I need a product.	
I would like to purchase the product with a credible online review.	
I tend to develop greater purchase intention toward that product of credible online review.	

Table 11. Scale to measure intention to buy

To measure an intention to recommend the author relied on the four-item construct taken from Abedi et al., 2018 due to high accuracy of the results and similarity with current research. The constructs had several minor modification to provide the respondents with formulations that are accurate for the current study.

Intention to recommend	
I tend to pass on information or an opinion about the products online if I find it useful.	Based on Abedi et al., 2018
I am likely to pass along the reviews containing information or opinions about the product that I like to other people.	
When I notice product-related information or an opinion from a friend, I pass it along to other people	
I am likely to pass along interesting information about products I want to buy to other people.	

Table 12. Scale to measure intention to recommend

The full questionnaire used for the research can be found in Appendix 1 part of this paper.

Sampling method

To collect the data that will clearly and accurately demonstrate the results for the study it is important to identify and estimate sample size. For this research were selected people who live in Lithuania, however, the questionnaire will be provided in English. It is important to mention that

demographic questions will allow to identify and notice some patterns applicable to particular demographic groups as well as gain background information about the respondents. In addition, it is important for the accuracy of the study to ensure that the consumer made purchase online in the period of last 6 months. Screening questions will help to exclude individuals who do not fit these criteria. Moreover, the age of the respondents is expected to exceed 18 years old. Therefore, for this research an author chose non-probability sampling method.

To determine the right sample size to estimate the needed number of respondents the formula suggested by Dikcius, 2003 was used. To utilise this formula it is important that the population will exceed 50 000 people.

Where:

N - required sample size

z - standard error associated with the selected level of confidence

p - estimated share of the population

e - valid sampling error

$$N = \frac{z^2 p(1-p)}{e^2}$$

Explaining the components of the formula further the following data should be determined. Consequently,

Standard error associated with the selected level of confidence (z) = 1.96

Valid ample error (e) = 5.5%

Estimated share of the population (p) = 2 000 000

Based on foregoing, the sample size should be 318 people. The questionnaire will be distributed online among the respondents via Google Forms. Eventually, SPSS will be used to determine the correlation between variables.

3. RESULTS OF THE RESEARCH

3.1 Description of sample

In order to perform a reliable and detailed analysis 2 screening questions were asked before going to the questions of the survey. These questions aimed to identify if the respondents are valid for the completion of the questionnaire. The main requirements were that the respondent can understand the questions in English and made a purchase online during last 6 months. 6 months was chosen as an optimal period to represent accurate and up-to-date information about the experience. It is important to mention that 8 out of 326 respondents were eliminated from the questionnaire due to inability to complete the survey. In addition, all of the respondents were asked to provide some demographic information, which included gender, monthly income and education. The table below shows that 61.0 % (194) of the respondents were female, 37.7 % (120) were male. However, 1.3% of the respondents did not identify their gender.

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Female	194	61.0	61.0	61.0
Male	120	37.7	37.7	98.7
Other	4	1.3	1.3	100.0
Total	318	100	100	

Table 13. Sample structure based on the gender.

One of the demographic questions aimed to show the income of the respondents. Table below presents the results. It is visible that the vast majority of the respondents are in € 1500-€ 2000 and € 2001-€ 2500 income groups, which counts 30.8% and 28.9% of total number of the respondents.

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1000€	46	14.5	14.5	97.5
€1001-€1500	54	17.0	17.0	17.0
€1501-€2000	98	30.8	30.8	47.8

Income	Frequency	Percent	Valid Percent	Cumulative Percent
€2001-€2500	92	28.9	28.9	76.7
€2500 - €3000	20	6.3	6.3	83.0
More than 3001€	8	2.5	2.5	100
Total	318	100	100	

Table 14. Sample structure based on the income

The last demographic factor that respondents was the education of the respondents. From the data presented below it is possible to see that the majority of the respondents who participated in the survey has a bachelors degree. The number of the respondents with bachelor's degree is 188 respondents, which equals 59.1 % of total respondents. More detailed information can be seen in the table below.

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Bachelor degree	188	59.1	59.1	59.1
College	13	4.1	4.1	63.2
High school	35	11	11	74.2
Master degree	78	24.5	24.5	98.7
No formal education	4	1.3	1.3	100
Total	318	100	100	

Table 15. Sample structure based on the education

Summarising the information presented above it is possible to say that the majority of the respondents are female. Most of the respondents are holding bachelor's degree with income 1501-2000€ are being met the most frequently.

Reliability test of scales

Before starting the analysis, each scale that measures the constructs was checked for the reliability to ensure the data meets the measurement scales' standards. In order to evaluate the questionnaire's reliability level statistical software SPSS was used. The author aimed to identify the scales with

high Cronbach's coefficients from measurement. Best practices suggest for Cronbach's alpha (α) to be more than 0.6 to meet the standards. The results of the reliability analysis exceeded the Cronbach's alpha (α) of more than 0.6 and reached up to 0.939 for source expertise scale. All the results can be found in the table presented below.

Scales	Cronbach's alpha
Source trustworthiness	0,882
Source expertise	0,939
Message credibility	0,845
Message quality	0,837
Prior knowledge	0,791
Prior involvement	0,793
Message usefulness	0,826
Message adoption	0,867
Attitude to review	0,846
Subjective norms	0,876
Intention to buy	0,835
Intention to recommend	0,921

Table 16. Cronbach's alpha for research scales, compiled by the author.

Relationship analysis

After checking the reliability of the constructs new variables were computed. Variables were named Source expertise, Source trustworthiness, Message credibility, Message quality, Prior knowledge, Prior involvement, Message usefulness, Message adoption, Attitude, Subjective norms, Intention to buy, Intention to recommend. The correlation analysis was ran in order to check relationship between variables according to research model.

As it can be seen from the table, there is a significant correlation between dependant and independent variables. It can be stated that there is a relationship between the variables. Namely, based on the research model relations, source expertise has a positive correlation with message credibility at $R=0.591$, $P<0.001$; Source trustworthiness is related to message credibility at $R=0.617$, $P<0.001$; Message quality is related to message usefulness at $R=0.526$, $P<0.001$; Prior knowledge has a relationship with message usefulness at $R=0.522$, $P<0.001$; Prior involvement is

related to message usefulness at $R=0.508$, $P<0.001$; Message usefulness has a positive relationship with message adoption at $R=0.577$, $P<0.001$; Message adoption is related to intention to buy at $R=0.505$, $P<0.001$; message adoption has a positive correlation with intention to recommend at $R=0.351$, $P<0.001$; Attitude shows correlation with message usefulness at $R=0.566$, $P<0.001$; Attitude has a positive relationship with intention to buy at $R=0.564$; $P<0.001$; Attitude relates with intention to recommend at $R=0.396$, $P<0.001$; Subjective norms shows a correlation with intention to buy at $R=0.130$, $P<0.021$ and with intention to recommend at $R=0.139$, $P<0.013$.

However, it is important to notice that correlation does not guarantee the causation, therefore, the regression analysis should be run in order to check the impact of variables.

Correlations													
		Source_Expertise	Source_Trustworthiness	Message_credibility	Message_quality	Prior_Knowledge	Prior_Involvement	Message_usefulness	Message_adoption	Attitude_review	Subjective_norms	Intention_to_buy	Intention_to_recommend
Source_Expertise	Pearson Correlation	1	.591**	.511**	.424**	.185**	.201**	.230**	.126*	.253**	.118*	.258**	.159**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.024	<.001	.036	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Source_Trustworthiness	Pearson Correlation	.591**	1	.617**	.629**	.407**	.393**	.475**	.353**	.304**	.060	.302**	.351**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.290	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_credibility	Pearson Correlation	.511**	.617**	1	.535**	.456**	.458**	.640**	.350**	.444**	.137*	.265**	.238**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	.014	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_quality	Pearson Correlation	.424**	.629**	.535**	1	.511**	.587**	.526**	.498**	.528**	.102	.399**	.345**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.069	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Prior_Knowledge	Pearson Correlation	.185**	.407**	.456**	.511**	1	.507**	.522**	.391**	.410**	.160*	.418**	.404**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.004	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Prior_Involvement	Pearson Correlation	.201**	.393**	.458**	.587**	.507**	1	.508**	.592**	.523**	.140*	.406**	.337**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	.013	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_usefulness	Pearson Correlation	.230**	.475**	.640**	.526**	.522**	.508**	1	.577**	.566**	.122*	.504**	.386**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	.030	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_adoption	Pearson Correlation	.126*	.353**	.350**	.498**	.391**	.592**	.577**	1	.681**	.119*	.505**	.351**
	Sig. (2-tailed)	.024	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	.034	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Attitude_review	Pearson Correlation	.253**	.304**	.444**	.528**	.410**	.523**	.566**	.681**	1	.129*	.564**	.396**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		.022	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Subjective_norms	Pearson Correlation	.118*	.060	.137*	.102	.160**	.140*	.122*	.119*	.129*	1	.130*	.139*
	Sig. (2-tailed)	.036	.290	.014	.069	.004	.013	.030	.034	.022		.021	.013
	N	318	318	318	318	318	318	318	318	318	318	318	318
Intention_to_buy	Pearson Correlation	.258**	.302**	.265**	.399**	.418**	.406**	.504**	.505**	.564**	.130*	1	.487**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Intention_to_recommend	Pearson Correlation	.159**	.351**	.238**	.345**	.404**	.337**	.386**	.351**	.396**	.139*	.487**	1
	Sig. (2-tailed)	.004	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.013	<.001	
	N	318	318	318	318	318	318	318	318	318	318	318	318

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 17. Correlation analysis compiled by the author.

3.2 Test of hypothesis

In order to test the relationship between dependant and independent variables presented in the research model it was decided to use multiple regression analysis to confirm or reject suggested hypotheses. The evaluation of each hypothesis and calculations are presented below.

HYPOTHESES:

H1: The source expertise has a direct positive impact on message credibility.

H2: The source trustworthiness has a direct positive impact on message credibility.

As a first step the author decided to evaluate the hypotheses related to message credibility. In order to check the relationship between such variables as source expertise, source trustworthiness and message credibility the multiple regression analysis method was used. The results of the multiple regression analysis are presented in the table 18. The data shows that the significance exists with $p < 0.001$, $F=111,131$. Moreover, calculations show that these variables explain 41.4 % ($R \text{ square} = 0.414$) of the message credibility which is a dependant variable. When it is confirmed that the results are significant, the outcome of a coefficient model can be discussed further. Variables like source expertise ($\beta = .226$, $p = .001$ $t = 4.219$), source trustworthiness ($\beta = .484$, $p = .001$ $t = 9.048$), shows a positive impact on message credibility. Hence, based on the findings it can be concluded that **hypotheses 1 and 2 are accepted.**

Hypotheses	Variables	Standarised coefficients B	Standarised coefficients Std. Error	Standarised coefficients Beta	t	Sig.	Confirmed/ Rejected
H1	Source expertise	.171	.041	.226	4.219	.001	Confirmed
H2	Source trustworthiness	.436	.048	.484	9.048	.001	Confirmed

Table 18. Results on relationships of different variables towards message credibility.

H3: Message credibility has a positive impact on message usefulness.

H4: Message quality has a positive impact on message usefulness.

In order to check the impact of such variables as message credibility and message quality on dependant variable message usefulness multiple regression analysis was used. The results of the multiple regression analysis are presented in the table below. The data shows that the significance exists with $p < 0.001$, $F=132.444$. Additionally, calculations show that these variables represent 45.7 % ($R \text{ square} = 0.457$) of the message usefulness which is a dependant variable. When it is confirmed that the results are significant, the outcome of a coefficient model can be discussed further. Variables like message credibility ($\beta = .503$, $p < .001$ $t = 10.232$), message quality ($\beta = .256$, $p < .001$ $t = 5.221$), shows a positive impact on message usefulness. Hence, based on the findings it can be concluded that **hypotheses 3 and 4 are accepted.**

Hypotheses	Variables	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H3	Message credibility	.482	.047	.503	10.232	<.001	Confirmed
H4	Message quality	.259	.050	.256	5.211	<.001	Confirmed

Table 19. Results on relationships of different variables towards message usefulness.

H5: Prior knowledge has a positive impact on message usefulness.

H6: Prior involvement has a positive impact on message usefulness.

The impact of the variables like prior knowledge and prior involvement on dependent variable message usefulness was checked by using multiple regression analysis. The data showed that the model is significant, since $p < 0.001$ and $F = 85.706$. Additionally, this variable is explain 35.2% (R square = 0.352) of the message usefulness which is a dependent variable. Therefore, the results of these calculations were presented in the Table 20, and it can be stated that 2 out of 2 hypotheses were confirmed. Prior knowledge has a positive impact on message usefulness ($\beta = .356$, $p = .001$ $t = 6.761$), the prior involvement has a positive impact on message usefulness ($\beta = .328$, $p = .001$ $t = 6.235$). Therefore, **hypothesis 5 and hypothesis 6 are confirmed.**

Hypotheses	Variables	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H5	Prior knowledge	.292	.043	.356	6.761	<.001	Confirmed
H6	Prior involvement	.340	.055	.328	6.235	<.001	Confirmed

Table 20. Results on relationships of different variables towards message usefulness.

H7: Attitude towards message has a positive impact on message usefulness.

In order to check the hypothesis 7 and impact of attitude towards message on message usefulness Linear regression analysis was used. The data showed that the model is significant, since $p < 0.001$ and $F = 148.994$. Additionally, the variable attitude represents 32.0% (R square = 0.320) of message usefulness which is the dependent variable. Based on the results of the analysis which are presented

in the *Table 21*, it can be stated that there is an impact of attitude towards review to a message usefulness, since ($\beta = .566, p < .001, t = 12.206$). Therefore, a **hypothesis 7 is confirmed**.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H7	Attitude	.517	.042	.566	12.206	<.001	Confirmed

Table 21. Results on relationships of variable attitude towards message usefulness.

H8: Message usefulness has a positive impact on message adoption.

The relationship between variables was checked by using liner regression analysis. The data showed that the model is significant, since $p < 0.001$ and $F = 157.390$. Additionally, this variable illustrates 33.2% ($R \text{ square} = 0.332$) of message adoption which is the dependent variable. Based on the results of the analysis which are presented in the *Table 22*, it can be stated that there is an impact of message usefulness to message adoption since ($\beta = .577, p < .001, t = 12.546$). Therefore, a **hypothesis 8 is confirmed**.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H8	Message usefulness	.591	.047	.577	12.546	<.001	Confirmed

Table 22. Results on relationships of variable message usefulness towards message adoption.

H9: Message adoption has a positive impact on intention to buy.

In order to prove the hypotheses and their relationships between message adoption and intention to buy, the linear regression analysis was carried out to test the general hypothesis. Therefore, the linear regression results are presented in the *Table 23*, where the hypotheses was confirmed. The data showed that the model is significant, since $p < 0.001$ and $F = 108.053$. Additionally, this variable demonstrates 25.5% ($R \text{ square} = 0.255$) of intention to buy which is the dependent variable. The data presents the following relationship between variables ($\beta = .505, p < .001, t = 10.395$). Based on the findings, the author can state that **H9** is approved and the relationships between message adoption and intention to buy online is considered as positive.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H9	Message adoption	.536	.052	.505	10.395	.001	Confirmed

Table 23. Results on relationships of variable message adoption towards intention to buy.

H10: Message adoption has a positive impact on intention to recommend.

In order to test the relationships between the message adoption and intention to recommend a product online, the linear regression analysis was carried out to test the hypothesis. Therefore, based on the linear regression analysis results are provided in the Table 24. The data showed that the model is significant, since $p < 0.001$ and $F = 44.427$, $R^2 = 0.123$. The data presents the following relationship between variables ($\beta = .351$, $p < .001$, $t = 6.665$). Based on the findings, the author can state that **H10** is approved and the relationships between message adoption and intention to recommend online is considered as positive.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H10	Message adoption	.447	.067	.351	6.665	<.001	Confirmed

Table 24. Results on relationships of variable message adoption towards intention to recommend.

H11: Attitude has a direct positive impact on intention to buy.

In order to test the relationships between the attitude and intention to buy a product online, the linear regression analysis was carried out to test the hypothesis. Therefore, based on the linear regression analysis results are provided in the Table 25. The data showed that the model is significant, since $p < 0.001$ and $F = 147.401$, $R^2 = 0.318$. The data presents the following relationship between variables ($\beta = .564$, $p < .001$, $t = 12.141$). Based on the findings, the author can state that **H11** is approved and the relationships between attitude and intention to buy online is considered as positive.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H11	Attitude	.561	.046	.564	12.141	<.001	Confirmed

Table 25. Results on relationships of variable attitude towards intention to buy.

H12: Attitude has a direct positive impact on intention to recommend.

In order to test the relationships between the attitude and intention to recommend a product online, the linear regression analysis was carried out to test the hypothesis. Therefore, based on the linear regression analysis results are provided in the Table 26. The data showed that the model is

significant, since $p < 0.001$ and $F = 58.736$, $R \text{ square} = 0.157$. The data presents the following relationship between variables ($\beta = .396$, $p < .001$, $t = 7.664$). Based on the findings, the author can state that **H12** is approved and the relationships between message adoption and intention to recommend online is considered as positive.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H12	Attitude	.472	.062	.396	7.664	<0.001	Confirmed

Table 26. Results on relationships of variable attitude towards intention to recommend.

H13: There is a positive relationship between subjective norms and intention to buy.

In order to test the relationships between the subjective norms and intention to buy a product online, the linear regression analysis was carried out to test the hypothesis. Therefore, based on the linear regression analysis results are provided in the *Table 27*. The data showed that the model is significant, since $p = 0.021$ and $F = 5.410$, $R \text{ square} = 0.017$. The data presents the following relationship between variables ($\beta = .130$, $p < .001$, $t = 2.326$). Based on the findings, the author can state that **H13** is approved and the relationships between message adoption and intention to buy online is considered as positive.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H13	Subjective norms	.105	.045	.130	2.326	.021	Confirmed

Table 27. Results on relationships of variable subjective norms towards intention to buy.

H14: There is a positive relationship between subjective norms and intention to recommend.

In order to test the relationships between the subjective norms and intention to recommend a product online, the linear regression analysis was carried out to test the hypothesis. Therefore, based on the linear regression analysis results are provided in the *Table 28*. The data showed that the model is significant, since $p < 0.013$ and $F = 6.262$, $R \text{ square} = 0.019$. The data presents the following relationship between variables ($\beta = .139$, $p < .001$, $t = 2.502$). Based on the findings, the author can

state that **H14** is approved and the relationships between message adoption and intention to recommend online is considered as positive.

Hypotheses	Variable	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.	Confirmed/ Rejected
H14	Subjective norms	.136	.054	.139	2.502	.013	Confirmed

Table 28. Results on relationships of variable subjective norms towards intention to recommend.

3.3 Additional findings

In order to conduct a deeper research and understand better relationship between variables it was decided to test additionally the impact of such variables as «Message adoption», «Subjective norms» and «Attitude» on intention to buy using multiple regression analysis method. There have been found several differences in results. Data showed that $P < .001$, and $F = 55.803$. Additionally, it can be concluded that of these variables explain 34.8 % ($R^2 = 0.348$) of intention to buy a product in online store. From the results presented in the table below it can be concluded that such factor as subjective norms does not have enough significance ($P = 0.268$) to impact intention to buy. Other variables like message adoption and attitude showed to have an impact on intention to buy with $P < .001$.

Variables	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.
Message adoption	.236	.066	.222	3.561	<.001
Subjective Norms	.041	.037	.051	1.110	.268
Attitude	.404	.062	.406	6.509	<.001

Table 29. Results on relationships of different variables towards intention to buy.

Moreover, it was decided to run a multiple regression analysis to additionally check the impact of message adoption, subjective norms and attitude on dependant variable intention to recommend. Data showed that $P < .001$, and $F = 22.391$. Additionally, it can be concluded that of these variables explain 17.6 % ($R^2 = 0.176$) of intention to recommend a product in online store. In regards of significance the results show that there is enough of significance for such variables as message

adoption ($P=.037$) and attitude ($P<.001$) to impact intention to recommend a product in online store. However, it is necessary to admit that such variable as subjective norms did not show to have an impact on intention to recommend with $P= 0.100$.

Variables	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.
Message adoption	.187	.089	.147	6.509	.037
Subjective Norms	.083	.050	.085	1.649	0.100
Attitude	.340	.084	.285	4.062	<.001

Table 30. Results on relationships of different variables towards intention to recommend.

As it can be seen from the multiple regression analysis of factors that impact intention to buy and intention to recommend it was discovered that variable subjective norms does not influence both variable intention to buy and intention to recommend. Therefore, on top of the previous calculations regarding on how such factors as Message adoption, subjective norms and attitude influence intention to buy and intention to recommend it was decided to check how intention to buy and intention to recommend will be different based on the gender of the respondents. In order to test the impact of variables multiple regression analysis will be used. At first the results of male respondents were analysed. The data showed that $p < 0.001$, and $F= 39.888$. Additionally, it can be concluded that of these variables explain 37.2% ($R \text{ square} = 0.372$) of the intention to buy in online store which is dependent variable. From this results, can be concluded, that subjective norms is not enough significant to impact intention to buy, since $p = 0.295$. Other variables are are significant enough to have a strong impact on the dependent variable which is intention to buy. The results of this calculations are presented in the *Table 31* .

Variables	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.
Attitude	.369	.078	.376	4.741	<.001
Subjective Norms	.048	.046	.060	1.050	0.295
Message adoption	.295	.088	.268	3.373	<.001

Table 31. Results on relationships of different variables towards intention to buy, depending on respondents gender (Male).

The next step was to analyse the impact of Message adoption, subjective norms and attitude influence intention to buy taking into consideration the data presented by female respondents. It is needed to admit that results differ from the male respondents. The data showed that $p < 0.001$, and $F = 15.730$, $R \text{ square} = 0.304$. As well as with the case of male respondents results, the data shows that subjective norms are not significant to impact intention to buy ($p = 0.791$). In addition, the study identified that variable message adoption is not significant enough to have an impact on dependant variable intention to buy when considering only female respondents ($p = 0.130$). The results of this calculations are presented in the Table.

Variables	Standarised coefficients B	Standarised coefficients Std. Error	Standarised coefficients Beta	t	Sig.
Attitude	.443	.106	.436	4.196	<.001
Subjective Norms	.017	.65	.021	.265	0.791
Message adoption	.115	.102	.158	1.524	0.130

Table 32. Results on relationships of different variables towards intention to buy, depending on respondents gender (Female).

Moreover, as the previous calculations in multiple regression analysis showed that variable subjective norms does not have impact on dependant variable intention to recommend the author conducted additional calculations on relationship of variables message adoption, attitude and subjective norms and intention to recommend taking into account the gender of the respondents. First it was decided to analyse male respondents. The data showed that $P < .001$, $F = 23.173$, $R \text{ square} = 0.256$. In addition, it can be seen that all the variables show to have enough of significance to impact variable intention to recommend when considering only male respondents with $P < .001$ for attitude, $P = 0.013$ for variable subjective norms and $P = 0.041$ for message adoption. More information is provided in the *Table 33*.

Variables	Standarised coefficients B	Standarised coefficients Std. Error	Standarised coefficients Beta	t	Sig.
Attitude	.351	.097	.311	3.604	<.001
Subjective Norms	.145	0.57	.155	2.516	0.013
Message adoption	.225	.109	.178	2.060	0.041

Table 33. Results on relationships of different variables towards intention to recommend, depending on respondents gender (male).

The following multiple regression analysis was conducted to test the impact of attitude, message adoption and subjective norms on intention to recommend in online store taking into consideration the female respondents. It is necessary to admit that the results are different from the results received after analysis of male respondents. The data showed that $P = 0.024$, $F = 3.284$, $R \text{ square} = 0.084$. Important to admit that none of the analysed variables showed to have an impact on dependant variable, which is intention to recommend product in online store. Attitude showed significance at $P=0.061$; message adoption $P=0.478$ and subjective norms $P=0.580$, which is not significant enough to have an impact. The analysed results can be found in the table which is presented below.

Variables	Standardised coefficients B	Standardised coefficients Std. Error	Standardised coefficients Beta	t	Sig.
Attitude	.300	.0158	.226	1.894	0.061
Message adoption	.109	0.153	.085	0.713	0.478
Subjective norms	-0.054	.098	-0.051	-0.556	0.580

Table 34. Results on relationships of different variables towards intention to recommend, depending on respondents gender (female)

3.4 Explanation of the results

The goal of the study was to determine the factors of eWOM communication (source expertise and trustworthiness, message credibility, message quality, message usefulness) that might influence the intention of the individual to buy or recommend a product in online store as well as identify the consumer behaviour in such case, when such factors as subjective norms and attitude are taken into account. Additionally, the author considered the relationship between eWOM communication and consumer behaviour taking into consideration the IAM model and TRA.

Following the empirical investigation, it was discovered that all 14 hypothesis were confirmed. The table below represents the supported hypotheses.

Hypothesis	Status
H1: The source expertise has a direct positive impact on message credibility.	Confirmed
H2: The source trustworthiness has a direct positive impact on message credibility.	Confirmed
H3: Message credibility has a positive impact on message usefulness.	Confirmed
H4: Message quality has a positive impact on message usefulness.	Confirmed
H5: Prior knowledge has a positive impact on message usefulness.	Confirmed
H6: Prior involvement has a positive impact on message usefulness.	Confirmed
H7: Attitude towards message has a positive impact on message usefulness.	Confirmed
H8: Message usefulness has a positive impact on message adoption.	Confirmed
H9: Message adoption has a positive impact on intention to buy.	Confirmed
H10: Message adoption has a positive impact on intention to recommend.	Confirmed
H11: Attitude has a direct positive impact on intention to buy.	Confirmed
H12: Attitude has a direct positive impact on intention to recommend.	Confirmed
H13: There is a positive relationship between subjective norms and intention to buy.	Confirmed
H14: There is a positive relationship between subjective norms and intention to recommend.	Confirmed

Table 34. Final results

While analysing the impact of such variables as source trustworthiness and source expertise on message credibility it was found that variables have a direct positive impact on dependant variables. That supports the study of Reichelt et.al, 2014 and Cheung & Thadani, 2012 who had similar findings. Therefore, H1 and H2 has been confirmed in the study. It is necessary to admit that

variables related to the Information adoption model demonstrated to have an impact on one another. Several authors have already come to the similar conclusion in their studies. (Erkan & Evans, 2016; Torres et al., 2018). The results showed that such variables as message credibility and message quality have a direct impact on message usefulness as well as demonstrated positive relationship between one another, which proves the presented hypotheses 3 and 4.

Independent variables Prior Knowledge and Prior Involvement were added to the model to understand how individual's attitude toward something is being formed and what motivates changes in the attitudes in case of eWOM communication. Hence, the relationship between prior knowledge, prior involvement and message usefulness has been found. Additionally, these variables show a direct impact on dependent variable message usefulness. Therefore, H5 and H6 are being confirmed. As it was already discussed previously all the variable from the information adoption model have shown the positive relationship. The same applies for the variable message usefulness. The results of conducted research demonstrated the direct positive impact of message usefulness on message adoption variable (Tien et.al, 2018; Erkan & Evans, 2016).

The following group of variables aimed to explain the consumer's behaviour online better, therefore suggested hypotheses were aiming to check the relationship between the variables with individual's intention to buy and to recommend a product online. First, message adoption was identified as an important factor that will have a direct positive impact both on intention to buy and intention to recommend (Tien et.al, 2018; Cheung et.al, 2008). As a result, H8 was accepted. The variables adopted from the TRA model (attitude, subjective norms) were tested in order to examine its impact on consumers purchasing behaviour and intention to share recommendation. However, it is important to admit, that variable attitude was additionally tested for its relationship with variable message usefulness, as previously several authors argued that attitude has a significant impact both on message usefulness as well as the behavioural intention of the consumer (Erkan & Evans, 2016; Torres et al., 2018). Thus, in order to prove this impact H7, H11 and H12 were developed. The results of the conducted research aligned with the previous studies which proves that attitude has an impact on message usefulness. In addition, it was supported that attitude has a positive impact on customer intention to buy online and their intention to recommend a product online.

As a conclusion of the study the author analysed whether subjective norms will impact the intention of the consumer to buy and to recommend a product (H13 and H14). The study showed that there is

a relationship between factors and subjective norms impact intention to buy and recommend, which means that the opinion of other people has influence on behavioural intention of the consumer. (Cheng et al., 2006) However, it is important to notice that the multiple regression analysis did not show the significant impact of the subjective norms on both intention to buy and intention to recommend, but there is still a positive correlation between variables. As multiple regression analysis did not show the impact of subjective norms on intention to buy and intention to recommend, it was decided to conduct additional calculation in order to check the variables that impact intention to buy and intention to recommend based on the respondents gender. The analysis helped to reveal several additional findings. For example, it can be stated that the data gathered from the male and female respondents identified that subjective norms do not impact their intention to buy a product online. In addition, the analysis showed that message adoption does not have a significant impact on intention to buy when analysing the female respondents, which means that men are more willing to utilise the message they see online for their purchasing decisions.

Multiple regression analysis results regarding intention to recommend based on gender identified differences between answers of male and female respondents. All the analysed variables (Subjective norms, attitude and message adoption) showed to have an impact on intention to recommend for male respondents. On the contrary, the analysis of the results based on female respondents showed that none of the suggested variables (attitude, subjective norms and message adoption) have an impact on intention to recommend. This means that women are less influenced by the opinion of other people when making their decision to share eWOM and recommendation of the product online, as well as, less willing to adopt the information they see for their further intentions.

CONCLUSIONS AND RECOMMENDATIONS

In this research the author aimed to reveal and identify the factors of eWOM communication that will impact consumer's behavioural intention to buy and recommend products in online store. To build a reliable and scientifically strong model for the research, the analysis of existing literature related to the topic of information adoption and consumer behaviour online. The analysis of the theoretical background helped to identify the factors relevant for the study. As a basic for the research model was taken information adoption model with implication of Information Acceptance model of the eWOM. The model was widely used by the researchers to study the motivation of the individual to use the information presented online for their decision-making process. Additionally, the theory of reason action was applied to the study, as it illustrates the process of online purchasing behaviour and explains the intentions of the customer.

Moreover, the overview of the previous studies helped to identify the areas that lack the amount of trusted information and suggested the ideas for further discussions about eWOM communication process and its relationship to purchasing behaviour of the customer online. The literature analysis showed that:

1. After analysis of the previous literature, it can be stated that eWOM is an online communication of the information about a product by consumers, which can take a form of online review, rating, comment or social media post (Cheung & Thadani, 2012; Gvili & Levy, 2016).
2. eWOM is an important communication channel that is considered as an important source of information for consumers. People rely on the experiences and opinions of others when making purchase decision and eWOM allows to access the information about the product from variety of sources (Doh & Hwang, 2009).
3. Many scholars base their research of information adoption model and include to the research such factors as message quality, message credibility, message usefulness and information adoption (Sussman & Siegal, 2003). One key factor that can influence the adoption of eWOM is the perceived credibility of the source. Consumers are more likely to adopt eWOM recommendations from sources that they perceive as trustworthy and knowledgeable about the product (Reichelt, et al., 2014). Therefore, additional variables like source expertise and source trustworthiness were added to the research model of the study. In addition, previous literature

stated that the individual's prior knowledge and involvement can be also considered as factors that influence information adoption process (Kerstetter & Cho, 2004). Therefore all mentioned above variables were used to develop the research model for this study.

4. Another significant part of the literature analysis was devoted to the research of the factors that can explain the consumer online behaviour related to their intention to buy and intention to recommend a product in online store. Additional group of variables was added to the research model, which are presented in the Theory of Reasoned Action model (subjective norms and attitude). These variables were linked with intention to buy and intention to recommend to understand how the behaviour of consumer will change in case of eWOM communication process.
5. Based on the discussed literature it was decided to build the model where: source expertise and source trustworthiness will influence message credibility (Le et al., 2018); Message quality and message credibility will have an impact on message usefulness (Cho & Sagynov, 2015; Ismagailova et al., 2020); prior knowledge and prior involvement are linked to message usefulness (Ismagailova et al., 2020); message usefulness influences message adoption (Cheung et al., 2008); message adoption was showed to have an impact on intention to buy and intention to recommend (Erkan & Evans, 2016); attitude demonstrated the relationship with message usefulness as well as with intention to buy and to recommend a product (Jalilvand & Samiei, 2012; Erkan & Evans, 2016; Talukder et al., 2019); subjective norms have an impact on intention to buy and intention to recommend a product online (Wu & Cheng, 2005).

Statistical analysis of the research showed that:

1. All the variables that are presented in original information adoption model have a positive relationship between each other. Moreover, variables message quality and message credibility showed to have an impact on variable message usefulness. Message usefulness in its turn demonstrated a positive impact on message adoption, which eventually showed to have a positive impact on intention to buy and intention to recommend.
2. Additionally, research showed that there are two variables that have a strong positive impact on message credibility: source expertise and source trustworthiness. This can be explained by the fact that perceived credibility contributes to the effectiveness of eWOM in influencing the intention to buy and recommended products in online stores.

3. Moreover, additional factors as prior knowledge and prior involvement have an impact on message usefulness. In other words if an individual has a lot of prior knowledge about a particular product, they may be able to understand and use new information more easily because they have a solid foundation to build upon. On the other hand, if an individual has little prior knowledge and involvement with the product, they may find it more challenging to understand and use new information because they lack the necessary context. In this case, the new information may not be as useful. It is also important to mention that attitude showed to have an impact on message usefulness, which means that if a consumer is open to learning and has a positive attitude towards the information, they may be more likely to actively seek out and absorb new information, which can increase its usefulness.
4. The analysis identified several factors that have an impact on intention to buy and intention to recommend a product in online store. It should be mentioned that linear regression analysis showed that message adoption, attitude and subjective norms have an impact on intention to buy and intention to recommend. However, it is needed to admit that subjective norms did not show to have impact on both intention to buy and intention to recommend when using Multiple regression analysis method.
5. On top of all mentioned above calculations additional analysis was conducted to test the impact of variables message adoption, attitude and subjective norms based on the respondents gender. It was concluded that subjective norms are not strong enough to influence intention to buy for both male and female respondents when using Multiple regression analysis method. In addition, the study demonstrated that message adoption does not have enough of significance to impact intention to buy for the group of female respondents. That means that female respondents are more cautious when making their purchasing decision online. Even more controversial results showed the multiple regression analysis of the factors that influence intention to recommend. All analysed factors as message adoption, attitude and subjective norms were proved to have an impact on male intention to recommend a product in online store. While none of the analysed factors showed to have an impact on intention to recommend in female group of the respondents. It can be explained by social and cultural factors such as gender stereotypes and expectations.

Limitations of the study and areas of future research

The research has several limitations that should be considered for the future research. Firstly, the sample of the research is representative and cannot be applied for the generalisation of the whole population. Participants should strictly have been older than 18 and have made online purchases in the past 6 months, but it is still not possible to generalize the results to everyone who fits these criteria. It is crucial to note the research did not specify what kind of product the customer should buy online in order to be eligible for the survey. It was decided not to choose the products based on the authors opinion, as there was no prior examination to testify whether the products will be relevant to represent the accurate results. Additionally, the current study gauges respondents' intentions to make online purchases on a broad scale without focusing on any particular product category so as to prevent respondents from associating and evaluating their responses with specific products or product categories. However, it could be worthwhile to investigate, for instance, how product category might regulate relationships within TRA and IAM.

Managerial implications

The study analysed the dimensions of eWOM communication that and its relationship with purchasing behaviour of the customer in online store. Businesses must value eWOM is a powerful tool for influencing the intention to buy and recommended products in online stores. Such elements as the credibility and quality of the message, usefulness of the information are key factors in its effectiveness. Additionally, calculations showed that for female group of the respondents subjective norms, message adoption and attitude will not play a significant role to influence their intention to recommend a product online. Therefore, sellers must focus their attention on building better relationship with this group of customers to motivate them to share eWOM. It is important for companies to actively manage and monitor their eWOM, as it can have a major impact on their business. This can involve responding to customer feedback, addressing any issues that are raised, and leveraging positive eWOM to help promote their products and services. An author of this study hopes that this analysis will be useful for the marketers and retailers to build effective online communication strategy.

LIST OF REFERENCES AND SOURCES

1. Abd-Elaziz, M. E., Aziz, W. M., Khalifa, G. S., & Abdel-Aleem, M. (2015). Determinants of Electronic word of mouth (EWOM) influence on hotel customers' purchasing decision. *International Journal of Heritage, Tourism, and Hospitality*, 9(2/2), 194-223.
2. Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2019). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*.
3. Abu-Dalbouh, H. M. (2013). A questionnaire approach based on the technology acceptance model for mobile tracking on patient progress applications. *J. Comput. Sci.*, 9(6), 763-770.
4. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
5. Alzahrani, A. I., Mahmud, I., Ramayah, T., Alfarraj, O., & Alalwan, N. (2019). Modelling digital library success using the DeLone and McLean information system success model. *Journal of Librarianship and Information Science*, 51(2), 291-306.
6. Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & marketing*, 20(2), 123-138.
7. Awad, N. F., & Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: An examination across genders. *Journal of management information systems*, 24(4), 101-121.
8. Aye, J. K. (2015). Travellers' acceptance of consumer-generated media: An integrated model of technology acceptance and source credibility theories. *Computers in Human Behavior*, 48, 173-180.
9. Bailey, J.E., and S.W. Pearson. 1983. Development of a tool for measuring and analyzing computer user satisfaction. *Management Science* 29 (5): 530-545.
10. Belov, A. A., & Maksimova, S. M. (2017). FACTORS DETERMINING CONSUMER CONFIDENCE IN ONLINE REVIEWS. In *YOUTH SCIENCE WEEK* (pp. 33-39).
11. Boo, S., & Kim, J. (2013). Comparison of negative eWOM intention: an exploratory study. *Journal of Quality Assurance in Hospitality & Tourism*, 14(1), 24-48.
12. Bronner, F., & De Hoog, R. (2011). Vacationers and eWOM: who posts, and why, where, and what?. *Journal of travel research*, 50(1), 15-26.
13. Cantallops, A. S., & Salvi, F. (2014). New consumer behavior: A review of research on eWOM and hotels. *International Journal of Hospitality Management*, 36, 41-51.
14. Chau, P. Y., & Hu, P. J. H. (2001). Information technology acceptance by individual professionals: A model comparison approach. *Decision sciences*, 32(4), 699-719.
15. Cheng, S., Lam, T., & Hsu, C. H. (2006). Negative word-of-mouth communication intention: An application of the theory of planned behavior. *Journal of Hospitality & Tourism Research*, 30(1), 95-116.
16. Cheng, X., & Zhou, M. (2010, August). Study on effect of eWOM: A literature review and suggestions for future research. In *2010 International conference on management and service science* (pp. 1-4). IEEE.
17. Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision support systems*, 53(1), 218-225.
18. Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision support systems*, 54(1), 461-470.
19. Cheung, C. M., Lee, M. K., & Rabjohn, N. (2008). The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities. *Internet research*.
20. Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of marketing research*, 43(3), 345-354.

21. Cho, Y. C., & Sagynov, E. (2015). Exploring factors that affect usefulness, ease of use, trust, and purchase intention in the online environment. *International journal of management & information systems*, 19(1), 21-36.
22. Chu, S. C., & Kamal, S. (2008). The effect of perceived blogger credibility and argument quality on message elaboration and brand attitudes: An exploratory study. *Journal of interactive Advertising*, 8(2), 26-37.
23. Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.
24. Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International journal of Advertising*, 30(1), 47-75.
25. Chu, W., Choi, B., & Song, M. R. (2005). The role of on-line retailer brand and infomediary reputation in increasing consumer purchase intention. *International journal of electronic commerce*, 9(3), 115-127.
26. Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of applied social psychology*, 28(15), 1429-1464.
27. Coupey, E., Irwin, J. R., & Payne, J. W. (1998). Product category familiarity and preference construction. *Journal of Consumer Research*, 24(4), 459-468.
28. Danniswara, R., Sandhyaduhita, P., & Munajat, Q. (2020). The impact of EWOM referral, celebrity endorsement, and information quality on purchase decision: A case of Instagram. In *Global branding: Breakthroughs in research and practice* (pp. 882-905). IGI Global.
29. Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: A case from Thailand. *Journal of Enterprise Information Management*.
30. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319. <https://doi.org/10.2307/249008>
31. DeBono, K. G., & Harnish, R. J. (1988). Source expertise, source attractiveness, and the processing of persuasive information: A functional approach. *Journal of Personality and social Psychology*, 55(4), 541.
32. Dennis, C., Merrilees, B., Jayawardhena, C., & Wright, L. T. (2009). E-consumer behaviour. *European journal of Marketing*.
33. Dikčius, V. (2003). *Marketingo tyrimai: teorija ir praktika*. Vilnius: Vilniaus vadybos kolegija, 129.
34. Doh, S. J., & Hwang, J. S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *Cyberpsychology & behavior*, 12(2), 193-197.
35. Doh, S. J., & Hwang, J. S. (2009). How consumers evaluate eWOM (electronic word-of-mouth) messages. *Cyberpsychology & behavior*, 12(2), 193-197.
36. Eastin, M. S. (2001). Credibility assessments of online health information: The effects of source expertise and knowledge of content. *Journal of Computer-Mediated Communication*, 6(4), JCMC643.
37. Elwalda, A., Lü, K., & Ali, M. (2016). Perceived derived attributes of online customer reviews. *Computers in Human Behavior*, 56, 306-319.
38. Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in human behavior*, 61, 47-55.
39. Evans, J.R. and Mathur, A., 2005. The value of online surveys. *Internet research*, 15(2), pp.195-219
40. Faraj, S., von Krogh, G., Monteiro, E., & Lakhani, K. R. (2016). Special section introduction—Online community as space for knowledge flows. *Information systems research*, 27(4), 668-684.
41. Fishbein, M., & Ajzen, I. (1977). Belief, attitude, intention, and behavior: An introduction to theory and research. *Philosophy and Rhetoric*, 10(2).
42. Fu, X., Bin, Z., Xie, Q., Liuli, X., & Yu, C. (2011). Impact of quantity and timeliness of EWOM information on consumer's online purchase intention under C2C environment. *Asian Journal of Business Research*, 1(2).

43. Goode, M. M., & Harris, L. C. (2007). Online behavioural intentions: an empirical investigation of antecedents and moderators. *European Journal of Marketing*.
44. Gupta, P., & Harris, J. (2010). How e-WOM recommendations influence product consideration and quality of choice: A motivation to process information perspective. *Journal of Business Research*, 63(9-10), 1041-1049.
45. Gvili, Y., & Levy, S. (2016). Antecedents of attitudes toward eWOM communication: differences across channels. *Internet Research*.
46. Gvili, Y., & Levy, S. (2018). Consumer engagement with eWOM on social media: The role of social capital. *Online Information Review*.
47. Ha, N., & Nguyen, T. (2019). The effect of trust on consumers' online purchase intention: An integration of TAM and TPB. *Management Science Letters*, 9(9), 1451-1460.
48. Havidz, I. L. H., Aima, M. H., & Wiratih, H. W. R. (2018). Determinants of Intention to Recommend WeChat Mobile Payment Innovation in China to be implemented in Indonesia. *International Journal of Advanced Engineering Research and Science*, 5(7).
49. Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?. *Journal of interactive marketing*, 18(1), 38-52.
50. Hu, Y., & Kim, H. J. (2018). Positive and negative eWOM motivations and hotel customers' eWOM behavior: does personality matter?. *International Journal of Hospitality Management*, 75, 27-37.
51. Huang, L., Shao, J., & Wang, W. (2013, November). Research on the relationships between hotel internet word-of-mouth and customers' behavior intention based on trust. In 2013 6th International conference on information management, innovation management and industrial engineering (Vol. 2, pp. 250-254). IEEE.
52. Ismagilova, E., Slade, E. L., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth communications on intention to buy: A meta-analysis. *Information Systems Frontiers*, 22(5), 1203-1226.
53. Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 53, 101736.
54. Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*.
55. Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011). Electronic word-of-mouth: Challenges and opportunities. *Procedia Computer Science*, 3, 42-46.
56. Kerstetter, D., & Cho, M. H. (2004). Prior knowledge, credibility and information search. *Annals of Tourism research*, 31(4), 961-985.
57. Kim, J., Naylor, G., Sivadas, E., & Sugumaran, V. (2016). The unrealized value of incentivized eWOM recommendations. *Marketing Letters*, 27(3), 411-421.
58. Komiak, S. Y., & Benbasat, I. (2006). The effects of personalization and familiarity on trust and adoption of recommendation agents. *MIS quarterly*, 941-960.
59. Le, T. D., Dobebe, A. R., & Robinson, L. J. (2018). WOM source characteristics and message quality: the receiver perspective. *Marketing Intelligence & Planning*.
60. Le, T. D., Dobebe, A. R., & Robinson, L. J. (2018). WOM source characteristics and message quality: the receiver perspective. *Marketing Intelligence & Planning*.
61. Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM) How eWOM platforms influence consumer product judgement. *International journal of advertising*, 28(3), 473-499.
62. Lin, H. F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, 6(4), 433-442.
63. Lis, B. (2013). In eWOM we trust. *Business & information systems engineering*, 5(3), 129-140.

64. Liu, R. R., & Zhang, W. (2010). Informational influence of online customer feedback: An empirical study. *Journal of Database Marketing & Customer Strategy Management*, 17(2), 120-131.
65. López, M., & Sicilia, M. (2014). eWOM as source of influence: the impact of participation in eWOM and perceived source trustworthiness on decision making. *Journal of Interactive Advertising*, 14(2), 86-97.
66. Luo, C., Luo, X. R., & Bose, R. (2018). Information usefulness in online third party forums. *Computers in Human Behavior*, 85, 61-73.
67. Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*.
68. Milaković, K., Anić, I. D., & Mihić, M. (2020). Drivers and consequences of word of mouth communication from the senders' and receivers' perspectives: the evidence from the Croatian adult population. *Economic research-Ekonomska istraživanja*, 33(1), 1667-1684.
69. Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
70. Moon, J., Chadee, D., & Tikoo, S. (2008). Culture, product type, and price influences on consumer purchase intention to buy personalized products online. *Journal of business research*, 61(1), 31-39.
71. Moran, G., & Muzellec, L. (2017). eWOM credibility on social networking sites: A framework. *Journal of Marketing Communications*, 23(2), 149-161.
72. Nah, F. F. H., & Davis, S. (2002). HCI research issues in e-commerce. *Journal of Electronic Commerce Research*, 3(3), 98-113.
73. Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*.
74. Norman, A. T., & Russell, C. A. (2006). The pass-along effect: Investigating word-of-mouth effects on online survey procedures. *Journal of Computer-Mediated Communication*, 11(4), 1085-1103.
75. Oliver, R.L. (1997) *Satisfaction: A Behavioral Perspective on the Consumer*. The McGraw-Hill Companies, Inc., New York.
76. Pan, Y., Sheng, S., & Xie, F. T. (2012). Antecedents of customer loyalty: An empirical synthesis and reexamination. *Journal of retailing and consumer services*, 19(1), 150-158.
77. Pang, H. (2021). Identifying associations between mobile social media users' perceived values, attitude, satisfaction, and eWOM engagement: The moderating role of affective factors. *Telematics and Informatics*, 59, 101561.
78. Park, D. H., & Lee, J. (2008). eWOM overload and its effect on consumer behavioral intention depending on consumer involvement. *Electronic Commerce Research and Applications*, 7(4), 386-398.
79. Park, D. H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International journal of electronic commerce*, 11(4), 125-148.
80. Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International journal of electronic commerce*, 7(3), 101-134.
81. Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Communication and persuasion* (pp. 1-24). Springer, New York, NY.
82. Plotkina, D., & Munzel, A. (2016). Delight the experts, but never dissatisfy your customers! A multi-category study on the effects of online review source on intention to buy a new product. *Journal of Retailing and Consumer Services*, 29, 1-11.
83. Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International journal of advertising*, 29(5), 687-708.
84. Prendergast, G., Ko, D., & Siu Yin, V. Y. (2010). Online word of mouth and consumer purchase intentions. *International journal of advertising*, 29(5), 687-708.

85. Putra, M. P., & Suprapti, N. W. S. (2020). The application of the elaboration likelihood model in explaining e-wom adoption and repurchase intention. *American Journal of Humanities and Social Sciences Research*, 4(8), 259-267.
86. Rabjohn, N., Cheung, C. M., & Lee, M. K. (2008, January). Examining the perceived credibility of online opinions: information adoption in the online environment. In Proceedings of the 41st annual Hawaii international conference on system sciences (HICSS 2008) (pp. 286-286). IEEE.
87. Rahman, M. S., Das, S., Hossain, G. M. S., & Tajrin, T. (2021). Teenagers' behavioural intention towards wearable technologies and intention to recommend others: an empirical study in Bangladesh. *Journal of Science and Technology Policy Management*.
88. Reichelt, J., Sievert, J., & Jacob, F. (2014). How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20(1-2), 65-81.
89. Reichelt, J., Sievert, J., & Jacob, F. (2014). How credibility affects eWOM reading: The influences of expertise, trustworthiness, and similarity on utilitarian and social functions. *Journal of Marketing Communications*, 20(1-2), 65-81.
90. Reyes-Menendez, A., Saura, J. R., & Martinez-Navalon, J. G. (2019). The impact of e-WOM on hotels management reputation: exploring tripadvisor review credibility with the ELM model. *IEEE Access*, 7, 68868-68877.
91. Roopa, S., & Rani, M. S. (2012). Questionnaire designing for a survey. *Journal of Indian Orthodontic Society*, 46(4_suppl1), 273-277.
92. Rosario, A. B., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422-448.
93. San-Martín, S., Prodanova, J., & Jiménez, N. (2015). The impact of age in the generation of satisfaction and WOM in mobile shopping. *Journal of Retailing and Consumer Services*, 23, 1-8.
94. Sánchez Torres, J. A., Solé-Moro, M. L., & Argila-Irurita, A. (2018). Impact of gender on the acceptance of electronic word-of-mouth (eWOM) information in Spain. *Contaduría y administración*, 63(4), 0-0.
95. Sánchez Torres, J. A., Solé-Moro, M. L., & Argila-Irurita, A. (2018). Impact of gender on the acceptance of electronic word-of-mouth (eWOM) information in Spain. *Contaduría y administración*, 63(4), 0-0.
96. Serra-Cantallops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing-ESIC*.
97. Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. *Information systems research*, 14(1), 47-65.
98. Talukder, M. S., Chiong, R., Bao, Y., & Malik, B. H. (2018). Acceptance and use predictors of fitness wearable technology and intention to recommend: An empirical study. *Industrial Management & Data Systems*.
99. Talukder, M. S., Chiong, R., Bao, Y., & Malik, B. H. (2019). Acceptance and use predictors of fitness wearable technology and intention to recommend: An empirical study. *Industrial Management & Data Systems*.
100. Teng, S., Khong, K. W., Goh, W. W., & Chong, A. Y. L. (2014). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*.
101. Tien, D. H., Rivas, A. A. A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238-249.
102. Tudoran, A. A., Olsen, S. O., & Dopico, D. C. (2012). Satisfaction strength and intention to purchase a new product. *Journal of Consumer Behaviour*, 11(5), 391-405.
103. Van der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives. *European journal of information systems*, 12(1), 41-48.
104. Wang, C. Y. (2019). Cross-over effects of corporate reputation and store image: role of knowledge and involvement. *Management Decision*.

105. Wathen, C. N., & Burkell, J. (2002). Believe it or not: Factors influencing credibility on the Web. *Journal of the American society for information science and technology*, 53(2), 134-144.
106. Watts, S. A., & Zhang, W. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the association for information systems*, 9(2), 3.
107. Wolny, J., & Mueller, C. (2013). Analysis of fashion consumers' motives to engage in electronic word-of-mouth communication through social media platforms. *Journal of marketing management*, 29(5-6), 562-583.
108. Wood, S. L., & Lynch Jr, J. G. (2002). Prior knowledge and complacency in new product learning. *Journal of Consumer Research*, 29(3), 416-426.
109. Wu, L., & Chen, J. L. (2005). An extension of trust and TAM model with TPB in the initial adoption of on-line tax: an empirical study. *International Journal of Human-Computer Studies*, 62(6), 784-808.
110. Wu, P. C., & Wang, Y. C. (2011). The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude. *Asia Pacific Journal of Marketing and Logistics*.
111. Xia, L., & Bechwati, N. N. (2008). Word of mouse: the role of cognitive personalization in online consumer reviews. *Journal of interactive Advertising*, 9(1), 3-13.
112. Xu, C., Peak, D., & Prybutok, V. (2015). A customer value, satisfaction, and loyalty perspective of mobile application recommendations. *Decision Support Systems*, 79, 171-183.
113. Zhang, W., & Watts, S. A. (2008). Capitalizing on content: Information adoption in two online communities. *Journal of the association for information systems*, 9(2), 73-94.

SUMMARY

VILNIUS UNIVERSITY

Study programme: Marketing and integrated communication

YULIYA YAROMENKA

THE IMPACT OF EWOM COMMUNICATION FACTORS ON INTENTION TO BUY AND TO RECOMMEND A PRODUCT IN ONLINE STORE

Thesis supervisor – Assoc. Professor dr. Algis Gaizutis

Thesis completed – 2023, Vilnius

Paper volume – 56 pages

Number of tables – 34

Number of figures – 3

Number of literature references – 113

In the modern society people more and more give their preference towards online shopping. Shopping in online stores makes it easier for customers to make purchases and compare products fast. It becomes common to check the reviews and comments of other customers about the product online to get a better undertaking about the quality and general characteristics of the product. Therefore, eWOM communication becomes a very important tool that customers use in order to do make their purchasing decision. The goal of this study was to identify how eWOM communication factors influence the intention of the consumer to make a purchase in online store as well as to reveal how these factors impact intention of the individual to share the recommendation.

In order to achieve the goal and objectives of this research an author conducted the analysis of the theoretical background for such concepts as eWOM behaviours, consumer behaviours, specifically focusing attention on such eWOM communication factors as message usefulness, message credibility, message quality as well as discussed the phenomenon of intention to buy and intention recommend in online store. The TRA and IAM models were taken as a main base for the research model. Based on the developed research model the hypotheses were formulated.

In order to test the hypotheses an author conducted an online survey which was carried out in a form of an online questionnaire. All the constructs used in the research showed a high level of reliability with Cronbach's Alpha coefficient higher than 0.65. The study showed that there is a strong relationship between intention to buy and intention to recommend and its antecedents, however, one of the variables didn't have enough significance to impact the dependent variable which is the intention to buy a smart personal assistant, while carrying out a multiple regression analysis. Additionally, the research provides calculations, on how antecedents of intention to buy and intention to recommend may be impacted by other variables. On top of it, this work demonstrates, how the intention to buy and intention to recommend, may depend on the respondent's gender.

In conclusion the author provided the summary of conducted research, outlines the most important findings as well as provided several recommendations how the study can be useful for the managerial implications. Businesses and sellers in this work can find key elements of eWOM communication that influence intention to buy and to recommend in online store.

SANTRAUKA
VILNIAUS UNIVERSITETAS

Studijų programa: Rinkodara ir integruota komunikacija

YULIYA YAROMENKA

**eWOM kominikacijos veiksnių poveikis ketinimui įsigyti ir rekomenduoti prekes
iš e-parduotuvės**

Darbo vadovas – Assoc. Professor dr. Algis Gaizutis

Darbas parengtas – 2023 m., Vilnius

Darbo apimtis – 56

Lentelių skaičius – 34

Figūrėlių skaičius – 3

Literatų ir šaltinių skaičius – 113

Šiuolaikinėje visuomenėje žmonės vis dažniau teikia pirmenybę apsipirkimui internetu. Pirkdami internetinėse parduotuvėse klientai gali lengviau apsipirkti ir greitai palyginti prekes. Įprasta patikrinti kitų klientų atsiliepimus ir komentarus apie produktą internete, kad geriau suprastumėte produkto kokybę ir bendras savybes. Todėl eWOM komunikacija tampa labai svarbia priemone, kurią klientai naudoja priimdami sprendimą pirkti. Šio tyrimo tikslas buvo nustatyti, kaip eWOM komunikacijos veiksniai įtakoja vartotojo ketinimą pirkti internetinėje parduotuvėje bei atskleisti, kaip šie veiksniai įtakoja asmens ketinimą pasidalinti rekomendacija.

Siekdamas šio tyrimo tikslo ir uždavinių, autorius atliko teorinio pagrindo analizę tokioms sąvokoms kaip eWOM elgsena, vartotojų elgsena, ypatingą dėmesį skirdama tokiems eWOM komunikacijos veiksniams kaip žinutės naudingumas, žinutės patikimumas, žinutės kokybė ir internetinėje parduotuvėje aptarė ketinimo pirkti fenomeną ir ketinimą rekomenduoti. TRA ir IAM modeliai buvo naudojami kaip pagrindinis tyrimo modelio pagrindas. Remiantis sukurtu tyrimo modeliu, suformuluotos hipotezės.

Hipotezėms patikrinti autorius atliko internetinę apklausą, kuri buvo atlikta internetinės anketos forma. Visos tyrime naudotos konstrukcijos parodė aukštą patikimumo lygį, kai Cronbacho alfa koeficientas buvo didesnis nei 0,65. Tyrimas parodė, kad yra stiprus ryšys tarp ketinimo pirkti ir ketinimo rekomenduoti bei jo pirmtakų, tačiau vienas iš kintamųjų neturėjo pakankamai reikšmės, kad paveiktų priklausomą kintamąjį, ty ketinimą įsigyti išmanųjį asmeninį asistentą. atliekant daugkartinę regresinę analizę. Be to, tyrime pateikiami skaičiavimai, kaip ketinimo pirkti ir ketinimo rekomenduoti pirmtakai gali turėti įtakos kiti kintamieji. Be to, šis darbas parodo, kaip ketinimas pirkti ir ketinimas rekomenduoti gali priklausyti nuo respondento lyties.

Apibendrinant autorius pateikė atlikto tyrimo santrauką, išdėstė svarbiausias išvadas, taip pat pateikė keletą rekomendacijų, kaip tyrimas gali būti naudingas vadybinėms pasekmėms. Įmonės ir pardavėjai šiame darbe gali rasti pagrindinius eWOM komunikacijos elementus, turinčius įtakos ketinimui pirkti ir rekomenduoti internetinėje parduotuvėje.

ANNEXES

Annex 1

List of constructs used for online questionnaire development

Hello,

I'm a Master student in Vilnius University, who is currently performing a study that is intended to research eWOM communication factors that influence customers' decision to buy and recommend a product. The results of the survey are highly important for the further addition to science.

Please, select the answers that best reflect your opinion. Please, be ensured that information you provide is anonymous and will be kept confidential.

The questionnaire form usually takes up to 8-10 minutes.

Thank you for your participation!

1. Would you feel confident answering questions from the survey in English language?

- Yes
- No

2. Have you bought anything online in the last 6 months?

- Yes
- No

Now please imagine that you want to buy a product in an online store. As an example you can think of Amazon, Zalando, AliExpress or any other particular online store. When reading an online review about the product you want to buy, what expectations towards the message and the sender of the message do you have?

3. Please indicate how you would evaluate the online source expertise when you are reading a review about a product want to buy a product from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree)

Source expertise							
------------------	--	--	--	--	--	--	--

This person, who left the message is an expert							
This person, who left the message is experienced.							
This person, who left the message, is knowledgeable.							
This person, who left the message, is qualified.							
This person, who left the message is skilled.							

4. The following statements are reflecting your personal perceptions of source trustworthiness when you are reading a review about a product you want to buy.. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

Source trustworthiness							
This person, who left the message, is honest.							
This person, who left the message, is reliable.							
This person, who left the message, is sincere.							
This person, who left the message, is trustworthy.							

5. Please indicate how you evaluate the credibility of the message you are reading online about the product you want to buy. Let us know how important are the following statements by responding to them from 1 to 7, where 1 is “totally disagree” and 7 is “totally agree”

	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

I think the information about the products I want to buy, which is shared in online sources, is convincing.							
I think the information about the products I want to buy, which is shared in online sources (e.g.store's website), is strong.							
I think the information about the products I want to buy, which is shared in online sources (e.g.store's website), is credible.							
I think the information about the products I want to buy, which is shared in online sources (e.g.store's website), is accurate.							

6. The following statements are aimed to evaluate your perception of the information quality when reading a review about the product you want to buy.Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
Online reviews provide information about the product I want to buy							
The available online reviews or comments provide me with up-to-date information.							
The available online reviews or comments provide me with accurate information.							
Online reviews provide me with in-depth and extensive information.							

7. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
I have high-level general knowledge of the product I want to buy in the store.							
I have high-level knowledge of the characteristics of product I want to buy in an online store							

8. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
The product I want to buy is of concern to me.							
The product I want to buy is important to me							
The product I want to buy is relevant to me.							

9. Please, evaluate the usefulness of the message you're reading online about the product you want to buy. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
I think the information about the products which is shared in online sources (e.g. store's website), is valuable.							
I think the information about the products which are shared in online sources (e.g. store's website), is informative.							
I think the information about the products which is shared in online sources e.g. store's website), is helpful.							

10. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
I think the information about the products which was shared in online review contributed to my knowledge of the product discussed							
I think the information about the products which is shared in online review made it easier for me to make my purchase decision.							
I think the information about the products which is shared online enhanced my effectiveness in making a purchase decision							
I think the information about the products which is shared in online review motivated me to take purchasing action							

11. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
When I buy a product on-line, I always read reviews that are presented on the Web site.							
When I buy a product on-line, the reviews presented on the Web site are helpful for my decision making							
When I buy a product on-line, the reviews presented on the Website make me confident in purchasing the product.							
If I do not read the reviews presented on the Website when I buy a product on-line, I worry about my decision							

12. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
Most people who are important to me think that I should buy a product in an online store after reading a positive online review.							
Most people, important to me, would want me to purchase a product in an online store after reading a positive online review.							
People who influence me would think that I should buy a product in an online store after reading a positive online review.							

13. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7

After considering information in the review about a product of interest to me, which are shared online it is very likely that I will buy any of those products.							
After considering information in the review about a product of interest to me, which are shared online will buy any of those products the next time I need a product.							
I would like to purchase the product with a credible online review.							
I tend to develop greater purchase intention toward that product of credible online review.							

14. Please provide information how much you agree with below statements from 1 to 7, where 1 (strongly disagree) to 7 (strongly agree).

	1	2	3	4	5	6	7
I tend to pass on information or an opinion about the products online if I find it useful.							
I am likely to pass along the reviews containing information or opinions about the product that I like to other people.							
When I notice product-related information or an opinion from a friend, I pass it along to other people							
I am likely to pass along interesting information about products I want to buy to other people.							

Please, provide some demographic information.

15. Gender

- Male
- Female
- Other
- Prefer not to say

16. Please, indicate your age in years

17. What is your monthly personal income?

- Less than €1000
- €1000-€1500
- €1501-€2000
- €2001-€2500
- €2501-€3000
- More than €3000

18. What is the highest level of your education?

- No formal education
- High school
- College
- Vocational training
- Bachelor degree
- Master degree
- Doctorate/PHD
- Other

Annex 2

Tables from SPSS related to reliability test

Source expertise

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	317	99,7
	Excluded ^a	1	,3
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,939	5

Source trustworthiness

► Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,882	4

Message credibility

→ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,845	4

Prior knowledge

▶ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,791	2

Prior involvement

▶ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,793	3

Message quality

▶ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Double-click to activate

Reliability Statistics

Cronbach's Alpha	N of Items
,837	4

Message usefulness

→ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,826	3

Attitude

▶ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,846	4

Subjective norms

▶ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,876	3

Intention to buy

► Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,835	4

Intention to recommend

► Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	318	100,0
	Excluded ^a	0	,0
	Total	318	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,921	4

Annex 3

Regression analysis SPSS tables

H1: The message expertise has a direct positive impact on message credibility.

H2: The message trustworthiness has a direct positive impact on message credibility.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,643 ^a	,414	,410	,73814

a. Predictors: (Constant), Source_Trustworthiness, Source_Expertise

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	121,100	2	60,550	111,131	<,001 ^b
	Residual	171,630	315	,545		
	Total	292,730	317			

a. Dependent Variable: Message_credibility

b. Predictors: (Constant), Source_Trustworthiness, Source_Expertise

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,172	,217		10,001	<,001
	Source_Expertise	,171	,041	,226	4,219	<,001
	Source_Trustworthiness	,436	,048	,484	9,048	<,001

a. Dependent Variable: Message_credibility

H3: Message credibility has a positive impact on message usefulness.

H4: Message quality has a positive impact on message usefulness.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,676 ^a	,457	,453	,68080

a. Predictors: (Constant), Message_quality, Message_credibility

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122,771	2	61,386	132,444	<,001 ^b
	Residual	145,998	315	,463		
	Total	268,769	317			

a. Dependent Variable: Message_usefulness

b. Predictors: (Constant), Message_quality, Message_credibility

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,440	,257		5,609	<,001
	Message_credibility	,482	,047	,503	10,232	<,001
	Message_quality	,259	,050	,256	5,211	<,001

a. Dependent Variable: Message_usefulness

H5: Prior knowledge has a positive impact on message usefulness.

H6: Prior involvement has a positive impact on message usefulness.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,594 ^a	,352	,348	,74334

a. Predictors: (Constant), Prior_Involvement, Prior_Knowledge

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94,714	2	47,357	85,706	<,001 ^b
	Residual	174,055	315	,553		
	Total	268,769	317			

a. Dependent Variable: Message_usefulness
b. Predictors: (Constant), Prior_Involvement, Prior_Knowledge

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,242	,259		8,643	<,001
	Prior_Knowledge	,292	,043	,356	6,761	<,001
	Prior_Involvement	,340	,055	,328	6,235	<,001

a. Dependent Variable: Message_usefulness

H7: Attitude towards message has a positive impact on message usefulness.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566 ^a	,320	,318	,76027

a. Predictors: (Constant), Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86,119	1	86,119	148,994	<,001 ^b
	Residual	182,650	316	,578		
	Total	268,769	317			

a. Dependent Variable: Message_usefulness

b. Predictors: (Constant), Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,908	,212		13,737	<,001
	Attitude_review	,517	,042	,566	12,206	<,001

a. Dependent Variable: Message_usefulness

H8: Message usefulness has a positive impact on message adoption.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,577 ^a	,332	,330	,77242

a. Predictors: (Constant), Message_usefulness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93,904	1	93,904	157,390	<,001 ^b
	Residual	188,536	316	,597		
	Total	282,440	317			

a. Dependent Variable: Message_adoption

b. Predictors: (Constant), Message_usefulness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,138	,260		8,226	<,001
	Message_usefulness	,591	,047	,577	12,546	<,001

a. Dependent Variable: Message_adoption

H9: Message adoption has a positive impact on intention to buy.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,505 ^a	,255	,252	,86596

a. Predictors: (Constant), Message_adoption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81,028	1	81,028	108,053	<,001 ^b
	Residual	236,965	316	,750		
	Total	317,993	317			

a. Dependent Variable: Intention_to_buy

b. Predictors: (Constant), Message_adoption

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,128	,280		7,599	<,001
	Message_adoption	,536	,052	,505	10,395	<,001

a. Dependent Variable: Intention_to_buy

H10: Message adoption has a positive impact on intention to recommend.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,351 ^a	,123	,120	1,12752

a. Predictors: (Constant), Message_adoption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	56,481	1	56,481	44,427	<,001 ^b
	Residual	401,734	316	1,271		
	Total	458,216	317			

a. Dependent Variable: Intention_to_recommend

b. Predictors: (Constant), Message_adoption

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,984	,365		5,442	<,001
	Message_adoption	,447	,067	,351	6,665	<,001

a. Dependent Variable: Intention_to_recommend

H11: Attitude has a direct positive impact on intention to buy.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,564 ^a	,318	,316	,82838

a. Predictors: (Constant), Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101,149	1	101,149	147,401	<,001 ^b
	Residual	216,844	316	,686		
	Total	317,993	317			

a. Dependent Variable: Intention_to_buy

b. Predictors: (Constant), Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,252	,231		9,764	<,001
	Attitude_review	,561	,046	,564	12,141	<,001

a. Dependent Variable: Intention_to_buy

H12: Attitude has a direct positive impact on intention to recommend.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,396 ^a	,157	,154	1,10579

a. Predictors: (Constant), Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71,821	1	71,821	58,736	<,001 ^b
	Residual	386,395	316	1,223		
	Total	458,216	317			

a. Dependent Variable: Intention_to_recommend

b. Predictors: (Constant), Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,067	,308		6,712	<,001
	Attitude_review	,472	,062	,396	7,664	<,001

a. Dependent Variable: Intention_to_recommend

H13: There is a positive relationship between subjective norms and intention to buy.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,130 ^a	,017	,014	,99467

a. Predictors: (Constant), Subjective_norms

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,353	1	5,353	5,410	,021 ^b
	Residual	312,640	316	,989		
	Total	317,993	317			

a. Dependent Variable: Intention_to_buy

b. Predictors: (Constant), Subjective_norms

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,695	,141		33,376	<,001
	Subjective_norms	,105	,045	,130	2,326	,021

a. Dependent Variable: Intention_to_buy

H14: There is a positive relationship between subjective norms and intention to recommend.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,139 ^a	,019	,016	1,19242

a. Predictors: (Constant), Subjective_norms

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,904	1	8,904	6,262	,013 ^b
	Residual	449,312	316	1,422		
	Total	458,216	317			

a. Dependent Variable: Intention_to_recommend

b. Predictors: (Constant), Subjective_norms

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,991	,169		23,665	<,001
	Subjective_norms	,136	,054	,139	2,502	,013

a. Dependent Variable: Intention_to_recommend

Annex 4

Correlation analysis SPSS table

		Correlations											
		Source_Expertise	Source_Trustworthiness	Message_credibility	Message_quality	Prior_Knowledge	Prior_Involvement	Message_usefulness	Message_adoption	Attitude_review	Subjective_norms	Intention_to_buy	Intention_to_recommend
Source_Expertise	Pearson Correlation	1	.591**	.511**	.424**	.185**	.201**	.230**	.126*	.253**	.118*	.258**	.159**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	.024	<.001	.036	<.001	.004
	N	318	318	318	318	318	318	318	318	318	318	318	318
Source_Trustworthiness	Pearson Correlation	.591**	1	.617**	.629**	.407**	.393**	.475**	.353**	.304**	.060	.302**	.351**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.290	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_credibility	Pearson Correlation	.511**	.617**	1	.535**	.456**	.458**	.640**	.350**	.444**	.137*	.265**	.238**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	.014	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_quality	Pearson Correlation	.424**	.629**	.535**	1	.511**	.587**	.526**	.498**	.528**	.102	.399**	.345**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.069	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Prior_Knowledge	Pearson Correlation	.185**	.407**	.456**	.511**	1	.507**	.522**	.391**	.410**	.160**	.418**	.404**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.004	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Prior_Involvement	Pearson Correlation	.201**	.393**	.458**	.587**	.507**	1	.508**	.592**	.523**	.140*	.406**	.337**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	.013	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_usefulness	Pearson Correlation	.230**	.475**	.640**	.526**	.522**	.508**	1	.577**	.566**	.122*	.504**	.386**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	.030	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Message_adoption	Pearson Correlation	.126*	.353**	.350**	.498**	.391**	.592**	.577**	1	.681**	.119*	.505**	.351**
	Sig. (2-tailed)	.024	<.001	<.001	<.001	<.001	<.001	<.001		<.001	.034	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Attitude_review	Pearson Correlation	.253**	.304**	.444**	.528**	.410**	.523**	.566**	.681**	1	.129*	.564**	.396**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		.022	<.001	<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Subjective_norms	Pearson Correlation	.118*	.060	.137*	.102	.160**	.140*	.122*	.119*	.129*	1	.130*	.139*
	Sig. (2-tailed)	.036	.290	.014	.069	.004	.013	.030	.034	.022		.021	.013
	N	318	318	318	318	318	318	318	318	318	318	318	318
Intention_to_buy	Pearson Correlation	.258**	.302**	.265**	.399**	.418**	.406**	.504**	.505**	.564**	.130*	1	.487**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	318	318	318	318	318	318	318	318	318	318	318	318
Intention_to_recommend	Pearson Correlation	.159**	.351**	.238**	.345**	.404**	.337**	.386**	.351**	.396**	.139*	.487**	1
	Sig. (2-tailed)	.004	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.013	<.001	
	N	318	318	318	318	318	318	318	318	318	318	318	318

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Annex 5

Multiple regression analysis of factors related to intention to buy

Correlations

		Intention_to_buy	Subjective_norms	Attitude_review	Message_adoption
Pearson Correlation	Intention_to_buy	1,000	,130	,564	,505
	Subjective_norms	,130	1,000	,129	,119
	Attitude_review	,564	,129	1,000	,681
	Message_adoption	,505	,119	,681	1,000
Sig. (1-tailed)	Intention_to_buy	.	,010	<,001	<,001
	Subjective_norms	,010	.	,011	,017
	Attitude_review	,000	,011	.	,000
	Message_adoption	,000	,017	,000	.
N	Intention_to_buy	318	318	318	318
	Subjective_norms	318	318	318	318
	Attitude_review	318	318	318	318
	Message_adoption	318	318	318	318

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Message_adoption, Subjective_norms, Attitude_review ^b	.	Enter

a. Dependent Variable: Intention_to_buy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	,590 ^a	,348	,342	,81274	,348	55,803	3	314	<,001

a. Predictors: (Constant), Message_adoption, Subjective_norms, Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110,582	3	36,861	55,803	<,001 ^b
	Residual	207,411	314	,661		
	Total	317,993	317			

a. Dependent Variable: Intention_to_buy

b. Predictors: (Constant), Message_adoption, Subjective_norms, Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,641	,279		5,875	<,001
	Subjective_norms	,041	,037	,051	1,110	,268
	Attitude_review	,404	,062	,406	6,509	<,001
	Message_adoption	,236	,066	,222	3,561	<,001

a. Dependent Variable: Intention_to_buy

Multiple regression analysis of factors related to intention to recommend

Correlations

		Intention_to_recommend	Subjective_norms	Attitude_review	Message_adoption
Pearson Correlation	Intention_to_recommend	1,000	,139	,396	,351
	Subjective_norms	,139	1,000	,129	,119
	Attitude_review	,396	,129	1,000	,681
	Message_adoption	,351	,119	,681	1,000
Sig. (1-tailed)	Intention_to_recommend	.	,006	<,001	<,001
	Subjective_norms	,006	.	,011	,017
	Attitude_review	,000	,011	.	,000
	Message_adoption	,000	,017	,000	.
N	Intention_to_recommend	318	318	318	318
	Subjective_norms	318	318	318	318
	Attitude_review	318	318	318	318
	Message_adoption	318	318	318	318

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Message_adoption, Subjective_norms, Attitude_review ^b	.	Enter

a. Dependent Variable: Intention_to_recommend

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	,420 ^a	,176	,168	1,09641	,176	22,391	3	314	<,001

a. Predictors: (Constant), Message_adoption, Subjective_norms, Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80,749	3	26,916	22,391	<,001 ^b
	Residual	377,467	314	1,202		
	Total	458,216	317			

a. Dependent Variable: Intention_to_recommend

b. Predictors: (Constant), Message_adoption, Subjective_norms, Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,477	,377		3,919	<,001
	Subjective_norms	,083	,050	,085	1,649	,100
	Attitude_review	,340	,084	,285	4,062	<,001
	Message_adoption	,187	,089	,147	2,096	,037

a. Dependent Variable: Intention_to_recommend

Multiple regression analysis of factors related to intention to buy based on gender (male)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	,610 ^a	,372	,363	,81853	,372	39,888	3	202	<,001

a. Predictors: (Constant), Subjective_norms, Attitude_review, Message_adoption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80,174	3	26,725	39,888	<,001 ^b
	Residual	135,338	202	,670		
	Total	215,512	205			

a. Dependent Variable: Intention_to_buy

b. Predictors: (Constant), Subjective_norms, Attitude_review, Message_adoption

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,500	,345		4,346	<,001
	Message_adoption	,295	,088	,268	3,373	<,001
	Attitude_review	,369	,078	,376	4,741	<,001
	Subjective_norms	,048	,046	,060	1,050	,295

a. Dependent Variable: Intention_to_buy

Multiple regression analysis of factors related to intention to buy based on gender (female)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,551 ^a	,304	,285	,80915	,304	15,730	3	108	<,001

a. Predictors: (Constant), Subjective_norms, Message_adoption, Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,896	3	10,299	15,730	<,001 ^b
	Residual	70,709	108	,655		
	Total	101,605	111			

a. Dependent Variable: Intention_to_buy

b. Predictors: (Constant), Subjective_norms, Message_adoption, Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,895	,490		3,871	<,001
	Message_adoption	,155	,102	,158	1,524	,130
	Attitude_review	,443	,106	,436	4,196	<,001
	Subjective_norms	,017	,065	,021	,265	,791

a. Dependent Variable: Intention_to_buy

Multiple regression analysis of factors related to intention to recommend based on gender (male)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,506 ^a	,256	,245	1,02282	,256	23,179	3	202	<,001

a. Predictors: (Constant), Subjective_norms, Attitude_review, Message_adoption

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72,746	3	24,249	23,179	<,001 ^b
	Residual	211,326	202	1,046		
	Total	284,072	205			

a. Dependent Variable: Intention_to_recommend

b. Predictors: (Constant), Subjective_norms, Attitude_review, Message_adoption

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,002	,431		2,324	,021
	Message_adoption	,225	,109	,178	2,060	,041
	Attitude_review	,351	,097	,311	3,604	<,001
	Subjective_norms	,145	,057	,155	2,516	,013

a. Dependent Variable: Intention_to_recommend

Multiple regression analysis of factors related to intention to recommend based on gender (female)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	,289 ^a	,084	,058	1,21376	,084	3,284	3	108	,024

a. Predictors: (Constant), Subjective_norms, Message_adoption, Attitude_review

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,515	3	4,838	3,284	,024 ^b
	Residual	159,108	108	1,473		
	Total	173,623	111			

a. Dependent Variable: Intention_to_recommend

b. Predictors: (Constant), Subjective_norms, Message_adoption, Attitude_review

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,548	,734		3,469	<,001
	Message_adoption	,109	,153	,085	,713	,478
	Attitude_review	,300	,158	,226	1,894	,061
	Subjective_norms	-,054	,098	-,051	-,556	,580

a. Dependent Variable: Intention_to_recommend