THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (eWOM) ON THE PURCHASE INTENTION OF TECHNOLOGICAL GADGETS

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UNIVERSITI TUNKU ABDUL RAHMAN

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THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (eWOM) ON THE PURCHASE INTENTION OF TECHNOLOGICAL GADGETS

BY

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgment had been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 10898.

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Last but not least, I would like to appreciate my beloved family and friends for their continuous support and encouragement throughout the research process.

DEDICATION

This research is dedicated to my supervisor, Dr. Tiong Kui Ming, and second examiner, Dr. Tey Sheik Kyin for providing valuable guidance, insights, and feedback throughout my research journey. Additionally, I would like to express my gratitude to Universiti Tunku Abdul Rahman (UTAR), for providing the opportunity for me to conduct this research project. Nevertheless, I am grateful to my cherished family members, friends, and all respondents who provided valued assistance in my research project.

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LIST OF ABBREVIATIONS

eWOM	Electronic-word-of-mouth
WOM	Word-of-mouth
IAM	Information Adoption Model
TPB	Theory of Planned Behavior
TAM	Technology Acceptance Model
IQ	Information Quality
IQt	Information Quantity
IC	Information Credibility
IA	Information Adoption
PU	Perceived Usefulness
UEoE	Using Experience of eWOM
PI	Purchase Intention

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PREFACE

Conducting this Final Year Project has been a long and rewarding journey for me. As an international business student, I have always been interested in exploring new marketing tools that benefit consumers and marketers for a win-win situation. When I first began to conduct this research, I knew that I tend to investigate and explore the importance of eWOM factors that can influence the purchase intention of technological gadgets. The rapid change of digitalization has caused electronic word-of-mouth to be recognized as a significant factor in shaping consumer purchase intention. Also, eWOM has altered to become a powerful marketing strategy for both marketers and consumers, especially for the technological gadgets businesses that need consumers to spend more time studying online reviews via social media platforms before making a purchase. Through this research, marketers can determine the most popular social media platforms where consumers prefer to view online reviews about technological gadgets. Consequently, the researcher would like to conduct the study to investigate the influences of eWOM factors on the purchase intention of technological gadgets in Malaysia.

ABSTRACT

Electronic word-of-mouth (eWOM) can be defined as any positive or negative opinion or comment that is created by potential, actual, or past users about a good or a company via the internet. The main objective of this study is to identify key factors affecting the purchase intention of technological gadgets in Malaysia. Concerning this, the factors that will investigate in this study are information quality, information quantity, information credibility, information adoption, perceived usefulness, using experience of eWOM. The underlying theories of this study are the Information Adoption Model (IAM), the Technology Acceptance Model (TAM), and the Theory of Planned Behavior (TPB). The targeted population is the consumer who stayed in Malaysia that have past or current experience in reading online reviews about technological gadgets. The age range targeted is between 18 to 50 years old. By using the convenience sampling method, 242 valid survey responses were utilized in this study. The findings indicated that Malaysian consumers have chosen YouTube to be the most frequently used social media platform for studying online reviews about technological gadgets. Also, the results indicated information quantity, information adoption, perceived usefulness, and using experience of eWOM would be the factors influencing the purchase intention of technological gadgets. Nevertheless, this research provides valuable implications to the marketers to focus on delivering eWOM as the marketing tool to make further improvements towards digital marketing in Malaysia. Lastly, limitations and recommendations have been illustrated for future researchers to improve while researching similar studies.

CHAPTER 1: RESEARCH OUTLINE

1.0 Background of the Study

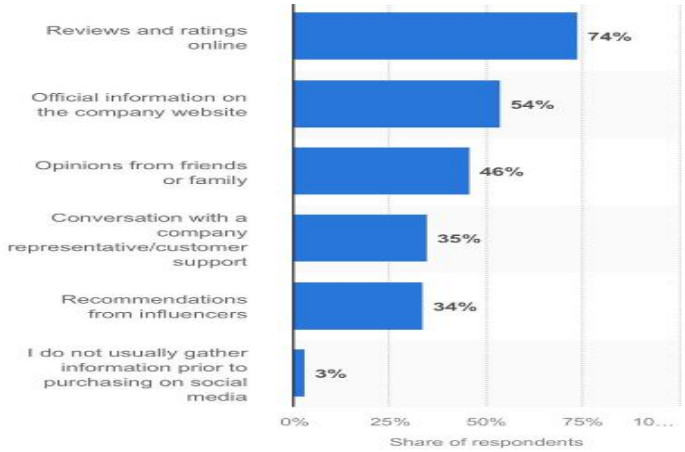
The emergence of digital media platforms, such as chat forums, shopping websites, and social media websites, has significantly altered the way of businesses operates due to the drastic growth of the internet. With the advent of digital media platforms, traditional word-of-mouth (WOM) has transformed into electronic-word-of-mouth (eWOM). Besides, eWOM can be defined as any positive or negative opinion or comment that is created by potential, actual, or past users about a good or a company via the internet (Taylor, 2018). Compared to traditional WOM, eWOM is much more efficient as consumers share their experiences with the product online and can send messages to more people in a short period of time. Apart from that, online buying decisions are influenced by peer reviews or web users, especially from the influence of social media (Indrawati et al., 2022), and social media has been one of the information sources that influence the consumer purchase decision (Indrawati et al., 2022, Matute et al., 2016, Khosravani Zangeneh et al., 2014).

Moreover, electronic word-of-mouth (eWOM) has been recognized as a powerful marketing strategy for both businesses and consumers (Zhang et al, 2010). Currently, many businesses across different industries are leveraging social media platforms as their primary marketing channels to reach out to a larger customer base. The advent of social media platforms such as Facebook, Instagram, Twitter, Tik Tok, YouTube, and Xiao Hong Shu has enabled consumers to express their opinions, experiences, and information related to a product or company, leading to the emergence of eWOM. The frequently shared eWOM information is from social media posts, customer-generated content, consumer reviews, and product reviews (Albayrak & Ceylan, 2021). Also, consumers who have less experience with the particular product will tend to rely on online reviews before they make a purchase decision.

According to the Statistics Research Department (2022) shown in Figure 1.1, 74% of respondents shared that reviews and ratings online are the most significant factor impacting consumers' decision to make purchases on social media in Malaysia as of 2021. In addition, in Figure 1.2, the 2021 report of Power Reviews claims that over 98% of customers indicate that

online reviews are a vital resource when making a purchase intention (PowerReviews, 2022). Undeniably, a customer will undergo numerous processes while making purchase decisions. Previous studies support that consumers are extremely dependent on a vast number of online platforms to gather information before purchasing products or services (Teng et al., 2014; Zhu & Zhang, 2010). This has become a fundamental part of the purchasing decision-making process by consumers.

Figure 1.1: Leading Factors influencing shoppers' decision to make a purchase on social media in Malaysia as of 2nd quarter 2021



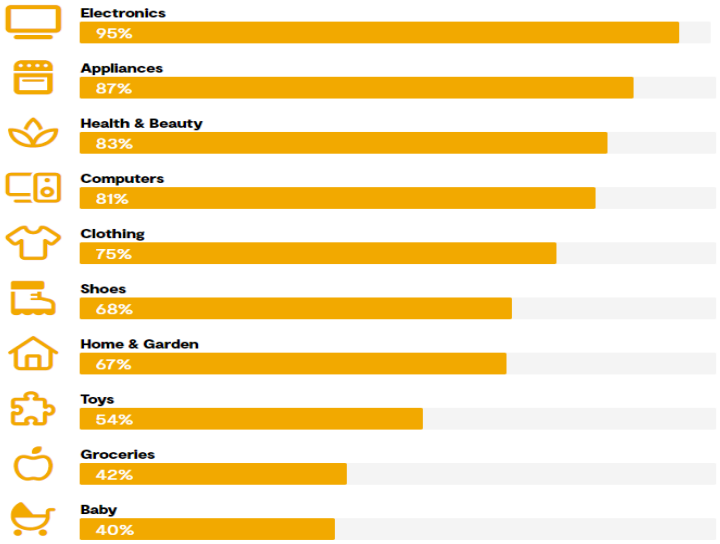
Source: Statista (2021)

Figure 1.2: Percentage of consumers who say reviews are an essential resource when making purchase decisions

Source: Power Reviews (2022)

Technological gadgets are rapidly changing their features and upgrading each day. Such as small technological items that are considered devices or appliances (Hardjono et al., 2020). Based on the statistics from Power Review (2022) as shown in Figure 1.3, the top product that consumers consider reviews before making a purchase decision is electronics (95%) and followed by appliances (87%). This shows that consumers spend more time studying online reviews for technological gadgets before making a purchase decision. Thus, technological gadgets are selected for this study. For instance, smartphones, tablets, laptops, smart watches, earbuds, and handheld gaming consoles.

Figure 1.3: Percentage of consumers who consider reviews to be helpful for many product types



Source: Power Reviews (2022)

1.1 Research Problem

Many researchers studied the influence of traditional word-of-mouth (WOM) but a limited of studies are focusing on the new trend of electronic word-of-mouth (eWOM). The current era of digitalization had caused the consumer to slowly move from WOM to eWOM as people are more likely to get information online and Internet rather than in magazines or newspapers. The factor of digitalization leads the consumers slowly move from WOM to eWOM and this study will be focusing on examining the influence of eWOM.

The influence of eWOM has been conducted in various industries. Medeková et al. (2023); Kim and Hwang (2021) and Yoon (2015) highlighted the importance of eWOM in impacting the tourism businesses. The eWOM in the restaurant industry (Hanks et al., 2022, Liu et al., 2018, Yang, 2016), and the beauty industry (Mainardes et al., 2023, Hsu, 2021, Jaini et al., 2020). Yet, limited studies have been conducted to investigate the influence of eWOM on purchase intention for technological gadgets. Hence, this study focuses on the influence of eWOM on the purchase intention of technological gadgets.

Therefore, there is a need to investigate the eWOM factors on the purchase intention of technological gadgets in Malaysia.

1.2 Research Objectives

The main objective of this study is to identify key factors affecting the purchase intention of technological gadgets in Malaysia.

The specific objectives:

1. To identify the most frequently used social media platform for consumers to study online reviews about technological gadgets.

2. To examine the relationship between the eWOM factors (information quality, information quantity, information credibility, perceived usefulness, information adoption, and using experience of eWOM) with purchase intention of technological gadgets.

1.3 Research Questions

The research questions are:

1. What is the most frequently used social media platform for consumers to study online reviews about technological gadgets?

2. What are the relationships between the eWOM factors (information quality, information quantity, information credibility, perceived usefulness, information adoption, and using experience of eWOM) with purchase intention of technological gadgets?

1.4 Research Significance

This study provides insight to businesses to address the power of eWOM on consumers' purchase intention, especially social media marketing serves as a channel for promoting and advertising to consumers. The eWOM is becoming a crucial component of social media marketing. The findings would provide business players with valuable insights into the benefits of eWOM as a marketing tool and insights for businesses to formulate strategies to attract consumers, enhance consumer purchase intention, increase their company reputation, and gain potential business growth in the future. Also, marketers can identify which social media platforms are most effective for reaching the target consumers and tailor their messaging accordingly.

Also, this study is significant as it helps to enrich the existing studies. As mentioned, eWOM is considered a new digital communication tool. EWOM is transformed due to digitalization so

limited studies had conducted to evaluate the power of eWOM on purchase intention. Therefore, this study is to provide new knowledge or insights to expand the understanding of eWOM factors that influences the purchase intention of technological gadgets.

CHAPTER 2: LITERATURE REVIEW

2.0 Overview

This section employs several theoretical frameworks, including the Information Adoption Model (IAM), Technology Acceptance Model (TAM), and Theory of Planned Behavior (TPB) to establish the study's theoretical foundation. These applied theories will be utilized to investigate the relationships between the dependent and independent variables. On the other hand, the involved variables will be thoroughly explained and reviewed, with supporting evidence from previous studies that emphasized eWOM and its effects on purchase intention.

2.1 Underpinning Theories

2.1.1 Information Adoption Model (IAM)

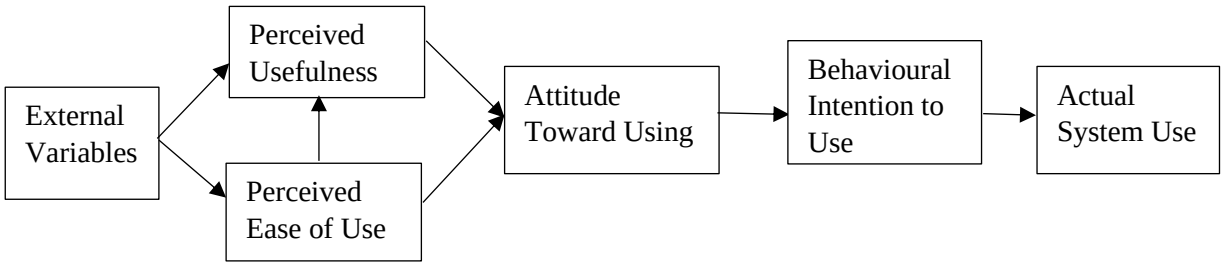
Several scholars (Cheung et al., 2008; Zang et al., 2014a; Hsu et al., 2016) have utilized the information adoption model (IAM) developed by Sussman and Siegal (2003) to investigate the connection between eWOM and purchase intention. According to Sussman and Siegal (2003), the IAM refers to the process through which information can be assimilated by individuals and impact their behavior and decision via computer-mediated communications. The Technology Acceptance Model (TAM) and Elaboration Likely Hood Model (ELM) are combined to form the IAM. Besides, eWOM interactions entail information exchange between senders and receivers of messages (Bansal & Voyer, 2000). Yet, the influence of information may vary from person to person. Thus, previous research has focused on the IAM to understand and adopt the information received (Erkan & Evans, 2016). The IAM is particularly relevant to eWOM research, as it describes information on computer-mediated communication platforms (Cheung et al., 2008; Shu & Scott, 2014; Erkan & Evans, 2016). According to Wang (2016), to increase IAM's explanatory power, some earlier research combined or added new variables. Based on the previous clarification, this study will consider

using IAM characteristics including information quality, information quantity, information credibility, and information adoption. The objectives of this study are to examine the influence of eWOM factors on the purchase intention of technological gadgets.

2.1.2 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a widely recognized theory, created by Davis (1989), that investigates the behavioral aspect of users when it comes to accepting new technologies (Lee et al., 2011). While TAM was derived from the Theory of reasoned action (TRA) (Fishbein &Ajzen,1975), it differs in that TAM concentrates specifically on information systems. According to Davis (1989), TAM is based on additional factors, such as perceived usefulness and perceived ease of use to predict user acceptance of information systems. As a result, researchers in various contexts such as Internet usage (Porter & Donthu, 2006), social media usage (Rauniar et at., 2014), and e-learning (Tarhini et at., 2013) commonly employ this model. TAM has also been proven in some studies to be effective in explaining information adoption in the context of eWOM (Ayeh, 2015; Elwalda et al., 2016). This model can be utilized to assess people's intentions and validate their intentions using their attitudes, perceived usefulness, perceived ease of use, and external factors, as shown in Figure 2.1(Wang, 2016). In this study, perceived usefulness will be examined as a variable to evaluate the influence of eWOM factors on purchase intention.

Figure 2.1: Technology Acceptance Model (TAM)



Source: Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319e340. http://doi.org/10. 2307/249008

2.1.3 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen in 1991, is an extension of the TRA model that enhances the concept of perceived behavioral control to explain individuals' behaviors. TPB suggests that individuals consider the consequences and implications of eWOM communication to determine their actions, making eWOM communication a planned behavior that maximizes its utility by fulfilling the obligation of consequences (Merchant and Van der Stede, 2007). Furthermore, this model explains how individuals are expected to engage in a specific behavior by trusting that it will result in a positive outcome. According to Fu et al. (2015), intention is the motivational component of behavior, as indicated by TPB. East (2000) proposed that human action and purchase intention are influenced by three readily accessible beliefs: behavioral beliefs, normative beliefs, and control beliefs. Furthermore, behavioral beliefs result in a positive or negative attitude toward the behavior; normative beliefs lead to subjective norms; and control beliefs results in perceived behavioral control (Fu et al., 2015).

Attitudes toward eWOM communication can be determined by evaluating one's beliefs about the outcomes of the behavior and the ability to evaluate the desirability of those outcomes. As a result, a person's personality can affect attitudes towards information and purchase intention, the user experience of eWOM may differ from their actual purchase intention. This study aims to determine the influence of eWOM factors on purchase intention, and therefore only the purchase intention will be included. Hence, the variable of using experience of eWOM will be used to assess the influence of eWOM factors on the purchase intention of technological gadgets.

2.2 Research Variables

2.2.1 Purchase Intention

Purchase intention refers to a consumer's desire for purchasing a specific good or service either presently or in the future (Bloch et al., 1986; Schiffman et al., 2007). Fishbein (1963) suggested that intention is the key factor of actual behavior, meaning that intention is influenced by an action. Moreover, it is a crucial measure for assessing the impact of consumer behavior (Biscaia et al., 2013; Hsu, 2021) and can accurately predict actual purchase behavior (Parts, 2013). Besides, online reviews can impact purchase intention which relates to the probability of consumers buying a particular brand or organization’s product (Lu et al., 2014). Furthermore, purchase intention led to evaluating and assessing product or service information to facilitate decision-making (Lin et al., 2010). Besides, consumers' purchase intentions have also been characterized as the value and worth of a product, which consumers determine based on their evaluation of the product's attributes and their judgment criteria (Lee and Lee, 2006). Biscaia et al. (2013), and Spears and Singh (2004) suggest that purchase intention is a conscious effort by an individual to purchase a specific brand's product, as well as the likelihood of consumers buying a particular good or service. Thus, actual purchase behavior can result from purchase intention (Fishbein and Ajzen, 1975; Hwang et al., 2011).

2.2.2 Information Quality

Filieri (2015) defines information quality as the worth of the eWOM's contents that impacts the consumer's decision-making process. Sussman and Siegal's (2003) information quality indicates that information can influence a consumer's decision through the significant and peripheral routes. The significant route is represented by the argument quality, where readers focus on the message's content. Meanwhile, customer sentiment towards a product heavily influences their purchasing decision, particularly for technological gadgets. Therefore, the researchers consider information quality to serve as a significant variable to examine the purchase intention of consumers. On the

other hand, the peripheral route suggests that receivers use basic criteria to evaluate the message, reflected in conditions of source credibility. Information Qualities such as completeness, timeliness, relevance, detail, factuality, clarity, objectivity, and understandability are essential for eWOM information (Cheung, Lee, & Rabjohn, 2008; Filieri, 2015; Park, Lee, & Han, 2007). Prior studies have revealed that information quality has a significant impact on the usefulness of information (Zhu et al., 2015). According to Filieri's (2015) research, information quality is the most crucial element in determining the value of a piece of information. However, the argument quality, representing product information, also affects how consumers assess the product's value.

2.2.3 Information Quantity

According to Filieri (2015), information quantity relates to the frequency or quantity of times that online reviews are exposed to customers. Consumers are better able to assess the quality of a brand or product when there are more reviews or more frequent reviews than when there are fewer reviews or less frequent reviews. Information used to support the notion put forth by Ngarmwongnoi et al., (2020) that more information is beneficial for lowering observed risk will be connected to the quantity of information in this study. The quantity of the information can aid in the review's uniformity. Typically, multiple reviewers collaborate to write reviews about a product or service which are then shared with readers in its entirety. Consequently, readers can quickly verify the reliability of these online discussions by comparing them with the opinions of other users and assessing their coherence, as noted by Ismagilova et al. (2017). According to Ho et al. (2021), the quantity of information available on a product is indicative of the number of consumers who have evaluated it. This signifies that the product has garnered considerable sales and has established a favorable reputation, thereby reducing any doubts that a potential buyer may have before making a purchase. Information quantity has been employed in studies on the effects of eWOM, including those by Hong and Kim (2016), and Yan et al. (2016), which demonstrate that information quantity has been supported and influences the effectiveness of information.

2.2.4 Information Credibility

The initial stage in the persuasion process, where information may be viewed as persuasive, is information credibility. According to Erkan & Evans (2018), the credibility of the information can be used to gauge how convincing something is. According to Filieri (2015), the ability to persuade clients that certain information may be believed depends on the credibility or correctness of the information. Nan (2009) asserts that credibility is frequently defended. According to Weitzl (2014), believability, which possesses qualities including being trustworthy, compelling, and credible, is directly related to credibility. When consumers perceive information to be reliable and trustworthy, they are more likely to embrace it in their decision-making process. Moreover, consumers are more inclined to accept eWOM that they believe is reliable. The credibility of information has improved when it is regarded as being accurate, trustworthy, genuine, and convincing (Ho, Phan, & Le-Hoang, 2021). According to Sussman and Siegal (2003), source credibility is a side path by which informational influence might spread. The credibility of the source can be used as a quick assessment to judge the usefulness of a communication. Consumers will adopt and use information that comes from a credible source and perceive it as reliable and trustworthy, which ultimately influences their decision-making process and purchase behavior. Empirical evidence indicates that the effectiveness of information is enhanced when it is perceived as trustworthy and dependable. Thus, eWOM credibility has an impact on how useful eWOM is based on credibility.

2.2.5 Information Adoption

Sussman and Siegal (2003), were the ones who first proposed information adoption. The process of accepting and assimilating information from external sources, along with its potential benefits in enhancing one's knowledge and decision-making ability, has been described as information adoption by Shen, Zheng, and Zhao (2014). Information adoption affects information uptake, according to earlier studies. This has frequently been seen and studied in terms of how it affects buying intention. Additionally, information adoption can positively influence purchase intention by helping consumers internalize and accept information from external sources, including eWOM, and incorporating it into their decision-making process. This is because

information adoption provides consumers with the necessary knowledge and confidence to make informed decisions about a product. When consumers perceive information as useful and relevant to their needs and goals, they are more likely to adopt it, which in turn increases their intention to purchase a product.

Ismagilova et al. (2017) explain that information adoption takes place when individuals accept and incorporate information into their decision-making process for making a purchase. Furthermore, the primary goal of information adoption is to enhance the understanding of how messages received through eWOM communication influence the formation of intentions, as noted by Sardar et al. (2021). In addition, the creation of brand rankings and preferences by customers occurs between the valuation period and the buying decision, according to Kemp (2020). After incorporating information into their purchase decision-making process, consumers may experience a cognitive flow that can impact their deliberation and result in a buy intention. Erkan and Evans (2016) hypothesized that consumers who acknowledge eWOM information are inclined to form an intention to purchase. Additionally, when consumers accept eWOM information, they will develop a flow of deliberation that ultimately results in buy intention. Therefore, information adoption can have a significant influence on purchase intention due to consumers' behavior and attitudes toward a product.

2.2.6 Perceived Usefulness

According to Park and Lee (2009a), the researcher mentioned that online reviews are a part of being a technological system, and the users are people who utilize computers. Through an internet site discussion or community board, fresh concepts or viewpoints concerning a good or service can be communicated on Internet platforms. Whether or not these perspectives aid consumers in making more informed buying choices, the information they receive only serves to confirm how they feel about the goods or services. Therefore, if consumers believe that the information is beneficial, they will be more likely to adopt other customers' opinions; the usefulness of these reviews may serve to clarify consumers' desire to adopt informative reviews (Essi Poyry, 2011).

Mudambi and Schuff (2010) defined the value of eWOM as the extent to which online reviews provided by other users aid consumers in their purchasing decision-making process. Also, eWOM enhances product information and presents it as entire dialogues from user-posted web reviews (Schindler and Bickart, 2005). Platforms for communication, like a website's discussion board, can even give marketing managers access to vital intelligence data (Chiou and Cheng, 2003). For instance, information could be gathered by allowing online value judgment by the users. Through online voting, customers can rate products positively or negatively on a scale of 1 to 5. (Forman et al., 2008). When consumers' performance is enhanced, information is perceived as valuable. According to Sardar et al., (2021), perceiving information as useful raises the probability of customers utilizing it, as it aligns with their needs and objectives. However, Filieri (2015) highlights that perceived usefulness, measured as information diagnostics, is the primary factor that affects adoption behavior.

2.2.7 Using Experience of eWOM

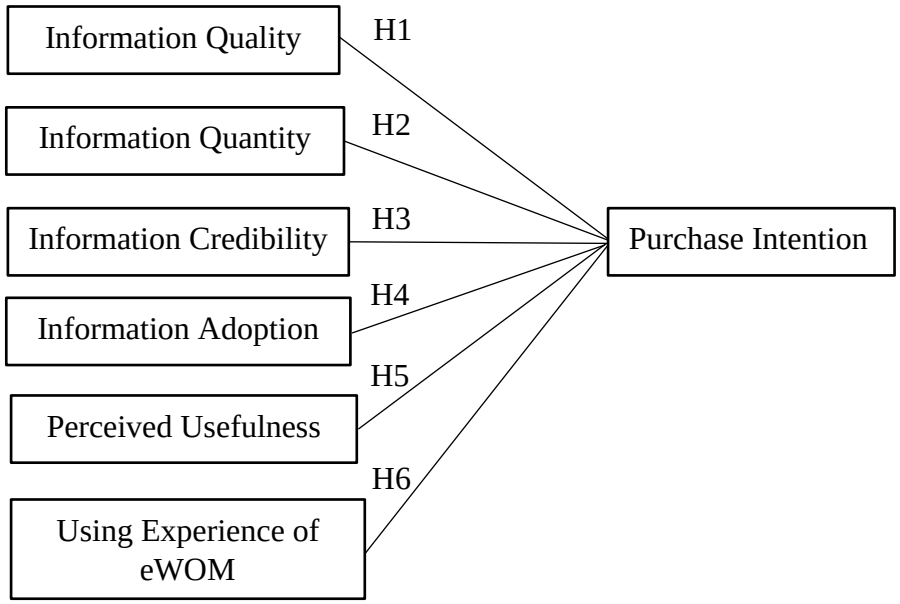
One source of reference that could be used more effectively is eWOM, which is the culmination of customer experience and consumer reviews (Gvili and Levy, 2016). Consumer attitudes change over time and fall into one of two categories: direct experience or indirect experience (Fazio et al., 1982). Direct experience is when a consumer and a product come into direct contact; indirect experience is when there is no direct interaction between the consumer and the product. According to Childers (1986), it is simpler for consumers to value related products if they have a good deal of relevant knowledge about a particular class of goods because they don't have to put in as much effort or time looking up the information. According to Chien's observation in 2008, consumers who are highly invested in a product are more likely to give more importance to eWOM reviews posted on social media compared to those who are less invested. People would be interested in reading the reviews of a product if they liked it. The more involved a consumer is, the more favorably inclined they are toward eWOM reviews. Consumers are more likely to read blog posts about product eWOM if they are actively involved in the purchasing process. They become more inclined to buy a product as they read more eWOM review content. According to Jackson et al. (1997), engagement has a strong positive impact on attitude.

Advertising's message consistency has an impact on how persuasive it is to audiences and may also have an impact on how those audiences feel about the advertisement. However, a person's attitude toward digesting information depends on their level of participation. Exposure to highly involved products would result in a consumer's cognitive processing being more sophisticated when compared to a high level of product involvement. As a result, the consumer is more attentive to pertinent products that pique his or her interest (Zaichkowsky, 1985), and has a more favorable and proactive attitude toward the marketed products (Lee et al., 2015). Consumers go through a similar information processing procedure of eWOM reviews when expanded to an online context. Before purchasing in the context of online gadgets purchasing, consumers with strong product engagement have a strong desire to seek out and compare any pertinent product information (Im and Ha, 2011). According to one study, the degree of involvement influenced consumer sentiment (Wu, 2002). According to their internal needs, consumers are more likely to be persuaded by positive online reviews posted by peers the more invested they are in a product.

2.3 Conceptual Framework

Figure.2.2 demonstrates the conceptual framework of this study, explaining the variables of eWOM factors that influence the purchase intention of the technology gadgets. Following the theory of (IAM), information quality, information quantity, information credibility, and information adoption of eWOM will influence the purchase intention of technology gadgets. Also, following the theory of the (TAM), perceived usefulness in eWOM will affect the purchase intention of technology gadgets. Besides, according to the (TPB) theory, using experience of eWOM will impact the purchase intention on technology gadgets.

Figure 2.2: Conceptual Framework



2.4 Hypotheses Development

$H_0$1: There is no significant relationship between information quality and purchase intention of technological gadgets.
$H_1$1: There is a significant relationship between information quality and purchase intention of technological gadgets.

$H_0$2: There is no significant relationship between information quantity and purchase intention of technological gadgets.
$H_1$2: There is a significant relationship between information quantity and purchase intention of technological gadgets.

$H_0$3: There is no significant relationship between information credibility and purchase intention of technological gadgets.
$H_1$3: There is a significant relationship between information credibility and purchase intention of technological gadgets.

$H_0$4: There is no significant relationship between information adoption and purchase intention of technological gadgets.
$H_1$4: There is a significant relationship between information adoption and purchase intention of technological gadgets.

$H_0$5: There is no significant relationship between perceived usefulness and purchase intention of technological gadgets.
$H_1$5: There is a significant relationship between perceived usefulness and purchase intention of technological gadgets.

$H_0$6: There is no significant relationship between using experience of eWOM and purchase intention of technological gadgets.
$H_1$6: There is a significant relationship between using experience of eWOM and purchase intention of technological gadgets.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Overview

In this chapter, the methodology for researching the factors that will impact the to measure the purchase intention of technological gadgets has been presented. To test the hypothesized relationships among the variables, this study used a quantitative methodology designed by implementing the cross-sectional research design and descriptive research. These research designs are to study the relations among the variables by the researcher. This research will apply an online survey questionnaire as the study instrument to reach the respondents. A non-probability sampling method had conducted in this research. Besides, this research will be targeting 18 years old – 50 years old adults in Malaysia as the target population.

3.1 Study Design

The study design functions as a guide that outlines how the variables relate to one another to address the research questions and provide structure for the research (Baran, 2022).

3.1.1 Quantitative Research

Considering the aim or objective of the study, quantitative research will be used to quantify the data. The reason for using quantitative research is due to this study will be relying on measuring variables by using the numerical system and analyzing through statistical models. Also, quantitative research is generally used on reporting the relationships among the investigated variables (Vogt, 2011). Besides, this study will be using surveys to identify, define and predict the relationships of the variables. According to Allen (2017), quantitative research is purposely used to produce an understanding of the social environment by using scientific techniques involving experiments, formal interviews, surveys, and population observation. In this study,

quantitative research will be used to investigate the factors of eWOM that influenced the purchase intention of technological gadgets.

In addition, the intention of employing quantitative research is to interpret data gathered from targeted populations to run the statistical test. Five-point Likert scale questionnaire will be used as the research instrument for this study. This research instrument is applied to measure the level of statement agreement varying from "strongly disagree" to "strongly agree". According to data from Queiros, Faria, and Almeda (2017), the study mentioned that quantitative results provide various benefits, such as the ability to examine a large quantity of information across many domains, utilize a variety of statistical tests and procedures, which provide greater accuracy and objectivity of results gathered.

3.1.2 Descriptive Research

According to Siedlecki (2020), descriptive research studies the characteristic of populations and identify difficulties that occur within an organization, a component, or a population. Descriptive research concentrates on the "what" of the study topic rather than the "why" of the research topic and is primarily concerned with characterizing the features of a demographic segment (Sahin & Mete, 2021). Descriptive research is implemented in this study as it helps highlight the characteristic of eWOM and purchase intention in technological gadgets. In this study, demographic profiles such as gender, age, education, and employment status will be collected in Section A. Apart from demographic information, the factors of eWOM that influence purchase intention in technological gadgets such as information quality, information quantity, information credibility, information adoption, perceived usefulness, using experience of eWOM, and purchase intention are designed in Section B of the questionnaire.

3.2 Sampling Design

According to Sharma (2017), a researcher will conduct sampling to choose a small number of representative objects or people from a defined group to act as subjects for experimentation or observation in line with the goals of the study.

3.2.1 Target Population

In this study, the targeted population is the consumer who stayed in Malaysia that have past or current experience in reading online reviews about technological gadgets. The age range targeted is between 18 to 50 years old. Also, the education level is under consideration from High School to Postgraduate to define the online users' demographic.

3.2.2 Sampling Method

Non-probability sampling will be applied in this study. According to Bhardwaj (2019), convenience sampling is the process of choosing a sample's participants based on their easy accessibility. Convenience sampling is more convenient for the researcher to conduct and complete the sampling when compared with other sampling methods. In this study, the convenience sampling method will be applied to collect the primary data. Besides, convenience sampling is considered inexpensive produce and extremely simple to produce samples (Bhardwaj, 2019). A past study by Jager et al., (2017) said that convenience sampling allows the researcher to get information effectively in a shorter time often without incurring much financial investment. Yet, convenience sampling might be at risk of sampling bias and sampling error (Bhardwaj, 2019).

3.2.3 Sample Size

In this study, a sample size of 250 responses is planned to be collected from the randomly distributed online questionnaires. According to the past study of Yusuf et al. (2018), a total of 251 questionnaires had been collected and 218 data were used for the analysis. Thus, in this research there are 250 responses are collected, 8 data are invalid and the remaining 242 data will be acquired for the study.

3.3 Data Collection Method

After the selection of a sampling design, data collection will be done systematically. As suggested by Dudovskiy in 2018, the process of data collection is important as the information obtained from all credible sources is aimed to answer the study problem, examine the hypothesis, and assess conclusions.

3.3.1 Primary Data

According to Williams and Shepherd (2017), primary data will be information that was gathered directly from primary sources by researchers utilizing techniques such as questionnaires and experiments. Besides, primary data also indicates the firsthand data collected by the researcher that is often selected to fit the requirements or standards of a particular research study. In this study, an online questionnaire will be distributed randomly and targeted to collect 250 respondents' results for being used as the major data source.

3.3.2 Secondary Data

According to Williams and Shepherd (2017), researchers can use secondary data – information previously acquired from primary sources and made available to them in their research study. Secondary data, such as journals, books, articles, related reports, published news, official statistic, and government documents. In this study, secondary data was applied from sources such as online journals, e-books, and official statistics to

enhance the reliability and validity of the research. To sustain the reliability and accuracy of this study, most of the secondary data was obtained from the last five to eight years.

3.4 Study Instrument

In this study, an online questionnaire was developed. This questionnaire is aimed to examine the relationship between the eWOM factors between the purchase intention of technological gadgets. The question in the questionnaire was formulated by drawing from past related journals.

3.4.1 Questionnaire Design

The questionnaire in this study was designed with two sections (Section A and Section B) by using Google Forms. All questions were constructed in closed-ended questions that provide easy understanding for the respondents to select one most desirable answer based on the multiple-choice selection provided.

In Section A, demographic information will be collected by obtaining the details of respondents based on gender, age, education level, employment status, and others. This section will be gathering the nominal scale data to categorize the demographic information of the targeted respondents.

In section B, the six independent variables were studied in this section for investigating the relationship with purchase intention on technological gadgets (dependent variables). Besides, ordinal scale data will be collected by using the 5-point Likert scale to measure the level of agreement of the respondents.

3.4.2 Origin of the Questionnaire

Table 3.1: Origin of the Questionnaire

Constructs		Sources
Information Quality	IQ1	(Cheung et al., 2008); (Filieri, 2015); (Park et al., 2007)
	IQ2	
	IQ3	
	IQ4	
	IQ5	
	IQ6	
	IQ7	
	IQ8	
Information Quantity	IQt 1	Park et al. (2007)
	IQt 2	
	IQt 3	
	IQt 4	(Lopez & Sicilia, 2013)
	IQt 5	
Information Credibility	IC1	(Erkan & Evans, 2018); (Filieri, 2015); (Weitzl, 2014)
	IC2	
	IC3	
	IC4	
	IC5	
Information Adoption	IA1	(Shen et al., 2014)
	IA2	
	IA3	
	IA4	(Cheung et al., 2009)
	IA5	
Perceived Usefulness	PU1	Park and Lee (2009a)
	PU2	
	PU3	
	PU4	
	PU5	(Hussain et al., 2020)
	PU6	
Using Experience of eWOM	UEoE1	Park et al. (2011)
	UEoE2	
	UEoE3	
	UEoE4	
	PI1	(Erkan & Evans, 2016); (Ismagilova et al., 2017)
	PI2	Bambauer-Sachse and Mangold (2011), Mohammed Abubakar (2016)
	PI3	

Purchase Intention	PI4	(Coyle & Thorson, 2001)
	PI5	

3.5 Pilot Test

In preparation for the main research study, a pilot test will be done to assess the feasibility of different data collection instruments and research methodologies. The primary objective of this pilot test is to evaluate and implement any necessary modifications to ensure the effectiveness of the research. In this study, a total of 30 samples were gathered and the test was conducted via an online questionnaire.

Table 3.2: Pilot Test Reliability Study

Variables	**Cronbach's Alpha**	**Number of Items**	**Range**	**Internal Consistency**
Information Quality (IQ)	0.895	8	$0.9 > \alpha \geq 0.5$	Good
Information Quantity (IQt)	0.830	5	$0.9 > \alpha \geq 0.5$	Good
Information Credibility (IC)	0.909	5	$0.9 > \alpha \geq 0.5$	Excellent
Information Adoption (IA)	0.754	5	$0.9 > \alpha \geq 0.5$	Good
Perceived Usefulness (PU)	0.845	6	$0.9 > \alpha \geq 0.5$	Good
Using Experience of eWOM (UEoE)	0.762	4	$0.9 > \alpha \geq 0.5$	Good
Purchase Intention (PI)	0.881	4	$0.9 > \alpha \geq 0.5$	Good

3.6 Analysis Tool

Data analysis will be the most critical and significant aspect of any research since it provides a summary of the data collected. The online questionnaire information was gathered from the targeted respondents and filtered based on the respondents who best fit the criteria set forth by the target respondents for the process of data analysis. Besides, SPSS version 25 software will

be used in this study to process and analyze the data that has been collected supported by Ong and Puteh (2017).

3.6.1 Descriptive Analysis

A descriptive analysis is a statistical approach that is used to arrange and effectively summarize the characteristic of the data constructively gathered from the sample, such as central tendency, variability, and distribution (Kaur et al.,2018). The researchers also emphasized that, in any quantitative study, descriptive analysis should always come first before moving on to inferential analysis. Similarly, descriptive analysis enables the researchers to convert the raw data into quantifiable facts through histograms, tables, and charts, according to Zikmund et al. (2013). Consequently, performing this analysis enables the researchers to simplify the evaluation of complex data.

3.6.2 Inferential Analysis

The technique of statistical analysis assists researchers in using evaluated data to make predictions and draw conclusions or inferences about the populations from the taken sample. This is achieved through the use of hypothesis testing (Marshall & Jonker, 2011). According to Amrhein, Trafimow, and Greenland (2019), the outcomes are used to determine how strong or weak the independent variables (eWOM factors) are in relation to the dependent variable (purchase intention). Thus, this kind of statistical analysis can also be used to determine the connections between the variables.

3.6.2.1 Pearson Correlation Coefficient Analysis

According to Sedgwick (2012), Pearson Correlation Coefficient is commonly used to determine the degree of the linear relationships between the variables.

Table 3.3: Analysis of the degree of Correlation

Correlation Coefficient	Degree of Correlation
± 1.00	Perfect

± 0.90 to ± 0.70	High
± 0.69 to ± 0.40	Acceptable
± 0.39 to ± 0.20	Low
Less than 0.2	No Correlation

Source: Asuero, A. G., Sayago, A., & Gonzalez, A. G. (2006). The correlation coefficient: An overview. Critical reviews in analytical chemistry, 36(1), 41-59.

3.6.2.2 Multiple Linear Regression Analysis

An analysis of the relationship between two or more independent variables and a quantitative dependent variable is done using a regression model known as multiple linear regression, which employs a straight line (Brata, Husani & Ali, 2017). Unlike simple linear regression, which only involves one predictor for each dependent "y" variable, multiple linear regression involves multiple predictors "x" (Andale,2014b). Hazra and Gogtay (2016) stated that an r value below 0.3 indicates a weak correlation between the dependent and independent variables, whereas an r value between 0.5 and 0.7, indicates a good correlation between the variables. An r value greater than 0.7, signifies a strong correlation between variables. According to Hon and Tsz (2015), the relationship between the variables is deemed significant if the p-value is less than 0.05. In this study, the aim is to examine the impact of the six independent variables (information quality, information quantity, information credibility, perceived usefulness, information adoption, using experience of eWOM) on a single dependent variable (purchase intention). The equation of the multiple linear regression:

Equation: $PI = b_1IQ + b_2IQt + b_3IC + b_4IA + b_5PU + b_6UEoE + C$

While,

IQ = Information Quality

IQt = Information Quantity

IC = Information Credibility

IA = Information Adoption

PU = Perceived Usefulness

UEoE = Using Experience of eWOM

PI = Purchase Intention

3.7 Conclusion

In inference, this chapter outlined the methods and techniques utilized for this study to measure the collected data. The next chapter will be focusing on interpreting the result of the data collected.

CHAPTER 4: Data Analysis

4.0 Overview

Of the data acquired from the questionnaire given to 250 respondents, only 242 samples will be analyzed and interpreted in this chapter as the remaining 8 samples did not meet the research requirements. The targeted outcomes will be developed using the SPPS software. Also, the obtained outcomes will be better illustrated using a pie chart, graphs, and tables. This chapter opens with a profile of the respondents, supplemented by demographic information. In the preliminary analysis phase, a reliability test had run through for every variable to ensure the data hit consistency and reliability, and descriptive analyses were implemented for each item and variable. For the aim of data analysis, inferential analysis was performed.

4.1 Descriptive Analysis

Descriptive analysis in this chapter is to measure and convert the raw data into quantifiable facts through histograms, tables, and charts to measure the respondent's demographic data collected from the online questionnaire.

4.1.1 Respondent's Demographic

This analysis included the respondent's gender, age, highest educational level obtained, employment status, technological gadgets that you most frequently read online reviews before making a purchase, and social media platforms that you most frequently used to view online reviews.

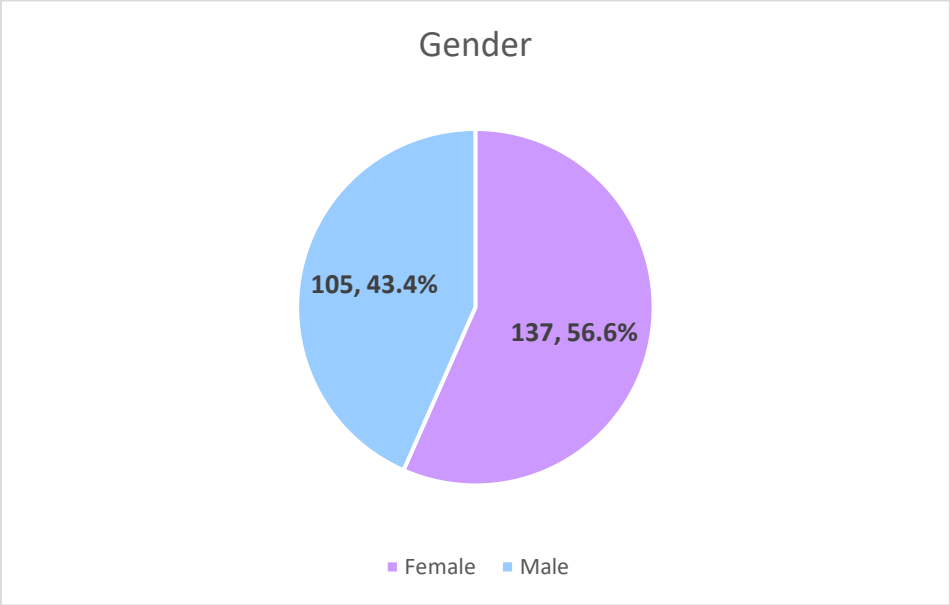
4.1.1.1 Gender

Table 4.1: Gender

	Frequency	Valid Percent	Cumulative Percent

Female	137	56.6	56.6
Male	105	43.4	100
Total	242	100.00	

Figure 4.1: Gender



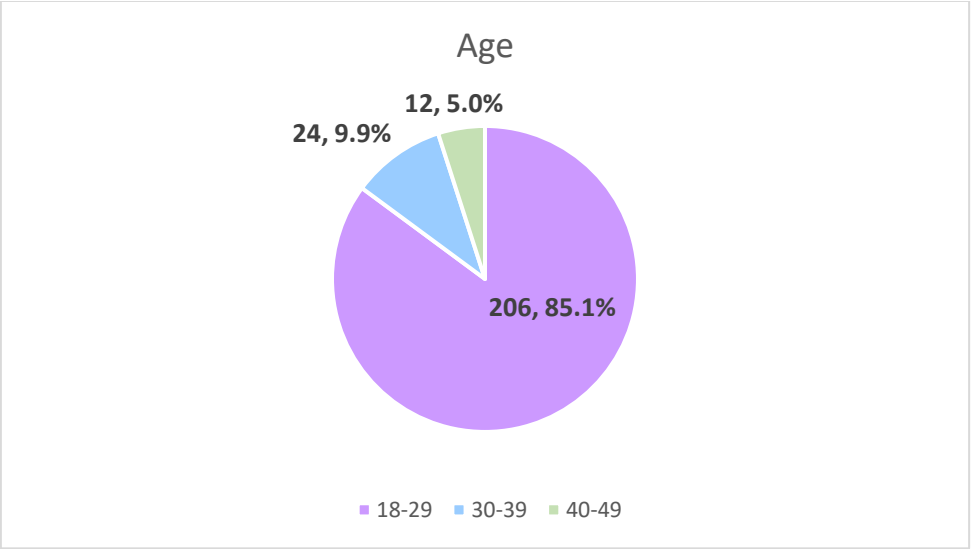
The gender of the respondents is shown in Table 4.1 and Figure 4.1. With 242 responders, females make up 56.6% (137 respondents) of the sample, while males make up just 43.4% (105 respondents). This result can be supported by a past study that mentioned females prefer internet shopping and reading online reviews before making any purchases because it makes the purchase process to be much easier to compare products (Rahman et al., 2018).

4.1.1.2 Age

Table 4.2: Age

	Frequency	Valid Percent	Cumulative Percent
18-29	206	85.1	85.1
30-39	24	9.9	95.0
40-49	12	5.0	100.0
Total	242	100.00	

Figure 4.2: Age



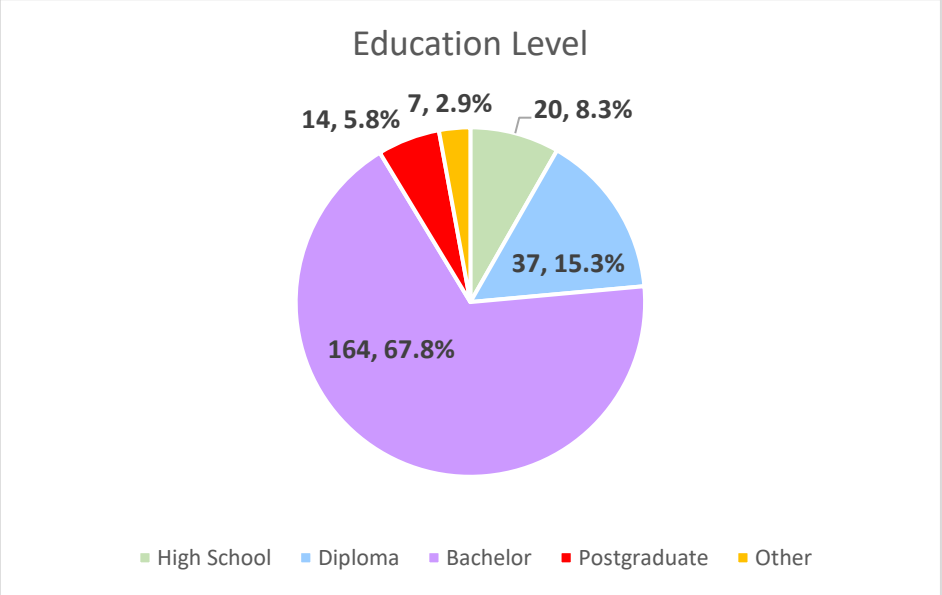
The age group of the respondents is shown in Figure 4.2. The major respondents that contributed to this study were the 18-29 years old age group which recorded 85.1% (206 respondents). Following by the 30-39 years old age group which recorded 9.9% (24 respondents) and the 40-49 years old age group which recorded 5.0% (12 respondents). These results show that the 18-29 years old age group will be more likely to read online reviews before making any purchase of technological gadgets.

4.1.1.3 Education Level

Table 4.3: Education Level

	Frequency	Valid Percent	Cumulative Percent
High School	20	8.3	8.3
Diploma	37	15.3	23.6
Bachelor	164	67.8	91.3
Postgraduate	14	5.8	97.1
Other	7	2.9	100.0
Total	242	100.00	

Figure 4.3: Education Level



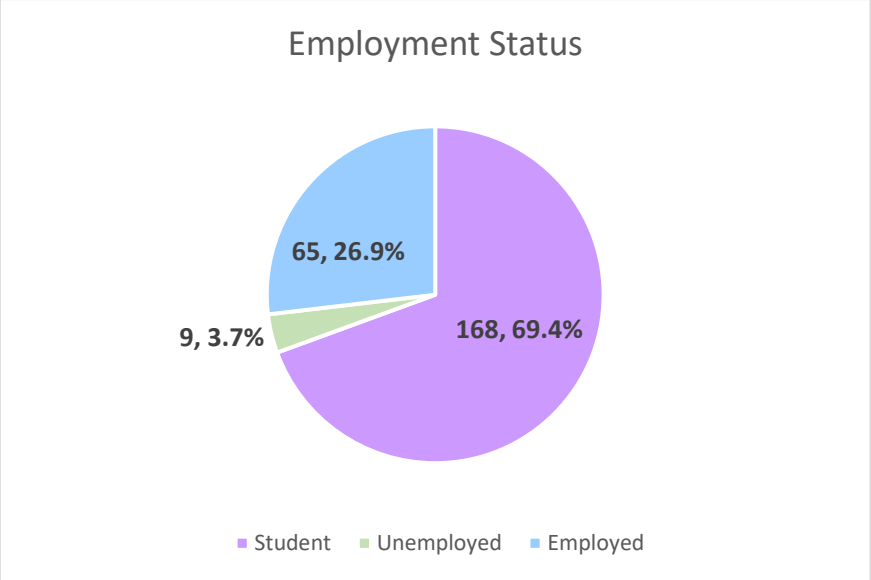
The highest educational level of the respondents is shown in Figure 4.3. A total of 67.8% (164 respondents) own a bachelor's degree, 15.3% (37 respondents) of them obtained Diploma, 8.3% (20 respondents) obtained high school, 5.8% (14 respondents) obtained a postgraduate, and the remaining 2.9% obtained other such as (ACCA, A-Level, and Foundation).

4.1.1.4 Employment Status

Table 4.4: Employment Status

	Frequency	Valid Percent	Cumulative Percent
Student	168	69.4	69.4
Unemployed	9	3.7	73.1
Employed	65	26.9	100.0
Total	242	100.00	

Figure 4.4: Employment Status



The employment status of the respondents is shown in Figure 4.4. Over 69.4% (168 respondents) were students. Followed by 26.9% (65 respondents) who were employed and the remaining 3.7% (9 respondents) were unemployed.

4.1.1.5 Technological gadget that you most frequently read online reviews before making a purchase.

Table 4.5: Technological gadgets that you most frequently read online reviews before making a purchase

	Frequency	Valid Percent	Cumulative Percent
Smartphones	131	54.1	54.1
Tablets	20	8.3	62.4
Laptop	35	14.5	76.9
Wireless Earbuds	25	10.3	87.2
Smart Watches	20	8.3	95.5
Handheld Gaming Consoles (e.g.: Nintendo Switch)	11	4.5	100.0
Total	242	100.00	

Figure 4.5: Technological gadgets that you most frequently read online reviews before making a purchase

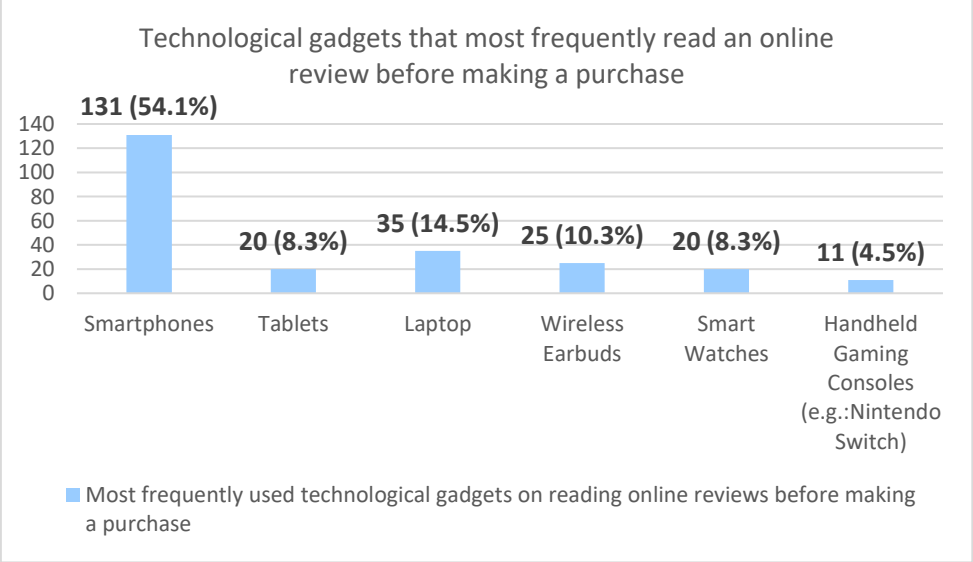


Figure 4.5 illustrate the Technological gadgets that respondents most frequently read online reviews about before making a purchase. The results show that the highest percentage 54.1% (131 respondents) have selected smartphones as their technological gadgets that are most frequently read for online reviews. Next, 14.5% (35 respondents) have selected a laptop as the technological gadget that is most frequently read for online reviews. Following by, 10.3% (25 respondents) selected wireless earbuds, 8.3% (20 respondents), 8.3% (20 respondents) selected 8.3% (20 respondents), and 4.5% (11 respondents) selected handheld gaming consoles.

4.1.1.6 Social media platforms that you most frequently used to read online reviews.

Table 4.6: Social media platforms that you most frequently used to read online reviews

	Frequency	Valid Percent	Cumulative Percent
Facebook	46	19.0	19.0
Instagram	25	10.3	29.3
YouTube	95	39.3	68.6
Twitter	7	2.9	71.5
TikTok	18	7.4	78.9
Xiao Hong Shu	51	21.1	100.0
Total	242	100.00	

Figure 4.6: Social media platforms that you most frequently used to read online reviews

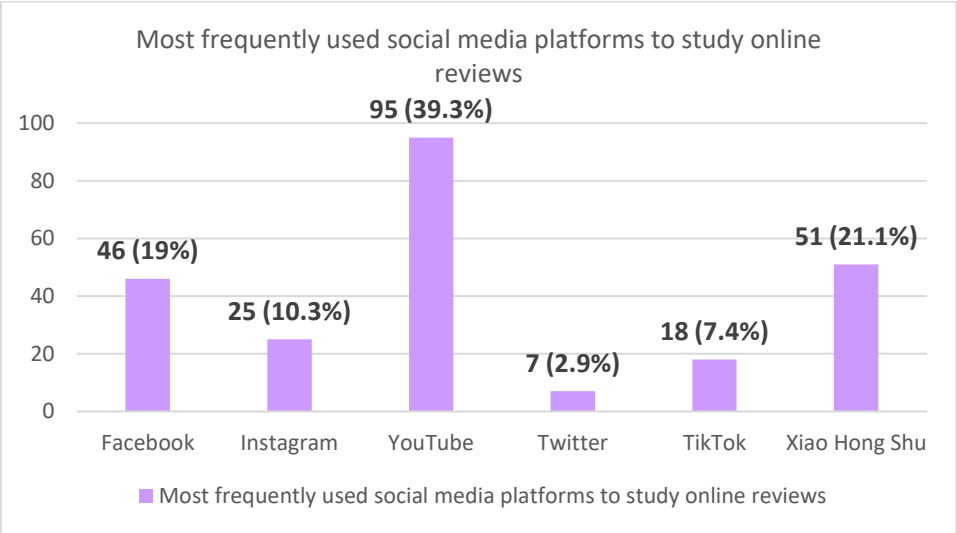


Figure 4.6 illustrates the social media platforms that respondents most frequently used to read online reviews. The results show that 39.3% (95 respondents) selected YouTube as the highest percentage for the most frequently used social media platform to study online reviews. Furthermore, 21.1% (51 respondents) selected Xiao Hong Shu and 19% (46 respondents) selected Facebook. Following by, 10.3% (25 respondents) selected Instagram, 7.4% (18 respondents) selected TikTok, and 2.9% (7 respondents) selected Twitter as their most frequently used social media platform to study online reviews.

4.1.2 Measures of Central Tendency

Table 4.7: Demonstration of the Descriptive Statistic on Variables

Variables (eWOM factors)	Mean	Standard Deviation	N
Information Quality (IQ)	4.0465	0.49600	242
Information Quantity (IQt)	4.1314	0.53314	242
Information Credibility (IC)	3.9579	0.59573	242
Information Adoption (IA)	4.1983	0.49863	242

Perceived Usefulness (PU)	4.2025	0.49975	242
Using Experience of eWOM (UEoE)	3.6715	0.74569	242
Purchase Intention (PI)	4.1219	0.59311	242

Table 4.7 demonstrated the descriptive statistics of eWOM factors and purchase intention. Based on the findings, it can be observed that the highest mean value of 4.2025 is associated with perceived usefulness, followed closely by information adoption with a mean of 4.1983. Information quantity received a mean of 4.1314, while purchase intention had a mean of 4.1219. Furthermore, information quality and information credibility received a mean of 4.0465 and 3.9579, respectively. Finally, using experience of eWOM had the lowest mean of 3.6715. These results suggest that perceived usefulness takes the strongest influence on the purchase intention of technological gadgets while using experience of eWOM has the weakest influence on the purchase intention of technological gadgets.

In addition, standard deviation measures the extent to which the data differs from the mean. As indicated in table 4.7, the variable with the highest standard deviation is using experience of eWOM, which has a value of 0.74569. Following closely is information credibility with a standard deviation of 0.59573. Purchase intention, information quantity, perceived usefulness, and information adoption have a standard deviation of 0.59311, 0.53314, and 0.49975, 0.49863. Finally, information quality has the smallest standard deviation of 0.49600.

4.2 Overview of Reliability Test

Table 4.8: Results of the Reliability Test

Variables	**Cronbach's α**	**Number of Items**	**Range**	**Internal Consistency**
Information Quality (IQ)	0.850	8	$0.9 > \alpha \geq 0.5$	Good
Information Quantity (IQt)	0.793	5	$0.9 > \alpha \geq 0.5$	Good
Information Credibility (IC)	0.875	5	$0.9 > \alpha \geq 0.5$	Good

Information Adoption (IA)	0.804	5	$0.9 > \alpha \geq 0.5$	Good
Perceived Usefulness (PU)	0.859	6	$0.9 > \alpha \geq 0.5$	Good
Using Experience of eWOM (UEoE)	0.742	4	$0.9 > \alpha \geq 0.5$	Good
Purchase Intention (PI)	0.811	4	$0.9 > \alpha \geq 0.5$	Good

Table 4.8 present the results indicating that all variables in the study have a Cronbach's Alpha of over 0.5, which is indicative of their good and acceptable quality. Notably, information quality and information quantity have values of 0.850 and 0.793, respectively, which demonstrate a high level of internal consistency. Similarly, information credibility and information adoption have values of 0.875 and 0.804 which also indicate good reliability. Perceived usefulness and using experience of eWOM have values of 0.859 and 0.742, which are considered acceptable. Lastly, purchase intention has of 0.811, indicating good internal consistency.

4.3 Inferential Analysis

This analysis is to study the relationship between the dependent variables and the independent variables. Through this study, two analysis tools will be used for measuring the relationship between eWOM factors and purchase intention on technological gadgets.

4.3.1 Pearson Correlation Analysis

Table 4.9: Results of Pearson Correlation

		IQ	**IQt**	**IC**	**IA**	**PU**	**UEoE**	**PI**
IQ	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	242						

IQt	Pearson Correlation	0.0657**	1					
	Sig. (2-tailed)	0.000						
	N	242	242					
IC	Pearson Correlation	0.668**	0.631**	1				
	Sig. (2-tailed)	0.000	0.000					
	N	242	242	242				
IA	Pearson Correlation	0.666**	0.706**	0.631**	1			
	Sig. (2-tailed)	0.000	0.000	0.000				
	N	242	242	242	242			
PU	Pearson Correlation	0.638**	0.639**	0.652**	0.729**	1		
	Sig. (2-tailed)	0.000	0.000	0.000	0.000			
	N	242	242	242	242	242		
UEoE	Pearson Correlation	0.517**	0.483**	0.567**	0.511**	0.537**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		
	N	242	242	242	242	242	242	
PI	Pearson Correlation	0.567**	0.628**	0.618**	0.699**	0.700**	0.639**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	242	242	242	242	242	242	242
	Degree of Correlation	Moderate Degree	Moderate Degree	Moderate Degree	Moderate Degree	High Degree	Moderate Degree	

While,

IQ = Information Quality

IQt = Information Quantity

IC = Information Credibility

IA = Information Adoption
PU = Perceived Usefulness
UEoE = Using Experience of eWOM
PI = Purchase Intention

According to the data presented in Table 4.9, there is a moderate to high degree of correlation between the independent variables and dependent variables as the *r*-value is in general between 0.5 to 0.8. This suggests that there are moderate to strong relationships between the independent variables (information quality, information quantity, information credibility, perceived usefulness, information adoption, and using experience of eWOM) and dependent variables (purchase intention).

Also, the table shows that the correlation between information quality and purchase intention is moderate, as the correlation value is 0.567, suggesting a 56.7% positive correlation. Similarly, the correlation between information quantity and purchase intention is also moderate, with an r-value of 0.628, indicating a 62.8% positive correlation. Also, the correlation between information credibility and purchase intention is moderate, with a correlation value of 0.618, suggesting a 61.8% positive correlation. Moreover, the correlation between information adoption and purchase intention is positively moderate, with a value of 0.699. On the other hand, the correlation between perceived usefulness and purchase intention is positively strong, with a value of 0.700. Lastly, the correlation between using the experience of eWOM and purchase intention is also positively moderate, with a value of 0.639, indicating a 63.9% positive correlation.

In short, when compared to other independent variables, perceived usefulness has the most significant relationship association with purchase intention. In contrast, information quality has the least substantial relationship with purchase intention among all the independent variables.

4.3.2 Multiple Linear Regression

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.803[a]	0.645	0.636	0.35800

a. Predictors: (Constant), information quantity, information credibility, information adoption, using experience of eWOM.

Table 4.10 display the correlation between the six independent variables and the dependent variable of the present investigation. The result revealed that the R-value is 0.803, which indicates a high degree of correlation between the variables since it is greater than 0.70. Additionally, the value of R square measures the extent to which the combined set of independent variables explains the changes in the dependent variable. The table demonstrates that the R Square is 0.645, implying that 64.5% of the variation in the dependent variable (purchase intention) is influenced by the independent variables (information quantity, information credibility, information adoption, using experience of eWOM). These findings suggest that the independent variables have significant effects on influencing the purchase intention of technological gadgets. Nevertheless, it is essential to note that the remaining 35.5% of the variation in purchase intention may be attributed to other factors not considered independent variables in this study.

Table 4.11: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.661	6	9.110	71.083	0.000[b]
	Residual	30.118	235	0.128		
	Total	84.779	241			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), information quantity, information credibility, information adoption, using experience of eWOM.

According to Table 4.11, the F value is 71.083 with a significance level of 0.000. The ANOVA analysis indicates that the *p*-value is less than 0.05 at 0.000, confirming that the model is significant. In summary, the model effectively established the relationship between the dependent and independent variables, also known as predictors.

Table 4.12: Coefficients

Model		**Unstandardized B**	**Coefficients Std. Error**	**Standardized Coefficients Beta**	**t**	**Sig.**
1	(Constant)	0.069	0.220		0.312	0.755
	Information Quality	-0.070	0.072	-0.058	-0.963	0.337
	Information Quantity	0.138	0.067	0.124	2.048	0.042
	Information Credibility	0.079	0.060	0.079	1.313	0.190
	Information Adoption	0.315	0.079	0.265	4.014	0.000
	Perceived Usefulness	0.304	0.075	0.256	4.070	0.000
	Using Experience of eWOM	0.232	0.040	0.291	5.863	0.000

a. Dependent Variable: Purchase intention

Table 4.12 demonstrates the coefficient value of this research. According to the results in Table 4.12, information adoption, perceived usefulness, and using experience of eWOM are the most significant independent variables in this research. This is because information adoption has a t-value of 4.014 and a *p*-value of 0.000 which is lesser than the *p*-value < 0.05 in the result. This means that information adoption is a significant predictor of the purchase intention of technological gadgets. Perceived usefulness has a t-value of 4.070 with a *p*-value of 0.000, which is less than 0.05, indicating that perceived usefulness is a significant predictor of the purchase intention of technological gadgets. Likewise, the significant value of using experience of eWOM is also 0.000, suggesting that it can be considered a significant predictor in influencing the purchase intention of technological gadgets. In addition, the information quantity hits a significance value of 0.042, which is lesser than 0.05. Hence, this indicates a significant value of information quantity is a significant predictor for the purchase intention of technological gadgets.

Moreover, the significance value of information quality is 0.337, which is greater than 0.05. Thus, this shows that information quality is not a significant predictor of the purchase intention of technological gadgets. Besides, information credibility plays no role in influencing the purchase intention of technological gadgets. This is since the *p*-value for information credibility is 0.190, which is greater than 0.05. Nonetheless, the Coefficients analysis shows that using experience of eWOM has the highest standardized coefficient beta compared with other independent variables, which is 0.291. By this means, using experience of eWOM is the most important independent variable that influences the purchase intention of technological gadgets.

4.4 Results of Hypothesis Testing

As results from Table 4.12, the hypothesis testing results will be shown below:

$H_0$1: There is no significant relationship between information quality and purchase intention of technological gadgets.

$H_1$1: There is a significant relationship between information quality and purchase intention of technological gadgets.

Failed to reject $H_0$1; p = 0.337, p > 0.05

The t-value is -0.0963 then the p-value is 0.337 which is greater than 0.05. Thus, the null hypothesis ($H_0$1) is failed to reject as the p-value suggests that there is no significant relationship between information quality and purchase intention of technological gadgets.

$H_0$2: There is no significant relationship between information quantity and purchase intention of technological gadgets.

$H_1$2: There is a significant relationship between information quantity and purchase intention of technological gadgets.

Reject $H_0$2; p = 0.042, p < 0.05

According to the findings, the t-value is 2.048 and the p-value is 0.042 which is smaller than 0.05. Hence, the hypothesis ($H_0$2) is rejected as the p-value suggests that there is a significant relationship between information quantity and purchase intention of technological gadgets.

$H_0$3: There is no significant relationship between information credibility and purchase intention of technological gadgets.

$H_1$3: There is a significant relationship between information credibility and purchase intention of technological gadgets.

Failed to reject $H_0$3; p = 0.190, p > 0.05

According to the results, the t-value is 1.313 and the p-value is 0.190 which is greater than 0.05. Therefore, the hypothesis ($H_0$3) is failed to reject as the p-value suggests that there is no significant relationship between information credibility and purchase intention of technological gadgets.

$H_0$4: There is no significant relationship between information adoption and purchase intention of technological gadgets.

$H_1$4: There is a significant relationship between information adoption and purchase intention of technological gadgets.

Reject $H_0$4; p = 0.000, p < 0.05

According to the results, the t-value is 4.014 and the p-value is 0.000 which is smaller than 0.05. Hence, the hypothesis ($H_0$4) is rejected as the p-value suggests that there is a significant relationship between information adoption and purchase intention of technological gadgets.

$H_0$5: There is no significant relationship between perceived usefulness and purchase intention of technological gadgets.

$H_1$5: There is a significant relationship between perceived usefulness and purchase intention of technological gadgets.

Reject $H_0$5; p = 0.000, p < 0.05

According to the findings, the t-value is 4.080 and the p-value is 0.000 which is smaller than 0.05. Thus, the hypothesis ($H_0$5) is rejected as the p-value suggests that there is a significant relationship between perceived usefulness and purchase intention of technological gadgets.

$H_0$6: There is no significant relationship between using experience of eWOM and purchase intention of technological gadgets.

$H_1$6: There is a significant relationship between using experience of eWOM and purchase intention of technological gadgets.

Reject $H_0$6; p = 0.000, p < 0.05

According to the results, the t-value is 5.863 and the p-value is 0.000 which is smaller than 0.05. So, the hypothesis ($H_0$6) is rejected as the p-value suggests that there is a significant relationship between using experience of eWOM and the purchase intention of technological gadgets.

4.5 Conclusion

To summarize, the data obtained from the questionnaire was meticulously scrutinized and assessed using several measurement methods to obtain the results. Thus, in this chapter, the researcher investigated the hypotheses and analyzed whether the hypotheses failed to reject or rejected.

CHAPTER 5: DISCUSSIONS, IMPLICATIONS, AND CONCLUSION

5.0 Overview

This section aims to provide a summary of the key results obtained in the study. Besides, the discussion of these findings will then be utilized to verify the study's objectives and the statement of the constructed hypothesis. Additionally, the researcher will analyze and explain the study's limitations and implications, and propose suggestions to support further research on related topics.

5.1 Discussion on the most frequently used social media platform to study online reviews about technological gadgets

The first objective of this research is to identify the most frequently used social media platform for consumers to study online reviews about technological gadgets. According to the result in Table 5.1, YouTube would be the most frequently used social media platform as 39.3% (95 respondents) had chosen this platform. This outcome is supported by the past researcher, Penttinen et al. (2022) that emphasized YouTube has a large amount of C2C online video reviews that act as a strong influence on consumer purchase intention. This result also can illustrate that consumers between 18 to 50 years old have a high demand for using YouTube as their social media platform for studying online reviews. Thus, this study generates a great result for marketers to focus on YouTube as their major social media platform for creating online reviews in order to influence the purchase intention on technological gadgets.

5.2 Discussion on the eWOM factors affecting the purchase intention of technological gadgets

5.2.1 Information Quality

There is no relationship between information quality and purchase intention on technological gadgets. This finding is in line with the study of Wei et al., (2018), in which information quality does not directly influence purchase intention. A reason that would be able to explain the contradictory findings could be characteristic of the sample population that may have influenced the results. The majority of the respondents in this study obtained bachelor's degrees that considered highly educated consumers who are already knowledgeable about the product. Thus, the impact of information quality on the research outcomes may be less significant.

5.2.2 Information Quantity

This result is supported by a past study that found that the information quantity of eWOM positively influences purchase intention (Matute et al., 2016). Past researchers found that information quantity could affect the purchase intention of consumers Indrawati et al. (2022). The finding is relevant to prior studies that claim that a high volume of eWOM reviews provides consumers to find helpful information effectively (Matute et al., 2016) & Indrawati et al. (2022). Consequently, this indicates there is a direct positive relationship between information quantity and purchase intention in technological gadgets.

5.2.3 Information Credibility

There is no correlation between information credibility and the purchase intention of technological gadgets. This finding is supported by past studies that information credibility has no significant influence on purchase intention (Cheung et al., 2008). The result can be explained by the consumer's difficulty to recognize the real identity of the online reviewers. Also, the online reviewers can be anyone who freely registers and

post reviews without using a real name or undergoing any authorization check. Thus, the consumers will have difficulty identifying the content authenticity, which leads to information credibility is not significant in this study.

5.2.4 Information Adoption

This result can be supported by the past research by Indrawati et al. (2022) that mentioned information adoption can make buyers accept the information and recommendation of online reviews to increase purchase intention. The result shows that consumers accepted the online reviews information of technological gadgets published on social media platforms (Indrawati et al., 2022). Thus, this outcome tally with the outcome of a past research study.

5.2.5 Perceived Usefulness

This finding is accepted and verified by the past researcher Renny et al. (2013) claim that perceived usefulness has a direct impact on consumer purchase intention. Consumers who perceived that eWOM provides valuable information about technological gadgets will have higher purchase intention (Renny et al., 2013). Consumers are more likely to act on the information provided in eWOM when they perceived it as useful in making a purchase intention. In short, consumers believe that online reviews are useful for making purchase intention on technological gadgets.

5.2.6 Using Experience of eWOM

This finding is aligned with the finding of a past study by Yusuf et al. (2018), the study claims that the experience of reading eWOM positively affects purchase intention. Consumers who have a positive user experience with eWOM are more likely to accept the information and increase their purchase intention of technological gadgets (Yusuf et al., 2018). Thus, consumers who had the experience of participating in eWOM had a positive effect on purchase intention.

5.3 Managerial Implications of the Study

Undoubtedly, the development of technologies and innovations has brought about a new turning point for businesses such as marketing. Recently, a consumer will not only rely on traditional word-of-mouth (WOM) but shifted to electronic word-of-mouth (eWOM) which is easier to reach. Thus, the result of the present study can offer some managerial implications for marketers to grasp the elements of eWOM that would influence purchase intention on the technological product.

According to Moldovan et al. (2011), the researcher claims that the number of online reviews can be measured as the contribution or involvement of every single consumer to the market. Therefore, information quantity can be taken from learning as if a high volume of consumers writes or post online reviews about a good or service, they will contribute more information that assists other potential buyers in making a purchase decision. Also, marketers can work with influencers to post reviews on social media to create a marketing buzz.

Moreover, marketers can focus on providing online information that is relevant to the specific needs and preferences of consumers. For example, if a consumer is searching for smartphones with a bigger screen will be more likely to adopt eWOM which specifically reviews the function.

In addition, marketers can provide easy access to eWOM featuring online reviews and ratings on the company website or social media pages. This action can enhance the usefulness of online reviews for the consumers to reach them effectively. Marketers should provide fast responses and monitors to show brand value and engagement with consumers. Thus, consumers will feel that the information received will be useful.

Nevertheless, marketers should encourage buyers' participation in eWOM by asking for ratings & feedback. This is because encouraging user-generated content to let consumers share reviews by using hashtags or running contests can generate a positive user experience to strengthen purchase intention.

Therefore, eWOM is a part of the marketing strategy to convert potential customers and boost the company's reputation. According to Power Reviews (2022), the more reviews, the more brand reputation for the company as the consumer believes that the volume of reviews has it critical while evaluating a company and determining whether to employ its product or service.

In short, marketers should actively adopt eWOM as their marketing strategy as this sort of advertisement has become a major forum for consumers and it appears to be more efficient than traditional WOM (Christy et al. 2008).

5.4 Theoretical Implications

This study has utilized the Information Adoption Model (IAM) to describe information on computer-mediated communication platforms. The results indicated that the IAM supports the positive influence of information quantity and information adoption on the purchase intention of technological gadgets. To enhance the validity of this research, the Technology Acceptance Model (TAM) was utilized to examine consumer behavior in accepting new technologies. This involved exploring how perceived usefulness can influence the purchase intention of technological gadgets, and how consumers adapt to eWOM. The theory of Planned Behavior (TPB) identified the using experience of eWOM can significantly influence the purchase intention of technological gadgets, from a theoretical perspective. TPB was deemed suitable for elucidating the interrelated behavior and attitudes of buyers concerning the six independent variables in this study. For instance, TPB was used to explain how purchase intention is influenced by eWOM factors. Therefore, the proposed theoretical framework in this study could serve as a reference for future researchers seeking a better understanding of the factors of eWOM that influence the purchase intention of technological gadgets by employing the proposed theories.

5.5 Limitations

While this study has created significant insights, it is essential to recognize and tackle its limitations.

5.5.1 Limited Number of eWOM Characteristics

There is a limitation in this study, which is this study involved a limited number of eWOM characteristics. It may refer to the fact that this study may not have included all the relevant eWOM factors that can influence consumers' purchase intentions on technological gadgets. Besides, this study may have only focused on several specific eWOM factors that were suggested by prior studies (Indrawati et al. 2022; Hsu, 2021) and neglected others, which could potentially impact the overall findings and conclusions. Consequently, the study's scope may have been limited in terms of capturing the full range of factors that influence buyers' intentions on technological gadgets in the context of eWOM. Nevertheless, this limitation may affect the generalizability of the study's findings, as it may not be representative of the broader population or applicable to other contexts beyond the specific factors examined.

5.6 Recommendations

To enhance the quality of the research, the researcher has developed suggestions to address the limitation.

5.6.1 Expand the Number of eWOM Characteristics

Future research should consider expanding the number of eWOM characteristics by including a moderator or mediator to obtain a more comprehensive understanding of the factors that affect consumers' purchase intentions of technological gadgets in the context of eWOM. For example, information usefulness can be added as a moderator to investigate the influence of eWOM factors on the purchase intention of technological gadgets. In this study, information quality and information credibility were found to be no direct relationship with the purchase intention of technological gadgets. Future studies are encouraged to adopt information usefulness as a moderator to reexamine the relationship between information quality and information credibility with the purchase intention of technological gadgets.

5.6 Conclusion

In conclusion, this study discussed how technological gadget purchasing intentions are significantly influenced by variables of eWOM factors including information quantity, information adoption, perceived usefulness, and using experience of eWOM. However, the variables of information quality and information credibility have no significant relationship with the purchase intention of technological gadgets in this research. Meanwhile, the implications and limitations were discussed in this chapter. The recommendation was proposed as a suggestion for future scholars. This study offers helpful information for future researchers about the potential aspects that would affect the consumer purchase intention of technological gadgets. Unquestionably, this study is needed to be conducted as the trend for eWOM is increasing in this age of technology and innovation as it might impact marketers and force them to re-evaluate their advertisement plans.

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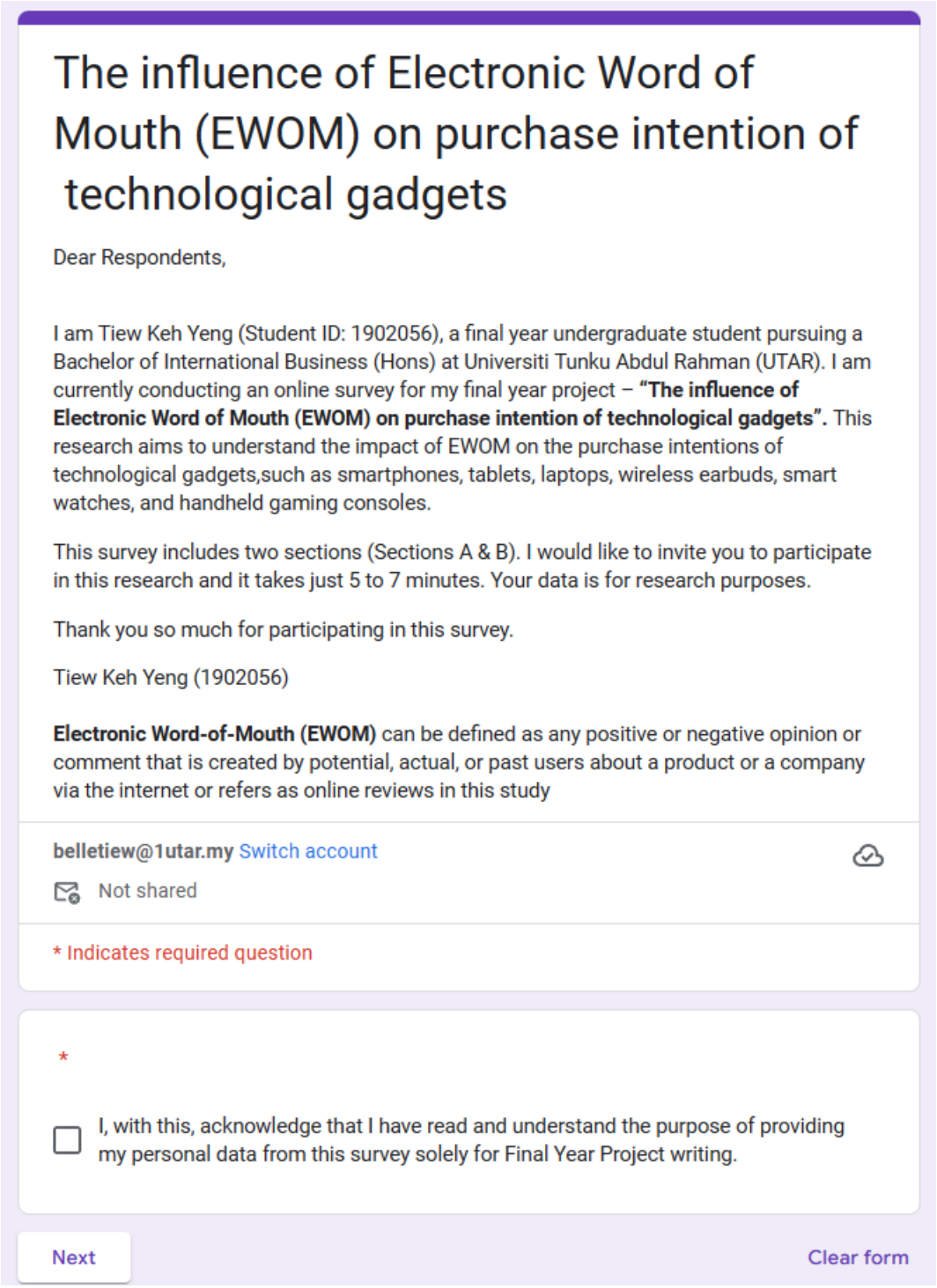
APPENDIX

Appendix A: Survey Questionnaire



The influence of Electronic Word of Mouth (EWOM) on purchase intention of technological gadgets

Dear Respondents,

I am Tiew Keh Yeng (Student ID: 1902056), a final year undergraduate student pursuing a Bachelor of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR). I am currently conducting an online survey for my final year project – **"The influence of Electronic Word of Mouth (EWOM) on purchase intention of technological gadgets".** This research aims to understand the impact of EWOM on the purchase intentions of technological gadgets,such as smartphones, tablets, laptops, wireless earbuds, smart watches, and handheld gaming consoles.

This survey includes two sections (Sections A & B). I would like to invite you to participate in this research and it takes just 5 to 7 minutes. Your data is for research purposes.

Thank you so much for participating in this survey.

Tiew Keh Yeng (1902056)

Electronic Word-of-Mouth (EWOM) can be defined as any positive or negative opinion or comment that is created by potential, actual, or past users about a product or a company via the internet or refers as online reviews in this study

belletiew@1utar.my Switch account

Not shared

* Indicates required question

*

I, with this, acknowledge that I have read and understand the purpose of providing my personal data from this survey solely for Final Year Project writing.

Next

Clear form

Section A: Demographic Information

Please select the most appropriate answer for the following questions.

1. Have you ever read online reviews about technological gadgets? *

- ◯ Yes
- ◯ No

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2. Your Gender *

- ◯ Male
- ◯ Female

3. Your Age *

- ◯ 18-29
- ◯ 30-39
- ◯ 40-49

4. Highest Education Level Obtained *

- ◯ High School
- ◯ Diploma
- ◯ Bachelor
- ◯ Postgraduate
- ◯ Other

5.Your Employment Status *

- ○ Student
- ○ Unemployed
- ○ Employed

6. Please select the technological gadget that you most frequently read online reviews before making a purchase. *

- ○ Smartphones
- ○ Tablets
- ○ Laptop
- ○ Wireless Earbuds
- ○ Smart Watches
- ○ Handheld Gaming Consoles (e.g.: Nintendo Switch)

7. Please select the social media platform that you most frequently used to read online reviews. *

- ○ Facebook
- ○ Instagram
- ○ YouTube
- ○ Twitter
- ○ TikTok
- ○ Xiao Hong Shu

Back Next Clear form

Section B

This section studies the influence of EWOM on the purchase intentions of technological gadgets. These EWOM includes information quality, information quantity, information credibility, perceived usefulness, information adoption, and using the experience of EWOM. Please rate the extent you agree or disagree with the statements based on the following scale. *Note: 1= Strongly Disagree (SD), 2= Disagree (D), 3= Neutral (N), 4= Agree (A), 5 = Strongly Agree (SA)*

A) Information Quality

I can understand the information about technological gadgets shared online. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strongly Agree

The online reviews about technological gadgets are relevant to my needs. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strongly Agree

I think the online reviews about technological gadgets are based on facts. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strongly Agree

The online reviews about technological gadgets explain the product features. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I think the online reviews about technological gadgets is clear. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I think the online reviews about technological gadgets is detailed. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I think the online reviews about technological gadgets is complete. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

In conclusion, I think the online reviews about technological gadgets is of high quality. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

B) Information Quantity

Social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) include many technological gadgets' online reviews. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

The volume of online reviews on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) is large. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

A great number of consumers published their recommendations on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu). *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

The amount of online reviews about technological gadgets on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) is reliable. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

The amount of online reviews about technological gadgets can help me understand product performance. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

C) Information Credibility

I think that online reviews on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) is credible. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I think that online reviews on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) is believable. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I think that online reviews on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) is trustworthy. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I think that the online reviews on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) is true. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

The online reviews about technological gadgets are convincing. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

D) Information Adoption

I learned something new about technological gadgets from online reviews. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I accept online reviews about technological gadgets on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu). *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I accept the recommendation about technological gadgets on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu). *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews make it easier for me to make a purchase decision. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews enhanced my effectiveness in making a purchase decision. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

E) Perceived Usefulness

Online reviews about technological gadgets are useful to me. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews make purchasing easier. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews make me a smarter buyer. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews are very useful to me. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews are helpful for me to evaluate technological gadgets. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Online reviews are useful for me to be familiar with technological gadgets. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

F) Using Experience of EWOM

I always study online reviews written by others. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I always share my technological gadgets' knowledge and information online. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I always read online reviews when I was shopping for technological gadgets. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

I always write down online reviews when I finish shopping for technological gadgets. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

G) Purchase Intention

While buying a product, the positive or negative online reviews affect my buying decision. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

In future purchases, I will always give priority to online reviews. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

The influence of online reviews on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu) change my purchase thoughts and attitudes. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

After reading online reviews shared on social media (Facebook, Instagram, YouTube, Twitter, TikTok, Xiao Hong Shu), it is very likely that I will buy a technological product. *

	1	2	3	4	5	
Strong Disagree	○	○	○	○	○	Strong Agree

Back Submit Clear form