

THE ROLE OF ELECTRONIC WORD-OF-MOUTH IN SHAPING BRAND IMAGE AND DRIVING PURCHASE INTENTIONS

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Appendix 1. Factors and measurement items

Code	Factors and measurement items	References
	Quality of e-WOM	
QL1	Online reviews indicate the benefits/ drawbacks of the brand	Thuy et al. (2021).
QL2	Online reviews have sufficient reasons supporting the brand	
QL3	Online reviews of the brand are credible	
QL4	Online reviews of the brand are understandable	
QL5	Online reviews of the brand are objective	
	Quantity of e-WOM	
QT1	The number of reviews about this brand is large	Bulut and Karabulut (2018).
QT2	The quantity of this brand's review information is great	
QT3	The number of online reviews is large, inferring that the brand has good sales	
	Source Credibility	
SC1	The eWOM senders about the brand are trustworthy	Thuy et al. (2021).
SC2	The eWOM senders about the brand are reliable	
SC3	The content length of reviews about the brand demonstrates the degree of the eWOM sender's effort	
	Brand Image	
BI1	This brand has a high quality	Alrwashdeh et al. (2019).
BI2	This brand has better characteristics than its competitors	
BI3	This brand has a personality that distinguishes itself from competitors	
BI4	This brand does not disappoint its customers	
BI5	This brand is one of the best brands in the sector	
BI6	This brand is stable in the market	
	Purchasing Intention	
PI1	I will buy this brand's product	Xiao (2016).
PI2	I will buy this product from this brand rather than any other product of other brands available	
PI3	I intend to purchase this product of this brand in the future also	

Appendix 2. Respondent's profile

Measure	Value	Frequency	Percent
Gender	Female	185	69.0
	Male	83	31.0
Age	Below 18	32	11.9
	From 18-25	106	39.6
	From 26-35	66	24.6
	From 36-45	41	15.3
	Above 45	23	8.6
Education	High school	64	23.9
	College	73	27.2
	Bachelor/Master	131	48.9
Income	Below 5,000,000 VND	97	36.2
	5,000,000 - 10,000,000VND	36	13.4
	10,001,000 - 20,000,000VND	68	25.4
	Above 20,000,000VND	67	25.0