INTI INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Examining the factors of eWOM that influence the consumers' online purchase decision in Nilai, Malaysia

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Submission Date	: 15th August 2013
Ethics Number	: cBUS/PG/CP/00028
Final Word Count	: 14, 974

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Abstract

Previous researches have shown that word of mouth (WOM) has a significant impact on consumers' purchase decision. With the development of information technology and the increasing number of Internet user, the influencing power of electronic word of mouth (eWOM) which is a new generated form of WOM has increased greatly in the consumers' online purchase decision making process. This study is going to identify the factors of eWOM that influence the consumers' online purchase decision.

Based on the literatures reviewed, a theoretical framework was developed and the researcher conducted a convenience sampling of data whereby 193 respondents were surveyed using questionnaires. The collected data was analysed using the Statistical Package for Social Science (SPSS) where reliability test, validity test and regression analysis were employed.

The results showed that information quality, website credibility, quantity, negative eWOM, reviewer's expertise, receiver's product involvement have positive effect on the consumers' online purchase decision. While the receiver's expertise has negative effect on the consumers' online purchase decision.

Keywords: Electronic word of mouth, Online purchase decision

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Acknowledgement

This MBA research paper has been the outcome of a long semester that contains a lot of motivation, patience and hard work. It was certainly an unique and challenging task for me to complete this project. And it would be impossible for me to complete this project without the encouragement and support given by certain people.

Specifically, I would like to express my deep gratitude to my supervisor Dr. Cheah Sin Chye, who was guiding, offering his advices in the progress of completing this project. He has always provided invaluable feedback to me that was meant to keep me on the right track. Without his advices and patient supports throughout the duration of this project, it would be extreme tough for me to complete this paper.

Secondly, I would like to thank Ms. Too who is my second marker. With the valued suggestions she provided, I can improve the quality of this project.

Thirdly, I would like to thank my beloved families who were steadfast in supporting me when I was down and faced difficulties. Their love and caring encouraged me to solve the problems in the process of completing this project.

Last but not least, I wish to express my heartfelt thanks to all my friends who have constantly given encouragement and support throughout the course of my studies.

Yang Hong

July, 2013

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Declaration

I hereby declare that this research project is of my own effort except for the information that has been used from various authors that have been cited accordingly and ethically.

Yang Hong

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List of Abbreviations

IWS	: Internet World Statistics
MIMOS	: Malaysian Institute of Microelectronic System
MOSTI	: Ministry of Science, Technology and Innovation
WOM	: word of mouth
eWOM	: electronic word of mouth
ELM	: Elaboration likelihood model
HSM	: Heuristic-systematic model
IQ	: information quality
C	: website credibility
Q	: quantity
V	: valence
TS	: tie strength
VE	: reviewer's expertise
CE	: receiver's expertise
PI	: product involvement
OPD	: online purchase decision
IV	: independent variable
DV	: dependent variable

Chapter 1 Introduction

1.0 Chapter introduction

This research aims at examining the factors of eWOM that influence consumers' online purchase decision in Nilai, Malaysia. The first chapter provides a general overview of the research. The background and problem statements are discussed in section 1.1 and section 1.2 respectively. The following section 1.3 and section 1.4 present the research questions and the research objectives. It is then followed by section 1.5 and section 1.6 which highlight the significance of the research. Section 1.7 presents the scope of the research and the final section 1.8 outlines the flow of the whole research.

1.1 Background

With the emergence of the Internet, modern people's daily life has changed significantly in many aspects. The rapid development of advanced science and technology also brings more functions to the Internet, which enables it to become the necessity of most people. According to the research done by Internet World Statistics (IWS), the population of global Internet user has increased to 2.4 billion by 2012 (IWS, 2013). Meanwhile, the Internet changes the way of communication between people to a large extend in the modern information era. With the large amount of information and resources it provides to its users, the Internet has developed into a giant information exchange platform which the users play roles of not only as information acceptor but also as information producer and transmitter (Daantje, Arjan and Jaspervon, 2007). More and more people use the Internet to search for the information they need

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as well as to spread their opinions that they consider as interesting and useful (Yair and Zack, 2011).

The Malaysian Institute of Microelectronic Systems (MIMOS), which is now under the Ministry of Science, Technology and Innovation (MOSTI), introduced the Internet into Malaysia through the RangKom project in 1987 (Ali and Mohd, 2011). Since then, the number of the Internet user in Malaysia has showed an upward trend. According to IWS, there were 18,923,000 Internet users in Malaysia by 2012 (IWS, 2013). The Internet changes the lifestyle of Malaysian largely and has become an integral part of their daily life. The online social networking services such as Facebook attract huge number of subscribers to enjoy the benefits brought by the new technology. People now can get information more easier as well as communicate with others through more channels regardless the geographic limitation.

Furthermore, with the help of the Internet, the ways of doing business also have gradually diversified these years. The boom of electronic commerce and online stores gives the consumers more choices and makes their life more convenient than before (Pingjun and James, 2006). The consumers now can buy products they want as long as they can access the Internet without going to the entities shop (Pingjun and James, 2006). However, the consumers' online purchase decision making process is affected by the network environment largely at the same time.

The effect of word of mouth (WOM) has always gained wide attention by the researchers and marketers (Cheung, Lee and Rabjohn, 2008). Consumers are likely to search for the relevant information when they are doing their purchase

decision. WOM is one of those information and it influences the consumers greatly (Trusov, Bucklin and Pauwels, 2009). While with the development of information technology and the increasing number of the Internet user, electronic word of mouth (eWOM) which is a new form of word-of-mouth has generated (Chen, Yu, Scott and Wang, 2011). This new form of information transmission attracts many online consumers to express their ideas and opinions on the products or services they have purchased through the Internet (Chen, Yu, Scott and Wang, 2011). Those ideas and opinions posted by the previous users provide useful information and suggestions for the other consumers, and further influence their online purchase decision greatly.

While there are some differences between online shopping and shopping in reality. The online shopping provides the consumers a more convenient way of purchasing goods, but the online shopping may bring uncertainties and risks at the same time (Kozinets, Valck, Wojnicki and Wilner, 2010). Consumers cannot gain the real experience on the products, which will bring some barriers to make the purchase decision. Consumers need more precise information to assess and estimate the products which they want to buy through the Internet. Thus, eWOM becomes a good and important source of information. Most online shopping consumers will look through the comments made by previous consumers to help them to make the final purchase decision when they have searched out the target products (Häubl and Trifts, 2000). Meanwhile the consumers' online purchase decision is crucial for the network sellers as it influences the sales, the performance and the profitability (Chevalier and Mayzlin, 2006). Thus it is necessary for the businessmen to know what are the factors of eWOM that influence the consumers and ultimately influence their purchase decision.

1.2 Problem statement

Online shopping is becoming more and more popular in Malaysia nowadays. The new way of buying products has attracted large number of consumers throughout the nation. The population of Internet user and Internet buyer in Malaysia both have increased substantially these years. According to IWS, there were 18,923,000 Internet users and 10,500,000 Internet buyers in Malaysia by 2012 (IWS, 2013). Besides, the online shopping survey which was conducted by MasterCard Worldwide also showed that online shopping was accepted by more and more Malaysians (New Straits News, 2013). Furthermore, the Electronic Commerce Act of Malaysia can assure the safe environment for the online consumers, which also draws more Malaysians to the online shopping (New Straits News, 2012).

Nilai is a rapid developing town with the population of 36, 720 in Western Malaysia (Mongabay, 2012). With the robust economic growth, Nilai's online shopping industry also shows a stable and fast develop. More and more people in Nilai purchase products through the network and eWOM provides volumes of information for their purchase decision.

There are some researches have studied on the effect of eWOM on the consumers' purchase behaviors and decisions (e.g., Adjei, Noble and Noble, 2009; Lee, Park and Han, 2008; Roderick, Ana, Biljana and Linda, 2013), but these researches are limited in terms of quantity, especially in Malaysia. Meanwhile, most of those previous studies put more attention on theoretical discussions than empirical researches. However, it is very important for the related parties to get aware of eWOM's influence on the consumers' online

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purchase decision making process. Thus this research intends to examine what are the factors of eWOM that influence the consumers' online purchase decision and discuss how those factors will affect the consumers when they are making their online purchase decision in Nilai, Malaysia.

1.3 Research questions

Regarding to the research questions, one central question and some associated sub-questions are proposed for this study. In response to the problem statement, this study's central question is what are the factors of eWOM that influence consumers' online purchase decision in Nilai, Malaysia. Based on this central question, a few sub questions are developed which are as following:

1. To what extent does the information feature of eWOM can affect consumers' online purchase decision in Nilai, Malaysia?

2. To what extent does the reviewer's feature of eWOM can affect consumers' online purchase decision in Nilai, Malaysia?

3. To what extent does the receiver's feature of eWOM can affect consumers' online purchase decision in Nilai, Malaysia?

1.4 Research objectives

The overarching objective is to examine the factors of eWOM that influence the consumers' online purchase decision in Nilai, Malaysia and the specific

objectives are listed as following:

RO1. To examine the relationship of the information quality of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO2. To examine the relationship of the website credibility of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO3. To examine the relationship of the quantity of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO4. To examine the relationship of the valence of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO5. To examine the relationship of the tie strength of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO6. To examine the relationship of the reviewer's expertise of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO7. To examine the relationship of the receiver's expertise of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

RO8. To examine the relationship of the receiver's product involvement of eWOM on the consumers' online purchase decision in Nilai, Malaysia.

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1.5 Significance of the research

The Internet changes the traditional business model to certain extend. And the booming online shopping attracts a large amount of consumers as well as brings ample opportunities to the companies. While in the network environment, eWOM has great influences on the consumers' purchase decision. This research which examines the factors of eWOM that influence the consumers' online purchase decision has several significances to the related parties.

Firstly, as there are limited studies on the effect of eWOM on the consumers' online purchase decision, specially in developing country such as Malaysia, this research will fill up the gap and will be helpful for other researchers to get more understandings on the issue.

Second, it is necessary for the online sellers to know what factors of eWOM that may influence the consumers' purchase decision. The outcome of this study will help the Malaysian online businessmen to set up more effective and practical eWOM marketing strategy which can gain more loyal consumers.

Third, the electronic commerce is booming in Malaysia these years. This research will also help the government to form regulations and laws in terms of providing useful information in the electronic commerce sale. And with the increased revenue of the online shops, the government can get more tax income as well.

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1.6 Limitation of the research

There are several limitations of this research as following:

First, time constraint is the first limitation of the study. This research is conducted in three months (from May to July 2013), thus the researcher may ignore some factors of eWOM that can influence the consumers' online purchase decision due to the short duration of research. Hence, future research may take other influential factors of eWOM into consideration to investigate the issue.

Second, the sample size of this study is only 300 due to time and financial constraints and it cannot represent the whole population of consumers in Nilai, Malaysia. Thus, a bigger sample size may be conducted on this topic for the future research. Meanwhile, the result of this study may not be suitable for the other states in Malaysia as well.

Third, the data collected from the questionnaire may exist some deviations as the respondents may not take a serious attitude toward the survey or they may refuse to answer the questions.

Fourth, the study will only use the IBM SPSS version 20.0 to do analysis and there maybe a technological analysis limitation.

1.7 Scope of the research

This research focuses on the eWOM and its effect on the consumers' online purchase decision in Nilai, Malaysia. This research is based in Nilai as Nilai is in rapid development from many aspects and is getting more and more important in the state of Negeri Sembilan as well as the nation's economic growth. Meanwhile, the target respondents are the consumers who have online purchase experience in Nilai, Malaysia. Furthermore, this research will be undertaken using the quantitative research approach.

1.8 Outline of the research

This research is conducted to examine the factors of eWOM that influence consumers' online purchase decision in Nilai, Malaysia. There are a total of 5 chapters in this research. Chapter 1 discusses the background of the research and statement of the problem. In addition, the research questions and objectives are proposed in the first chapter. This chapter also highlights the significance, limitation and scope of the research.

The following chapter 2 is the review of literatures to support and shed light on the research area. The researcher first gives a general overview on the topics of online shopping as well as WOM and eWOM. Based on large amount of the previous researches and articles related to this study, the researcher identifies eight factors of eWOM that influence the consumers' online purchase decision. These factors, which are the information quality, website credibility, quantity, valence, tie strength, reviewer's expertise, receiver's expertise and receiver's product involvement, perform as independent variables. The dependent variable

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is the online purchase decision. It is also in this chapter that presents the research model which guides the progress of the study.

The next chapter 3 discusses the methodology of the research. Specifically, chapter 3 explains the research design, research approach and research strategy used in this study. Then it presents the study population, unit of analysis, sample size and technique used in this research. Subsequently, the data source, data collection, questionnaire design, analysis methods and the ethical consideration are presented to provide information on how the research is conducted.

In chapter 4, the analysis of the collected data that utilizing the analytical tool and software is discussed. The results are presented in table and in an organized manner so that it is easier for readers to comprehend. At first, the descriptive analysis on the socio-demographic information is presented to provide a background of the respondents. Then a reliability test on the questionnaire is presented. Finally, the regression analysis which is used to test the proposed hypotheses is presented.

The last chapter 5 discusses the results and the implications both theoretically and practically. In addition, chapter 5 also presents the conclusion and suggestions for future research. Finally, a personal reflection of the researcher is presented at the end of the chapter.

Chapter 2 Literature review

2.0 Chapter introduction

This chapter discusses some outcomes and findings from previous studies which are related to the topic of this study. These discussions aimed at identifying the factors of eWOM which can influence the consumers' online purchase decision. In the beginning, a general overview on online shopping which concludes the definition, benefits and risks are presented in section 2.1. As for section 2.2, it presents WOM and eWOM as well as their differences between the two areas. In section 2.3, some theories related to this study are discussed. Then in section 2.4, the influential factors of eWOM are discussed in detail from the perspectives of information feature, reviewer feature and receiver feature. More specific, this section identifies eight factors of eWOM that influences the consumers' online purchase decision. The hypotheses of this study are then highlighted in section 2.5 and a summary of the hypotheses in this study is presented in section 2.6. Finally, section 2.7 displays the proposed research model which guides the research progress of this study.

2.1 Online shopping

Science and technology have brought large amount of changes to people's life from many aspects in modern society. The most significant one is the so-called "fifth medium", the Internet, a term which is often referred with the magazine, television, newspaper and radio, has became the necessity of people's daily life (Cutler, 1990). With the popularity of the Internet, electronic commerce is also booming rapidly especially these few years (Pingjun and James, 2006). Many

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businessmen grasp the ample opportunities brought about by advanced information technology and have set up online stores to gain more sales (Pingjun and James, 2006). Meanwhile more and more consumers are attracted by the new way of shopping which is online shopping. The Economic Times (2006) defines online shopping as the conduct of purchasing products or services via the Internet rather than going to the traditional entities shop. This new shopping style exerts great effects on the consumers.

The benefits of online shopping are evident. First, it is not constrained with time and place limitations (Santana and Loureiro, 2010). For the consumers, they are able to order the target products or services anytime and anywhere, as long as they can get access to the Internet (Santana and Loureiro, 2010). Consumers who are shopping online can manage their time better as they are flexible due to the characteristic of the Internet. Second, online shopping provides more information and resources (Nuseir, Arora, Al-Masri and Gharaibeh, 2010). The Internet offers more choices to consumers. Before making the final purchase decision, consumers are able to compare a larger range of products which are not from local online stores (Nuseir, Arora, Al-Masri and Gharaibeh, 2010). Third, the price of online stores' product is usually lower than that of the entities shops' because online stores do not have expenses such as rent (Zhou, Dai and Zhang, 2007). Although consumers have to pay for delivery, it is still more economical to purchase online.

However, like a double-edge sword, online shopping can bring some risks at the same time. First, the products may not be the same as what consumers expected (Kozinets, Valck, Wojnicki and Wilner, 2010). As the Internet can only provide descriptive information about the product rather than a real experience, consumers take greater risk when purchasing online. Second, it is less safe

when paying online due to the uncertainty factors of the Internet (Koyuncu and Bhattacharya, 2004). Third, there are potential changes that may happen in the delivering process after consumers place an order (Liao and Keng, 2013). Fourth, it is very inconvenient to return or change products in online transactions (Zhou, Dai and Zhang, 2007). Nevertheless, although there are some risks of online shopping, many consumers still be attracted by the fashion shopping style (Zhou, Dai and Zhang, 2007). In order to reduce the potential risk to the lowest level, consumers will put much thought and advices before they actually make the purchase. Under this circumstances, eWOM which provides large amount of information may influence the consumers' online purchase decision greatly.

2.2 WOM and eWOM

WOM has been discussed by many researchers from different viewpoints before. Lazarsfeld and Merton (1954) first defined WOM from the sociology's viewpoint: WOM is the information exchange between people in daily life. And later Arndt (1967) defined it from the perspective of consumer behavior where WOM is the oral communication between the information sender and the information receiver about one product or service and this kind of communication is noncommercial. Other researchers largely agreed with Arndt (Yong, 2006; Roderick, Ana, Biljana and Linda, 2013) and they made some amendments to his definition. These researchers were of opinion that the information provided by WOM not only concern about the consumers' feeling on the brand, product, service and the experience, but also concern about the business companies themselves.

With the emergence of the Internet, consumers have more channels to from diversified products and brands, more resources to compare the price and

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quality, and more chances to interact with other consumers. Consumers can share their experiences and opinions on information about the products, services and brands with others online via diversified ways such as email, instant message, review sites and network forums (Bickart and Schindler, 2001). Those consumers' communications about the experiences and opinions on items such as products and services which are delivered through the network fictitious platform are defined by the scholars as eWOM. Herr, Kardes and Kim (1991) first defined the eWOM as the consumers' personal experiences and opinions on products or services which are spread by the Internet with a text display. Subsequently, more scholars proposed their own opinions on eWOM. While the most popular one is that eWOM is the positive or negative comment on the products, services, brands and companies which made by the potential, current or previous consumer, and the comment can be viewed by other consumers and organizations via the Internet (Godes and Mayzlin, 2004). Moreover, eWOM has a dual role, eWOM can be a information provider or a recommender of the products or services (Park and Lee, 2009).

Both WOM and eWOM have great influences on consumers and they all play crucial roles in the consumers' decision making process (Chul, Sanders and Junghoon, 2013). However, there are some differences between them as well. Although they are both information and opinions on the companies' products or services which are released and spread by the consumers, their expression forms and influences are different due to the particularity of the Internet.

Generally, eWOM has more influences on the consumers (Chul, Sanders and Junghoon, 2013). Their differences are mainly showed in the following four aspects. First, eWOM is characterized by anonymity. It is hard for the consumers to get the true identity of the eWOM reviewers. In the network environment, the

reviewers usually hide their identity but they are likely to share their experiences and opinions on the products or services no matter whether their attitude is positive or negative (Stephen, Ronald and Bing, 2008). The reviewers can talk about the products or services more freely in the network environment and they can express their satisfaction or discontent with less stress of public opinion due to the anonymity of the environment (Chul, Sanders and Junghoon, 2013). The consumers also consider that the communication via computer and Internet is more open and has wider scope than the face to face talking (Chul, Sanders and Junghoon, 2013).

Second, eWOM is spread to others faster and wider than the traditional WOM. Most of the traditional WOM are shared among the private life cycle of the reviewers and the receivers who usually are familiar groups (Stephen, Ronald and Bing, 2008). As for eWOM, it has wider range of receiver and can be spread to lots of strangers as well (Stephen, Ronald and Bing, 2008). The consumers have less time and opportunity cost to release or spread their experiences and opinions via Internet due to the quickness and convenience of the network environment (Wenjing, Bin and Andrew, 2008). In addition, eWOM is easy to be copied, quoted and forwarded to others (Wenjing, Bin and Andrew, 2008). Thus eWOM is larger in terms of transmission and the information it contains can be transmitted to a much broader scope.

Third, eWOM is not constrained by the face to face communication which the traditional WOM requires. eWOM can be transmitted to others with synchronous or nonsynchronous communication with the help of the Internet (Thomas, Talai and Andrew, 2006). This also makes eWOM more convenient for communication.

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Fourth, the information that eWOM delivers can be preserved tangibly by the Internet. The traditional WOM is usually transmitted though oral messages and sometimes is hard to comprehend due to its temporal character. Nevertheless, eWOM can be preserved though many forms such as picture, text and video (Thomas, Talai and Andrew, 2006). Thus the consumers can think over the information eWOM delivers as well as the influence of eWOM enjoys a longer duration. Several researches have shown that tangible forms of communication is much clearer and more logical than the face to face communication (Thomas, Talai and Andrew, 2006).

2.3 Theoretical foundation

According to Cheung and Thadani (2012), elaboration likelihood model (ELM) and heuristic-systematic model (HSM) are the two most commonly used theoretical foundation in the study of the impact of eWOM communication.

ELM is one of the most influential model in the study of consumers' information processing which was developed by Petty and Cacioppo in the early 1980' (Cheung, Lee and Rabjohn, 2008). It adopts a dual-process theory and explains how attitude is formed and changed based on different information processing routes. According to ELM, there are two routes of forming and changing attitude of the information receiver: central route and peripheral route (Cheung, Lee and Rabjohn, 2008). People taking the central route think critically and carefully scrutinize all relevant information before forming an attitude. On the other hand, people who go by the peripheral route take mental shortcuts with less cognitive effort when forming an attitude (Gupta and Harris, 2005). Besides, ELM points out that individuals who have deeper involvement and more professional are

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more likely to attend to the persuasive arguments and generate their own thoughts in relation to the arguments (Gupta and Harris, 2005). However, individuals who have lower involvement or lack of ability are more likely to process information by making shortcuts and relying on non-content cues (Gupta and Harris, 2005).

According to the HSM, people use two information processing modes when evaluating a message: systematic processing and heuristic processing. Heuristic processing is defined as a limited mode of information processing that requires less cognitive effort and fewer cognitive resources (Zhang and Watts, 2008). Systematic processing refers to a mode that involves a much more comprehensive effort to analyze and understand information (Gupta and Harris, 2005). Attitudes based on systematic processing are more likely to be permanent, whereas attitudes based on heuristic processing are likely to be volatile (Zhang and Watts, 2008).

ELM and HSM are both described as dual-process approaches (Gupta and Harris, 2005) as they both posit two information processing modes, in which the central route in ELM and the systematic processing mode in HSM are similar while the peripheral route in ELM echoes the heuristic processing mode in HSM. The main difference between the two theories lies in the timing of occurrence. The two processing modes in HSM operate independently and may occur simultaneously while the two modes in ELM are inversely related, that is, as one increases, the other decreases (Larson, 2010).

Base on ELM, involvement and professional knowledge are two factors which could influence individuals in their information processing. This research takes

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this point and examines whether product involvement and expertise influence consumers' online purchase decision making process or not. This research also examines the factor of expertise in two aspects, namely, reviewer's expertise and receiver's expertise. Meanwhile this research aims at identify the relationship between the influential factors of eWOM and consumers' online purchase decision, thus ELM and HSM are not suitable to be taken as the research model for this study.

2.4 Influential factors of eWOM

There are many factors of eWOM which have influences on the consumers' online purchase decision to some extent. While based on the research of the previous literatures, there are three main aspects which are emphasized in the investigation for the effect of eWOM on the consumers' online purchase decision: information feature of eWOM, reviewer feature of eWOM and receiver feature of eWOM.

2.4.1 Information feature of eWOM

The information feature of eWOM concerns about four factors: the information quality of eWOM, the website credibility of eWOM, the quantity of eWOM and the valence of eWOM.

2.4.1.1 Information quality of eWOM

The information quality of eWOM refers to the degree of the relevance and usefulness of the reviews displayed in the Internet environment (Zhang, Georgiana and Dongwoo, 2010). Many researchers studied on the dimensions that can be used to test the information quality. Doll and Torkzadeh (1988) first proposed three dimensions on estimate of information quality: accuracy, relevance and timeliness. And with the rapid development of information technology and the emergence of online shopping, some researchers added more dimensions on this issue. Park and Lee (2008) suggested that the information quality in the network environment should be judged by accuracy, understandable, comprehensiveness, timeliness effectiveness and diversity.

When the consumers are making purchase decision through the Internet, they attach great importance to the information quality of eWOM (Park and Lee, 2008). The consumers are usually attracted by the reviews which can provide more related messages about the products or services they target at, this will increase the consumers' probability of purchasing as well (Zhang, Georgiana and Dongwoo, 2010). eWOM can be divided into high quality and low quality eWOM according to their information content (Lee, Park and Han, 2008). The high quality eWOM provides more relevant and comprehensive information on the related products or services, it also has strong reasons as well. In contrast, consumers will query the low quality eWOM and consider it as unreliable. Thus the high quality eWOM is more persuasive than the low quality eWOM and has greater influence on the consumers. Park and Lee (2009) also pointed out that the more information eWOM could provide, the more influential it would be. Thus the following hypothesis is proposed:

H1: There is a relationship between the information quality of eWOM and the consumers' online purchase decision.

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2.4.1.2 Website credibility of eWOM

According to the research done by Shamdasani, Keh and Chan (2001), the reputation of the website directly influences the consumers' judgment on eWOM reviewer's intention as well as the consumers' attitude toward eWOM. While the consumers' attitude toward the eWOM is quite important as it will further influence their purchase decision. Consumers rely more on eWOM from the higher reputation website rather than the lower one (Brown, Broderick and Lee, 2007). According to the research done by Brown, Broderick and Lee (2007), the website credibility influences online sales of the movie ticket positively. The higher the website credibility, the more persuasive eWOM is to the consumers. The consumers have to decide whether to accept the information in the network environment or not according to their judgment on the credibility of the information. According to Ardion, Menno and Michaël (2010), consumers are influenced greatly by the credibility of the website. If the consumers consider eWOM is released from high credible website, they are likely to accept it (Ardion, Menno and Michaël, 2010). Hence from the above discussion, the following hypothesis is proposed:

H2: There is a relationship between the website credibility of eWOM and the consumers' online purchase decision.

2.4.1.3 Quantity of eWOM

eWOM is released by previous consumers thus the quantity of eWOM usually reflects the number of previous consumer (Chen and Xie, 2008) and larger amount of eWOM could be seen as a signal or the popularity of the products or

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