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**eWOM, CORPORATE IMAGE AND PURCHASE INTENTION  
AT GOLDEN PREMIUM PLUS SERVICE CO., LTD.**

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**eWOM, CORPORATE IMAGE AND PURCHASE INTENTION AT  
GOLDEN PREMIUM PLUS SERVICE CO., LTD.**

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for the degree of Master of Marketing Management (MMM)

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## **ABSTRACT**

This study focuses on the effect of electronic word-of-mouth (eWOM) on corporate image and purchase intention, specifically examining Golden Premium Plus Service Co. Ltd. In order to fulfill the objective of the study, descriptive and quantitative research methods were used. In this study, primary data were collected from 145 respondents out of 228, who are non-users of promotional items. Their responses are gathered through questionnaire surveys with a self-administered questionnaire. The result of this study indicates that the influencing factors such as service involvement, trust, recommendation, message content, and interpersonal influence to the effectiveness of eWOM. Additionally, it explores the mediating role of corporate image in the relationship between eWOM and purchase intention. The findings described that eWOM significantly effect on corporate image and purchase intention, with corporate image acting as a partial mediator. The study emphasizes the importance of positive eWOM in enhancing corporate image and driving consumer purchase intentions. Practical implications for marketers include leveraging eWOM marketing activities and maintaining a strong online presence to build trust and engage potential customers. This study contributes to the understanding of eWOM's role in shaping purchase intention and offers insights for companies aiming to enhance their eWOM marketing activities through effective online communication.

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# CHAPTER 1

## INTRODUCTION

Marketing is about linking products or services with people who want or need them. It involves knowing what customers desire, developing products that meet those needs, and then showing how these products can solve problems or improve their lives. Today, marketing uses diverse strategies such as advertising, social media, and customer feedback to effectively connect with and engage consumers.

Globalization and improved technology have significantly impacted goods and services, leading to changes in consumer purchasing behaviors. These changes are a result of shifts in socio-economic structures and personal income. The most potent influence on consumer choices is WOM and WOM communication is essential to consumers' decision-making, particularly in the competitive market of today with its barrage of advertising campaigns.

Advancements in technology, driven by globalization, have altered individual lifestyles over time. The widespread use of the internet has become integral to people's lives, reshaping communication dynamics. Electronic word-of-mouth, or eWOM, is a new type of WOM that has emerged as a result of technology advancement. eWOM is the term used to describe information shared by customers online regarding vendors, how their goods and services are used, and other related topics. Email, fan pages, product review websites, blogs, online communities and forums are examples of eWOM sources. Any positive or negative comment made by previous, present, or potential customers about a business or product that is widely disseminated online is considered eWOM. eWOM is essential in influencing the choices and actions of consumers. It helps consumers make decisions by giving them valuable insights and different perspectives on products and services.

Many marketers have come to realize that the experience consumers have with a brand greatly influences marketing strategies. This brand experience includes everything from searching for the brand, interacting with it, evaluating it, to making purchase decisions (Hoch, 2002). Before buying something, customers often seek out information about the brand to make informed choices. This process not only makes customers more familiar with the brand but also boosts brand awareness and knowledge, helping them decide on purchases more quickly.

According to recent data 90% of consumers read online reviews, and 88% of them place an equal amount of trust in them as they do in personal recommendations (Rudolph, 2015). This emphasizes how important reviews are to consumers when they do their research before making a purchase. As a result, marketers must comprehend how eWOM affects consumers' inclinations to buy.

These days, practically all service organizations deal with marketing issues since services have distinct qualities. Services, in contrast to actual goods, are immaterial and do not confer ownership. Four essential features of services were emphasized by Fisk et al. (1993): perishability, heterogeneity, inseparability, and intangibility. These features set service marketing apart from product marketing and emphasize how crucial it is to comprehend the particular dynamics of service marketing.

Golden Premium Plus Service is a B2B company that was founded in 2019 and has developed into a significant player in service sector, specializing in serving corporate clients. The business provides a broad range of advertising solutions, with a focus on personalized promotional products that are essential to corporate clients' successful marketing campaigns. Their product line consists of pens, mugs, purses, umbrellas, embroidered clothing and more, all of which are intended to make gifts that are impactful and memorable for the target markets of their clients.

Beyond promotional items, Golden Premium Plus Service provides several other essential services for corporate branding and marketing. They offer corporate clothing to help businesses maintain a consistent and professional brand image. Additionally, their outdoor advertising service allow businesses to reach a wider audience with strategic and eye-catching designs. The company also excels in offset printing, delivering high-quality printed materials that support a variety of promotional and operational needs.

eWOM and corporate image are crucial in Myanmar's B2B services sector, which mostly caters to corporate clients. Positive eWOM can significantly influence potential clients, helping companies like Golden Premium Plus Service build a strong reputation and attract more customers. A well-developed corporate image, supported by their extensive range of services, enables businesses to establish a consistent and professional market presence.

The company's reputation, consumer trust, and online visibility are all greatly influenced by eWOM. Positive evaluations provide the business more legitimacy and

exposure, giving it a competitive advantage in the marketplace. A strong corporate image signifies reliability and quality, which greatly influences consumer choices and purchase decisions. Through online interactions and eWOM platforms, Golden Premium Plus Services can reinforce its brand and gather valuable feedback for continuous improvement, solidifying its leadership in the industry. Therefore, within the context of Golden Premium Plus Service, the study's main objective is to comprehend the precise relationship that exists between eWOM, corporate image, and purchase intention.

### **1.1 Rationale of the Study**

As social media, consumers can now discuss items and businesses online, making it a potent marketing tool. Other people's purchasing decisions may be influenced by this (eWOM). In the competitive market, positive eWOM serves as a vital lifeblood for building trust and establishing a strong brand reputation. Without it, businesses struggle to gain visibility, hinder customer engagement, and miss valuable opportunities for feedback and optimization (Vieira et al., 2019).

Positive eWOM allows businesses to directly engage with clients, understand their needs, foster long-term relationships, identify potential issues, and track the effectiveness of marketing campaigns (Buratti et al., 2018). Neglecting eWOM significantly limits the potential for long-term success in the market. A brand has its own image and position in customers' minds, which can strongly influence their expectations regarding product or service performance and quality. This brand image is shaped by customers' experiences with the brand (Jalilvand & Samei, 2012). Therefore, eWOM posted on the internet can significantly affect brand image and purchase intentions (Jalilvand & Samei, 2012).

In today's competitive market, companies like Golden Premium Plus Service face unique hurdles in attracting purchase intentions and boosting sales. Initially, they contend with numerous other businesses, including larger ones with well-established brands. Additionally, as a newer company, Golden Premium Plus Service must find innovative ways to catch people's attention. Furthermore, effectively managing customer reviews online is essential, given that customers now heavily rely on various platforms and influencers for opinions. Moreover, the feedback environment is changing rapidly, requiring Golden Premium Plus Service to quickly adjust. The

increasing prevalence of fake reviews and influencer manipulation makes it challenging to maintain customer trust.

However, Golden Premium Plus Service builds their company image through several key strategies. They make sure that all consumer interactions such as social media accounts and tangible branding materials are consistent, reinforcing their identity and making them easily recognizable. They engage in community involvement and corporate social responsibility initiatives, enhancing their image as a socially responsible company. Additionally, they leverage endorsements and partnerships with influencers or reputable organizations, adding credibility and prestige to their brand.

Golden Premium Plus Service caters to a wide range of corporate customers across various sectors, including the banking industry, logistics, insurance, food and beverages, medical fields, educational fields, NGOs, and more. To bolster its reputation and credibility, the company has forged associations with well-known personalities and brands. Some of these associations include AA Medical Product, Save The Children, Myanmar Red Cross Society, SME Bank, Myanmar Medical Association, City Mart and SCG. These partnerships not only enhance Golden Premium Plus Service' image but also signify its commitment to working with reputable and respected entities in the industry.

As for marketing on social media, Golden Premium Plus Service employ various strategies to engage their audience and build trust. They produce engaging material that appeals to the people who are their target market. By holding campaigns or competitions that entice clients to share their experiences using Golden Premium Plus Services' goods or services, they also promote user-generated content. As satisfied customers spread the word about their experiences to their own networks, user-generated content not only increases trust but also broadens the audience for their marketing campaigns. By actively interacting with their audience on social media, quickly replying to messages and comments, resolving issues, and building a feeling of community, they also make use of interpersonal influence. The organization inspires trust and improves their corporate image by cultivating good eWOM.

When Golden Premium Plus Service effectively uses eWOM to stimulate purchase intention, it can lead to significant benefits. Purchase intention reflects consumers' eagerness to buy, and when influenced positively, it drives increased sales and revenue. By using eWOM through authentic endorsements, Golden Premium Plus Services can improve their corporate image and succeed in the competitive promotional

items market. As a result, service providers looking to leverage eWOM, particularly on social media, to improve their brand image and sway customer purchases will find great value in the findings of the research.

## **1.2 Objectives of the Study**

The main objectives of the study are as follows;

1. To examine the factors influencing eWOM in Golden Premium Plus Service.
2. To analyze the mediating effect of corporate image on relationship between eWOM and purchase intention in Golden Premium Plus Service.

## **1.3 Scope and Method of the Study**

The study's primary goal is to determine how eWOM influences consumers' intentions to make purchases and how corporate image functions as a mediating factor. Both descriptive and quantitative research approaches were applied to achieve the study's goal. In this study, primary and secondary data were also employed. Primary data were gathered from prospective target clients of Golden Premium Plus Service and potential corporate customers who are not current users of promotional items provided by Golden Premium Plus Service's Facebook page and Golden Premium Plus Service Co., Ltd. The sample size consists of 145 potential corporate customers out of 228 who are non-users of promotional items from the previous unsuccessful quotations, determined using Taro Yamane's formula (1973). The respondents included marketing staff, marketing managers, marketing supervisors, procurement managers, procurement executives, general managers or business owner from each corporation. The basic data was gathered using the straightforward random sampling technique. Secondary data were gathered from online resources, past research papers, textbooks, and articles from international periodicals.

## **1.4 Organization of the Study**

This study is organized with five chapters. Chapter one is introduction, which includes rationale of the study, objective of the study, scope and method of the study, and organization of the study. Chapter two described on the theoretical background concerned with (eWOM), corporate image and purchase intention. Chapter three includes eWOM marketing activities of Golden Premium Plus Services Co., Ltd.

Chapter four, the analysis on eWOM, corporate image and purchase intention at Golden Premium Plus Services Co., Ltd. Chapter five comprises of conclusion with findings and discussions, suggestions and recommendations and needs for further research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

In this section, relevant theory and previous literature on electronic word-of-mouth (eWOM) are presented. It begins with the concept of consumer behavior, the elaboration likelihood model, and provide a comprehensive overview of eWOM theory. The conceptual framework of the study is described in the final part of the chapter.

#### **2.1 Concept of Consumer Behavior**

eWOM plays an important role in shaping consumer behavior. When consumers share their experiences and opinions about products or services online, it influences other consumers' decision-making processes. The study of people and groups and the methods they employ to choose, acquire, utilize, and discard goods, experiences, or concepts in order to fulfill wants, as well as the effects these methods have on the consumer and society, is known as consumer behavior (Solomon, 2019).

According to Henning-Thurau et al. (2004), eWOM refers to comments made by prospective, actual, or past customers regarding a product or company that are disseminated to a large number of individuals and organizations through the Internet. Marketers must understand how eWOM affects their advertising campaigns. Effective eWOM communication will become increasingly more important in the future for both domestic and international markets as communication obstacles continue to decline, mostly as a result of the further expansion of Internet adoption. The idea of eWOM communication has drawn the attention of academics and professionals alike because of its influence on customer behavior.

Many investigations have been carried out to gain a deeper comprehension of this novel mode of communication within the framework of customer behavior (Cheung & Thadani, 2012). Because of this, marketers and researchers try to understand why consumers select particular goods or services. Consumer behavior is influenced by cultural, social, psychological, and personal aspects. Marketers use this knowledge to establish tactics that connect with target audiences, craft impactful advertising campaigns, and provide goods and services that suit consumer preferences.

## **2.2 Electronic Word-of-Mouth (eWOM)**

Any favorable or negative message made available online by a past, present, or potential customer is considered electronic word-of-mouth (eWOM) communication (Hennig-Thurau et al., 2004). One common eWOM practice is for users to rate and review products in order to share their thoughts and indicate whether they think something is good or bad (Chatterjee, 2001).

eWOM is widely regarded as beneficial due to its easy accessibility to anyone with internet access (Evans & Erkan, 2014). The internet hosts a broad spectrum of user demographics, enabling consumers to collect diverse opinions and form their own views on a product or service (Litvin, Goldsmith, & Pan, 2008). In today's landscape, consumers increasingly depend on recommendations and advice from friends, particularly on social networks, when making purchasing decisions. About 21% of consumers have a positive view of products reviewed by their peers on social networking sites (Litvin, Goldsmith, & Pan, 2008).

Consumers view word-of-mouth recommendations from friends and family regarding goods and services as more trustworthy than information from marketers (Mangold & Faulds, 2009). In the early phases of the persuasion process, determining the veracity of the information is essential. Credible consumers' ability to locate recommendations from particular sources, including people or organizations, is referred to as eWOM credibility (Fogg et al., 2002). Customers are more inclined to use reviews and comments regarding goods and services when they believe them to be reliable sources of information. Less reliable reviews, on the other hand, might be ignored. Furthermore, over time, connecting with one another and viewing each other's profiles might strengthen the legitimacy of these relationships, promoting increased trust in society.

Bhat (2020) emphasized that reviews, which provide consumers with access to both quantity and quality of information, have a substantial impact on consumers' inclinations to buy. When making judgments on what to buy, consumers can benefit from eWOM information. Mehyar (2020) investigated how consumers' inclinations to purchase various products might be influenced by many aspects, such as quantity and credibility. Accordingly, it is typical for eWOM communication to significantly influence the opinions and intentions of consumers (Chevalier, J.A., & Mayzlin, D., 2006). It has long been recognized that consumer decision-making is influenced by



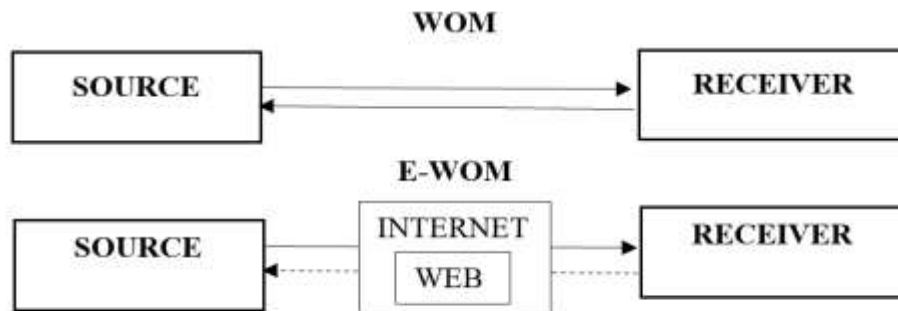
social media, with recommendations and opinions from others playing a major role in shaping people's buying decisions (Brown, J.J., & Reingen, P.H., 1987).

WOM originates from a person's perspective of what gets communicated to other people (Richins, 1983). These interpretations stem from own or other people's experiences. Communication usually occurs in WOM between two parties: the sender and the recipient of the information. WOM's primary attribute is its independent source's lack of financial motivation to disseminate the information. Compared to information produced by the company, this kind of communication is thought to be more reliable. In the service sector, trustworthiness is particularly important because experiences are intangible and things are bought before being used (Gu et al., 2009).

The main distinction between eWOM and traditional WOM is that recommendations in eWOM typically come from unidentified sources. WOM communicates information in smaller groups than eWOM, which makes it difficult to provide in-depth information to people who weren't present for the interaction. Conversely, electronic word-of-mouth (eWOM) employs several methods to disseminate information at the rapid speed of internet communication channels (Hung & Li, 2007).

WOM and eWOM are similar in that they both express customer opinions regarding a good or service, but they differ in that they exchange information through different means. Figure 2.1 illustrates that word-of-mouth (WOM) is a two-way, real-time communication that usually takes place face-to-face between the sender and the recipient (Hansen & Lee, 2013). On the other hand, eWOM doesn't need a two-way dialogue to occur at the same time.

**Figure (2.1) WOM vs. eWOM**



Source: López and Sicilia, 2014

An opinion is posted online by the person, and it may stay there for a long time. As so, a large number of customers are able to see this viewpoint and decide whether or not to reply to the original source. In contrast to conventional WOM communication, the opinion's enduring quality raises the degree of information exchange (Hennig-Thurau et al., 2009).

### **2.3 Related Theory**

In this work, the Elaboration Likelihood Model (ELM) is a related hypothesis. Richard Petty and John Cacioppo (1980) developed the ELM dual-process theory of persuasion, which describes how individuals absorb information and come to judgments. The center path and the peripheral path are the two primary paths to persuasion, according to the ELM. High levels of intellectual processing define the core path to persuasion, which is employed with motivated individuals who have the capacity to thoroughly consider the information they are being presented with. Low levels of intellectual processing define the peripheral path to persuasion, which is employed when people lack the motivation or capacity to properly consider the information they are being presented with.

Petty and Cacioppo (1986) examined eWOM using the ELM and found that central route processing and significant service engagement are compatible. This suggests that those who are very committed to a service have a higher propensity to participate in in-depth cognitive appraisal. A crucial component of ELM, trust affects

source credibility and, in turn, central route processing probability (Petty & Cacioppo, 1986). When it comes to directing people to either critically evaluate information or rely on auxiliary cues, trust becomes a crucial factor. Petty and Cacioppo (1986) contended that recommendations can serve as key route arguments or secondary signals. This flexibility highlights the complex interactions between processing routes and recommendation content, and it is dependent on the consumer's motivation and cognitive capabilities.

The role of message content in influencing attitudes through eWOM aligns with the central route processing of ELM, contributing to more enduring attitude change. Petty and Cacioppo (1986) argued that detailed and substantive message content prompts individuals to engage in thoughtful analysis, reinforcing the principles of central route persuasion. Petty and Cacioppo (1986) proposed that interpersonal influence can manifest as both a peripheral cue and a central route factor. This duality hinges on the nature of the relationship and the depth of information processing, adding complexity to interpersonal dynamics within the ELM framework.

**Table (2.1) Elaboration Likelihood Model (ELM)**

<b>ELM Concept</b>	<b>Description</b>	<b>Examples in eWOM</b>
Service Involvement	Degree of personal relevance or importance attached to a service, influencing cognitive processing.	High involvement: Detailed comparison of service features. Low involvement: Quick scan of reviews.
Trust	Perception of source credibility, impacting the likelihood of engaging in central route processing.	High trust: More likely to critically evaluate reviews. Low trust: Reliance on superficial cues.
Recommendation	Can serve as peripheral cues or central route arguments depending on motivation and cognitive capacity.	Central route: Detailed recommendation analysis. Peripheral route: Quick acceptance based on source.
Message Content	Substance and detail in the message prompting thoughtful analysis, crucial for enduring attitude change.	Detailed content: More likely to lead to attitude change. Superficial content: Limited impact on attitudes.

Interpersonal Influence	Influence of relationships on persuasion, acting as both peripheral and central route factors.	Close relationship: Persuasion through detailed discussions. Acquaintance: Persuasion through surface-level agreement.
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Source: Richard Petty & John Cacioppo, 1986

## 2.4 Influencing Factors of Electronic-Word-of-Mouth (eWOM)

The influencing factors of eWOM are service involvement, trust, recommendation, message content and interpersonal influence.

### 2.4.1 Service Involvement in eWOM

Service involvement refers to the level of personal importance or significance that consumers attach to a particular service or service-related activity. It reflects the extent to which individuals are emotionally invested, mentally engaged, or committed to a service experience. High service involvement typically indicates that the service is perceived as significant to the consumer, which may be due to various factors such as the perceived risk of the service, its cost, or its relevance to the consumer's personal or professional life.

Van den Bulte and Stremersch (2004) suggested that in the context of electronic word-of-mouth, products with greater service involvement are more inclined to draw participation. This indicates that when customers feel there is more personal risk involved with a certain service or have a larger personal commitment, they are more likely to voice their concerns online. Customers are more motivated to share their opinion and knowledge with others when they consider a service to be really valuable, especially on digital platforms. This is a result of their increased need to seek out the approval or counsel of other users and to tell others about their experiences both good and bad.

Moreover, further emphasized the prevalence and acceptability of eWOM within the context of experiential services. These services, which are characterized by a high level of emotional engagement and personal relevance, are particularly conducive to generating eWOM. Consumers are driven to share their experiences not only to express their satisfaction or dissatisfaction but also to influence the decisions of others who might be considering the same service. In the age of technology, networks

of people and online assessments give consumers a widely available and accessible forum to express their ideas, which amplifies this sharing tendency.

#### **2.4.2 Trust in eWOM**

The trust in eWOM is a critical factor in understanding its impact on the ways in which customers make decisions. Zhang et al. (2014) respectively, have helped us understand that trust is really important in two key things: first, trusting the information itself (like online reviews), and second, trusting the places where we find this information (like websites or apps). Therefore, when individuals perceive the information as dependable and place trust in the website or platform hosting it, it significantly influences their perspective. For businesses to build trust in online reviews, they should promote honest feedback, create a friendly online community, and consistently provide good products or services.

#### **2.4.3 Recommendation in eWOM**

Recommendations play a crucial factor in shaping the landscape of eWOM. Although all online conversations and viewpoints regarding a good or service are included in eWOM, recommendations specifically refer to positive endorsements from individuals who have had a positive experience. Brown and Reingen (2005) defined eWOM as online comments about products and services that weren't asked for. Recommendations act as social proof, leveraging the trust consumers place in others. When someone recommends a product or service, it signals its quality and value, making potential customers more likely to trust eWOM and engage with it positively. (Hennig-Thurau et al., 2004). Studies by Chevalier & Mayzlin (2006) Recommendations provide a trusted source of information, especially when coming from friends, family, or individuals with a strong online presence. Beyond tangible benefits, recommendations foster positive customer satisfaction and engagement. Customers are more likely to become brand ambassadors and participate in constructive eWOM activities when they feel that their opinions are acknowledged and heard (Verhoef et al., 2009).

#### **2.4.4 Message Content in eWOM**

Electronic Word-of-Mouth (eWOM), message content holds crucial importance as it influences consumer perceptions and decisions. According to Hennig-Thurau, Gwinner, Walsh, and Gremler (2004), these online messages strongly influence people's opinions about products. Dellarocas (2003) further emphasized that factors like tone, details, and message length contribute to the credibility and impact of eWOM. In 2012, De Ascaniis and Gretzel took a more in-depth look at the titles and words used in eWOM reviews. This eWOM content isn't confined to text; it can include pictures, videos, or anything shared on social media, review sites, or forums. These messages often narrate personal experiences, offer recommendations, or voice criticisms, creating a dynamic online space where collective thoughts shape purchasing decisions. For businesses striving to succeed online, understanding how these messages function and influence choices is crucial.

#### **2.4.5 Interpersonal Influence in eWOM**

Interpersonal influence refers to the impact or effect that individuals exert on each other's attitudes, opinions, beliefs, or behaviors through direct communication or interaction. A fundamental component of social behavior, this influence is especially strong in the setting of (eWOM). Interpersonal influence encompasses various dimensions, including social norms, peer pressure, and the persuasive power of trusted sources.

In the context of eWOM, interpersonal influence emerges as a key factor shaping consumer behaviors. Aral et al. (2009) introduced the concept of eWOM as a form of social contagion, elucidating how online opinions influence purchase decisions through subtle interpersonal connections. Liu (2012) explored the role of homophily, emphasizing shared characteristics between eWOM sender and receiver in enhancing persuasive power. Scholars like Brown and Reingen (1987) have delved into this phenomenon, highlighting the interpersonal connections that underpin the exchange of opinions online. Their insights underscore the importance of social relationships in eWOM, as individuals are not only influenced by information but also by the relationships and trust established with those sharing recommendations or experiences. Acknowledging the role of interpersonal influence in eWOM is vital for comprehending the social dynamics that drive consumer decision-making.

## **2.5 Corporate Image**

Customers are generally more inclined to take less chances and buy goods and services from a business that has a strong corporate image. Corporate image is the distinct connections that consumers have with a business. According to Boyd et al. (2010), corporate image is regarded as one of the most significant strategic resources, giving businesses the groundwork to develop robust and durable competitive advantages over their rivals in the market.

Gardner and Levy (1995) highlighted the importance of conveying corporate image to targeted consumers, essential for marketers to establish and maintain brand sustainability. Park, Jaworski, and MacInnis (1986) emphasized that managing corporate image strategically supports the brand's overall concept. Schiffman and Kanuk (1986) suggested that fostering positive relationships with consumers is crucial for cultivating a favorable corporate image. Word-of-mouth (WOM) communication, both beneficial (PWOM) and adverse (NWOM), has a substantial impact on consumer choices and company image, according to Sandesa and Urdana (2013).

With the rise of eWOM, communication strategies have evolved, enhancing corporate image through increased visibility and interactive engagement (Serkan & Gokhan, 2005). East et al. (2007) confirmed that corporate image strongly influences consumer choices and purchasing intentions. Dellarocas (2003) noted that eWOM, facilitated by social media and online platforms, has revolutionized consumer feedback and interaction, surpassing traditional WOM in reach and influence. This global exchanged of opinions and experiences shapes corporate reputation and enhances brand perception, impacting long-term sustainability and market success.

Several research have demonstrated that a positive brand perception promotes consumer loyalty and makes brand extensions easier. A company with an upbeat corporate presence makes it easier for customers to grasp the quality level it provides and eases their decision to buy.

## **2.6 Purchase Intention**

Purchase intention is one of the most well-known and widely influenced factors by eWOM communication, according to the literature (Sher & Lee, 2009). The positive or negative content of online customer reviews determines whether customers have beneficial or detrimental sentiments. According to Litvin et al. (2008), word-of-mouth (WOM) facilitates customer assistance in decision-making. The possibility of a

purchase rises with positive eWOM and falls with negative eWOM. Customers' preferences and post-purchase assessments are shaped by their perception of eWOM as impartial and trustworthy.

Research by Luo and Zhong (2015) highlighted how social relationships influence eWOM on social platforms, impacting consumer attitudes and purchase decisions. Forman et al. (2008) argue that in online environments, the identity and reputation of reviewers significantly influence consumer perceptions. Customer recommendations have a direct influence on customers' decisions and are positively correlated with their intentions to make purchases. Online marketers greatly value the reviews, comments, and feedback provided by their customers. Customers' purchasing intentions have been proven to be positively influenced by both the amount and quality of online reviews (Do-Hyung et al., 2007).

Chevalier and Mayzlin (2006) discovered a favorable correlation between product sales and customer reviews, while Dellarocas et al. (2007) highlighted the impact of review valence (positive or negative tone) on sales predictions. Positive reviews and their visibility influence purchase intentions.

## **2.7 Corporate Image on the relationship between eWOM and Purchase Intention**

Purchase intention and eWOM have a link, which Kala and Chaubey (2018) examined and found to be mediated by corporate image. According to their research, marketers should concentrate on eWOM to improve brand perception and influence consumer decisions. In a similar vein, Pham and Ngo (2017) discovered that eWOM influences purchase intention indirectly by way of corporate image.

The mediating role of corporate image between eWOM and purchasing intention in social media was investigated. They discovered that corporate image acts as a partly mediating factor in the link between eWOM and purchase intention. Purchase intention and corporate image have been found to be significantly correlated by other researches as well. Furthermore, Lee et al. (2011) found that better-reviewed products typically sell better.

Every interaction between an organization and a customer contributes to the corporate image. Brands communicate reliability in delivering specific capabilities, requiring organizations to meet consumer expectations consistently in terms of reliability, predictability, and quality (Webster & Keller, 2004). Customers frequently



trust and favor brands that regularly provide high-value (quality) items in competitive markets.

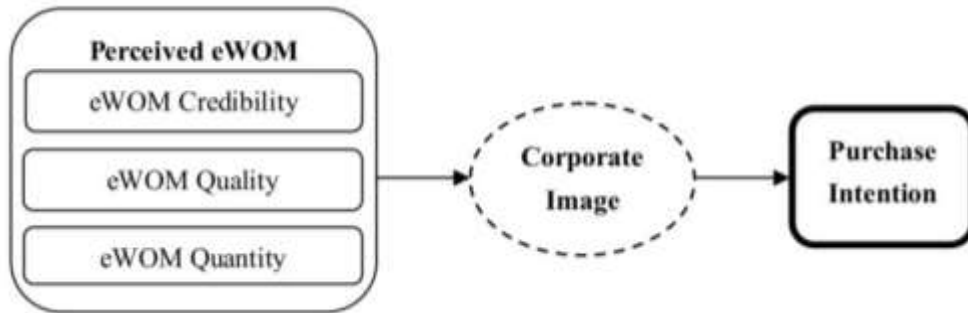
Ninety percent of consumers claim that online reviews and customer comments have a significant impact on their shopping decisions. Customers are seen to be able to communicate their experiences with brands with other members of the community most authentically through online evaluations.

## **2.8 Previous Studies**

The primary sources for this study are four earlier research publications. The impact of perceived eWOM on purchase intention: the mediating role of corporate image is the subject of the first prior study. The second earlier study examined the impact of electronic word-of-mouth on brand image and online purchase intentions in India by establishing its credibility through social networking sites. The impact of electronic word-of-mouth on consumer purchase intention is the subject of the third earlier study. Another is how brand image acts as a mediator between the impact of eWOM marketing and purchase intention. The following provides a brief discussion of the findings, their conceptual context, and their explanations.

A number of studies have demonstrated a strong correlation between purchase intention, company image, and eWOM. In a 2018 study conducted in Jordan, Abdallah Q. Bataineh found that eWOM had a large and favorable impact on purchasing intention in the education sector. The study also showed that purchase intention and perceived eWOM are mediated by corporate image. The *International Journal of Marketing Studies* published the conceptual framework for this study, which was developed using the Elaboration Likelihood Model (Petty and Cacioppo, 1980) and the Theory of Planned Behavior (Ajzen, 1991). The study was based on data from one thousand secondary school pupils in Amman, Jordan. The results showed that a number of eWOM factors, including quantity, quality, and legitimacy, had a major impact on both corporate image and purchase intention. However, availability was identified as lacking control over factors influencing purchase intention. Figure (2.2) depicts the conceptual framework of our investigation.

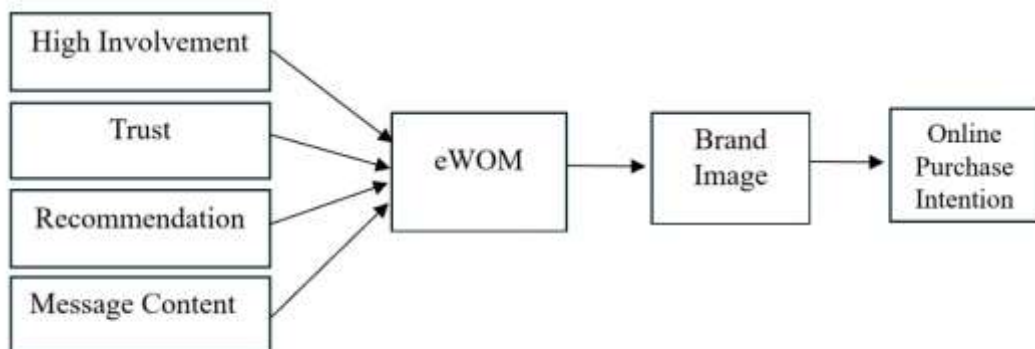
**Figure (2.2) The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image**



Source: Abdallah Q. Bataineh, 2018

Researchers Mohammed Arshad Khan and Mohd Shuaib Siddiqui (2021) looked at how Social Networking Sites (SNSs) activities affected the credibility of eWOM in India. Through an analysis of 256 respondents' online and offline data from four Indian states, they found that SNS activities have a major impact on eWOM credibility, which in turn shapes brand image and buy intentions. This implies that businesses can use SNSs to promote favorable brand perceptions and influence consumer behavior through eWOM. The study makes the assumption that when assessing electronic word-of-mouth messages, consumers give priority to certain variables. The conceptual structure of the study is shown graphically in Figure (2.3).

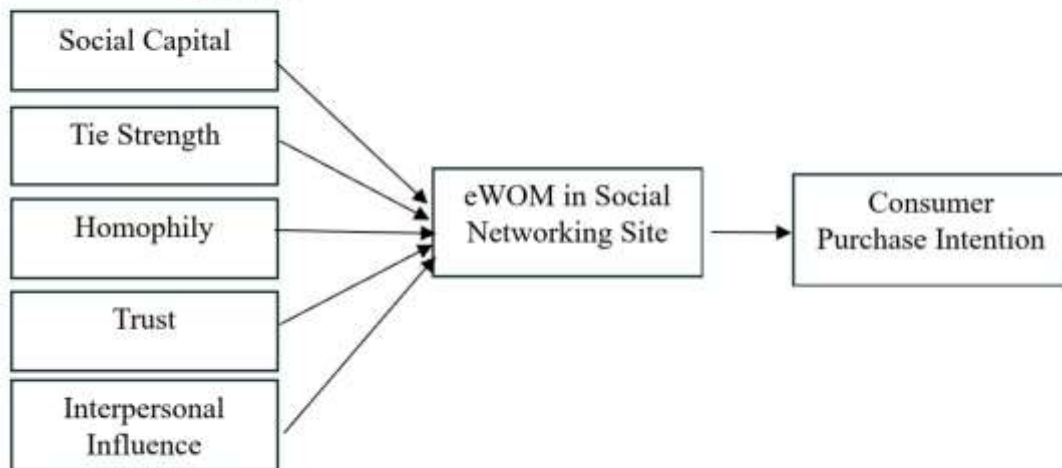
**Figure (2.3) Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India**



Source: Mohd Shuaib Siddiqui & Mohammed Arshad Khan, 2021

In order to comprehend the variables influencing electronic word-of-mouth (eWOM) on social networking sites and how it influences consumers' purchasing intentions, Nasif Chowdhury (2016) developed a model. The study examined the relationship that eWOM has with these variables and buying intentions. A survey was carried out among 300 individuals who had prior experience with online buying in Kuala Lumpur, Malaysia. The findings demonstrated that homophily had a negative impact on purchase intention while social capital, tie strength, trust, and interpersonal influence had favorable effects. The conceptual framework of the study is shown graphically in Figure (2.4).

**Figure (2.4) Influence of Electronic Word-of-Mouth on Consumer Purchase Intention**

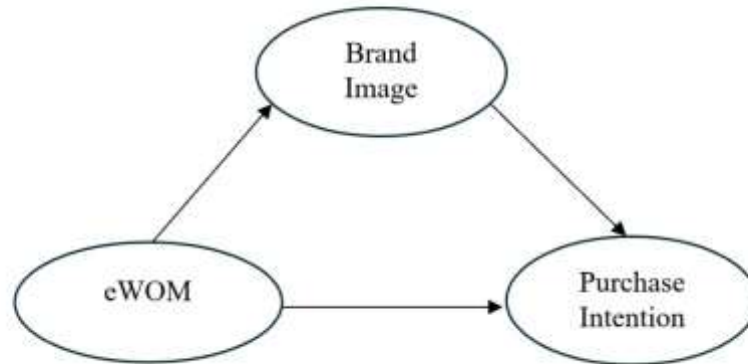


Source: Chowdhury, 2016

Several studies have demonstrated the clear connection between eWOM, brand perception, and purchase intent. In 2019, Ebru Onurlubaş and Remzi Altunişik asserted that electronic word-of-mouth, or eWOM, had a noteworthy and favorable impact on brand image. Furthermore, purchasing intention is positively impacted by brand image. According to the study, brand image has a role in mediating the relationship between eWOM and purchase intention. The study also discovered that customers' purchasing intentions and determinants are mediated by eWOM on social networking sites. The study made the assumption that when consumers view eWOM, they are paying

attention to the four main drivers. Figure (2.5) depicts the conceptual framework of our investigation.

**Figure (2.5) The Mediating Role of Brand Image on the effect of eWOM Marketing on Purchasing Intention**

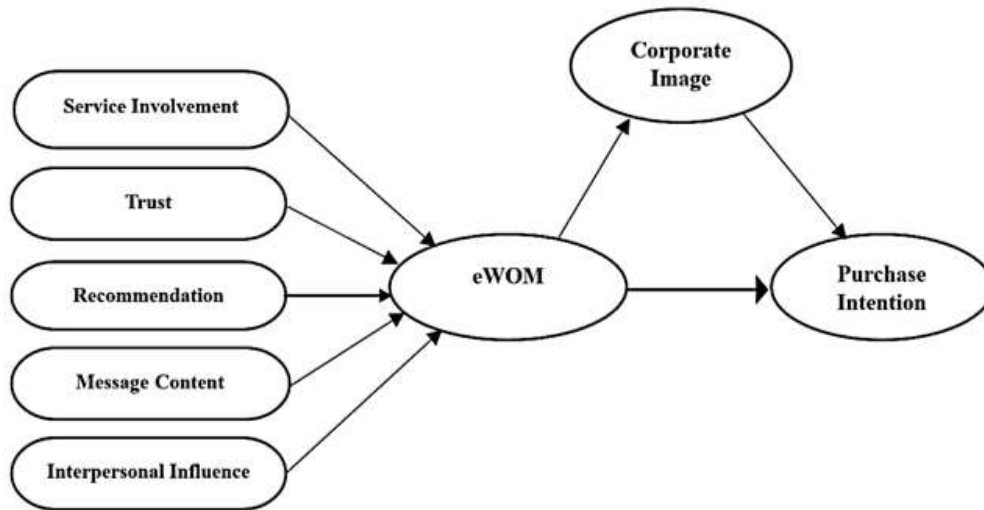


Source: Ebru Onurlubaş and Remzi Altunişik , 2019

## 2.9 Conceptual Framework of the Study

Previous research publications and theoretical reviews serve as the foundation for the conceptual framework. Involvement in services, trust, recommendations, message content, interpersonal influence, and their effects on eWOM are all included in the framework. All independent variables influence on eWOM and are adopted from the Elaboration Likelihood Model (ELM) by Richard Petty & John Cacioppo (1980). eWOM is measured by eWOM Credibility (Fogg, 2002). Additionally, eWOM explores significant influences on corporate image and purchase intention. Corporate image plays a crucial role as a mediator between eWOM and purchase intention. Ultimately, purchase intention is the primary outcome variable influenced by both corporate image and eWOM.

**Figure (2.6) Conceptual Framework of the Study**



Source: Own Compilation, 2024

### **Working Definitions**

Service involvement refers to the level of personal importance or significance that consumers attach to a particular service or service-related activity. It reflects the extent to which individuals are emotionally invested, mentally engaged, or committed to a service experience of promotional items.

Trust refers to the belief or confidence that potential customers have in the reliability, integrity, and competence of a person, organization, or system.

Recommendation is a suggestion or advice given by one party to another regarding a particular course of action, product, service, or decision.

Message content refers to the information, ideas, or concepts conveyed within a communication, such as a text, speech, or advertisement.

Interpersonal influence refers to the impact or effect that individuals exert on each other's attitudes, opinions, beliefs, or behaviors through direct communication or interaction.

eWOM, is the sharing of opinions, experiences, and recommendations about products, services, or brands through online platforms, such as social media, forums, or review websites.

Corporate image refers to the overall perception or impression that stakeholders, including customers and employees, based on its reputation, branding, actions, and communication efforts.

Purchase intention refers to the likelihood or inclination of individuals to buy a product or service within a specified time frame, based on their attitudes, preferences, and situational factors.

## **CHAPTER 3**

### **PROFILE AND eWOM MARKETING ACTIVITIES OF GOLDEN PREMIUM PLUS SERVICE CO., LTD.**

There are two sections in this chapter. The initial section presents the profile of Golden Premium Plus Service Co., Ltd. The subsequent section discusses the various aspects of eWOM marketing by Golden Premium Plus Services Co., Ltd.

#### **3.1 Profile of Golden Premium Plus Service Co., Ltd.**

In an era marked by fierce competition and rapidly evolving consumer preferences, the role of advertising and marketing has never been more crucial for businesses aiming to establish their presence and thrive in the market. In the vibrant landscape of Myanmar's business environment, Golden Premium Plus Service stands out as a beacon of innovation and excellence in the field of advertising.

Established in 2019, Golden Premium Plus Service has quickly emerged as a leading advertising agency, offering a comprehensive suite of services designed to elevate brands, engage audiences, and drive business growth. With a strong focus on creativity, integrity, and customer satisfaction, the company has earned a stellar reputation for delivering innovative and high-quality advertising solutions tailored to meet the unique needs and objectives of its clients.

Golden Premium Plus Service aims to position itself as Myanmar's leading provider of advertising solutions by enhancing brand visibility, fostering robust client relationships, adapting to market changes, expanding market presence, contributing to client success, promoting internal excellence, and engaging in corporate social responsibility. The company offers innovative, high-quality advertising solutions that empower businesses to effectively communicate their brand identity and connect with target audiences. The commitment to exceeding client expectations is evident through exceptional service, creativity, and a dedication to excellence in every project.

Golden Premium Plus Service aims to be Myanmar's premier advertising agency, recognized for creativity, reliability, and comprehensive service offerings. The company strives to set new industry standards, expand our influence, and enable client success in marketing endeavors. Golden Premium Plus Service operates with honesty, transparency, and trustworthiness in all relationships. The company embrace creativity

and innovation to deliver cutting-edge advertising solutions, uphold the highest standards of quality, prioritize client needs, foster teamwork, and actively contribute to community and environmental well-being through responsible practices.

Golden Premium Plus Service is an innovative advertising agency committed to delivering top-notch advertising solutions to businesses in Myanmar. With a core emphasis on creativity, integrity, and ensuring customer satisfaction, the company is poised to spearhead the advertising industry and assist its clients in achieving outstanding success in their marketing ventures.

### **3.2 Products and Services of Golden Premium Plus Service**

Golden Premium Plus Service specializes in crafting customized promotional items tailored to specific design and logo specifications. The company's offerings are meticulously designed to reflect the brand image of its clients, ensuring consistency and alignment with their marketing objectives. Leveraging creative expertise, Golden Premium Plus Service delivers eye-catching promotional items that effectively enhance brand awareness among target audiences.



**Table (3.1) Products and Services by Golden Premium Plus Service**

<b>Sr. No.</b>	<b>Category</b>	<b>Services/Products</b>	<b>Details</b>
1	Promotional Items	Bags, Umbrellas, Apparel, Drinkware, Stationery and Miscellaneous	Offering a wide range of promotional items, including customized bags, branded umbrellas, apparel like polo shirts and jackets, and personalized mugs and water bottles. Also available are notebooks, pens, keychains, and various other branded items such as hats, towels, and clocks, ideal for effective branding and promotional campaigns.
2	Advertising Solutions	Offset Printing, Corporate Clothing and Outdoor Advertising	Offset printing services deliver high-quality marketing materials and promotional collateral and corporate clothing options ensure uniformity and strong brand representation. Outdoor advertising solutions enhance visibility and effectively reach target audiences.
3	Corporate Gifts	Customized Gifts, Branded Merchandise and Personalized Gifts	Customized gift items cater to specific client and employee needs, offering personalized solutions. These branded merchandise options are ideal for corporate events, giveaways, and promotions, ensuring brand visibility. Personalized gifts leave lasting impressions, strengthening business relationships with thoughtful gestures.

**Table (3.1) Products and Services by Golden Premium Plus Service (Continued)**

Sr. No.	Category	Services/Products	Details
4	PR Gift Creation	High-Quality Gifts	<p>Unique PR gift concepts engage and impress valuable customers.</p> <p>Customized designs align with branding objectives, emphasizing quality.</p> <p>High-quality gifts crafted with attention to detail maximize impact and satisfaction.</p>
5	Customized Packaging Services	Tailored Packaging, Branding and Design	<p>Tailored packaging solutions enhance product presentation with cohesive and professional designs.</p> <p>Branding and design consultations ensure packaging aligns with brand identity, emphasizing consistency.</p> <p>Creative designs captivate customers and elevate brand image, enhancing market visibility and appeal.</p>
6	Delivery Services	Flexible Delivery and Timely Distribution	<p>Flexible delivery options for packaged products cater to diverse distribution needs, providing adaptable solutions.</p> <p>Nationwide delivery services reach multiple locations across Myanmar, ensuring products reach customers efficiently.</p> <p>Timely distribution guarantees customer satisfaction, delivering products promptly and reliably.</p>

Source: Golden Premium Plus Service, 2024

Golden Premium Plus Service is committed to delivering creativity, quality, and customer satisfaction, positioning itself as a comprehensive solution provider for all promotional and advertising needs in Myanmar.

### **3.3 eWOM Marketing Activities of Golden Premium Plus Service**

Golden Premium Plus Service has adeptly executed eWOM marketing strategies across both online and offline channels, employing a multifaceted approach to enhance its brand presence and cultivate meaningful connections with its target audience.

#### **3.3.1 Offline eWOM Marketing**

In alignment with its online efforts, Golden Premium Plus Service leverages offline channels to further bolster its eWOM marketing initiatives. By actively participating in industry events, trade shows, and networking opportunities, the company engages in face-to-face interactions with potential clients and partners, fostering interpersonal influence and generating word-of-mouth referrals. Through personalized demonstrations and consultations, Golden Premium Plus Service leaves a lasting impression on event attendees, prompting them to share their positive experiences with peers and colleagues. Moreover, the company's unwavering commitment to exceptional customer service and product quality in offline interactions solidifies its reputation as a reliable and trustworthy partner, reinforcing positive recommendations from satisfied clientele.

In conclusion, Golden Premium Plus Service's holistic approach to eWOM marketing, encompassing both online and offline strategies, underscores its dedication to building brand advocacy and driving business growth. By leveraging service involvement, trust-building, recommendations, message content, and interpersonal influence across various channels, the company effectively engages with its audience, fosters meaningful connections, and establishes itself as a leading player in the promotional industry.

#### **3.3.2 Online eWOM Marketing**

Golden Premium Plus Service has developed a comprehensive online eWOM marketing strategy designed to enhance its digital presence and engagement across various platforms. By carefully curating content and actively participating on social media channels such as Facebook, Viber, and Instagram, the company ensures a consistent and compelling online presence.

A key component of this strategy is the encouragement of user-generated content. Golden Premium Plus Service actively solicits feedback and testimonials from satisfied customers. By prominently showcasing these positive experiences on its social media profiles, the company leverages the credibility and influence of its existing clientele to attract new customers and build trust among potential clients. This approach not only enhances the company's reputation but also serves as a powerful marketing tool that fosters consumer trust and engagement.

Interactive engagement is another crucial element of Golden Premium Plus Service's eWOM strategy. The company places a strong emphasis on promptly responding to inquiries, comments, and messages on social media platforms. By fostering meaningful interactions and addressing customer concerns in a timely manner, the company aims to build rapport and credibility, further enhancing its online reputation. This proactive engagement not only improves customer satisfaction but also encourages ongoing interaction, strengthening the company's relationship with its audience.

Golden Premium Plus Service recognizes the importance of service involvement in its eWOM marketing strategy. By actively engaging with customers through various stages of the service delivery process, the company ensures a high level of customer satisfaction. This involvement includes pre-sale consultations, personalized service offerings, and post-sale support. By maintaining an active presence and showing genuine interest in customer needs, the company enhances its reputation and fosters positive word-of-mouth.

Building trust is a cornerstone of Golden Premium Plus Service's eWOM marketing approach. Trust is cultivated through transparency, reliability, and consistent delivery of high-quality services. The company's commitment to integrity and honesty in all interactions helps to establish a strong foundation of trust with both existing and potential customers. By consistently meeting or exceeding customer expectations, Golden Premium Plus Service reinforces its reputation as a trustworthy and dependable service provider.

Customers who are happy with Golden Premium Plus Service are strongly encouraged to tell others about their great experiences and suggest the service to others. This is achieved through various initiatives, such as referral programs, customer appreciation events, and incentives for sharing testimonials. By creating a network of

advocates who can vouch for the quality of its services, the company leverages the power of recommendations to expand its customer base and enhance its market presence.

Interpersonal influence plays a significant role in Golden Premium Plus Service's eWOM strategy. The company strives to build strong, personal connections with its customers through personalized communication and attentive service. By understanding the unique needs and preferences of each customer, Golden Premium Plus Service can tailor its interactions to provide a more personalized and impactful experience. This approach not only improves customer satisfaction but also encourages positive word-of-mouth, as customers are more likely to share their positive experiences with their personal and professional networks.

Through a strategic blend of informative content, user-generated testimonials, and proactive engagement, Golden Premium Plus Service uses (eWOM) marketing to increase brand awareness, boost consumer interaction, and eventually meet its marketing goals. By focusing on service involvement, building trust, encouraging recommendations, and leveraging interpersonal influence, the company creates a robust and effective eWOM marketing strategy that enhances its reputation and drives business growth.

## **CHAPTER 4**

### **ANALYSIS ON eWOM, CORPORATE IMAGE AND PURCHASE INTENTION**

The investigation is discussed and analytical analysis is presented in this chapter. This chapter is divided into three sections. The overall mean value of service involvement, trust, recommendation, message substance, and interpersonal influence is presented in the first section. Regression study of the eWOM influencing factor, eWOM's impact on corporate image, eWOM's impact on buy intention, and eWOM's impact on corporate image are covered in the second section. The relationship between eWOM and purchase intention is examined in the final part, where the mediating role of corporate image is discussed.

#### **4.1 Research Design**

The purpose of this study is to investigate the variables affecting eWOM at Golden Premium Plus Service Co., Ltd. In order to analyze the mediating role of corporate image on the relationship between eWOM and purchase intention in Golden Premium Plus Service Co., Ltd., this study used a descriptive research methodology. In order to accomplish these goals, primary and secondary data were employed. Textbooks, publications from international journals, earlier research papers, and websites were the sources of secondary data. Respondents were chosen from non-winning quotations to gather primary data. To collect primary data, respondents were selected from non-winning quotations, target potential customers of Golden Premium Plus Service, and potential corporate customers who are not current users of promotional items provided by Golden Premium Plus Service's Facebook page and Golden Premium Plus Service Co., Ltd. Data were collected from 145 respondents, including marketing staffs, marketing managers, marketing supervisors, procurement managers, procurement executives, general managers, or business owners from each corporation.

The formula created by Taro Yamane in 1967 was used in this analysis with a 95% confidence level. The computation is shown in this way:

$$\begin{aligned}
n &= N/(1+Ne^2) \\
&= 228/(1+228*0.0025) \\
&= 145 \\
n &= \text{sample size} \\
N &= \text{population size} \\
e &= \text{level of precision or sampling error}
\end{aligned}$$

There are five sections to the questionnaire. Personal or demographic information is gathered in the first section. The five influencing criteria—service involvement, trust, recommendation, message substance, and interpersonal influence—are covered in the second section. The elements pertaining to electronic word-of-mouth are covered in the third section, while corporate image is the subject of the fourth. The last section deals with the intention to buy. A five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), is used to evaluate each statement in this study.

#### **4.2 Reliability Test for Variables**

To ascertain the internal consistency of the variables in the questionnaire, reliability analysis was performed. The internal consistency reliability of surveys is measured by Cronbach's Alpha, which can be interpreted in the following ways: 0.8 to 0.9 indicates good internal consistency, 0.7 to 0.8 indicates acceptable internal consistency, 0.6 to 0.7 indicates questionable internal consistency, and less than 0.6 indicates poor internal consistency. Above 0.9 indicates excellent internal consistency. Table (3.2) presents the reliability analysis results and the consistency level for each variable.

**Table (4.1) Reliability Test**

<b>Category</b>	<b>Cronbach's Alpha</b>	<b>No. of items</b>	<b>Interpretation</b>
Service Involvement	0.783	5	Acceptable
Trust	0.846	5	Good
Recommendation	0.746	5	Acceptable
Message Content	0.710	5	Acceptable
Interpersonal Influence	0.754	5	Acceptable
eWOM	0.815	5	Good
Corporate Image	0.862	5	Good
Purchase Intention	0.808	5	Good

Source: Survey Data, 2024

All of the variables have Cronbach's Alpha Coefficients greater than 0.6, as Table (4.1) demonstrates. As a result, it is reasonable to infer that the data are valid and trustworthy.

### **4.3 Demographic Profile of Respondents**

The five categories of demographic characteristics are as follows: gender, age group, educational background, occupation, and current employment position. Using a structured questionnaire, information was gathered from 145 individuals who do not currently use promotional products offered by Golden Premium Plus Service Co., Ltd. Table (4.2) displays the respondents' demographic information.



**Table (4.2) Demographic Profile of Respondents**

<b>Sr. No.</b>	<b>Demographic Data</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
	<b>Total</b>	<b>145</b>	<b>100.0</b>
<b>1</b>	<b>Gender</b>	78	53.8
	Male	67	46.2
	Female		
<b>2</b>	<b>Age Category (Years)</b>		
	Under 25	1	0.7
	25 - 35	112	77.2
	36 - 45	32	22
	46 – 55	-	-
	56 and above	-	-
<b>3</b>	<b>Educational Background</b>		
	High school	1	0.7
	Undergraduate	1	0.7
	Graduate	112	77.2
	Post Graduate	30	20.7
	Other	1	0.7
<b>4</b>	<b>Occupation</b>		
	Business Owner / Self-employed	9	6.2
	Company Staff	132	91.0
	Government Employee	-	-
	Others	4	2.8
<b>5</b>	<b>Current Job Position</b>		
	Entry-level	8	5.5
	Mid-level	34	23.4
	Senior- level	67	46.2
	Management	28	19.3
	Other	8	5.5

Source: Survey Data, 2024

Table 3.2 provides a complete a demographic description of the 145 respondents, including age, gender, educational background, occupation, and current employment position. There are 46.2% female respondents and 53.8% male respondents in the sample. This suggests that the respondents' gender distribution is generally balanced. Of the total responses, 112 people, or 77.2%, are between the ages of 25 and 35. This is followed by 22.0 in the 36-45 years age category. Only 0.7% is under 25 years. There are no respondents in the 46-55 years and 56 and above age categories. This suggests that the survey predominantly reached younger to middle-aged adults. Those with postgraduate degrees account for 20.7%. There are small percentages of respondents with high school education 0.7%, undergraduate education 0.7%, and other educational backgrounds 0.7%. This indicates a highly educated sample, with the majority having completed graduate or postgraduate studies.

The majority of respondents are company staff 91.0%, indicating that most are employed in corporate environments. Self-employed or business owners constitute 6.2%, while a small percentage 2.8%, fall into the 'others' category. There are no government employees among the respondents. This shows a strong representation of corporate employees in the sample. Regarding job positions, 46.2% are in senior-level roles, followed by 23.4 in mid-level positions. Management positions are held by 19.3%. Both entry-level and other positions are held by 5.5%. This indicates that a significant portion of the respondents hold senior or mid-level positions, reflecting a well-established professional profile among the survey participants. The table provide a comprehensive overview of the demographic profile of the respondents, shows a diverse but predominantly young and middle-aged, highly educated group, mostly employed in corporate settings and holding senior or mid-level positions. The balanced gender distribution and the high level of education and professional status highlight the relevant characteristics of the survey sample.

#### **4.4 Descriptive Analysis on the Effect of eWOM, Corporate Image and Purchase Intention**

The mean values of the variables that are related to eWOM like service involvement, trust, recommendation, message content, and interpersonal influence are shown. A five-point Likert scale strongly disagree, disagree, neutral, agree, and strongly agree is utilized in the structured questionnaire to determine the influential elements.

**Table (4.3) Interpretation on Likert Scale**

Mean Score	Interpretation of Mean
1.00 – 1.80	Very Low
1.81 – 2.60	Low
2.61 – 3.40	Moderate
3.41 – 4.20	High
4.21 – 5.00	Very High

Source: Bagian Perancangan dan Penyelidikan Dasar Pendidikan (BPPDP), 2006

#### 4.4.1 Respondents Perception on Service Involvement

Five questions need to be analyzed, and Table (4.4) displays the average and standard deviation of the service engagement elements. The following displays the overall mean as well as the mean values and deviation from the mean, for each question.

**Table (4.4) Mean Score on Service Involvement**

Sr. No.	Description	Mean	SD
1	Being familiar with companies that provide customized promotional items and corporate gifts.	4.44	0.64
2	Being involved in selecting promotional items and corporate gifts for my business.	4.09	0.79
3	Regularly searching different suppliers for customized promotional items and corporate gifts.	4.08	0.60
4	Interacting frequently with members of the promotional items group.	4.22	0.64
5	Being very motivated to share information about promotional items and corporate gifts with friends and family members through social media.	4.27	0.67
	<b>Overall Mean</b>	4.22	

Source: Survey Data, 2024

The overall mean value of 4.22 describes that respondents are highly involved with services related to Golden Premium Plus Service. This high level of involvement

is reflected across various aspects, including familiarity with companies providing these items (mean = 4.44). The relatively lower mean for regular searches for suppliers (mean = 4.08) indicates an area with slightly less engagement. These findings indicate positive perception of services related to the B2B service industry for promotional items and corporate gifts among the respondents.

#### 4.4.2 Respondents Perception on Trust

Five questions need to be analyzed, and Table (4.5) displays the average and standard deviation of the trust elements. The following displays the overall mean as well as the mean values and deviation from the mean, for each question.

**Table (4.5) Mean Score on Trust**

Sr. No.	Description	Mean	SD
1	Believing that online reviews are reliable when evaluating promotional item providers.	4.23	0.64
2	Trusting responsive and helpful customer service in promotional item companies.	4.46	0.66
3	Trusting online communities discussing customized promotional items and corporate gifts	4.44	0.70
4	Trusting feedback from the professional network when selecting service providers.	4.27	0.60
5	Trusting high ratings on review sites in companies	4.29	0.60
<b>Overall Mean</b>		4.34	

Source: Survey Data, 2024

The overall mean value of 4.34 highlights that respondents have a high level of trust in various aspects related to Golden Premium Plus Service. The highest mean value (4.46) is associated with trust in responsive and helpful customer service, indicating that this is the strongest factor in building trust. Additionally, a lower mean value of 4.23 indicates that respondents find online reviews reliable when evaluating promotional item providers. These mean values indicate high level of trust in various information sources and interactions related to promotional items and corporate gifts providers.

#### 4.4.3 Respondents Perception on Recommendation

Five questions need to be analyzed, and Table (4.6) displays the average and standard deviation of the recommendation elements. The following displays the overall mean as well as the mean values and deviation from the mean, for each question.

**Table (4.6) Mean Score on Recommendation**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>SD</b>
1	Following up on recommendations to learn more about potential service providers.	4.22	0.76
2	Preferring to do business with companies that come highly recommended.	4.25	0.58
3	Believing that recommended service providers are more reliable.	4.33	0.60
4	Valuing recommendations from trusted sources in buying decisions.	4.32	0.66
5	Valuing recommendations from industry peers when selecting products or services.	4.44	0.58
	<b>Overall Mean</b>	4.31	

Source: Survey Data, 2024

The overall mean value of 4.31 implies that highly value recommendations when evaluating and selecting service providers. This indicates a strong reliance on various forms of recommendations, highlighting their critical role in decision-making processes. Specifically, 4.44 indicate that recommendations from industry peers are particularly influential. The overall means indicate the importance of recommendations in shaping consumer preferences and behaviors.

#### 4.4.4 Respondents Perception on Message Content

Five questions need to be analyzed, and Table (4.7) displays the average and standard deviation of the message content elements. The following displays the overall mean as well as the mean values and deviation from the mean, for each question.

**Table (4.7) Mean Score on Message Content**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>SD</b>
1	Being interested in the type of content, especially emotional content, on social media.	4.39	0.62
2	Considering the interest level of content important for creating more engagement on social media.	4.31	0.59
3	Engaging with the content (e.g., clicking on links, reading further) provided by service providers.	4.25	0.68
4	Having trust companies that provide detailed information about their products and services online.	3.77	1.26
5	Understanding the benefits of products or services through their messages.	4.29	0.63
<b>Overall Mean</b>		4.31	

Source: Survey Data, 2024

The overall mean value of 4.31 for message content presents that respondents place highly importance on the type and quality of content provided by service providers on social media. Specifically, they show a high interest in emotionally engaging content (mean = 4.39) and consider the interest level of the content crucial for creating more engagement (mean = 4.31). Respondents also like to engage with the content by clicking links and reading further (mean = 4.25), and find messages about products or services that clearly explain their benefits to be effective (mean = 4.29). Overall, these mean values reflect high level of message content for engaging, clear, and emotionally resonant content.

#### 4.4.5 Respondents Perception on Interpersonal Influence

Five questions need to be analyzed, and Table (4.8) displays the average and standard deviation of the interpersonal influence elements. The following displays the overall mean as well as the mean values and deviation from the mean, for each question.

**Table (4.8) Mean Score on Interpersonal Influence**

Sr. No.	Description	Mean	SD
1	Gathering information before choosing a service provider.	4.30	0.56
2	Consulting to choose the best alternative service provider.	4.38	0.62
3	Considering others' opinions or expectations before choosing a service provider.	4.30	0.56
4	Valuing input from industry peers when making decisions about service providers.	4.4	0.58
5	Being influenced by thought leaders or influencers in my choice.	4.3	0.64
<b>Overall Mean</b>		4.36	

Source: Survey Data, 2024

The overall mean value of 4.36 for interpersonal influence implies that respondents place a high value on the input and opinions of others when choosing promotional items and corporate gift providers. This high mean value indicates a strong reliance on various forms of interpersonal influence in decision-making processes. Specifically, respondents gather information before choosing a service provider (mean = 4.30), consult to choose the best alternative (mean = 4.38), and consider others' opinions or expectations (mean = 4.30). They also highly value input from industry peers (mean = 4.40) and acknowledge the impact of influencers or thought leaders on their choices (mean = 4.30). These insights highlight a high level of interpersonal interactions in consumer decisions.

The respondent's perception of Golden Premium Plus Service Co., Ltd.'s influencing factor is shown in Table (4.9) below. Five items make up the eWOM influencing factor.

**Table (4.9) Overall Mean on Influencing Factors of Electronic Word-of-Mouth (eWOM)**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>
1	Service Involvement	4.22
2	Trust	4.34
3	Recommendation	4.31
4	Message Content	4.31
5	Interpersonal Influence	4.36

Source: Survey Data, 2024

Based on the information shown in Table (4.9), there is a respectable degree of agreement indicated by the average scores for the various criteria. Furthermore, the business efficiently disseminates pertinent knowledge to make clients feel informed and appreciated. The influencing factors poll produced a mean score at a high level, indicating that these elements are probably in line with the favorable opinion of eWOM.

#### **4.5 Respondents Perception on eWOM, Corporate Image and Purchase Intention**

To measure the consumer perception on eWOM, corporate image and purchase intention.

##### **4.5.1 Respondents Perception on Electronic Word-of-Mouth (eWOM)**

The respondent perception of Golden Premium Plus Service on eWOM is described in Table (4.10). Five questions need to be examined.



**Table (4.10) Mean Score on Electronic Word-of-Mouth (eWOM)**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>SD</b>
1	Relying on eWOM (electronic Word-of-Mouth) from other businesses when selecting a service provider.	4.24	0.69
2	Considering eWOM forms as important sources of information for selecting service providers.	4.24	0.60
3	Changing my opinion about a product or service after viewing a positive comment about it on an eWOM forum.	4.31	0.67
4	Reading online reviews written by other members to ensure buying the right products or services.	4.31	0.72
5	Choosing the recommended product or service on eWOM forums when deciding between two options.	4.35	0.68
<b>Overall Mean</b>		4.29	

Source: Survey Data, 2024

The mean values of the eWOM responses indicate a robust reliance on eWOM in the B2B industry, particularly concerning Golden Premium Plus Service. Each statement related to the use of eWOM when selecting service providers, the importance of eWOM forms as information sources, the likelihood of changing opinions based on positive comments, the practice of reading online reviews, and the preference for eWOM-recommended products or services scored above 4.24. The overall mean of 4.29 reinforces this high level of eWOM, indicating a consistently favorable perception across all measured aspects of electronic Word-of-Mouth. This strong reliance on eWOM highlights its critical role in shaping business decisions and emphasizes the importance for businesses to actively manage and leverage their online reputation.

#### 4.5.2 Respondents Perception on Corporate Image

The respondent perception of Golden Premium Plus Service on corporate image is described in Table (4.10).

**Table (4.11) Mean Score on Corporate Image**

Sr. No.	Description	Mean	SD
1	Being widely known is a trait of the company discussed in the online reviews/comments.	4.28	0.64
2	Having a distinguished image from others is a characteristic of the company discussed in the online reviews/comments.	4.40	0.70
3	Having deep experience in the market is a feature of the company discussed in the online reviews/comments.	4.20	0.68
4	Being stable is a quality of the company discussed in the online reviews/comments.	4.44	0.76
5	Being trustworthy is an attribute of the company discussed in the online	4.47	0.73
<b>Overall Mean</b>		4.36	

Source: Survey Data, 2024

The mean values of the corporate image responses underscore a significant positive perception of corporate image within the Golden Premium Plus Service. Each statement related to the company's recognition, distinctiveness, market experience, stability, and trustworthiness in online reviews scored above 4.20. The overall mean score of 4.36 further indicate the high level of corporate image, reflecting consistently favorable opinions across all measured aspects. This strong perception of corporate image emphasizes its critical role in shaping business decisions and underscores the importance for businesses to actively manage and enhance their online reputation.

### 4.5.3 Respondents Perception on Purchase Intention

The respondent perception of Golden Premium Plus Service on purchase intention is described in Table (4.12). Five questions need to be examined.

**Table (4.12) Mean Score on Purchase Intention**

Sr. No.	Description	Mean	SD
1	Purchasing products or services introduced by friends on social media.	4.15	0.54
2	Purchasing products or brands whose information is provided by credible social media sources.	4.09	0.60
3	Intending to purchase products that have positive feedback from other customers	4.32	0.63
4	Preferring to buy products with high ratings in online reviews.	4.27	0.63
5	Choosing the service provider based on their reputation.	4.26	0.60
	<b>Overall Mean</b>	4.22	

Source: Survey Data, 2024

The mean values of the purchase intention responses indicate a high inclination towards purchasing products and services in Golden Premium Plus Service. Each statement concerning the influence of social media recommendations, credible information sources, positive customer feedback, high online ratings, and reputation scored above 4.09. The overall mean score of 4.22 indicate a consistently favorable purchase intention across all measured aspects, emphasizing the significant role of social media and online feedback in shaping purchasing decisions.

### 4.6 Analysis on the Influencing Factor of eWOM

Table (4.13) presents the influencing factors of involvement, trust, recommendation, message content and interpersonal influence on eWOM of Golden Premium Plus Service and based on a regression analysis.

**Table (4.13) The Influencing Factor of eWOM**

Variable	Unstandardized		Standardized Coefficient	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.543	0.377		1.442	0.152	
Service Involvement	0.110	0.088	0.106	1.259	0.210	1.769
Trust	0.238**	0.095	0.236	2.511	0.013	2.197
Recommendation	0.168*	0.104	0.149	1.612	0.100	2.091
Message Content	0.246**	0.114	0.114	2.152	0.033	2.668
Interpersonal Influence	0.121	0.106	0.106	1.138	0.257	1.943
R Square	0.440					
Adjusted R Square	0.420					
F Value	36.784***					

The unstandardized coefficient (0.110) indicates that as service involvement increases, there is a corresponding increase of engagement in (eWOM) activities. The standardized coefficient (0.106) indicates that service involvement contributes to approximately 10.6% of the variation in eWOM engagement. However, with a significance level of 0.210, the relationship between service involvement and eWOM engagement is not statistically significant at the conventional 5% level. Nevertheless, the findings indicate a weak influence of service involvement on eWOM engagement within the B2B service industry, particularly among promotional item and corporate gift providers.

The unstandardized coefficient (0.238) indicates that as trust, there is a corresponding increase of engagement in (eWOM) activities. The standardized coefficient (0.236) implies that trust contributes significantly, explaining approximately 23.6% of the variation in eWOM engagement. With a significance level of 0.013, the relationship between trust and eWOM engagement. This implies that trust plays a crucial role in influencing eWOM engagement among participants in the B2B service industry, specifically within the promotional item and corporate gift provider sector.

The unstandardized coefficient (0.168) indicates that as recommendation, there is a corresponding increase of engagement in (eWOM) activities. The standardized

coefficient (0.10) indicates that recommendation explains approximately 10% of the variation in eWOM engagement. This describes that while recommendations from satisfied clients may influence eWOM activities to some extent, their impact may not be as pronounced as trust.

The analysis indicates a positive relationship between message content and engagement in (eWOM) activities, as evidenced by the unstandardized coefficient of 0.246. The standardized coefficient (0.114) indicates that message content explains approximately 11.4% of the variation in eWOM engagement. With a significance level of 0.033, the relationship between message content and eWOM engagement. This describes that the content of messages shared within the B2B service industry, particularly among promotional item and corporate gift providers, significantly influences the likelihood of engagement in eWOM activities.

The unstandardized coefficient (0.121) indicates that as interpersonal influence, there is a corresponding increase of engagement in (eWOM) activities. The standardized coefficient (0.106) indicates that interpersonal influence explains approximately 10.6% of the variation in eWOM engagement. However, with a significance level of 0.257, the relationship between interpersonal influence and eWOM engagement. This implies that interpersonal influence may have some influence on eWOM engagement among participants in the B2B service industry, particularly within the promotional item and corporate gift provider sector, but the effect is not statistically significant based on this analysis.

The R-squared value of 0.440 indicates that approximately 44.0% of the variability in engagement in (eWOM) activities among B2B customers within the promotional item and corporate gift provider sector can be explained by the combined influence of service involvement, trust, recommendation, message content, and interpersonal influence. This indicates a moderate level of explanatory power in understanding the factors driving eWOM engagement within this industry segment.

The model as a whole is meaningful and offers an excellent fit to the data, as shown by the highly significant F-value (36.784).

#### 4.7 The Mediating Effect of Corporate Image on relationship between eWOM and Purchase Intention

In order to determine the mediating role of corporate image on the relationship between eWOM and purchase intention, mediation analysis was conducted. In this study, the variable *Img* has been considered as a mediator to the extent that it carried the influence of independent variable eWOM to dependent variable *Int*.

##### 4.7.1 The Effect of Electronic Word-of-Mouth (eWOM) on Corporate Image

Table (4.14) presents the effect of eWOM on corporate image of Golden Premium Plus Service, based on a regression analysis.

**Table (4.14) The Effect of Electronic Word-of-Mouth (eWOM) on Corporate Image**

Variable	Unstandardized		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.608	0.326		4.925	0.000
eWOM	0.641***	0.75	0.579	8.498	0.000
R Square	0.336				
F Value	72.213***				

Source: Survey Data, 2024

Note: \*\*\*Significant at 1% level

The analysis demonstrates a significant and positive effect of eWOM on corporate image. With a coefficient of 0.641, every unit increase in eWOM corresponds to a 0.641-unit increase in corporate image. This relationship is statistically significant, as indicated by the high t-value of 8.498 ( $p < 0.001$ ). The standardized beta coefficient of 0.579 further emphasizes the substantial impact of eWOM on corporate image.

F-value of 72.213\*\*\* ( $p < 0.001$ ), suggesting that the combined influence of eWOM on corporate image is not due to random chance. Furthermore, the R-squared value of 0.336 indicates that approximately 33.6% of the variability in corporate image can be explained by eWOM. This underscores the importance of eWOM as a key

determinant of corporate image within the specified industry segment, highlighting its role in shaping perceptions and influencing stakeholders' attitudes towards the companies operating within this space.

#### 4.7.2 The Effect of Electronic Word-of-Mouth (eWOM) on Purchase Intention

Table (4.14) presents the effect of eWOM on purchase intention of B2B service industry, specifically promotional item and corporate gift providers, based on a regression analysis.

**Table (4.15) The Effect of Electronic Word-of-Mouth (eWOM) on Purchase Intention**

Variable	Unstandardized		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.796	0.248		7.246	0.000
eWOM	0.565***	0.57	0.636	9.855	0.000
R Square	0.404				
F Value	97.115***				

Source: Survey Data, 2024

Note: \*\*\*Significant at 1% level

The analysis demonstrates a significant and positive impact of eWOM on purchase intention. The coefficient of 0.565 suggests that for every unit increase in eWOM, there is a corresponding increase of 0.565 units in purchase intention. This relationship is highly significant, supported by the substantial t-value of 9.855 ( $p < 0.001$ ) and the standardized beta coefficient of 0.636.

The overall model is statistically significant, as evidenced by the F-value of 97.115\*\*\* ( $p < 0.001$ ), indicating that the combined effect of eWOM on purchase intention is not merely a result of chance. Moreover, the R-squared value of 0.404 suggests that approximately 40.4% of the variability in purchase intention can be explained by eWOM. This underscores the pivotal role of eWOM in influencing the propensity of B2B customers within the specified industry segment to engage in purchase behaviors, emphasizing its significance as a driver of commercial outcomes and decision-making processes.

### 4.7.3 The Effect of Corporate Image on Purchase Intention

Table (4.15) presents the effect of *Img* on *Int* of B2B service industry, specifically promotional item and corporate gift providers, based on a regression analysis.

**Table (4.16) The Effect of Corporate Image on Purchase Intention**

Variable	Unstandardized		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.300	0.247		9.328	0.000
Corporate Image	0.441***	0.056	0.549	7.859	0.000
R Square	0.302				
F Value	61.764***				

Source: Survey Data, 2024

Note: \*\*\*Significant at 1% level

The analysis demonstrates a significant and positive influence of corporate image on purchase intention. With a coefficient of 0.441, every unit increase in corporate image corresponds to a 0.441-unit increase in purchase intention. This relationship is statistically significant, as evidenced by the considerable t-value of 7.859 ( $p < 0.001$ ) and the standardized beta coefficient of 0.549.

F-value of 61.764\*\*\* ( $p < 0.001$ ), indicating that the collective impact of corporate image on purchase intention is not merely a result of chance. Furthermore, the R-squared value of 0.302 suggests that approximately 30.2% of the variability in purchase intention can be explained by corporate image. This underscores the critical role of corporate image in shaping B2B customers' inclination to engage in purchase behaviors within the specified industry segment, emphasizing its significance as a driver of commercial outcomes and decision-making processes.

Table (4.8) presents the mediating effect of *Img* in the relationship between *eWOM* and *Int*. The standardized path coefficients ( $\beta$ ), along with the corresponding standard errors and 95% confidence intervals (CI), are provided for the indirect, direct, and total effects.



**Table (4.17) Direct and Indirect Effect of Corporate Image**

Path	Effect	Std. Error	95% CI	
			LLCI	ULCI
Total	0.5872***	0.0582	0.4721	0.7024
Direct (eWOM → Int)	0.4358***	0.0676	0.3020	0.5695
Indirect (eWOM → Img → Int)	0.1515***	0.0671	0.0285	0.2811

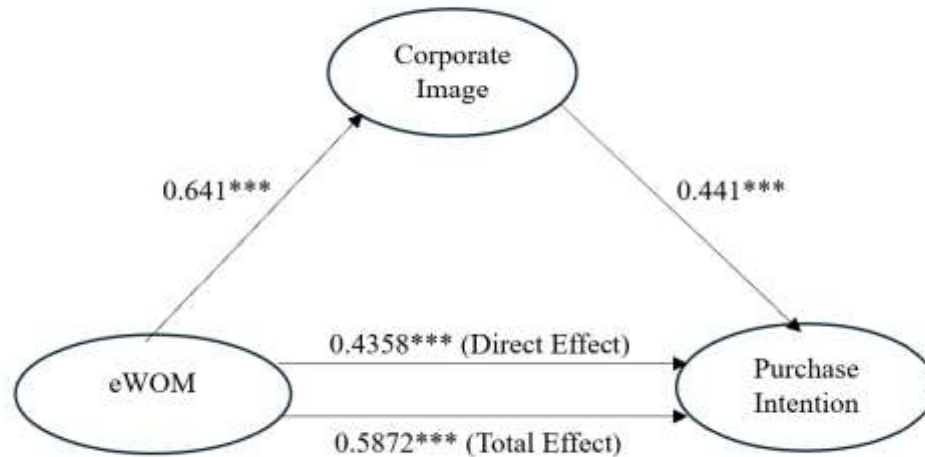
Source SPSS Outputs, 2024

CI confidence interval, p\*\*\*<0.001

The study utilized the Bootstrap sampling test method to examine the mediation effect of Corporate Image in the associated between eWOM and purchase intention. Table (4.8) presents the results of an analysis examining the mediating effect of corporate image on the relationship between eWOM and purchase intention. The analysis includes the total effect, the direct effect of eWOM on purchase intention, and the indirect effect mediated by corporate image, along with the corresponding standard errors and 95% confidence intervals.

The results highlight the crucial role of eWOM in driving both corporate image and purchase intention. This means that enhancing eWOM not only directly increases purchase intention but also does so indirectly by improving corporate image. These findings emphasize the importance of a comprehensive approach that simultaneously focuses on leveraging eWOM and enhancing corporate image to drive purchase intention. By considering controlled variables such as gender, age, education, Occupation, and Position, the analysis ensures that the observed effects are robust and not confounded by these factors.

**Figure (4.1) Direct and Indirect Effect of Corporate Image**



Source: Own Compilation, 2024

$\beta$  Standardized path coefficient, CI confidence interval. \*\*\* $p < 0.001$

Figure 4.1 effectively elucidates the pathways through which eWOM influences Int, highlighting the mediating role of Img. The total effect of eWOM on Int is significant and positive, with a standardized path coefficient ( $\beta$ ) of 0.5872 ( $p < 0.001$ ). This describes that overall, eWOM has a strong positive impact on Int. When considering all paths together, positive eWOM is strongly associated with increased Int.

The direct effect of eWOM on Int, excluding the mediation by corporate image, is also significant and positive, with a standardized path coefficient ( $\beta$ ) of 0.4358 ( $p < 0.001$ ). The 95% CI ranges from 0.3020 to 0.5695. This indicates that even without considering the effect of corporate image, eWOM independently contributes to higher purchase intention. This direct relationship highlights the importance eWOM in driving Int directly.

The indirect effect of eWOM on Int through corporate image is significant, with a standardized path coefficient ( $\beta$ ) of 0.1515 ( $p < 0.001$ ). The 95% CI ranges from 0.0285 to 0.2811. This significant indirect effect describes that part of the influence of eWOM on Int is mediated through Img. In other words, eWOM enhances Img, which in turn boosts Int.

The analysis demonstrates that eWOM has a significant positive impact on Int both directly and indirectly through Img. The total effect size is substantial, indicating

that eWOM is a critical driver of purchase intention. The direct effect signifies that eWOM independently fosters Int, while the significant indirect effect mediated by corporate image underscores the crucial role of corporate image in this relationship. These findings highlight eWOM to enhance both corporate image and purchase intention, ultimately driving business success.

## **CHAPTER 5**

### **CONCLUSION**

These are three sections to this chapter. They are findings and discussions, suggestions and recommendations and the needs for further research for the ones who are interested in better understanding of the effects of eWOM. It also ends with some recommendations for furthering this research in the future.

#### **5.1 Findings and Discussions**

The study aims to investigate the influence factors of service involvement, trust, recommendation, message content, and interpersonal influence on electronic Word-of-Mouth (eWOM) engagement within the B2B service industry, specifically among promotional item and corporate gift providers like Golden Premium Plus Service. The study also examines the mediating effect of corporate image in the relationship between eWOM and purchase intention at Golden Premium Plus Service.

Data collection involved surveying 145 potential corporate customers of Golden Premium Plus Service using structured questionnaires to ensure systematic analysis. It was observed that out of the 145 respondents, a significant proportion comprised male individuals, reflecting the gender distribution among potential corporate clients.

According to the first objective, the study investigates various factors influencing eWOM in the context of a specific service. The analysis focuses on service involvement, trust, recommendation, message content, and interpersonal influence, examining their impact on eWOM. One possible reason for service involvement not being significant could be that customers do not necessarily need to be highly involved with a service to share their experiences online. Unlike other contexts where high involvement drives more detailed and frequent word-of-mouth, the nature of eWOM allows for quick and spontaneous sharing of experiences without deep engagement with the service. Customers are more influenced by specific experiences or interactions rather than their overall involvement with the service. Another reason could be that decision-makers often prioritize stability, efficiency, and reliability over personal or emotional connections. Unlike consumer products, where emotional ties can heavily influence decisions, B2B clients are more focused on the consistent delivery of service promises and measurable outcomes.

Trust was found to be highly significant in influencing eWOM at Golden Premium Plus Service. When customers trust a service, they are more inclined to recommend it to others and share positive experiences online. Similarly, recommendation was found to be highly significant in influencing eWOM. Customers who are satisfied with a service and willing to recommend it are more likely to share their experiences online. This indicates that business focuses on creating positive experiences that motivate customers to recommend their service.

Message content was found to be a significant factor in predicting eWOM. This indicates that the quality and relevance of the information shared play a crucial role in influencing client engagement. This indicates the importance of crafting compelling and relevant message content to stimulate positive eWOM interactions among B2B clients. The lack of significance of interpersonal influence on eWOM could be attributed to the nature of online interactions, where personal connections are not as influential as they are in face-to-face interactions. In the online, customers rely more on the content of the messages and the perceived trustworthiness of the sources rather than the influence of their personal relationships. This indicates the need for businesses to focus on building trust and encouraging high-quality content rather than solely relying on interpersonal networks to drive eWOM.

According to the second objective, the analysis aims to investigate the mediating effect of corporate image on the relationship between eWOM and purchase intention at Golden Premium Plus Service Co., Ltd. The findings provide insight into how eWOM influences purchase intention through the corporate image. The results indicate that corporate image plays a significant mediating role in the relationship between eWOM and purchase intention.

The findings revealed that eWOM has a strong positive impact on corporate image. Positive eWOM, such as favorable reviews and recommendations, contributes to building a robust and positive image of Golden Premium Plus Service Co., Ltd. This implies that positive eWOM enhances the corporate image, which in turn increases the likelihood of purchase intention among potential clients.

The study further shows that a positive corporate image significantly influences purchase intention. Clients are more likely to consider and decide to engage with Golden Premium Plus Service Co., Ltd. if they perceive the company to have a strong,

positive image. The implications of these findings are significant for Golden Premium Plus Service Co., Ltd. To maximize purchase intention, the company focuses on fostering positive eWOM and simultaneously enhancing its corporate image. This dual strategy ensures that positive customer feedback is effectively translated into a stronger corporate image, which then leads to increased purchase intentions.

The study emphasizes the importance of understanding the factors that influence eWOM, given its strong positive influence on corporate image and purchase intention. Businesses prioritize creating positive customer experiences that naturally encourage eWOM. It's also crucial for companies to monitor and respond to online feedback promptly to uphold a positive brand image. By effectively managing these aspects, businesses can leverage eWOM to enhance their market presence and foster long-term growth in the digital marketplace.

## **5.2 Suggestions and Recommendations**

To establish a strong presence in the competitive market, Golden Premium Plus Service prioritize strategies that enhance their engagement through (eWOM). This can be achieved by focusing on trust-building activities, such as publishing detailed customer success stories and testimonials, as well as highlighting industry certifications and awards. Additionally, crafting high-quality, informative content tailored to the interests of their target audience and using visually appealing formats can significantly boost eWOM engagement.

Moreover, leveraging recommendations strategically through structured referral programs and industry networking events can foster positive word-of-mouth among existing and potential clients. Creating opportunities for clients to actively participate in the brand's offerings, such as through customized solutions and feedback sessions, can enhance their involvement and investment in the services provided by Golden Premium Plus Service.

Furthermore, implementing a reward system for clients who recommend Golden Premium Plus Service to others can be a powerful incentive for generating more referrals. This reward system could offer discounts, exclusive deals, or even cash incentives to clients who successfully refer new customers to the company. Moreover, creating a tiered reward system based on the number of referrals or the value of referred business can provide additional motivation for clients to actively promote Golden

Premium Plus Service. For example, clients who refer multiple new customers or generate significant revenue through their referrals could unlock higher-tier rewards such as special gifts, VIP status, or personalized services. By implementing a robust reward system for referrals, Golden Premium Plus Service can harness the power of word-of-mouth marketing to expand its customer base, increase sales, and strengthen its position in the B2B service industry.

Strengthening interpersonal influence within the organization by encouraging employees at all levels to become brand advocates and providing resources to support team decision-making processes can further amplify the impact of eWOM. Additionally, ensuring consistency in branding across all channels and engaging in corporate social responsibility activities that resonate with clients' values can contribute to building a strong and recognizable corporate image.

For Golden Premium Plus Service and other B2B service providers in the industry, it's essential to continuously innovate and offer unique, high-quality promotional items and corporate gifts that stand out in the market. Ensuring that all marketing materials, social media content, and communications reflect a consistent brand message and visual identity is crucial. Engaging in community initiatives and supporting causes that match the company's values, and publicizing these efforts, can highlight the company's commitment to social responsibility. Training employees to focus on customer service and satisfaction can create a client-centric culture, leading to happy clients who are likely to share positive experiences and make referrals. Additionally, enhancing the overall customer experience is crucial for retaining clients and attracting new ones. This can be achieved by ensuring timely delivery, high-quality packaging, and excellent after-sales service.

To enhance eWOM, corporate image, and purchase intention for Golden Premium Plus Service, it is crucial to focus on delivering consistent, high-quality service and maintaining transparent communication. Building credibility through client testimonials and industry certifications will encourage positive eWOM. Implementing a referral reward system can amplify word-of-mouth marketing. Engaging in corporate social responsibility activities and ensuring a consistent brand message across all channels will strengthen the corporate image. Additionally, continuous innovation and providing an exceptional customer experience will not only retain existing clients but also attract new ones, thereby increasing purchase intentions.

### **5.3 Needs for Further Study**

This study offers valuable insights into the factors influencing eWOM engagement and its impact on purchase intention and corporate image. However, several areas warrant further exploration to deepen understanding and improve practical applications in the B2B service industry, particularly for promotional items and corporate gifts providers like Golden Premium Plus Service.

The small sample size of 145 respondents, limited to B2B customers and construction business customers, may not be representative of the entire customer base. Future research should consider a larger and more diverse sample to ensure findings are generalizable across different customer segments. Additionally, the study's limited timeframe might have influenced the results, suggesting the need for longitudinal studies to examine how the relationships between service involvement, trust, recommendation, message content, interpersonal influence, and eWOM engagement evolve over time.

Investigating the influence of eWOM across different B2B sectors and cultural contexts could reveal industry-specific and cultural factors that affect eWOM engagement, offering a more comprehensive understanding of these dynamics. Further studies could also explore the role of various digital platforms in facilitating eWOM, the impact of technological advancements such as artificial intelligence on eWOM strategies, and the effectiveness of client education programs. By addressing these areas, future research can provide deeper insights and more effective strategies for leveraging eWOM in the B2B service industry, ultimately driving greater business success for companies like Golden Premium Plus Service.



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**Survey Questionnaire**

**eWOM, CORPORATE IMAGE AND PURCHASE INTENTION AT GOLDEN PREMIUM PLUS SERVICE CO., LTD.**

Dear respondent,

I am a Master of Marketing Management student at Yangon University of Economics. For the completion of master program, I am researching “**eWOM, Corporate Image and Purchase Intention at Golden Premium Plus Services Co., Ltd.**”. It will be used only for academic purpose. Thank you for spending your valuable time to fill this questionnaire.

Section (A): Demographic Characteristics of Respondents

**1. Gender**

- Male  Female

**2. Age (Years)**

- Under 25  25-35  36-45  46-55  56 And above

**3. Educational Background**

- High school  Undergraduate  
 Graduate  Post Graduate  
 Other

**4. Occupation**

- Business Owner/ Self-employed  Company Staff  
 Government Employed  Other

**5. Name of Current Organization**

.....

**6. Nature of Organization (Logistics or Insurance or Banking or .....)**

.....

**7. Current Job Position/Level**

- Entry-level  Mid-level  
 Senior-level  Management  
 Other

**Section (B): Influencing Factors relating eWOM in Golden Premium Plus Service Co., Ltd.**

Base on the scale below, please tick your response to indicate the extent you agree or disagree with the statement.

Strong Disagree (1) Disagree (2) Neutral (3) Agree (4) Strongly Agree (5)

No.	Description	1	2	3	4	5
<b>Service involvement</b>						
1	I am familiar with companies that provide customized promotional items and corporate gifts.					
2	I am involved in selecting promotional items and corporate gifts for my business.					
3	I regularly search different suppliers for customized promotional items and corporate gifts.					
4	My interaction with members of the promotional items group is high.					
5	I am very motivated to share information about promotional items and corporate gifts with my friends and family members through social media.					
<b>Trust</b>						
1	I believe that online reviews are reliable when evaluating promotional item providers.					
2	I trust companies that have responsive and helpful customer service of promotional items.					
3	I trust online communities discussing customized promotional items and corporate gifts.					
4	I trust feedback from my professional network when selecting service providers.					
5	I trust companies that have high ratings on review sites.					

<b>Recommendation</b>						
1	I often follow up on recommendations to learn more about potential service providers.					
2	I prefer to do business with companies that come highly recommended.					
3	I believe that recommended service providers are more reliable.					
4	Recommendations from trusted sources play a significant role in my buying decisions.					
5	I value recommendations from industry peers when selecting products or services.					
<b>Message Content</b>						
1	I am interested in the type of content, especially emotional content, on social media.					
2	The interest level of content is important and helps create more engagement on social media.					
3	I like to engage with the content (e.g., clicking on links, reading further) provided by service providers.					
4	I trust companies that provide detailed information about their products and services online.					
5	The messages about product or service make it easy for me to understand their benefits.					
<b>Interpersonal Influence</b>						
1	I gather information before choosing a service provider.					
2	I consult to choose the best alternative service provider.					
3	I consider others' opinions or expectations before choosing a service provider.					
4	I value input from industry peers when making decisions about service providers.					
5	Influencers or thought leaders have an impact on my choice.					

## eWOM

eWOM						
No.	Description	1	2	3	4	5
1	I rely on eWOM (electronic Word-of-Mouth) from other businesses when selecting service provider.					
2	eWOM forms are important sources of information to selected for service providers.					
3	I am likely to change my opinion about a product or service after viewing a positive comment about it on an eWOM forum.					
4	To make sure I buy the right products or service, I often read online reviews written by other members in online.					
5	When choosing between two products/services, if one is recommended on eWOM forums and the other is not, I would always choose the recommended one.					

## Corporate Image

Corporate Image						
No.	Description	1	2	3	4	5
1	The company discussed in the online reviews/comments is widely known.					
2	The company discussed in the online reviews/comments has a distinguished image from others.					
3	The company discussed in the online reviews/comments has deep experience in the market.					
4	The company discussed in the online reviews/comments is stable.					

5	The company discussed in the online reviews/comments is trustworthy.					
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Purchase Intention

<b>Purchase Intention</b>						
<b>No.</b>	<b>Description</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	I would like to purchase products or service introduced by my friends on social media.					
2	I would like to purchase products or brands whose information is provided by my credible social media sources.					
3	I intend to purchase products that have positive feedback from other customers.					
4	I prefer to buy products with high ratings in online reviews.					
5	I am likely to choose the service provider based on their reputation.					

**APPENDIX II**  
**REGRESSION ANALYSIS**  
**Reliability Statistics**

**Service Involvement**

Cronbach's Alpha	N of Items
.783	5

**Trust**

Cronbach's Alpha	N of Items
.846	5

**Recommendation**

Cronbach's Alpha	N of Items
.746	5

**Message Content**

Cronbach's Alpha	N of Items
.710	5

**Interpersonal Influence**

Cronbach's Alpha	N of Items
.754	5

**eWOM**

Cronbach's Alpha	N of Items
.815	5

**Corporate Image**

Cronbach's Alpha	N of Items
.862	5

**Purchase Intention**

Cronbach's Alpha	N of Items
.808	5

## Correlations

		SerInv	Trust	Recom	MCont	Inplnf	eWOM	Img	Int
SerInv	Pearson	1	.525**	.577**	.570**	.513**	.488**	.416**	.394**
	Correlation	.145	.000	.000	.000	.000	.000	.000	.000
	Sig. (2-tailed)		.145	.145	.145	.145	.145	.145	.145
	N								
Trust	Pearson	.525**	1	.539**	.717**	.490**	.575**	.540**	.527**
	Correlation	.000	.145	.000	.000	.000	.000	.000	.000
	Sig. (2-tailed)	.145		.145	.145	.145	.145	.145	.145
	N								
Recom	Pearson	.577**	.539**	1	.586**	.620**	.518**	.409**	.492**
	Correlation	.000	.000	.145	.000	.000	.000	.000	.000
	Sig. (2-tailed)	.145	.145		.145	.145	.145	.145	.145
	N								
MCont	Pearson	.570**	.717**	.586**	1	.610**	.594**	.594**	.517**
	Correlation	.000	.000	.000	.145	.000	.000	.000	.000
	Sig. (2-tailed)	.145	.145	.145		.145	.145	.145	.145
	N								
Inplnf	Pearson	.513**	.490**	.620**	.610**	1	.492**	.492**	.499**
	Correlation	.000	.000	.000	.000	.145	.000	.000	.000
	Sig. (2-tailed)	.145	.145	.145	.145		.145	.145	.145
	N								
eWOM	Pearson	.488**	.575**	.518**	.594**	.492**	1	.636**	.636**
	Correlation	.000	.000	.000	.000	.000	.145	.145	.000
	Sig. (2-tailed)	.145	.145	.145	.145	.145		.145	.145
	N								
Img	Pearson	.416**	.540**	.409**	.596**	.517**	.579**	1	.549**
	Correlation	.000	.000	.000	.000	.000	.000	.145	.000
	Sig. (2-tailed)	.145	.145	.145	.145	.145	.145		.145
	N								
Int	Pearson	.394**	.527**	.492**	.517**	.499**	.636**	.549**	1
	Correlation	.000	.000	.000	.000	.000	.000	.000	.145
	Sig. (2-tailed)	.145	.145	.145	.145	.145	.145	.145	
	N								

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



### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Img3	145	1.00	5.00	4.2069	.68614
Img4	145	1.00	5.00	4.4483	.76314
Img5	145	1.00	5.00	4.4759	.73676
Int1	145	1.00	5.00	4.1517	.54430
Int2	145	1.00	5.00	4.0966	.60466
Int3	145	1.00	5.00	4.3241	.63336
Int4	145	1.00	5.00	4.2759	.63991
Int5	145	1.00	5.00	4.2621	.60116
SerInv	145	1.00	5.00	4.2248	.49379
Trust	145	1.00	5.00	4.3448	.50907
Recom	145	1.00	5.00	4.3159	.45501
MCont	145	1.00	5.00	4.3167	.46560
Inplnf	145	1.00	5.00	4.3614	.42577
eWOM	145	1.00	5.00	4.2952	.51266
Img	145	1.00	5.00	4.3628	.56764
Int	145	1.00	5.00	4.2221	.45529
Valid N (listwise)	144				

### The Influencing Factor of eWOM

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Change Statistics		
					R Square Change	F Change	df1
1	.664 <sup>a</sup>	.440	.420	.39036	.440	36.784	5
2	.677 <sup>b</sup>	.459	.414	.39245	.018		6

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.666	5	3.333	36.784	.000 <sup>b</sup>
	Residual	21.181	139	.152		
	Total	37.847	144			
2	Regression	17.363	11	1.578	10.248	.000 <sup>c</sup>
	Residual	20.484	133	.154		
	Total	37.847	144			

- a. Dependent Variable: eWOM  
 b. Predictors: (Constant), InpInf, Trust, SerInv, Recom, MCont

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.543	.377		1.442	.152
	SerInv	.110	.088	.106	1.259	.210
	Trust	.238	.095	.236	2.511	.013
	Recom	.168	.104	.149	1.612	.100
	MCont	.246	.114	.223	2.152	.033
	InpInf	.121	.106	.101	1.138	.257

- a. Dependent Variable: eWOM

### The Effect of eWOM on Corporate Image

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Change Statistics		
					R Square Change	F Change	df1
1	.579 <sup>a</sup>	.336	.331	.46432	.336	72.213	1
2	.609 <sup>b</sup>	.371	.338	.46173	.035	1.268	6

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.569	1	15.569	72.213	.000 <sup>b</sup>
	Residual	30.830	143	.216		
	Total	46.399	144			
2	Regression	17.191	7	2.456	11.519	.000 <sup>c</sup>
	Residual	29.208	137	.213		
	Total	46.399	144			

a. Dependent Variable: Img

b. Predictors: (Constant), eWOM

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.608	.326		4.925	.000
	eWOM	.641	.075	.579	8.498	.000

a. Dependent Variable: Img

### The Effect of eWOM on Purchase Intention

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Change Statistics		
					R Square Change	F Change	df1
1	.636 <sup>a</sup>	.404	.400	.35258	.404	97.115	1
2	.655 <sup>b</sup>	.429	.399	.35282	.024	.967	6

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.073	1	12.073	97.115	.000 <sup>b</sup>
	Residual	17.777	143	.124		
	Total	29.849	144			
2	Regression	12.795	7	1.828	14.684	.000 <sup>c</sup>
	Residual	17.054	137	.124		
	Total	29.849	144			

a. Dependent Variable: Int

b. Predictors: (Constant), eWOM

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.796	.248		7.246	.000
	eWOM	.565	.057	.636	9.855	.000

a. Dependent Variable: Int

### The Effect of Corporate Image on Purchase Intention

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Change Statistics		
					R Square Change	F Change	df1
1	.549 <sup>a</sup>	.302	.297	.38180	.302	61.764	1
2	.574 <sup>b</sup>	.329	.295	.38222	.028	.948	6

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.004	1	9.004	61.764	.000 <sup>b</sup>
	Residual	29.849	143	.146		
	Total		144			
2	Regression	9.835	7	1.405	9.617	.000 <sup>c</sup>
	Residual	29.849	137	.146		
	Total		144			

a. Dependent Variable: Int

b. Predictors: (Constant), Img

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	2.300	.247		9.328	.000	1.000
	Img	.441	.056	.549	7.859	.000	

a. Dependent Variable: Int

**The Mediation Effect Corporate Image on eWOM and Purchase Intention  
TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y**

**Total effect of X on Y:**

Effect	se	t	p	LLCI	ULCI
.5872	.0582	10.0871	.0000	.4721	.7024

**Direct effect of X on Y:**

Effect	se	t	p	LLCI	ULCI
.4358	.0676	6.4428	.0000	.3020	.5695

**Indirect effect(s) of X on Y:**

Effect	BootSE	BootLLCI	BootULCI
.1515	.0671	.0285	.2811