



The Impact of Electronic Word of Mouth on Purchase Intention of Garment Products on E-Commerce Site

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Abstract

This study is an initial attempt of the authors to assess the impact level of electronic word of mouth (EWOM) on the purchase intention of garments on e-commerce platforms to assist sellers in better understanding buyers' needs and developing a targeted, suitable approach to reach potential client groups. To ascertain the effects of EWOM on clothes purchase intention on e-commerce platforms, we conducted interviews in November 2023. By using questionnaires and surveys, the results show that the following determinants are the primary elements influencing consumers: "Information quality", "Information credibility", "Information needs", "Information adoption", "Attitude toward behavior", "Subjective norms", "Perceived behavioral control", and "Perceived risk".

Keywords: EWOM, E-commerce, Garment product, Purchase intention, Vietnam.

Introduction

Whenever a consumer wants to purchase a new good or service, they usually ask friends and family for helpful advice. Word of mouth (WOM) results from customers relying on their individual experiences and perceptions of a good or service (Gildin, 2003). Due to the rapid development of technology, consumers now have a variety of ways to interact with brands at any time (Ngarmwongnoi *et al.*, 2020). Electronic word-of-mouth (EWOM), is a less informal but more accessible kind of communication that has been made possible by the Internet. With an Internet connection, information is easily accessible at any time and from any location (Chatterjee, 2001).

The e-commerce sector has grown at a significant rate in the last few years, much to the amazement of the global retail market. Businesses and entrepreneurs can increase their competitiveness through e-commerce. Additionally, it generates wealth through jobs (United Nations, 2002). Vietnam is not an exception to the global e-commerce development trend when young people have been exposed to technology at an early age and have high spending levels. (Vu *et al.*, 2023). The function of online community evaluations and comments on garments products has grown in the context of media and the popularity of EWOM in Vietnam, as people tend to purchase more on e-commerce platforms.

Inheriting two theory models, namely: the information acceptance model (IAM) and the theory of planned behavior (TBP), this research is an initial attempt to assess the impacts of EWOM on various aspects, including what factors of EWOM affect the purchase intention of garments on e-commerce platforms. Compared to previous studies, this research focuses on generation-Z's shopping behaviors on e-commerce platforms and focuses on the apparel industry.

For research methodology, this research uses in-depth interviews with 10 consumers, who regularly purchase fashion products on e-commerce platforms to collect objective opinions on observed variables. Regarding quantitative research, a survey used questionnaires sent to 246 consumers via Google Forms. Primary data were passed through Cronbach's Alpha reliability test, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM).

1. Literature review

1.1. Word of mouth

Word of mouth is defined as a way of communication among buyers, based on their experience and personal impression of a product or service (Gildin, 2003). WOM is an essential form of motivation, a valid and powerful means of influencing consumers to buy products, meeting both business and consumer needs (Porter, 2017). According to Solomon (2015), WOM stimulates consumer spending and accounts for two-thirds of consumer

product sales. Not only conceptually important, WOM also has a significant managerial impact, based on well-documented results of consumer-to-consumer word of mouth on purchase decisions on the market (Katz, 1957).

1.2. Electronic word of mouth

Hennig-Thurau *et al.* (2004) stated that electronic word of mouth (EWOM) communication refers to any positive or negative statement made by a customer about a product or a company made via the Internet. In most cases, EWOM is not limited by geographical boundaries and does not disappear over time. Due to breakthroughs in social media and developments in mobile technology, EWOM is becoming a more spontaneous, more personal, and more direct method of communication (Okazaki, 2009). In trading activities, information through EWOM, normally created by relatives, friends, and colleagues affects that consumer (Nor and Pearson, 2008). In addition, an expert, or a key opinion leader (KOL) can also be a good connector (Gil-Or, 2010). EWOM is classified according to the nature of its content into three main types: positive, negative, and neutral (Hennig-Thurau *et al.*, 2004). EWOM channels play an essential role in distributing EWOM information, including social networks such as Facebook, Instagram, and Twitter; forums and review sites like TripAdvisor and Yelp; and personal blogs and vlogs where influencers and consumers share product experiences.

The process of consumers accepting information is also an important topic. The Information Adoption Model (IAM) explains the process of information adoption and usage in organizations and communities. According to that, the information quality and credibility have impacts on information usefulness and adoption.

1.3. Consumer behavior

Consumer behavior is the process, by which individuals or groups join in when they consider, buy, use, or eliminate products, services, ideas, or experiences to meet their demands (Solomon, 2006). According to Padberg *et al.* (1997), consumer behavior theory is considered a complex, multidisciplinary approach to microeconomic demand theory, focusing on the impact of income changes and prices for priority consumer needs. The two consumer behavior models analyzed in this research are the Engel-Blackwell-Miniard (EBM) model and the Howard-Sheth model. Furthermore, factors that affect consumer behavior mentioned include culture, emotion, and cognition.

1.4. Customer's purchase intention

According to Kotler and Keller (2014), during the purchase decision process, after determining the need to buy a product/service, customers search for information about brands that provide the same product/service before making choices among brands. After comparing brands, customers form purchase intentions and ultimately decide to buy the

goods/services of the brand they are interested in the most. EWOM is considered an accurate and reliable source of information that shapes consumers' expectations and desires and influences purchase and post-purchase decisions (Luo and Zhong, 2015). After receiving information from EWOM, people tend to trust and have their perceptions about the products or services they are aiming for (Sa'ait *et al.*, 2016). Negative word of mouth for a brand will influence other customers more than positive electronic word of mouth (Beneke *et al.*, 2015). Therefore, EWOM has impacts on consumers' purchase intentions positively or negatively by influencing their purchase or non-purchase decisions.

To study consumer purchase intention, most research refers to the theory of planned behavior. The Theory of Planned Behaviour (TPB) was developed from the Theory of Reasoned Action (Ajzen and Fishbein, 1975). TPB explained how humans form purchase intentions and take actions through three main factors: attitude, mutual perspective, and behavioral control.

1.5. E-commerce

Nguyen (2015) described e-commerce as the process of purchasing and selling goods or services through online electronic platforms. The e-commerce market in Vietnam has developed strongly in recent times and has now become a familiar form of business for both businesses and consumers Le (2023). According to Nguyen (2020), some forms of e-commerce business in Vietnam can be mentioned as Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Consumer to Business (C2B).

1.6. EWOM's effect on consumer purchase intention

There are some studies on factors affecting shopping intentions in domestic and international studies. They include: information quality (Zhao *et al.*, 2012), (Bueno and Gallego, 2021), (Hoang, 2021); information credibility (Nguyen and Pham, 2023), (Amarullah *et al.*, 2022); information needs (Erkan, 2016), (Nghiem, 2022); information adoption (Erkan, 2016), Sardar *et al.*, 2021); behavior (Erkan, 2016), (Sardar *et al.*, 2021); subjective norms (Amron *et al.*, 2018), perceived behavioral control (Tran, 2022) and perceived risk (Tran, 2022), (Amarullah *et al.*, 2022). In addition to the perceived risk factor having a negative impact, the remaining factors have been proven to have positive impacts on purchase intention.

Research gap

The previous studies found out the EWOM factors that affect consumers' purchase intention. Besides important scientific contributions, there are still some limitations. Since most studies have large sample sizes and the age groups participating in the research are diverse, it is difficult to focus on the characteristics of a specific age group. In terms of the research topic, there are not many studies focusing on buyers on e-commerce platforms or a

specific product industry, when the number of consumers who tend to shop through online platforms has increased rapidly recently. Therefore, this research will attempt to overcome the limitation by focusing on Generation Z's fashion shopping behaviors on e-commerce platforms.

2. Research hypotheses

The research model built by the authors is mainly based on the IAM information acceptance model, TPB theory of planned behavior, and research by Erkan (2016), Tran (2022). The research hypotheses are proposed.

Information quality

The research by Park *et al.* (2007) has shown that the information quality of online reviews has positive impacts on consumers' purchase intentions. In the age of information explosion, the value of information quality is increasingly recognized to be considered before assessing any impact of that information. The importance of those has been confirmed in previous studies (Cheung and Lee, 2008). However, the influence of information quality on purchase intention in different industries has not been tested. With the characteristic of studying the impact of EWOM in forming customers' purchase intentions, the author wants to determine the influence of information quality on information adoption. Therefore, hypothesis 1 is conducted.

Hypothesis H1: EWOM information quality has positive impacts on EWOM adoption.

Information Credibility

EWOM credibility is understood as trusted in product comments and reviews on online shopping sites by consumers. The credibility of a message lies in its content and its impact on the recipient (Muzellec and Moran, 2014). EWOM information can be generated by most network users. Therefore, the credibility of information is receiving more and more attention (Xu *et al.*, 2013). The higher the credibility of information, the more useful it will be, and will facilitate better adoption and application of that information according to Ko *et al.* (2005). In addition, information was proved to be reliable based on the closeness of the relationship between the information sender and receiver. Therefore, hypothesis 2 is conducted.

Hypothesis H2: The credibility of EWOM information has positive impacts on EWOM adoption.

Information needs

The need for information is considered a motivating factor, increasing the WOM process according to Sundaram *et al.* (1998). This factor has been researched and given information needs such as seeking advice (Wolny and Mueller, 2013) and seeking opinions

and reviews (Chu and Kim, 2015). Not only that, several studies have shown that searching for online reviews shows the need for customers to find a needed product or service, demonstrating the very positive influence of information needs on purchase intention (Park *et al.*, 2007; Erkan *et al.*, 2016). Information suitable to customers' needs is often considered when they choose clothes. Therefore, hypothesis 3 is conducted.

Hypothesis H3: EWOM information needs have positive impacts on EWOM acceptance.

In recent research about online purchase intention, Tran (2022) found the “adoption of EWOM” also impacts “attitude towards information”, “subjective norms”, and “perceived behavioral control” in a positive way. Meanwhile, it affects “perceived risk” negatively. Therefore, some hypotheses are made.

Hypothesis H4: Information adoption has positive impacts on attitudes toward consumer behavior.

Hypothesis H5: Information adoption has positive impacts on consumers' subjective norms.

Hypothesis H6: Information adoption has positive impacts on consumers' subjective norms and perceived behavioral control of consumers.

Hypothesis H7: Information adoption has a negative impact on attitudes toward consumer behavior.

Attitude to behavior

Attitude is generally an ongoing evaluation of people, objects, and goods. Attitudes are related to favorable or unfavorable evaluations, favoring one's emotional feelings and behavioral tendencies toward the other. Attitude is determined by the individual's beliefs and evaluations about the results of performing the behavior. In previous studies, EWOM has been assessed to play an important role in influencing and forming consumers' attitudes and behavior intentions (Chatterjee, 2001). Attitudes are measured using scales related to the identification of good decisions, interestingness, and correctness of behavior. Therefore, hypothesis 8 is conducted.

Hypothesis H8: Attitude toward consumer behavior has positive impacts on consumer purchase intention.

Subjective norms

Subjective norms are perceived social pressure to perform or not perform an individual's behavior (Ajzen, 1991). In e-commerce activities, information created by E-WOM creates impacts on consumers. These are the opinions and views often created by acquaintances, colleagues, and relatives, called peer influence, that influence consumers on

whether they should - or should not - perform their behavior. Previously, there was research by Schepers and Wetzels (2007) on subjective norms influenced by word of mouth in the field of technology application in the consumer market. Therefore, studying EWOM and subjective norms is essential.

Hypothesis H9: Consumers' subjective norms have positive impacts on consumers' purchase intentions.

Perceived behavioral control

Ajzen (1991) mentioned in his theory that perceived behavioral control is an individual's perception of the ease or difficulty of performing the behavior. In addition, it is based not only on an individual's past experiences but also on their expectations of future results. Additionally, Palka *et al* (2009) in their study found that EWOM also affects customers' perceived behavioral control. Therefore, hypothesis 10 is conducted.

Hypothesis H10: Perceived behavioral control of consumers has positive impacts on consumer purchase intention.

Perceived risk

Perceived risk includes financial risk, product risk, information security risk, and fraud risk of online sellers. Besides the benefits of online shopping, consumers are also very concerned about product risks, seller dishonesty, payment issues, and returns. Product risk in online shopping, especially for those who are new or just learning because buyers cannot check and test product quality before making a decision (Hair *et al.*, 2013). Besides, Lin *et al.* (2010) also said that the risk of losing money, not receiving the goods, or having the wrong goods delivered has a negative impact on online shopping behavior intention. Therefore, hypothesis 11 is conducted.

Hypothesis H11: Perceived risk when shopping online has a negative impact on consumers' online purchasing intention.

3. Research methodology

3.1. Qualitative research

Until recently, research on online shopping behavior and intention for products related to the fashion and apparel industry is no longer a new topic in Vietnam and Asia, where the e-commerce and fast fashion industries are growing relatively strong. This study chooses a qualitative research method to focus on collecting and analyzing non-measurable data, intending to develop a deep understanding of the relationship between EWOM and purchase intention. At the same time, qualitative research can help researchers check the appropriateness of the factors raised by previous studies' context.

Therefore, the goals of the qualitative research section include:

First, identifying EWOM mechanisms and influences on shopping behavior, especially how messages and reviews are conveyed through these channels, and how they influence the process of forming online apparel purchase intentions.

Second, understanding the purchase intention formation process: The research will focus on the purchase intention formation process in the apparel sector, especially how EWOM can promote or reduce consumer certainty in purchasing decisions.

Third, contributing knowledge to the research and business community, specifically in new insights and valuable information. This aims to enhance their understanding of the impact of EWOM and subsequently develop effective promotional and marketing strategies.

An in-depth interview method will be used by the authors in this phase. This is qualitative research popularly used by scientists to find out how subjects of interest behave, think, and perceive a specific issue. Qualitative research was conducted through semi-structured in-depth interviews with 10 consumers according to a question framework pre-designed by the author. The question will focus on the issues of impacts of information quality; information need; information credibility; attitude; subjective norms; cognitive factors on behavioral control; and perceived - risk factors. Qualitative research using in-depth interviews was conducted over November 2023.

3.2. Quantitative research

The objective of quantitative research is to determine the relevance of the following factors and observations:

- Evaluate the reliability of the scale through Cronbach's Alpha measurement coefficient to eliminate inappropriate observations.
- Evaluate the value of the scale through exploratory factor analysis method EFA and confirmatory factor analysis method CFA; and
- Test the hypotheses proposed in the study through regression analysis and consider the extent to which the independent variable is affected by the dependent variable.

**** Questionnaire structure***

- Introduction: Introduce the researcher to the purpose, meaning and confidentiality of respondent information.
- Part 1: Personal information of the survey taker (Age, gender, occupation)
- Part 2: Survey takers' level of agreement on opinions related to "information quality", "information needs", "information credibility", "attitudes towards behavior", "subjective norm", "perceived behavioral control", "perceived risk" are said to affect consumers' intention to purchase garment product on e-commerce platforms.

*** *Testing Cronbach's Alpha and performing Exploratory Factor Analysis***

For Cronbach's Alpha coefficient, variables with variable-total correlation coefficients less than 0.3 will be eliminated. Simultaneously, when Cronbach's Alpha coefficient is greater than 0.6, the scale will be selected (Nunnally and Bernstein, 1994). With the EFA method, we only rely on the correlation between variables, thereby reducing them to a smaller set of variables so that they can contain most of the information content of the original set of variables in a more meaningful way (Hair *et al.*, 2009).

*** *CFA - Confirmatory Factor Analysis***

Confirmatory Factor Analysis (CFA) is a test used to present the purposes of evaluating the overall fit of the data based on model fit indices such as Chisquare/df, CFI, TLI, GFI, RMSEA... According to the authors Bagozzi and Foxall (1996), and Steenkamp and Trijp (1991), the CFA method shows many advantages and helps limit measurement errors when testing the theoretical structure of the scale.

*** *SEM - Structural Equation Modeling***

Structural Equation Modeling (SEM) is a set of statistical techniques that allow for establishing a set of relationships between one or more independent variables and one or more dependent variables (Ullman and Bentler, 2012). SEM approaches provide the flexibility to model relationships between multiple predictor and criterion variables; construct unobservable latent variables; and errors in measuring observed variables (Chin, 1998). SME also provides simultaneous overall tests of model fit and tests of individual parameter estimates (Malkanthe, 2015).

4. Results and discussion

4.1. Qualitative research result

The characteristics of EWOM information

Most respondents mentioned that they care about the credibility of the EWOM information when they are exposed to it. In addition, the information quality and the information in need are also what consumers want when intending to buy garment products.

The quality and need for EWOM information

There are many factors that buyers are interested in, most of which are from products' quality like size, style, color, and material. Many consumers expect product images to be provided. Moreover, the brand's popularity is also a factor that buyers are interested in.

The credibility of EWOM information

The credibility and transparency of EWOM information can be evaluated depending on the source of information. According to the research interviews, most respondents said that they mostly choose reliable sources of information such as relatives and friends. They

have close relationships so they will give accurate and objective shopping advice. In particular, consumers tend to trust social media networks like TikTok more because there are many short video clips, so viewers can easily follow and evaluate the products.

The attitudes toward behavior after accepting EWOM information

The authors pose three cases when consumers deal with positive, negative, and neutral reviews. Most respondents said they would have more purchase intentions when there are many positive reviews, and decrease or no longer have purchase intentions with products that have many negative reviews. If the product does not have too many negative reviews about its quality, it could still be considered further. If most EWOM information is neutral, buyers will choose to continue searching for other information or decide to buy the product depending on their own needs at the moment.

The subject norms of consumers after accepting EWOM information

In a scenario when a product has positive reviews online but receives opinions from relatives and friends, most respondents listen to relatives and friends, rather than from strangers they barely know online, this includes influencers. However, a few still choose to take into consideration other factors, and relatives and friends are just reference sources, and the final decision still depends on themselves.

The perceived behavioral control after accepting EWOM information

It is easier for buyers to decide whether to buy when they have more knowledge about a product such as the brand, fabric, style, purchasing method, etc. Having a lot of garment product information, buyers will know what product is suitable for them. They can also compare prices with other products, and minimize potential risks to choose the right product to buy.

The risk after accepting EWOM information

Buyers may deal with many risks after receiving EWOM information before they intend to buy any product, such as product risk, risk of the dishonesty of EWOM, payment and return risk, etc.

Brand strategies that take advantage of the influence of EWOM that buyers acknowledge.

These days, young consumers are sensitive to fashion brands' strategies. This would cause different effects. However, consumers can feel manipulated and cynical when being exposed to excessive marketing tactics, leading to reduced purchasing intention.

Overall, consumers are quite interested in EWOM information. It helps them to understand more about the items that they intend to buy on e-commerce sites. The result of qualitative research would support the later quantitative research.

4.2. Quantitative research result

Statistics of 246 observations in the preliminary quantitative research show that the majority of survey participants were female (accounting for 60.2%); people aged 20 accounted for the highest proportion with 32.5%. Purchase frequency was mostly regular (accounting for 50.8%).

It can be seen that gradually consumers are approaching purchasing on e-commerce platforms and are appreciating this method more.

Testing the credibility of the scale

The Cronbach's Alpha test results show that the total 28 variables in the model were valid with the Cronbach's Alpha coefficient greater than 0.6 and the variable-total correlation coefficient for each variable greater than 0.3.

Exploratory factor analysis

The analysis results show that the Kaiser-Meyer-Olkin test (KMO) had a value of 0.794 (greater than 0.5), so factor analysis was appropriate for the collected data. The result of Bartlett's Test was Sig = 0.000, proving that the factors in the research model are correlated with each other and have statistical significance. The summary of the results of the EFA exploratory factor analysis shows that the observed variables all satisfy the conditions with the given criteria.

Confirmatory factor analysis

According to the analysis results, all standardized and unstandardized coefficients were greater than 0.5. Also, the Average Variance Extracted (AVE) values were greater than 0.5, so the factors had convergent validity. Results from running the data showed that the P-value values of the observed variables representing the factors all reach the value 0.000 (less than the significance level of 0.05), ensuring the significance of the explanatory variables in the model.

Structural equation modeling

Analysis results show that the factor with the strongest impact on information acceptance was quality, followed by need and credibility. The variable information acceptance has a strong influence on the variables like perceived behavioral control attitude toward behavior, and subjective norms and risk. The above variables then continued to influence purchase intention.

5. Discussion

Nowadays, consumers buy frequently online, so there has appeared a phenomenon called the reviewer, which is a person who gives comments after experiencing the product. When wondering about product quality, consumers will find reviewers. (Phuong Anh, 2023).

The fact that sellers are gradually livestream, which is also a powerful form of advertising and marketing that creates authenticity, and transparency with high interaction with buyers, helping to stimulate customers' buying intentions. Young people in Hanoi aged 20 to 29 today spend money on fashion needs second only to food needs (Dao Thuy Hang, 2022). A segment of young customers increasingly favors fast fashion products, leading to rapid growth in demand for garment shopping (Dan Tri, 2022). Regarding e-commerce, this is not only an extension of the traditional retail market but also a field full of potential and challenges, requiring businesses to constantly innovate and adapt.

After assessing the results, the authors have identified eight main factors that influence purchase intention on e-commerce platforms based on the influence of EWOM on online apparel shopping. Compared to other variables, attitude towards behavior, information quality and perceived risk would be focused on.

Attitude towards behavior is considered the variable that has the most direct influence on consumers' intention to purchase garment products. Attitude toward apparel purchasing behavior on e-commerce platforms is determined to be the factor that has the greatest impact on purchase intention, with a standardized regression coefficient of 0.309. Consumers with a positive attitude will have purchase intention, while on the contrary, a negative attitude will make them have no purchase intention. They are also more likely to listen to the opinions of relatives and friends than strangers online, and their attitudes may be influenced by this opinion. Depending on the opinions of relatives and friends, buyers will have a similar tendency, even if it is a review that contradicts online information from other buyers. Research by Chatterjee (2001) also has the same result that attitude has an impact on consumers' purchasing intentions.

From the results of the quantitative research, the only three independent variables found to have an impact in descending order are information quality, information need, and information credibility. Information quality positively affects information acceptance with a standardized regression coefficient of 0.482. This result is consistent with the research results of Park *et al.* (2007), Cheung and Lee (2008) when they said that the quality of EWOM information has an impact on consumers' acceptance of information, indirectly leading to customers' fashion shopping intentions. In online shopping for garments, product quality is the most important factor for consumers. Inaccurate or incomplete information can cause doubts, concerns, and even refusal to make a purchase. At the same time, negative information can spread quickly, affecting the product's reputation and sales. However, evaluating the accuracy of information is challenging because consumers need specialized knowledge to do so.

Perceived risk is the only variable that has a negative impact on variables such as information acceptance and purchase intention. The results show that the impact of information acceptance on perceived risk has a standardized regression coefficient of -0.536. The impact of perceived risk on purchase intention recorded a standardized regression coefficient of -0.201. From in-depth interviews, buyers perceive many risks when shopping online, including product risks, lack of EWOM integrity, payment, and returns. Product risks come from discrepancies between description and reality, such as sizing issues. EWOM's lack of integrity may be due to positive reviews being paid for. The risk of payment and return comes from going through a third party. Research results by Lin *et al.* (2010) and (Hair *et al.*, 2013) have also shown that if buyers perceive too much risk, they will likely not intend to purchase.

6. Recommendations

Consumers should improve their skills in searching for information and participating in social networks in the most straightforward, honest, civilized, and objective way. Analyzing EWOM information from multiple sources, they should also evaluate pieces of information according to need, credibility, and accuracy carefully to find useful information. When purchasing on e-commerce platforms, they should respond to problems encountered. With these recommendations, consumers can avoid unnecessary risks when purchasing garment products on these platforms.

Fashion businesses can utilize EWOM as an effective marketing strategy. They must increase the credibility and quality of information spread through EWOM and optimize information needs. They may exploit social networks as a source of useful information. Moreover, leveraging subjective standards can be a significant advantage when doing business in the field of e-commerce. Finally, they should create a positive attitude for customers when shopping on the e-commerce platform.

7. Conclusion

The study presents the importance of EWOM in influencing shopping behavior on e-commerce platforms in Vietnam, where the development of the e-commerce market is having a strong impact on consumer behaviors. Compared with the identified research objectives, the study has achieved the following main results:

1) Synthesizing the contents and concepts of WOM, EWOM, and consumers' purchasing intentions; Identifying EWOM factors that influence purchase intention.

2) Clarifying the influence of EWOM on apparel purchase intention based on qualitative research - in-depth interviews and quantitative research; concluding that the factor "Attitude towards behavior" has the most direct and positive influence on consumers' purchasing intentions on e-commerce platforms.

3) Providing some recommendations for brands and businesses doing business on e-commerce platforms to promote the effective application of EWOM effects on consumers' purchasing intentions.

Despite their efforts, the authors' research still has certain limitations in terms of scope and research subjects. First, the number of research samples is limited with only 10 interviews and survey results from 246 people. If there are more interviews and a larger survey sample, the reliability will be higher. Second, the research needs to be expanded to other areas in the future, not just limited to Hanoi, therefore, it can be evaluated more comprehensively and completely. Third, this research just shows 8 factors of EWOM affect consumers' purchase intention to buy garment products on e-commerce platforms. Hence, future research can focus on other factors of EWOM to find out their influence on purchase intention. The authors hope that further research will try to address the above limitations and achieve new and more groundbreaking results.

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