

## **THE EFFECT OF ELECTRONIC WORD OF MOUTH (eWOM) TOWARDS ONLINE PURCHASE INTENTION**

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*Date of receipt: 21/04/2018*

*First Review: 03/08/2018*

*Second Review: 11/9/2018*

*Acceptance: 04/11/2018*

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### **ABSTRACT**

The effect of electronic Word-of-Mouth tend to influence shoppers online purchase intention, as there is a change in demography of Malaysia population. Moreover, millennial tend to easily be influenced by online social media when making purchase decision. It is to believe that millennial shoppers are more likely to get influence by the Word of Mouth from brand ambassador, influencer and brand owner via online platform before they make any transaction online. Quantitative research is adopted in this study by distributing questionnaire to 200 millennial through online platform. Descriptive analysis is used to analyze the demographic of respondents; correlation analysis and regression analysis are used to test the relationship between dependent variable and independent variables. The results shows that all hypothesis have a positive and direct relationship between dependent variable online purchase intentions, and independent variables brand ambassador/ influencer text credibility, brand ambassador/ influencer image credibility and brand-owner site. While conducting this research, the limitations faced are the time limit, and the total respondent is not able to generalize the whole population as non-probability sampling technique is adopted.

**Keywords:** eWOM, Online Purchase Intention, Millennial, Brand Ambassador, Influencer

## **INTRODUCTION**

The purpose of the research is to study the effect of electronic word of mouth (eWOM) towards online purchase intention. This is because e-commerce is growing rapidly, and shopping online helps to save customer time especially those who are busy with their daily tasks. Besides, it also helps customer who are inconvenience to travel like senior citizens or handicap. This is because customer is able to buy their groceries through their phone and the product will be delivered to customer doorstep. There are more and more brick and mortar retailer started to evolve their businesses into Omni channel in order to fulfil more customer expectation and demand. Although online shopping give lots of convenient to customers, there are still negative comments such as the product colour came in differently, the product quality is not as expected, parcel gone missing etc. This lead to the research topic of the effect of eWOM toward customer online purchase intention, whereby which sources can the customer trust and got influence toward their purchase intention.

## **RESEARCH BACKGROUND**

Social media such as Facebook, Instagram, Twitter, YouTube, Snapchat, WhatsApp and many more have become one of the main communication and channel for people to share their interest and feeling through the internet. With this, it allows shoppers to share their review on the product that is bought whether it is positive or negative feedbacks. Businesses also hire ambassadors like artist and social media influencers to create word of mouth marketing in order to promote their businesses and create customers. They have become one of the key to Word of Mouth; followers will follow the footstep of their favorite influencer or artist to affect their purchase intention. According the Global Trust in Advertising by Nielsen (2015), the result shows that up to 83% of the customers tend to trust the people that they know especially friends and family. Yet the trust is not only within the confined inner circle, there are also 66% of the customers

claimed that they trust the consumer opinions that are posted online. No doubt, that negative reviews and comment can lead to serious lost for businesses, as people may boycott the businesses once they saw the negative review. This is because customers are able to freely post and comment on social media in term of messages, photos, video, caption and many more. It is easy to complain and compliment on the social media platform, which lead to direct and indirect impact on the purchase intention. In this modern era, electronic word of mouth (eWOM) tend to overtake the traditional word of mouth, as result shown in Statista 2019, there are 75% of Malaysian that are active user of social media. Moreover, the percentage had grown more than 10% since 2016. Other than that, customers like to gather information online before they make decision on their purchase, so eWOM has become one of the important factor that affect their purchase intention, especially for the transaction that has to be made online.

### **PROBLEM STATEMENT**

With the statistic given, there up to 75% of active on social media, people are on their phone wherever and whenever as long as they have access to internet connection. According to Statista (2019), an average of 135 minutes are spent online on a daily basic across the world. No doubt that the internet give convenience and information to users, yet the trust of the content is been an issue. As social media is continuing growing, eWOM will become one of the most effective marketing tools for businesses to increase their awareness. eWOM is divided into two types which are text and image, these are cater to different types of target customer, whether they are more towards visual or auditory. Visual type of customer would prefer texts, messages and simple images, as they like to read and see, on the other side, auditory customers would more likely to pay attention towards video as there will be music and sounds (EducationPlanner, 2011). Therefore, both text and image are important as it draw different customer attention, especially with social media; customers are overwhelmed with information and different advertisement. Since

technology continue to grow, e-commerce has become one of the retail trend in the coming years, with the aid of technology, it will help to ensure the competitive advantage of a business. Linda Murphy, Forbes Council shared that with the advancement of technology, it helps to create personalized shopping experience and convenience to update latest information for customers from anywhere and anytime. Although technology continues to improve, there are still customers that are in the late majority and laggard categories struggle to adapt to the advancement of technology. Late majority are 34% of the population which are more conservative compared to other groups, as for laggards, they are 16% of the population that are heavily bound to tradition and the last to adopt of any latest innovation. They are people who are generally reluctant to change their purchase behavior and refuse to leave their comfort zone. In the product life cycle, they are the last stage of the growth phase, so it takes a lot of hard work in order to convince them to try new things especially technology. As stated by Geoff Fripp, it is a challenge for them to select an alternative way to purchase their product, yet with technology, they are forced to accept and adapt to the advancement of technology. Social media, the platform that gives freedom for users to post, comment and communicate freely online as long as there is an internet connection. As eWOM are easily spread, how shoppers can trust information from social media before making an online transaction from e-commerce.

### **Research Questions**

1. Is there any relationship between the ambassador/ influencer's text credibility and shopper online purchase intention?
2. Is there any relationship between the ambassador/ influencer's image credibility and shopper online purchase intention?
3. Is there any relationship between the brand owner site and shopper online purchase intention?

## Research Objectives

1. To analyse the effect between the ambassador / influencer's text credibility and shopper online purchase intention.
2. To analyse the effect between the ambassador / influencer's image credibility and shopper online purchase intention.
3. To analyse the effect between the brand owner site and shopper online purchase intention.

## Research Hypotheses

- H1. There will be a direct and positive correlation between the ambassador/ influencer's text credibility and shopper online purchase intention.
- H2. There will be a direct and positive correlation between the ambassador/ influencer's image credibility and shopper online purchase intention.
- H3. There will be a direct and positive correlation between brand owner site and shopper online purchase intention.

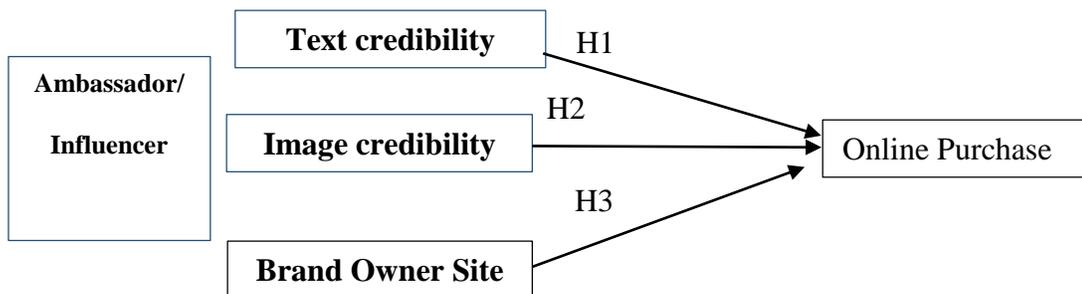


Figure 1: Theoretical Framework

## LITERATURE REVIEW

### **Ambassador/ Influencer**

According to Tom Ward (2018), the definition of influencer used to be creator that start from their own bedroom from zero followers, slowly create content on social media to influence and attract followers. Today, influencer are more diversify and focus towards the brand that are sponsored or their own brands. Whereas for ambassadors, they are generally artist or celebrities that are hired by the brand owner, they will be given any latest product to try out are shared their review on social media, ambassador are the image of the brand whereby every action that they do, customer and audience will relate it to the brand. When you log on to any social media like YouTube you may see a user with over thousands of subscribers shared a video of her unboxing and testing a skin care product, and then you log on to Instagram saw a friend of you sharing how nice her lunch is, no doubt both are a type of WOM, but the differences are that the one on YouTube is a paid advertisement and the Instagram post is just a personal review. Ambassador and influencer marketing will become a trend soon; it allows businesses to get interaction with their customer easily. In addition, businesses will invest more on controversial ambassador and influence in order to reduce risks. Businesses can measure the return on investment in term of the reach of target customer, the engagement with the customer and through their sales (Woods, Steven, 2016). According to Roberta Naas, founder of A Timely Perspective said that Mark Webber is one of the example as brand ambassador of most well-known brand – Rolex. This is due to well reputation of being the nine-time Formula One Grand Prix winner, and his impressive driving skills. This is because Rolex is so involved in automobile sports; therefore, their ambassador must be involve with car racing events and activities. Ambassador and influencer marketing is believed to continue grow and expand in the future. Which lead the purpose of the research whereby can the eWOM by ambassador and influencer affect the customer online purchase intention?

### **Text Credibility**

Text is a written form of message, where it will describe and explain the specific products and services. The quality of the text that influences the trustworthiness of the products and services provided. On social media, text can be in term of messages, captions, comments etc. Text help customers that are more toward visualization, as they like to imagine the products and service describe through the text. Text is a way to express the after use experience to inform other readers. Now, WhatsApp allows user to bold, italic and underline their text to express differently. As for Facebook, users can type their word on different background, which helps to create a fun and exciting text. Text is important as it clearly state in information that are purpose to be given out the customer. Text allows expressing in a storyline, where product and service can be describe in a different way. Can you imagine if someone post a pic online without caption? Then what is the purpose of posting the picture? This is the reason why book still exist whether it is physical books of e-books, there are still people who loves to read. Text also serve as an evidence for customers as it is written in word and it is black and white. If customers were treated differently when they are doing their purchase, they could refer to the text as it is written clearly, and it helps in protecting the customers. Therefore, the text must be clear and sure before post it online as the social media is platform where things that can go viral in the in a blind of an eye.

### **Image Credibility**

Image in term of pictures, photos and video, which allows audiences to see and watch. Image credibility is to study whether customer trust on the image posted online. Today, images posted online are rather questionable, there are many tools can be used to beautify the image to ensure it is prefect before it was posted online. Picture and photo helps to shows the actual product and give information like size, color, and some detail for customer preference. If it is a fashion product like cloth, dress, bags, shoes,

and other accessories, the photo can also give an idea on how customer could style once they made purchase on that pieces.

Video allows customers to have a better understanding of the product and services; this is because customers can see what the actual product and the experience of the service from the video. Many social media support videos now a day and customers can replay or download the video, as they want to. There are many types if video that can be found on social media sure as unboxing video, new product launching video, vlog and many more. With image, it help to illustrate the product and service in a simple way as it helps customer to see what exactly they will get. In addition, some image and video can easily help customer to understand the direction of use of the product can service.

### **Brand Owner Site**

An official website that is created by the brand owner, the website will generally show the brand history, the brand information, the products sold, terms and conditions, and any other related information. Besides, the brand owner site allows brand owner to updates the latest promotional plans and latest news, which it is a cheaper marketing cost as the website is already there. Brand owner site allows customer to learn and find out the latest newsfeed and enjoy the promotion. Other than brand owner official website, brand owner also utilizes social media platform to update their latest news and promotion plan to attract customers, this is due to the convenience of social media platform. With the aid of social media, it helps brand owner to saves on their marketing cost, to compare with other types of marketing like billboard, newspaper, magazine etc. One of the major benefits of brand owner website is that is allow personalization and customization; brand owner may create their own website the way they prefer. In addition, it helps to provide personalized service to customers that shop on their website. According to Infosys, a survey of 86% of the customers claim that personalization will have influence on their online purchase intention while 25% of the

customers admitted that there are significant influence on their online purchase intention. The other benefit is it help brand owner to keep track on customer purchase behavior and purchase history. With this, it will then help brand owner to improve on their personalized service and marketing to impress customer. For example, brand owner can check on the customer purchase history and give the customer a personalized coupon or promotional codes on the product. It will help to create loyal customer as customer felt that they are taken care. With official information and latest news update from brand owner on their website or social media, is it more trust worthy and how well can it affect customer online purchase intention. Although there is new product launching, customer may just scroll through the website and look through it, this is because customers may want to understand the used experience before they make payment.

### **Online Purchase Intention**

Purchase intention is simply the decision to be make when purchasing a product. Since e-commerce is continuously increasing, there are many platform and provide seller to sell their products online. there are many e-commerce platform can be found in Malaysia such as Lazada, Shoppe, Food Panda, Grab, Lelong.com, as well as social media. Asia Pacific has 12.1% share of the total global e-retail sale in 2016, and Asia Pacific has the highest sales compare to other region like Western Europe, North America Central & Eastern Europe, Latin America, and Middle East & Africa with the sales rate of 8.3%, 8.1%, 3.4%, 1.9%, and 1.8% (Statista, 2019). Within Asia Pacific, China is the country that has the largest online purchase transaction, China has one of the largest e-commerce by Alibaba, with the advancement of technology, and everyone around the world can access the e-commerce with just internet connection. Customer can easily be hooked up during sales period, like yearend sales, festival sales and so on, customers may add product to their cart and forgot how many item is in it, and during checkout, they will not realize the total amount and

payment, this is because it is just the matter of numbers. Therefore, this means that customer easily get influence by the price of the product when they are shopping online. According to research by Nielsen, there are 83% of the customer tend to believe the recommendation by their friends and family. 70% of the customer trust the information and advertisement made on the brand owner site. There are two third of them did not only confined in their inner circle, as they believe the review or comment from ambassador and influencer which is posted on social media. With this it shows that customer trust in friend and family, brand owner site and lastly on other influencer and ambassador that found online. On brick and mortar store, retailer can easily create impulse buying during customer checkout by simply placing the product near the cashiering or checkout counter, e-commerce can also do so, for example, Hermo.my has a beauty grab pop up page when customer check their cart, it create a purchase with purchase impulse buying to influence customer purchase intention.

## **RESEARCH METHODOLOGY**

### **Research Design**

The research is a quantitative approach, which is the generation of data in a quantitative form. This approach rely on a deduction reasoning, the deduction formula goes from theory, hypothesis, observation and to confirmation. Positivist paradigm is the root of quantitative research, which has the capability to uncover the truth. Descriptive design with the word, it meant to describe the situation or phenomenon, it is to answer question, which is related to a specific research question or problem. It is often used when researcher wanted to find out the answer of who, when, what, where and how there related to a research question or problem. Besides, descriptive research is used in order to observe and describe a research topic where the variables stay constant (Overview of Descriptive Research, n.d). Therefore, descriptive design is used in the research as this research aim to investigate and focus on a problem. It is to show the relationship between independent and dependent variables.

## **Sampling Population**

The sampling population is the population that where the total target population with the same interest. This population for the survey is citizen of Malaysia; this is because everyone in Malaysia are able to access on social media as long as there are internet connection. As mentioned before, there are an average of 75% active users of social media within Malaysia, this means that majority of the population in Malaysia will spend their time scrolling through social media every day.

## **Sampling Technique**

Non-probability sampling technique, it is a less complicated probability sampling as it is less time consuming and it is more flexible in term of choose the respondents. Convenience sampling is used, and as the name convenience means to distribute the survey to whoever that are convenience to answer the questionnaire. The advantages of using convenience sampling is that there is no need to collect random sample from the population. In addition, it is inexpensive way to ensure a sufficient amount of respondents. The disadvantages are variability and bias are lease controllable or measurable.

## **Sampling Element**

The demographic of respondents falls into the categories of Millennial whereby their ages, range is from 18 to 38, which are generally born in the year of 1981 to 2001. According to the Star, there are 25% of the world population, the most numerous generation in the world, while in Malaysia; millennial is about 29% among the population. Millennial is choose for this research is because that they have different shopping behavior compare to their parents in the rapid changing retail landscape. Their spending power also claim to be larger than other generation, which leads to drastic change in the global economy.

## **Sampling Size**

The population size for the survey are 9.28 million, 29% of total Malaysia population. The calculated sample size with 95% confidence level and 5% margin of error is 385. The confidence level is 95% whereby the higher the confidence level, the higher the accuracy of the survey. The margin of error is 5%, it shows the expectation of respondents opinion represent the population, and the lower the percentage of margin of error, it shows the higher the accuracy. Due to the limitation of time for this research paper, the sample size is reduced to 200.

## **Data Collection Method**

Questionnaire is used to collect data from respondents through online distribution. Google Form will be used to create the questionnaire (refer to appendix A), it is a software that allow users to create questionnaire and it helps to analyze the answer collected. After finishing the questionnaire, it will then distribute through social media like Facebook and Instagram, besides it will distribute through other messenger app like WhatsApp, Facebook Messenger and so on. The questionnaire design is a closed-ended questionnaire whereby respondents are given multiple predetermined choice answers. This is because the data can be pre-coded for the use of data analysis once all data is collected, which make data collection easier. There are 5 sections in in every set of questionnaire that are to be distribute, it include demographic, ambassador/ influencer text credibility, ambassador/ influencer image credibility, brand owner site, online purchase intention among millennial in Malaysia. Nominal scale and multiple-choice answer is used to identify respondent demography in the first section of questionnaire. The item will be included are age, race, occupation, education level, and number of social media used. For the rest of the sections, the question will be based on the independents variables, which are ambassador/ influencer text credibility, ambassador/ influencer

image credibility, brand owner site. Likert scale will be used in this section for respondents to choose whether they agree or disagree on the items.

### **Scales of Measurement**

Nominal scale is to identify and measure respondents demographic. To group or categories respondents based on their gender, age, race, education level, occupation and number of social media used. Likert scale is used in order to measure the respondent opinion or answer towards the designed questionnaire within a range of strongly disagree (1), disagree (2), neutral (3), agree (4) to strongly agree (5). Likert scale will be used in the section of ambassador/ influencer text credibility, ambassador/ influencer image credibility, brand owner site, and online purchase intention.

## **DATA ANALYSIS**

### **Descriptive Analysis**

This analysis is to study respondents demographic. It is often used when a large number of data to be collected and organized in to statistical form. The data collected from respondents responses will then presented in a form of table for better reading.

### **Reliability Analysis**

Cronbach's Alpha to be used to measure reliability for each construct. It is one of the common way to examine internal consistency, to test the inter-correlation between individual items that are on the test among other items, where there is a comparison on each item to another. The result of excellent falls in the range of 0.80 to 0.95, very good is between 0.70 to 0.80, satisfactory is between 0.60 to 0.70, any other result that are under 0.60 are to be suspect.

Table 1: Alpha Value (Reliability)

Alpha Value (Reliability)	Status
$\alpha > 0.90$	Excellent
$\alpha > 0.80$	Good
$\alpha > 0.70$	Acceptable
$\alpha > 0.60$	Questionable
$\alpha > 0.50$	Poor
$\alpha < 0.50$	Unacceptable

Source: Gliem & Gliem (2003)

### Correlation Analysis

It is a technique used to measure the strength of the relationship between two variables. If the result shown that the slope is upward, it means that it is positive relationship. The correlation shows that the closer to positive or negative toward 1.0, which falls in range of 0.80 to 1.0, then it has very strong relationship between two variables, while closer to 0, it has weak relationship if it is between 0.00 to 0.20.

Table 2: Correlation Coefficient Interpretation

Alpha value	Strength of relationship
0.00 – 0.20	Very low
0.20 – 0.40	Low
0.40 – 0.60	Moderate
0.60 – 0.80	High
0.80 – 1.00	Very High

## **Regression Analysis**

The purpose of regression analysis is to analyze the model causality and provide prediction of dependent variable based on independent variables. Dependent variable is denoted by  $y$  and independent variables are denoted as  $x$  when it is in a form of graph. A multiple regression involves one dependent variable and multiple independent variables.

## **RESULTS, FINDINGS AND DISCUSSION**

### **Descriptive Analysis**

There are total of 200 respondents participated in the survey. Table 3 shows that majority of the respondents are female which is 59.5%, and male are 40.5% out of the total respondents. Most of them falls into the group age of 18 to 22 years old; it is 69% among all the respondents. 29% of them are age between 23 and 31, and only 2% are age from 32 to 38. There are 85.5% of respondents stay in Klang valley area, and Johor falls into second place, which is 9% and the remaining respondents from all around Malaysia, is 5.5% such as Kelantan, Penang, and so on. Table 3 also shows that the education level of the respondents, there are 2.5% of respondents only completion their primary and secondary studies, and majority or the respondents are foundation or diploma holder which are 50.5% among the respondents. There are 46.5% of the respondents are Bachelor's Degree holder. Lastly 0.5% which only 1 respondent is post-graduate. More than half of the respondents occupation are student which are 58.5%, and 37% of it are employed whereas 3.5% are unemployed, only 2 respondents are self-employed. The table shows the income level of the respondents that there are 3.5% among them have RM999 and below. Only one of the respondent has RM1, 000 to RM1, 999, 16.5% of respondents has RM2, 000 to RM2, 999. 40% has their income between RM3, 000 to RM3, 999, and lastly 59.5% have no income or their preferred not to say. Lastly the number of social media used by respondents, there

are 86% of them use more than 3 social media, and only a respondent uses 1 social media. 2 and 3 social media used by respondents are 5.5% and 8%.

Table 3: Descriptive Analysis

Variables	Categories	Frequency	Percentages (%)
Gender	Male	81	40.5
	Female	119	59.5
Age Group	18 – 22	138	69.0
	23 – 31	58	29.0
	32 – 38	4	2.0
Place of Residence	Klang Valley	171	85.5
	Johor	18	9.0
	Others	11	5.5
Education Level	Primary/ Secondary Studies	5	2.5
	Undergraduate (Foundation/ Diploma)	101	50.5
	Undergraduate (Bachelor's Degree)	93	46.5
	Post-Graduate (Master Degree/ PhD)	1	0.5
Occupation	Employed	74	37.0
	Unemployed	7	3.5
	Self-employed	2	1.0
	Student	117	58.5
Income Level	RM999 and below	7	3.5
	RM1,000 - RM 1,999	1	0.5
	RM2,000 - RM2,999	33	16.5
	RM 3,000 and above	40	20.0
	Not Available	119	59.5
Number of Social Media Used	One	1	0.5
	Two	11	5.5
	Three	16	8.0
	More than three	172	86.0

## Reliability Analysis

This reliability test is used same as the pilot test above which is Cronbach's Alpha reliability test. Table 4.2.1 shows the status indicated to each value, if the alpha value is less than 0.50 is unacceptable for its reliability.  $\alpha > 0.90$  is excellent,  $\alpha > 0.80$  is good,  $\alpha > 0.70$  is acceptable,  $\alpha > 0.60$  is questionable and lastly  $\alpha > 0.50$  is consider as poor.

Table 4: Online Purchase Intention Reliability Test

Cronbach's Alpha	No of Items
.746	4

The reliability test on online purchase intention is acceptable, the alpha value is 0.746 there are total of 4 item in this variable which are "OPI3. My online purchase decision is easily influenced by social media", "OPI4. When shopping online, I only buy if I know seen the product physically", "OPI5. When shopping online, I only buy with trusted recommendation", and "OPI6. When shopping online, I tend to buy from brand owner website".

Table 5: Brand Ambassador/ Influencer Text Credibility Reliability Test

Cronbach's Alpha	No of Items
.778	4

The result shows that it is acceptable (0.778) on the Brand Ambassador/ Influencer Text Credibility reliability test. The item consist of "TC1. I will read the text posted by brand ambassador/ influencer on social media before I purchase a product or service online", "TC2. I trust the text posted

by brand ambassador/ influencer on social media of a product or service that they received”, “TC3. I will look for the text review of a product posted by brand ambassador/ influencer on social media”, and “TC4. I tend to get influence from the text posted by brand ambassador/ influencer on social media when purchasing a product online”.

Table 6: Brand Ambassador/ Influencer Image Credibility Reliability Test

Cronbach's Alpha	No of Items
.872	4

The result show that it is 0.872, which is good on the Brand Ambassador/ Influencer Image Credibility reliability test. The number items consist are “IC1. I will see/ watch the image, photo or video posted by brand ambassador/ influencer on social media”, “IC2. I trust the image; photo or video posted by brand ambassador/ influencer on social media”, “IC3. I will to look of image, photo or video posted by brand ambassador/ influencer on social media before i make my purchase online” and lastly is “IC4. I tend to get influence from the image, photo, or video posted by brand ambassador/ influencer on social media when purchasing a product online”.

Table 7: Brand-owner Site Reliability Test

Cronbach's Alpha	No of Items
.858	4

The reliability test on Brand-owner Site is good, the alpha value is 0.858 there are total of 4 item in this variable which are “BS1. I trust the information given by brand owner site”, BS2. I will search information from brand owner site before I make purchase”, “BS3. I tend to get influence by the advertising posted from brand owner site when making

purchase”, and “BS4. I only trust to do online purchase on brand owner site”.

### Correlation Analysis

Table 8: Correlation Analysis

		Text Credibility	Image Credibility	Brand owner Site	Online purchase intention
Text Credibility	Pearson Correlation	1	.703**	.652**	.566**
	Sig. (2-tailed)		.000	.000	.000
	N	200	200	200	200
Image Credibility	Pearson Correlation	.703**	1	.714**	.573**
	Sig. (2-tailed)	.000		.000	.000
	N	200	200	200	200
Brand owner Site	Pearson Correlation	.652**	.714**	1	.579**
	Sig. (2-tailed)	.000	.000		.000
	N	200	200	200	200
Online purchase intention	Pearson Correlation	.566**	.573**	.579**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	200	200	200	200

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

The result of Pearson correlation test shows different strength based on the range it falls in, 0.00 – 0.20 is very low, 0.20 – 0.40 is low, 0.40 – 0.60 is moderate, 0.60 – 0.80 is high and lastly 0.80 is very high. Table 8 shows the correlation analysis shows that the independent variable Brand owner Site and dependent variable Online Purchase Intention has moderate strength of correlation and is it the highest value of 0.579. The second highest correlation is 0.573, which independent variable Brand

Ambassador/ Influencer Image Credibility and dependent variable Online Purchase Intention has moderate strength of correlation. Then it is independent variable Brand Ambassador/ Influencer Text Credibility and dependent variable Online Purchase Intention, they also has moderate relationship. All the above shows the positive relationship towards online purchase intention, and the result shows that the hypothesis is accepted.

### **Regression Analysis**

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.644 <sup>a</sup>	.414	.405	.42600	.414	46.202	3	196	.000

a. Predictors: (Constant), Brand owner Site, Text Credibility, Image Credibility

Table 9 shows the model summary of regression analysis, the value of R square is 0.414 which is also 41.4% factors are covered in the research condusted and there are 59.6% of unkown factors.

Table 10: ANOVA Analysis

ANOVA<sup>a</sup>

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	25.153	3	8.384	46.202	.000 <sup>b</sup>
1	Residual	35.569	196	.181		
	Total	60.722	199			

a. Dependent Variable: Online purchase intention

b. Predictors: (Constant), Brand owner Site, Text Credibility, Image Credibility

Table 10 shows the ANOVA analysis, a significant regression equation was formed as  $[F(3, 196) = 46.202, p < 0.05]$ . This shows the research is well conducted and best fit to the research.

Table 11: Coefficient Analysis

Model	Coefficients <sup>a</sup>				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
(Constant)	1.300	.251			5.168	.000
Text Credibility	.238	.079	.242		3.003	.003
1 Image Credibility	.185	.077	.209		2.393	.018
Brand owner Site	.251	.076	.272		3.321	.001

a. Dependent Variable: Online purchase intention

Regression analysis is to identify the model causality and provide prediction of dependent variable based on independent variables.

Table 11 shows the coefficient analysis, there are three independent variables which are Text Credibility, Image Credibility and Brand-owner Site, all three independent variables shows that the  $\beta$  value is higher than 0.05, this means that all hypothesis (H1, H2, and H3) are accepted.

## CONCLUSION AND RECOMMENDATION

As conclusion, this research is to analyze the effect of eWOM toward customer online purchase intention among millennial, the aim is to studying how customers or shoppers are influenced when they are making their online purchase decision. The results show that all three hypothesis made are accepted through reliability test, correlation test and

regression test: There is a direct effect and positive correlation between the ambassador/ influencer's text credibility and shopper online purchase intention. The correlation analysis shows the result of 0.566, which shows a moderate strength between two variable, this is also the weakest relationship compare to two other hypothesis made. As for the regression analysis, the  $\beta$  value is 0.238; it is higher than 0.05, which lead the hypothesis made to be accepted. There is a direct effect and positive correlation between the ambassador/ influencer's image credibility and shopper online purchase intention. The correlation analysis shows the result of 0.573, which shows a moderate strength between two variable, this is also the second strongest relationship compare to two other hypothesis made. As for the regression analysis, the  $\beta$  value is 0.185; it is higher than 0.05, which lead the hypothesis made to be accepted. There is a direct effect and positive correlation between brand owner site and shopper online purchase intention. The correlation analysis shows the result of 0.579, which shows a moderate strength between two variable, this is also the strongest relationship compare to two other hypothesis made. As for the regression analysis, the  $\beta$  value is 0.251; it is higher than 0.05, which lead the hypothesis made to be accepted. The research shows that millennial shoppers are more likely to get influence by the information given from brand owner site when they make transaction online compare to the image and text posted by brand ambassadors and influencers.

There are several limitation faced when conducting the research and can be improve in the future. The research is hardly to be generalized the whole population, this is because non-probability technique is use to conduct the survey, and 200 respondents are no sufficient. The second limitation is time constrain to this research paper, limited time is given to develop and distribute the questionnaire to respondents. There is also limitation of sample size, there are only 200 respondents to participate and complete the survey.

This research highly recommend retailers and businesses to promote positive electronic Word of Mouth. Especially for brand-owner, this is because the result of the research shows to be the highest among other hypothesis. And millennial has become the majority in terms of demography, they purchase behavior is also different compare to previous generations, there it is important for retailers and business to leverage and take advantage of electronic Word of Mouth and it is considered one of the cheapest way to advertise themselves.

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