Electronic word of mouth (EWoM), brand image and consumer's purchase intention: Basis for purchase decision model

Zhang, Xinxin ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines (475450937@qq.com)

Abstract

This study makes the research on the relationship of EWOM, brand image and customers' purchase intention based on the purchase decision model and the samples focus on Hefei city in Anhui province. The specific effect and relationship could take the assessment of the specific dimensions for these three variables. EWOM owns the specific dimensions of positive valence, content and intensity. Brand image also gets the detailed dimensions of brand identity, brand personality and brand behavior. Meanwhile, the purchasing intention of customers also has the dimensions of risk, service of customers, experiences of shopping and perception of products. According to the collected investigation data resources, it shows that EWOM owns a highly significant relationship with positive direction with brand image and it also owns a highly significant influence and positive relationship with the purchase intention for costumers. Besides, brand image also owns a highly significant influence on the purchase intention for the customers. Lastly, this study proposed a model of the relationship among these three variables and intensifies the purchase decisions for customers.

Keywords: electronic word of mouth, brand image, consumer's purchase intention, purchase decision

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1. Introduction

With the fast development of internet, there are more applications in different industries. People also could communicate effectively and quickly with each other. The Internet platform has powerful functions and a wide range of participating groups (Kwon et al., 2022). Meanwhile, the credible influence is higher than the influence of published information for their companies. Thus, more and more customers decide to focus on the EWOM to make the evaluation on the quality of products and making the purchasing decisions (Adeola et al., 2020). Most corporations focus on the EWOM and it becomes the crucial factor for the success of these companies under the internet period. This kind of information media has advantages that other types of media for the traditional information cannot match the forms of reducing uncertainty of purchasing decision, increasing the trust for corporations. Online reviews affect consumers' purchasing decisions, which in turn affect the profitability of enterprises (Haryono, 2022).

Communicated content contains the basic contributions of the products, some experiences of shopping for the customers. These actions may guide to the EWOM (Chai & Zheng, 2019). In the network environment, the amount of WOM information is huge and growing rapidly, which affects consumers' cognition and evaluation of products or services to a large extent. Understanding the spread law of online word of mouth can help consumers make satisfactory purchase decisions. Therefore, this study plans to analyze the effect of EWOM for the variable of purchase intention for customers and the other variable of brand image.

The obvious sign of economic globalization is that lots of foreign brands enter into the Chinese market, while the variety of Chinese local brands and the emergence of more local brands make the competition gradually intensified. As an ancient civilization with a large population, China does not lack high-quality products, but there are relatively few Chinese brands in the comparison of world brands (Mao et al., 2020). In addition to the problems of Chinese companies themselves, it is also related to Chinese companies' insufficient influences on brand (Kato, 2021). However, it survives a certain relationship and internal causes for the awareness of the brand. If an enterprise does not know of the process of motivation for the purchasing decision of customers, it is hard to make the determination on the benefits or advantages for the environment of market under the intense competition (Chakraborty, 2019).

Thus, companies both require understanding the market and psychological natures for the habits of purchasing online (Wang et al., 2020). However, not all the commodity brand building, related purchasing psychological characteristics and purchasing behaviors are the same. People will have different purchasing motivations, psychological characteristics and purchasing behaviors when purchase different commodities, which makes different product types (Slack et al., 2021). Corporations need to formulate marketing strategies suitable for their own products according to their own product conditions. Different periods and different groups of people have different considerations, psychological activities are complex and the purchase process is relatively long (Wang et al., 2020). Therefore, merchants need to understand consumer intentions and highlight different product brand characteristics in different situations to grasp consumer psychology.

Reviews for online trade by customers on the platform influence deep for the long term preservation and this is also a type of EWOM. It also centralized presentation of information, rich content, and wider audience. These reviews become the important reference source for its customers and it is used to make purchase decisions in the Internet age (Slack et al., 2021). Online reviews influences on the relationship with the consumer decision-making process. It is more influential than other information media. Consumers switching brands are more influenced by word of mouth than advertising, which is twice as influential as advertising. For businesses,

online reviews are the one crucial factor driving corporate profits (Chakraborty, 2019). First, online reviews provide enterprises with formal channels that cannot obtain valuable Based on customer feedback information, enterprises can improve product quality and service through the analysis of consumers' post-purchase word-of-mouth content, and timely evaluate the market response of products, so as to formulate and adjust product production, distribution and marketing strategies (Wang et al., 2020). Therefore, finding effective ways to monitor and manage online reviews will help companies build credibility and drive sales growth.

When make the comparison with the traditional forms of WOM, EWOM owns the plenty of different natures. These natures include unstructured information, centralized information for the distribution, internet communication and some others (Slack et al., 2021). Currently, the research on how to take the usage of the advantages of EWOM to improve the effectiveness of making the decisions for the customers and promote the profitability of merchants is still insufficient, and some new problems need to be solved (Wang et al., 2020). One of the most central questions is how online reviews influence consumer decision-making (Slack et al., 2021).

EWOM is useful from the aspect of consumers' perception of it. Perceived, what kind of comments will be perceived as useful by consumers, and on this basis, how to help consumers quickly identify these valuable comments in a large number of comments (Oriade & Schofield, 2019). Second is taking the consideration from link of consumers' final purchase behavior, how those useful electronic word-of-mouth further affect consumers' final individual and overall purchase behavior. Consumers' perceived usefulness of reviews is the prerequisite for reviews to affect their purchase behavior. In particular, in the face of a large number of EWOM on the Internet, it is more practical to study how to quickly extract those useful reviews and analyze how they further affect consumers' final purchase behavior. In addition, it can help companies publish more influential comments and carry out more effective word-of-mouth marketing. It is used to research on the influence of EWOM of the final purchasing behavior of customers. It provides specific guidance for enterprises to effectively manage electronic word-of-mouth.

The research on the system of the brand image and process of consumption mainly focuses on the steps of online purchasing. Meanwhile, the targeted industries for the research are also different (Slack et al., 2021). What's more, some studies on the consumer buying process mainly focus on social and cultural explanations or justifications for consumer buying behavior. Therefore, it has the significant understanding for the brand building of this industry and its mechanism of brand image effect on the purchase process of customers.

Objectives of the Study - This study focuses on how online reviews influence on the consumers' perception of product brand image and consumer purchase behavior, and conducts research on the above-mentioned target issues respectively to help people understand and give full play to the influence of the electronic reviews. It provides specific guidance for corporations to carry out effective online review management and marketing. This study plans to examine the effect of brand image and electronic WOM for the purchasing intention of customers. According to the research background and basic information, there are some specific objectives for it. Specifically, it aimed to: it intends to assess the EWOM in terms of its positive valence, intensity and content; brand image with reference to brand identity, brand personality and brand behavior; Purchasing intention of customers in terms of product perception, shopping experience, services of customers and purchasing risks; test the significant influence among EWOM, brand image and purchase intention for the customers; and propose a model to intensify customer purchasing decision.

2. Methods

Research Design - According to the research topic, this study belongs to descriptive research design and it is also used to provide plenty of results and findings on interpretation. Descriptive method is also used to gain plenty of facts, information, data resources currently (Sundler et al., 2019). Descriptive study also means taking the usage of routine testing records and obtains data resources by surveys. The grouped participants include different natures, times and regions. This is used to make the description on the relevant characteristics and

distribution. Besides, it also could make the comparison, analysis and discussion for the collected data resources (Mishra et al., 2019). What's more, it also is used to get accurate description on events, people and other situation. As to take the usage of design for descriptive analysis, it is beneficial for exploring the relationship of differences for the focused three variables. This research is used to obtain the questionnaires from customers' viewpoints about EWOM, customers' purchase intention and brand image, the specific dimensions for each variable is in the following table. Meanwhile, this research also is used to analyze correctly and systematically for the natures and facts for the targeted population and chosen respondents (Riahi et al., 2021). The descriptive analysis also contains the irregular sensations with the special reasons.

Participants of the Study - This research focuses on the digital generation in China, so the participants of this study are about the customers who often like to purchase products online. The participants of this research including different occupations and the questionnaires are divided randomly in three private universities (Anhui Xinhua University, Anhui Foreign Languages University, Anhui Sanlian University) in Hefei city of Anhui province. The occupations of the respondents include students, teachers and functional corporate employees. The collected data resources were from the department of management for human resource for these three universities. This dissertation plans to divide 320 questionnaires randomly and collected by wenjuanxing questionnaire platform. Finally, the research effectively collected 308 questionnaires. The size of samples can be shown in the table 3 by the random stratified samples: Students (255) or 82.8 percent; Corporate employees (8) or 2.6 percent and Teachers (45) or 14.6 percent for a total of 308 respondents. This study was limited by the refusal of the participants to take the participation in this research, but the researchers did their best to cover a suitable range to improve the study. For the distribution percent of the profile of demography for these participants is seen in following table.

Table 1

Percent Distribution of the Profile of Demography for the participants

Sex	Frequency	Percentage %
Male	118	38.30
Female	190	61.70
Age		
Below 20 years	14	4.50
20 to 30 years	245	79.50
30 to 40 years	33	10.70
40 to 50 years	15	4.90
Above 50 years	1	0.30
Education background		
Below high school	0	0
High school or technical secondary school	2	0.6
Junior college	0	0
Bachelor	254	82.50
Master or above	52	16.90
Occupation		
Student	255	82.80
Corporate employee	8	2.60
Teacher	45	14.60
Government staff	0	0
Legal worker	0	0
Others	0	0
Times have to purchase online		
Below five times	80	26.00
Five to ten times	158	51.30
Ten to fifteen times	59	19.20
Fifteen to twenty times	1	0.30
More than twenty times	10	3.20

This table shows the distribution on the percent of the demographic profile for the data resources of targeted participants. As the sex distribution, the collected data shows that female had the highest frequency with 190 respondents for 61.70% and 38.3% for male respondents. The data and percentages show that most students of

the chosen respondents are from liberal arts majors and female students are more than male students. Meanwhile, some of the respondents are teachers and functional department employees from the three private universities and the female employees are also more than male employees. So the sex distribution shows that the percentages of female respondents are more than male respondents.

For the distribution of age, most participants are in the scope of 20 to 30 years for the number of 245 or 79.5%. However, there is only 1 person is more than 50 years and gets the percentage with 0.3. As the reason of most of the respondents belong to students in these three private universities and they are young with the age scope of 20 to 30 years. This also conforms to the research subject with the basic characteristic of the digital generation in China. The table also shows that 14 respondents are below 20 years with 4.5%. 33 people are 30 to 40 years with 10.7%, 15 people with 40 to 50 years with 4.9%. These respondents mainly belong to digital generation. It is a generation born in the digital age that has grown up with access to digital information and the ability to master new communication technologies (Adeola et al., 2020, McFarlane, 2019, Çoklar & Tatli, 2021). It also means a new generation of well-educated, digital application-savvy people born in the age of technology.

For education background, the collected data shows that 2 high school or technical secondary (0.6%), 254 bachelor respondents (82.5%) and 52 people are master or above with 16.9%. As the investigated scope focused on three main private universities and most respondents are students in the universities, so more than half respondents are bachelor education background. Meanwhile, some of them are teachers and employees in the functional departments, so they also have the master or above degree. According to the investigated results, it also shows that digital generation often has the good education background and they can receive the advanced technologies easily.

Consider with the occupation of the respondents, 255 students with 82.8 percentage, 8 corporate employees with 2.6 percentage and 45 teachers with 14.6 percentages. Most of the questionnaires are divided into the students in the universities and they have the focused natures of the participants.

As the development of internet, most of digital generation likes to purchase online. From the table, it shows all the respondents have the experiences of purchasing online. About half respondents have the experience of 5 to 10 times to purchase online. 26% respondents have the experiences of purchasing online for less than 5 times and 19.2% have 10 to 15 times to purchase online. The other 3.5% respondents have more than 15 times. This data results show that more than 60% respondents have the experiences of purchasing online for 5 to 15 times per month. Due to the low inventory pressure and low operating costs of online sales, the operational scale cannot make the limitation by the venue. Later, more and more enterprises may choose online transaction. They could change the commercial strategies by the information and feedback timely online. Meanwhile, it also is used to improve the benefits of economy for their companies and the capability to take the participation into the foreign market (Wai et al., 2019). This new type of shopping model allows for more efficient resource allocation at a larger and broader level (Tran, 2020). Online shopping can break down traditional commerce barriers, giving consumers, businesses and markets greater appeal and influence.

Data Gathering Instrument - This research took the usage of the major investigated questionnaire for the main method to collect the required data resources. This study had three types of scale for the investigated questionnaire for the core mechanism for collecting the required data resource. The investigated questionnaire has 3 main parts based on the three main variables of the study, including scale of EWOM, scale of brand image and scale of consumers' purchase intention. For descriptive analysis, different items were presented for each instrument. What's more, the participants are used to make the indication for frequency analysis and it also applies for the Likert scale with 4 points. In the frequency analysis of the different dimensions, verbal interpretation indicates 3.50 to 4.00 means strong agreement. 2.50 to 3.49 mean agreement. 1.50 to 2.49 means disagreement. Then, the other means the strong disagreement.

This investigated questionnaire takes the usage of reliability analysis test for the indicator of value of Cronbach apha with the different scales of the questionnaire. This means the average value for the half

coefficient with reliability gained by the methods of possible item division (George & Mallery, 2018). Usually, it takes the usage of investigated scale for the different variables. The detailed data resources for the reliability analysis are showing in the next table. Therefore, the data of this coefficient means 0 to 1. When it is more than 0.6, it means the insufficient result of the reliability. When it is between 0.7 to 0.8, it means the investigated scale is considerable reliability. Meanwhile, if it is between 0.8 to 0.9, it shows the good result on reliability and more than 0.9 means excellent (Holicky, 2009).

First type of scale is about EWOM and had three main dimensions on EWOM valence, EWOM content and EWOM intensity based on the researches of Kitirattarkarn (2021), Aghakhani et al. (2021). Before this scale, it is about the main information and profile of the respondents. Positive valence for EWOM consists with 5 items and has the Cronbach alpha of 0.865. EWOM content consists with 5 items and has the Cronbach alpha of 0.941. Intensity of EWOM consists with 5 items and has the Cronbach alpha of 0.815. All these three dimensions have 15 items and with the total Cronbach alpha of 0.936. EWOM makes the application about the Likert scale for 4 points and takes the application of Likert scale with 4 points. In the frequency analysis of the different dimensions, verbal interpretation indicates 3.50 to 4.00 means strong agreement. 2.50 to 3.49 mean agreement. 1.50 to 2.49 means disagreement. Then, the other means the strong disagreement.

As to measure and test brand image, it also has three main dimensions with brand identity, brand personality and brand behavior based on the fundamental researches of Choi et al. (2015), Chakraborty (2019) and Kunkel & Biscaia (2020). It also takes the application on the Likert scale with 4 points. In the frequency analysis of the different dimensions, verbal interpretation indicates 3.50 to 4.00 means strong agreement. 2.50 to 3.49 mean agreement. 1.50 to 2.49 means disagreement. Then, the other means the strong disagreement. This scale has 15 items for all the three dimensions. The specific dimensions of the scale consist of brand image for five items with the value of Cronbach alpha is 0.892, brand personality for five items with the value of Cronbach alpha is 0.903 and brand behavior for five items with the value of Cronbach alpha is 0.951 and the total 15 items has the Cronbach alpha of 0.959. All the data shows this scale has the good reliability results.

Consumers' purchase intention owns a research instrument with the study of Asgarpour (2014), Dagger & O'Brien (2010), Nordheim et al. (2019) and Wagner et al. (2016). This scale of variable takes the application of Likert scale for 4 points and taking the verbal interpretation indicates 3.50 to 4.00 means strong agreement. 2.50 to 3.49 mean agreement. 1.50 to 2.49 means disagreement. Then, the other means the strong disagreement. This scale of questionnaire has 20 items and 5 items for each dimension. The specific dimensions of this variable include perception of products, shopping experiences, service of customers and online purchasing risks. The Cronbach alpha of these dimensions is 0.866, 0.869, 0.874 and 0.836. The total Cronbach alpha of the 20 items is 0.943. All the data shows this scale has the good reliability results.

Data Gathering Procedure - Investigators in this study used published papers as sources of data or information collection and gathering. What's more, authoritative books, articles and journals were used in the study when relevant data and information were collected. Additional relevant information about private universities was collected through questionnaire distribution websites. Prior to data collection, a request letter is used to make the study and it also takes the approval of consultant for three universities. Researchers have written requests to the presidents of private universities to obtain approval to conduct research activities. Researchers also wrote a letter to the private universities' Human Resources Management (HRM), listing the total number of students, teachers, and functional department employees at different institutions. It referred to the objectives and purpose for the study and conducted for writing the purposes with academic area just for collecting information could keep confidential. After the agreement of the manager for president of university and the agreement of the advisor for the investigated questionnaires, this research begun to distribute the questionnaires for the students, teachers and functional department employees of three selected private universities in Hefei City, Anhui Province. Schedules for distribution and collection of questionnaires were set on mutually agreed dates after consultation with private universities for students, faculty, and corporate employees. Surveys are personally administered by researchers or using Google Forms to make sure of the react

and confidentiality of the investigated results.

Ethical Considerations - Since the main data resource for this study is the questionnaire responses, the responses to the questionnaire must follow the principle of voluntariness and must be based on the will of all the participants. All the private information of protected for research uses only. In addition, all participants should have their privacy and dignity protected. During the course of the study, participants may feel that they are being studied as powerful informants, rather than being threatened with physical abuse and verbal violence.

Data Analysis - Objective documents and figures were aggregated, encoded, and used with plenty of statistical measures such as frequency distributions, weighted means, Pearson-product-moment correlations based on research objectives. These methods were analyzed for the collected data resources to reach to the research objectives. A common way of organizing data is to construct a frequency distribution. Therefore, frequency distributions were used to make it easier for researchers to get an overall picture of the data. One common method to organize and analyze data resource is to make the construct a frequency analysis. Therefore, frequency analysis was used to make it easier for researchers to get an overall picture of the data (Martens et al., 2009). A frequency distribution means the distribution of each unit within each group in the entirety of the units in a group that have been classified and arranged in a certain order based on the statistical grouping. Its essence is to list the whole number of units in every group based on an order in which each group is arranged to form a number column. In the study, this data analysis method was used to show whether the respondents are low or high. Meanwhile, it also shows whether they are concentrated in one region or spread across the scale (Khan et al., 2020). What's more, the frequency distribution method shows how the individual observations are distributed within the scale of measurement (Rickard, 2019). In this method, the weighted mean is beneficial for determining the real amount of numbers in the data resources assigned for the same weight.

In addition, the Pearson correlation is used to make the measurement for the linear association and strength among the different variables and it makes the indication with r value. When consider with the test of Shapiro-Wilk, p value is used to show the final results and when it is less than 0.05, it takes the meaning that they are distributed normally. Thus, rho of Spearman was used for the section of test on non-parametric and it is used to take the determination on the significant relationship. Therefore, it was used to determine important relationships among EWOM, Brand Image and Consumer Purchase Intentions for online customers. The study is also used to determine the differences in EWOM, brand image and purchasing intentions of digital generation consumers in private universities in Hefei City, Anhui Province. The focused occupations in these universities include student, teacher and functional department employees.

This study uses the statistical software of SPSS version 28 for the gathered data resources and explains the results and findings of the investigation. Using the SPSS Statistics software is used to export statistical reports, descriptive statistical analyses, custom statistical tables, mean comparison analyses, general linear models, correlation analyses, regression analyses, log-linear models, classification analyses, dimensionality reduction analyses, scale analyses, and nonparametric can (Permadi, 2020). It also performs the statistical analysis and inference on data results and graphics, including testing, time series analysis, survival analysis, multiple response analysis, program mode, drawing commonly used statistical graphs, and some others.

3. Results and Discussion

The above table means the summary of dimensions for EWOM with dimensions of positive valence, EWOM content and intensity. The composite mean of these three dimensions is positive valence with 2.82, EWOM content with 2.92 and intensity with 2.79. All these three dimensions show they are agree for the variable of EWOM. Meanwhile, EWOM content gets the rank 1 and it also shows it is more important for customers when they browse the information of EWOM. Usually, there are huge amount of EWOM for different products from different platforms. This information had the deep influence on customers' purchase intention and making decision. What's more, all these dimensions in EWOM just have the small gaps in composite mean and

this shows all the three dimensions are the important references for the customers when they browse information to make the purchasing decisions. In addition, the total composite mean of this variable is 2.84 and it also shows the moderate effect and agrees with the main research subject.

Table 1

Electronic Word of Mouth

Key Result Areas	Composite Mean	VI	Rank
Positive Valence	2.82	Agree	2
EWOM content	2.92	Agree	1
Intensity	2.79	Agree	3
Grand Composite Mean	2.84	Agree	

Table 2

Brand Image

Key Result Areas	Composite Mean	VI	Rank
Brand Identity	2.82	Agree	1
Brand Personality	2.78	Agree	2
Brand Behaviour	2.76	Agree	3
Grand Composite Mean	2.79	Agree	

The above table shows the summary of composite mean for the three dimensions of brand image. The specific data of these three dimensions are brand identity with 2.82, brand personality with 2.78 and brand behavior with 2.76. It gets the evidence that brand image are references to brand identity, brand personality and brand behavior. Composite mean of brand identity gets the first position on these three dimensions and this shows that when customers focus on brand image they consider with the brand identity first. However, all the other two dimensions have the small gap with the first one on composite mean. It means brand personality and behavior are also the important references for customers to make the decisions on brand image.

Table 3

Consumer's Purchase Intention

Key Result Areas	Composite Mean	VI	Rank
Product Perception	2.87	Agree	2
Shopping Experience	2.74	Agree	4
Customer Service	2.88	Agree	1
Risk Associated with Purchase	2.83	Agree	3
Grand Composite Mean	2.83	Agree	

The above table 18 shows the summary of dimensions on customers' purchase intention. The composite mean of these four dimensions are product perception with 2.87, shopping experiences with 2.74, customer service with 2.88 and risk associated with purchase for 2.83. Customer service has the highest composite mean and it is the primary considered factor for customers' purchase intention. However, customers also should take the consideration on product perception, risk associated with purchase and shopping experience gets the lowest value for weighed mean. All these dimensions show agree and moderate effect for the variable of customers' purchase intention. Therefore, these are the main factors to influence on customers' purchase intention or even the purchase decision making.

Table 4

EWOM, Brand Image and Consumer's Purchase Intention

Indicators	Composite Mean	VI	Rank
EWOM	2.84	Agree	1
Brand image	2.79	Agree	3
Customers' purchase intention	2.83	Agree	2
Composite Mean	2.82	Agree	

The above table shows the frequency analysis about weighted mean, verbal interpretation and rank of the three indicators of EWOM, Brand image and customers' purchase intention. The composite mean of these three indicators is 2.82 and it means that these three indicators for purchasing decision making of the customers was moderate effect. However, for these three indicators EWOM has the first position with 2.84 weighted mean. Then is customers' purchase intention for 2.83 and brand image with 2.79. All these indicators are moderate effect.

In summary, the results and findings of this research show that consumers' decision making online for the digital generation has relationship among EWOM, brand image and customers' purchasing intention. These three variables also influence with each other. Due to the popularity of online sales models, the Internet has had a major impact on the shopping and lifestyle of the digital generation in China. Meanwhile, online sales are gradually obtaining consumer acceptance. It also appears on the Internet with the purpose of providing consumers with product information, usage experiences and so on. It is used to help consumers make purchasing decisions. While consumers are influenced by Internet word of mouth, more and more consumers are beginning to publish e-reviews on the Internet and become Internet e-review publishers (Kwon et al., 2022). Brand image is one of the key factors that influence the consumer buying process. Brand marketing is a process that allows customers to form a recognition process of a company's brand and products through marketing, and is an advanced marketing concept that companies should build to continuously acquire and maintain a competitive advantage (Mao et al., 2020). The highest marketing model is used to establish the marketing network and it is used to take the brand symbol and form the invisible network on marketing. It also is used to deliver products about minds for their targeted customers and it is used to be able to recognize this product when shopping online. Therefore, it gets the evidence that all the indicators have the moderate effect, and the composite weighted mean also gets the moderate effect.

Relationship of Electronic Word of Mouth and Brand Image

The result shows the relationship between EWOM and Brand Image. The data resources of test for Shapiro-Wilk mean it was distributed normally and it gets from the p value of different variables. Thus, rho of Spearman is used to take the section of non-parametric tests to make the determination for the significant relation. As seen in the above table, this indicator gets the range from 0.402 to 0.654 indicate moderate to strong direct relationship among the sub variables of EWOM and brand image. There was a statistically significant relationship between EWOM and brand image because the obtained p-values were less than 0.01.

From the table of relationship between brand image and EWOM, it shows that online consumer electronic word-of-mouth research helps people better manage Internet word-of-mouth and understand consumers' online spending behavior. With the expansion of network scale, Internet consumers collect a huge amount of product information from it. The higher the trust survives, the higher the willingness of customers is used to repeat online purchases. A EWOM sender's getting the major evaluation for the determination of products with strength for the correlation of EWOM. A highly correlated EWOM can enhance online understanding for the customers about performance of products and meet for the requirements for the information about service or products. Thus, online word-of-mouth influences consumers' perception of brand image. When people focus on a product, it increases their willingness to consume, which makes it very easy to mobilize (Alwash et al., 2021).

Meanwhile, it also encourages others to buy and makes repeat purchase decisions. The EWOM for a product has a growing following and the presence of many similar with the EWOMs effectively increases the credibility and recognition of the brand. Positive word-of-mouth increases product awareness and increases consumer trust, while negative word-of-mouth decreases awareness (Alwash et al., 2021). Plenty of people commenting and reviewing also increases the credibility of the brand online, and the increase in positive and negative reviews increases consumer buying sentiment and desire to repeat purchases. Therefore, from the table, it is easy to analyze and prove the relationship between positive valence, content and intensity of EWOM and brand image.

Relationship between Electronic Word of Mouth and customers' Purchase Intention

The result shows the relationship of the three dimensions of EWOM and customers' purchase intention. In the above table, rho value gets the range from 0.274 to 0.631 indicate weak to strong direct relationship among the sub variables of EWOM and purchase intention. There was a statistically significant relationship of EWOM and customers' purchase intention as the obtained p-values were less than 0.01.

User online reviews and word of mouth have the important role for the customers online to make the understanding on the quality of products. The pros and cons of EWOM have the influence of website reputation on the effectiveness of WOM (Romero & Ruiz-Equihua, 2020). Negative effect for WOM is greater than positive effect for WOM. The negative influence of word-of-mouth on the service products is greater than on physical products. Individual differences and variables based on the customer's perception structure certainly have a positive or negative impact on purchase intention (Romero & Ruiz-Equihua, 2020). What's more, according to the investigated questionnaire, differences in the type of WOM, the value of WOM, and the degree of involvement with the product influence on the customer's purchase intention. Meanwhile, how these factors are reflected in the customer's purchase, it needs to take the specifically analysis on the information of EWOM (Alwash et al., 2021). Since the publishers and receivers of EWOM information are general consumers, the collected information is similar, it is relatively pertinent, with high credibility and persuasion. The more sources of information for WOM, the greater its impact on consumers' purchasing intention and decision-making. When consumers receive the information of EWOM, it could not only influence on their purchase behavior, but also affect their perception and attitude towards the brand. It proves in the value and data of the above table.

Relationship between Brand Image and Customers' Purchase Intention

The result shows the relationship between brand image and customers' purchase intention. Specifically, brand identity, brand personality and brand behavior of the customers have deep influence on the customers' purchase intention and helpful for them to make the decision. From the above table, value of rho ranges in 0.462 to 0.725 indicate a moderate to strong direct relationship among the sub variables of brand image and purchasing intention for the targeted customers. There was a statistically significant influence for the brand image and purchasing intention because the obtained p-values were less than 0.01.

Brand image has the significant influence on the purchasing intention for targeted customers. It is determined for the products and its company. The higher the brand images of the product, the higher the consumer loyalty (Mao et al., 2020). In the consumer purchasing process, the brand image of a product also influences on the consumer purchasing behavior and purchasing intentions. A product's brand image expresses a company's image and corporate culture. In general, a product's brand image includes popularity, reputation, brand reaction, brand attention and so on (Kunkel & Biscaia, 2020). Brand image means the individual natures formed by the minds of customers and it also is the evidence different from the other products. Whether the product can be recognized by consumers or not has a significant impact on its brand image (Kunkel & Biscaia, 2020). Therefore, brand image influences on consumers' purchasing intention to a certain extent.
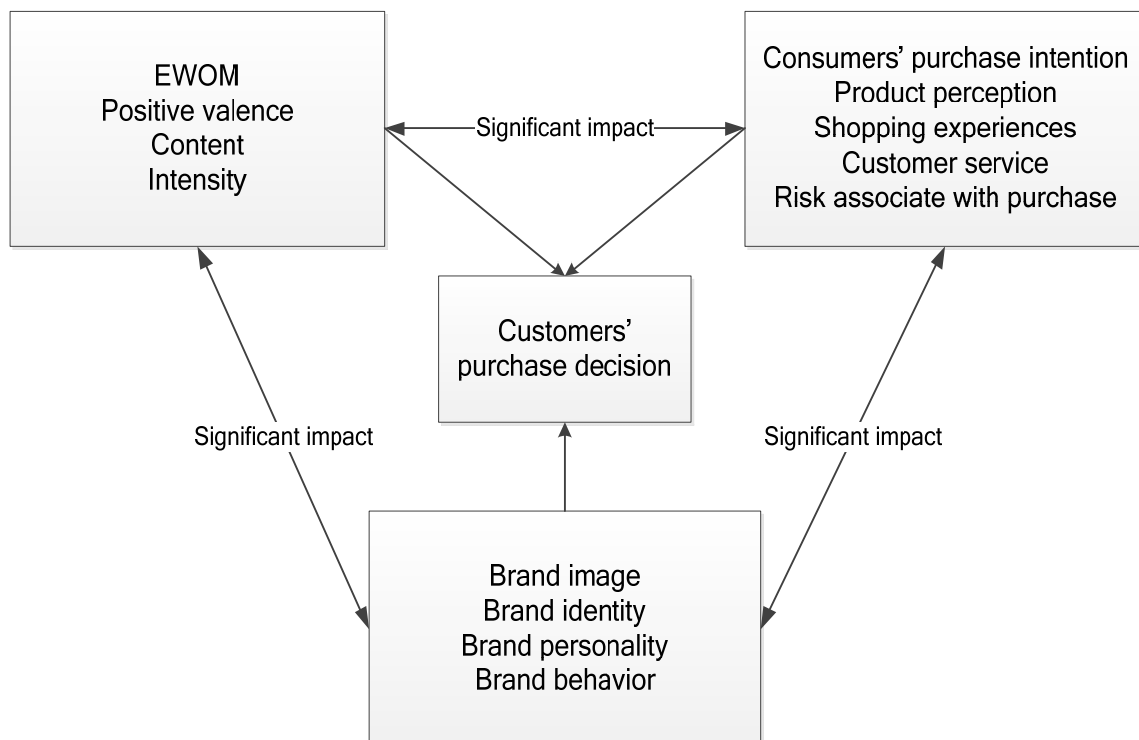
Proposed research model

Figure 1: *The proposed model to intensify customer purchasing decision*

This study determines the influence of EWOM on consumers' purchase intention and brand image among digital generation in China. Over the decades, organizations have invested more and more in establishing and developing their brands. Given the perceived importance of EWOM in the purchase intent process, there is a need to examine the impact of brand image prominence on the perceived relationship of EWOM to purchase intent (Alalwan et al., 2019). Establishing brands generally means using a variety of communication tools to convey a branded image of the organization that appeals to the target audience. Brand image is considered an influential regulator of normative relational influence and purchase intent among consumers (Kunkel & Biscaia, 2020). Therefore, according to research, brand image owns a significant impact on the relationship for the EWOM and purchasing intention. According to the discussion and analysis of these three variables, the proposed a model to intensify customer purchasing decision is seen in the following figure 1.

4. Conclusions and Recommendations

The results and findings of the research on the influence of EWOM, brand image and consumers' purchase intention for digital generation in China can summarize the following conclusions and results. It survives the moderate evidence on the institutions EWOM with the terms of positive valence, content and intensity. Brand image also has the moderate evidence on the terms of brand identity, brand personality and brand behavior. Consumers' purchase intention also has the moderate evidence in the terms of dimensions with product perception, shopping experiences, customer services and risks associated with purchase. EWOM has significant influence on brand image and purchase intention likewise purchase intention to brand image. The proposed model to intensify customer purchasing decision is prepared. The study recommended that the online shopping platform may intensify the use of technology to facilitate favorable EWOM to influence more the consumer decisions when buying online.

The online companies may need to emphasize timeliness in managing e-reviews and adopt differentiated management strategies in two different aspects: content review and value review. Online companies may give attention to the actual situation of EWOM practice activities, such as different product types (experience-based

products or search-based products), different EWOM management marketing strategies to keep updated on customers feedback. The company's overall strength can be maintained through strong research and development capabilities, and participation in social welfare activities that can increase consumers' trust and favor for the company to build the brand image. Corporations may focus on the quality of products and stimulate consumers to post online electronic word-of-mouth. The proposed model to intensify customer purchase intention may be used to be tested by the online companies. Finally, the future researchers may take the usage of other variables that have the similar influences on the consumers' purchase intention and decision making for the customers like customer loyalty and customer buying behaviour.

5. References

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