

# The Impact of EWOM Marketing and the Mediating Role of Brand Attitude on the Intention of Purchase Customers Online

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## Abstract

The present study investigated the impact of e-marketing on the market; Attitude to brand on intention to buy online. The statistical population of this study is buyers of electronic products in Shiraz. Due to the uncertainty of the population size, the sample size was selected using Morgan table and 385 individuals were selected. Non-random sampling was made available. The data were collected through a questionnaire and were used to assess the validity of the questionnaire; Cronbach's alpha test; content validity of the questionnaire was used to determine the validity of the questionnaire. Data analysis was performed using two levels of descriptive-inferential statistics using SPSS 25 software and SPSS 3 software. The results showed that word of mouth marketing has a positive effect on brand attitude. Also, word of mouth marketing has a positive effect on customers' online shopping intention but brand attitude does not have a positive effect on customers' online shopping intention. Also, brand attitude has a mediating role; the impact of word of mouth marketing on consumers' online shopping intentions.

**Keywords:** EWOM Marketing, Online Attitude, Brand Attachment, Electronic Products.

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Cite this article: Farzanegan, M. S. (2019). The Impact of EWOM Marketing and the Mediating Role of Brand Attitude on the Intention of Purchase Customers Online. *International Journal of Management, Accounting and Economics*, 6(8), 632-639.

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## Introduction

With the ever-expanding Internet in the world today, the number of Internet users is increasingly growing. This has created great potential for e-commerce, so companies have been forced to do business online. Shopping is always one of the most important areas in the marketing and business world. Among the different methods of internet marketing, online shopping is one of the most used. In the area of online shopping, the attitude to shopping is important. Attitude is one of the most important concepts in information systems and marketing research. In recent years, this variable has received much attention. But the variable of word of mouth marketing has not been much researched by researchers and most of the research is in the field of word of mouth marketing. This is while the word of mouth marketing is itself a determining factor in generating customer behavioral responses. With the increasing influence of social media, consumers today rarely make decisions based solely on their judgment (Blazevic et al, 2013). On the one hand, consumers' choices are usually heavily influenced by the beliefs and behavior of the reference groups they identify with. Previous studies of consumer behavior have shown that reference groups influence buyers' buying behavior (Jalilvand & Ibrahim, 2011). Such suggestions often play an important role in consumer decisions, especially when purchasing expensive goods or new products or services (Hsu et al, 2013). On the other hand, with the rise of social media, consumers are usually reviewing online information, linking to current or past consumer experience before making a purchase decision, and thus being influenced by online reviews. Previous studies have shown that online comments as an e-mail marketing have an impact on consumer behavior (Yang et al, 2006). Consumers often rely on Internet-generated consumer information to make purchasing decision (Godes and Mayzlin, 2004). In recent years, specialized studies of online purchasing goals in the field of agricultural products have gradually attracted the attention of researchers, but most of these studies focus on the discussion of influencers' perspectives on product features. In general, the positive effects of online feedback are in various forms, one of which is to increase the perceived value of the consumer; to reduce the risk perceived by the consumer; In other words, when a reference group provides a positive evaluation of a product or service, the perceived value of the consumer of the product or service increases; thus, the perceived risk of the consumer decreases. One of the differences between online opinions and traditional verbal cues lies in the sources of information. Traditional verbal art involves acquaintances such as family members or friends, while online comments from previously unknown buyers have come (Chitu and Tecau, 2012). Online reviews contain information, product recommendations, and consumer insights (Chang, 2013). If many consumers recommend a product, other consumers, in accordance with their views, are likely to believe their recommendations; they have an attitude toward a good brand. Online reviews can effectively reduce the risk of uncertainty recognized by Internet users when purchasing products or services online (Al-Debei et al, 2015). In particular, positive online feedback helps build online trust; changes brand perceptions of consumers; reduces perceived risk; increases perceived value. Experimental research Al-Debei et al (2015) showed that positive word-of-mouth marketing will reach a high level of trust, as well as a more positive brand attitude, online shopping. Ozen e al (2014) showed that positive online reviews, whether they were objective or subjective, were superior to brand perceptions of the product under study. Wang et al (2013) pointed out that better positive online feedback can help to create a

higher level of trust among buyers و sellers; consequently the perceived value of buyers increases; their perceived risk is reduced. In view of the above, the main research question is as follows: Does E-mail Marketing Brand Attitude Affect Shiraz City Online Shopping for Electronic Products?

## **Theoretical Framework**

### *EWOM marketing*

Since the advent of information technology, word-of-mouth advertising has introduced several new channels: online marketing, online marketing, email advertising, online advertising (Goyette et al, 2010). EWOM propaganda is defined as all informal consumer communications, through Internet-based technology, communication with the use or features of particular goods or services, or their vendors (Goyette et al, 2010 ). This type of propaganda is an important area for the views of consumed consumers; because of its greater accessibility, it is even more efficient; word-of-mouth communication; Mouth-to-mouth propaganda can be seen as traditional interpersonal communication within the new generation of cyber space (Kim and kim,2012). Mouth-to-mouth marketing (online commenting) has a dual role, both of which serve as bidders; it provides user-centric product information. While providing as e-mail recommendations to previous consumers (Kim et al, 2011).

### *Brand Attitude*

The attitude to the brand is the behavioral belief in the adoption of technology - refers to the positive or negative feeling - of performing a particular behavior. Attitude to the brand can be predicted by the power of people's understanding of technology adoption (Patino et al, 2012).

### *Online purchase Intention*

Maintaining a deep commitment to repurchasing or re-choosing a product on a continuous-future basis, despite the situational impacts of marketing efforts, may in part modify customer behavior (Azeem and Haq, 2012).

### *Hypotheses*

**H<sub>1</sub>:** *EWOM marketing has a significant impact on customers' online shopping intention.*

**H<sub>2</sub>:** *Brand attitude has a significant impact on customers' online shopping intention.*

**H<sub>3</sub>:** *EWOM marketing has a significant impact on brand attitude.*

**H<sub>4</sub>:** *Brand Attitude Mediating Role: The effect of e-marketing has on the intention of customers to buy online.*

### *The conceptual model of research*

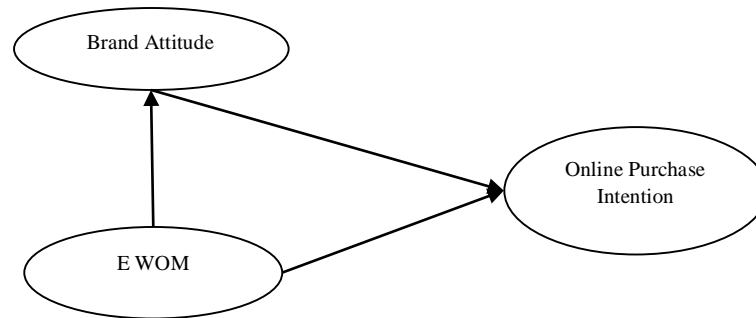


Figure 1. Conceptual model of research

### **Research Methods**

Descriptive-inferential statistics methods are used for analyzing research data. In the descriptive statistics, the researcher, in fact, collects, summarizes the quantitative information, the samples, and describes the characteristics of the sample studied. Using inferential statistics, the results of the sample are generalized to the entire statistical population; the research without it lacks scientific validity. Structural equation modeling is used to investigate research hypotheses. Structural Equation Modeling (SEM) is a highly generalized, robust, multivariate regression family of techniques that is expressed in combination - factor analysis - path analysis - more precisely the general linear model extension that allows the researcher. Test a set of regression equations simultaneously. In this research, structural equation modeling is done by Smart PLS 3 software; and comparisons of mean variables; variable factor exploration factor analysis with SPSS 25 software.

#### *Sampling Method*

The sampling method is non-random according to the characteristics of the community. In this way, the researcher will be provided with a sufficient number; to calculate the number of required questionnaires; to the individuals; availability; Morgan table was used to calculate the sample considering the indeterminacy of the statistical population and 384 samples were determined. In order to be more reliable, 400 questionnaires were distributed out of which 385 were collected correctly.

#### *Validity*

Since the main tool of this questionnaire research should be the questionnaires used, they were self-standardized, but in order to ensure more; the validity of the measurement tool; the interview; Is. Content validity was used to check the validity of the questionnaire.

#### *Reliability*

One of the ways to measure reliability is to measure its internal consistency. One of the most commonly used measurement tools for measuring internal consistency that is

used most of the research is the Cronbach's alpha coefficient, which is the most important method for ranking scales (Table 1).

Table 1: Cronbach's alpha coefficient of variables

Rows	Variables	Cronbach's alpha coefficients	Number of questions
1	E WOM	0.77	4
2	Brand Attitude	0.79	4
3	Online Purchase Intention	0.81	3

Given that the required minimum reliability coefficient is 0.7. As the above table values for the structures under study indicate, the research instrument has an acceptable reliability.

## Findings

### *Descriptive analysis of research*

Findings of the study indicate that 90.66% of the subjects are female; 9.34% are male. It is indicated that 15.8% of the sample were less than 25 years of age, 12.5% 25 to 30 years, 28.6% 31 to 35 years, 28.3% 36 to 40 years; 14% are over 40 years of age. Findings of the study indicate that 36.9% of the subjects in the study had a lower degree; diploma; 18.7%; diploma; post-diploma; 15.8% are doctors.

The mean and standard deviation of the analysis of each of the main variables of the study are presented in table. As can be seen, the mean and standard deviation of each of the current variables of the research (Table 2) is shown.

Table 2: Descriptive indicators of current variables;

Variable	S.D	Mean
EWOM	0.656	3.47
Brand Attitude	0.726	4.36
Online Purchase Intention	0.839	3.16

In order to use parametric tests to analyze research data, these data must have the normality of the distribution of variables assumed to be analyzed using the K-S test (Table 3). Since if the significance level is greater than 0.05 indicates that the data are normal and given the significance level.

Table 3: K-S test results

Variable	E WOM	Brand Attitude	Online Purchase Intention
K-S test	3.326	3.911	3.326
Sig	0.100	0.150	0.199

Before examining the validity of the hypotheses, it is necessary to test the correlation between the research variables. As can be seen (Table 4), the results of correlation analysis showed that there is a significant positive correlation between all variables. The significant side to all of these correlations is the high level (99% confidence level), which is also important to consider.

Table 4: Correlation between research variables

Variable	EWOM	Brand Attitude	Online Purchase Intention
eWOM	1		
Brand Attitude	0.52*	1	
Online Purchase Intention	0.67	0.71	1

In this study, a hypothetical model based on the research background was designed to investigate the effects of exogenous-endogenous variables that are presented in the first chapter. The first chapter hypotheses also suggest causal relationships between the variables in the model. In this research, the hypotheses are examined simultaneously; In order to evaluate the hypothetical model of this research, the parameter estimation is first investigated using the maximum likelihood method. Estimated parameters include "impact factors". Following the structural model of the research, standard estimation mode and significance coefficients will be discussed. The structural model of this research is a standard estimation mode, which, based on the theoretical framework of the research, reveals the relationships between the research variables. This graph shows the beta coefficients for each of the three structural model paths. The rejection or confirmation of each of the hypotheses depends on comparing the statistical significance obtained for each path, the standard mode of estimation, with the value of t calculated for it, the state of the significant coefficients. The results show the structural equation model needed to test the hypotheses (Table 5).

Table 5: Results of the Hypotheses

Hypotheses	T -value	P_ value	Result
H1. EWOM marketing has a significant impact on customers' online shopping intention.	15.71	0.000	Accept
H2. Brand attitude has a significant impact on customers' online shopping intention.	1.29	0.197	Reject
H3. EWOM marketing has a significant impact on brand attitude.	29.67	0.000	Accept
H4. Brand Attitude Mediating Role: The effect of e-marketing has on the intention of customers to buy online.	1.27	0.203	Reject

## Results and Suggestions

The first hypothesis of the research that word of mouth marketing has a positive effect on brand attitude was confirmed. According to the obtained coefficients; this research means that word of mouth marketing should be directly influenced by brand attitude. Try to make the goods useful. Given the importance of behavioral factors - since advertising



is inherently high cost for companies, controlling the variables that influence attitude, subjective norms, trust in Internet advertising, create a more positive attitude toward that customer's trust Increase data to increase their interest in shopping to see online advertising; This also increases the amount of products that are typically less costly for companies and customers.

The second hypothesis of the study was that the word of mouth marketing has a positive impact on the intention of customers to buy online. According to the obtained coefficients; this research means that word of mouth marketing is directly influencing online shopping intention. It is suggested that executives of electronic products companies gain customers' trust, attitude, and thinking about their products. As an Internet marketing company, managers need to put in place appropriate strategies, particularly the policies needed to increase the beliefs and behaviors of online shoppers.

The third research hypothesis that brand attitude was positively influenced by customers' online shopping was not supported. According to the obtained coefficients; this research means that brand attitude is not directly influencing online shopping intention. Given the positive impact of customer attitude on the quality of the buyer-seller relationship, it is recommended that marketing activities that create, maintain, or change the attitude toward the desired one are recommended. Advertising is one of the long-term tools for shaping a buyer's attitude to the brand. Companies can provide consumers with information about their particular products or services through advertising. In the advertising sector, proper advertising ads that provide complete information for the decision-makers; the existence of customer advertising rewards can be very effective. The company can also point out the functional and unique benefits of its products and services. This cognition makes it easier for them to purchase.

The fourth hypothesis of the study was that the attitude toward brand mediator role has a positive effect on the marketing of e-mail on the intention of customers to buy online. Given the coefficients obtained, this study means that word of mouth marketing indirectly is not one of the factors influencing online purchase intention through brand attitude. Company marketing managers should focus their efforts on improving the attitudes of buyers. Providing the right product information helps to create a positive attitude towards the brand, including effective measures to improve the buyer attitude, paying particular attention to needs, customer demands, responding quickly, providing different customer service; It should be suggested that services, where the Internet is best known as the best way to make e-purchases; the impact of this technology on people's lifestyles; Web Apps; Applications are constantly available to users To take.

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