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探討越南消費者對品牌知覺、品牌聯想、知覺價值及滿意度對
購買意願影響—以 EWOM 為干擾

Brand Awareness, Association, Perceived Value and Satisfaction
on Purchase Intention--Moderating Effect of EWOM

陳奕

TRA Y Y

指導教授：紀信光 博士

Advisor: Hsin-Kuang Chi, Ph.D.

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研 究 生：陳奕 - TRAYY

經考試合格特此證明

口試委員：紀信光

廖英凱

白誌菁

指導教授：紀信光

系主任(所長)：黃國忠

口試日期：中華民國 109 年 12 月 28 日

準碩士推薦函

本校企業管理學系管理科學碩士班研究生陳奕君在本系修業年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：陳奕君已修滿39學分，其中必修科目：研究方法、策略管理專題、應用統計、企業倫理專題等科目，成績及格（請查閱碩士班歷年成績）。

2、在論文研究方面：陳奕君在學期間已完成下列論文：

(1)碩士論文：探討越南消費者對品牌知覺、品牌聯想、知覺價值及滿意度對購買意願影響—以 EWOM 為干擾

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本人認為陳奕君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：探討消費者線上 EWOM 對時尚品牌的及購買意願之干擾影響—以越南為例，以參加碩士論文口試。

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南華大學管理學院企業管理學系管理科學碩士班

110 學年度第 1 學期碩士論文摘要

論文題目：探討越南消費者對品牌知覺、品牌聯想、知覺價值及滿意度對
購買意願影響—以 EWOM 為干擾

研究生：陳奕

指導教授：紀信光

論文摘要內容

如今由於技術的發展越來越多的客戶正在應用電子商務來獲取信息以及購買商品和服務，客戶在品牌中扮演著重要的角色，因此客戶的滿意度和客戶的購買意願成為電子商務的必要主題。-商業。這項研究試圖確定電子滿意度的前因，主持人和後果。這項研究提出，品牌意識，品牌聯想和感知價值是電子滿意度的前提，而購買意願被認為是電子滿意度的結果。此外，eWOM 充當感知價值和電子滿意度之間關係的調節變量。進行了調查，並通過在線問卷收集了數據。總共有 268 個數據用於分析。實證結果表明，品牌知名度和品牌聯想都對感知價值具有積極的顯著影響。此外，感知價值和 eWOM 對電子滿意度具有積極意義，這進一步增強了購買意向。最後，eWOM 對感知價值和電子滿意度之間的關係具有調節作用。研究結果可以為院士提供有價值的見解，以進行進一步的驗證。對於從業者來說，為在線購物設計適當的營銷策略也可能非常有用。

關鍵詞：品牌資產、品牌意識、品牌協會、感知價值、電子滿意度、購買意向

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Name of Student: TRA Y Y

Advisor: Hsin-Kuang Chi

ABSTRACT

Nowadays, due to developing of technology, more and more customers are applying electronic commerce to acquire information and purchase of goods and service, customer play an important role for the brand so that customer satisfaction, and purchase intention of customer become a necessary topic for e-commerce. This study tries to identify the antecedents, moderator and consequences of e-satisfaction. This study proposed that brand awareness, brand association and perceived value are antecedents of e-satisfaction, while purchase intention is considered as the consequence of e-satisfaction. Moreover, eWOM is served as a moderator variable on the relationship between perceived value and e-satisfaction. Survey was conducted, and data were collected by online questionnaire. Totally, there are 268 data were used for analysis. The empirical results show that both brand awareness and brand association have positive significant influence on perceived value. Besides, perceived value and eWOM have positive significant on e-satisfaction, which further enhance purchase intention. Finally, eWOM has a moderating effect on the relationship between perceived value and e-satisfaction. The results of the study can provide value

insights for academicians to do further validations. It can be also very useful for practitioners to design appropriate marketing strategies for online shopping.

Keywords: Brand Equity, Brand Awareness, Brand Association, Perceived Value, E-satisfaction, Purchase intention, TPB, CBBE, eWOM



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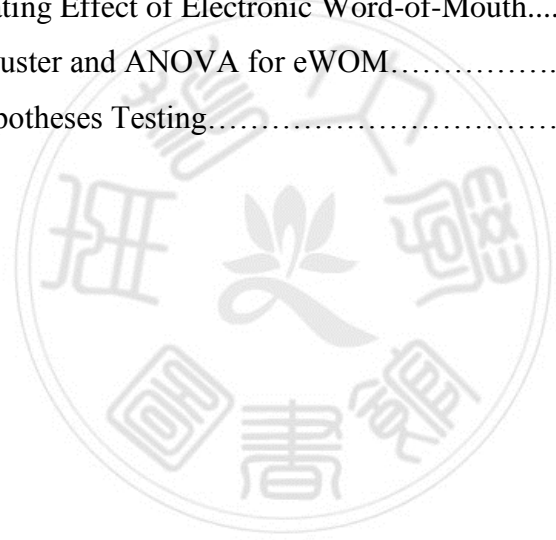
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CHAPTER ONE

INTRODUCTION

The chapter, background and research motivation, research objective, research scope, procedure and research structure are discussed.

1.1 Research Background and Research Motivation

The explosion of the internet, the business world has undergone a powerful culture advance. Most of people are turning to e-shopping. Online shopping and e-business have become an indispensable necessity in modern life, with the development of the Internet, the time pressure of life, and the growing demand for fast services. Companies benefit from developing an e-business platform as it helps to deliver information quickly and globally to promote new products and services. In the year 2018, there were about 1.8 billion people on global that shopping online. Moreover, electronic worldwide retail sales currently amount to US \$2.8 trillion and are forecast to grow to US \$4.8 trillion by 2021 (Statista, 2019).

One factor to consider consumer attitudes towards consumer-based brand assets (CBBE), how they translate CBBE value into consumer decision-making and purchasing behavior (Cobb-Walgren, Ruble & Donthu, 1995) and which marketing medium (including advanced technology and social media) may be affected on CBBE, so it is key to recognize the kind of transmission. What marketing information can affect customers and how a marketer should create and maintain a great relationship with customers. Schivinski and Dabrowski (2014) argue that social media has changed the traditional marketing communication system and branding through social networking as a powerful method in the past decade. As the other important foundation of this research, theory of planned

behavior, the growth of TPB was initially based on the theory of rational action (TRA) (Fishbein & Ajzen, 1975; and Ajzen & Fishbein, 1980) is a parsimonious model. This theory has been used to predict the behaviors (Watson et al., 2014) and to study the link between actions and attitudes (Beedell and Rehmanm, 2000; Webb and Sheeran, 2006).

In e-commerce, there is a shortage of investigation into the impact of social networking marketing on CBBE aspects between the relationship between CBBE and consumer behavior (Grubor et al., 2017; Gensler, 2013), satisfaction (Xie and Lee, 2015), purchase intention (Schivinski and Dąbrowski, 2013; Aydin and Ulengin, 2015). Grubor, Djokic and Milovanov (2017) also argued that brand equity is no longer just monetary value for the challenges and opportunities in brand management; that is the problem of word of mouth in online exchange information (Severi, Ling and Nasermodeli, 2014). Rosa & Hernan (2008) indicate that an important research topic in the field of marketing is branding and brand equity. On the other hand, Yoo & Donthu (2000) shown that many researches paying little focus to website brands and most attention to normal product brands. Besides, Kaur & Joshi (2012) study and concluded that e-shopping, also known as online shopping on the internet, can be understood that is a place where sellers and buyers exchange and meet people through web browsers.

Nowadays, handheld devices became an indispensable segment of people's lives as well as personal email like brand value, and customer buying intention is influenced by many factors. Factors vary by nature and individuality (Nayeem, Islam, & Akter, 2020). According to Shoba (2016) the result of discovery behavior through searching, sorting and purchasing items is called customer satisfaction. The customer's intention is to believe that the creation of marked items and the

value of the brand will further benefit a long-distance organization (Mahdavinia, Amiei and Jalilvand et al., 2011). Andersson and Karlström (2014) researched and indicated that the most important factor for long-term sustainable business is satisfaction. Moreover, Gowri (2012) concluded that most of the items on the market are distinguished by their names, which helps to quickly evaluate items called brand names.

Besides, Puranik & Bansal (2014) shows that when users decide to buy a product or service on the Internet economy, that is the online shopping process. Fornell (1992) has shown that to lead a competitive position in the fierce business world, all of the companies aim to be driven by customer satisfaction. Katz & Lazarsfeld (1955) provided the earliest explanation describing WOM as the most important way consumers use to exchange product-related information. Trusov et al. (2009) argue that word of mouth is very effective marketing equipment, as it can shape and influence consumer intentions towards a product or service. The use of social media and the internet has become extremely popular with the development of information technology; they have a great influence on the communication methods that people use and prefer (Chan and Ngai, 2011). Research by Khan and Hashmi (2016) has determined that the interactivity of the eWOM system has a positive impact on decision support satisfaction. While the Ballantine study (2015) shows that if interactivity increases, customer satisfaction will increase and contribute to purchase intention.

Finally, research through a review of associated literature and theories to begin to establish a conceptual framework, which studies the role of perceived value and electronic satisfaction in the relationship between website brand equity and purchase intention with eWOM as a moderating variable. Besides, there is lacking empirical study of investigating on customer behavior towards brand

equity through marketing communication with the effect of eWOM. This topic is new and highly contributes to the Viet Nam market. Therefore, this research tries to examine the relationship between brand awareness and brand association with perceived value, e-satisfaction & purchase intention of consumers with the effect of eWOM as a moderating variable, base one the online shopping in the Viet Nam context (fashion market).

1.2 Research Objective

Based on the above research background, research motivation, and theoretical foundation of consumer-based brand equity (CBBE), the study aims to examine the relationship between brand association, brand awareness, perceived value, electronic satisfaction (e-satisfaction), electronic word-of-mouth (eWOM), and purchase intention. Nowadays, the global market has a lot of brands, which brands have the ability to create perceived value for customers or not? After that, the customers find out information about brands through eWOM, review... By checking the website. Does the product's/brand's information satisfy the customer's? Thereby leading to purchase intention? From the above-mentioned issues, the research aims to find out the factors affecting the purchase intention of consumers. Therefore, the purposes are mentioned more detail as follow:

1. To exam the relationship among the following variables: brand awareness, brand association, perceived value, e-satisfaction, eWOM, and purchase intention.
2. To analyze the moderation effects of eWOM on the relationship between perceived value and e-satisfaction.
3. To identify the sources of differences based on demographic characteristics such as gender, age, education, occupation and monthly income.

1.3 Research Contribution

The current research contributes significantly to the benefits of brand management consideration that customers have the ability to play a dynamic role in today's market, customers have more specific behavior in consumption, different from previous consumer behavior. Today, in the e-commerce market, eWOM communication, in particular, has become a useful and important tool to communicate with customers in exchanging and receiving information, products, feedback, etc. Therefore, two types of social media are emphasized by the company to create and user-generated content. Secondly, the study aims to examine eWOM communication effects on the aspects of brand assets according to the theory of brand-based brand assets. In addition, the framework was developed based on the theory of Consumer Based Brand Equity (CBBE), providing valuable information and comments to stakeholders involved in brand management and consumer intention in the modern digital age. Finally, the empirical assertions of this study can provide important references for academics and practitioners in the brand management context.

1.4 Subject and Research Scope

Based on above discussion, the scope of study developed as presented in the table below as detail:

Table 1-1 The Scope of the Study

Items	Scope of The Study
Types of research methods	The nature of the study is quantitative research. Literature view was conducted to review the theoretical research included approach, research framework, and hypotheses. Research methods are provided to analyze the data and collect data to test hypotheses and find out the results.
Key Issue	Examine the customer behavior towards fashion brand through shopping online.
Independent Variables	Brand Awareness, Brand Association, and Perceived Value, EWOM
Dependent Variables	E-Satisfaction, Purchase Intention
Moderating variable	EWOM
Underlying theory	Theory of Consumer-based brand equity (CBBE)
Research Study Location	Viet Nam
Research Method and Data analysis	Quantitative approach questionnaire survey, using SPSS version 22 to analysis data.

Source: This study.

1.5 Procedure and Research Structure

This study initially reviewed the previous literature, in terms of CBBE, TPB brand awareness, brand association, perceived value, e-satisfaction, eWOM, and purchase intention. Customer reviewed them towards the product in market, personality, emotional, and demographics. CBBE model and asset of brand equity (brand awareness, brand association) are also reviewed. However, perceived

value, e-satisfaction, eWOM and purchase intention behaviors elements also reviewed accordance with previous study. These theories presented along with all relevant research variables.

Under substantial literature reviews, the hypotheses have been proposed. The questionnaire survey was a key research tool to obtain the results of the research. The questionnaire items have developed by employing a reliability test to validate the research items and their inter-correlations. The questionnaire is used to survey the target respondent in Viet Nam. The questionnaire survey was distributed through online platforms by sending them to fill out the survey.

SPSS version 22.0 was employed in the data analysis. Descriptive Statistic Analysis, Factor loading and reliability test, independent sample t-test and ANOVA, Multiple Regression Analysis, Hierarchical Regression Analysis were adopted to explain the results. The final step is has given a conclusion on the whole study. The research process is described in Figure 1-1.

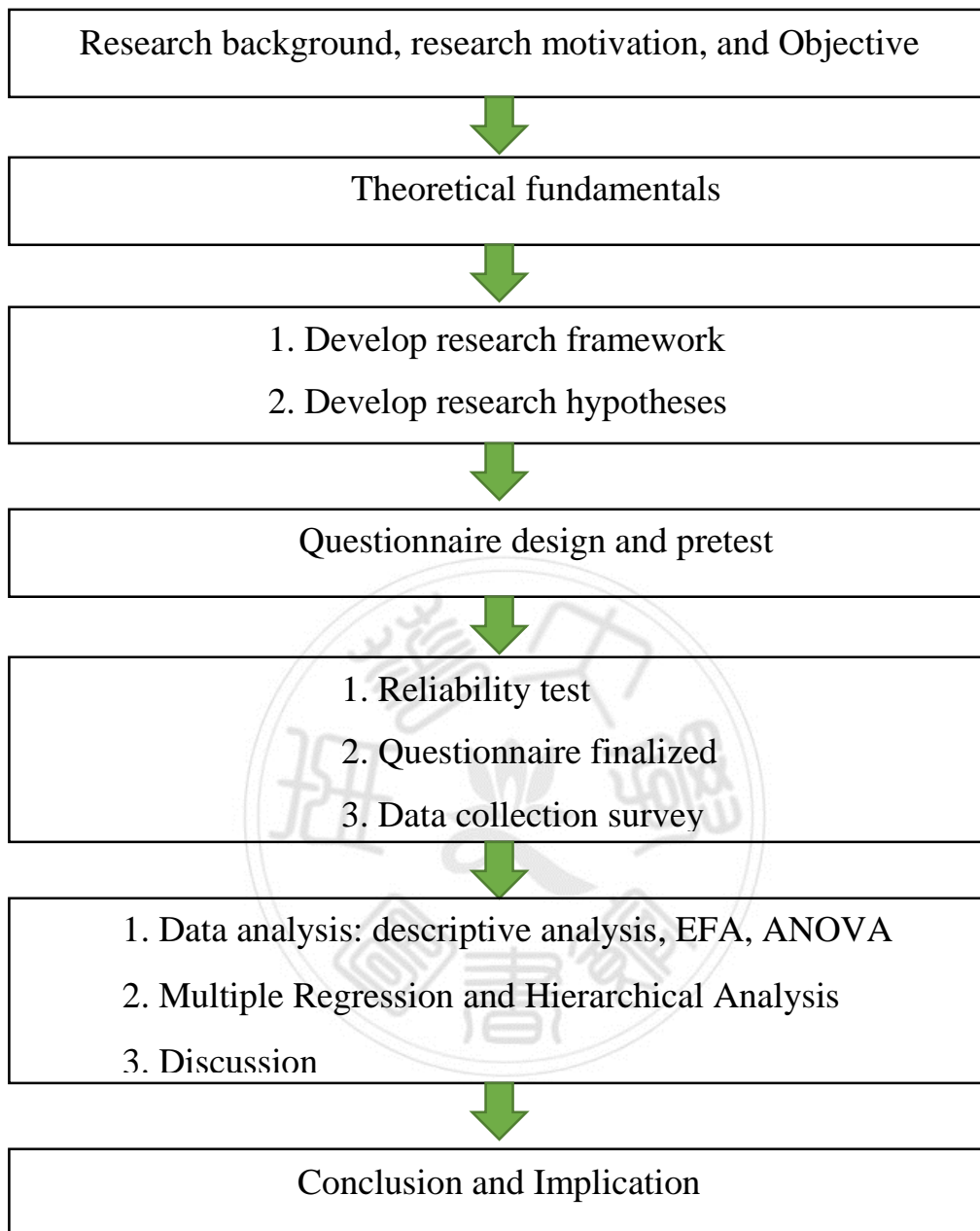


Figure 1-1 Flow of Chart of the Research Process

Source: This Study.

The content of study has divided into five chapters which are described of each chapter:

- Chapter one: Introduction

This chapter explained the research background, research motivations to conduct the research, the objectives, procedure, scope and process of the research are also illustrated.

- Chapter two: Literature Review

This chapter presents the literature review including the theoretical foundation from the previous studies, the definition of research constructs, and the development of the research hypothesis by exploring the relationship between research-related factors.

- Chapter three: Method of research

This part focuses on the research methodology and research design. In chapter two, the research model is introduced. The research design and questionnaire are tested and developed. Particularly, the study identifies the measurement scales, sampling plan, and methods to collect the data. The questionnaire for the survey is provided with specific instrument. Moreover, the data analysis procedure was presented.

- Chapter four: Research analysis and Findings

This chapter presented the results of the current study. The results stem from the performance of factor loading, reliability test and validity of the measurement scales, T-test and ANOVA, Multiple Regression, and Hierarchical regression. Moreover, the hypothesis testing is also presented.

- Chapter five: Conclusions and implications

The last chapter presented the conclusion and suggestions of the study. Following, the research implications, contributions, and the limitations were also described. Besides, the suggestion for the future studies is also mentioned by the authors.

CHAPTER TWO

LITERATURE REVIEW

This chapter will be discussed about theories and constructs related including Brand Awareness, Brand Association, Perceived Value, E-Satisfaction, Electronic Word-of-Mouth, and Purchase Intention; and the relationship among variables.

2.1 Theoretical Background

2.1.1 Consumer-Based Brand Equity Theory Model (CBBE)

Some previous studies have shown empirical evidence on brand equity. According to Hazee et al. (2017) brand value in the customer's minds is brand equity, which indicating the assurance of high quality of products. Based on the study Keller (1993) has shown that CBBE model is an approach from the perspective of consumers. Therefore, the CBBE model is defined as the differentiated effects on consumer reactions and brand knowledge on the brand. In a broader objective, the CBBE model relates to brand knowledge such as perceptions, attitudes, images, learning, felt, sense, thoughts, beliefs and experiences over time (Keller, 2003; Keller, 2001). Therefore, building brand equity based on the CBBE viewpoint is necessary to create brand responsiveness and to strongly link with the uniqueness of brands in consumer's memory.

According to Huang & Shih (2017), CBBE happens when consumers aware of the brand and associate a brand. Another research discussed that CBBE is measured based on cognitive and conceptual factors that impact purchases (Cobb-Walgren, Ruble, and Donthu, 1995). A research suggested five factors of brand equity, namely, brand loyalty, perceived quality, brand association, other proprietary brand assets, and brand awareness, to evaluate brand equity (Aaker, 1991). Three out of five Aaker (1991) brand equity sizes, namely, other

proprietary brand assets, brand loyalty and perceived quality are outside the scope of this research. Therefore, this study examines two aspects of brand equity, namely Brand Awareness and Brand Association.

2.1.2 Theory of planned behavior (TPB)

The theory of planned behavior as the other important foundation of this study, based on the theory of reasoned action to develop originally TPB (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980); is a parsimonious model, Beside, other research also indicated that TPB is successful in a variety of fields including marketing, education, health, etc. to predict and explain human behavior (Davis, Bagozzi, & Warshaw, 1989).

This theory has been used to predict the behaviors (Watson et al., 2014) and to study the link between actions and attitudes (Beedell and Rehmanm, 2000; Webb and Sheeran, 2006). Research has been conducted that empirically validates the theory of planned behavior significantly influence the particular intention towards brands (Chu et al., 2016).

2.2 Hypotheses Background

2.2.1 Brand Awareness

According to Aaker (1991); and Keller (1993) in brand equity conceptual, brand awareness is an important element, which mentions to the brand power existence in the minds of customers. According to Keller (1993), brand recall mentions to the potential of customers to recall brands from mind stores. In addition, Keller (1993, p.3) argues that brand identification perhaps more important to the scope that product conclusions are made in stores. Moreover, according to Aaker (1991) brand awareness be able to described as “the ability of a buyer to be aware or recall that a brand is a component of a definite product.

Similarly, Malik, et al., (2013) argued that a great association in memory of a specific brand creates by brand awareness.

Brand awareness be able to evidence of quality and commitment, allowing customers to familiarize themselves with a brand and help them assess that brand at the time of purchase (Aaker, 1991). Brand identity occurs when buyers are exposed to brand-oriented contents, brand recall can be explained as customers being able to recover brand connected information from their mind (Civelek and Ertemel, 2019). Moreover, previous research Ekhveh & Darvishi (2015) has shown that brand awareness is an important component that create brand value and is also evaluated as one of the main influencing factors to the level of consumer understanding of the brand. Therefore, in this study, brand awareness as including of both brand recognition and brand recall. Focused on the customer's awareness of the fashion brand.

2.2.2 Brand Association

Previous studies Aaker (1991) and Keller (1993) have argued that in the concept of brand equity, brand association is important component. In addition, Im et al (2012) point out that the role of brand associations is an important element in recognized brand asset management. Aaker (1996a) defines brand associations as all to do with memory in brands. Different studies evaluate different kinds of brand associations such as functions, benefits, attitudes, images, perceived quality, attributes and personalities, etc. (Atilgan et al., 2005; del Rio et al., 2001; Keller, 1993; Pappu et al., 2005). In the branding document, this study specifically focuses on brand associations that can be categorized belong to three main sections, namely; benefits, attributes and attitudes (Keller, 1993, 1998; Qu et. al., 2011).

According to Keller (1993, 1998), attitude of brand are overall consumer assessments of the brand and is the basis for consumer behavior. This is important because they often form the base on consumer behaviour (for example, brand choice). Benefits are related brand values, which can be symbolic, functional or experienced. The probable benefits are the individual value that consumers associate with brand attributes in the shape of functional, iconic, and experience attachments. That is, what consumers believe the brand can do for them. Attributes are characteristics of a brand that create tangible services, which may or may not be relevant to the product (i.e., images, user packaging, photos, and prices). Attributes are explaining characteristics that particularize a brand. Otherwise, an attribute is what consumers think the brand is or must provide and what is related to its consumption or purchase.

On the other hand, Aaker (1991) argues that brand associations can contribute value to customers by giving consumers purposes to buy brands and by constituting positive attitudes/emotions between customers. Brand associations can provide competitive advantage and impact brand choice (Aaker, 1991; Keller, 1993). Thus, in this research, brand association as consisting of attitude, benefits, and Attributes. Focused on the customer's association of the fashion brand.

2.2.3 Perceived Value

Based on the TPB, according to Cho (2017) shows that purposes indicate the performances of behavior. The reasonable aim to personal represents eager to spend in behaviour. It indicates the recognizes aim to that an individual is willing to pay for a behavior. Human being activity is conducted by three types of readily reachable beliefs: behaviornal trusts bring on a positive or negative attitude (ATT) toward the behavior; valid trusts give advantage to subjective norms (SN) or

perceived society enforcement (which also provide to the forming of attitudes), and influence beliefs result in perceived behavioral control (PBC).

Moreover, Kim et al. (2007) argued that in the field of Marketing, perceived value has been mentioned in psychosocial research for a long time and has recently attracted increasing attention. According to Zeithaml (1988), perceived value as an estimation of the general utility of consumers to the product basis for their cognizance of what is give and take. On the other hand, the perceived value is based on the origin of equity theory, considering the outcome of the difference between what customers receive versus what they pay based on consumers' estimates of what is fair or worthy (benefit) (Oliver et al., 1988; Bolton & Lemon, 1999). Fairness mentions to consumer assessments of what is equity, right, attractive, or beneficial to the costs received (Bolton and Lemon 1999). Besides, Yang and Peterson (2004) shown that non-monetary sacrifices such as stress consumption, user time and energy consumption, with monetary payments are defined as perceived costs. The outcome of the theory of equity is likened to the rewards and sacrifices received by the different party in deal (Jiang et al., 2016). In this sense, that overall evaluation and rewards and risks associated with a brand and its products defined as perceived value. Moreover, Aaker (1996) pointed out that brand value is the focus rather than any specific functional benefits, which is seen as an indicator of brand success.

In another study, Anderson et al. (1994) indicated that the perceived value is determined by customers based on their perceptions of the service, product and price they pay, was not determined by the owner or seller. It is also defined as a common customer assessment of product utility based on an awareness of what is received and what is given (Zeithaml, 1988) which describes an exchange between benefits and quality the they get in a service or product related to the sacrifice they

feel when they pay the price (Dodds et al., 1991). Similarly, Grönroos (1997) argues that the most common notion of perceived value is customer benefit (core solutions and complementary services) to sacrifice (in regulations of relationship and price costs). Companies needed to establish an ongoing relationship with the customer base in the context of e-commerce concerned with equity theory. Moreover, Keller (2013) indicated that the emotional and logical influence on customers is a strong brand. Satisfaction is the result of perceived value (Elsäßer & Wirtz, 2017). Based on the concept of perceived value to accept for this study, especially in fashion online.

2.2.4 Electronic Satisfaction (E-Satisfaction)

According Liao et al. (2007) pointed out that this theory has been used to study the range of intentions and behaviors from customer satisfaction, and so on. The theory of planned behavior (TPB) suggests that intention may be the best definite of a personal's behaviour. Therefore, a personal with strong purposes is more likely to gain in behavior than someone with lower level intentions.

Besides, Oliver (1980) argued that customer's assessment of a service or product in relation to their expectations and needs is defined as customer satisfaction. Consequence of cognitive states and positive emotion has been considered a satisfaction (Kim, 2005). Additionally, the relationship between satisfaction and experience value when shopping on e-commerce has been shown by recent studies (Endo et al., 2012; Bressolles et al., 2014; and Alnawas & Aburub, 2016).

Refer to people's feelings, customer satisfaction is the pleasure or joy resulting from comparing a result from products or services related to customer expectations (Oliver, 1980; Sallam, 2015). Szymanski & Hise (2000) shows that electronics satisfaction assessment looking at the role of consumers' perceptions

on online purchasing behavior shows that e-satisfaction is the most dominant factor for customer experience. Based on the concept of satisfaction, this study to use e-satisfaction concept to examining customer behavior.

2.2.5 Electronic Word-of-Mouth (eWOM)

Previous studies have shown that an important driver in building customer attitudes and also driving behavioral intentions is word of mouth (Chiou and Cheng, 2003; Chevalier and Mayzlin, 2006; Xia and Bechwati, 2008; Jalilvand et al., 2012). According to Wei & Lu (2013) and, Lee & Koo (2012) consumers are driving to estimate services and products based on their own experiences and opinions and trust consumers more than the company before making decisions because it is considered to be relatively trusty (Gruen et al., 2006). Moreover, Eagly & Chaiken (1993), and Zhang & Buda (1999) argued that the recipient will doubt the message in the case of low source reliability, opposite the recipient will be convinced by the communication in the case of high source reliability (Eagly & Chaiken, 1993; Zhang & Buda, 1999).

On the other hand, the way customers associate with each other has changed quickly, reason is the great trans to technology and the popularity of the Internet allowing consumers to share advice related to consumption by participating in e-shopping. The global nature of the Internet has created a means for electronic verbal communication (eWOM) among customers who have not ever contact (Gruen et al., 2006). Therefore, electronic word of mouth called is the internet distributes a less individual source of communication a popular network (Xia & Bechwati, 2008; Godes & Mayzlin, 2004; and Brown et al., 2007;).

Besides, previous research has concluded that through the internet all potential customer positive or negative news or information about a product or company is defined as eWOM (Hennig-Thurau et al., 2004:39). Similarly, studies

show that it is increasingly common for consumers to collect information before purchasing to review product reviews online (Adjei et al., 2009; Zhu and Zhang, 2010), differ not only in positive and negative reviews, but also in content (Sparks & Browning, 2011; and Liu 2006). According to Lee et al. (2009) researchers also show that positive reviews lead to more expect attitudes towards the brand while negative reviews lead to negative effects on the brand, thus concluding that Comments influence attitudes towards brands.

In addition, Goldsmith and Clark (2008) indicated that Consumers often use WOM when they are looking for information for their purchase intentions because personal information sources are generally considered more reliable than commercial or non-personal sources. Previous studies have used attitudes (Rosen & Tesser, 1972; Whitney, 1971), changing buying decisions/purchasing intention (Dichter, 1966; Richins, 1983). Cheung and Thadani (2012) shown that Currently on the internet and different social media platforms are considering the use of eWOM is very relevant. Now every e-commerce site supplies an opportunity for customers to reveal (comment/review) their thoughts about a reliable product/service. During making purchasing intentions, many customers are affected by these reviews and reviews and apply negative or attitudes to the product (Al Ja'afreh & Al Adaileh, 2020). Follow as above concept, this study accepts eWOM to examining effect of eWOM on customer behavior.

2.2.6 Purchase Intention

Purchase intention is defined as a consumer's eagerness to buy a particular service or product. Ajzen and Driver (1992) shown that human actions are positively influenced by various implied information. On the other hand, the main factor that is closely related to real behavior is called behavioral intention (Baloglu, 2000). (Ajzen & Fishbein, 1980) indicated that for behavioral

performance, an individual's attitude is the best predictor in the theory of rational action (TRA).

In addition, Hosein (2012) argued that the way an individual intends to purchase a particular product or brand, it is considered that purchase intention is one of the important elements of the customer cognitive behaviour. Similarly, an intention to purchase expresses the ability of a personal to purchase a particular product through the relationship between customers' needs, attitudes, and perceptions of the brand, and product (Beneke et al., 2016, p.176). Meanwhile, purchasing intention mentions to the process of considering the various conditions and reasons to make purchasing decisions (Shah et al., 2012). Moreover, previous studies indicated that assessing an individual's buying intention is a complicated process directly related to consumer attitudes, behaviors and perceptions of the product or service itself (Huete-Alcocer, 2017; Cheung and Thadani, 2012).

According to Kamalul Ariffin et al., (2018) argued that a consumer interest to purchase a certain product can be called as purchasing intention. Moreover, purchasing intention is a consumer awareness plan to attempt to buy products (Spears and Singh, 2004). Many studies agree that consumer attitudes toward products or brands influence purchasing intention (Liu et al., 2012; Limbu et al., 2012; Ajzen, 2001; Leonidou et al., 2010; Jalilvand et al., 2012; and Dennis et al., 2009). When customers have a good influence or a positive attitude with regard to a brand's services and products, their purchase intention is likely to occur, as they are influenced by their positive attitude towards the product (Ajzen & Fishbein, 1972).

Moreover, customers aim to buy a brand that has a brand equity, which is a brand they are familiar. Previous study Wu et al. (2011) indicated that purchasing can be considered as a tool for estimating consumer behaviour. Emotions play an

important part in shaping purchasing, they are connected to the core attitude of customers, meaning they often prefer a brand that supports their values and goals (Bian & Forsythe, 2012).

Besides, according to Sum and Hui (2009) shown that the price of products may affect the customer satisfaction, which results in an impact on purchase as well. Monroe (1990) proposed a model is customers rely on the quality and perceived value of a product/brand to be willing to pay a particular price for a product/brand. Online reviews affect consumer's perceptions of brand equity and therefore ultimately influence consumers' buying intentions (Hayes and Carr, 2015). Besides, Kudeshia and Kumar (2017) shown that information on customer value, quality of perceived, and price gained through these media have been found to impact consumer purchasing decisions.

2.3 Hypotheses Development

2.3.1 The Effect of Brand Awareness on Perceived Value

A research indicated that brand awareness and perceived value have a positive relationship (Baldauf et al., 2003). Another study indicated that perceived brand value was low due to lower brand awareness compared to high brand awareness (Lin et al., 2013). Based on the TRA (theory of reasoned action) theory, which keeps that subjective norms and attitudes influence intentions, which in turn influence behaviour (Fishbein & Ajzen, 1975). Solomon (2012) indicated that base on being aware of the brand's information the consumers have perceptions and form beliefs about brands. Thus, consumers can be evaluated these perceptions value, develop attitudes and felling about the brand. Thus, an important premise for perceived value is brand awareness. Based on this evidence, this study proposed following hypothesis:

Hypothesis 1. Brand Awareness positively influences on Perceived Value.

2.3.2 The Effect of Brand Association on Perceived Value

Aaker (1991) advocates a brand equity framework that includes brand associations considering the branding efforts of a company dedicated to brand associations and basic aspects that have a positive effect to the customer value and the worth of the company. Moreover, brand associations indirectly add value to the company by providing value to customers. Keller (1993) points out that brand associations explain the extent to which customers perceive the value of their relationship with the brand. In addition, a higher degree of alignment indicates a more power relationship between brands and customers.

Brand associations influence consumer's choices, preferences, buying, customers are willing to pay for a brand and the ability to introduce their brand to others (Agarwal & Rao, 1996; Del Rio, Vazquez, & Iglesias, 2001; Low & Lamb, 2000). In addition, brand associations provide a basis for creating value for the company and its customers (Atilgan et al., 2005). Moreover, previous researchers have shown that to lead to better value for brands by positive brand associations (Brown & Dacin, 1997; Shapiro, 1983). Thus, based on literature, this study proposed following hypotheses:

Hypothesis 2. Brand Association positively influences on Perceived Value.

2.3.3 The Effect of Perceived Value on E-Satisfaction

Perceived value indicates customers' perceptions of the essence of their supplier relationships and satisfaction reviews customer perceptions of perceived value (Woodruff, 1997). Mao (2020) points out that the measure of influence on customer behavior depends on perceived value, which directly determines the level of customer satisfaction. A number of previous studies have shown positive effects satisfaction through perceived value such as the model of the US-ACSI

Customer Satisfaction Index (Fornell et al., 1996; Eggert & Ulaga, 2006a; Susanti et al., 2019a; Mackevičiūtė, 2013).

Besides, a satisfaction research model integrates the main factors driving customer satisfaction, as well as service and product quality, and price (Zeithaml et al., 2018). Moreover, some previous studies also have empirical evidence showing customer satisfaction and perceived value have a positive relationship (Parasuraman et al., 1988); Lam et al., 2004; Bolton & Drew, 1991; Molinari et al., 2008; and Jayawardhena et al., 2007). Thus, based on literature, this study proposed following hypotheses:

Hypothesis 3. Perceived Value positively influences on E-Satisfaction.

2.3.4 The impact of E-Satisfaction on Purchase Intention

Szymanski & Hise (2000) indicated that to assess customer satisfaction obtained through customer perception of online purchase behavior. Oliver & DeSarbo (1988) indicated that electronic satisfaction is an important factor for customers about the purchasing experience to demonstrate the relationship between customer satisfaction and purchasing behavior.

Additionally, Nisar & Bohhakar (2017) argued that electronic satisfaction is likely to be affected by customer consuming and the quality of services, which play an important role. Some previous studies evidence showing a positive relationship between electronics satisfaction and purchase intention in e-commerce (Liao et al., 2017; Alnawas and Aburub, 2016; Pham & Ahammad, 2017; and Hsu et al., 2017). Chiang (2018) has studied purchase intention indicates that consumer satisfaction is an important factor. Therefore, this study proposed following hypothesis:

Hypothesis 4. E-Satisfaction positively influences on Purchase Intention.

2.3.5 The Effect of EWOM on E-Satisfaction

Social media is an online technology used as a platform for people to communication, perspectives, experiences, and perceptions, which is one of the eWOM tools (Subianto, 2016). The previous research indicated that in order to get information about product and service quality, consumer needs important media through eWOM message (Chevalier & Mayzlin, 2006). Furthermore, interactivity eWOM does not only allow better decision-making by consumers, but also allow companies to more usefully process consumers to achieve satisfaction (Ballantine, 2015; Khan & Hashmi, 2016; Lin & Yuku, 2015).

A satisfied consumer will create a mouth recommendation that gives an advantage to the company's reputation and any image of the product or service (Putranti & Pradana, 2015). Setiawan et al (2014) shown that eWOM is able to influence customer's perception of product value that is represented by the intention to recommend the product to others. In addition, Ballantine study (2015) shows that if the interactivity eWOM increases, customer satisfaction will increase and contribute to purchase intentions. Thus, hypothesis can be assumed that:

Hypothesis 5. EWOM positively influences on E-Satisfaction.

2.3.6 The Effect of eWOM on Purchase Intention

Cheung and Thadani (2012) evidenced that on the internet and various social media platforms, eWOM has become a popular method for widespread use to exchange information, which on value price, consumer, and perceived quality obtained through these media have been found to impact consumer purchasing intention (Kudeshia and Kumar, 2017). Chevalier and Mayzlin (2006) indicated that eWOM is a key means by which customers can get information about the products or services quality. Thus, eWOM affects consumer purchasing intention, particularly online shopping behaviors. That kind of message is effective in

decreasing the and uncertainty risk which are felt by consumer who buy a brand service or product, so it can be influenced to the consumer buying intention and buying decision (Putranti & Pradana, 2015).

Nowadays, eWOM is so powerful, and the reason is most of people can to access any online review. One result has been that online consumer reviews/comments have been applied as a basis for consumers to search for information and they actually affect their purchase (Al Mana & Mirza, 2013). Besides, Opinions of others about products or services or sellers powerfully effect a person's purchase intention (Almana and Mirza, 2013; Cantallops and Salvi, 2014; Daugherty and Hoffman, 2014; Md Husin et al., 2016; Huete-Alcocer, 2017). To test the influence of eWOM on Purchase Intention of consumers, hypothesis can be assumed that:

Hypothesis 6. EWOM positively influences on Purchase Intention.

2.3.7 The Moderating effect of eWOM on the relationship between Perceived Value and E-Satisfaction

The effectiveness of perceived value is determined to be an essential determinant of electronic satisfaction. Customers gain satisfaction by estimating the expected value of a product with its perceived performance (Oliver, 1980). Zeithaml et al. (2018) research a satisfaction framework that integrates important factors that drive consumer satisfaction, as well as price, service quality as well as product quality. Besides, another study pointed out that satisfaction is high when perceived value is high, it means that the relationship between perceived value and satisfaction is very important (Cronin et al., 2000).

In other word, satisfaction of consumers is effective summary feedback for eWOM. EWOM can influence customer perceptions of product value expressed by the intention to introduce the product to others (Setiawan et al., 2014).

Moreover, to collect knowledge about the service and product quality of brand, consumers need important media through eWOM messaging (Chevalier & Mayzlin, 2006). In addition, a satisfied consumer will create an oral recommendation and the eWOM, which will give an advantage to the reputation of the company and any imaging product or image service (Putranti & Pradana, 2015), and impact on my e-satisfaction. Moreover, Lin & Yuku (2015) stated that the relationship between eWOM and e-satisfaction is positive. On the other hand, Gruen et al. (2006) explored the relationship between eWOM and perceived value is a direct positive.

Moreover, eWOM has informational and normative influences on consumers' beliefs and conformity and can therefore affect their perceived value of products (Cheung et al., 2009). Besides, another study suggested that customer satisfaction is affected by eWOM communication (Murphy and Sashi, 2018). Fullerton (2011) argued that uncertainty in intention would be decreased, with the increase of the effectiveness in communication, they conclude that the results of communication, evaluations of people, objects and related events about the product affect customer satisfaction, thus suggesting that the relationship between customer satisfaction customer satisfaction and communication have a positive influence.

Furthermore, interactive eWOM allow companies handle customers better, and enable customers to make more effective decisions to achieve satisfaction (Ballantine, 2015; Khan & Hashmi, 2016; Lin & Yuku, 2015). However, information from the social network, eWOM implies that people accept the reviews of others (positive or negative), as evidence of the fact of the product or brand, this reduces uncertainty. Park et al., (2007) indicated that customers/consumers increase their satisfaction with more reviews. Because they

think those reviews are more informative. Otherwise, the difference of influencing customers to write positive eWOMs based on observable factors when customers are not satisfied with a service or product they will write negative eWOM.

Another research Kuo & Nakhata (2019) indicated that before purchasing, customers are exposed to positive (negative) eWOM which will affect the increase (decrease) in consumer satisfaction. That means consumer satisfaction is positively (negatively) influenced by positive (negative) eWOM exposure prior to purchase. Hence, there is a good topic to study eWOM as a moderator can be an influence on perceived value and e-satisfaction. Therefore, this study assumed that the moderating impact of eWOM has a significant on the relationship between perceived and e-satisfaction. Thus, hypothesis can be assumed that:

Hypothesis 7. EWOM will be significant moderating impact on the relationship between Perceived Value and E-Satisfaction.

CHAPTER THREE

RESEACH DESIGN AND METHODOLOGY

In this chapter, research framework with six constructs research were developed. Also, research design and methodology for data analysis is presented, containing questionnaire design, sampling design, data collection methods, and data analysis techniques.

3.1 The Research Model

Based on the above research hypotheses design, this research develops a research model, as shown in Figure 3-1.

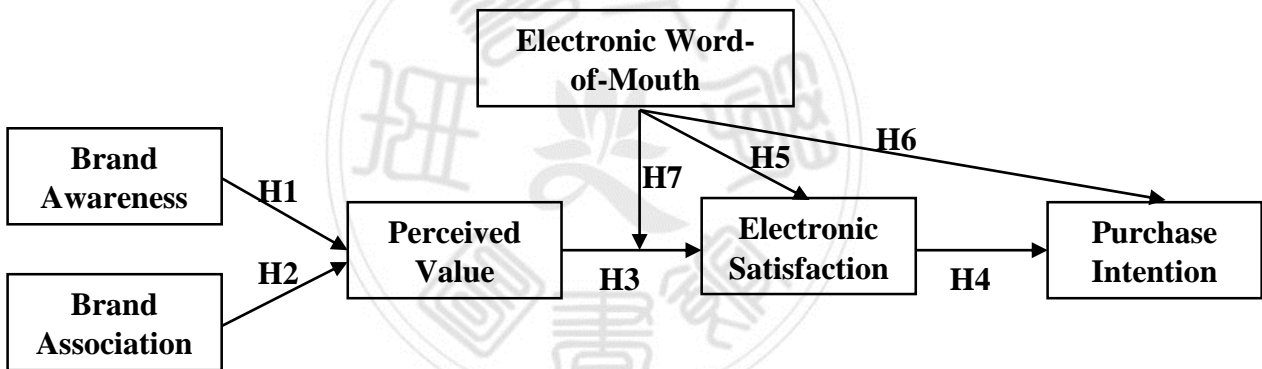


Figure 3-1 Research framework

Source: This Study.

According to the research model, the hypotheses for this study are:

Hypothesis 1. Brand Awareness positively influences on Perceived Value.

Hypothesis 2. Brand Association positively influences on Perceived Value.

Hypothesis 3. Perceived Value positively influences on E-Satisfaction.

Hypothesis 4. E-Satisfaction positively influences on Purchase Intention.

Hypothesis 5. EWOM positively influences on E-Satisfaction.

Hypothesis 6. EWOM positively influences on Purchase Intention.

Hypothesis 7. EWOM will be significant moderating impact on the relationship between Perceived Value and E-Satisfaction.

3.2 Research Design

The study is conducted by quantitative research. This quantitative research method majorly involved with the forms of survey in data collection, analysis, and interpretation that researchers proposed for the study.

3.2.1 Brand Selections

Fashion selection is obtained from the internal category information. Fashion brands are collected from Viet Nam state. Hence, this study identified the fashion brand with register in Viet Nam's market.

3.2.2 Research Sampling and Data Collection Procedure

In this study, online and offline questionnaire surveys will be distributed to the customer who shopping online of fashion products in Viet Nam. Data was collected through e-mail invitations and social media (e.g., Zalo, Facebook, etc.). The online questionnaire survey had sent to the target respondents from convenience samples. Those fashion products are clothes, underwear, Jewelry Boutique, watches, hats, bags, shoes, and many others. Besides, in Viet Nam the e-commerce positive trend also happens with to appear many social network sites such as Amazon, Momo, Lazada, Tiki, Shoppe and others. Viet Nam is one of the fastest-growing e-commerce markets in Southeast Asia (VOMF. 2018).

At the beginning of the questionnaire survey include these questions about the behavior shopping online. The respondents were asked to pick up only one of the answers, and to answer our questionnaire referring to their habits about shopping online of the brand that they have chosen. All brand names and logos

were presented in the questionnaire survey for respondents who had previously purchased fashion products from at least one of the above brands.

The data collection of this study was conducted during August 2020 to the November 2020. In total, 306 respondents were participated to fill out the online survey, and 268 valid questionnaires were distributed. Moreover, this study targeted only the respondent who online purchasing. The results showed that the major 268 (89.0%) of the respondents bough fashion products through shopping online and 256 (85.0%) of the respondents checked eWOM before purchasing products. Thus, the total sample size after the analysis is 268 respondents based on the study criterion.

Data collection consisted of five steps. The first step was to identify relevant research variables through a literature review and advice from the thesis advisor. The second step is to draft the survey questionnaire. The third step is to translate the research questionnaire into Vietnamese and then into English again to ensure that the meanings of the items are preserved. The fourth step was a pilot test of the Vietnamese questionnaire. The final step is to send the questionnaire in Vietnamese online and offline to the respondents. Then, after complete data is returned and used for analysis in a later step.

3.3 Research Instrument and Questionnaire Design

3.3.1 Research Instrument and Measurement

The study identified six research constructs, and evaluated the relationship among these research constructs. Brand Awareness, Brand Association, Perceived Value, e-Satisfaction, eWOM, Purchase Intention are the research constructs. For each construct, the operational definitions and measurement items were also identified. The detail questionnaire items are shown in the Appendix.

3.3.1.1 Brand Awareness

This study identified the Brand Awareness (BA) as “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991). It has the influence on Perceived value (PV). The questionnaire items of Brand Awareness used 6 items were modified from Quan et al., (2020). The detailed questionnaire items for the above Brand Awareness are show below:

➤ Brand Awareness (6 items)

1. When I see the brand, it is easy to recognize this brand in my memory
2. When I see the brand, I can remember the brand name exactly.
3. When I see a brand, I can be aware of it among competing brands.
4. When I access the website, I was intimate with the brand.
5. When I use the website, this brand is the only one that is recalled when I need to make a purchasing decision.
6. When I use the website, this brand Z comes first in my memory when I need to make a decision to buy a brand.

3.3.1.2 Brand Association

Brand associations can be classified into three dimension, namely; benefits, attitudes, and attributes (Qu et. al., 2011; and Keller, 1993). The study identified Brand Association that have the influence on Perceived value (PV). Brand Association was measured with 9 items modified from the study Buil et al., (2013). The detail questionnaire items for the above are show below:

➤ Brand Association (9 items)

1. Brand Z for the money is good value.
2. For other brands, I consider the Z brand to be a good choice.
3. I will get more than what I would pay for brand Z.

4. Brand Z has a character.
5. The Z brand is attractive.
6. I have a clear picture of the kind of people who will use the brand Z.
7. I confidence the company that created the Z brand.
8. I interest the company that makes the Z brand.
9. The company that created the prestigious Z brand.

3.3.1.3 Perceived Value

According to Jiang et al. (2016) the overall assessment of risks and rewards associated with brands and products can be defined as perceived value. The study identifies Perceived Values (PV) influenced Electronic Satisfaction (ES). The items of Perceived Value 5 items from Jiang et al., (2016). Hence, the study measures Perceived Value with 5 items from previous studies. The detailed questionnaire items are mention below.

➤ Perceived Value (5 items)

1. Brand Z offers a more attractive product/service cost than alternative brands.
2. Brand Z charges a fair price for similar services/products compared to alternative brands.
3. Brand Z supports more free services than alternative brands.
4. I think brand/company Z has provided me with better value when comparing what I get with what I pay.
5. I think brand/company Z has provided me with good value, when compared to other competing brands/companies for what I can get and pay.

3.3.1.4 Electronic Satisfaction (E-Satisfaction)

Electronic Satisfaction emphasizes the satisfaction characteristics on eWOM to contribute customers with a perfect experience of brand goods. E-Satisfaction was measured 3 items modified from Chiang (2018). The detailed questionnaire items are show below.

➤ E-Satisfaction (3 items)

1. When I check eWOM, I receive to perfect positivity and service from the brand that makes me satisfied.
2. I am satisfied with the quality of Z brand/company's merchandise service, when I check eWOM.
3. When I check eWOM, the brand goods satisfied my needs.

3.3.1.5 Electronic Word-of-Mouth (eWOM)

According to Hennig Thurau et al. (2004) through internet and social networking platforms the information, or statements made by actual or potential customers before, about a brand or company are communicated to people and organizations defined as eWOM. The study identifies eWOM as antecedent that moderated influence on relationship between Perceived Value and e-Satisfaction, and eWOM influenced on E-Satisfaction and Purchase Intention. EWOM was measured 10 items which were modified from (Hennig Thurau et al., 2004). Therefore, this study indicated that items of eWOM have 10 items. The 10 items applied for this current study. The detailed questionnaire items for the above eWOM is mentioned below.

➤ EWOM (10 items)

1. When making a purchase, product reviews directly influence my decisions.

2. My purchases are directly related to specific word of mouth I believe.
3. I often go to social networking platforms, product review websites to find out information, or opinions of other consumers before I make a purchase decision.
4. Online product reviews by other consumers make me feel trustworthy.
5. Online product reviews or services provided by other consumers give me trust.
6. The information I get through the recommendation of a colleague or friend makes me trust the brand.
7. I often read online product reviews of other consumers to see which products/brands make a good perception on others.
8. To make certain to buy the right product/brand, I often read online product reviews by other consumers.
9. I often refer to other consumer online product comments to help select the right product/brand.
10. I regularly gather information from previous consumer product comments online.

3.3.1.6 Purchase Intention

Previous studies as Shah et al. (2012) concluded that purchase intention mentions to the process that considers various conditions and rationales of making a purchasing decision that is directly related with the attitudes, behaviours, and perceptions of the customer with regard to the service or product itself (Huete-Alcocer, 2017). The study identifies Purchase Intention as consequences of E-Satisfaction and eWOM. Purchase Intention was measured 4 items which were

modified from Jalilvad et al., (2012). The detailed questionnaire items are show below.

➤ Purchase Intention (4 items)

1. I would like to purchase online because I can compare the price.
2. I would like to purchase online because I can easy to fine the products.
3. I would like to purchase online because I can check the eWOM.
4. I prefer to buy products through online purchase because it's easier for me.

3.3.2 Questionnaire Design

According to Figure 3-1, the questionnaire of this study consists of the following 6 constructs: (1) Brand Awareness, (2) Brand Association, (3) Perceived Value, (4) Electronic Satisfaction, (5) Electronic Word-of-Mouth, (6) Purchase Intension and basic information of respondents. According to Pather (2017) and (Creswell, 2014) provided a simple method for gathering data.

The questionnaires of this study have 37 items. Each section requires the respondents to express their opinions towards brand awareness, brand association, perceived Value, e-Satisfaction, eWOM, purchase Intention, based on a fashion brand assigned by the respondents. Here are some methods to aid in data collection, one of which would accept the applies of a scale. Beside, Likert scale is regularly used to compute behavior change, values, perceptions, attitudes and knowledge (Vogt, 1999). According to Saunders et al., (2009) rating questions used the Likert-style with a statement. Respondents will respond to the question with a degree of agreement or disagreement with a statement. This study used a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree, to computes the statistics data.

3.3.3 Questionnaire Translation

To collect data for research, this research is conducted in Viet Nam. The survey was designed by English. After that, the questionnaire items translators into the Viet Nam version to facilitate respondents for better understanding and answering the question carefully. The last but not the least step is to translate the questionnaire items back to English to recheck the correction. To complete this questionnaire, in the simplest and most possible way, the questionnaires were translated often by unqualified translators. The final version of questionnaire in Viet Nam language was completed after being carefully checked and modified by the translator to match between English and Viet Nam version (shown in Appendix).

3.3.4 Questionnaire Development

3.3.4.1 *Format*

A brief explanation on the top of the page, the questionnaire informed the respondent of the purpose of the survey, and how each questionnaire can be filled out by the respondent. This study asked the respondents to answer questions based on their recent experience toward a fashion product that is frequently used by the respondent.

The questionnaire was developed as the closed-end questions. Relationally, they were more accessible than open-ended questions. Close-ended questions were instrumental in testing the specific hypothesis and convenience to make group or cluster comparison and also enable to cross-tabulation of variables and the analysis process.

3.3.4.2 Wording

According to Aaker and Day (1990), the wording of the particular question could have an enormous impact on how a respondent answers the question. Even a small change in wording could shift respondent answers.

Therefore, this questionnaire, an effort was made in simply used word, direct, and familiar vocabulary for the survey. Questionnaires were a procedure as concisely as possible in order for the instructor not to confuse and were designed to make it clear to the respondent.

3.3.4.3 Pilot Test

Reliable questionnaires produce consistent results from different researchers and samples over time. According to Boynton and Greenhalgh (2004) it is not from inconsistencies in how different observers interpret and interpret items or responses, but that differences in outcomes come from differences of the respondents. Therefore, this research conducted a pilot test to confirmed that reliability, validity, and standardization of the items.

The questionnaire is a trial test is conducted in the Viet Nam version to check the time taken, layout, wording, and the subsequent of the question the quality, reliability, and validity as well as to reduce the non-correlated question for fortifying questionnaire's effectiveness. 50 respondents were invited for the pilot test. Following the pilot test, an internal consistency reliability coefficient of each question was calculated. An acceptable level of internal consistency would be reflected in α value of no less than 0.70 in this study. The results of the Cronbach's α showed that the questionnaire of each variable had a relatively high coefficient α higher than 0.70.

3.4 Data Analysis Procedure

The program named SPSS version 22.0 was used to calculate data. To test the hypotheses as developed from this study, there are six methodological techniques adopted:

- Descriptive Statistic Analysis
- Factor loading and Reliability test
- Independent Sample T-test
- One-way analysis of variance ANOVA
- Multiple Regression Analysis
- The Hierarchical Regression Analysis

3.4.1 Descriptive Statistic

Descriptive statistical analysis to compute the characteristics of a data set in quantitative form. It is included the standard deviation frequency, and means of each research variable in the study.

3.4.2. Factor Loading and Reliabilities Test

Factor loading

The aim of factor analysis is to analyze the basic variance structure of a set of correlation coefficients. It is used not only for data summarization or reduction but also for discovery or validation purposes. Specifically, factor analysis assumes that the variance of each observed variable comes from two parts: a common part that is shared with the other variables that cause correlations between them, and a unique part that is different from the other variables. The parts in common are called elements, and these elements represent. The factor loading is greater than 0.6 will select as a specific group of factors (Hair et al., 2010).

Factor analysis

After finish the factor loading analysis, the study will use reliability to check the Cronbach's Alpha and item-to-total correlation. The reliability test offers some senses of the reliability within the questionnaire by comparing responses to alternative forms of the same question or groups of questions (Saunders et al., 2009, p. 374). Items with Cronbach's Alpha should be greater than 0.7, and the item-to-total correlation should be greater than 0.5, and KMO should be higher than 0.7 (Hair et al., 2010). If there are not meet the requirement, some items that are less will delete from the analysis process

3.4.3. Independent T-test

This technique is useful for studies involving tow group. The purpose of T-test to test whether the differences between two groups in one relation of a single variable or not, or t-test examine whether group means differ from one another (Hair et al., 2010).

3.4.4. One-way analysis of variance ANOVA

This technique is useful for studies involving two or more groups. ANOVA is used to determine if there are significant differences between two or more means at a selected probability. One-way analysis of variance is used in this research. In this study, it was applied to compare the differences between demographic variable (i.e. ages, gender, married, education, occupation, and monthly income) of the respondents in the 5 constructs: Brand Awareness, Brand Association, Perceived Value, E-Satisfaction, eWOM. The analysis will be significant with t-value higher than 1.96, also the p-value lower than 0.05 (Hair et al., 2006).

3.4.5 Regression Analysis

3.4.5.1 Multiple Regression Analysis

Multiple regression analysis is used to analyze the relationship between several independent variables and a single dependent variable. Thus, predicting

the dependent variable with a set of independent variables is the main purpose of regression analysis. Besides, further maximizing the overall predictability of the independent variables as presented in the alternative is another goal of multiple regression. In addition, to ascertain the predictive power of each alternative using multiple regression analysis comparing two or more sets of independent variables. The analysis will be significant when the R-square higher than 0.1 ($R^2 > 0.1$), correlation higher than 0.3 and F-value is higher than 4 (William et al., 2014). In this study, the multiple regression analysis was conducted to examine the relationship of Brand Awareness, Brand Association, Perceived Value, and E-Satisfaction on Purchase Intention.

3.4.5.2 Hierarchical Regression Analysis

The technique is hierarchical regression analysis was conducted. This method is aimed to test how moderating variable of eWOM effect on the relationship between the independent variable of Perceived Value and dependent variable of E-Satisfaction.

CHAPTER FOUR

RESEARCH ANALYSIS AND FINDING

This chapter, the result of data analysis for each research hypothesis. There are three section for result of data analysis. The first section was presents the descriptive analysis of the respondents including demographics, characteristics of respondents, and the measurement results of variables. The second section presents the result of Factor loading and Reliability test, Independent sample T-test, One-way ANOVA. The third section shows the results of multiple regression analysis and the Hierarchical regression analysis.

4.1 Descriptive Statistics

To understanding of the characteristics of the research structure and demographics information, descriptive statistics analysis performed to illustrate the mean and standard deviation for all of the research variables as well as the frequency for demographics information were conducted in the section.

4.1.1 The Characteristics of Respondents

The detail of characteristics analysis are showed in Table 4-1. Six major categories are recruited (Gender, Age, Marital status, Education, Occupation, and Monthly Income). The result of characteristics analysis of Table 4.1 shows that there were 268 respondents in the study, 154 (57.5%) were male, and 114 (42.5%) were female. Majority of the respondents were aged from 21-25 years old 132 (49.3%); besides, 26-30 years old were 68 (25.4%); and single status was 204 (76.1%). 162 (60.4%) of respondent had the bachelor degree as educational background, and High school or less was 58 (21.6%). The respondents were Company employees 104 (38.8%), followed by 58 were student (21.6%). For

monthly income, 167 (62.3%) of the respondents earned income from \$500-\$1000 USD, and 59 (22.0%) of the respondents less than \$500 USD.

Table 4-1 Characteristic of Respondents in this research (n=268)

	Descriptive variable	Frequency (N=268)	Percent (%)
Gender	Male	154	57.5
	Female	114	42.5
Age	Under 20	57	21.3
	21-25	132	49.3
	26-30	68	25.4
	More than 30	11	4.10
Marital status	Single	204	76.1
	Married	64	23.9
Education	High school or less	58	21.6
	College	22	8.2
	University	162	60.4
	Master	19	7.1
	Above	7	2.6
Occupation	Student	58	21.6
	Company employee	104	38.8
	Professor/Lecturer/Teacher	8	3
	Entrepreneur/Self-employed	36	13.4
	Government officer	39	14.6
	Other	23	8.6

Table 4-1 Characteristic of Respondents in this research (n=268) (continue)

	Descriptive variable	Frequency (N=268)	Percent (%)
Monthly income	Less than \$500	59	22
	\$500-\$1000	167	62.3
	\$1000-\$2000	32	11.9
	\$2000-\$2500	6	2.2
	More than \$2500	4	1.5
Total each segment	268	100	

Source: This study.

4.1.2 Measurement Result for Research Variables

The descriptive statistics of the questionnaire items exhibited in table 4-2, which completely illustrates the results of descriptive statistics identifies mean values and standard deviation. The all mean values are for all the items in research constructs of framework, which indicated the high reports levels of respondents.

Table 4-2 Descriptive Analysis for questionnaire

Items	Research Variables	Mean	Standard Deviation
Brand Awareness			
[BAW1]	When I see the brand, it is easy to recognize this brand in my memory.	5.49	1.367
[BAW2]	When I see the brand, I can remember the brand name exactly.	5.44	1.406
[BAW3]	When I see a brand, I can be aware of it among competing brands.	5.47	1.305

Table 4-2 Descriptive Analysis for questionnaire (continue)

Items	Research Variables	Mean	Standard Deviation
Brand Awareness			
[BAW4]	When I access the website, I was intimate with the brand.	5.25	1.489
[BAW5]	When I use the website, this brand is the only one that is recalled when I need to make a purchasing decision.	5.43	1.360
[BAW6]	When I use the website, this brand comes first in my memory when I need to make a decision to buy a brand.	5.28	1.373
Brand Association			
[BAS1]	Brand Z for the money is good value.	4.97	1.480
[BAS2]	For other brands, I consider the Z brand to be a good choice.	4.97	1.407
[BAS3]	I will get more than what I would pay for brand Z.	5.03	1.417
[BAS4]	Brand Z has a character.	4.83	1.514
[BAS5]	The Z brand is attractive.	5.07	1.465
[BAS6]	I have a clear picture of the kind of people who will use the brand.	5.01	1.538
[BAS7]	I confidence the company that created the Z brand.	4.99	1.516
[BAS8]	I interest the company that makes the Z brand.	4.57	1.720

Table 4-2 Descriptive Analysis for questionnaire (continue)

Items	Research Variables	Mean	Standard Deviation
Brand Association			
[BAS9]	The company that created the prestigious Z brand.	4.53	1.766
Perceived Value			
[PV1]	Brand Z offers a more attractive product/service cost than alternative brands.	5.49	1.232
[PV2]	Brand Z charges a fair price for similar services/products compared to alternative brands.	4.73	1.677
[PV3]	Brand Z supports more free services than alternative brands.	4.57	1.733
[PV4]	I think brand/company Z has provided me with better value when comparing what I get with what I pay.	4.92	1.632
[PV5]	I think brand/company Z has provided me with good value, when compared to other competing brands/companies for what I can get and pay.	5.07	1.471
Electronic Satisfaction			
[ES1]	When I check eWOM, I receive to perfect positivity and service from the brand that makes me satisfied.	5.24	1.291

Table 4-2 Descriptive Analysis for questionnaire (continue)

Items	Research Variables	Mean	Standard Deviation
Electronic Satisfaction			
[ES2]	I am satisfied with the quality of Z brand/company's merchandise service, when I check eWOM.	5.46	1.296
[ES3]	When I check eWOM, the brand goods satisfied my needs.	5.31	1.254
Electronic Word-Of-Mouth (eWOM)			
[EWOM1]	When making a purchase, product reviews directly influence my decisions.	5.33	1.268
[EWOM2]	My purchases are directly related to specific word of mouth I believe.	5.19	1.305
[EWOM3]	I often go to social networking platforms, product review websites to find out information, or opinions of other consumers before I make a purchase decision.	5.21	1.368
[EWOM4]	Online product reviews by other consumers make me feel trustworthy.	5.37	1.282
[EWOM5]	Online product reviews or services provided by other consumers give me trust.	5.45	1.290
[EWOM6]	The information I get through the recommendation of a colleague or friend makes me trust the brand.	5.14	1.432

Table 4-2 Descriptive Analysis for questionnaire (continue)

Items	Research Variables	Mean	Standard Deviation
Electronic Word-Of-Mouth (eWOM)			
[EWOM7]	I often read online product reviews of other consumers to see which products/brands make a good perception on others.	5.06	1.508
[EWOM8]	To make certain to buy the right product/brand, I often read online product reviews by other consumers.	4.98	1.553
[EWOM9]	I often refer to other consumer online product comments to help select the right product/brand.	5.07	1.488
[EWOM10]	I regularly gather information from previous consumer product comments online.	4.86	1.611
Purchase Intention			
[PI1]	I would like to purchase online because I can compare the price.	5.09	1.415
[PI2]	I would like to purchase online because I can easy to fine the products.	4.76	1.517
[PI3]	I would like to purchase online because I can check the eWOM.	5.11	1.366
[PI4]	I prefer to buy products through online purchase because it's easier for me.	5.04	1.452

Source: This study

The mean values and standard deviation describe the tendency of the respondents for each relevant constructs framework. Two of the constructs have mean scores over 5.0 included Brand Awareness (BAW), Electronic Satisfaction (ES). However, the lowest levels of item are reported on BAS9 (M=4.53). In conclusion, the all mean values are above 4.0 in a 7-point scale range for all the items in research constructs of framework, which indicated the high agree report levels of respondents. Besides, the all standard deviation values are lower 2.0 for all the items in constructs of framework, which indicated the answered of the respondents aren't much different. The result seems to indicate that respondents tended to evaluate the research items with favorable opinions.

4.2 Factor Analysis and Reliability Test

This study conducted several purification processes to identify the dimensionalities and reliability of the research constructs, including factor analysis that contains factor loading, cumulative explained variance, eigenvalue, and communality of the factors derived from the measurement items; and internal consistency analysis and reliability of the construct measurement, the item-to-total correlation, Cronbach's alpha, and correlation matrix were conducted. Latent roots (Eigenvalues), split-screen test and other criteria were used to determine the number of dimensions extracted from principal component factor analysis. Confirmatory Analysis was conducted for all constructs to purify the measurement items, and the criteria which adapted according to Hair et al. (2010) are also described as follow:

- *Factor loading* >0.6; *Cross-factor loading* > 0.3;
- *Kaiser-Meyer-Olkin Measure (KMO)* > 0.7;
- *Explained variance (Accumulated explained) variance* >0.6;

- *Item-total correlation* > 0.5; *Eigen value higher than 1*;
- *Cronbach's Alpha* > 0.7;
- *Communality value* >0.4;

Besides, any of the factor loading which is less than 0.6 is deleted until all the existing factor with factor loading is equal or larger than 0.6. It means that the item really belongs to the factor and are highly correlated. The difference between the highest factor loading and second high factor loading in term of absolute value should be equal or larger than 0.3. It means if the items are already belonging to one factor, they should not belong to another factor, they should be designed specifically for only one factor. The complete results of the factor analysis and reliability test were presented from table 4-3.

Table 4-3 Results of Factor Analysis and Reliability Tests of Brand Awareness

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Brand Awareness (KMO 0.861)					
[BAW1] When I see the brand, it is easy to recognize this brand in my memory.	0.892	3.861	77.217	0.823	0.925
[BAW2] When I see the brand, I can remember the brand name exactly.	0.887			0.812	
[BAW3] When I see a brand, I can be aware of it among competing brands.	0.910			0.850	

Table 4-3 Results of Factor Analysis and Reliability Tests of Brand Awareness
(continue)

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Brand Awareness (KMO 0.861)					
[BAW4] When I access the website, I was intimate with the brand.	0.844	3.861	77.217	0.760	
[BAW5] When I use the website, this brand is the only one that is recalled when I need to make a purchasing decision.	0.859			0.782	
[BAW6] When I use the website, this brand comes first in my memory when I need to make a decision to buy a brand.	<i>Deleted due to Communality value < 0.5 (0.436)</i>				

Source: This study.

The table 4-3 presented the result of the factor loading for estimation of Brand Awareness construct. There are total six variables were tested but five variables were selected for the further analysis, [BAW6] variables were deleted due to Communality value less than 0.5 (0.436), and have one only factor. This constructs have KMO was 0.861, all items have high factor loading greater than 0.7 (0.844~0.910), Eigen value = 3.861, and the variance explained by this factor was 77.217%. Moreover, it shows that all the variables in this component have the total correlation coefficient higher than 0.5 (0.760~0.850). The high Cronbach's

alpha (α) was 0.925. Based on all criteria, I can conclude that the reliability and internal consistency on this factor are acceptable

Table 4-4 Results of Factor Analysis and Reliability Tests of Brand

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Brand Association (KMO 0.876)					
[BAS1] Brand Z for the money is good value.	0.822	6.106	67.847	0.758	0.940
[BAS2] For other brands, I consider the Z brand to be a good choice.	0.874			0.825	
[BAS3] I will get more than what I would pay for brand Z.	0.819			0.755	
[BAS4] Brand Z has a character	0.800			0.746	
[BAS5] The Z brand is attractive.	0.830			0.773	
[BAS6] I have a clear picture of the kind of people who will use the brand.	0.822			0.775	
[BAS7] I confidence the company that created the Z brand.	0.802			0.750	

Table 4-4 Results of Factor Analysis and Reliability Tests of Brand (continue)

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Brand Association (KMO 0.876)					
[BAS8] I interest the company that makes the Z brand.	0.827	6.106	67.847	0.789	0.940
[BAS9] The company that created the prestigious Z brand.	0.814			0.771	

Source: This study.

The table 4-4 shown the result of the factor loading for estimation of Brand Association construct. There are total nine variables were selected for the further analysis, and have one only factor. This constructs have KMO was 0.876, all items have high factor loading greater than 0.7 (0.800~0.874), Eigen value = 6.106, and the variance explained by this factor was 67.847%. Moreover, it shows that all the variables in this component have the total correlation coefficient higher than 0.5 (0.746~0.825). The high Cronbach's alpha (α) was 0.940. Based on all criteria, I can conclude that the reliability and internal consistency on this factor are acceptable.

Table 4-5 Results of Factor Analysis and Reliability Tests of Perceived Value

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Perceived Value (KMO 0.804)					
[PV1] Brand Z offers a more attractive product/service cost than alternative brands.	0.718	3.384	67.687	0.580	0.879
[PV2] Brand Z charges a fair price for similar services/products compared to alternative brands.	0.825			0.725	
[PV3] Brand Z supports more free services than alternative brands.	0.856			0.770	
[PV4] I think brand/company Z has provided me with better value when comparing what I get with what I pay.	0.865			0.771	
[PV5] I think brand/company Z has provided me with good value, when compared to other competing brands/companies for what I can get and pay.	0.841			0.733	

Source: This study.

The table 4-5 shown the result of the factor loading for estimation of Perceived Value construct. There are total five variables were selected for the further analysis, and have one only factor. This constructs have KMO was 0.804,

all items have high factor loading greater than 0.7 (0.718~0.865), Eigen value = 3.384, and the variance explained by this factor was 67.687%. Moreover, it shows that all the variables in this component have the total correlation coefficient higher than 0.5 (0.580~0.771). The high Cronbach's alpha (α) was 0.879. Based on all criteria, I can conclude that the reliability and internal consistency on this factor are acceptable.

Table 4-6 Results of Factor Analysis and Reliability Tests of Electronic

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Electronic Satisfaction (KMO 0.736)					
[ES1] When I check eWOM, I receive to perfect positivity and service from the brand that makes me satisfied.	0.876	2.429	80.958	0.730	0.882
[ES2] I am satisfied with the quality of Z brand/company's merchandise service, when I check eWOM.	0.920			0.794	
[ES3]When I check eWOM, the brand goods satisfied my needs.	0.910			0.790	

Source: This study.

The table 4-6 shown the result of the factor loading for estimation of Electronic Satisfaction construct. There are total three variables were selected for the further analysis, and have one only factor. This constructs has KMO was 0.736,

all items have high factor loading greater than 0.7 (0.876~0.920), Eigen value = 2.429, and the variance explained by this factor was 80.958%. Moreover, it shows that all the variables in this component have the total correlation coefficient higher than 0.5 (0.730~0.794). The high Cronbach's alpha (α) was 0.882. Based on all criteria, I can conclude that the reliability and internal consistency on this factor are acceptable.

Table 4-7 Results of Factor Analysis and Reliability Tests of Electronic Word-Of-Mouth

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Electronic Word-Of-Mouth (eWOM) - (KMO 0.915)					
[EWOM1] When making a purchase, product reviews directly influence my decisions.	0.789	6.649	66.487	0.726	0.943
[EWOM2] My purchases are directly related to specific word of mouth I believe.	0.846			0.793	
[EWOM3] I often go to social networking platforms, product review websites to find out information, or opinions of other consumers before I make a purchase decision.	0.788			0.726	

Table 4-7 Results of Factor Analysis and Reliability Tests of Electronic Word-Of-Mouth (continue)

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Electronic Word-Of-Mouth (eWOM) - (KMO 0.915)					
[EWOM4] Online product reviews by other consumers make me feel trustworthy.	0.848			0.797	0.943
[EWOM5] Online product reviews or services provided by other consumers give me trust.	0.735			0.667	
[EWOM6] The information I get through the recommendation of a colleague or friend makes me believe.	0.868	6.649	66.487	0.835	
[EWOM7] I often read online product reviews of other consumers to see which products/brands make a good perception on others.	0.812			0.769	

Table 4-7 Results of Factor Analysis and Reliability Tests of Electronic Word-Of-Mouth (continue)

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Electronic Word-Of-Mouth (eWOM) - (KMO 0.915)					
[EWOM8] To make certain to buy the right product/brand, I often read online product reviews by other consumers.	0.833	6.649	66.487	0.799	0.943
[EWOM9] I often refer to other consumer online product comments to help select the right product/brand.	0.828			0.793	
[EWOM10] I regularly gather information from previous consumer product comments online.	0.799			0.758	

Source: This study.

The table 4-7 shown the result of the factor loading for estimation of Electronic Word-Of-Mouth construct. There are total ten variables were selected for the further analysis, and have one only factor. This constructs have KMO was 0.915, all items have high factor loading greater than 0.7 (0.735~0.868), Eigen value = 6.649, and the variance explained by this factor was 66.487%. Moreover, it shows that all the variables in this component have the total correlation coefficient higher than 0.5 (0.667~0.835). The high Cronbach's alpha (α) was

0.943. Based on all criteria, I can conclude that the reliability and internal consistency on this factor are acceptable.

Table 4-8 Results of Factor Analysis and Reliability Tests of Purchase

Research variables	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's alpha (α)
Purchase Intention (KMO 0.790)					
[PI1] I would like to purchase online because I can compare the price.	0.892	2.926	73.155	0.767	0.877
[PI2] I would like to purchase online because I can easy to fine the products.	0.876			0.792	
[PI3] I would like to purchase online because I can check the eWOM.	0.846			0.667	
[PI4] I prefer to buy products through online purchase because it's easier for me.	0.805			0.720	

Source: This study.

The table 4-8 shown the result of the factor loading for estimation of Purchase intention construct. There are total ten variables were selected for the further analysis, and have one only factor. This constructs have KMO was 0.790, all items have high factor loading greater than 0.7 (0.805~0.892), Eigen value = 2.926, and the variance explained by this factor was 73.155%. Moreover, it shows that all the variables in this component have the total correlation coefficient higher than 0.5

(0.667~0.792). The high Cronbach's alpha (α) was 0.877. Based on all criteria, I can conclude that the reliability and internal consistency on this factor are acceptable.

4.3 Independent Sample T-test

This stage was aimed at identifying the sources of differences. The independent sample t-test procedure compares means for two groups of cases. For this analysis of the study, independent sample t test was conducted to compare the differences between male and female customer of their behavior of all factor of this study including Brand Awareness (BAW), Brand Association (BAS), Perceived Value (PV), Electronic-Satisfaction (ESA), Electronic Word-of-Mouth (EWOM), and Purchase Intention (PI). According to Hair et al. (2010), the significant was observed mean scores of the t-test and the significance level of p-values < 0.05 , and t-value is > 1.98 .

The result of independent t-test was shown in table 4-9. It shown that male respondents have higher the mean score with Brand Awareness (BAW), Electronic-Satisfaction (ESA), Electronic Word-of-Mouth (eWOM), and Purchase Intention (PI). On the other hands, Brand Association (BAS), and Perceived Value (PV) have mean score of female higher than male. However, t-value, and p-value results indicated that the differences between male and female on each constructs were not significant. Thus, there are no statistically significant difference in each constructs of respondents between male and female.

Table 4-9 Result of Independent T-test of all dimension are BAW, BAS, PV, ESA, eWOM, and PI

Mean	Male	Female	t-value	p-value
	n=154	n=114		
BAW	5.4455	5.3772	0.454	0.306
BAS	4.8579	4.9240	0.422	0.399
PV	4.9468	4.9702	0.148	0.847
ESA	5.3571	5.3129	0.311	0.496
EWOM	5.2026	5.1132	0.629	0.928
PI	5.0114	4.9868	0.161	0.528

Note: *p<.05; **p<.01; ***p<.001

Source: This Study

4.4 One-way Analysis of Variance (ANOVA)

The technique is useful to compare the difference of the dimensions' mean score based on respondent ages, Education, Occupation and Monthly Income, the One-way ANOVA was conducted. This technique is used to studies involving two or more groups. ANOVA is used to determine if there are significant differences between two or more means at a selected probability level (Gay and Diehl 1992:513). With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference of Electronic Word-of-Mouth, and Purchase Intention among each group. The one-way ANOVA produces a one-way analysis of variance of a quantitative dependent variable by a single factor as known as independent variable. This technique is an extension of the two-sample t-test.

4.4.1 Ages respondent

The premise of Homogeneity of variance eWOM (Levene =1.833, $p=0.142>0.05$) with F-value = 0.233, p-value = 0.873; and The premise of Homogeneity of variance PI (Levene = 0.382, $p = 0.766>0.05$) with F-value = 0.415 and p-value = 0.742 shown in table 4-10. The result indicated the differences among ages on each constructs were not significant. Thus, there is no statistically significant difference in Electronic Word-of-Mouth and Purchase Intention among different ages level.

Table 4-10 Results of the different level of “Electronic Word-of-Mouth” and “Purchase Intention” among group of Ages level

Variable	Under 20	21-25	26-30	More than 30	F-value	p-value	Differences between group
Electronic Word-of-Mouth	5.136	5.26	4.85	5.2222	0.233	0.873	N.A
Purchase Intention	4.9556	5.125	4.75	5.2454	0.415	0.742	N.A

Note: * $p<.05$; ** $p<.01$; *** $p<.001$

Source: This Study.

4.4.2 Education respondent

The premise of Homogeneity of variance eWOM (Levene =1.272, $p=0.281>0.05$) with F-value = 1.329, p-value = 0.260; and The premise of Homogeneity of variance PI (Levene = 1.201, $p = 0.311>0.05$) with F-value = 2.325 and p-value = 0.057 shown in table 4-11, result indicated the differences among ages on each constructs were not significant. Thus, there is no statistically significant difference in Electronic Word-of-Mouth and Purchase Intention among different Education level.

Table 4-11 Results of the different level of “Electronic Word-of-Mouth” and “Purchase Intention” among group of Education level

Education	High school or less	College	Unive-rsity	Master	Above	F-value	p-value	Differences between group
EWOM	5.2966	5.3682	5.1284	4.7053	5.5143	1.329	0.260	N.A
PI	5.2241	5.1932	4.946	4.3684	5.5357	2.325	0.057	N.A

Note: *p<.05; **p<.01; ***p<.001

Source: This Study.

4.4.3 Occupation respondent

Table 4-12 Results of the different level of “Electronic Word-of-Mouth” and “Purchase Intention” among group of Occupation level

Variable	Stud-ent	Comp-any employ-ee	Pro/Lec/Teacher	Entre/Self-employ-ee	Gover-nment officer	Other	F-value	p-value	DBG
Electronic Word-of-Mouth	5.151	5.018	5.637	5.127	5.404	5.168	1.137	0.341	N.A
Purchase Intention	5.017	4.868	4.844	4.875	5.256	4.993	0.947	0.451	N.A

Note: *p<.05; **p<.01; ***p<.001

Source: This Study.

The premise of Homogeneity of variance eWOM (Levene =1.270, p=0.277>0.05) with F-value = 1.173, p-value = 0.341; and The premise of Homogeneity of variance PI (Levene = 2.236, p = 0.051>0.05) with F-value = 0.947 and p-value = 0.451 shown in table 4-12, result indicated the differences

among ages on each constructs were not significant. Thus, there is no statistically significant difference in Electronic Word-of-Mouth and Purchase Intention among different Occupation level.

4.4.4 Monthly Income respondent

Table 4-13 Results of the different level of “Electronic Word-of-Mouth” and “Purchase Intention” among group of Monthly Income level

Monthly Income	Less than \$500	\$500-\$1000	\$1000-\$2000	\$2000 - \$2500	More than \$2500	F-value	p-value	Differences between group
Electronic Word-of-Mouth	5.132	5.1786	5.1208	5.700	5.550	0.475	0.754	N.A
Purchase Intention	4.948	5.000	5.1667	5.625	5.0625	0.562	0.690	N.A

Note: * $p < .05$; ** $p < .01$; *** $p < .001$

Source: This Study.

The premise of Homogeneity of variance eWOM (Levene = 1.136, $p = 0.340 > 0.05$) with F-value = 0.475, p-value = 0.754; and The premise of Homogeneity of variance PI (Levene = 1.230, $p = 0.299 > 0.05$) with F-value = 0.562 and p-value = 0.690 shown in table 4-13, result indicated the differences among ages on each constructs were not significant. Thus, there is no statistically significant difference in Electronic Word-of-Mouth and Purchase Intention among different monthly income level.

4.5 Hypothesis Testing

4.5.1 Descriptive Statistics and Bivariate Correlation test

To test the hypothesis, data analyses were performed using SPSS, version 22. Descriptive statistics and bivariate correlations among the variables under this study are presented in table 4-14.

Table 4-14 Descriptive Statistics and Bivariate Correlations of the Variables

Variables	BAW	BAS	PV	ES	EWOM	PI	Mean	Std.Dev
BAW	1						5.416	1.2161
BAS	.465**	1					4.886	1.2646
PV	.487**	.711**	1				4.957	1.2805
ES	.614**	.670**	.638**	1			5.338	1.1518
EWOM	.553**	.752**	.724**	.719**	1		5.165	1.1503
PI	.449**	.633**	.613**	.662**	.689**	1	5.001	1.2300

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

Source: This Study.

The highest mean was for Electronic Satisfaction (5.338) with a standard deviation of 1.1518, while the lowest mean was Brand Association (4.886) with 1.2646 of standard deviation. The correlation coefficients shown the bivariate relationships among the variables. Reviewing the correlation coefficient in the table, I can conclude that the criterion was met for this study. Correlation shown that purchase intention positively correlated with each independent constructs; and highest correlation with Electronic Word-of-Mouth ($r=0.689$, $p<0.01$). Beside, Purchase Intention lowest positively correlated with Brand Awareness ($r=.449$, $p<0.01$). Moreover, the table 4-14 shown that all variables are positively correlated with each other.

4.5.2 Relationships among each research constructs

Table 4-15 Regression analysis between Brand Awareness, Brand Association and Perceived Value

Independent Variables	Dependent Variable - <i>Perceived Value</i>	
	Hypothesis 1	Hypothesis 2
<i>Brand Awareness</i>	0.487***	
<i>Brand Association</i>		.711***
R ²	0.237	0.505
Adj-R ²	0.234	0.504
F-value	82.633	271.914
P-value	0.000	0.000
Durbin-Watson	1.663	1.636
VIF	1.000	1.000

Note: *p<.05; **p<.01; ***p<.001

Source: This Study.

To further understanding the relationships, linear regressions were used. Table 4-15 present the results of regression analysis using Brand Awareness, Brand Association and Perceived Value.

The hypothesis 1 shown on the table 4-15 indicates that Brand Awareness was regressed on Perceived Value. For results, using all the predictor simultaneously, R-square is 0.237, and the adjusted R-squared is 0.234, meaning that 23.70% of the variance in Brand Awareness can be predicted from Perceived Value. Note that F-value = 82.633 (p-value <0.001) and is significant. The next output to check is regression coefficient Beta (β) is 0.487 (p<0.001) and statistic significant, then for a change of one standard deviation in Brand Awareness will

result in a change of 0.487 standard deviation in Perceived Value. The VIF is 1.000 which means there is no multicollinearity. Thus, Brand Awareness variable is significant effect on Perceived Value variable. Follow as about results, I can conclude that hypothesis H1 is supported.

Similarly, the regression results on the Table 4-15 shows that Brand Association was regressed on Perceived Value. As indicated, R-square equals 0.505, and the adjusted R-squared is 0.504, meaning that 50.50% of the variance in Perceived Value can be predicted from Brand Association. Note that F= 271.914 (p-value <0.001) and is significant. The next important part of the output to check is regression coefficient Beta (β) = 0.711 (p<0.001) and statistic is significant, then for a change of one standard deviation in Brand Association will result in a change of 0.820 standard deviation in Perceived Value. The VIF is 1.000 which means there is no multicollinearity. Thus, Brand Association variable is significant effect on Perceived Value variable. Follow as about results, I can conclude that hypothesis H2 is supported.

Table 4-16 Regression analysis between Perceived Value, and Electronic Satisfaction

Independent Variables	Dependent Variable - <i>Electronic Satisfaction</i>
<i>Perceived Value</i>	0.638***
R ²	0.407
Adj-R ²	0.405
F-value	182.789
P-value	0.000
Durbin-Watson	1.777
VIF	1.000

Note: *p<.05; **p<.01; ***p<.001

Source: This Study.

The table 4-16 shows the regression results using Electronic Satisfaction as dependent variable and Perceived Value as independent variable. It presents the results of R-square 0.407 and the Adjusted R-squared is 0.405, meaning that 40.70% of the variance in Electronic Satisfaction can be predicted from Perceived Value. Note F-value = 182.789 (p-value<0.001) and is significant. The next output to check is regression coefficient Beta (β) is 0.638 (p<0.001) and statistic significant, then for a change of one standard deviation in Perceived Value will result in a change of 0.638 standard deviation in Electronic Satisfaction. The VIF is 1.000 which means there is no multicollinearity. Thus, Perceived Value variable is significant effect on Electronic Satisfaction variable. Follow as about results, I can conclude that hypothesis H3 is supported.

Table 4-17 Regression analysis between Electronic Satisfaction, and Purchase Intention

Independent Variables	Dependent Variable - <i>Purchase Intention</i>
<i>Electronic Satisfaction</i>	0.662***
R ²	0.438
Adj-R ²	0.436
F-value	207.290
P-value	0.000
Durbin-Watson	2.006
VIF	1.000

Note: *p<.05; **p<.01; ***p<.001

Source: This Study.

The table 4-17 shows the regression results using Purchase Intention as dependent variable and Electronic Satisfaction as independent variable. It presents the results of R-square 0.438 and the Adjusted R-squared is 0.436, meaning that 43.80% of the variance in Purchase Intention can be predicted from Electronic Satisfaction. Note F-value = 207.290 (p-value <0.001) and is significant. The next output to check is regression coefficient Beta (β) is 0.662 (p<0.001) and statistic significant, then for a change of one standard deviation in Electronic Satisfaction will result in a change of 0.662 standard deviation in Purchase Intention. The VIF is 1.000 which means there is no multicollinearity. Thus, Electronic Satisfaction variable is significant effect on Purchase Intention variable. Follow as about results, I can conclude that hypothesis H4 is supported.

Table 4-18 Regression analysis between Electronic Word-of-Mouth, and Electronic Satisfaction

Independent Variables	Dependent Variable - <i>Electronic Satisfaction</i>
<i>Electronic Word-of-Mouth</i>	0.719***
R ²	0.516
Adj-R ²	0.514
F-value	283.933
P-value	0.000
Durbin-Watson	1.850
VIF	1.000

Note: *p<.05; **p<.01; ***p<.001

Source: This Study.

The table 4-18 shows the regression results using Electronic Satisfaction as dependent variable and Electronic Word-of-Mouth as independent variable. It

presents the results of R-square 0.516 and the Adjusted R-squared is 0.514, meaning that 51.60% of the variance in Electronic Satisfaction can be predicted from Electronic Word-of-Mouth. Note F-value = 283.933 (p-value <0.001) and is significant. The next output to check is regression coefficient Beta (β) is 0.719 (p<0.001) and statistic significant, then for a change of one standard deviation in Electronic Word-of-Mouth will result in a change of 0.719 standard deviation in Electronic Satisfaction. The VIF is 1.000 which means there is no multicollinearity. Thus, Electronic Word-of-Mouth variable is significant effect on Electronic Satisfaction variable. Follow as about results, I can conclude that hypothesis H5 is supported.

Table 4-19 Regression analysis between Electronic Word-of-Mouth, and Purchase Intention

Independent Variables	Dependent Variable - <i>Purchase Intention</i>
<i>Electronic Word-of-Mouth</i>	0.689***
R ²	0.475
Adj-R ²	0.473
F-value	240.343
P-value	0.000
Durbin-Watson	1.943
VIF	1.000

Note: *p<.05; **p<.01; ***p<.001

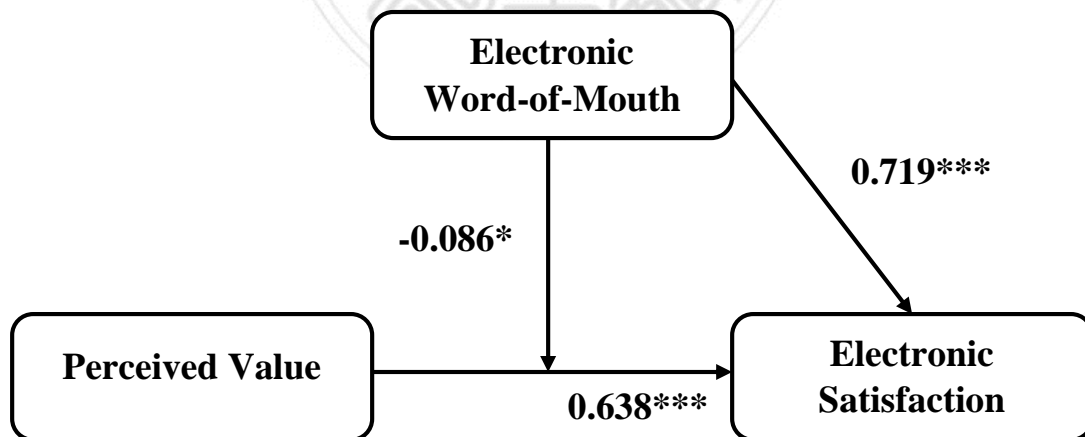
Source: This Study.

The table 4-19 shows the regression results using Purchase Intention as dependent variable and Electronic Word-of-Mouth as independent variable. It presents the results of R-square 0.475 and the Adjusted R-squared is 0.473,

meaning that 47.50% of the variance in Purchase Intention can be predicted from Electronic Word-of-Mouth. Note F-value = 240.343 (p-value <0.001) and is significant. The next output to check is regression coefficient Beta (β) is 0.689 (p<0.001) and statistic significant, then for a change of one standard deviation in Electronic Word-of-Mouth will result in a change of 0.689 standard deviation in Purchase Intention. The VIF is 1.000 which means there is no multicollinearity. Thus, Electronic Word-of-Mouth variable is significant effect on Purchase Intention variable. Follow as above results, I can conclude that hypothesis H6 is supported.

4.5.3 The Moderating Effect of Electronic Word-of-Mouth

This study applied hierarchical regression analysis to test the moderating effect of Electronic Word-of-Mouth the relationship between Perceived Value and Electronic Satisfaction (see Figure 4-1). Base on table 4-16 and table 4-18, the result positively and significantly. Therefore, H3, and H5 were supported ($\beta=0.638$, $p<0.001$; and $\beta=0.719$, $p<0.001$), respectively.



Note: *p<.05; **p<.01; ***p<.001

Source: This Study

Figure 4-1 Moderating effects of Electronic Word-of-Mouth.

Based on results of table 4-20, the result in model 1 shown that both independent variables (Perceived Value, $\beta = 0.248$, $p < 0.001$) and moderator variable (eWOM, $\beta = 0.539$, $p < 0.001$) are significantly affected to dependent variables (Electronic Satisfaction), respectively. Moreover, the result of mode 2 revealed the interaction effect (R-square = 0.552, $\beta = -0.086$, $p < 0.05$) of Perceived Value and eWOM also significant to Electronic Satisfaction. Thus, eWOM as the role of a moderator in the relationship between Perceived Value and Electronic Satisfaction. The negative sign of the moderator revealed that eWOM reduces affect the strength of the relationship between Perceived Value and Electronic Satisfaction. In other words, the more customers check eWOM, the less impact of customers perceived value on customer's electronic satisfaction. Thus, eWOM negative significant moderating impact on the relationship between Perceived value and E-Satisfaction. From above, the hypothesis H7 was supported.

Table 4-20 The Moderating Effect of Electronic Word-of-Mouth

	Dependent Variable - <i>Electronic Satisfaction</i>	
	Model 1	Model 2
Independent variable - <i>PV</i>	0.248***	0.508***
Moderating Variable - <i>EWOM</i>	0.539***	0.251***
Interaction Variable - <i>PV*EWOM</i>		-0.086*
R ²	0.546	0.552
Adj-R ²	0.542	0.547
F-value	159.075	108.479
p-value	0.000	0.000
Max VIF	1.000	1.000

Note: *p<.05; **p<.01; ***p<.001

Source: This Study

In order to understand more about the moderating effect of eWOM, this study using the same method shown in Aiken and West (1991). The study used K mean method to cluster the respondents into two group for independent variable and moderator variable. Therefore, respondents divided into four group: (1) low PV/low eWOM; (2) low PV/high eWOM; (3) high PV/low eWOM; (4) high PV/high eWOM. The ANOVA show results which used to compare the mean values of dependent variables are shown in table 4-21 and figure 4-2. There results showed that when PV high, respondents with higher level of eWOM tend to have higher ES (F=53.744, p<0.000). The level of eWOM will strengthen the positive effect of PV on brand ES. Therefore, H7 supported.

Table 4-21 Result of Cluster and ANOVA for eWOM

Name of factor	Low eWOM		High eWOM		F-value (p)	Duncan
	Low PV (n=20)	High PV (n=122)	Low PV (n=36)	High PV (n=90)		
E-Satisfaction	4.3815	5.5741	5.3167	5.9781	53.744 (0.000)	(4,13,2)

Source: This study.

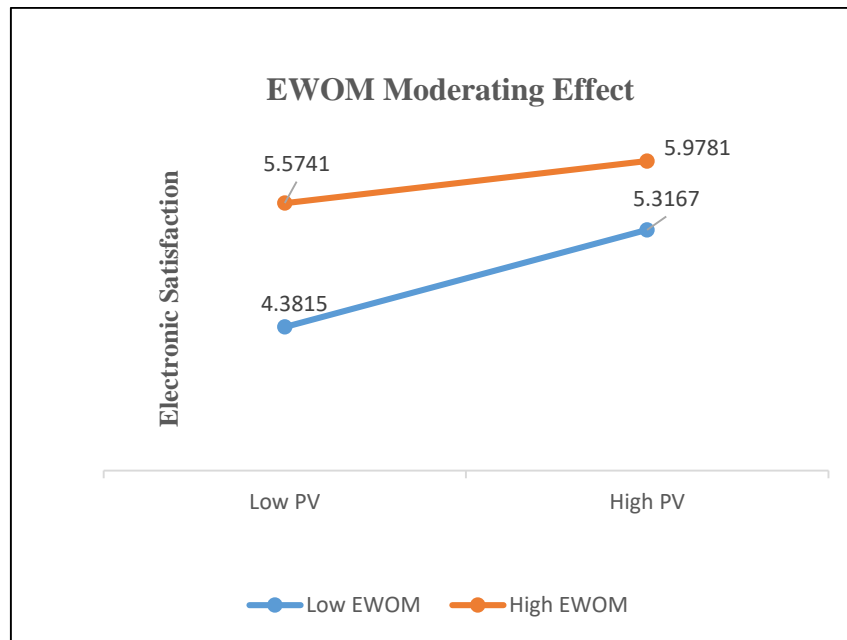
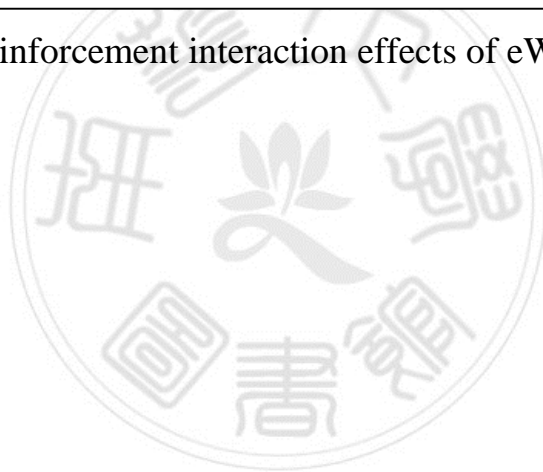


Figure 4-2 Reinforcement interaction effects of eWOM, PV, and ES
Source: This study.



CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

This chapter, the results and conclusions of this study are presented. Moreover, limitation of this study, managerial implication and suggestions for future research are also drawn.

5.1 Research Discussion and Conclusion

The main purpose of this study is to investigate customer behavior in building brand equity. The result is such an imperative thing to understand the consumer behavior in terms of brand management, the reason is the growing of demand of customer's behavior towards fashion brand equity accordance with the current trends in the market. This study extends the customer-based brand equity (CBBE), and theory of planned behavior (TPB) adaption to investigate brand awareness, brand association and perceived value are antecedents of e-satisfaction, while purchase intention is considered as the consequence of e-satisfaction. Moreover, eWOM is served as a moderator variable on the relationship between perceived value and e-satisfaction.

In other word, this research were to empirical evidence (1) the influence of brand awareness and brand association on perceived value, (2) to analyze the impact of perceived value on electronic satisfaction, (3) to analyze the effect of electronic satisfaction on purchase intention, (4) analyze the influence of electronic word-of-mouth on e-satisfaction and purchase intention, (5) analyze the moderating effect of electronic word-of-mouth on the relationship between perceived value and electronic satisfaction based on an empirical study, and last one (6) to identify the sources of differences based on demographic characteristics such as age, education, gender, occupation, and monthly income. According to the

results of the study, the conclusion has been drawn in the table. The hypotheses tested with the results are listed in Table 5-1. All the hypotheses are supported based on the several discussions above.

Table 5-1 Result of Hypotheses Testing

No	Research hypotheses	Result
H1	Brand Awareness positively influences on Perceived Value.	Supported
H2	Brand Association positively influences on Perceived Value.	Supported
H3	Perceived Value positively influences on E-Satisfaction.	Supported
H4	E-Satisfaction positively influences on Purchase Intention.	Supported
H5	EWOM positively influences on E-Satisfaction.	Supported
H6	EWOM positively influences on Purchase Intention.	Supported
H7	EWOM will be a significant moderating impact on the relationship between Perceived Value and Electronic Satisfaction.	Supported

Source: This study.

From the results which is revealed of this empirical research, a number of conclusion are drawn. The first conclusion is brand awareness, and brand association has significant effect on perceived value. This finding, along with the results of some previous studies. Solomon (2012) indicated that base on being aware of the brand's information the consumers have perceptions and form beliefs about brands. Besides, Lin et al (2013) shown that high brand awareness can create higher perceived value than lower brand awareness. Keller (1993) points out that the relationship between the degree to which consumers perceive their brand value is described by the brand association.

According to Civelek & Ertemel (2019), brand associations describe what the consumers opinion the brand has to provide, associations includes customers' attitudes to and overall estimations about the brand. In addition, Atilgan et al. (2005) argued that brand associations provide a basis for creating value for the company and its consumers. Moreover, previous researchers have indicated that positive brand awareness, and brand associations advantage a better perceived value for brands (Brown & Dacin, 1997; Shapiro, 1983; Fishbein & Ajzen, 1975). Therefore, consumers can be evaluated these perceptions value, develop attitudes and felling about the brand.

Secondly, the results proved that perceived value is influence on electronic satisfaction in positive way. Zeithaml et al., (2018) develop a satisfaction model that integrates important components that drive consumer satisfaction, as well as product and price, also service quality. Mao (2020) points out that the level of customer satisfaction is directly determined based on the level of perceived value. Thus, customers feel satisfied when receiving the value including service, quality, and price through the brand. Moreover, some previous studies also have empirical evidence showing a relationship between customer satisfaction and perceived value was positive. (Parasuraman et al., 1988; and Bolton & Drew, 1991).

Third, this study further found that the customer when exist the electronic satisfaction is a vital factor to enhance consumer purchase behavior (purchase intention). According to Nisar & Bohhakar (2017) indicated that electronic satisfaction maybe is affected by customer expending and the quality of store services, which operate an important role. Chiang (2018) has studied customer willing to made purchase intention when they receiving satisfaction. Then the high levels of e-satisfaction delivery have been achieved, and enhance purchase

intention of customers. Thus, this research indicated that the relationship between electronic satisfaction of customer and purchase intention is positively significant.

Fourth, the study investigated the relation of eWOM on E-Satisfaction and purchase intention. Research previously mentioned that a satisfied consumer will create a mouth recommendation that gives an advantage to the company's reputation and any image of the product or service (Putranti & Pradana, 2015). Furthermore, interactivity eWOM does not only allow better decision-making by consumers, but also allow companies to more usefully process consumers to achieve satisfaction (Ballantine, 2015; Khan & Hashmi, 2016; Lin & Yuku, 2015). Besides, Setiawan et al (2014) shown that eWOM is able to influence customer's perception of product value that is represented by the intention to recommend the product to others.

Besides, according previous study shown by Chevalier and Mayzlin (2006) stated that eWOM is a main method by which customers be able to get knowledge relating to the products or services quality. Thus, eWOM affects consumer purchasing intention, particularly online shopping behaviors. Besides, eWOM is an important component for at all brand, mainly because of its enormous contribution to brand equity (brand awareness and brand association) also its strength in influencing a consumer's purchase intention (Bambauer-Sachse & Mangold, 2011). Besides, Opinions of others about products or services or sellers powerful impact a person's purchase intention (Md Husin et al., 2016; and Huete-Alcocer, 2017). In addition, Ballantine study (2015) shows that if the interactivity eWOM increases, customer satisfaction will increase and contribute to purchase intention.

Fifth, based on the results of this study also revealed that Electronic word-of-mouth played as a moderator toward the relationship between perceived value and

electronic satisfaction. When negative eWOM interactive with perceived value and e-satisfaction it will change perceived value into negative value then impact on negative significant on E-satisfaction. The study suggests for online business, they have to take carefully about eWOM because of eWOM will impact positive and negative on perceived and e-satisfaction of customers.

Finally, about demographic factor, the study found that there is no significant difference in each constructs of customer's gender. Besides, the results of analyze to indicated there is no significant difference in purchase intention of customer's ages, as education, occupation and monthly income. According to Casper (2007) argued that no significant differences were found based on customer's ages level. However, about monthly income this is not congruent with the found of Casper (2007), they indicated that there is significant difference in purchase intention base on income. The concluded that customer's with higher income willing to spend more money on brand compared with lower income level. In additional, age, education this results are consistent with Goyal et al., (2013), they found that there is no significant difference between the categories of age, education level. The categories in the technical profile are not significantly different due to the less diverse age group (concentrating from 21-25 years old) and the representative only students. Age and education level only two categories are not evenly distributed. That meaning when you running online business no matter how difference between gender, age, education, occupation, monthly income. There is no difference between each other.

5.2 Research Implications

5.2.1 Academic implication

The findings in this study have some academic implications. The research to design problem-based questionnaires in the research context to determine the scope of the study and the relationships in the research structures. Following the secondary data, the study used pilot trials to help in-depth understanding of the similarities and differences between the results of previous studies for factors, EWOM as a moderator, and consequences of brand satisfaction and purchase intention. A final questionnaire survey was then set up to test the hypotheses of this study. Relying on this research process can be very helpful for scholars focusing on detailed research frameworks for further confirmation.

The present study integrates two theories, namely, Consumer-Based Brand Equity Theory Model (CBBE) as suggested by Keller (1993), and theory of planned behavior (TPB) by Ajzen & Fishbein (1975). This research supports several studies regarding variables influencing customer purchase intentions. Besides, this study to examine brand impact on purchase intention through perceived value and e-satisfaction dimension, moreover also to evidence the moderate influence of eWOM dimensions between perceived value and e-satisfaction. This study is intended to contribute to additional knowledge of theories about consumer behavior. Furthermore, this research highlights the extent to which EWOM relevance impacts brands through customer satisfaction, which finally influences consumer purchase intentions.

5.2.2 Practical implications

Some practical implications are found in the results of this study. This research is beneficial for marketer practitioners. This study provides to the

understanding of customer behavior towards brands based on CBBE theory and thus influences customers' intention to purchase fashion products. In other words, the research aimed to investigate the effect of other variables to purchase intention. The significance relationship among brand awareness, brand association, perceived value, E-satisfaction, eWOM which has been proven in the upper section can reveal something when practice in marketing.

Besides, Lin et al (2013) shown that the high brand awareness can generate higher perceived value than low brand awareness. According to Atilgan et al. (2005) stated that brand associations provide a basis for creating benefit for the company and its consumers. Moreover, many previous researchers have indicated that better perceived value for brands based on positive brand associations (Shapiro, 1983; Brown & Dacin, 1997). Hence, the study showed result that marketing managers should pay attention to focus on brands as the effective tools in the context of brand management then marketers know how to enhance perceived value of customer on them brand.

Besides, the research pointed out that consumer satisfaction can be effected by brand through perceived value. According to Mao (2020) points out that the level of customer satisfaction is directly determined based on the level of perceived value, which considerable impact on consumer behaviour. Because brand value brings to customers including price, service, quality of product/brand affects customer's perception. Moreover, Brand satisfaction consider as the principal strategy to gain customer purchase intention, to improve willingness to spend, and to enhance the lifetime value of the brand for firm.

Moreover, satisfaction consider as the principal strategy to gain customer purchase intention, to improve willingness to spend, and to increase the lifetime benefit of the brand for firm. The consumer satisfaction can be influence on

purchase intentions (Cronin & Taylor, 1992). Some previous studies have relevant that the e-satisfaction and purchase intention have a positive relationship in e-commerce. (Hsu et al., 2017; and Liao et al., 2017). Then the high levels of customer's satisfaction have been achieved, customer purchase intention was built, thus brand equity is retentive.

The study emphasized the important results of eWOM. Nowadays, eWOM has become especially suitable in the marketing context. Furthermore, the present research emphasizes the extent to which eWOM relevance affects brands through customer satisfaction, which finally influences consumer purchase intentions. The previous research indicated that in order to get information about product and service quality, consumer needs important media through eWOM message (Chevalier & Mayzlin, 2006). One result has been that online consumer reviews/comments have been applied as a basis for consumers to search for information and they actually affect their purchase (Al Mana & Mirza, 2013). Customers will get satisfied regarding a product or service after being influenced by eWOM and eventually there is a probability for those customers go give recommendation to others as a form of purchase intention.

Otherwise, this construct played a vital role as mediator variables which are effect factor on e-satisfaction, and the results indicated that eWOM negative affect on customer's e-satisfaction. That mean when eWOM has a negative impact on the customer's perception of the product of brand into changing the value of customer e-satisfaction, thereby changing and affecting the customer's purchase intention. Therefore, the results of this research will be of value to brand marketers as they spend a lot of time and resources on improving their brands to attract and keep consumers.

This explains the importance of carrying out promotions continuously by involving customers in publicizing online brands. Marketers need to understand how eWOM effects are negative and positive since the two need to be distinguished and require different handling strategies. Negative consumer reviews of products and services harm the value of brand equity, which harms the customer's purchase intention goods of brands. Besides, marketers should strengthen marketing communication as a primary strategy to improve a firm's brand equity due to the customer gives positive feedback on brand equity to create brand stronger. This will lead to good perceived value and satisfaction of customers through the brand and eWOM, which in turn powerfully effects their purchase intention.

5.3 Research Limitations and future research suggestion

Besides, this study also has limitations. Firstly, the reason some difficulties and the period of time that the survey was conducted, the way to choose sample for this study all convenience-based, thus the results somewhat cannot be representative of the whole customers throughout Vietnam. Thus, the further research should be done with a larger sample size and specific sample in order to increase representation of all generational groups. Second, though I looked at fashion brands, whether this study framework measures hold as well for brand in others field has yet to be tested.

Moreover, my research mainly focuses on customer perceived value, electronic satisfaction, eWOM with brand products, while the impact of components such as experiential marketing and after-sale service are not considered. Future studies should consider combining other theories (e.g. brand image and brand experience, brand trust, etc.) with intended use and CBBE, TPB

theories to determine fully identify the factors that influence the customer's continued purchase intention. Finally, a qualitative study might allow the respondents to express their opinions on consumer behavior towards brand impact on purchase intention in order to further understanding deeper into the issues.

This research proposes that future studies consist customers of various brands, such as cosmetics, media and customer electronics, food and beverages, and more. Research in this area may use a different template in the future, or expand the scope of research based on the latest literature to enrich this growing area of research. Furthermore, future researchers can study customers' attitudes towards using social networking sites to gain more information as well as predict their purchase intentions.



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APPENDIX QUESTIONNAIRE

Dear Respondents,

My name is Tra Y Y, I'm a master student who studying in Business Administration at Nanhua University, Taiwan. I am conducting the research on “Understanding Customer Behavior towards Fashion Brand Effect on Purchase Intention with EWOM as a Moderating Variable – Evidence from Viet Nam” as thesis to fulfill the requirement of the study completion. This academic questionnaire is to investigate the customer behavior customer behavior towards fashion brand effect on Purchase Intention in Viet Nam market. Then, this study also investigates the relationship among brand awareness, brand association, perceived value, electronic satisfaction, electronic word-of-mouth, and purchase intention.

You are selected as the candidate for the survey. Your answers are very important for the research. We sincerely invite you and would be grateful to spend few minutes to complete in questionnaire below. No personally identifiable information will be made public. Please rest assured that your answers will be strictly confidential. Please take your time to complete the questionnaire as accurately as possible. Your help is very important for this study.

We are looking forward to your cooperation.

Thanks and Best regards!

Tra Y Y

Department of Business Administration

Nanhua University

Tel: (886)-900 521 621

Email: tyy.wai@gmail.com

Section 1. Personal information (Thông tin cá nhân)

1. Gender: Male (Nam) Female (Nữ)
2. How old are you? (Bạn bao nhiêu tuổi)
- Under 20 (Dưới 20) 21-25 26-30
- More than 30 year's old (Trên 30)
3. Marital status (Tình trạng hôn nhân)
- Single (Độc thân) Married (Đã kết hôn)
4. Your highest level of education (Trình độ học vấn)
- High School or less (Phổ thông hoặc thấp hơn) College (Cao đẳng)
- University (Đại học) Master (Thạc sĩ) Others (Trình độ khác)
5. Your occupation (Nghề nghiệp)
- Student Company employee Professor/lecture/teacher
(Học sinh) (Nhân viên văn phòng) (Giáo sư/Giảng viên/Giáo viên)
- Entrepreneur/self-employed Government official Other
(Tự kinh doanh) (Nhân viên nhà nước) (Khác)
6. Monthly income (USD) (Thu nhập mỗi tháng)
- Less than \$500 (Thấp hơn \$500) \$500-\$1000
- \$1000-\$2000 \$2000-\$2500 More than \$2500 (Hơn \$2000)

Section 2. Purchasing fashion brand preference

1. Have you ever bought fashion product through shopping online? (Bạn có thường xuyên mua hàng trực tuyến không?)

Yes (Có) No (Không)

2. If yes, do you usually check E-WOM (reviews) before purchasing products? (Nếu có, bạn có thường xuyên kiểm tra bình luận, đánh giá của người khác trước khi mua không?)

Yes (Có) No (Không)

3. When you go shopping online, which fashions brands listed below you have ever seen their post/advertisement? (Khi mua hàng trực tuyến, thương hiệu sản phẩm nào liệt kê bên dưới mà bạn từng thấy hoặc biết?)

- | | | | |
|---|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Adidas | <input type="checkbox"/> Nike | <input type="checkbox"/> Puma | <input type="checkbox"/> Reebok |
| <input type="checkbox"/> Vans | <input type="checkbox"/> Under Armor | <input type="checkbox"/> New Balance | <input type="checkbox"/> Supreme |
| <input type="checkbox"/> UGG | <input type="checkbox"/> SKECHERS | <input type="checkbox"/> fitflop | <input type="checkbox"/> LASCOTE |
| <input type="checkbox"/> asics | <input type="checkbox"/> New Balance | <input type="checkbox"/> MIZUNO | <input type="checkbox"/> Uniqlo |
| <input type="checkbox"/> H&M | <input type="checkbox"/> POLO | <input type="checkbox"/> VERSACE | <input type="checkbox"/> BROOKS |
| <input type="checkbox"/> G2000 | <input type="checkbox"/> PT2000 | <input type="checkbox"/> Iva Moda | <input type="checkbox"/> Mango |
| <input type="checkbox"/> Zara | <input type="checkbox"/> BOSS | <input type="checkbox"/> Tommy | <input type="checkbox"/> coast |
| <input type="checkbox"/> Levi's | <input type="checkbox"/> GIORDANO | <input type="checkbox"/> Dr. Martens | <input type="checkbox"/> Calvin Klein |
| <input type="checkbox"/> Others (Please specify (Khác “Vui lòng điền tên thương hiệu”)) | | | |
-

For the following section, please specify one fashion brand that you highest favor. Please using that brand as “Brand Z” and answer each of the following question below. (Dựa theo câu hỏi ở trên, đây là thương hiệu thời trang mà bạn ưa chuộng nhất. Vui lòng sử dụng thương hiệu đó với tên như “Thương hiệu Z” và dùng nó để trả lời các câu hỏi ở bên dưới)

Section 3. For survey information, would you please indicate the following questions?

Please take a short look at the questions below and CIRCLE the degree of agreement for each item is based on your opinion. Vui lòng đọc và trả lời các câu hỏi bên dưới theo quan điểm của bạn sau đó khoanh tròn vào đáp án.		Levels of Agreement						
		Strongly Disagree (Hoàn toàn không đồng ý)	Disagree (Không đồng ý)	Somewhat Disagree	Neutral (Trung lập)	Somewhat Agree	Agree (Đồng ý)	Strongly Agree (Hoàn toàn đồng ý)
Brand Awareness								
1	When I see the brand, it is easy to recognize this brand in my memory. (Khi bạn thấy thương hiệu Z, bạn dễ dàng nhận ra nó).	1	2	3	4	5	6	7

2	When I see the brand, I can remember the brand name exactly. (Khi bạn thấy thương hiệu Z, bạn có thể nhớ chính xác tên của thương hiệu X).	1	2	3	4	5	6	7
3	When I see a brand, I can be aware of it among competing brands. (Khi tôi thấy thương hiệu Z, tôi có thể nhận biết được thương hiệu Z giữa các thương hiệu khác).	1	2	3	4	5	6	7
4	When I access the website, I was intimate with the brand. (Khi truy cập vào trang mạng điện tử, tôi quen thuộc với thương hiệu Z).	1	2	3	4	5	6	7
5	When I use the website, this brand is the only one that is recalled when I need to make a purchasing decision. (Khi sử dụng trang mạng điện tử, thương hiệu Z là thương hiệu duy nhất tôi nhớ và quyết định mua hàng).	1	2	3	4	5	6	7
6	When I use the website, this brand Z comes first in my memory when I need to make a decision to buy a brand. (Khi sử dụng trang mạng điện tử, để mua hàng thì thương hiệu Z là thương hiệu đầu tiên xuất hiện trong suy nghĩ tôi)	1	2	3	4	5	6	7

Brand Association								
1	Brand Z for the money is good value. (Giá trị thương hiệu Z xứng đáng để với số tiền chi tiêu)	1	2	3	4	5	6	7
2	For other brands, I consider the Z brand to be a good choice. (Trong các thương hiệu khác nhau, tôi xem thương hiệu Z là một lựa chọn tốt).	1	2	3	4	5	6	7
3	I will get more than what I would pay for brand Z. (Tôi sẽ nhận được nhiều giá trị hơn số tiền mà tôi sẽ trả cho thương hiệu Z).	1	2	3	4	5	6	7
4	Brand Z has a character. (Thương hiệu Z là một thương hiệu có nhân cách/giá trị).	1	2	3	4	5	6	7
5	The Z brand is attractive. (Thương hiệu Z là một thương hiệu hấp dẫn).	1	2	3	4	5	6	7
6	I have a clear picture of the kind of people who will use the brand Z. (Tôi hình dung rõ ràng hình ảnh về kiểu người sử dụng thương hiệu Z).	1	2	3	4	5	6	7
7	I confidence the company that created the Z brand. (Tôi tin tưởng vào công ty tạo nên thương hiệu Z).	1	2	3	4	5	6	7

8	I interest the company that makes the Z brand. (Tôi thích công ty tạo nên thương hiệu Z).	1	2	3	4	5	6	7
9	The company that created the prestigious Z brand. (Công ty tạo nên thương hiệu Z là công ty có uy tín).	1	2	3	4	5	6	7
Perceived Value								
1	Brand Z offers a more attractive product/service cost than alternative brands. (So với những thương hiệu cùng thị trường, sản phẩm/dịch vụ của thương hiệu Z có chi phí hấp dẫn hơn).	1	2	3	4	5	6	7
2	Brand Z charges a fair price for similar services/products compared to alternative brands. (So với những thương hiệu cùng thị trường, đối với tôi sản phẩm/dịch vụ thương hiệu Z có giá cả rõ ràng).	1	2	3	4	5	6	7
3	Brand Z supports more free services than alternative brands. (So với những thương hiệu cùng thị trường, thương hiệu Z cung cấp nhiều dịch vụ miễn phí hơn).	1	2	3	4	5	6	7
4	I think brand/company Z has provided me with better value when comparing what I get with what I pay.	1	2	3	4	5	6	7

	(Tôi cảm thấy thương hiệu Z cung cấp cho tôi nhiều giá trị tốt hơn những gì mà tôi phải chi trả).						
5	I think brand/company Z has provided me with good value, when compared to other competing brands/companies for what I can get and pay. (So với số tiền tôi phải trả và những gì tôi nhận được từ thương hiệu đối thủ khác, thương hiệu Z mang lại cho tôi giá trị tốt hơn).	1	2	3	4	5	6 7
Electronic Satisfaction							
1	When I check eWOM, I receive to perfect positivity and service from the brand that makes me satisfied. (Khi tôi kiểm tra các đánh giá, tôi hài lòng khi nhận được dịch vụ xuất sắc và tích cực từ thương hiệu Z).	1	2	3	4	5	6 7
2	I am satisfied with the quality of Z brand/company's merchandise service, when I check eWOM. (Khi tôi kiểm tra các đánh giá, tôi hài lòng với chất lượng của sản phẩm của thương hiệu Z).	1	2	3	4	5	6 7
3	When I check eWOM, the brand Z goods satisfied my needs. (Khi tôi kiểm tra các đánh giá, các sản phẩm của thương hiệu Z thỏa mãn nhu cầu của tôi).	1	2	3	4	5	6 7

Electronic Word-of-Mouth (eWOM)								
1	When making a purchase, product reviews directly influence my decisions (Đánh giá sản phẩm trực tuyến có ảnh hưởng đến quyết định mua hàng của tôi).	1	2	3	4	5	6	7
2	My purchases are directly related to specific word of mouth I believe. (Tôi tin tưởng truyền miệng điện tử cụ thể liên quan trực tiếp đến sự mua hàng của tôi).	1	2	3	4	5	6	7
3	I often go to social networking platforms, product review websites to find out information, or opinions of other consumers before I make a purchase decision. (Trước khi đưa ra các quyết định mua hàng quan trọng, tôi truy cập các trang web đánh giá sản phẩm để tìm hiểu về ý kiến của những người tiêu dùng khác).	1	2	3	4	5	6	7
4	Online product reviews by other consumers make me feel trustworthy. (Tôi nghĩ rằng các đánh giá sản phẩm trực tuyến là đáng tin cậy).	1	2	3	4	5	6	7
5	Online product reviews or services provided by other consumers give me trust. (Tôi tin tưởng các đánh giá sản phẩm được cung cấp bởi những người tiêu dùng khác).	1	2	3	4	5	6	7

6	<p>The information I get through the recommendation of a colleague or friend makes me trust the brand.</p> <p>(Tôi tin những thông tin tôi nhận được thông qua bạn bè hoặc đồng nghiệp về thương hiệu).</p>	1	2	3	4	5	6	7
7	<p>I often read online product reviews of other consumers to see which products/brands make a good perception on others.</p> <p>(Tôi thường đọc các bài đánh giá sản phẩm trực tuyến của những người tiêu dùng khác để biết sản phẩm/thương hiệu nào tạo ấn tượng tốt hơn so với những thương hiệu khác).</p>	1	2	3	4	5	6	7
8	<p>To make certain to buy the right product/brand, I often read online product reviews by other consumers.</p> <p>(Để đảm bảo mình mua đúng sản phẩm/ thương hiệu, tôi thường đọc các bài đánh giá sản phẩm trực tuyến của những người tiêu dùng khác)</p>	1	2	3	4	5	6	7
9	<p>I often refer to other consumer online product comments to help select the right product/brand.</p> <p>(Tôi thường tham khảo các bài đánh giá sản phẩm trực tuyến của những người tiêu dùng khác để giúp chọn sản phẩm / thương hiệu phù hợp).</p>	1	2	3	4	5	6	7

10	I regularly gather information from previous consumer product comments online. (Tôi thường xuyên thu thập thông tin từ các bài đánh giá sản phẩm của người tiêu dùng trực tuyến trước đây).	1	2	3	4	5	6	7
Purchasing Intention								
34	I would like to purchase online because I can compare the price. (Tôi muốn mua hàng trực tuyến vì tôi có thể so sánh giá cả).	1	2	3	4	5	6	7
35	I would like to purchase online because I can easy to find the products. (Tôi muốn mua hàng trực tuyến vì tôi có thể dễ dàng tìm thấy các sản phẩm).	1	2	3	4	5	6	7
36	I would like to purchase online because I can check the eWOM. (Tôi muốn mua hàng trực tuyến vì tôi có thể kiểm tra truyền miệng điện tử).	1	2	3	4	5	6	7
37	I prefer to buy products through online purchase because it's easier for me. (Tôi muốn mua hàng trực tuyến vì đó là cách dễ dàng để mua các sản phẩm).	1	2	3	4	5	6	7