

The Relationship Between Electronic Word-of-Mouth and Online Purchase Intention

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Abstract

The Internet and social media platforms have significantly shaped online shopping habits. Electronic word-of-mouth (eWOM), including online ratings and reviews, has become an important aspect of consumer decision-making as it provides easily accessible and versatile information that reduces transaction costs and uncertainty. However, scholars and those working in the sector are still disputing how word-of-mouth affects customers' likelihood of purchasing online. Even though the use of search engines and online buying has become more common, there is still no consensus about how word-of-mouth (eWOM) affects purchases. Hence, this research aims to identify the dimensions of electronic word-of-mouth that are rated highly by online consumers in Malaysia, the level of online purchase intention, and the relationship between electronic word-of-mouth and online purchase intention among online consumers in Malaysia. The Information Adoption Model (IAM) has been selected as the theoretical framework for this study. The population of this study consisted of 5.97 million individuals between the ages of 25 and 34 using online shopping platforms such as Shopee, Lazada, and TikTok. This study uses a quantitative method, a questionnaire distributed by Google Forms to collect data. This study has collected data from 333 respondents among online consumers in Malaysia with a response rate of 87%. All the collected data were analysed using the Statistical Package for Social Science (SPSS) and presented in frequency, mean, and standard deviation. Besides, the hypotheses were tested using Spearman's Correlation Coefficient with the help of the Statistical Tool for Social Science (SPSS). As a result, all variables had a positive and significant relationship with online purchase intention and all hypotheses were accepted. The highest correlation coefficient is 0.982, indicating that brand image has a strong and significant relationship with online purchase intention. The results emphasise the importance of eWOM in shaping online purchase intentions and provide marketers and companies valuable information to improve their strategies for influencing customer behaviour.

1. Introduction

Electronic word-of-mouth (eWOM) communication has become a critical and common source of information for consumers as internet social media platforms and online shopping websites proliferate (Chen & Yuan, 2020). Electronic word-of-mouth (eWOM) has emerged as a strong instrument for decision-making that has the potential to assist reduce transaction costs and uncertainty. This is due to the fast expansion of online user-generated content platforms and social media platforms. The reviews that are published on websites function as a kind of free "sales assistant" that has the potential to dramatically increase the sales achievement of a product (Qiu & Zhang, 2023). In addition, because of the widespread availability of the Internet and the rise of online purchasing, the pace at which information is distributed via electronic word of mouth (eWOM) has quickly grown. To foster an environment in which users and customers feel comfortable sharing their experiences, the overwhelming majority of retail platforms provide user review systems. This is done to build an atmosphere that is conducive to both parties. Review websites, on the other hand, are typically regarded to be more objective sources because they often incorporate both the views of industry specialists as well as the assessments of users. businesses (Chen *et al.*, 2021). As a result of the expansion of online shopping platforms and the digital world, it has become common for a product to get hundreds of evaluations and feedback from a variety of people all at the same time. There is a possibility that the volume of reviews for a product on several platforms might be significantly different, or that the reviews could be more often favourable or negative. People's decisions on whether or not to purchase a product are likely to be impacted by the matter (Rosario *et al.*, 2016).

In this digital world, it is important to understand the dynamic of electronic word-of-mouth (eWOM) and how it will affect consumers' attitudes, decision-making, and trust in online platforms. Due to the fast proliferation of online platforms, there has been a major change in consumer behavior, especially concerning electronic word-of-mouth (eWOM) and its impact on the desire to make a purchase (Ni & Cheng, 2024). As a consequence of the expansion of social media, which has led to the development of digital marketing, traditional marketing strategies have seen a considerable transformation. Many different kinds of online advertising fall into this category. Some examples of these sorts of advertisements are those that are shown on websites, in emails, and on social media platforms (Piñeiro-Otero & Martínez-Rolán, 2016). Consumers' inclination to make a purchase is greatly influenced by eWOM according to a study conducted on online consumer behavior. However, scholars and those working in the sector are still disputing the extent to which word-of-mouth affects the likelihood that customers would make purchases online. Even though the use of search engines and online buying has become more common, there is still no consensus about how word-of-mouth (e-WOM) affects purchases. There is a lack of knowledge on how electronic word-of-mouth (eWOM) impacts the perspectives and behaviors of Malaysian customers, although the study touched on many aspects of eWOM, such as its credibility and reputation for the company (Dang & Raska, 2022). Furthermore, there has been a major change in the manner in which customers behave in the digital marketplace, particularly about the chance that customers would make purchases online. However, online shopping, makes it more challenging for customers to evaluate the quality of a product since they are unable to physically see the item such as touch or feel the item. It is already more challenging for consumers to make a purchasing decision when there is no specific evidence to support their decision (Daroch *et al.*, 2021).

Therefore, to achieve the research objectives the dimension of electronic word-of-mouth are rated highly by online consumers in Malaysia are determined. Furthermore, the level of online purchase intention among online consumers in Malaysia are determined. Consequently, the relationship between electronic word-of-mouth and online purchase intention among online consumers in Malaysia is identified.

2. Literature Review

2.1 Online Purchase Intention

The rise of social media platforms and online shopping websites throughout the internet shows that consumers' decisions to make purchases are directly impacted by the postings that they read and comment on the Internet (Ni & Cheng, 2024). Customers can make better choices about their purchases with the assistance of pre-buy information, which includes reviews, ratings, suggestions, and conversations that take place in brand communities. Customers look through images that have been posted and shared by other customers to gain a better understanding of the preferences and trends that are popular among them if they wish to make informed purchases (Yadav & Rahman, 2018). Customers are more likely to purchase a product that has at least five reviews available compared to a product that does not have any other reviews available (Biswas *et al.*, n.d.). On the other hand, internet reviews are an excellent method for sharing narratives about client experiences that are often complicated but that is persuasive enough to attract the purchaser. (Wang *et al.*, 2023).

The usability of information affects the acceptance of product-related information when people need to purchase goods or services (Indrawati *et al.*, 2023). Consumers' considerations affect their intention to make a purchase when they utilize information to choose from a purchase (Erkan & Evans, 2016). The reviews of good

quality which include information that is correct, comprehensive, and pertinent to the items being reviewed have an impact on the users' choices of those products as well as their intent to purchase such products (Xu *et al.*, 2019).

2.2 Electronic Word-of-Mouth

Electronic word of mouth, or eWOM, is a new kind of word of mouth brought about by the increasing popularity of the Internet. A wide range of channels is covered by electronic word-of-mouth (eWOM), including social media, e-commerce, review sites, newsgroups, and blogs (Cheung & Lee, 2012). Typically, when people talk about "electronic Word-of-Mouth" (eWOM), they are referring to a platform that allows consumers to share their opinions, feedback, and recommendations about the products and services offered by a company (Navitha Sulthana & Sulthana, 2019). The reviews provided by customers offer a first-hand personal experience of the product or service being evaluated here (Miremadi & Haghayegh, 2022). This will allow customers to make better buying decisions, save time from making decisions, reduce the quantity of risk associated with making a purchase, and remove uncertainties (Donthu *et al.*, 2021).

2.3 The Relationship between Electronic Word-of-Mouth and Online Purchase Intention

The growth of online communication that followed the arrival of the Internet is directly responsible for the emergence of e-commerce platforms, which provide online discussion boards where users may share their perspectives and tales with others. eWOM is considered to be a reliable source of information for consumers when they are making a purchase decision (Ahn & Park, 2024). Customers need to have these insights when they rely on electronic word-of-mouth as a replacement for direct product evaluation. This approach, which is based on the experiences of previous purchasers, significantly reduces the risks and uncertainties associated with the quality of a product, so enabling more well-informed judgments to be made (Lim *et al.*, 2022).

2.4 Theoretical Background

Several models, such as the Theory of Information Adoption Model (IAM), the Theory of Elaboration Likelihood Model (ELM), and the Theory of Parasocial interaction (PSI), have been used to explain the reason behind the desire to make a purchase online. In this study, the theory of the Information Adoption Model is introduced by (Sussman & Siegal, 2003) is chosen as the purpose of this theory is to explain and give a methodical approach to better understand how individuals incorporate new information technologies into their decision-making processes. This reasoning is used to choose the most closely related connection for electronic word-of-mouth among online consumers in Malaysia. Hence, it is suitable for this research to explain and discuss the electronic word-of-mouth and online purchase intention among online consumers in Malaysia. The theory of the Information Adoption Model (IAM) has been used in the paper by (Ngo *et al.*, 2024).

2.4.1 Information Adoption Model (IAM)

A model known as the Information Adoption Model (IAM) is an illustration of how information may be adopted by people and utilized to influence their behaviour and intentions via the use of computer-based interactions. Because it is a combination of the Technology Acceptance Model (TAM) and the Elaboration Likelihood Model (ELM), the IAM takes into consideration both the probability of technology adoption and the possibility of elaboration (Sussman & Siegal, 2003). "Needs of Information" and "Attitudes towards Information" are now included in the Electronic Word of Mouth (eWOM) data analysis framework that is used by the IAM (Erkan & Evans, 2016). This could bring attention to the specific requirements of the study as well as their objectives by adding new variables, models, or points of view. The examination and forecasting of the impact that electronic word of mouth (eWOM) has on the intention to make a purchase is an example of this kind of phenomenon (Indrawati *et al.*, 2023).

2.4.2 Elaboration Likelihood Model (ELM)

The elaboration likelihood model of persuasion is an example of a theoretical framework that can identify when customers' attitudes change in response to persuasive information. This model is effective and provides two major descriptions of the process in which elements that are core and those that are peripheral impact the creation of consumer behaviour (Petty & Cacioppo, 1986). When consumers lack an interest in processing information, they often resort to making decisions that are peripheral to the issue at hand. All of the information that a consumer needs to know before completing a purchase may be simply obtained by the customer. One approach to do this is by taking into consideration both the quantitative and qualitative parts of the comments left on internet review sites (Ahn & Park, 2024). Make use of the ELM concept to investigate how individuals elaborate in online forums and how people believe they take in information from review comments earlier than making a purchase (Cho & Chan, 2021).

2.4.3 Parasocial Interaction (PSI)

Parasocial theory that has been introduced by Horton and Wohl in 1956, and has been significantly influenced by several academic fields, including sociology, psychology, and communication studies (Richard Wohl, 2006). The range of PSI research has expanded to include a great deal of other domains, particularly to digital connectivity, and it has gone outside the sphere of traditional broadcast media (Labrecque, 2014). Brands can tap into PSI via dialog that is both open and engaging, which in turn improves engagement, trust, and loyalty (Labrecque, 2014). The digital ecosystem has witnessed an increase in the range of people who are interested in purchasing a wide variety of products as a result of the implementation of PSI into social commerce. It is important to note that PSI plays a key role because consumers are increasingly relying on influencers for assistance regarding their purchases (Joshietal., 2023).

2.5 Research Framework

This research aims to identify the dimension of electronic word-of-mouth are rated highly by online consumers in Malaysia and the level of online purchase intention among online consumers in Malaysia. Furthermore, this research aims to identify the relationship between electronic word-of-mouth and online purchase intention among online consumers in Malaysia. The data collection for this research is quantitative research through Google form. The main population of this study is the online customers in Malaysia between the ages of 25 to 34 who purchase online via the online system is the primary emphasis. The fact that more than half of Malaysia's internet consumers which is 51% are between the ages of 25 and 34 is indicative of the fact that this is a quite youthful demographic (Mokhtar *et al.*, n.d., 2020). Based on the current consumer market environment, this particular group of clients has a significant amount of purchasing power, since their annual sales exceed \$170 billion (Angela Woo, 2018).

The conceptual framework aims to determine the essential components that create the framework, which would include the independent variable and the dependent variables that are being investigated in this research. This research provides one dependent variable which is online purchase intention while the independent variable is electronic word-of-mouth with three dimensions. Besides, the independent variable will be further looked at through the three dimensions of electronic word-of-mouth which include credibility, perceived diagnostic, and brand image. These are the three dimensions that will be discussed in this study.

2.5.1 Credibility

Credibility can influence the adoption of electronic word-of-mouth in this digital world. The credibility of eWOM has a significant influence on the acceptance of eWOM as well as the intention to purchase online (Ruiz-Mafe *et al.*, 2020). When it comes to the efficacy of the electronic word of mouth (eWOM), there is a direct link between the credibility of a source and the accuracy of the information that it delivers, which in turn has an indirect impact on the effectiveness of eWOM (Daowd *et al.*, 2020). The qualities of trustworthiness, persuasiveness, and believability are all components of the multi-faceted characteristic known as credibility. EWOM which consumers have previously judged to be trustworthy is more likely to be accepted and used by consumers, which in turn may assist consumers in making better-informed decisions while they are purchasing online (Fileri, 2015).

2.5.2 Perceived Diagnostic

"Perceived diagnostic" is a word that describes the extent to which customers think that their personal shopping experiences have been beneficial in terms of assessing items and making decisions that are based on accurate information (Kempf, 1998). This idea has developed over some time to include the viewpoints of customers on the value of word-of-mouth (WOM) data in terms of understanding and analyzing product evaluations that may be found on the internet. For instance, when people feel that the information they get via word-of-mouth (WOM) could help them in reaching reasoned recommendations, they are more likely to award it a high diagnostic quality. Consumers' perceptions and evaluations of online reviews are mostly determined by the prevalence and quality of eWOM. Additionally, information is given a greater value by consumers when they perceive it to be diagnostically valuable and this is due to the consumer's belief that knowledge assists them in making logical choices (Cheung & Thadani, 2012).

2.5.3 Brand Image

The concept of "brand image" refers to how an individual views a particular brand, and it is rapidly shaped by interactions that take place online, particularly via the electronic word-of-mouth (eWOM) that is associated with social media. Personal opinions are amplified on these platforms, which in turn shape the image of a firm with each endorsement or shared experience. As a result, the public's perception of the brand and their ability to identify with it online are positively impacted (Parris & Guzmán, 2023). Younger consumers are more likely to be affected by suggestions from their peers and ratings from social media platforms than they are by traditional

forms of advertising in the digital marketplace. Both their purchasing choices and their loyalty to the company are significantly influenced by this (Sasmita & Mohd Suki, 2015). The conceptual research framework is shown in Figure 1.

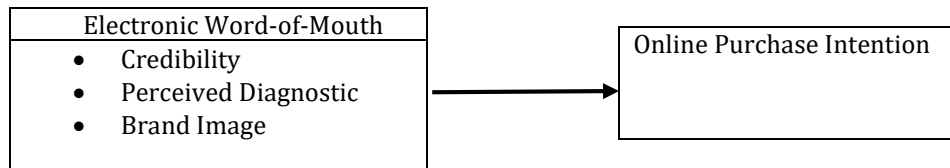


Fig. 1 *Conceptual Framework*

2.6 Hypothesis

The research hypotheses are derived from the research question. The present study is particularly interested in investigating the following question: "What is the relationship between electronic word-of-mouth and online purchase intention". This study makes use of the Information Adoption Model theory, which was presented by Sussman and Siegal (2003), to explore the relevant variables and get a more comprehensive understanding of the issue. The hypothesis development for this research study was based on the role of electronic word-of-mouth towards online purchase intention. Furthermore, the adoption of information by shoppers via electronic word-of-mouth towards online purchase intention may be observed. This adoption of information comprises three dimensions which can be determined by credibility, perceived diagnostic, and brand image. Based on these inferences, it was hypothesized that:

H1: There is a significant relationship between credibility and online purchase intention.

H2: There is significant relationship between perceived diagnostic and online purchase intention.

H3: There is a significant relationship between brand image and online purchase intention.

3. Research Methodology

3.1 Research Design

For this study, both descriptive research and quantitative research approaches have been used. Descriptive research offers a depiction of the study that is both complete and accurate. In addition, it makes it easier to find additional information that contradicts the data that was previously collected, as well as to create a collection of categories or to clarify the types of things that are being discussed. Later phases or stages in the sequence may provide an explanation and report on the backdrop or context of the topic being discussed. For the study, a quantitative research technique was used because of its effectiveness and its ability to cover a wide variety of situations. This was accomplished by choosing samples that were typical of the population that was being examined.

3.2 Data Collection

The process of acquiring primary data includes the collection of information via the use of questionnaires, interviews, or actual experiments. A questionnaire form was the instrument of choice for this attempt, and the survey technique through questionnaire was used as the means of data collection in this research study. Identifying the relationship between electronic word-of-mouth and online purchase intention in Malaysia was accomplished primarily through the utilization of the data acquired from the questionnaire, which served as the major source of information.

3.3 Data Analysis

Identifying the results of the study and determining whether or not the research would be successful in achieving the research target have both been accomplished via the use of data analysis. Different types of analysis, including descriptive analysis and correlation analysis, were used to examine the information obtained from primary sources, such as questionnaires.

3.3.1 Descriptive Analysis

Figuring out the percentage and mean value, in addition to the frequency of occurrences, is accomplished via the use of descriptive analysis (Mahbobi & Tiemann, n.d.). Both descriptive and inferential analysis were used by the researchers in this study so that they could gather information about the population based on the sample. Moreover, it is also used to analyze demographics including the level of electronic word-of-mouth towards online purchase intention of consumers, and the level of online purchase intention among online consumers. To analyze

the data, the statistical analysis technique will make use of the tools available via the Statistical Package for Social Sciences (SPSS).

3.3.2 Correlation Analysis

To determine the type of relationship that exists between all of the variables, correlation analysis is used. The purpose of this study is to investigate the relationship between electronic word-of-mouth (eWOM) and online purchase intention through the examination of correlation analysis. Within the scope of this research, correlation analysis is used to determine the degree of correspondence that exists between the variables. The Spearman coefficient of correlation quantifies the extent of correlation between variables. Spearman Rank, providing numerical results represented by correlation coefficients ranging from -1 to +1. A value of +1 indicates the strongest negative association. On this scale, 0 indicates the lack of a relation. Hence, values closer to zero indicate a weaker association.

4. Data Analysis and Findings

4.1 Response Rate

The questionnaire response rate is shown in Table 1.

Table 1 Questionnaire Response Rate

Population	Sample Size	Questionnaire Distribute	Questionnaire Returned	Percentage
5970000	384	384	333	87%

4.2 Reliability Test

Cronbach's alpha was used to determine the validity and reliability of the data collected from the questionnaires distributed to the respondents. The Reliability coefficient value is shown in Table 2.

Table 2 Reliability coefficient value

Cronbach's Alpha (α)	Internal Consistency
$\alpha \geq 0.9$	Very Good
$\alpha \geq 0.8$	Good
$\alpha \geq 0.7$	Acceptable
$\alpha \geq 0.6$	Questioned
$\alpha \geq 0.5$	Weak
$\alpha < 0.5$	Not acceptable

4.2.1 Pilot Study

Thirty surveys were administered to online shopping consumers, and the findings were evaluated using the Statistical Package for Social Sciences (SPSS). Table 3 shows that the Cronbach's Alpha values for credibility, perceived diagnostic, and brand image are 0.926, 0.981, and 0.970. The value of Cronbach's Alpha for online purchase intention is 0.986. The result of the pilot study is shown in Table 3.

Table 3 Reliability test for pilot study

No	Variables	Number of items	Cronbach's Alpha (α)
1.	Credibility	4	0.926
2.	Perceived Diagnostic	4	0.981
3.	Brand Image	4	0.970
4.	Online Purchase Intention	5	0.986

4.2.2 Actual Study

Table 4 shows that the value of Cronbach's Alpha for credibility is 0.885, perceived diagnostic is 0.925, brand image is 0.917, brand image is 0.917, and online purchase intention is 0.933. The research instruments applied are reliable, as shown by the questionnaire's reliability score of more than 0.7. The result of the reliability test is shown in Table 4.

Table 4 Reliability test for actual study

No	Variables	Number of items	Cronbach's Alpha (α)
1.	Credibility	4	0.885
2.	Perceived Diagnostic	4	0.925
3.	Brand Image	4	0.917
4.	Online Purchase Intention	5	0.933

4.3 Descriptive Analysis (Demographic)

The summary of demographic analysis is shown in Table 5.

Table 5 Summary of demographic analysis

Demographic	Item	Frequency (N)	Percentage (%)
Gender	Male	156	46.8
	Female	177	52.3
Age	25-29 years old	175	52.6
	30-34 years old	158	47.4
Race	Malay	79	23.7
	Chinese	176	52.9
	Indian	78	23.4
Experience Using Online Shopping Platforms	Yes	333	100.0
	No	0	0.0
Frequently use online shopping platforms	Everyday	46	13.8
	Once a week	109	32.7
	More than once a week	117	35.1
	A few time	61	18.3
Good online shopping experience Online shopping platforms prefer to use	Yes	333	100.0
	No	0	0.0
	Shopee	75	22.5
	Lazada	171	51.4
	TikTok	87	26.1

4.4 Descriptive Analysis (Variables)

This section provides a descriptive analysis to evaluate the data and determine the mean and standard deviation for all variables, including credibility, perceived diagnostic, brand image, and online purchase intention. Descriptive analysis effectively distinguishes each component of the mean distribution using the Likert Scale to assess the degree of the independent and dependent variables. Table 6 indicates the measurement level of the main tendency for each questionnaire item.

Table 6 Level of Measurement

Average Mean Score	Level
1.0-2.33	Low
2.34-3.67	Medium
3.68-5.00	High

4.4.1 Credibility

Table 7 shows the value of mean, standard deviation, and level of variables for each question of the Credibility variables. The average level of credibility is high, as the total average is 4.10.

Table 7 Mean and Standard Deviation Analysis for Credibility

No	Item	Mean	Standard Deviation	Level
1	Online shopping platforms like Shopee offer reliable reviews and recommendations from other customers.	4.27	0.890	High

2	Online shopping platforms display product reviews with detailed information to enhance trustworthiness.	4.02	1.115	High
3	Online shopping platforms indicate that reviews from verified purchasers are more reliable.	4.02	1.115	High
4	Online shopping platforms increase my confidence in a product when it has positive reviews from other customers.	4.11	1.158	High
Total Average		4.10	0.927	High

4.4.2 Perceived Diagnostic

Table 8 shows the value of mean, standard deviation, and level of variables for each question of the Perceived Diagnostic variables. The average level of perceived diagnostic is high, as the total average is 4.05.

Table 8 Mean and Standard Deviation Analysis for Perceived Diagnostic

No	Item Perceived Diagnostic	Mean	Standard Deviation	Level
1	Online shopping platforms offer sufficient information to support my purchasing decisions.	3.98	1.104	High
2	Online shopping platforms help me understand the pros and cons of a product.	3.98	1.097	High
3	Online shopping platforms allow me to compare products and select the best one based on customer reviews.	4.15	1.161	High
4	Online shopping platforms provide assessment tools that enable me to determine whether a product aligns with my specific needs.	4.11	1.156	High
Total Average		4.05	1.021	High

4.4.3 Brand Image

Table 9 shows the value of mean, standard deviation, and level of variables for each question of brand image variables. The average level of brand image is high, as the total average is 4.06.

Table 9 Mean and Standard Deviation Analysis for Brand Image

No	Item Brand Image	Mean	Standard Deviation	Level
1	Online shopping platforms can influence my perception of a brand by presenting the reviews of other customers.	4.14	0.847	High
2	Online shopping platforms can enhance a brand's overall image when it receives consistent positive reviews.	3.98	1.099	High
3	Online shopping platforms provide insights into a brand's commitment to customer satisfaction through the feedback shared in online reviews.	4.10	1.157	High
4	Online shopping platforms boost my confidence in a brand when I see positive feedback from other customers.	4.01	1.122	High
Total Average		4.06	0.952	High

4.4.4 Online Purchase Intention

Table 10 shows the value of mean, standard deviation, and level of variables for each question of the online purchase intention variables. The average level of online purchase intention is high, as the total average is 4.05.

Table 10 Mean and Standard Deviation Analysis for Online Purchase Intention

No	Item Online Purchase Intention	Mean	Standard Deviation	Level
1	I rely on online reviews to influence my purchasing decisions.	4.11	1.158	High

2	I will recommend that my family members and friends use online shopping platforms	4.02	1.114	High
3	I will keep using online shopping platforms to make my purchasing decisions.	4.02	1.115	High
4	I often consider buying things that have received high online recommendations.	3.98	1.106	High
5	Online shopping platforms are my top choice for making purchases.	4.14	1.162	High
Total Average		4.05	1.005	High

4.4.5 Analysis on Electronic Word-of-Mouth towards Online Purchase Intention

Based on Table 11, the variable that had the highest mean score is an independent variable, which is Credibility, with a total average value (M=4.10). A variable that had the lowest mean score is Perceived Diagnostic and Online Purchase Intention, with a total average value (M=4.05).

Table 11 Analysis on Electronic Word-of-Mouth towards Online Purchase Intention

Item	Average Mean Score	Level
Credibility	4.10	High
Perceived Diagnostic	4.05	High
Brand Image	4.06	High
Online Purchase Intention	4.05	High

4.5 Normality Test

The normal distribution may be used to analyse a variety of natural occurrences. When it comes to determining measures of central tendency and determining which statistical methods are the most appropriate for data processing, normality tests are necessary (Hatem *et al.*, 2022). If data are not normally distributed, Spearman's correlation test is used.

Table 12 Normality Test

Variables	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Credibility	0.468	333	< 0.001	0.461	333	< 0.001
Perceived Diagnostic	0.468	333	< 0.001	0.462	333	< 0.001
Brand Image	0.414	333	< 0.001	0.637	333	< 0.001
Online Purchase Intention	0.437	333	< 0.001	0.532	333	< 0.001

a. Lilliefors Significance Correction

4.6 Correlation Analysis

A correlational technique is used to investigate the relationship between variables, without the researcher having any control or influence over any of the variables being investigated. This research used Spearman's correlation due to the non-normality of the data.

4.6.1 The relationship between Credibility (R) and Online Purchase Intention (OPI)

Table 13 shows the result of the correlation analysis between credibility and online purchase intention.

Table 13 Spearman's Correlation between Credibility and Online Purchase Intention

Credibility	Correlation Coefficient	Online Purchase Intention
	Sig. (2-tailed)	0.752**
	N	<0.001
		333

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

H1 = There is a significant relationship between Credibility and Online Purchase Intention.

4.6.2 The relationship between Perceived Diagnostic (PD) and Online Purchase Intention (OPI)

Table 14 shows the result of the correlation analysis between Perceived Diagnostic and Online Purchase Intention

Table 14 Spearman's Correlation between Perceived Diagnostic and Online Purchase Intention

		Online Purchase Intention
Perceived Diagnostic	Correlation Coefficient	0.733**
	Sig. (2-tailed)	<0.001
	N	333

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

4.6.3 The relationship between Brand Image (BI) and Online Purchase Intention (OPI)

Table 15 shows the results of the correlation analysis between Brand Image and Online Purchase Intention .

Table 15 Spearman's Correlation between Brand Image and Online Purchase Intention

		Online Purchase Intention
Brand Image	Correlation Coefficient	0.982**
	Sig. (2-tailed)	<0.001
	N	333

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

H3 = There is a significant relationship between Brand Image and Online Purchase Intention

5. Conclusion

Result shows the level of average mean score of each variable. Based on the three variables, it shows that all the variables which are credibility, perceived diagnostic, and brand image are at a high level with a total average of the mean is 4.10, 4.05, and 4.06 respectively. The results of the data analysis collected significantly ensure the hypotheses that have been set earlier which there is a positive significant relationship between credibility, perceived diagnostic, and brand image with online purchase intention. The result shows that credibility is a strong factor influencing online purchase intention among online consumers between the ages of 25 and 34 in Malaysia. Credibility is an important factor in electronic word-of-mouth's ability to influence online purchase intentions. Consumers are clearly more likely to believe suggestions from sources they consider reliable. Esteemed online reviews are highly respected by customers and considered reliable sources of information. The influence of positive word-of-mouth on consumer choices and business sales is significant (Wahyuningjati & Purwanto, 2024).

Result shows the findings regarding the level of intention to buy online among online consumers in Malaysia. The findings show that the overall level of factors that influence online purchase intention among online consumers aged 25 to 34 years in Malaysia is high. The results show that credibility, perceived diagnostic, and brand image are strong influencing factors for online consumers aged 25 to 34 years in Malaysia. According to (Roy *et al.*, 2024) respondents agreed that they would consider purchasing a product with positive electronic word of mouth that was shared online. Respondents in this research generally have very positive feedback when they shop online through online shopping platforms, which can conclude that the level of intention to shop online among online consumers aged 25 to 34 in Malaysia is high.

Result shows all variables had a positive and significant relationship with online purchase intention among online consumers aged 25 to 34 years in Malaysia. Overall, all hypotheses were accepted and two of them had a high level of correlation coefficient, indicating a significant relationship between credibility and online purchase intention, as well as a significant relationship between perceived diagnostic and online purchase intention. There is only a hypothesis with a very strong level of correlation which is that there is a significant relationship between brand image and online purchase intention.

In this digital world, online shopping is become common and the existence of an important positive connection between electronic word-of-mouth and online purchase intention suggests that consumers are more likely to make purchases influenced by good online evaluations and recommendations. The research objective is to analyze the level of electronic word-of-mouth among online consumers in Malaysia and the level of online purchase intention among online consumers in Malaysia. Furthermore, it analyses the correlation between electronic word-of-mouth and online purchase intention among online consumers in Malaysia.

In conclusion, credibility becomes the most important factor of electronic word-of-mouth compared to other variables as it has the highest average mean score. Besides, this research shows all three variables have a positive significance relationship and the highest correlation coefficient is brand image. Therefore, all three research objectives that were established earlier have been achieved. Finally, this study may improve respondents' knowledge and comprehension of electronic word-of-mouth among online consumers aged 25 to 34 in Malaysia.

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Conflict of Interest

Authors declare that there is no conflict of interests regarding the publication of the paper.

Author Contribution

The authors confirm contribution to the paper as follows: **study conception and design:** Ong Huay Mun and Siti Aisyah Salim; **data collection:** Ong Huay Mun and Siti Aisyah Salim; **analysis and interpretation of results:** Ong Huay Mun and Siti Aisyah Salim; **draft manuscript preparation:** Ong Huay Mun and Siti Aisyah Salim. All authors reviewed the results and approved the final version of the manuscript.

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