

**THE IMPACT OF ELECTRONIC WORD-OF-MOUTH  
(E-WOM) ON PURCHASE INTENTIONS DURING  
ONLINE SHOPPING: EXPLORING E-MARKETING IN  
PENGKALAN CHEPA, KELANTAN, MALAYSIA**

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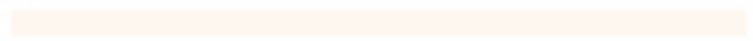
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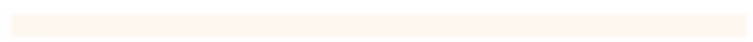
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The Impact of Electronic Word-of-Mouth (e-WOM) on  
Purchase Intentions During Online Shopping: Exploring E-  
Marketing in Pengkalan Chepa, Kelantan, Malaysia

by

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Entrepreneurship (Commerce) with Honours.

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**UNIVERSITI MALAYSIA KELANTAN**

2023

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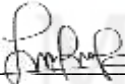
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## LIST OF ABBREVIATIONS

|          |  |
|----------|--|
| UMK      | Universiti Malaysia Kelantan             |
| e-WOM    | Electronic Word-of-Mouth                 |
| SNS      | Social Networking Sites                  |
| COVID-19 | Corona Virus Diseases 19                 |
| B2B      | Business to Business                     |
| ICT      | Information Communication and Technology |
| WWW      | World Wide Web                           |
| TPB      | Theory of Planned Behavior               |
| TRA      | Theory of Reasoned Action                |
| URL      | Uniform Resource Locator                 |
| SPSS     | Statistics Package for Social Science    |
| IV       | Independent Variable                     |
| DV       | Dependent Variable                       |
| T        | Trust                                    |
| A        | Attitude                                 |
| PR       | Perceived Relevancy                      |
| IQ       | Information Quantity                     |

## ABSTRAK

“Electronic word-of-mouth” (e-WOM) telah menjadi strategi perniagaan yang penting muncul dalam persekitaran pemasaran dan pelanggan dalam era globalisasi. Disebabkan oleh kemajuan teknologi, salah satu platform untuk pelanggan menyatakan pandangan mereka tentang produk dan perkhidmatan ialah elektronik word-of-mouth, atau e-WOM. Oleh itu, kajian ini adalah untuk menyiasat kesan elektronik dari mulut ke mulut (e-WOM) terhadap niat membeli semasa membeli-belah dalam talian. “Theory of Planned Behaviour” (TPB) telah dilaksanakan dalam kajian ini. Kajian ini juga dijalankan menggunakan pendekatan kajian kuantitatif iaitu borang soal selidik “Google Form”, ianya telah diedarkan kepada 390 orang responden di kawasan Pengkalan Chepa secara terus atau melalui pautan. Teknik persampelan yang digunakan dalam penyelidikan ini adalah berdasarkan persampelan bukan kebarangkalian yang dikenali sebagai persampelan secara kebetulan. “Statistical Package for Social Sciences” (SPSS) digunakan untuk menganalisis data yang dikumpul. Beberapa metodologi, termasuk analisis deskriptif, kebolehpercayaan, dan normaliti, digunakan untuk menganalisis data yang dikumpul daripada soal selidik. Keputusan menunjukkan bahawa pembolehubah tidak bersandar kuantiti maklumat mempunyai kesan yang sangat signifikan ke atas pembolehubah bersandar niat membeli. Kajian ini memajukan pengetahuan kita tentang potensi persuasif komunikasi digital yang masih terhad. Selain itu, ia boleh membantu masyarakat dengan mewujudkan pendekatan komunikasi media sosial sendiri dan menyedarkan perniagaan, terutamanya Perusahaan Kecil dan Sederhana (PKS), tentang faedah penggunaan e-WOM. Kajian ini menawarkan cadangan kepada semua aspek masyarakat tentang cara menggunakan e-WOM untuk menggalakkan orang ramai terlibat dalam e-pemasaran yang berkesan.

## ABSTRACT

Electronic word-of-mouth (e-WOM) has become a significant emerging business strategy in the marketing and customer environments in the era of globalization. Due to technological advancements, one of the platforms for customers to express their views on products and services is electronic word-of-mouth, or e-WOM. Therefore, this study is to investigate the impact of electronic word of-mouth (e-WOM) on purchase intentions during online shopping. The Theory of Planned Behavior (TPB) was implemented in this study. This study was also conducted using a quantitative research approach, a Google Form questionnaire was distributed to 390 respondents in the Pengkalan Chepa region directly or via a link. The sampling technique used in this research is based on non-probability sampling which is known as convenience sampling. The Statistical Package for the Social Sciences (SPSS) was used to analyses the data collected. Several methodologies, including descriptive, reliability, and normality analysis, were used to analyses the collected data from the questionnaire. The results demonstrated that the independent variable (trust, attitude, perceived relevancy and quantity information) has a highly positive significant on the dependent variable of purchase intention. This study advances our knowledge of the still-limited persuasive potential of digital communication. Additionally, it may help the community when establishing its own social media communication approach and enlighten businesses, especially Small and Medium-Sized Enterprises (SME), about the benefits of e-WOM adoption. This study offers suggestions to all aspects of society on how to use e-WOM to encourage people to engage in effective e-marketing.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of The Study

This research aims to study the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping towards social media and internet application users in Pengkalan Chepa, Kelantan, Malaysia. According to Valck and Rosario (2021), word-of-mouth is emerging as a distinguished notion with more than one driver. Now, along with the development of technology, traditional word-of-mouth has evolved into electronic word-of-mouth (e-WOM). Face-to-face interactions are now possible through online platforms, blogs, review sites, and social networking sites (SNS), allowing for widespread information dissemination (Reyes-Menendez et al., 2019).

E-marketing is a method of reaching a broad target population so that products and services may be marketed through mobile devices, social media, and other technologies. So, it can be claimed that e-WOM has significant market power as an accurate and trustworthy source of information. Therefore, significant study of the function of e-WOM in e-marketing has been done during the past 20 years (Kristine De Valck, 2020). Additionally, it is a technology that links companies with customers even when they are on other channels (Team, 2021).

Due to its important function in e-marketing, electronic word-of-mouth (e-WOM) is a major subject both in Malaysia and internationally. In addition, in recent years, electronic word-of-mouth (e-WOM) has been involved in e-marketing especially since the Corona Virus Diseases (COVID-19) (Nilashi et al., 2022). During the COVID-19 pandemic, internet applications were used by many individuals. Moreover, statistics by Harian (2021) stated that the COVID-19 pandemic brought new practices online in the lives and activities of the public when Malaysia recorded 28 million social media users or 86 percent of the country's

population. The community may be informed about a person's shopping experience and ideas about the worth of different brands and service providers simply by employing electronic word-of-mouth. There are not only positive reviews about a product and service, but there are also negative reviews. (Heale & Twycross, 2015).

Therefore, the way individuals share information about goods and services has changed because of e-marketing. More and more individuals are using computers and other smart devices to place orders for things that can easily be delivered to their homes. As a result, it has transformed the retail environment. According to Todorov (2021), because e-WOM raises brand recognition, up to 83% of marketers have used it to promote their products and services, and 8% of business to business (B2B) marketers have found it successful in promoting live events for marketing goals.

The development of new verbal exchange technologies alters the approaches in which businesses interact with their customers. Also, the expectations of customers from manufacturers have changed. It permits the corporations to foster profitable exchanges and raise the delight of customers. This led in the direction of the advent of superb word of mouth. The new interplay channels of communication that have emerged are e-mails, web two tools and cell telephones to preserve and decorate relationships with customers. These will eventually lead towards tremendous communication and fine manufacturer experiences and result in positive word of mouth (Hudson et al., 2015).

Therefore, the purpose of this research is to determine how e-WOM impacts customers' intention to purchase when they online shopping. If the full potential of e-WOM technology and effective e-marketing is to be realized, it is necessary to gain deeper knowledge about the perceptions of internet users and social media applications towards the use of e-WOM. In this investigation, samples were gathered around Pengkalan Chepa, Kelantan, Malaysia.

## 1.2 Problem Statement

In the era of globalization, electronic word-of-mouth (e-WOM) has emerged as an important emerging business strategy in the marketing and consumer environment. With the development of technology, electronic word-of-mouth (e-WOM) is one of the platforms for consumer sharing the feedback of the product and services. Meanwhile, consumers can use e-commerce mobile phones or internet applications to compare the price, quality, services or any feedback about the product and services with the other merchants.

The concept of electronic word-of-mouth (e-WOM) can be generally defined as a consumer's communication exchange of information and experiences about a brand, product or service through the internet, mobile communication and social media (Torabi et al., 2021). Although social media is a powerful platform for sharing product or service experience reviews, but most of the consumers will not refer to online reviews because marketers will share fake news with the consumer. There is also the possibility of fake online reviews.

In some cases, companies pay consumers to write positive reviews about their brands while writing negative reviews about their competitors (Moon et. al. 2020). Since consumer reviews have become more essential and influence consumers' decisions, some sellers use social media and e-commerce platforms to motivate and hire influencers to encourage consumers to post about their products and services (Papageorgiou et al., 2022).

Though the development of electronic word-of-mouth (e-WOM) and bring into market, consumers still do not trust about the online reviews and consumers are well-concerned about opinions of family or friends more than the communications spread by the marketers. This is because most powerful platform of advertising as 88% of consumers trust friend or family recommendations over traditional media (O'Neill, 2022). According to a study conducted by researchers to learn more about how businesses address this issue, 64% of marketers consider word-of-mouth as one of the most constructive forms of marketing (Papageorgiou et al., 2022).

In this competitive in e-commerce, maintain profitable relationships with the customers is the key important in marketing. There were a lot of problems being faced by the consumers in making purchasing decisions during online shopping. This is because the lack of communication with customers in e-commerce mobile has led to customers having a bad online experience. In the case of poor communication with the merchants, the consumer will make comments about their satisfaction or lay complaints about their dissatisfaction with a product. Research has established that positive word-of-mouth typically motivates brand purchases and facilitates other positive brand outcomes, whereas negative word-of-mouth generally inhibits brand behavior and reduces purchase intentions (Kairupan & Rahyadi, 2022)

The purpose of this study was to clear understanding exploring e-marketing in Pengkalan Chepa, Kelantan, Malaysia. This research examines the problem of some parties misrepresenting and manipulating the use of electronic word-of-mouth (e-WOM). Electronic word-of-mouth (e-WOM) should be necessary to expand the market for the business's products and services. There are several problems, including most people avoid using online reviews because of the possibility of fake reviews; some businesses use influencers for exploiting social media and e-commerce platforms to attract customers; consumers are more interested in their family and friends' opinions than online reviews; and poor communication can be attributed to customers' negative online experiences.

Those problems influence the impact of electronic word-of-mouth (e-WOM) of trust , attitude, perceived relevancy and information quantity on purchase intentions during online shopping. In order for an enterprise to maintain a good relationship with its customers, it must always gain this trust from consumers (Rahayu et al., 2022). It is possible for an individual's attitude to influence their judgement, their information processing, and their behavior as a result (Puriwat & Tripopsakul, 2022). Perceived relevancy is important that the reviews, as a whole, existing on the review site satisfy the basic needs of the target user segment (Lee & Hong,

2019). A website with a large quantity of reviews might influence potential consumers' purchasing decisions since it provides a lot of information that is helpful to consumers (Song et al., 2021b).

### 1.3 Research Question

The main purpose of this research is to identify the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia. Based on the research objective, there are five research questions establish from this study:

**RQ 1:** What is the relationship between trust towards electronic word-of-mouth (e-WOM) and purchase intentions during online shopping?

**RQ 2:** What is the relationship between attitude towards electronic word-of-mouth (e-WOM) and purchase intentions during online shopping?

**RQ 3:** What is the relationship between perceived relevancy towards electronic word-of-mouth (e-WOM) and purchase intentions during online shopping?

**RQ 4:** What is the relationship between information quantity towards electronic word-of-mouth (e-WOM) and purchase intentions during online shopping?

**RQ 5:** What are the associated factors (trust, attitude, perceived relevancy, and information quantity) towards electronic word-of-mouth (e-WOM) that influences purchase intentions during online shopping?

### 1.4 Research Objectives

The objective of this study is to investigate the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan,

Malaysia. There are five objectives that conducted in this study to determine the relationship between independent variables and dependent variables:

**RO 1:** To determine the relationship between trust towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia.

**RO 2:** To identify the relationship between attitude towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia.

**RO3:** To investigate the relationship between perceived relevancy towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia.

**RO 4:** To study the relationship between information quantity towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia.

**RO 5:** To find out the associated factors (trust, attitude, perceived relevancy, and information quantity) towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia.

### **1.5 Scope of The Study**

This study focuses on the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia. The data collection was conducted through the population in Pengkalan Chepa, Kelantan, Malaysia. It is believed that choosing the Pengkalan Chepa region will enable effective output and promote the production of commodities. In addition, nowadays, people are using online platforms

frequently where they can review anything at any time. Besides that, the researcher also wants to know various views from the Pengkalan Chepa residents.

The research will focus more on electronic word-of-mouth (e-WOM) impact of the trust, attitude, perceived relevancy and information quantity on purchase intentions during online shopping. Therefore, the respondents of this study are social media and internet application users who live in Pengkalan Chepa, Kelantan, Malaysia. It will target individuals of different ages who have been shopping online for the past six months and are selected through convenience sampling. Targeted respondents will receive the questionnaire via two methods which by platforms either online through Google Forms and social media such as WhatsApp groups, Telegram and Facebook or by handing the questionnaire to residents of Pengkalan Chepa directly. The scope of the study has been clearly defined since it helps the research to focus on the work within realistic limitations.

## **1.6 Significance of The Study**

This study is conducted to find the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping in Pengkalan Chepa, Kelantan, Malaysia, with a purpose to building trust in e-marketing. The significance of this study is about the customers, business owners and researchers.

### **1.6.1 Customers**

Electronic word of mouth (e-WOM) can be categorized into two statements which are positive and negative statements made by potential customers or actual customers about a product. Therefore, this study makes a significant contribution to the understanding and awareness of the role that electronic word-of-mouth (e-WOM) performs in interpersonal customer communication. The results of this study will assist customers who use internet

applications to make purchases by providing them with trustworthy information. Customers will be motivated to purchase a product or service, and electronic word-of-mouth (e-WOM) will grow to be the primary deciding factor in purchases.

### **1.6.2 Business owners**

Marketing is a company's main element for expansion in the business growth. Before sellers are willing to spend money on advertising, the function of electronic word-of-mouth (e-WOM) in the use of e-marketing is not well known, especially to Small and Medium Enterprises (SMEs). Therefore, this study will give a better understanding of e-marketing to a business that can also reduce their advertising costs by only using internet applications. In addition, this study also aims to raise awareness about the ability of electronic word-of-mouth (e-WOM) to help their business be recognized on a global level.

### **1.6.3 Researcher**

Finally, because it covers current issues in e-marketing, this study might inspire other researchers to conduct their own studies. A researcher that is interested in exploring e-marketing and electronic word-of-mouth (e-WOM) can use this study by the future researcher as a guide. The analysis of this study can help the researcher produce better studies in the future and can also be used as a future source of reference.

## **1.7 Definition of Term**

In this section, terms that are often used in this study are defined, which include:

### **1.7.1 Electronic word-of-mouth (e-WOM)**

Electronic word-of-mouth (e-WOM) is referred to as potential customers, current customers or former customers participating in a dynamic and continuous process of



exchanging information about goods, services, brands or businesses digitally (Song et al., 2021). e-WOM is a trustworthy and often regarded as unbiased information source. Numerous studies have been done in the market today to determine the function of e-WOM in marketing (Valck & Rosario, 2021). Electronic word-of-mouth (e-WOM) is thought to have an impact because it is regarded as a personal evaluation and relevant information when making purchases of goods and services (Ismagilova et al., 2020).

### **1.7.2 Purchase intention during online shopping**

Based on Team (2021), purchase intention is a measurement of a customer's interest in and attitude toward purchasing a specific product or service. Marketing or promotional activities can be used to evaluate purchasing intentions effectively. According to Peña-García et al. (2020), the purchase intention during online shopping is a user's willingness to purchase a good or service from an online marketplace. Managers can assess whether a concept must be developed further only with purchase intent by implementing new product and service distribution channels.

### **1.7.3 E-marketing**

In a computerized and networked setting, organizing, developing, distributing, pricing, and advertising products and services is known as e-marketing. E-marketing often refers to the application of technology that is based online to promote communication and satisfy user needs. For example, such as the internet and the world wide web (www). Compared to conventional marketing, it offers two clear benefits. Customers benefit from additional features at more affordable pricing, which helps firms save operational expenses (Encyclopedia.com, 2022).

#### **1.7.4 Trust**

Trust is the key element of both an organization and an individual. Each researcher has a unique view of trust, and their ideas are often the most difficult. Trust is frequently examined when conducting business, exchanging assets or skills in the sharing economy, and forming strategic partnerships. According to Ruiz-Alba et al. (2021), the anonymous online user evaluation is what defines the concept of trust in electronic word-of-mouth (e-WOM). Sometimes it can be difficult to believe the source factor because of anonymous feedback.

#### **1.7.5 Attitude**

Attitude has a significant impact on behavior and how someone responds in different contexts because of experience or knowledge. Attitudes are changeable even though they are essentially permanent (Cherry, 2022). Researchers discovered through electronic word-of-mouth (e-WOM) that websites and online shopping can significantly affect consumer attitudes and purchase intentions (Ismagilova et al., 2020).

#### **1.7.6 Perceived relevancy**

Perceived relevance is information that is accurate, engaging, and useful for the task being carried out. Perceived relevance contains information that varies based on a person's dependency because each person's demands are different (Lee & Hong, 2019). General reviews are quite significant for someone to decide even though it varies from one person to another. This is doubly useful if the reviews are positive.

#### **1.7.7 Information quantity**

The quantity of information represents the volume of online reviews, including "likes," comments, ratings, and feedback. The quantity of electronic word-of-mouth (e-WOM) has an impact on consumers' intentions to repurchase online because widely shared reviews can be helpful in guiding the final purchase decision. Visibility and higher online booking are affected by the higher star rating given (Song et al., 2021).

## 1.8 Organization of The Proposal

The first chapter contains an introduction, the study's title, background, problem statement, research question, research objective, scope of the study, significance of study and definition of terms are all included. The background of the study serves as the context for the information on which the research is based and gives a quick overview of the research questions discussed. A problem statement is a brief description of the issue that requires research. The reader can understand the purpose of the research through the issue. Research questions are questions that emerge and seek answers through data analysis. The objective of the study is to explain the goals the researcher has and explain why the study should continue. The scope of the study must specify what is focused on because it indicates the depth to which the research area is studied and establishes the parameters within which the study will function. Lastly, the significance of the study describes how this research may advance and help society, and the definition of terms provides a comprehensive explanation of the terminology used in this study.

The second chapter discusses literature reviews, which include several subtopics, including introductions, underpinning theories, previous study, hypotheses statements, conceptual frameworks, and conclusions. Dependent variables and independent variables have been explained in the introduction section, whereas the relationship between all the dependent variables and the independent variables is described by the underpinning theories. Previous study refers to a previous study that the researcher conducted on the subject and used as a source of reference. Finally, the dependent variable and independent variable that were discussed helped to establish details about the hypotheses statement and conceptual framework.

In the third chapter, there are subtopics related to introduction, research design, data collection methods, study population, sample size, sampling techniques, research instruments development, measurement of the variable, procedure of data analysis and conclusions. The research methodology has been identified in this chapter. It will describe how the questionnaire

is performed to illustrate how the hypothesis was interpreted. The methods of statistical analysis techniques used by researchers will also be discussed in this chapter.

In the fourth chapter, a preliminary analysis, a demographic profile of the respondents, a descriptive analysis, a validity and reliability test, a normality test, hypotheses testing, and a summary of the chapter are all included which focuses on data analysis and findings. The data from the target respondents will be analysed in this chapter and the results will be shown in tables and charts for the reader to comprehend the study's findings.

The final chapter's fifth section, key findings, discussion of the hypothesis, implications of the study, limitations of the study, suggestions for future research, and an overall conclusion are all included, which covers discussion and findings. The research findings from the previous chapter, which are linked to research questions and hypotheses, have been discussed in chapter five. In addition to detailing the implications and limitations of the study, this chapter also discusses suggestions for further research.

## CHAPTER 2

### LITERATURE REVIEW

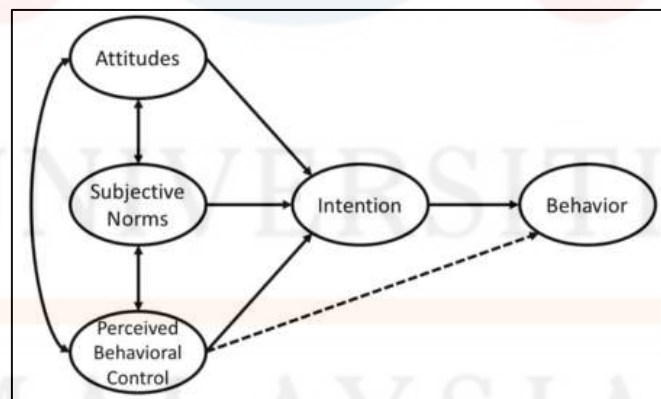
#### 2.1 Introduction

The literature review is the primary field of study that directs theoretical development. This chapter also describes the literature reviews from the related issues, including the underpinning theories and previous studies in explaining the characteristics of the research variables, hypothesis statement and conceptual framework. Purchase intention during online shopping is the dependent variable in this study, while trust, attitude, perceived relevancy and information quantity are the independent variable.

#### 2.2 Underpinning Theory

According to Gregor (2004), underpinning theory is a framework for comprehending social context in information system (IS) research. The theories aim to explain "how" and "why" events happen in the manner that they occur.

##### 2.2.1 Theory of Planned Behavior (TPB)



Source: Ajzen (1985, 1991).

**Figure 2.1:** Theory Planned Behavior (TPB)

To forecast a person's intention to engage in behavior at a specific time and location, the Theory of Planned Behavior (TPB) was developed in 1980. TPB also includes perceived

behavioral control by Ajzen (1985,1991) as an additional resource to influence people's actual behavior. The theory was intended to justify all behaviors that people can apply self-control. (Wayne, 2019). This study uses the TPB as motivation to study the impact of e-WOM on purchase intention during online shopping in Pengkalan Chepa, Kelantan.

Since TPB was first developed, numerous research has supported its effectiveness. TPB is the enlargement of the Theory of Reasoned Action (TRA), which made the previous model's limits in dealing with behaviors over people, according to Ajzen and Fishbein (1980). Moreover, TRA was created to estimate and appreciate human behavior including attitude (Olumide, 2016). This theory is to explain and predict the behavior intentions of the person's attitudes in the specific place and time. Based on their previous perspective and behavioral intentions, TRA is mainly used to predict how individuals will behave (Adi Santoso, 2019). TPB is a factor that also influences a person's intention to engage in a particular behavior. Purchase intentions were used as the outcome for the extended e-WOM in this study, representing the behavioral intention component of TPB.

## **2.3 Previous Studies**

### **2.3.1 Purchase Intention during Online Shopping**

There are many factors that affect and influence electronic word-of-mouth (e-WOM) on purchase intention during online shopping. Online shopping is the activity or action of buying products or services through the internet (Daowd et al., 2020). Purchase intention is defined as the propensity of buyers to purchase a specific item under a specific circumstance. It is also a step in the decision-making process that reveals why buyers choose certain items and brands under certain situations (Dongmei Cao et al., 2020). Researchers and practitioners have shown a great deal of interest in the buying behavior of consumers in the era of e-

commerce, and there has been a significant effort to analyze this behavior because it has such a direct impact on sales (Daowd et al., 2020).

According to (Mehyar et al., 2020), the first definition of purchasing intention was the subjective likelihood that users will engage in a particular action. If consumers are considering purchasing a certain good or service, this indicates that they have the intention to do so. They have the desire to buy that good or service in their minds, this desire might be immediate or delayed. Purchase intentions are more likely to materialize when consumers express favorable sentiments about a brand's goods or services, as this is what influences their positive sentiments (Naphat Kasemsarn et al., 2020)

Purchase intention has been a key idea in the marketing field and is seen as a crucial idea for anticipating customer purchasing behavior. Decision process results are antecedents to shopping motives. According to the motivation theory, both cognitive and emotional factors contribute to the explanation of why individuals shop (Thaichon et al., 2019). Functional and emotional motivations for purchase have been extensively studied in the past; less research has been done on more specialized motivations including social, escapist, and value motivations. The millennial generation makes more difficult purchase intention than previous generations because they are better educated about and exposed to technology (Dharmesti et al., 2019).

Purchase intentions can be used to assess the efficacy of a new distribution channel, assisting managers in deciding which markets and consumer groups to target in each region and if the idea needs further research. Their significance is since intentions are thought to be the most important predictor of actual action; as a result, their research is crucial to the success of any online business (Kabir et al., 2020). The primary variable to be examined in this study is buying intentions. The concept occurs during the pre-purchase phase and captures the behavioral factors that influence consumer behavior. It is really important to understand the

attitudes, evaluations, and internal elements that eventually lead to purchase intention in order to forecast customer behavior (Peña-García et al., 2020).

Purchase intention is a crucial component since it shows that consumers have a genuine desire to buy, and this study is taking it into account. According to Ariffin (2018), assert that offline purchase intention gave rise to online purchase intention. The term "purchase intention" refers to the probability of making a purchase or using a service. The possibility that a customer will purchase a certain product because of the contact is another useful definition. To determine the association between purchase intention and e-WOM, several research have been conducted. For instance, it is discovered that e-WOM significantly influences purchasing intention (Haque et al., 2020).

### **2.3.2 Trust**

Trust expresses belief in the other person. Trust may cut down on wasteful actions and expenses when people work together and build relationships. According to studies that have defined trust in a variety of situations, including psychology and social science, trust is the result of different cognitive processes for trustworthy, distrusting, or unknown people and organizations (Lee & Hong, 2019). Consumers who are trusted no longer worry that business partners would take advantage of them (Sulthana & Vasantha, 2019). It is crucial to have faith in the vendors since doing business online makes it simpler for them to operate unethically than it is offline (Peña-García et al., 2020). Consumer views about purchases intention are impacted by trust as well. In business-to-customer interactions online, trust impacts purchase intention during online shopping (Jewoo Yeona, 2019).

Trust is crucial to the online environment, especially on purchase intention which impacts e-WOM. A dependable e-WOM source will influence someone's decision. Credibility for the purchase intention comes from sources that can be trusted (Belanche et al., 2022). One's



risk will be lower when they buy if they have faith in purchase intention. Anyone who believes in internet reviews, where anyone may write a message, opinions, comments, and reviews, will act right away by making a purchase of goods or services (Zarei et al., 2019). Customers trust the information that other users submit online. This knowledge can change people's perspectives, subjective standards, and consumer confidence (Zhao et al., 2020). Customer trust toward purchase intention during online shopping is defined in this study as the consumers' expectations and beliefs about e-WOM (Ardyan & Sudyasjayanti, 2020).

A consumer always evaluates an online review posted by an anonymous individual centering on the idea of trust. Since communication messages in e-WOM are shared among strangers, it might be challenging for message recipients to assess the wisdom of strangers based on source variables (Thaichon et al., 2019). Trust refers to the capacity to trust a source of information or a piece of information. Credibility and trustworthiness of the source of an online review are different according to the impact of e-WOM on purchase intention with trust study that has been conducted too far. For instance, similar research contend that trustworthiness and expertise may be used to gauge the two dimensions of source credibility (Ilyoo B. Hong, 2019). The foundation of personal behavior is trust. When customers heed the recommendations made by e-WOM community members regarding a locals or product, this effect can be seen in purchase intention during online shopping (González-Rodríguez et al., 2022).

### **2.3.3 Attitude**

Although attitudes are frequently difficult to alter and are learned over time, they can be affected by fulfilling psychological drive. More specifically, opinions evolve when people gain new knowledge about the notion or thing they are assessing (González-Rodríguez et al., 2022). An individual's attitude has a significant role in determining their propensities, and it

positively affects their conduct (Jewoo Yeona, 2019). It is described as the degree to which a person evaluates actions positive or negative attitude. In this study, attitude is defined as the consumer's evaluation of shopping at online stores (Peña-García et al., 2020).

A psychological tendency known as attitude is described as the expression of a certain amount of favoritism or disfavor toward a certain thing. According to studies, e-WOM communications may significantly affect how people feel about a product or service, which can then affect their purchase intention (Zhao et al., 2020). Customer evaluations of online purchase have the potential to affect consumer behavior. Researchers discovered that attitudes regarding online shopping might have an impact on purchasing intentions (Ismagilova et al., 2020)

Attitude has always been an effective factor for e-WOM on purchase intention. According to the definition of attitude, it refers to "the extent to which a person has a positive or negative opinion or appraisal of the conduct" (Thaichon et al., 2019). From this current perspective, attitude might be viewed as an evaluative response, which may, to varying degrees, be positive or negative, to the potential development of a certain action (such as the purchase of a product). Over time, attitudes are developed by way of education procedures (Belanche et al., 2022).

When it comes to consumer behavior, attitude influences whether actions will be consistent with or inconsistent with a given goal. People may feel either positively or negatively about making online purchases intention (Lee & Hong, 2019). Demands for purchases are directly influenced by consumers' attitudes. When it comes to information technology and online shopping, a person's decision to adopt a new technology is heavily influenced by their attitude about it, which in turn depends on how easy and advantageous it is to use (Al-Ja'afreh & Al-Adaileh, 2020). A person's attitude determines whether they have a good or negative opinion of a certain technology and foretells whether they will use it (Zarei et al., 2019)

#### **2.3.4 Perceived Relevancy**

The extent to which knowledge is relevant and useful for the task at hand is referred to as perceived relevance. Information that is applicable, important, attractive, and usable is considered relevant. Given that each consumer has different demands, perceived relevance is likely to change depending on those needs. However, it is crucial that the evaluations on the review site meet the fundamental requirements of the target user segment which is potential customers of a comparable good or service (Chih et al., 2020). They discovered that information relevance is positively correlated with information adoption in their empirical investigation on how passengers use information (Kuo & Nakhata, 2019). Thus, perceived relevancy has impact e-WOM on purchase intention during online shopping.

In this study, we use the term "perceived" to refer to an evaluation of a product's total usefulness made by the user based on his or her impressions of what is supplied and received. Consumers typically seek out product information to judge the worth of a product when forced to make a purchasing intention during online shopping (Wang et al., 2018). Some participants showed a lack of perceived personal relevance of essential themes; it would appear that patients in pain programs must decide that changes in information, beliefs, and attitudes are relevant to them personally in order for the changes to have an impact on e-WOM of purchase intention (Pate et al., 2021).

#### **2.3.5 Information Quantity**

The entire number of e-WOM reviews, comments, "likes," and ratings is referred to as the "information quantity." The impact of e-WOM quantity on the probability of making an online purchase is moderated by perceived utility (Thaichon et al., 2019). The more reviews that are put online at social travel forums, the more information will be available to help prospective customers make decisions about what to buy, and the more valuable the website

will be to them (González-Rodríguez et al., 2022). In comparison to older individuals, people now a days were more swayed by higher average customer ratings while making online purchase decisions (Fangfang Shi et al., 2022). Reliability, attractiveness, and perceived excellent product performance were all related to e-WOM amount in large numbers of reviews. Quality information pertaining to the content of purchase intention should be complemented with quantitative data (Song et al., 2021).

The correctness, consistency, thoroughness, clarity, comprehensibility, utility, and dependability of information system data outputs are all referred to as information quality. Consumers regard accurate online product information highly. Because there is so much unreliable information available online, consumers place a high value on information quality (Al-Ja'afreh & Al-Adaileh, 2020). As a result, their shopping experiences and intentions to purchase goods and services online will be impacted by the availability or absence of high-quality information (Sulthana & Vasantha, 2019). Users are more likely to trust websites that provide reviews of goods and services that users believe to be impartial and from real customers. Potential customers are more likely to trust a company when they are given reliable, timely information (Chen & Chang, 2018).

According to Belanche (2022), information quality is defined as the effectiveness of a persuasive message in motivating customers to make a purchase. The dimensions of accuracy, completeness, and timeliness in providing information that fulfils the expectations of information consumers are important to the idea of information quality. a strong relation exists between information quality and purchase intention (Jewoo Yeona, 2019). The utility of the information has been positively correlated with information quality, which is important for EWOM and indirectly influences purchase intention (Leong et al., 2022). This study concludes that purchase intention during online shopping through information quality is favorably correlated with e-WOM information.

## 2.4 Hypothesis Statement

The dependent variable of this research is purchasing intention during online shopping and independent variables of this research are trust, attitude, perceived relevancy and information quantity.

Thus, we could develop hypothesis where:

**H1:** There is a relationship between trust towards the electronic word-of-mouth (e-WOM) and purchase intentions during online shopping.

**H2:** There is a relationship between attitude towards the electronic word-of-mouth (e-WOM) and purchase intentions during online shopping.

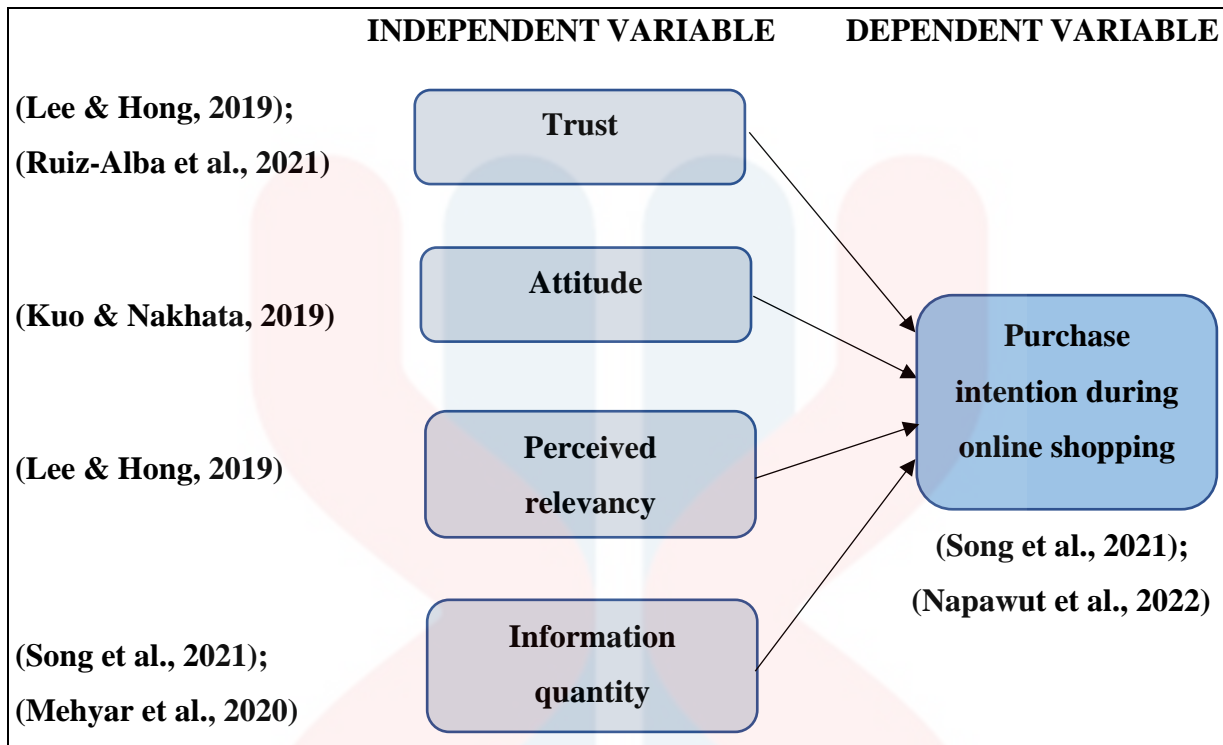
**H3:** There is a relationship between perceived relevancy towards the electronic word-of-mouth (e-WOM) and purchase intentions during online shopping.

**H4:** There is a relationship between information quantity towards the electronic word-of-mouth (e-WOM) and purchase intentions during online shopping.

**H5:** There is a relationship of trust, attitude, perceived relevancy and information quantity towards electronic word-of-mouth (e-WOM) and purchase intentions during online shopping.

## 2.5 Conceptual Framework

A conceptual framework is a picture of the relationship that researchers hope to find between the variables, or the behaviors or qualities they seek to examine. As shown in Figure 2.2, the influence of electronic word-of-mouth (e-WOM) on purchase intention during online buying is examined using factors such as trust, attitude, perceived relevancy, and information quantity. The following Figure 2.2 is conceptual framework of electronic word-of-mouth (e-WOM) impact on purchase intention during online shopping:



**Figure 2.2:** Conceptual framework of electronic word-of-mouth (e-WOM) impact on purchase intention during online shopping in Pengkalan Chepa, Kelantan.

## 2.6 Conclusion

The impact of electronic word of mouth (e-WOM) on purchase intention during online shopping in Pengkalan Chepa, Kelantan, Malaysia has been well researched. In numerous studies, purchase intention during online shopping has been found to be impacted using electronic word of mouth (e-WOM) in e-marketing. This study was conducted out because electronic word-of-mouth (e-WOM), is significant in Malaysian e-marketing. The independent variables in this study are trust, attitude, perceived relevancy and information quantity. Moreover, a conceptual framework and five hypotheses based on research questions were classified. As a result, positive electronic word-of-mouth (e-WOM) needs to be widely disseminated to influence purchase intention during online shopping through trust, attitudes, perceived relevancy and information quantity in the use of e-marketing. The research methodology used in this study will be explained in the following chapter.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

In this study, a quantitative method will be used to collect the data which is a questionnaire. This study is intended to discuss the methodological approach to the studies on the impact of electronic word-of-mouth (e-WOM) on purchase intention during online shopping. This chapter also describes in detail how the study focuses on research design, data collections methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables and procedure for data analysis. Research methodology is important to make sure that the data collection technique that has been used will be able to collect information needed from the valuable responses.

#### **3.2 Research Design**

The research design is a framework that provides structure and direction by showing that all of the major parts of the study project work together to answer the research question (Baran, 2022). A descriptive analysis has been used in this study. Descriptive research designs are appropriate for studies that seek to determine the degree of relationship between various variables (Eric Shiu, 2009). A descriptive study focused on the relationship between trust, attitude, perceived relevancy and information quantity influence the electronic word-of-mouth (e-WOM) on purchase intention during online shopping.

This study employed a quantitative research design, and the data collection method is using primary sources which used an online questionnaire to collect data from users of social media and internet applications. Therefore, residents of Pengkalan Chepa will receive the Google Form via social media such as WhatsApp group, Telegram, and Facebook or by handing the questionnaire to residents of Pengkalan Chepa directly. Quantitative research is

concerned with the statistical analysis of numerical data obtained from large-scale survey research, such as questionnaires or organized interviews. It is more objective in that it investigates and understands the relationship between the independent variables of trust, attitude, perceived relevancy and information quantity as well as the dependent variable on purchase intention during online shopping. The questionnaire used in the study was used to analyze the opinions towards users of social media and internet applications during online shopping. Secondary sources were also used in this study, including government documents, academic books, journals, articles, and websites that addressed similar topics to improve the information from the primary data.

### **3.3 Data Collection Methods**

Data collection methods are defined as participant observation, interviews, and focus group discussions. Data collection is an important part of research study which has a specific goal to get data regarding the topic discussed in this research. Data collection is the process of gathering the data or information to enable the researcher to answer the stated research questions, test the hypothesis and evaluate the outcome for this study. In this research, the data collection methods used primary and secondary data.

#### **3.3.1 Primary Data**

The present study adopted the logic of quantitative approach and primary data were gathered through an online questionnaire because of flexibility (Allan et al., 2022). Questionnaire is known as a set of print or written form of questions with blank space to fill up by the target community for the research. The questionnaire is prepared which is related to the five main objectives of the research and it is distributed to 384 users of social media and internet applications around Pengkalan Chepa. The involvement of users of social media and internet



applications is voluntary, and no one has been forced to fill out the questionnaires for the purpose of the cross-sectional study. However, Google Form was used to conduct the questionnaire in this study. Google Forms was used to construct online questionnaires that will be hosted automatically via a web address or Uniform Resource Locator (URL) and shared via social media. In this manner, data was collected more accurately from the respondents since they had more time to read and answer honestly. The context of the questionnaire that was prepared is it had a cover letter that contain the study as well as the users of social media and internet applications were assured that the data that have been collected for the research would not be used illegally to ensure their privacy and confidentially.

### **3.3.2 Secondary Data**

Based on Blog (2022), secondary data is data that may be easily accessed by researchers due to its collection from primary sources and previous data collections. This study is using secondary data which comes from report population, internet, journals, and articles. In this study, samples are generated from the target population. Secondary data is crucial since it makes conducting further research easier due to the data or information leakage. This study used a variety of sources include including government documents, academic books, journals, articles, and websites that addressed similar topics about electronic word-of-mouth (e-WOM) and e-marketing to improve the information from the primary data. All journal papers essential to this study were acquired through Universiti Malaysia Kelantan (UMK) library, My Athens UMK, ScienceDirect, Taylor and Francis online, Emerald, ProQuest, Google Scholar and Scopus.

### **3.4 Study Population**

The population for this research is to know the impact of electronic word-of-mouth (e-WOM) on purchase intention during online shopping. This study population included all social

media and internet application users living in Pengkalan Chepa. It targets individuals of different ages who have been shopping online for the past six months. The total number of population people from Pengkalan Chepa area is 159,700 (Department of Statistics Malaysia, 2022). The researcher chose this population because as we know the scope of the study is more extensive, where it helps the researcher with different opinions from the respondents. The population is written as “N”.

### 3.5 Sample Size

Sample size is a condensed, controllable representation of a larger group. It is a subgroup of people with traits from a wider population. In statistical testing, samples are required when the population sizes are too high for all the potential participants or observations to be included in the test. Proper sampling methods are essential to reduce bias in the selection process. The sample size was calculated using the Krejcie and Morgan table which will help with the sample size calculation. Krejcie & Morgan (1970) made comparisons for calculating sample size for a specific population as a means of filling in the existing gap (Kenpro, 2012). have simplified the process of determining the sample size for a limited population which was developed in 1970. Since there are 159,700 residents in Pengkalan Chepa, the researcher chooses about 384 respondents to establish the sample size based on Table 3.1. In addition, the respondents should meet the requirement on the impact of e-WOM on purchase intentions during online shopping in exploring e-marketing. To find the sample size for 159,700 population, the researcher will calculate the sample size first by calculating it for infinite size and then adjusting it to the required size. The sample size is calculated using the following formula:

$$n = \frac{x^2 N p (1-p)}{e^2 (N-1) + x^2 p (1-p)} \quad (3.1)$$

$n$  = sample size

$N$  = population size

$e$  = acceptable error of sample size

$\chi^2$  = Chi-square  $df = 1$  and reliability level 95% ( $\chi^2 = 3.841$ )

$p$  = the population proportions (Assumed to be 0.5)

$$\begin{aligned} \text{Therefore, } n &= \frac{(3.841)(576000)(0.5)(1-0.5)}{(0.05^2)(576000-1)+(3.841)[(3.841)(0.5)(1-0.5)]} \\ &= \frac{553104}{1443.6858} \\ &= \mathbf{384 \text{ respondents}} \end{aligned}$$

**Table 3.1:** The Morgan Table for Determining Sample Size of a Known Population

| $N$ | $S$ | $N$  | $S$ | $N$    | $S$ |
|-----|-----|------|-----|--------|-----|
| 10  | 10  | 220  | 140 | 1200   | 291 |
| 15  | 14  | 230  | 144 | 1300   | 297 |
| 20  | 19  | 240  | 148 | 1400   | 302 |
| 25  | 24  | 250  | 152 | 1500   | 306 |
| 30  | 28  | 260  | 155 | 1600   | 310 |
| 35  | 32  | 270  | 159 | 1700   | 313 |
| 40  | 36  | 280  | 162 | 1800   | 317 |
| 45  | 40  | 290  | 165 | 1900   | 320 |
| 50  | 44  | 300  | 169 | 2000   | 322 |
| 55  | 48  | 320  | 175 | 2200   | 327 |
| 60  | 52  | 340  | 181 | 2400   | 331 |
| 65  | 56  | 360  | 186 | 2600   | 335 |
| 70  | 59  | 380  | 191 | 2800   | 338 |
| 75  | 63  | 400  | 196 | 3000   | 341 |
| 80  | 66  | 420  | 201 | 3500   | 346 |
| 85  | 70  | 440  | 205 | 4000   | 351 |
| 90  | 73  | 460  | 210 | 4500   | 354 |
| 95  | 76  | 480  | 214 | 5000   | 357 |
| 100 | 80  | 500  | 217 | 6000   | 361 |
| 110 | 86  | 550  | 226 | 7000   | 364 |
| 120 | 92  | 600  | 234 | 8000   | 367 |
| 130 | 97  | 650  | 242 | 9000   | 368 |
| 140 | 103 | 700  | 248 | 10000  | 370 |
| 150 | 108 | 750  | 254 | 15000  | 375 |
| 160 | 113 | 800  | 260 | 20000  | 377 |
| 170 | 118 | 850  | 265 | 30000  | 379 |
| 180 | 123 | 900  | 269 | 40000  | 380 |
| 190 | 127 | 950  | 274 | 50000  | 381 |
| 200 | 132 | 1000 | 278 | 75000  | 382 |
| 210 | 136 | 1100 | 285 | 100000 | 384 |

Note.— $N$  is population size.  $S$  is sample size.  
Source: Krejcie & Morgan, 1970

Source: Krejcie & Morgan (1970), “Determining Sample Size for Research Activities”  
Educational and Psychological Measurement Journal, vol.30, pp. 607-610.

### 3.6 Sampling Techniques

Sampling techniques is the entirety of the group including all the members that form a set of data. They were taken to represent the characteristics or traits of the whole population. The sampling techniques were divided into two types of sampling which probability sampling and non-probability sampling. The sampling technique used in this research is based on non-probability sampling which is known as convenience sampling. Non-probability sampling involves non-random selection based on convenience or other criteria, allowing the researcher to easily collect data (Combes, 2019). Convenience sampling is a technique for gathering samples that involves capturing samples that are conveniently placed close to a location or internet service (Edgar & Manz, 2017). The type of sampling can be conducted by creating a questionnaire and presenting it to the targeted respondents. The researcher used this sampling technique because it is easy to select the local accessible target group population.

#### 3.6.1 Sampling Frame

The population for this study is the number of people in Pengkalan Chepa which is 159,700 people (Department of Statistics Malaysia, 2022). The respondents are Pengkalan Chepa residents who use social media and internet applications and have been doing their shopping online in the past six months as the sampling frame for the research study. Population samples are also male and female, people who have familiarity with internet application and e-marketing. Therefore, the target population for this research will consist of 384 respondents in Pengkalan Chepa.

### 3.7 Research Instrument Development

#### 3.7.1 Questionnaire

Based on a few assignments writing and past investigations, the questionnaire instrument was established and adjusted. Questionnaires are available in both English and Malay to make the questions more understandable and clearer for residents of Pengkalan Chepa. The questionnaire consists of three sections which are Section A is related to the demographic profile like gender, age, race, employment status, type of social media used, frequency of posting recommendations or reviews, type of e-commerce platforms used and frequency of making online shopping. Section B is about focusing on all the independent variables such as trust, attitude, perceived relevancy and information quantity. In the meanwhile, Section C discusses the dependent variable, which is purchase intention during online shopping. The following Table 3.2 is a questionnaire for Section A; Table 3.3 is a questionnaire for Section B, and Table 3.4 is a questionnaire for Section C:

**Table 3.2:** Questionnaire Section A - Demographic Profile

| Attributes | Distribution   |
|------------|--|
| Gender     | Male.<br>Female.   |
| Age        | Less than 21 years old.<br>22 – 25 years old.<br>26 – 29 years old.<br>30 – 33 years old.<br>34 – 37 years old.<br>38 – 41 years old.<br>42 – 45 years old.<br>46 years and above. |
| Race       | Malay.<br>Indian.  |

|  |   |
|--|---|
|  | Chinese.<br>Others.   |
| Employment Status  | Governmental sector.<br>Private sector.<br>Self-employed.<br>Unemployed.<br>Student.              |
| What social media do you always visit to get information about products and services? (Facebook, Instagram, TikTok and Twitter). | not at all useful.<br>slightly useful.<br>moderately useful.<br>very useful.<br>extremely useful. |
| How often do you post recommendations or review?   | Never, I only read the posts or feedback.<br>1 - 3 times a month.<br>More than 3 times a month.   |
| What e-commerce platforms do you always use to do online shopping? (Lazada, Shopee, 11 street, Lelong.my and Zalora).            | not at all useful.<br>slightly useful.<br>moderately useful.<br>very useful.<br>extremely useful. |
| How often do you make online shopping (in a month)?  | Once.<br>2 - 4 times.<br>5 - 7 times.<br>8 - 9 times.<br>10 times or more.                        |

**Table 3.3:** Questionnaire Section B - Construct and items used in the questionnaire.

| Construct          | Item   | Reference          |
|--------------------|--|--------------------|
| <b>IV 1:</b> Trust | <b>T1:</b> I think the community of reviewers on websites and social media is trustworthy.<br><b>T2:</b> I think the reviews posted by the | (Lee & Hong, 2019) |

|                                   |  |   |
|-----------------------------------|--|---|
|                                   | <p>community of reviewers on websites and social media are accurate.</p> <p><b>T3:</b> Before making a purchase, I am willing to depend on the community of reviewers on websites and social media.</p> <p><b>T4:</b> Overall, I trust the community of reviewers on websites and social media.</p>  | <p>(Lee &amp; Hong, 2019)</p> <p>(Lee &amp; Hong, 2019)</p> <p>(Lee &amp; Hong, 2019)</p>   |
| <b>IV 2:</b> Attitude             | <p><b>A1:</b> Reading customer reviews helps me shape my attitude toward a product and service.</p> <p><b>A2:</b> Reading customer reviews helps me make decisions regarding a product and service.</p> <p><b>A3:</b> Reading customer reviews is useful for making purchasing decisions.</p> <p><b>A4:</b> It is crucial to read customer reviews before purchasing a high-quality product and service.</p> | <p>(Kuo &amp; Nakhata, 2019)</p> <p>(Kuo &amp; Nakhata, 2019)</p> <p>(Kuo &amp; Nakhata, 2019)</p> <p>(Kuo &amp; Nakhata, 2019)</p> |
| <b>IV 3:</b> Perceived Relevancy  | <p><b>PR1:</b> Some online reviews are related to me.</p> <p><b>PR2:</b> Some online reviews are important to me when making a purchase.</p> <p><b>PR3:</b> Some online reviews mean a lot for me to make a purchase.</p> <p><b>PR4:</b> Some reviews are timely for use in my purchase decision-making process.</p>   | <p>(Lee &amp; Hong, 2019)</p> <p>(Lee &amp; Hong, 2019)</p> <p>(Lee &amp; Hong, 2019)</p> <p>(Lee &amp; Hong, 2019)</p>             |
| <b>IV 4:</b> Information Quantity | <p><b>IQ1:</b> Number of reviews is large influences me to do online shopping.</p> <p><b>IQ2:</b> Product and service ranking helped me to select the best option.</p> <p><b>IQ3:</b> Product and service rating helped me to select the best option.</p>  | <p>(Song et al., 2021)</p> <p>(Song et al., 2021)</p> <p>(Song et al., 2021)</p>  |

|  |   |                     |
|--|---|---------------------|
|  | <b>IQ4:</b> Degree of agreement with higher number of “likes” provided me confidence to select the best option. | (Song et al., 2021) |
|--|---|---------------------|

**Table 3.4:** Questionnaire Section C - Construct and items used in the questionnaire.

|  |   |                        |
|--|---|------------------------|
| <b>DV: Purchase Intention during Online Shopping</b> | <b>PI1:</b> Based on the informative reviews, it is very likely that I will do online shopping for products and services. | (Song et al., 2021)    |
|  | <b>PI2:</b> Based on the informative reviews, I intend to purchase online products and services in the near future.       | (Song et al., 2021)    |
|  | <b>PI3:</b> My intention to buy products or services via online shopping is based on e-WOM.                               | (Napawut et al., 2022) |
|  | <b>PI4:</b> My intention to buy product or services via online shopping is based on content marketing.                    | (Napawut et al., 2022) |

### 3.8 Measurement of The Variables

A measurement variable is a characteristic that is unknown, measures a particular entity, and may have one or more values. It is typically used for scholarly research. In this study, the measurement levels used are nominal scale and interval scale (Likert scale). Every measuring scale has different features that determine how data should be examined. The types of scales used in this survey will be explained thoroughly.

#### 3.8.1 Nominal scale

The researcher can group individuals into several groups using the nominal scale. As a result, choosing the right option from a group of alternatives that have a certain attribute is



made easy for responders. Respondents were questioned about gender, age, race, employment status, type of social media used, frequency of posting recommendations or reviews, type of e-commerce platforms used and frequency of making online shopping. Therefore, respondents have an easy time choosing the answer between mutually distinct groupings or classes. The following Table 3.5 is nominal scale will used for section A:

**Table 3.5:** Nominal scale used for section A

1. Gender/ Jantina

|  |                          |
|--|--------------------------|
|  | Male/ <i>Lelaki</i>      |
|  | Female/ <i>Perempuan</i> |

**3.8.2 Interval Scale**

In this survey, a five-point Likert scale was used to determine the degree of respondents' opinions. Likert scale rating system has five points. The respondents' lowest degree of opinion is "strongly disagree" on scale 1, while the highest level of opinion is "strongly agree" on scale 5. The exact number of scales helps reduce stress and uncertainty on the respondents and makes it simpler to reply to the questions. The following Table 3.6 is the 5-point Likert Scale was used to study the items both in Sections B and Section C:

**Table 3.6:** Likert Scale

|                   |          |         |       |                |
|-------------------|----------|---------|-------|----------------|
| Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
| 1                 | 2        | 3       | 4     | 5              |

**3.9 Procedure for Analysis Data**

Closed-ended questionnaires containing sections A, B, and C were used by the researchers. The researcher began to compile and interpret the questionnaires after the information had been obtained from respondents. By inserting the data into the spreadsheet,

the respondent's response was changed into numerical values. The data that was collected was analyzed and evaluated using the Statistics Package for the Social Science (SPSS). This data can be used for market analysis, surveys and data mining. SPSS Statistics is a software package used for analysis of statistical data (Margaret, 2018). Analysis of research based relating to social science is the primary application of this programmed.

### **3.9.1 Pre-testing of the instrument**

A questionnaire will be used to pre-test this study. In addition to sharing Google Form links, surveys will be employed in this study since they are a time-saving and easy technique to reach the target group. Questionnaires were developed ahead of time to assist in the analysis of the collected data. Questionnaires were sent via two methods which are directly to responders or via Google Form links. This category is a nice method to get information. Thirty copies of the questionnaire were provided for pre -test purposes.

### **3.9.2 Reliability Test**

Reliability identifies with the consistency of a measurement across the time and across the various items in the instrument. The consistency and stability of the findings from repeated measurements of the characteristic are shown by the measure's reliability. It may ensure the precision and accuracy of a measuring process as well as the veracity of the study findings. As stated by (Heale & Twycross, 2015), each time the test is finalized, an individual who completes an inspiration measuring instrument should have similar reactions.

In this study, the researcher uses the internal consistency to measure the reliability of the instrument. The concept is measured using a questionnaire, and the reliability of the Likert scale used in the questionnaire is established using Cronbach's Alpha. Table 3.7 shows Cronbach's Alpha evaluates the degree of internal consistency or similarity among the

variables used to measure a single construct or thought. Internal consistency is good for reliability if the Cronbach's Alpha value is close to 1, but poor for reliability if the result is 0.5 or lower. Table 3.7 shows the table of Cronbach's Alpha:

**Table 3.7:** Table of Cronbach's Alpha

| <b>Cronbach's Alpha</b> | <b>Internal consistency</b> |
|-------------------------|-----------------------------|
| $\alpha \geq 0.9$       | Excellent                   |
| $0.9 > \alpha \geq 0.8$ | Good                        |
| $0.8 > \alpha \geq 0.7$ | Acceptable                  |
| $0.7 > \alpha \geq 0.6$ | Questionable                |
| $0.6 > \alpha \geq 0.5$ | Poor                        |
| $0.5 > \alpha$          | Unacceptable                |

**Sources:** Adopted from Social Science Statistics Stangroom, 2016

### 3.9.3 Descriptive Analysis

Descriptive analysis is the topic of quantitatively describing the key elements of information collection (Best, 2003). In this analysis, descriptive statistics are used to reveal the ordinary pattern of response, summarize and identify the respondents' characteristics. The researcher can classify and explain the data of demographic respondents by doing descriptive analysis in the research study such as gender, age, race, and employment status.

### 3.9.4 Normality Test

The term "normality" refers to a particular type of statistical distribution known as the normal distribution, often known as the bell-shaped curve. The mean and standard deviation of the data serve as the parameters for the symmetrical continuous distribution known as the normal distribution. To check for normality, a normal probability plot is the easiest technique. Lines and confidence intervals can be used to interpret graphs. If the line is mostly straight and

falls between the outliers, the distribution is said to be normal. When the line is curved and deviates from the outliers, it is said to have a non-normal distribution (Feldman, 2018).

If a continuous set of data has a normal distribution, the mean value should be used to present the data. Additionally, this mean value is used to compare the groups and determine the level of significance (P value). The resulting mean is not a representative value of the data if the data are not regularly distributed. If the representative value of a data set is chosen incorrectly and the significance level is then evaluated using this representative value, the interpretation may be incorrect. To determine whether the mean can be used as a representative value of the data, the data normality test is essential. If applicable, mean was compared using parametric tests while groups were compared using non-parametric techniques using medians. While Kolmogorov-Smirnov test is used for  $n > 50$ , Shapiro-Wilk test is technique for small sample sizes (50 samples). The null hypothesis for both tests assumes that the population from which the data were drawn is normally distributed. The null hypothesis is accepted, and the data are referred to as regularly distributed when  $P > 0.05$  (Mishra et al., 2019).

### **3.9.5 Spearman's Correlation Coefficient Analysis**

Spearman's correlation is a nonparametric indicator of the strength and direction of a link between two variables evaluated on at least an ordinal scale. The test is applied to either continuous data that has rejected the assumptions required to conduct the Pearson's correlation or ordinal variables (Statistics, 2018). The correlation coefficient can be either positive direction of the relationship between variables or negative direction of the relationship between variables. The value of the correlation coefficient is higher than the level association is stronger. The value is to determine whether the hypothesis should be accepted or rejected. The direction of the correlation coefficient might be either positive or negative depending on how strongly the variables are related. The level association is stronger when the correlation

coefficient value is larger. The purpose of the value is to decide whether the hypothesis should be accepted. Table 3.8 shows the table of Spearman's size correlation:

**Table 3.8:** Size of correlation

| <b>Size of correlation</b> | <b>Interpretation</b> |
|----------------------------|-----------------------|
| 0.91 to 1.0                | Very Strong           |
| 0.71 to 0.90               | High                  |
| 0.41 to 0.70               | Moderate              |
| 0.21 to 0.40               | Weak                  |
| 0.20 to 0.01               | Very Weak             |

**Sources:** Adapted from Hair et al., 2010

### 3.9.6 Multiple Linear Regression Analysis

Multiple linear regressions are an extension of simple linear regression. This method is used when the researcher wants to estimate the value of one variable based on the value of two other variables (Kumar et al., 2013). This analysis can be used to evaluate empirical hypotheses and degree those independent variables describe variance in a variable of interest that depends on it as well to identify the most effective variables towards the research studies.

In this study, more than one independent variable is used in the analysis to explain one dependent variable. There will be linear and nonlinear multiple regressions. For example, in this research, it will conduct a study through the impact of e-WOM on customer satisfaction which represents as the independent variables which are positive emotions, trust, attitude, and perceived relevancy where it going to attempt on one dependent variable which is e-WOM through customer satisfaction. From those independent variables, the most effective factor will be selected and analyzed as the results. The following formula is adapted from Bevans (2020), and Table 3.9 explains the definition of the symbol used:

### Formula of multiple linear regression:

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 \quad (3.2)$$

**Table 3.9:** Formula symbol and meaning.

| Symbol                               | Meaning   |
|--------------------------------------|---|
| $y$                                  | Dependent variable                                |
| $\beta_0$                            | Value of Y when value of $x_1, x_2, x_3, x_4 = 0$ |
| $\beta_1, \beta_2, \beta_3, \beta_4$ | Slope of regression line                          |
| $x_1, x_2, x_3, x_4$                 | Value of independent variable                     |

### 3.10 Conclusion

This study's purpose was to perform a descriptive analysis to investigate the impacts of electronic word-of-mouth (e-WOM) on purchase intention during online purchase. This chapter also outlines the study's methodology and the steps both respondents and sellers in e-marketing must perform. In this study, quantitative research was used, and the questionnaire survey served as the primary research tool. In terms of data collection methods, a questionnaire served as the major data source, while older publications and journals served as the secondary data source. The study's target respondents were residents of Pengkalan Chepa and the survey was conducted either online or by giving out questionnaires directly. A questionnaire survey was created and revised based on results of a pilot test.

## CHAPTER 4

### DATA ANALYSIS AND FINDINGS

#### 4.1 Introduction

In this chapter, the researcher discussed the findings and interpreted the data collected through the distributed questionnaire. The total number of 390 respondents collected through an online survey were analysed using Statistics Package for Social Science (SPSS) spreadsheet. This part provides sufficient data on the demographic structure of this research sample.

Typically, this chapter will begin with a study of the demographic data of the respondents, followed by a question about the impact of e-WOM during online shopping. The collected questionnaires were analysed and described using descriptive analysis, validity and reliability test, normality test and hypotheses testing.

#### 4.2 Preliminary Analysis

Cronbach's alpha was used to determine the validity and reliability of the study's overall results. Table 4.1 shows the Cronbach's Alpha analysis for 30 respondents:

**Table 4.1:** Cronbach's Alpha Analysis

| Variable             | Cronbach's Alpha Result | Items | Result    |
|----------------------|-------------------------|-------|-----------|
| Trust                | 0.934                   | 4     | Excellent |
| Attitude             | 0.934                   | 4     | Excellent |
| Perceived Relevancy  | 0.880                   | 4     | Good      |
| Information Quantity | 0.937                   | 4     | Excellent |
| Purchase Intention   | 0.930                   | 4     | Excellent |

**Sources:** Develop from research

Table 4.1 shows the value of Cronbach's Alpha coefficient for dependent variables and independent variables. For the purchase intention, which is the dependent variable, the

Cronbach's Alpha Coefficient was 0.930 which indicates as excellent. For the result independent variable, trust (0.934), attitude (0.934), perceived relevancy (0.880) and information quantity (0.937) had a good and excellent Cronbach's Alpha Coefficient. Generally, the results showed that the variable of Cronbach's Alpha Coefficient was occurred to be reliable and acceptable. This means the questionnaire is highly reliable and the result is accepted.

### 4.3 Demographic profile of respondents

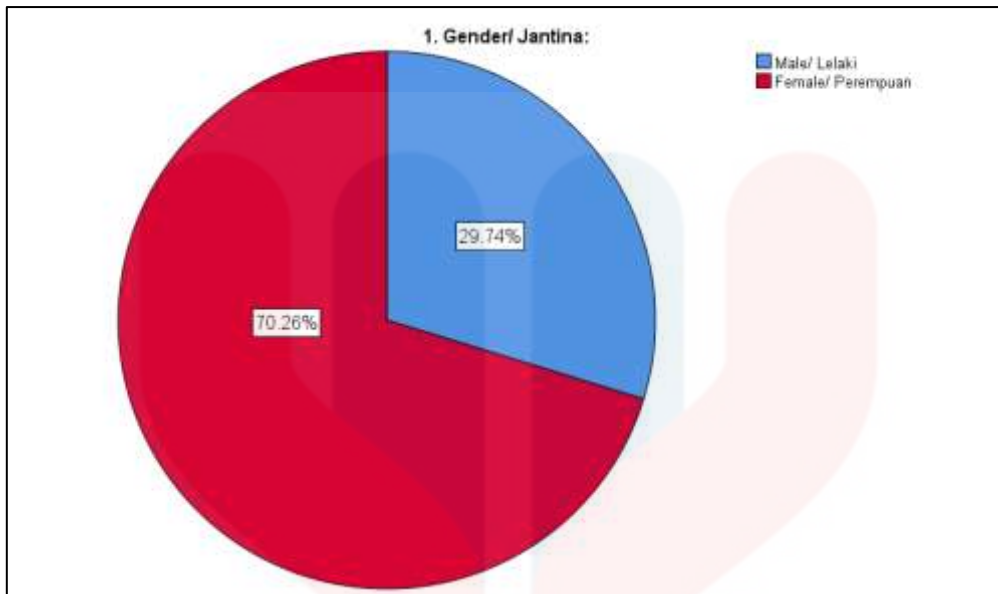
There are a total of 390 target respondents participating in this study. The data from Section A of the questionnaire included questions from different demographic variables of respondents such as gender, age, race, employment status, the social media used to get information (Facebook, Instagram, Twitter, Tik Tok), frequency of post recommendations or review, e-commerce platforms used to do online shopping (Lazada, Shopee, 11 street, Lelong.my, Zalora), frequency of do online shopping. The respondent's demographic profiles were presented in a form of table and pie chart.

#### 4.3.1 Gender

**Table 4.2:** Gender of respondents

| Gender |        | Frequency | Percent (%) |
|--------|--------|-----------|-------------|
| Valid  | Male   | 116       | 29.7        |
|        | Female | 274       | 70.3        |
|        | Total  | 390       | 100.0       |





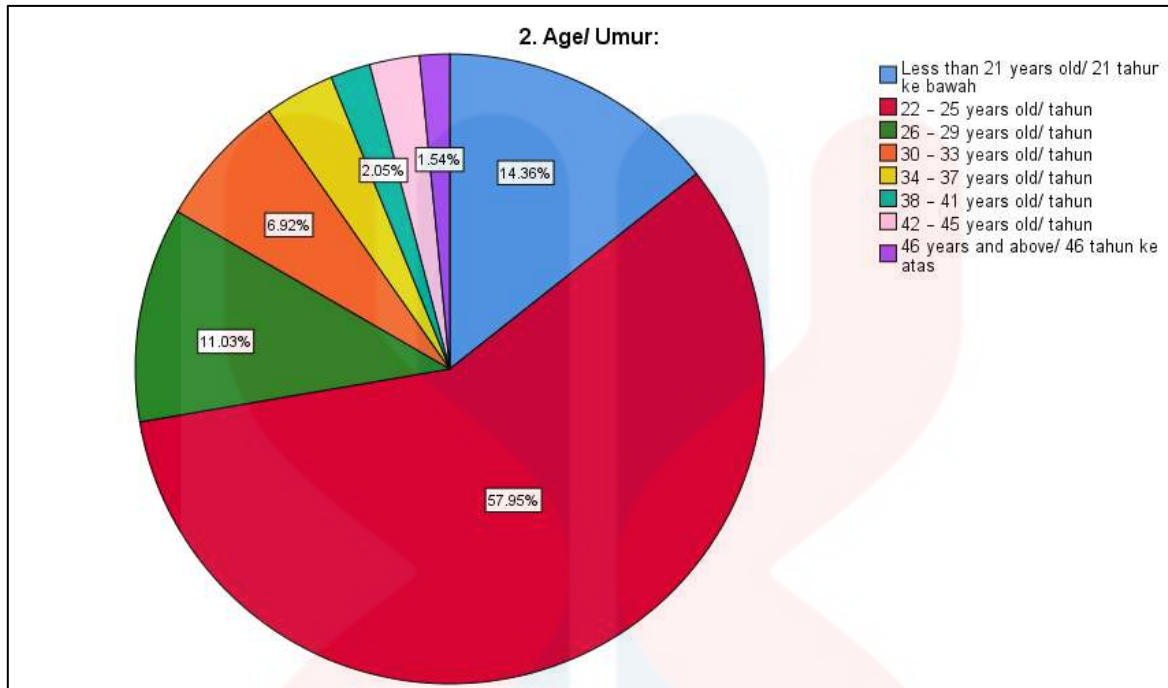
**Figure 4.1:** Gender of respondents

Table 4.2 and Figure 4.1 showed the gender of respondents. The total number of respondents for male was 116 respondents while the number of females was 274 respondents. Therefore, out of 390 respondents, there are 29.7% of total respondents were male and the remaining of 70.3% of total respondents were female respondents who involved in this research.

#### 4.3.2 Age

**Table 4.3:** Age group of respondents

| Age   |                        | Frequency | Percent (%) |
|-------|------------------------|-----------|-------------|
| Valid | Less than 21 years old | 56        | 14.4        |
|       | 22 – 25 years old      | 226       | 57.9        |
|       | 26 – 29 years old      | 43        | 11.0        |
|       | 30 – 33 years old      | 27        | 6.9         |
|       | 34 – 37 years old      | 14        | 3.6         |
|       | 38 – 41 years old      | 8         | 2.1         |
|       | 42 – 45 years old      | 10        | 2.6         |
|       | 46 years and above     | 6         | 1.5         |
|       | Total                  | 390       | 100.0       |



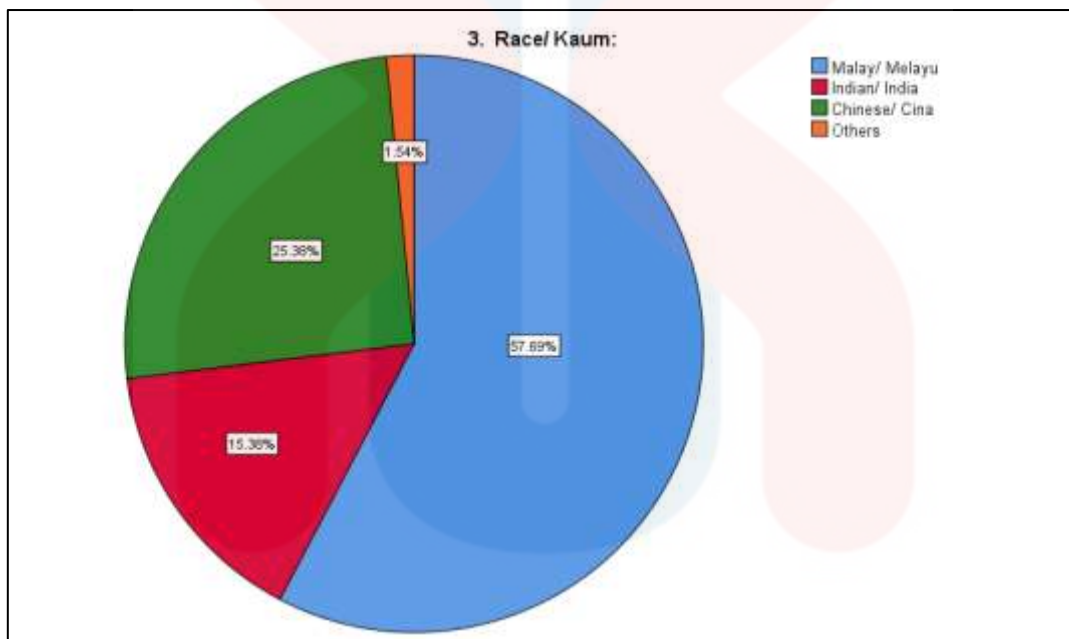
**Figure 4.2:** Age group of respondents

Table 4.3 and Figure 4.2 show the total respondents by age. There were 390 respondents who consist of age from below 21 years old (56 respondents), 22-25 years old (226 respondents), 26-29 years old (43 respondents), 30-33 years old (27 respondents), 34-37 years old (14 respondents), 38-41 years old (8 respondents), 42-45 years old (10 respondents), and above 46 years old (6 respondents) had responded to the questionnaire. Figure 4.2 showed the highest percentage of respondents was respondents who have range of age from between 22-25 years old, which is 57.9% and followed by below 21 years old, which was 14.4%. Next, the percentage of 26-29 years old is 11%. Then, the percentage of 30-33 years old is 6.9%. Therefore, the percentage of 34-37 years old is 3.6%. The percentage of 38-41 years old is 2.1%. The percentage of 42-45 years old is 2.6% and the lowest percentages respondents was above 46 years old which is only 1.5%.

### 4.3.3 Race

**Table 4.4:** Race group of respondents

| Race  |         | Frequency | Percent (%) |
|-------|---------|-----------|-------------|
| Valid | Malay   | 225       | 57.7        |
|       | Indian  | 60        | 15.4        |
|       | Chinese | 99        | 25.4        |
|       | Others  | 6         | 1.5         |
|       | Total   | 390       | 100.0       |



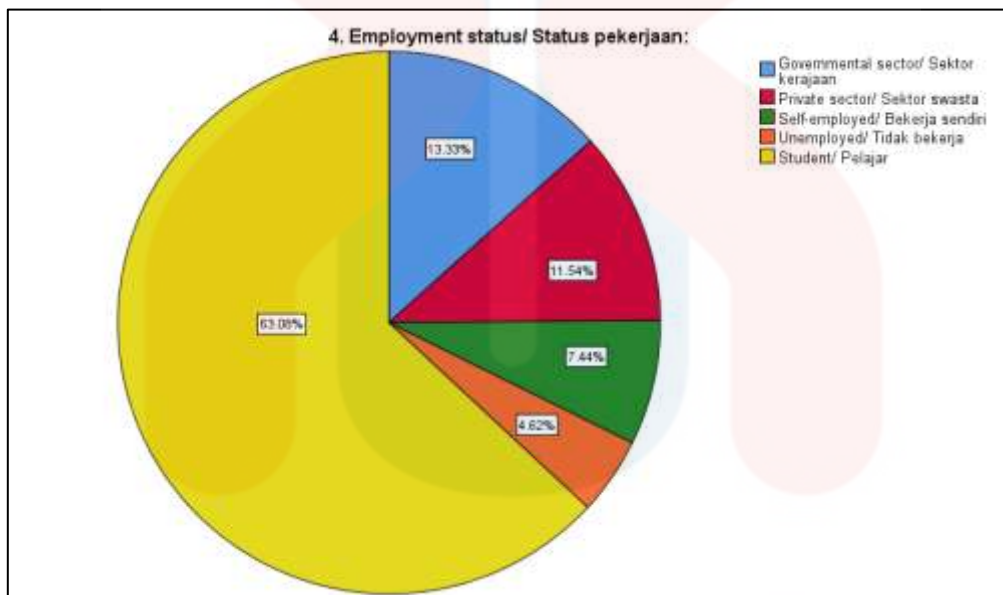
**Figure 4.3:** Race group of respondents

Table 4.4 and Figure 4.3 show the total respondents by race. There were 390 respondents who consist of Malay (225 respondents), Chinese (99 respondents), Indian (60 respondents) and others (6 respondents) had responded to the questionnaire. Figure 4.3 shows the highest percentage of respondents was Malay (57.7%) and followed by Chinese, which was (25.4%), the percentage of respondents was Indian (15.4%), and the lowest percentage respondents was others (1.5%).

### 4.3.4 Employment status

**Table 4.5:** Employment status of respondents

| Employment status |                     | Frequency | Percent (%) |
|-------------------|---------------------|-----------|-------------|
| Valid             | Governmental sector | 52        | 13.3        |
|                   | Private sector      | 45        | 11.5        |
|                   | Self-employed       | 29        | 7.4         |
|                   | Unemployed          | 18        | 4.6         |
|                   | Student             | 246       | 63.1        |
|                   | Total               | 390       | 100.0       |



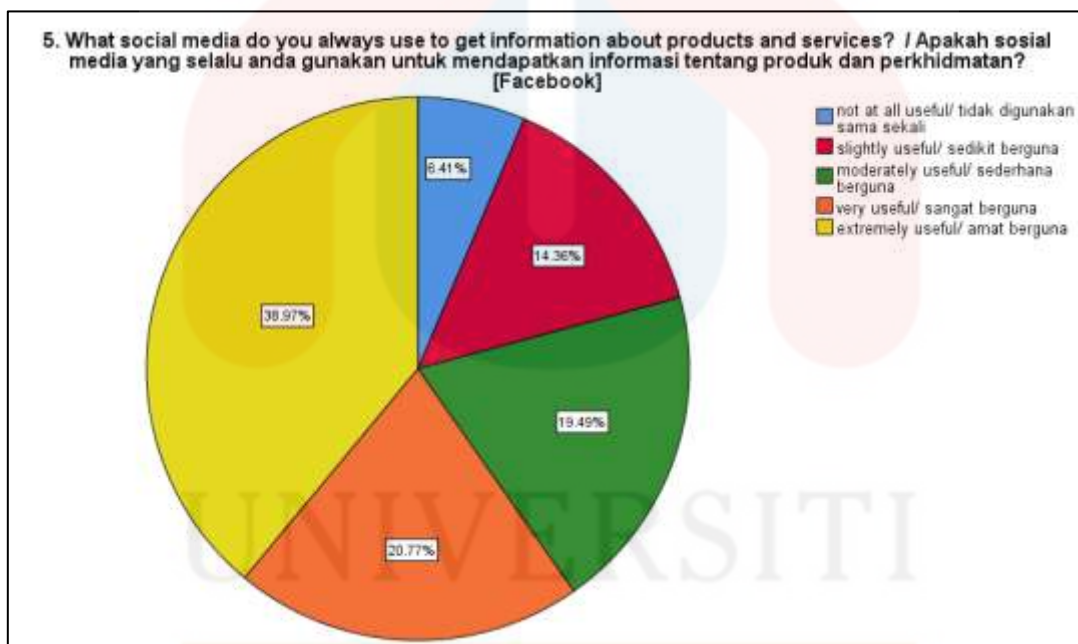
**Figure 4.4:** Employment status of respondents

Based on Table 4.5 and Figure 4.4, it has been stated that the highest number of respondents of employment status is from student which consists of 63.1 % (246 respondents). This statistic is followed by the employment status of governmental sector which consist of 13.3% (52 respondents), then followed by private sector which consist of 11.5 % (45 respondents). Next, followed by the self-employed which consist of 7.4% (29 respondents). From this study, the least number of respondents are from the group of unemployed which consists of 4.6% (18 respondents) only.

### 4.3.5 The social media used to get information (Facebook)

**Table 4.6:** The social media used to get information (Facebook)

| What social media do you always use to get information about products and services?<br>(Facebook) |                   | Frequency | Percent (%) |
|---|-------------------|-----------|-------------|
| Valid   | not at all useful | 25        | 6.4         |
|   | slightly useful   | 56        | 14.4        |
|   | moderately useful | 76        | 19.5        |
|   | very useful       | 81        | 20.8        |
|   | extremely useful  | 152       | 39.0        |
|   | Total             | 390       | 100.0       |



**Figure 4.5:** The social media used to get information (Facebook)

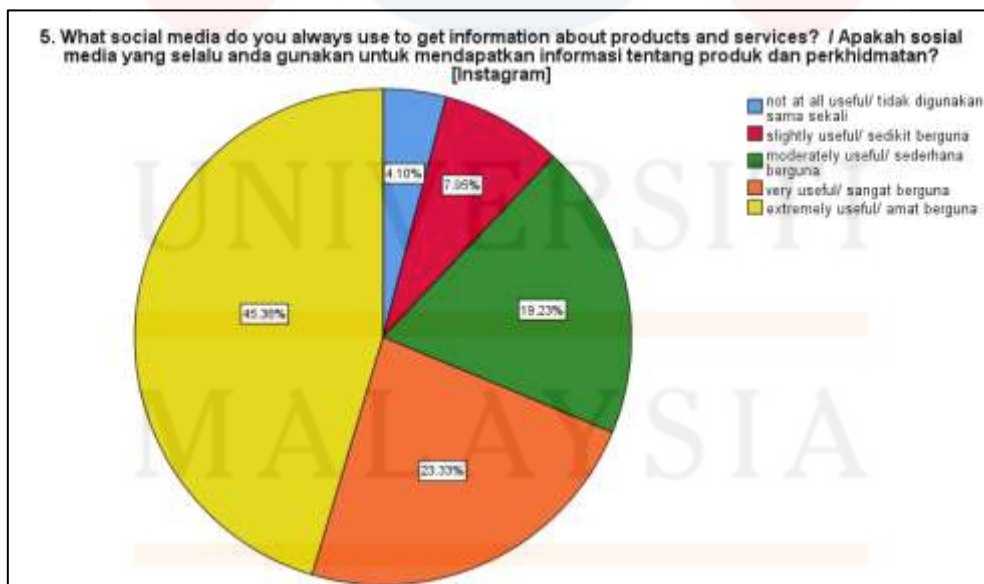
Table 4.6 and Figure 4.5 show the total number of respondents by the social media used to get information (Facebook). As we can see, 39.0% which is 152 respondents are extremely useful in using Facebook to get information about products and services, while 6.4% which is 25 respondents are not at all useful in using Facebook. This statistic of respondents is followed

by 14.4% which is 56 respondents are slightly useful in using Facebook. Next, there were 19.5% which is 76 respondents are moderately useful in using Facebook. There were 20.8% which is 81 respondents are very useful in using Facebook to get the information about product and services.

#### 4.3.6 The social media used to get information (Instagram)

**Table 4.7:** The social media used to get information (Instagram)

| What social media do you always use to get information about products and services?<br>(Instagram) |                   | Frequency | Percent (%) |
|--|-------------------|-----------|-------------|
| Valid  | not at all useful | 16        | 4.1         |
|  | slightly useful   | 31        | 7.9         |
|  | moderately useful | 75        | 19.2        |
|  | very useful       | 91        | 23.3        |
|  | extremely useful  | 177       | 45.4        |
|  | Total             | 390       | 100.0       |



**Figure 4.6:** The social media used to get information (Instagram)

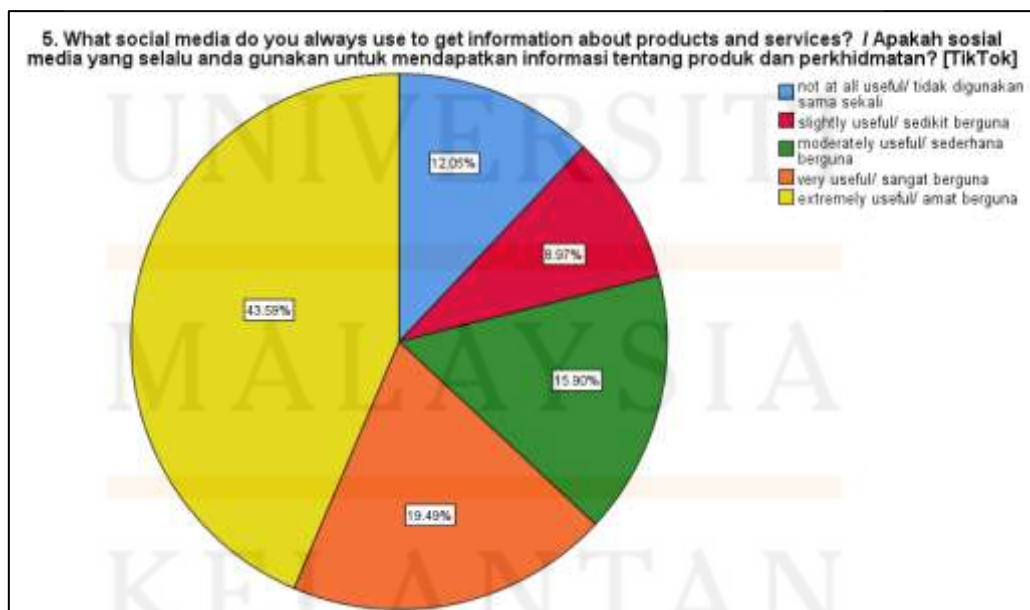
Table 4.7 and Figure 4.6 show the total number of respondents by the social media used to get information (Instagram). 45.4% of 177 respondents are extremely useful in using

Instagram to get information about products and services, while 4.1%, which is 16 respondents are not at all useful in using Instagram. This statistic of respondents is followed by 7.9% which is 31 respondents are slightly useful in using Instagram. Next, 19.2%, which is 75 respondents are moderately useful in using Instagram. 23.3% of 91 respondents are very useful in using Instagram to get information about products and services.

#### 4.3.7 The social media used to get information (TikTok)

**Table 4.8:** The social media used to get information (TikTok)

| What social media do you always use to get information about products and services?<br>(TikTok) |                   | Frequency | Percent (%) |
|---|-------------------|-----------|-------------|
| Valid   | not at all useful | 47        | 12.1        |
|   | slightly useful   | 35        | 9.0         |
|   | moderately useful | 62        | 15.9        |
|   | very useful       | 76        | 19.5        |
|   | extremely useful  | 170       | 43.6        |
|   | Total             | 390       | 100.0       |



**Figure 4.7:** The social media used to get information (TikTok)

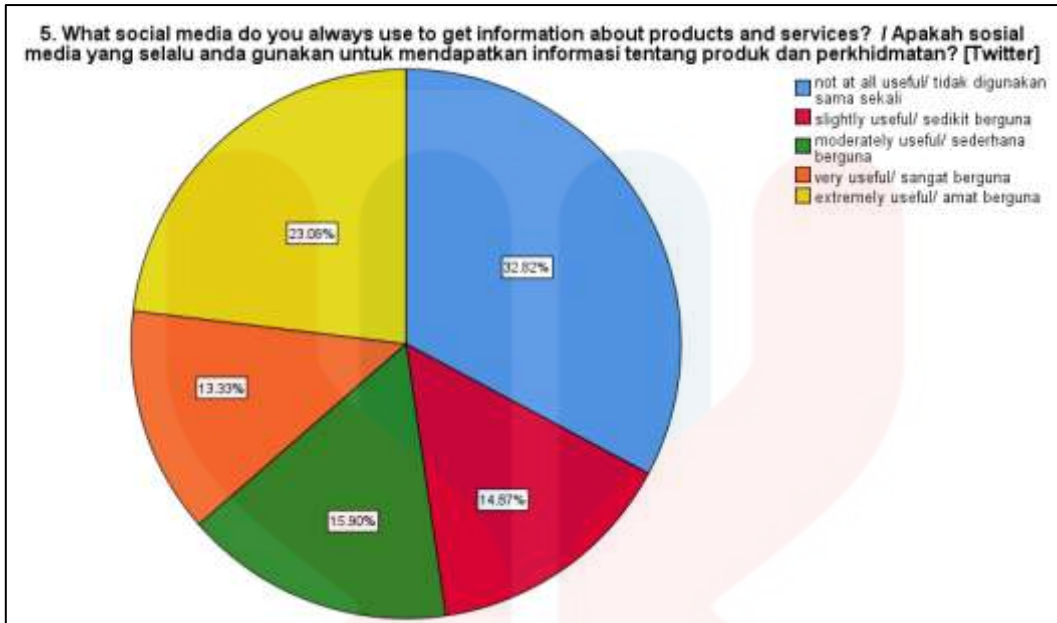
Table 4.8 and Figure 4.7 show the total number of respondents by the social media used to get information (TikTok). 43.6% of 170 respondents are extremely useful in using TikTok to get information about products and services, while 12.1%, which is 47 respondents are not at all useful in using TikTok. This statistic of respondents is followed by 9.0% which is 35 respondents are slightly useful in using TikTok. Next, 15.9% of which 62 respondents are moderately useful in using TikTok. There were 19.5% which is 76 respondents are very useful in using TikTok to get the information about product and services.

#### 4.3.8 The social media used to get information (Twitter)

**Table 4.9:** The social media used to get information (Twitter)

| What social media do you always use to get information about products and services?<br>(Twitter) |                   | Frequency | Percent (%) |
|--|-------------------|-----------|-------------|
| Valid  | not at all useful | 128       | 32.8        |
|  | slightly useful   | 58        | 14.9        |
|  | moderately useful | 62        | 15.9        |
|  | very useful       | 52        | 13.3        |
|  | extremely useful  | 90        | 23.1        |
|  | Total             | 390       | 100.0       |





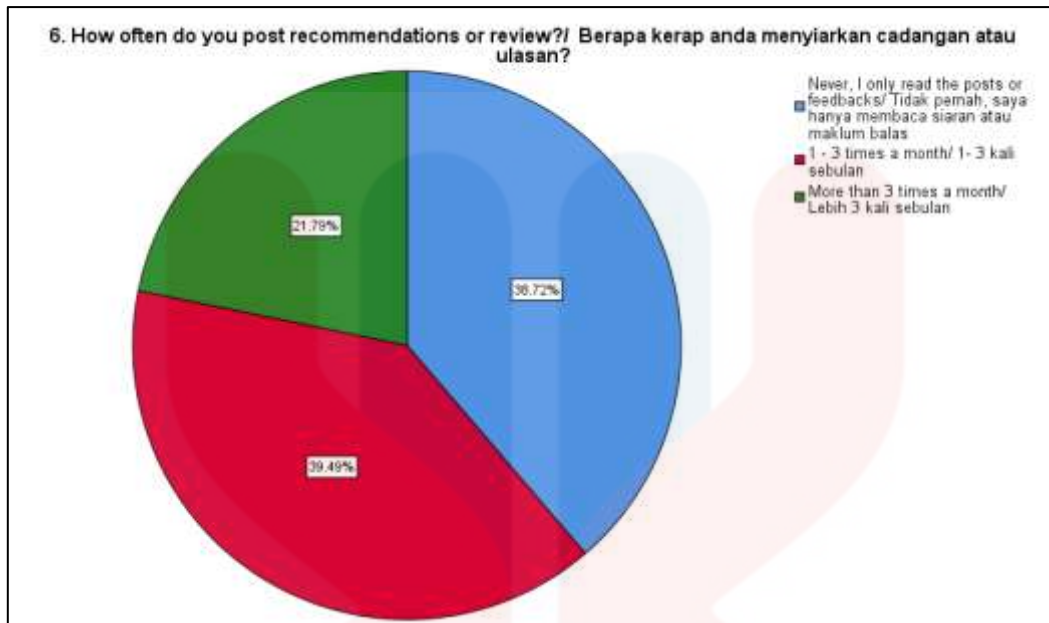
**Figure 4.8:** The social media used to get information (Twitter)

Table 4.9 and Figure 4.8 show the total number of respondents by the social media used to get information (Twitter). There were 23.1% which is 90 respondents are extremely useful in using Twitter to get information about products and services, while 32.8% which is 128 respondents are not at all useful in using Twitter. This statistic of respondents is followed by 14.9% which is 58 respondents are slightly useful in using Twitter. Next, there were 15.9% which is 62 respondents are moderately useful in using Twitter. There were 13.3% which is 52 respondents are very useful in using Twitter to get the information about product and services.

#### 4.3.9 Frequency of post recommendations or review

**Table 4.10:** Frequency of post recommendations or review by respondents

| How often do you post recommendations or review? |   | Frequency | Percent (%) |
|--|---|-----------|-------------|
| Valid  | Never, I only read the posts or feedbacks | 151       | 38.7        |
|  | 1 - 3 times a month                       | 154       | 39.5        |
|  | More than 3 times a month                 | 85        | 21.8        |
|  | Total                                     | 390       | 100.0       |



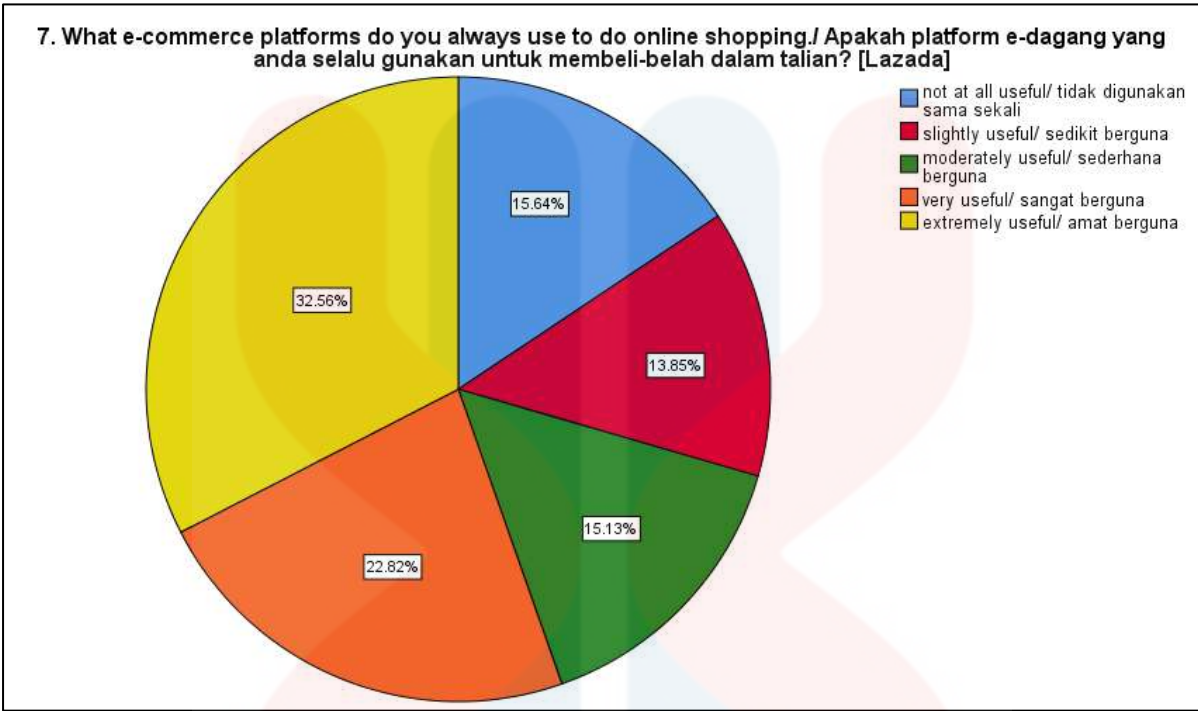
**Figure 4.9:** Frequency of post recommendations or review by respondents

Table 4.10 and Figure 4.9 show the total of respondents by frequency of post recommendations or review. We can see that 38.7% of respondents only read the posts or feedback, followed by 39.5%, which is 154 respondents who post recommendations or reviews 1 - 3 times a month. A total of 85 respondents posts recommendations or reviews more than three times a month, which is 21.8%.

#### 4.3.10 E-commerce platforms used to do online shopping (Lazada)

**Table 4.11:** E-commerce platforms used to do online shopping (Lazada)

| What e-commerce platforms do you always use to do online shopping. [Lazada] |                   | Frequency | Percent (%) |
|---|-------------------|-----------|-------------|
| Valid   | not at all useful | 61        | 15.6        |
|   | slightly useful   | 54        | 13.8        |
|   | moderately useful | 59        | 15.1        |
|   | very useful       | 89        | 22.8        |
|   | extremely useful  | 127       | 32.6        |
|   | Total             | 390       | 100.0       |



**Figure 4.10:** E-commerce platforms used to do online shopping (Lazada)

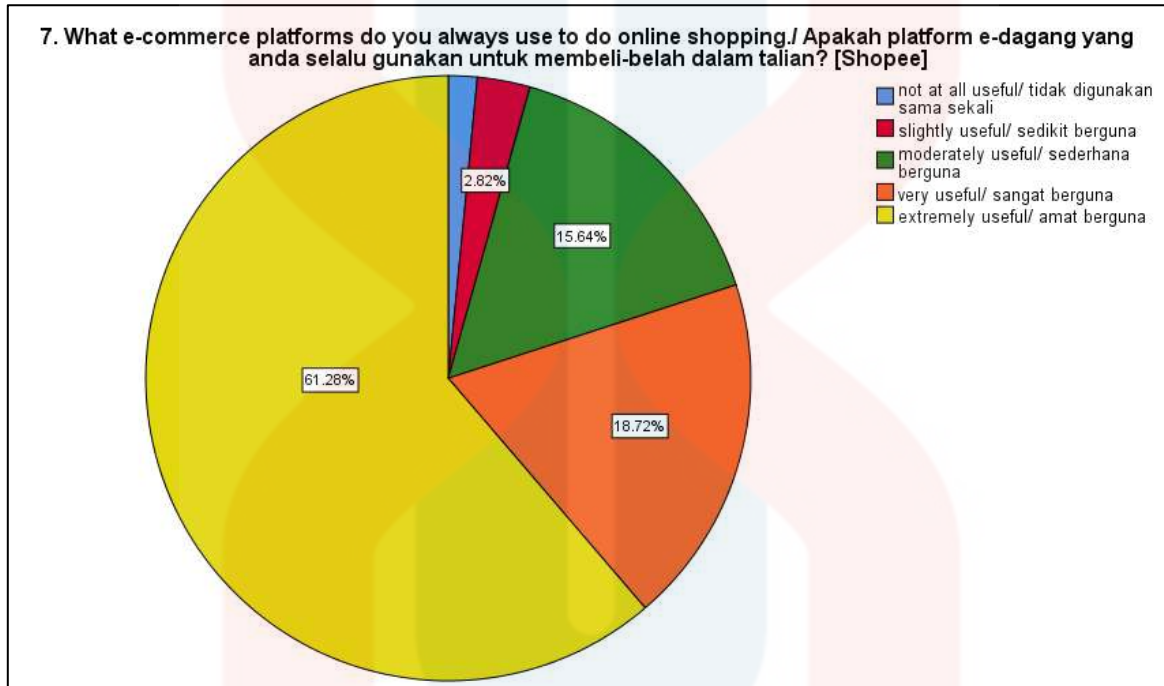
Table 4.11 and Figure 4.10 show the total number of respondents by the e-commerce platforms in Lazada to do online shopping. 32.6% of 127 respondents are extremely useful in using Lazada to do online shopping, while 15.6%, which is 61 respondents are not at all useful in using platform at Lazada. This statistic of respondents is followed by 13.8% which is 54 respondents are slightly useful in using platform at Lazada. Next, there were 15.1% of which is 59 respondents are moderately useful in using platform at Lazada. 22.8%, which is 89 respondents are very useful in using platform at Lazada to do online shopping.

**4.3.11 E-commerce platforms used to do online shopping (Shopee)**

**Table 4.12:** E-commerce platforms used to do online shopping (Shopee)

| What e-commerce platforms do you always use to do online shopping? [Shopee] |                   | Frequency | Percent (%) |
|---|-------------------|-----------|-------------|
| Valid   | not at all useful | 6         | 1.5         |
|   | slightly useful   | 11        | 2.8         |

|                   |     |       |
|-------------------|-----|-------|
| moderately useful | 61  | 15.6  |
| very useful       | 73  | 18.7  |
| extremely useful  | 239 | 61.3  |
| Total             | 390 | 100.0 |



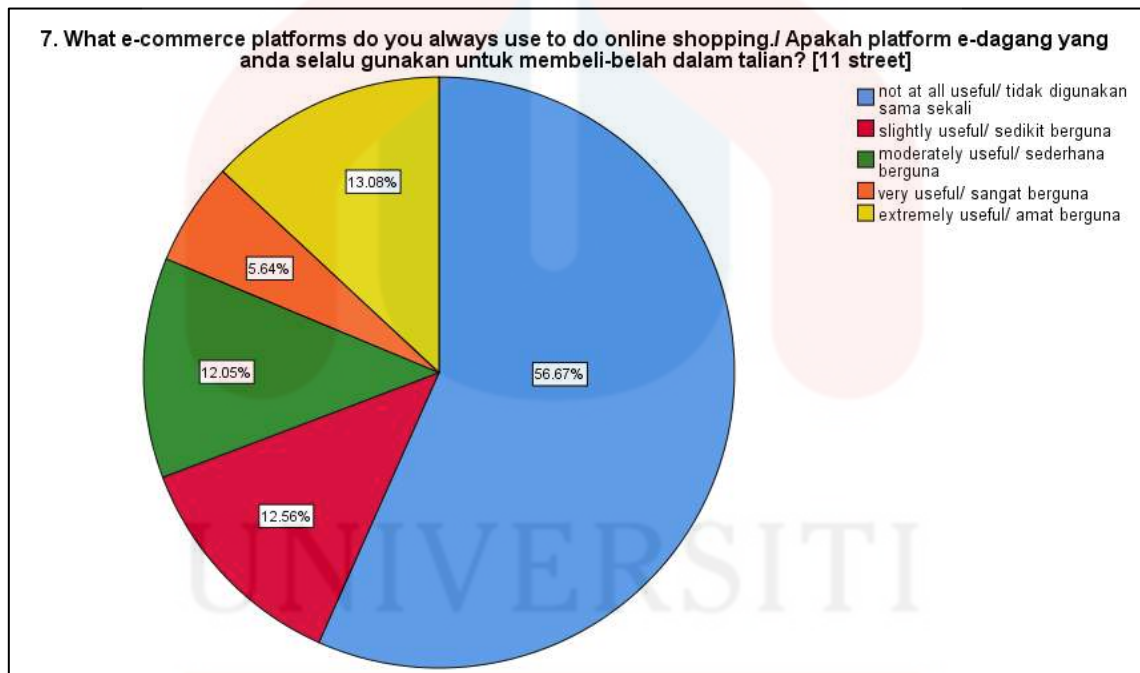
**Figure 4.11:** E-commerce platforms used to do online shopping (Shopee)

Table 4.12 and Figure 4.11 show the total number of respondents by the e-commerce platforms in Shopee to do online shopping. 61.3% of 239 respondents are extremely useful in using Shopee to do online shopping, while 1.5%, which is 6 respondents are not at all useful in using platform at Shopee. This statistic of respondents is followed by 2.8% which is 11 respondents are slightly useful in using platform at Shopee. Next, there were 15.6% which is 61 respondents are moderately useful in using platform at Shopee. 18.7%, which is 73 respondents are very useful in using platform at Shopee to do online shopping.

#### 4.3.12 E-commerce platforms used to do online shopping (11 street)

**Table 4.13:** E-commerce platforms used to do online shopping (11 street)

| What e-commerce platforms do you always use to do online shopping? [11 street] |                   | Frequency | Percent (%) |
|--|-------------------|-----------|-------------|
| Valid  | not at all useful | 221       | 56.7        |
|  | slightly useful   | 49        | 12.6        |
|  | moderately useful | 47        | 12.1        |
|  | very useful       | 22        | 5.6         |
|  | extremely useful  | 51        | 13.1        |
|  | Total             | 390       | 100.0       |



**Figure 4.12:** E-commerce platforms used to do online shopping (11 street)

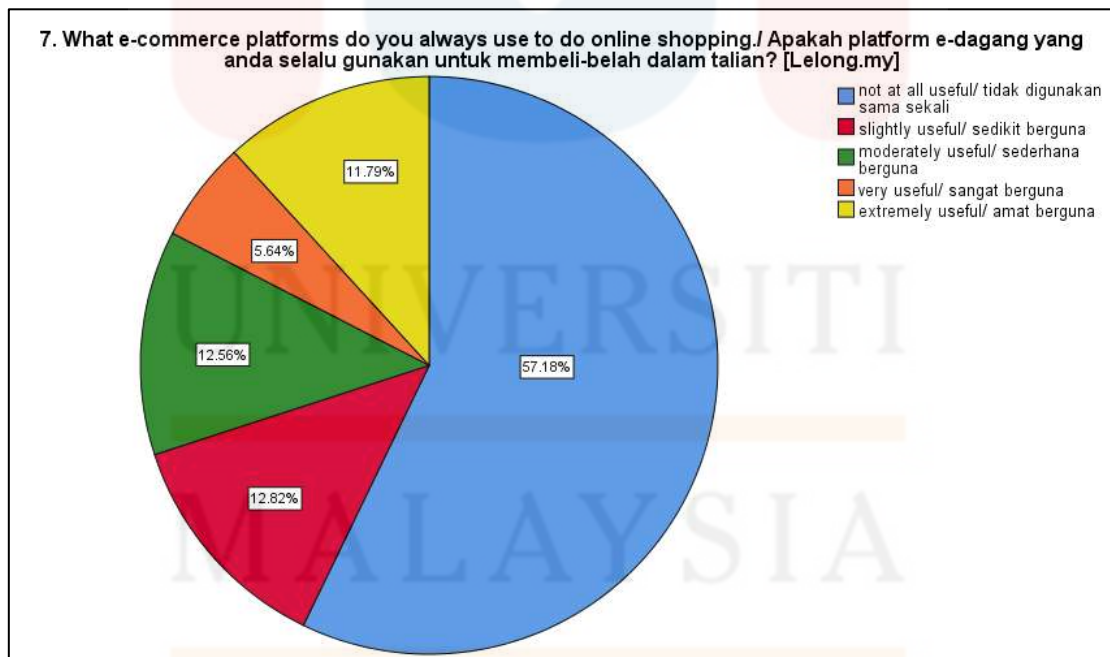
Table 4.13 and Figure 4.12 show the total number of respondents by the E-commerce platforms in 11 street to do online shopping. There were 13.1% which is 51 respondents are extremely useful in using 11 street to do online shopping, while 56.7% which is 221 respondents are not at all useful in using platform at 11 street. This statistic of respondents is followed by 12.6% which is 49 respondents are slightly useful in using platform at 11 street.

Next, there were 12.1% of which 47 respondents are moderately useful in using platform at 11 street. 5.6% of which are 22 respondents are very useful in using platform at 11 street to do online shopping.

#### 4.3.13 E-commerce platforms used to do online shopping (Lelong.my)

**Table 4.14:** E-commerce platforms used to do online shopping (Lelong.my)

| What e-commerce platforms do you always use to do online shopping? [Lelong.my] |                   | Frequency | Percent (%) |
|--|-------------------|-----------|-------------|
| Valid  | not at all useful | 223       | 57.2        |
|  | slightly useful   | 50        | 12.8        |
|  | moderately useful | 49        | 12.6        |
|  | very useful       | 22        | 5.6         |
|  | extremely useful  | 46        | 11.8        |
|  | Total             | 390       | 100.0       |



**Figure 4.13:** E-commerce platforms used to do online shopping (Lelong.my)

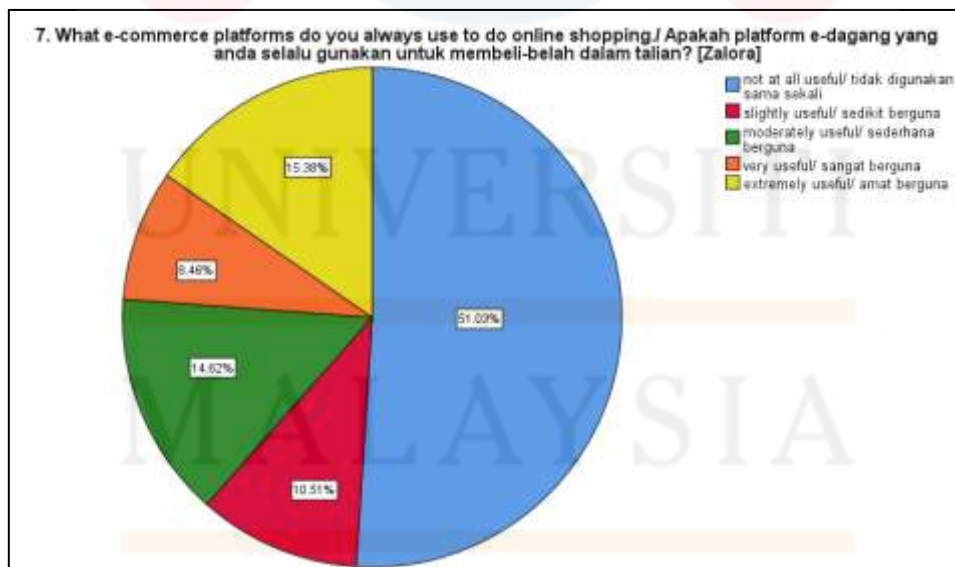
Table 4.14 and Figure 4.13 show the total number of respondents by the E-commerce platforms in Lelong.my to do online shopping. 11.8% of 46 respondents are extremely useful

in using Lelong.my to do online shopping, while 57.2%, which is 223 respondents are not at all useful in using platform at Lelong.my. This statistic of respondents is followed by 12.8%, which is 50 respondents are slightly useful in using platform at Lelong.my. Next, there were 12.6% which is 49 respondents are moderately useful in using platform at Lelong.my. 5.6% of which is 22 respondents are very useful in using platform at Lelong.my to do online shopping.

#### 4.3.14 E-commerce platforms used to do online shopping (Zalora)

**Table 4.15:** E-commerce platforms used to do online shopping (Zalora)

| What e-commerce platforms do you always use to do online shopping? |                   | Frequency | Percent (%) |
|--|-------------------|-----------|-------------|
| Valid  | not at all useful | 199       | 51.0        |
|  | slightly useful   | 41        | 10.5        |
|  | moderately useful | 57        | 14.6        |
|  | very useful       | 33        | 8.5         |
|  | extremely useful  | 60        | 15.4        |
|  | Total             | 390       | 100.0       |



**Figure 4.14:** E-commerce platforms used to do online shopping (Zalora)

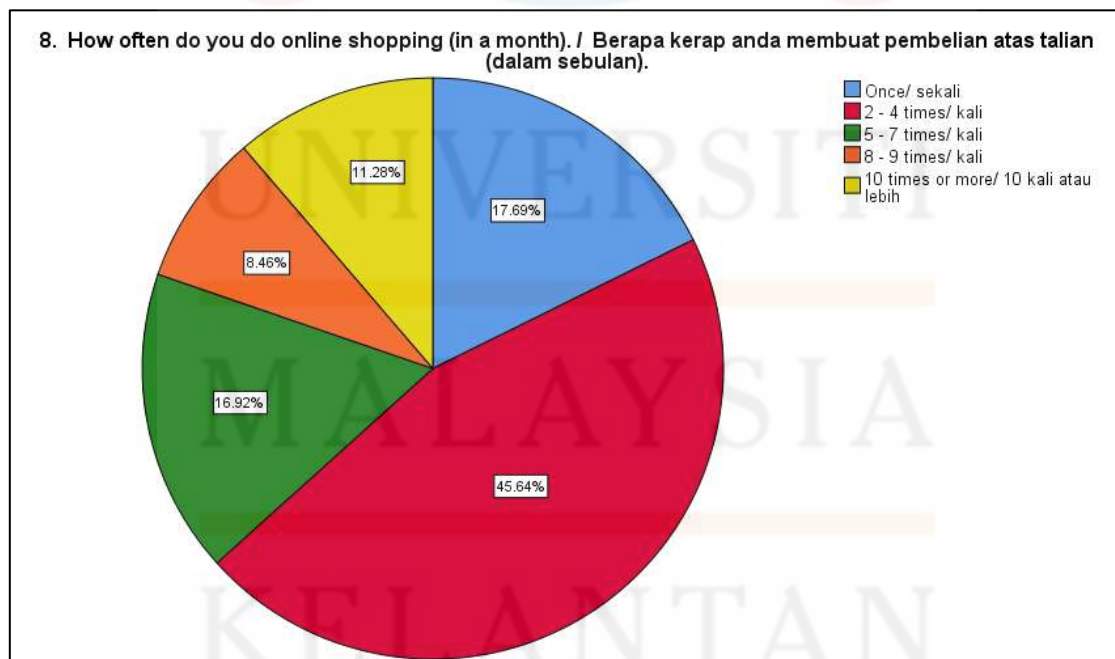
Table 4.15 and Figure 4.14 show the total number of respondents by the E-commerce platforms in Zalora to do online shopping. There were 15.4% which is 60 respondents are

extremely useful in using Zalora to do online shopping, while 51.0% which is 199 respondents are not at all useful in using platform at Zalora. This statistic of respondents is followed by 10.5% which is 41 respondents are slightly useful in using platform at Zalora. Next, 14.6%, which is 57 respondents are moderately useful in using platform at Zalora. There were 8.5% which is 33 respondents are very useful in using platform at Zalora to do online shopping.

#### 4.3.15 Frequency of doing online shopping.

**Table 4.16:** Frequency of do online shopping by respondents (in a month)

| How often do you do online shopping (in a month). |                  | Frequency | Percent (%) |
|---|------------------|-----------|-------------|
| Valid   | Once             | 69        | 17.7        |
|   | 2 - 4 times      | 178       | 45.6        |
|   | 5 - 7 times      | 66        | 16.9        |
|   | 8 - 9 times      | 33        | 8.5         |
|   | 10 times or more | 44        | 11.3        |
|   | Total            | 390       | 100.0       |



**Figure 4.15:** Frequency of do online shopping by respondents (in a month)



Table 4.16 and Figure 4.15 show the total of respondents by frequency of do online in a month. We can see that the total number of 69 respondents who only once to do online shopping in a month, which is 17.7%, followed by 45.6%, which is 178 respondents who to do online shopping 2 - 4 times in a month. A total number of 66 respondents do online shopping 5 – 7 times in a month, which is 16.9%. Next, the total number of 33 respondents to do online shopping 8 – 9 times in a month, which is 8.5%. The total number of 44 respondents who do online shopping more than 10 times or more in a month, which is 11.3%.

#### 4.4 Validity and Reliability Test

The validity refers to the accuracy of a measure while reliability was related to the consistency of a measure to the standardization of the studies or trials. Reliability can be considered into two types, which are inner and external. The general correlation element and alpha index were evaluated to determine the trial’s inner validity and efficiency. To check validity and reliability of the whole result of the study once again Cronbach’s Alpha has been used to do the measuring. Table 4.23 shows the value of Cronbach’s alpha coefficient for each variable was measured by using SPSS validity and reliability analysis:

**Table 4.17: Actual reliability test of 390 respondents**

| Variable                                  | Cronbach’s Alpha Result | Items | Result |
|---|-------------------------|-------|--------|
| Trust                                     | 0.880                   | 4     | Good   |
| Attitude                                  | 0.891                   | 4     | Good   |
| Perceived Relevancy                       | 0.831                   | 4     | Good   |
| Information Quantity                      | 0.871                   | 4     | Good   |
| Purchase Intention during Online Shopping | 0.860                   | 4     | Good   |

There are four independent variables which include trust, attitude, perceived relevancy, and information quantity. Based on the SPSS result, each of the independent variables has been achieved by Cronbach's alpha coefficient value of 0.880, 0.891, 0.831, 0.871 and 0.860 respectively. Purchase intention during online shopping as a dependent variable, which has the Cronbach's alpha coefficient value of 0.860 shows excellent internal consistency in this study. The result showed that the actual questionnaire for 390 respondents is reliable and accepted in this study.

#### 4.5 Descriptive analysis

Descriptive statistics are used in this study to disclose the ordinary pattern of response, summarize and describe the characteristics of the respondents. In this section, the frequency for respondents' demographic and some questions regarding the trust, attitude, perceived relevancy, and information quantity, and the mean and standard deviation for independent and dependent study will be deeply discussed.

In this section, descriptive statics were tested about 20 items based on their variable with the mean and standard deviation. Typically, the mean score is used to record respondents' opinions on the variable of trust, attitude, perceived relevancy, and information quantity while the dependent variable of study (purchase intention during online shopping). Table 4.17 shows the summary of descriptive statistics:

**Table 4.18: Summary of descriptive statistics**

|                            | Mean   | Std. Deviation |
|----------------------------|--------|----------------|
| Trust (IV1)                | 3.9333 | .79868         |
| Attitude (IV2)             | 4.2795 | .69963         |
| Perceived Relevancy (IV3)  | 4.1891 | .69448         |
| Information Quantity (IV4) | 4.2301 | .70238         |
| Purchase Intention (DV)    | 4.1346 | .73724         |

In addition, the standard deviation is to determine the spread of measurement from average. A low standard deviation indicated that most of the measurements are close average. Besides that, a high standard deviation score shows the data collection is further away from the mean of the study. Next, the following part shows the mean and standard deviation of the study’s independent variable and dependent variable. The average mean for the independent variable is nearly 4.16. This shows that respondents were concerned about trust, attitude, perceived relevancy, and information quantity.

#### 4.5.1 Trust

**Table 4.19:** Mean and Standard Deviation of Trust (IV1)

|   | Mean | Std. Deviation |
|---|------|----------------|
| (T1) I think the community of reviewers on websites and social media is trustworthy.                              | 3.93 | .942           |
| (T2) I think the reviews posted by the community of reviewers on websites and social media are accurate.          | 3.82 | .928           |
| (T3) Before making a purchase, I am willing to depend on the community of reviewers on websites and social media. | 4.06 | .921           |
| (T4) Overall, I trust the community of reviewers on websites and social media.                                    | 3.93 | .904           |
| Valid N (listwise)  | 3.93 |                |

Table 4.18 illustrates the descriptive statistics for responses on the independent variable which is trust. Trust recorded the highest mean in T3, which is 4.06. This could be summaries that the respondents are strongly with the statement of “Before making a purchase, I am willing to depend on the community of reviewers on websites and social media.” Besides that, a lower mean of 3.82 is reported by T2. Since the mean score is in the range between 3.00-4.00, it could

be stated as the community agreed that the reviews posted by the community of reviewers on websites and social media are accurate.

Meanwhile, T1 and T4 records mean scores of 3.93. This shows that the respondent agreed with the community of reviewers on websites and social media is trustworthy and the community of reviewers on websites and social media. The average mean for trust is 3.94. Therefore, all the respondents agreed that trust is a point that influences their purchase intention during online shopping.

#### 4.5.2 Attitude

**Table 4.20:** Mean and standard deviation of Attitude (IV2)

|   | Mean | Std. Deviation |
|---|------|----------------|
| (A1) Reading customer reviews help me shape my attitude toward a product and service.             | 4.26 | .805           |
| (A2) Reading customer reviews helps me make decisions regarding a product and service.            | 4.26 | .804           |
| (A3) Reading customer review is useful for making an online purchasing decision.                  | 4.27 | .801           |
| (A4) It is crucial to read customer reviews before purchasing a high-quality product and service. | 4.32 | .815           |
| Valid N (listwise)  | 4.28 |                |

Table 4.19 illustrates the descriptive statistics for responses on the independent variable which is attitude. Attitude recorded the highest mean in A4 which is 4.32. This could be summaries that the respondents are strongly with the statement of “Crucial to read customer reviews before purchasing a high-quality product and service.” Meanwhile, A1 and A4 record the lowest mean score, which is 4.26. On the other hand, A2 records the second highest mean score of more than 4 which is 4.27. This shows that the respondent strongly agreed with

electronic word of mouth by reading customer reviews is useful for making an online purchasing decision. The average mean for attitude is 4.28 which is at the highest level. Due to the mean score of all statement is less than 4.0 and referring to the Likert scale of the study, it can show that the statement mentioned above was strongly agreed with by all respondents. This means that the community also depends on attitude.

#### 4.5.3 Perceived Relevancy

**Table 4.21:** Mean and standard deviation of Perceived Relevancy (IV3)

|   | Mean | Std. Deviation |
|---|------|----------------|
| (PR1) Some online reviews are related to me.                                  | 3.94 | .980           |
| (PR2) Some online reviews are important to me when making an online purchase. | 4.28 | .805           |
| (PR3) Some online reviews mean a lot for me to make an online purchase.       | 4.25 | .814           |
| (PR4) Some reviews are timely for use in my purchase decision-making process. | 4.28 | .798           |
| Valid N (listwise)  | 4.19 |                |

Table 4.20 shows the descriptive statistics for responses on the independent variable which is perceived relevancy. PR1 records the lowest mean score which is 3.94. It could state that some online reviews are related to me. PR2 and PR4 recorded the highest mean score which is 4.28. It could be noted where the respondents strongly agreed that some online reviews are important to me when making an online purchase and some reviews are timely for use in my purchase decision-making process. Besides that, PR3 records the second highest mean score which is 4.25. It could state the respondents were strongly agreed that some online reviews mean a lot for me to make an online purchase. The average mean for perceived

relevancy is 4.19 which is the third highest level. In a nutshell, it could conclude that perceived relevancy has influences the purchase intention during online shopping.

#### 4.5.4 Information Quantity

**Table 4.22:** Mean and standard deviation of Information Quantity (IV4)

|  | Mean | Std. Deviation |
|--|------|----------------|
| <b>(IQ1)</b> Number of reviews is large influences me to do online shopping.                                     | 4.28 | .811           |
| <b>(IQ2)</b> Product and service ranking helped me to select the best option.                                    | 4.20 | .857           |
| <b>(IQ3)</b> Product and service rating helped me to select the best option.                                     | 4.27 | .795           |
| <b>(IQ4)</b> Degree of agreement with higher number of “likes” provided me confidence to select the best option. | 4.17 | .845           |
| Valid N (listwise)   | 4.23 |                |

Other than that, for the information quantity variable (IV4), IQ1 records the highest mean score which is 4.28. It could state that the number of reviews is large influences me to do online shopping. IQ2 records the third highest mean score which is 4.20. It could be noted the respondents strongly agreed that product and service ranking helped me to select the best option. In addition, IQ3 records the second highest mean score which is 4.27. The average mean for information quantity is 4.23 which is in a second high level. Therefore, information quantity has affected the purchase intention.

#### 4.5.5 Purchase Intention

**Table 4.23:** Mean and standard deviation of Purchase Intention during Online Shopping (DV)

|   | Mean | Std. Deviation |
|---|------|----------------|
| <b>(PI 1)</b> Based on the informative reviews, it is very likely that I will do online shopping for products and services. | 4.27 | .867           |
| <b>(PI 2)</b> Based on the informative reviews, I intend to purchase online products and services in the near future.       | 4.13 | .849           |
| <b>(PI 3)</b> My intention to buy products or services via online shopping is based on e-WOM.                               | 4.01 | .961           |
| <b>(PI 4)</b> My intention to buy products or services via online shopping is based on content marketing.                   | 4.13 | .832           |
| Valid N (listwise)  | 4.14 |                |

For the dependent variable of the study “Purchase Intention during Online Shopping,” the respondent of Pengkalan Chepa was satisfied with the electronic word of mouth. It shows an average mean of 4.14 by 4 elements asked in the questionnaire in part of the dependent variable. Among these 4 items, PI1 records the highest mean score, which is 4.27 and PI3 records the lowest mean score which is 4.01. Meanwhile, PI2 and PI4 record a second and third rank of mean score of 4.13. In a nutshell, this research could summarize that the respondents were strongly agreed with all the statement that asked in the section of DV in which the purchase intention was satisfied with trust, attitude, perceived relevancy, and information quantity of online shopping.

#### 4.6 Normality Test

The researcher tested the hypothesis' normalization in this study using the normality testing methods. If a collection of data is distributed in a way that is consistent with a normal distribution, it has passed the normality test. Therefore, the research focused on Kolmogorov-Smirnov and Shapiro-Wilk, evaluating at the value of  $p = \text{significant}$ , where a value of  $p$  larger than 0.01 indicates that the hypothesis is not determined and a value of  $p$  less than 0.01 indicates that the hypothesis is being rejected. Table 4.24 shows the test of normality in this research:

**Table 4.24: Tests of normality**

| Tests of Normality                    |                                 |     |      |              |     |      |
|---------------------------------------|---------------------------------|-----|------|--------------|-----|------|
|                                       | Kolmogorov-Smirnov <sup>a</sup> |     |      | Shapiro-Wilk |     |      |
|                                       | Statistic                       | Df  | Sig. | Statistic    | df  | Sig. |
| Trust (IV1)                           | .113                            | 390 | .000 | .944         | 390 | .000 |
| Attitude (IV2)                        | .173                            | 390 | .000 | .854         | 390 | .000 |
| Perceived Relevancy (IV3)             | .136                            | 390 | .000 | .898         | 390 | .000 |
| Information Quantity (IV4)            | .159                            | 390 | .000 | .885         | 390 | .000 |
| Purchase Intention (DV)               | .143                            | 390 | .000 | .908         | 390 | .000 |
| a. Lilliefors Significance Correction |                                 |     |      |              |     |      |

Table 4.24, Kolmogorov-Smirnov and Shapiro-Wilk, significantly illustrates the  $p$ -value because of the researcher's normality test. The  $p$ -values for two hypotheses were shown on both the significant columns for Kolmogorov-Smirnov and Shapiro-Wilk, and this indicates that the hypotheses are accepted since the  $p$ -value hypothesis is  $p = 0.000$  more than 0.01. The



most that can be claimed if the null hypothesis is not rejected is that the data may originate from a regularly distributed population, even if it is feasible to get to the conclusion that a collection of data is not normally distributed by rejecting the null hypothesis. The hypothesis in this study is significant when using the normality technique of the test, according to the normalization test. As a result, researchers develop strategies to conduct hypothesis testing, employing the Spearman test method.

#### 4.7 Hypothesis Testing

##### 4.7.1 Spearman Correlation Analysis

In this study, correlation strategy was applied to describe the correlation between the independent variables and the dependent variable. The variables that determined trust, attitude, perceived relevance, and information quantity were considered independent variables. The purchase intention was the dependent variable. Table 4.25 shows the table result of Spearman correlation analysis:

**Table 4.25:** Result of Spearman correlation analysis

|                |                                   | <b>Purchase Intention (DV)</b> |        |
|----------------|-----------------------------------|--------------------------------|--------|
| Spearman's rho | <b>Trust (IV1)</b>                | Correlation Coefficient        | .688** |
|                |                                   | Sig. (2-tailed)                | .000   |
|                |                                   | N                              | 390    |
|                | <b>Attitude (IV2)</b>             | Correlation Coefficient        | .662** |
|                |                                   | Sig. (2-tailed)                | .000   |
|                |                                   | N                              | 390    |
|                | <b>Perceived Relevancy (IV3)</b>  | Correlation Coefficient        | .741** |
|                |                                   | Sig. (2-tailed)                | .000   |
|                |                                   | N                              | 390    |
|                | <b>Information Quantity (IV4)</b> | Correlation Coefficient        | .763** |
|                |                                   | Sig. (2-tailed)                | .000   |
|                |                                   | N                              | 390    |

**Table 4.26:** Summary Status of Hypothesis

| <b>Hypothesis</b>   | <b>Results</b> | <b>Spearman Correlation</b> | <b>Status</b> | <b>Conclusion</b>              |
|---|----------------|-----------------------------|---------------|--------------------------------|
| <b>H1</b> There is a positive significant between trust and purchase intention during online shopping.                | $p < 0.01$     | 0.688                       | Accepted      | Moderate positive relationship |
| <b>H2</b> There is a positive significant between attitude and purchase intention during online shopping.             | $p < 0.01$     | 0.662                       | Accepted      | Moderate positive relationship |
| <b>H3</b> There is a positive significant between perceived relevancy and purchase intention during online shopping.  | $p < 0.01$     | 0.741                       | Accepted      | Highly positive correlation    |
| <b>H4</b> There is a positive significant between information quantity and purchase intention during online shopping. | $p < 0.01$     | 0.763                       | Accepted      | Highly positive correlation    |

Table 4.26 shows the relationship between the impact of e-WOM that influence purchase intention during online shopping. The result of correlation coefficient is  $p < 0.05$ ,  $r = 0.688$ , indicating that there was a moderate positive correlation between trust and purchase intention during online shopping since  $p < 0.05$ . The correlation analysis supports there is a significant relationship between trust and purchase intention during online shopping. In conclusion, hypothesis 1 is accepted.

Next, there is a significant relationship between attitude and purchase intention during online shopping. The result of correlation coefficient shows ( $p < 0.05$ ,  $r = 0.662$ ), indicating that there was a moderate positive correlation the variables since  $p < 0.05$ . The correlation analysis supports that there is a significant relationship between attitude and purchase intention during online shopping. In conclusion, hypothesis 2 is accepted.

Furthermore, there is a strong correlation between perceived relevancy and purchase intention during online shopping. Since there was a highly positive correlation between perceived relevancy and purchase intention during online shopping, the correlation coefficient result showed ( $p < 0.05$ ,  $r = 0.741$ ). The correlation study confirms that there is a significant association between perceived relevancy and purchase intention during online shopping. So, hypothesis 3 is accepted.

Moreover, according to the relationship between information quantity and purchase intention during online shopping, there is a significant relation between both variables as the result shows ( $p < 0.05$ ,  $r = 0.763$ ). The result of correlation coefficient indicating a significant highly positive correlation between the variable since  $p < 0.05$ . There is a strong correlation between perceived relevancy and purchase intention during shopping online based on the correlation study. As a result, hypothesis 4 is accepted.

#### **4.7.2 Multiple Linear Regression**

Multiple linear regression is used to evaluate the correlation between two or more independent variables and one dependent variable. Multiple linear regression is applied in this study to discover the most significant element that impacts purchase intention during online shopping, including trust, attitude, perceived relevancy and information quantity. Table 4.27 shows the table result of simple linear regression versus multiple linear regression, and Table 4.28 show the table result of multiple linear regression:

**Table 4.27:** Simple Linear Regression versus Multiple Linear Regression

| Variables            | Simple Linear Regression |            |         | Multiple Linear Regression |            |        |         |
|----------------------|--------------------------|------------|---------|----------------------------|------------|--------|---------|
|                      | b <sup>a</sup>           | 95% CI     | p-value | adj.b <sup>b</sup>         | 95% CI     | t-stat | p-value |
| Trust                | 0.64                     | 0.57, 0.70 | < 0.001 | 0.22                       | 0.14, 0.30 | 5.53   | < 0.001 |
| Attitude             | 0.74                     | 0.66, 0.82 | < 0.001 | 0.11                       | 0.00, 0.23 | 1.97   | < 0.001 |
| Perceived Relevancy  | 0.80                     | 0.73, 0.87 | < 0.001 | 0.25                       | 0.12, 0.38 | 3.83   | < 0.001 |
| Information Quantity | 0.80                     | 0.73, 0.87 | < 0.001 | 0.34                       | 0.22, 0.46 | 5.67   | < 0.001 |

**Table 4.28:** Multiple linear regression

| Coefficients <sup>a</sup> |                            |                             |            |                           |       |      |
|---------------------------|----------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model                     |                            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                           |                            | B                           | Std. Error | Beta                      |       |      |
| 1                         | (Constant)                 | .313                        | .144       |                           | 2.181 | .030 |
|                           | Trust (IV1)                | .222                        | .040       | .240                      | 5.534 | .000 |
|                           | Attitude (IV2)             | .113                        | .057       | .107                      | 1.971 | .049 |
|                           | Perceived Relevancy (IV3)  | .248                        | .065       | .233                      | 3.832 | .000 |
|                           | Information Quantity (IV4) | .338                        | .060       | .322                      | 5.670 | .000 |

a. Dependent Variable: Purchase Intention (DV)

The results of the multiple regression analysis showed that, with a 95 percent confidence level of  $p < 0.05$ , the following examined variables were very significant. The independent variables were positively correlated with purchase intention, according to the beta

value (unstandardized coefficients) of trust ( $\beta= 0.222$ ), attitude ( $\beta= 0.113$ ), perceived relevancy ( $\beta= 0.248$ ), and information quality ( $\beta= 0.338$ ). The information quantity was revealed to be the biggest factor influencing purchase intention during online shopping.

#### **4.8 Conclusion**

As a conclusion, this chapter discussed the result of the analysis data by using the Statistical Package of Social Science (SPSS). Descriptive analysis, reliability analysis, and Pearson correlation analysis were the methods of measurement. Based on the data analysis and statistical testing, the complete measuring instrument used by the survey questionnaire in this research was correct throughout the overall analysis section of this chapter. Focusing on the study's analysis to determine the frequency and percentage of respondents' backgrounds, the outcomes of the descriptive analysis data, and conclusion served as an illustration for this section.

Besides that, the researcher also used the SPSS software to measure the accuracy data of Cronbach's alpha coefficient. The result value of the correlation coefficient gained from the data set of Pearson correlation is to define the relationship between each of independent and dependent variables according to the non-normal result illustrated in the normality test. Based on those analysis, an in-depth discussion will be presented further discussion in Chapter 5.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 Introduction

Key findings are summarized in this chapter. The association between factors influencing purchase intention among application internet users and social media users in the region of Pengkalan Chepa, Kelantan, Malaysia, is the major topic of this study. This chapter includes implications and recommendations for further investigation and conclusions.

#### 5.2 Key Findings

This study has successfully determined the impact of electronic word-of-mouth (E-WOM) on purchase intentions during online shopping in exploring e-marketing in Pengkalan Chepa, Kelantan, Malaysia. There were four impacts identified in this study, some of its moderate influences by respondents in terms of their trust and next of its attitude. Meanwhile, there are strong correlation influences by respondents in terms of its perceived relevancy and information quantity.

The overall result analysis carried out from SPSS software reflects that most of the respondents strongly agreed and agreed with the trust, attitude, perceived relevancy and information quantity. For Trust, the mean of this variable is a score of 3.94, while the attitude variable means score is 4.28. Hence, the attitude variable at a high level compared with other variables. The mean of the perceived relevancy variable is 4.19, while the information quantity variable means the score is 4.23. The information quantity is in a second high level. This result refers to some participants who have answered from google form about being concerned about many reviews influencing participants to do online shopping.

Table 5.1 exhibits the summary of the results regarding objectives that are to find the relationship with trust, attitude, perceived relevancy, and information quantity:

**Table 5.1:** Summary of Hypotheses Testing Result

| <b>Research Objectives</b>   | <b>Hypothesis</b>   | <b>Results</b>          | <b>Spearman Correlation</b> | <b>Decision</b> |
|--|---|-------------------------|-----------------------------|-----------------|
| <b>RO1</b> To determine the relationship between trust towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.                 | <b>H1</b> There is a positive relationship between trust towards e-WOM and purchase intention during online shopping.               | p = 0.000<br>(p < 0.01) | r = 0.688                   | Accepted        |
| <b>RO2:</b> To identify the relationship between attitude towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.              | <b>H2</b> There is a positive relationship between attitude towards e-WOM and purchase intention during online shopping.            | p = 0.000<br>(p < 0.01) | r = 0.662                   | Accepted        |
| <b>RO3</b> To investigate the relationship between perceived relevancy towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping. | <b>H3</b> There is a positive relationship between perceived relevancy towards e-WOM and purchase intention during online shopping. | p = 0.000<br>(p < 0.01) | r = 0.741                   | Accepted        |

|   |   |                         |   |          |
|---|---|-------------------------|---|----------|
| <b>RO4</b> To study the relationship between information quantity towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping.   | <b>H4</b> There is a positive relationship between information quantity towards e-WOM and purchase intention during online shopping.  | p = 0.000<br>(p < 0.01) | r = 0.763   | Accepted |
| <b>RO 5</b> To find out the associated factors (trust, attitude, perceived relevancy, and information quantity) towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping. | <b>H5</b> There is a positive relationship between trust, attitude, perceived relevancy, and information quantity towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping. | p = 0.000<br>(p < 0.01) | The most associated factors (information quantity: r = 0.763) | Accepted |

### 5.3 Discussions

#### 5.3.1 Hypothesis 1

**The positive relationship between trust and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa.**

From the table of 5.1, there was a moderate positive relationship between trust and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa. From the results of the correlation coefficient, the value is  $r = 0.688$ ,  $p < 0.05$ . Therefore, an alternative hypothesis (H1) is accepted.



Based on the first research question, the study can conclude that there is a positive relationship between trust and purchase intention during online shopping. This is supported by Ardyan & Sudyasjayanti (2020), customer trust toward purchase intention during online shopping is defined in this study as the consumers' expectations and beliefs about e-WOM. This impact can be noticed in purchase intention during online shopping when customers read the suggestions offered by e-WOM community members about a local product (González-Rodríguez et al., 2022).

### **5.3.2 Hypothesis 2**

**The positive relationship between attitude and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa.**

From the table of 5.1, there was a moderate positive relationship between attitude and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa. From the results of the correlation coefficient, the value is  $r = 0.662$ ,  $p < 0.05$ . Therefore, an alternative hypothesis (H2) is accepted.

Based on the second research question, the study can conclude that there is a positive relationship between attitude and purchase intention during online shopping. According to Ismagilova et al. (2020), e-WOM communications may significantly affect how people feel about a product or service, which can then affect their purchase intention. A person's attitude determines whether they have a good or negative opinion of a certain technology and foretells whether they will use it (Zarei et al., 2019).

### 5.3.3 Hypothesis 3

**The positive relationship between perceived relevancy and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa.**

From table 5.1, there was a highly positive relationship between perceived relevancy and purchase intention during online shopping among application internet users of Pengkalan Chepa. From the results of the correlation coefficient, the value is  $r = 0.741$ ,  $p < 0.05$ . Therefore, an alternative hypothesis (H3) is accepted.

Based on the third research question, the study can conclude that there is a positive relationship between perceived relevancy and purchase intention during online shopping. According to Lee and Hong (2019), each consumer has different demands, perceived relevance is likely to change depending on those needs. However, it is crucial that the evaluations on the review site meet the fundamental requirements of the target user segment which is potential customers of a comparable good or service. They discovered that information relevance is positively correlated with information adoption in their empirical investigation of how people use information (Kuo and Nakhata, 2019).

### 5.3.4 Hypothesis 4

**The positive relationship between information quantity and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa.**

Table 5.1 shows a highly positive relationship between information quantity and purchase intention during online shopping among social media and internet application users

of Pengkalan Chepa. From the results of the correlation coefficient, the value is  $r = 0.763$ ,  $p < 0.05$ . Therefore, an alternative hypothesis (H4) is accepted.

Based on the fourth research question, the study can conclude that there is a positive relationship between information quantity and purchase intention during online shopping. This is supported by Song et al (2021), the impact of e-WOM quantity on the probability of making an online purchase is moderated by perceived utility. The more reviews put online at social travel forums, the more information will be available to help prospective customers decide what to buy, and the more valuable the website will be to them. Compared to older individuals, people nowadays are more swayed by higher average customer ratings while making online purchase decisions.

### 5.3.5 Hypothesis 5

**The positive relationship between information quantity and purchase intention during online shopping among social media and internet application users of Pengkalan Chepa.**

The last objective is to find out the associated factors (trust, attitude, perceived relevancy, and information quantity) towards electronic word-of-mouth (e-WOM) on purchase intentions during online shopping among social media and internet applications users in Pengkalan Chepa, Kelantan, Malaysia. The most associated factor that influence impact of electronic word-of-mouth (e-WOM) on purchase intention during online shopping is information quantity. Table 5.1 shows the results of hypothesis testing conclusions.

## 5.4 Implication of The Study

It is evident from the study and discussion in the previous chapter that trust has an impact on purchase intention when shopping online. According to Ruiz-Alba et al. (2021),

anonymous online user ratings are what define the concept of trust in electronic word-of-mouth (e-WOM). It is important to note that trust is an important element seen from the customer's perspective. According to the research, most respondents are more inclined to trust information reviews posted on Instagram. This is due to the high usage of Instagram by 45.4% of the respondents. After all, people place a higher value on informative content's quality. Because so many influential people use Instagram, it can also attract information-seeking people.

Attitude has a significant impact on behavior and how someone responds in different contexts because of experience or knowledge. Attitudes are changeable even though they are essentially permanent (Cherry, 2022). Next, most earlier studies on attitudes have concentrated on attitude, or how online shoppers respond to their surroundings. The experience felt and delivered by other customers illustrates the good quality of a product and service. Most respondents provided quality information, and it became clear that the average respondent placed a premium on quality while making purchases online. Some respondents claimed they do not hesitate to shop online for items under RM50 but that they must personally purchase items over RM50 after learning about them from e-WOM. They do so because they value quality in products that cost more money. Through this study, we can see how people use electronic word of mouth (e-WOM) before starting online purchase in their life.

Perceived relevance contains information that varies based on a person's dependency because each person's demands differ (Lee & Hong, 2019). Not all significant helpful reviews are reflected in the aggregate impression given by other users. Some respondents believe that when making purchases online, they only need to pay attention to some user reviews. In this regard, knowing what customers want is crucial when trying to promote a good or a service. Therefore, marketers should be aware of the crucial information that should be provided to customers when doing effective e-WOM.

The quantity of electronic word-of-mouth (e-WOM) has an impact on consumers' intentions to repurchase online because widely shared reviews can be helpful in guiding the final purchase decision. Visibility and higher online booking are affected by the higher star rating given (Song et al., 2019). Since information quantity plays an important role in influencing online purchase intention, this means that this aspect of electronic word of mouth (e-WOM) is very helpful for local people to decide before buying something online. They also find it easy to read the feedback or review found on social media these days. The feedback also helps them to make purchases of quality items that suit their tastes.

Four hypotheses were found to support positive relationships between information quantity and purchase intention during online shopping. The results are in accordance with studies that show the information quantity is a good predictor of online purchase intention and has a significant impact on it. According to this study, customers are more likely to react to evaluations that are insightful and receive lots of "likes," "ratings," and feedback. Customers are more attracted to informed and widely distributed e-WOM.

Therefore, this study shows that this aspect of electronic word of mouth (e-WOM) is very useful for all application internet users and businesses. Thus, this study is also useful for academics where the current study could serve as a reference and guide for the future researchers who would like to study a similar topic.

### **5.5 Limitations of the Study**

This research project has been carried out successfully. However, there are still some limitations that we need to overcome during our research project. The limitation indirectly has a little impact on us to complete the project because it will give some interference to get results at the end of our research project.

Among the limitations that exist during the study is the breadth of the research scope and time. The scope of this research is only focused on one district, Pengkalan Chepa. Although the target number of respondents was successfully reached, it required some time to make sure that the necessary number of respondents was correct and sufficient.

The sincerity of the respondents is also one of the limitations of the study that needs to be faced. The response from the residents of Pengkalan Chepa may also be influenced by external factors such as wanting to complete the survey form as soon as possible. This is relevant because some survey participants will respond quickly and incorrectly without carefully reading the survey questions. Respondents will also find it difficult to understand the intent of the questions asked. Indirectly, this can make the data we obtain less accurate and irrelevant.

Finally, we also need to be aware of the limitations of this study because this may also have some impact on our research project. Despite all the limitations of the study mentioned above, this study has expanded the body of knowledge in entrepreneurship and technology.

### **5.6 Recommendations / Suggestion for Future Research**

Every research study has limitations and challenges that must be overcome before it can be completed. There are various recommendations for upcoming researchers. This study recommends that electronic word of mouth (e-WOM) is the most crucial element in online shopping, especially e-marketing. Therefore, e-WOM must be utilized properly in e-marketing. This is to ensure the e-WOM secure a good flow of the e-marketing in Pengkalan Chepa, Kelantan, Malaysia. In addition, future researchers should use experiments to manipulate the extent of each independent variable or come up with another factor that can collect more

feedback from the respondents and help the study's objectives be achieved to fully understand about the impact of e-WOM on purchase intention during online shopping.

One of the suggestions for future research is this research could be conducted in traditional shopping to ensure researcher can know the difference between the results for e-WOM on purchase intention during online shopping vs traditional shopping in that area. Before or during their buying, many consumers find it important to discover what other customers have to say about a certain product or service. They do this with their friends and family in conventional WOM and they may get the opinions that they want by interacting with consumers in online WOM, who they do not know but with whom they have comparable interests. Nowadays, every online retailer offers customers the chance to voice (comment or review) based on their thoughts on a particular item or service. Many people are affected by these comments and evaluations while deciding whether to make a purchase and develop a favorable or unfavorable impression of the goods.

Other than that, in future, the researcher can broaden his or her research among the vendors on the campus itself. This type of research will also help the researcher to obtain the results in a simple way because the samples and respondents are near to them. Future research may also examine how citizens feel about utilizing social media sites to gather more information and to know their buying preferences. Since this study has its limitation where it focuses only the e-marketing in Pengkalan Chepa, Kelantan, it is difficult for the researcher to be conclusive and generalize overall because the result may vary according to the location, demography, and the respondents' socioeconomic background.

### **5.7 Overall Conclusion of this Study**

This research has been carried out to give a proper analysis of the variables influencing the impact of electronic word of mouth (e-WOM) on purchase intention during online shopping

in Pengkalan Chepa, Kelantan. According to the analysis findings, all the independent variables included in this study are trust, attitude, perceived relevancy, and information quality that impact the purchase intention during online shopping. The result of this study also showed a positive relationship between the dependent variable and independent variables.

When compared to other advertising and marketing techniques, e-WOM has a remarkable impact. Whenever this kind of marketing tactic is deployed on social media platforms, their impact has significantly increased. However, the current study produced a few theoretical advances since it demonstrated that customers' purchase intention for items might vary based on the amount, trustworthiness, and quality of online reviews, which would result in a range of behaviors. Therefore, this study describes four independent variables which, trust, attitude, perceived relevancy, and information quality than can influence the purchase intention during online. The most factor that has the biggest impact among the purchase intention is information quantity. This is because e-WOM is more persuasive and can persuade someone to make an online purchase. Moreover, when the e-WOM is accompanied by content that has a high "like" and "rating," it can persuade people to try a product or service. So, the result of this study is important for further understanding in purchase intention and effective e-marketing. The questionnaire has been distributed to 390 respondents and the researchers successfully collected all 390 questionnaires.

As a conclusion, all four research objectives were successfully achieved in this study. The best strategy is the e-WOM on purchase intention because it is so reliable. As opposed to advice from a commercial, people are more inclined to believe and act upon recommendations from people they know. Additionally, it was determined that the hypothesis regarding e-WOM mediation role in the relationship between purchase intention during online shopping.



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Appendix A - Draft of Questionnaire



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BHARU, KELANTAN.

**TITLE: THE IMPACT OF ELECTRONIC WORD-OF-MOUTH (e-WOM) ON  
PURCHASE INTENTION DURING ONLINE SHOPPING: EXPLORING E-  
MARKETING IN PENKALAN CHEPA, KELANTAN, MALAYSIA. /**  
*TAJUK: KESAN ELEKTRONIK DARI MULUT KE MULUT (e-WOM) TERHADAP NIAT  
MEMBELI SEMASA MEMBELI-BELAH ATAS TALIAN: MENEROKA E-PEMASARAN DI  
PENKALAN CHEPA, KELANTAN, MALAYSIA.*

Dear respondent,

We are undergraduate students Bachelor of Commerce (Hons), from Universiti Malaysia Kelantan (UMK). We are currently doing the research project and we hope you can make us a favor to fill up this questionnaire. This questionnaire was made to meet our lesson syllabus for the subject of Final Year Research Project. This questionnaire aims to identify the impact of electronic word-of-mouth (e-WOM) on purchase intentions during online shopping. e-WOM is any feedback from actual customers with a brand or product that is published on the internet. e-WOM also are known as online reviews or recommendations based on the experiences of other individuals. Users frequently view content (e-WOM) created by other internet users when wanting to do online shopping. The reviews or information can also go viral if the message is convincing. Examples of e-WOM are online product reviews, social media posts, user-generated content, feedback and ratings.

**Therefore, it is your pleasure to fill in the blanks as instructed. We appreciate your time and effort in taking part in this survey, and all information you submit will be kept private and used just for scientific and research purposes.**

**This questionnaire consists of three parts. Please answer all sections.**

**Thank You.**

*Responden yang dihormati,*

*Kami adalah pelajar ijazah Sarjana Muda Perdagangan (Kepujian), dari Universiti Malaysia Kelantan (UMK). Kami sedang menjalankan projek penyelidikan dan kami berharap anda dapat membantu kami untuk mengisi borang soal selidik ini. Soal selidik ini dibuat untuk memenuhi sukatan pelajaran kami bagi mata pelajaran Projek Penyelidikan Tahun Akhir. Soal selidik ini bertujuan untuk mengenalpasti kesan elektronik mulut ke mulut terhadap niat membeli semasa membeli-belah dalam talian. e-WOM ialah maklum balas daripada pelanggan sebenar dengan jenama atau produk yang diterbitkan di internet. e-WOM juga dikenali sebagai ulasan atau cadangan dalam talian berdasarkan pengalaman individu lain. Pengguna kerap melihat kandungan (e-WOM) yang dibuat oleh pengguna internet lain apabila ingin membuat pembelian dalam talian. Ulasan atau maklumat juga boleh menjadi viral jika mesej itu meyakinkan. Contoh e-WOM ialah ulasan produk dalam talian, siaran media sosial, kandungan yang dijana pengguna, maklum balas dan penilaian.*

*Oleh itu, adalah berbesar hati untuk mengisi tempat kosong seperti yang diarahkan. Kami menghargai masa dan usaha anda dalam mengambil bahagian dalam tinjauan ini, dan semua maklumat yang anda serahkan akan dirahsiakan dan digunakan hanya untuk tujuan saintifik dan penyelidikan.*

*Soal selidik ini mengandungi tiga bahagian. Sila jawab semua bahagian.*

*Terima kasih.*

**If you have any further questions, please contact the researcher/ *Jika anda mempunyai sebarang pertanyaan lanjut, sila hubungi penyelidik:***

- Annrita Anushia A/P Francis (A19A0056)
- Chew Yee Xain (A19A0098)
- Juliana Binti Abd Kadir (A19B0204)
- Luqmanul Hakim Bin Jamil (A19A0257)



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**SECTION A: DEMOGRAPHIC PROFILE / BAHAGIAN A: PROFIL DEMOGRAFI**

**Instructions:** Please fill in the appropriate information by placing ( / ) in the box provided to represent your answer. / **Arahan:** Sila isikan maklumat yang sesuai dengan meletakkan ( / ) pada petak yang disediakan untuk mewakili jawapan anda.

**1. Gender/ Jantina:**

|  |                     |
|--|---------------------|
|  | Male/ <i>Lelaki</i> |
|--|---------------------|

|  |                          |
|--|--------------------------|
|  | Female/ <i>Perempuan</i> |
|--|--------------------------|

**2. Age/ Umur:**

|  |   |
|--|---|
|  | Less than 21 years old/ 21 tahun ke bawah |
|  | 22 – 25 years old/ tahun                  |
|  | 26 – 29 years old/ tahun                  |
|  | 30 – 33 years old/ tahun                  |
|  | 34 – 37 years old/ tahun                  |
|  | 38 – 41 years old/ tahun                  |
|  | 42 – 45 years old/ tahun                  |
|  | 46 years and above/ 46 tahun ke atas      |

**3. Race/ Kaum:**

|  |   |
|--|---|
|  | Malay/ <i>Melayu</i>  |
|  | Indian/ <i>India</i>  |
|  | Chinese/ <i>Cina</i>  |
|  | Other, please specify: ...../ <i>Lain-lain, nyatakan: .....</i> |

**4. Employment status/ Status pekerjaan:**

|  |   |
|--|---|
|  | Governmental sector/ <i>Sektor kerajaan</i> |
|  | Private sector/ <i>Sektor swasta</i>        |
|  | Self-employed/ <i>Bekerja sendiri</i>       |
|  | Unemployed/ <i>Tidak bekerja</i>            |
|  | Student/ <i>Pelajar</i>                     |

5. What social media do you always visit to get information about products and services? (Require a response in each row) / *Apakah sosial media yang selalu anda gunakan untuk mendapatkan informasi tentang produk dan perkhidmatan? (Memerlukan respons dalam setiap baris)*

| Social Media | not at all useful/<br><i>tidak digunakan sama sekali</i> | slightly useful/<br><i>sedikit berguna</i> | moderately useful/<br><i>sederhana berguna</i> | very useful/<br><i>sangat berguna</i> | extremely useful/<br><i>amat berguna</i> |
|--------------|--|--|--|---------------------------------------|--|
| Facebook     |  |  |  |                                       |  |
| Instagram    |  |  |  |                                       |  |
| TikTok       |  |  |  |                                       |  |
| Twitter      |  |  |  |                                       |  |

6. How often do you post recommendations or reviews? / *Berapa kerap anda menyiarkan cadangan atau ulasan?*

|  |   |
|--|---|
|  | Never, I only read the posts or feedback/ <i>Tidak pernah, saya hanya membaca siaran atau maklum balas.</i> |
|  | 1 - 3 times a month/ <i>1- 3 kali sebulan</i>   |
|  | More than 3 times a month/ <i>Lebih 3 kali sebulan</i>  |

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7. What e-commerce platforms do you always use to do online shopping. / *Apakah platform e-dagang yang anda selalu gunakan untuk membeli-belah dalam talian?*

| Social Media | not at all useful/<br><i>tidak digunakan sama sekali</i> | slightly useful/<br><i>sedikit berguna</i> | moderately useful/<br><i>sedehana berguna</i> | very useful/<br><i>sangat berguna</i> | extremely useful/<br><i>amat berguna</i> |
|--------------|--|--|---|---------------------------------------|--|
| Lazada       |  |  |   |                                       |  |
| Shopee       |  |  |   |                                       |  |
| 11 street    |  |  |   |                                       |  |
| Lelong.my    |  |  |   |                                       |  |
| Zalora       |  |  |   |                                       |  |

8. How often do you do online shopping (in a month). *Berapa kerap anda melakukan pembelian atas talian (dalam sebulan).*

|  |   |
|--|---|
|  | Once/ <i>Sekali</i>                         |
|  | 2 – 4 times/ <i>kali</i>                    |
|  | 5 – 7 times/ <i>kali</i>                    |
|  | 8 – 9 times/ <i>kali</i>                    |
|  | 10 times or more/ <i>10 kali atau lebih</i> |

**SECTION B: INDEPENDENT VARIABLE/ BAHAGIAN B PEMBOLEHUBAH BEBAS**

**Instruction:** This section is seeking your opinion regarding the impact of electronic word of mouth (e-WOM) on Pengkalan Chepa. Respondents were asked to state the extent to which they agree or disagree with each statement using a 5 Likert scale. Please provide the information in the box by the scale. / **Arahan:** Bahagian ini meminta pendapat anda tentang impak elektronik dari mulut ke mulut (e-WOM) di Pengkalan Chepa. Responden diminta menyatakan sejauh mana mereka bersetuju atau tidak dengan setiap pernyataan menggunakan skala 5 Likert. Sila berikan maklumat dalam kotak mengikut skala.

|  |                                  |                               |                         |   |
|--|----------------------------------|-------------------------------|-------------------------|---|
| Strongly disagree/<br><i>Sangat tidak setuju</i> | Disagree/<br><i>Tidak setuju</i> | Neutral/<br><i>Berkecuali</i> | Agree/<br><i>Setuju</i> | Strongly agree/<br><i>Sangat setuju</i> |
| 1  | 2                                | 3                             | 4                       | 5                                       |

• **Part 1: Trust / Bahagian 1: Kepercayaan**

| No. | Statement/ Pernyataan   | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1.  | I think the community of reviewers on websites and social media is trustworthy. / <i>Saya rasa komuniti pengulas di laman web dan sosial media boleh dipercayai.</i>  |   |   |   |   |   |
| 2.  | I think the reviews posted by the community of reviewers on websites and social media are accurate. / <i>Saya rasa ulasan yang disiarkan oleh komuniti pengulas di laman web dan media sosial adalah tepat.</i>                   |   |   |   |   |   |
| 3.  | Before making a purchase, I am willing to depend on the community of reviewers on websites and social media. / <i>Sebelum melakukan pembelian, saya bersedia bergantung pada komuniti pengulas di laman web dan sosial media.</i> |   |   |   |   |   |

|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
| 4. | Overall, I trust the community of reviewers on websites and social media. / <i>Secara keseluruhannya, saya mempercayai komuniti pengulas di laman web dan sosial media.</i> |  |  |  |  |  |
|----|---|--|--|--|--|--|

- **Part 2: Attitude/ Bahagian 2: Sikap**

| No. | Statement/ Pernyataan  | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1.  | Reading customer reviews helps me shape my attitude toward a product and service. / <i>Membaca ulasan pelanggan membantu saya membentuk sikap saya terhadap sesuatu produk dan perkhidmatan.</i>               |   |   |   |   |   |
| 2.  | Reading customer reviews helps me make decisions regarding a product and service. / <i>Membaca ulasan pelanggan membantu saya membuat keputusan berkenaan sesuatu produk dan perkhidmatan.</i>                 |   |   |   |   |   |
| 3.  | Reading customer reviews is useful for making purchasing decisions. / <i>Membaca ulasan pelanggan berguna untuk membuat keputusan pembelian.</i>   |   |   |   |   |   |
| 4.  | It is crucial to read customer reviews before purchasing a high-quality product and service. / <i>Adalah penting untuk membaca ulasan pelanggan sebelum membeli produk dan perkhidmatan berkualiti tinggi.</i> |   |   |   |   |   |

- **Part 3: Perceived Relevancy / Bahagian 3: Relevan yang Dirasai**

| No. | Statement/ Pernyataan  | 1 | 2 | 3 | 4 | 5 |
|-----|--|---|---|---|---|---|
| 1.  | Some online reviews are related to me. / <i>Beberapa ulasan dalam talian berkaitan dengan saya.</i>  |   |   |   |   |   |
| 2.  | Some online reviews are important to me when making an online purchase. / <i>Beberapa ulasan dalam talian penting bagi saya semasa melakukan pembelian atas talian.</i>              |   |   |   |   |   |
| 3.  | Some online reviews mean a lot for me to make an online purchase. / <i>Beberapa ulasan dalam talian sangat bermakna bagi saya untuk melakukan pembelian atas talian.</i>             |   |   |   |   |   |
| 4.  | Some reviews are timely for use in my purchase decision-making process. / <i>Sesetengah ulasan tepat pada masanya untuk digunakan dalam proses membuat keputusan pembelian saya.</i> |   |   |   |   |   |

- **Part 4: Information quantity/ Bahagian 4: Kuantiti maklumat**

| No. | Statement/ Pernyataan   | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1.  | The number of reviews is large influences me to do online shopping. / <i>Bilangan ulasan yang besar mempengaruhi saya untuk membeli-belah dalam talian.</i> |   |   |   |   |   |
| 2.  | Product and service ranking helped me to select the best option. / <i>Kedudukan produk dan perkhidmatan membantu saya memilih pilihan terbaik.</i>          |   |   |   |   |   |
| 3.  | Product and service rating helped me to select the best option. / <i>Penilaian produk dan</i>   |   |   |   |   |   |

|    |  |  |  |  |  |  |
|----|--|--|--|--|--|--|
|    | <i>perkhidmatan membantu saya memilih pilihan terbaik.</i>   |  |  |  |  |  |
| 4. | Degree of agreement with higher number of “likes” provided me confidence to select the best option. / <i>Darjah persetujuan dengan bilangan yang lebih tinggi daripada "suka" memberikan saya keyakinan untuk memilih pilihan terbaik.</i> |  |  |  |  |  |

**SECTION C: DEPENDENT VARIABLE / BAHAGIAN C: PEMBOLEH UBAH BERGANTUNG**

**Instructions:** This section is seeking your opinion regarding purchase intention during online shopping. Respondents were asked to state the extent to which they agree or disagree with each statement using a 5 Likert scale. Please provide the information in the box by the scale. /

**Arahan:** Bahagian ini meminta pendapat anda tentang niat membeli semasa membeli-belah atas talian. Responden diminta menyatakan sejauh mana mereka bersetuju atau tidak dengan setiap pernyataan menggunakan skala 5 Likert. Sila berikan maklumat dalam kotak mengikut skala.

|  |                                  |                               |                         |   |
|--|----------------------------------|-------------------------------|-------------------------|---|
| Strongly disagree/<br><i>Sangat tidak setuju</i> | Disagree/<br><i>Tidak setuju</i> | Neutral/<br><i>Berkecuali</i> | Agree/<br><i>Setuju</i> | Strongly agree/<br><i>Sangat setuju</i> |
| 1  | 2                                | 3                             | 4                       | 5                                       |

| No. | Statement/ <i>Pernyataan</i>  | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1.  | Based on the informative reviews, it is very likely that I will do online shopping for products and services. / <i>Berdasarkan ulasan yang bermaklumat, kemungkinan besar saya akan membeli-belah dalam talian untuk produk dan perkhidmatan.</i> |   |   |   |   |   |
| 2.  | Based on the informative reviews, I intend to purchase online products and services in the near future. / <i>Berdasarkan ulasan bermaklumat, saya berhasrat untuk membeli produk dan perkhidmatan</i>   |   |   |   |   |   |



|    |   |  |  |  |  |  |
|----|---|--|--|--|--|--|
|    | <i>dalam talian dalam masa terdekat.</i>  |  |  |  |  |  |
| 3. | <i>My intention to buy products or services via online shopping is based on e-WOM. / Niat saya untuk membeli produk atau perkhidmatan melalui beli-belah dalam talian adalah berdasarkan e-WOM.</i>                           |  |  |  |  |  |
| 4. | <i>My intention to buy products or services via online shopping is based on content marketing. / Niat saya untuk membeli produk atau perkhidmatan melalui beli-belah dalam talian adalah berdasarkan pemasaran kandungan.</i> |  |  |  |  |  |

**Thank you for taking the time to respond to all the following questions. Your cooperation is much appreciated. / Terima kasih kerana meluangkan masa untuk menjawab semua soalan berikut. Kerjasama anda amat kami hargai**

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## Appendix B – Gantt Chart

| Research Activities Months  | Oct | Nov | Dec | Jan | Feb |
|---|-----|-----|-----|-----|-----|
| PPTA 1 and PPTA 2 briefing  |     |     |     |     |     |
| <b>CHAPTER 1: INTRODUCTION</b>  |     |     |     |     |     |
| Starting up and progressing with chapter 1                                    |     |     |     |     |     |
| Submission and do correction of chapter 1                                     |     |     |     |     |     |
| <b>CHAPTER 2: LITERATURE REVIEW</b>   |     |     |     |     |     |
| Starting up and progressing with chapter 2                                    |     |     |     |     |     |
| Submission and do correction of chapter 2                                     |     |     |     |     |     |
| <b>CHAPTER 3: RESEARCH &amp; METHODOLOGY</b>                                  |     |     |     |     |     |
| Starting up and progressing with chapter 3                                    |     |     |     |     |     |
| Submission of first draft chapter 1, 2, 3                                     |     |     |     |     |     |
| Do correction on the chapter 1, 2, 3  |     |     |     |     |     |
| <b>FINAL SUBMISSION OF PPTA 1</b>   |     |     |     |     |     |
| <b>PRESENTATION FOR FINAL YEAR RESEARCH PROJECT 1</b>                         |     |     |     |     |     |
| <b>QUESTIONNAIRE</b>  |     |     |     |     |     |
| Build questionnaire based on IV and DV  |     |     |     |     |     |
| Submission of questionnaire first draft                                       |     |     |     |     |     |
| Correcting and distribute the questionnaire                                   |     |     |     |     |     |
| Collected the first 30 data for pilot test and correction after pilot testing |     |     |     |     |     |
| Distribution of the questionnaire and collect data                            |     |     |     |     |     |
| <b>CHAPTER 4: DATA ANALYSIS AND FINDINGS</b>                                  |     |     |     |     |     |
| Using SPSS for analysis   |     |     |     |     |     |
| Starting up and progressing with chapter 4                                    |     |     |     |     |     |
| <b>CHAPTER 5: DISCUSSION AND CONCLUSION</b>                                   |     |     |     |     |     |
| Starting up and progressing with chapter 5                                    |     |     |     |     |     |
| Research Paper, e-Poster and Video Presentation                               |     |     |     |     |     |
| <b>FINAL SUBMISSION FULL PPTA 2</b>   |     |     |     |     |     |

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

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Research Topic: THE IMPACT OF ELECTRONIC WORD-OF-MOUTH (E-WOM) ON PURCHASE INTENTION DURING ONLINE SHOPPING: EXPLORING E-MARKETING IN PENGKALAN CHEPA, KELANTAN, MALAYSIA

FKP

| NO. | CRITERIA  | PERFORMANCE LEVEL  |  |  |   | WEIGHT                 | TOTAL |
|-----|---|--|--|--|---|------------------------|-------|
|     |   | POOR<br>(1 MARK)   | FAIR<br>(2 MARKS)  | GOOD<br>(3 MARKS)  | EXCELLENT<br>(4 MARKS)  |                        |       |
| 1.  | <p><b>Content (10 MARKS)</b><br/>(Research objective and Research Methodology in accordance to comprehensive literature review)</p> <p>Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)</p> | Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.  | Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.   | Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.  | Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.   | ___ x 1.25<br>(Max: 5) |       |
|     |   | Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question and unscientific with unsearchable topic. | Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question and less scientific with fairly researchable topic. | Content of report is written systematic with include good Background of study, Problem Statement, Research Objective, Research Question and scientific with good researchable topic. | Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective, Research Question and scientific with very good researchable topic. | ___ x 1.25<br>(Max: 5) |       |

**ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)  
(COMPLETED BY SUPERVISOR AND EXAMINER)**

|    |  |  |  |   |  |   |                         |  |
|----|--|--|--|---|--|---|-------------------------|--|
|    |  |  |  |   |  |   |                         |  |
| 2. | <b>Overall report format (5 MARKS)</b> | <b>Submit according to acquired format</b>                         | The report is not produced according to the specified time and/ or according to the format                           | The report is produced according to the specified time but fails to adhere to the format.     | The report is produced on time, adheres to the format but with few weaknesses.   | The report is produced on time, adheres to the format without any weaknesses.   | ____ x 0.25<br>(Max: 1) |  |
|    |  | <b>Writing styles (clarity, expression of ideas and coherence)</b> | The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent. | The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.   | The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.      | The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument. | ____ x 0.25<br>(Max: 1) |  |
|    |  | <b>Technicality (Grammar, theory, logic and reasoning)</b>         | The report is grammatically, theoretically, technically and logically incorrect.                                     | There are many errors in the report, grammatically, theoretically, technically and logically. | The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses. | The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.          | ____ x 0.25<br>(Max: 1) |  |
|    |  | <b>Reference list (APA Format)</b>                                 | No or incomplete reference list.   | Incomplete reference list and/ or is not according to the format.                             | Complete reference list with few mistakes in format adherence.   | Complete reference list according to format.  | ____ x 0.25<br>(Max: 1) |  |
|    |  | <b>Format organizing (cover page, spacing,</b>                     | Writing is disorganized and underdeveloped with no transitions or closure.   | Writing is confused and loosely organized. Transitions are                                    | Uses correct writing format. Incorporates a coherent closure.  | Writing include a strong beginning, middle, and end with clear transitions and a focused closure.                               | ____ x 0.25<br>(Max: 1) |  |

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|                         |  |   |  |   |   |                        |  |  |
|-------------------------|--|---|--|---|---|------------------------|--|--|
|                         |  | <i>alignment, format structure, etc.)</i>                                   |  | weak and closure is ineffective.  |   |                        |  |  |
| 3.                      | <b>Research Findings and Discussion<br/>(20 MARKS)</b> | Data is not adequate and irrelevant.  | Data is fairly adequate and irrelevant.  | Data is adequate and relevant.  | Data is adequate and very relevant.   | ___ x 1<br>(Max: 4)    |  |  |
|                         |  | Measurement is wrong and irrelevant   | Measurement is suitable and relevant but need major adjustment.                | Measurement is suitable and relevant but need minor adjustment.                   | Measurement is excellent and very relevant.                                     | ___ x 1<br>(Max: 4)    |  |  |
|                         |  | Data analysis is inaccurate   | Data analysis is fairly done but needs major modification.                     | Data analysis is satisfactory but needs minor modification.                       | Data analysis is correct and accurate.  | ___ x 1<br>(Max: 4)    |  |  |
|                         |  | Data analysis is not supported with relevant output/figures/tables and etc. | Data analysis is fairly supported with relevant output/figures/tables and etc. | Data analysis is adequately supported with relevant output/figures/table and etc. | Data analysis is strongly supported with relevant output/figures/table and etc. | ___ x 1<br>(Max: 4)    |  |  |
|                         |  | Interpretation on analyzed data is wrong.                                   | Interpretation on analyzed data is weak.                                       | Interpretation on analyzed data is satisfactory.                                  | Interpretation on analyzed data is excellent                                    | ___ x 1<br>(Max: 4)    |  |  |
| 4.                      | <b>Conclusion and Recommendations<br/>(15 MARKS)</b>   | Implication of study is not stated.   | Implication of study is weak.  | Implication of study is good.   | Implication of study is excellent   | ___ x 1.25<br>(Max: 5) |  |  |
|                         |  | Conclusion is not stated  | Conclusion is weakly explained.  | Conclusion is satisfactorily explained.   | Conclusion is well explained.   | ___ x 1.25<br>(Max:5)  |  |  |
|                         |  | Recommendation is not adequate and irrelevant.                              | Recommendation is fairly adequate and irrelevant.                              | Recommendation is adequate and relevant.  | Recommendation is adequate and very relevant.                                   | ___ x 1.25<br>(Max:5)  |  |  |
| <b>TOTAL (50 MARKS)</b> |  |   |  |   |   |                        |  |  |