

Received: August 07, 2021

Revised: September 18, 2021

Accepted: January 28, 2022

*Corresponding author: Andi Fadel Pradana, Student of Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia.

E-mail: fadelsrd@gmail.com

MAPPING IDEA & LITERATURE FORMAT

Moderating of SERVQUAL on E-WOM, Product Quality, and Brand Image on and E-commerce Purchase Intention

Andi Fadel Pradana^{1*}, Sabri Hasan², Aditya Halim Perdana Kusuma Putra³, Rastina Kalla⁴

¹ Student of Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia. Email: fadelsrd@gmail.com

^{2,3,4} Department of Management, Faculty of Economic and Business, Universitas Muslim Indonesia, Makassar, Indonesia. Email: sabri.hasan@umi.ac.id, adityatrojhan@gmail.com, rastina.kalla@umi.ac.id

Abstract This article presents the results of mapping taken from various sources as many as 20 articles on e-WOM, Product Quality and Brand Image as well as consumer behavior and purchasing power towards purchase intention. In the concept of marketing; word of mouth (WOM) is a noble goal of various business activities where the concept of WOM is as a form of advertising through voluntary recommendation activities from consumers to their social environment and groups. In digital activity, the concept of WOM then changed to e-WOM (electronic word of mouth). The presence of a product, word of mouth and also customer preferences are inseparable from the linkage of brand image attached to product elements and service quality. In general, Brand image is the current view of customers about a brand. Brand image can be defined as a collection of unique associations in the minds of target customers.

Keywords: e-WOM, Product Quality, Brand Image, Consumer Behavior, Purchasing Power, E-commerce.
JEL Classification Code: M30, M31, MO

1. INTRODUCTION

Digital payment modes, including mobile-based and non-mobile-based payments, have increased. Digital payments accounted for USD 3.9 billion of transactions globally in 2019 and are expected to reach a value of USD 4.9 billion by 2020, with a projected annual growth rate of 13.4% through 2024 (Statista 2020). In the digital payments sector, mobile payments (m-payments; a general term used to refer to all transactions using a mobile device) are gaining prominence (Clement 2019), with credit and debit cards being the most accepted methods among online merchants, and wallets. Mobile (m-wallet, described as a dedicated m payment method), such as Apple Pay and Visa Checkout, are accepted by only 29% of these merchants (Clement 2019). Although m-wallet offers excellent convenience to consumers (Shin 2019), they only account for 4% of the point of sale transactions globally (Bepari 2019). Merchants' low acceptance of m-wallet also leads to relatively lower usage, despite their support for end of the sale and small payments (Sorensen 2018).

Some of the unique characteristics of mobile phones for commerce are ubiquity (allowing virtual transactions to be carried out anytime and anywhere), localization (as a means of communication and doing business, because mobile phones are almost always with consumers, allowing adaptation of products or services depending on location), convenience (mobile phones). Maximizing flexibility and adapting to consumer schedules and needs), and personalization (mobile phones tend to be for personal use; therefore, the target market becomes individuals). In Spain, 39% of household technology costs are related to cell phones. 85.8% of Spaniards use cell phones as a habit (ONTSI, 2013). Based on data from the ONTSI study (2013), 22.9% of mobile users in Spain make at least 60% of their online purchases in mobility. In addition, Spain ranks second in using applications, games, and access to social networks

and blogs from smartphones (ComScore Report, 2013). Therefore, the number of people who buy for the first time using a mobile device as well as those who continue to believe is increasing rapidly in countries such as Spain, and the role of early adopters are critical in the spread of this buying channel, and this can help to generate positive WOM (word of mouth). To the mouth).

Consumer decision-making is significantly influenced by the speed and ease with which consumers can contact retail outlets. Many consumers turn to the Internet to reduce the effort associated with decision-making (Beauchamp and Ponder 2010). While shopping, consumers spend time and effort completing multiple tasks. As today's customers are more time-hungry than ever, it is appropriate to consider the benefits of providing the convenience of online shopping. Online convenience has become one of the main drivers of customers' tendency to adopt online purchases (Jiang, Yang, and Jun 2013). Seiders et al. (2000). argued that the importance of customer convenience prompted retailers to redesign store operating systems and emphasize the efficiency of the services provided. On another level, retailers should focus on improving mobile apps and how they help fuel and determine how consumers value time and energy. The study argues that consumers favor retailers who save their time and energy. Online retailers can undoubtedly provide more convenience as store location becomes irrelevant, and consumers can now shop from any site, 24 hours a day, seven days a week (Beauchamp & Ponder, 2010). Therefore, companies must develop a more precise understanding of the impact of online convenience. The main objective of this study is to explore how consumers evaluate convenience dimensions in the context of online retail, focusing on consumers' experiences with global retailer websites. The research gap arises from the need to validate research (Jiang et al., 2013).

The development of internet technology and the popularity of e-commerce have pushed electronic word of mouth (eWOM), such as online reviews, to become a significant source of information about products and services. Today, consumers have access to more product and service reviews from multiple sources than ever before; To show just two examples, there are now over 630 million online reviews on TripAdvisor (TripAdvisor, 2018) and over 155 million on Yelp (Yelp, 2018). Online reviews are everywhere, meaning they should be an essential consideration for companies of all sizes regardless of whether they sell directly online. eWOM is defined as "the former dynamic and ongoing process of change among potential, actual, or former consumers about a product, service, brand or company, which is available to many people and institutions via the Internet" (Ismagilova et al. 2017, p.18).

Advances in Web 2.0 allow consumers to share experiences, opinions, and feedback regarding products, services, or brands in online reviews for other consumers. Online consumer reviews (OCR), the electronic version of word of mouth, are becoming increasingly popular among consumers. Consumers worldwide read these reviews before making purchasing decisions (Senecal & Nantel, 2004). Consumers rely heavily on OCR for their purchases, and OCR is the most trusted source of information after advice from friends (Nielsen, 2013). Research has shown that OCR exerts a strong influence on consumer purchasing decisions (Filieri & McLeay, 2014; Sen-ecal & Nantel, 2004; Smith, Menon, & Sivakumar, 2005) and on selling products in different categories (e.g., books, movies, and hotel rooms) (Cui, Lui, & Guo, 2012; Dellarocas, Zhang, & Awad, 2007; Godes & Mayzlin, 2004; Liu, 2006; Ye, Law, & Gu, 2009; Zhu & Zhang, 2010). The power of customer reviews in influencing consumer decisions is so prominent that many companies, such as Kia Motors, now host reviews on their websites to allow customers to discuss the quality of their products and user reviews on their sites. TV commercials (Kia Motors, 2014). Apart from the popularity of consumer review platforms such as Tripadvisor and Yelp, little is known about how consumers rate the diagnostic information available on these websites and its influence on consumer decisions (Pan & Zhang, 2011). Knowledge in online reviews is diagnostic if consumers find valuable information for understanding and evaluating the quality and performance of online products (Jiang & Benbasat, 2004).

Many e-commerce companies have made rapid progress by implementing social features on their sites. This social feature has turned an e-commerce site into a social commerce site. For example, many websites include rating and review features for each product; this feature can help customers decide what to buy. After purchase, the customer can also share his opinion about the product using the same quality. Another example is social networking sites (SNSs) in e-commerce websites, allowing customers to share ideas about a product or their buying experience using social media. Many social commerce sites are operating in Indonesia, whether they are local (e.g., Tokopedia, Bukalapak, Blibli, Kaskus, etc.)

or foreign (e.g., Shopee, Lazada, Fave, Zalora, etc.). With these various social commerce sites, customers have many opportunities to make purchases from more than one site. They are very likely not to make further purchases on the social commerce sites they have previously purchased. Studies from Wijaya, Farida, and Andriansyah (2018) reveal that Indonesian consumers are more likely to switch to other online stores. Since online retail businesses have grown significantly and become more competitive, social commerce companies must find ways to get customers to return to buy goods from their sites (Fang et al., 2014). Customers significantly change market dynamics (C.-CV Chen & Chen, 2017). Because Indonesians actively use social media channels, word of mouth (WOM) generated from interactions on these channels can be a very effective way to reach potential customers. With the high activity of social media and the presence of social features on social commerce sites, customers often intend to buy again on the same website and discuss purchases through WOM by sharing information such as their experiences and purchase recommendations. To other potential customers, they are granted.

Given the penetration of social media use and online buying activities, it is essential to identify the factors influencing repurchase and WOM intentions on social commerce sites. A study from Busalim and Hussin (2016) revealed a strong need to investigate the factors that motivate customers to keep using the same social commerce sites. Understanding customer behavior is significant for companies to build long-term relationships with their customers (Aren, Güzel, Kabadayi, & Alpkan, 2013) and use the power of customer influence in their business activities (Zhang & Benyoucef, 2016). The rapid development of the Internet and the growth of social media have revolutionized the travel & tourism industry (Buhalis, 2000; Xiang and Gretzel, 2010; Neirotti, Raguseo, and Paolucci, 2016; Giglio et al., 2019). Tourists are increasingly adopting user-generated content available on online platforms to find information about the tourist destinations they wish to visit (Xiang and Gretzel 2010; Abubakar and Ilkan 2016). On this platform, online reviews and ratings of travel and tourism products empower travelers and help them plan their vacations, including booking flights, hotels, or other types of accommodation (Sparks and Browning 2011; Filieri and McLeay 2014; Viglia, Minazzi, and Buhalis 2016; Raguseo and Vitari 2017; Filieri et al. 2020).

For example, with more than 884 million travel reviews from more than 8 million businesses, Tripadvisor.com is the world's largest travel community (TripAdvisor, 2021). The platform provides reviews, ratings, photos, and forums on all services related to travel planning, from tour guides to car rentals and attractions. Tripadvisor.com has developed travel-based electronic word of mouth (eWOM), a non-commercial asynchronous exchange of information about tourism products, brands, and services among tourists (Gretzel and Yoo 2008; Xiang and Gretzel 2010). Given the relevance and widespread use of eWOM and eWOM (Filieri et al. 2020), understanding what eWOM factors motivate tourists to visit a destination and its attractions is critical for destination managers as they can develop better marketing strategies for the destination as a whole. Furthermore, although studies on the effect of eWOM on consumer intention are present (Park, Lee, and Han, 2007; Filieri et al., 2018), few studies have investigated the impact of eWOM on consumer behavior. The e-commerce boom has led thousands of companies with traditional stores to seek an online presence, developing mobile apps, among other strategies, to respond to market needs. However, these efforts don't receive the same level of attention these companies give to their traditional outlets, ignoring implementing the holistic experience consumers deserve. The omnichannel approach has emerged as an enabling strategy for channel integration, thereby offering consumers an authentic and holistic experience (Bell et al., 2014). One of the by-products of customer experience is the emergence of WOM behavior, which refers to any statement made by current or potential consumers about a brand or product, positive or negative (Wang et al., 2018). The rapid growth of the sharing economy is primarily based on the ever-evolving development of digital technology (Bouncken, Ratzmann, Barwinski, & Kraus. 2020). The digital economy impacts online or offline sales, services, and advertising in today's business sphere (Van Heerde et al., 2019). The Internet of Things (IoT) has influenced companies' approaches to innovation and how they create and capture value in day-to-day business activities. -day (Bresciani et al., 2018). While operating in the IoT era, entrepreneurs must monitor their interactions with consumers and systematically share information between them (Yu, Roy, Quazi, Nguyen, & Han, 2017). Companies and consumers increasingly view sharing as a suitable and profitable alternative to ownership. With the

growth of sharing systems accelerated by the ability of social media to facilitate the day-to-day sharing of music and movies online (Galbreth, Ghosh, and Shor 2012; Gansky 2010; Hennig-Thurau, Henning, and Sattler 2007), online retail has become a viable business model. Essential for many entrepreneurs. To rapidly increase competitiveness in the online retail market, IoT entrepreneurs must adopt online platforms and form channels between service providers and consumers (Lo & Campos 2018). Motivating users to download their online platforms and Apps (APP) can generate huge profits in the new sharing economy. Opportunities for online shopping have increased as the Internet user base grows (Kabir & Musibau, 2018). The increase in online technology encourages companies to offer their products and services online. Web-based shopping has become a new channel for relationships between companies and customers. E-commerce is multiplying in China, and online commerce companies compete to attract and retain consumers as online sales continue to grow (Bardasco San José, 2016). Online platforms have increased the price awareness of modern consumers, and businesses are becoming more consumer-focused and using consumer insights to influence purchase intentions and maintain market profitability. In the last decade, the increase in global consumption has contributed to the depletion of natural resources and caused severe environmental damage (Y.-S. Chen, 2010). Developed countries have long considered the negative impact of consumption on the environment and related policies' resulting economic impact (Ramayah et al., 2010). Promoting green buying behavior has been essential in these countries' green campaigns.

2. Literature Review Procedure

P. Duarte, S.Costa e Silva, M. Ferreira (2018) Conducted research entitled "How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM," which means "How convenient is that? Providing online shopping convenience to increase customer satisfaction and encourage e-WOM". This study aimed to identify which dimensions of online convenience influence consumers' intention to use online shopping and explore a conceptual model to measure consumer perceptions of online shopping convenience to overcome the shortcomings of previous studies that did not examine the consequences of online shopping convenience. This study indicates that Possession, Transaction, and Evaluation are dimensions that have more influence on online shopping convenience. This study also expands on previous work on online convenience and helps understand which factors drive online satisfaction and increase behavioral intentions and e-WOM.

Ryu, Sann Park, Jung Kun (2020) Conducted a study entitled "The effects of benefit-driven commitment on social media usage for shopping and positive word-of-mouth." Shopping and positive word of mouth. This study aimed to examine the relationship between consumers' perceived multidimensional SM benefits, their commitment to SM, actual use of SM for shopping purposes, and their willingness to spread positive comments about their shopping experience at SM. The results of this study are the results of the online survey that successfully confirm the proposed model: consumers perceive functional, experiential, and symbolic benefits from using SM, show calculative, affective, or normative commitments, use SM for shopping purposes, and engage in earning positive electronic word of mouth.

Kabadayı, Ebru Tümer Alan, Alev Koçak (2012) conducted a study entitled "Revisit Intention of Consumer Electronics Retailers: Effects of Customers' Emotion, Technology Orientation and WOM Influence" Technology, and the Influence of WOM. This study aimed to determine the influential factors in the intention to revisit consumer electronics retailers. The results of this study indicate that they have a direct effect on revisit intention. Moreover, the findings confirm the hypothesized moderating effect of individual traits, namely the influence of Word-of-Mouth preferences on consumers' positive emotions. The managerial implications and future research directions are also discussed.

Fu, Jen Ruei Lu, I. Wei Chen, Jessica HFFarn, Cheng Kiang (2020) conducted a study entitled "Investigating consumers' online social shopping intention: An information processing perspective". . The results of this study aimed to understand the relative importance of informational social influence, normative social impact, and perceived quality of information on consumers' social shopping

intentions under various levels of product involvement. While the results of this study, namely the effects of Structural Equation Modeling (SEM) using a sample of 503 consumers on Facebook brand fan pages, show that social influence has a more significant impact on consumers' social shopping intentions than the perceived quality of information. Cho, Heetae Lee, Hyun Woo Chiu, and Weisheng (2021) conducted a study entitled "Satellite fans: Does sports nostalgia influence purchase intention toward sponsors' products?" which means Satellite fan: Does sports nostalgia influence purchase intentions of sponsored products?. This study aimed to determine how nostalgia affects their attitude towards sponsorship of the European Professional Football League (EPFL) and purchase preferences towards EPFL-sponsored products. This study aims to determine how nostalgia affects their attitude towards the European Professional Football League (EPFL) and purchase intentions toward EPFL-sponsored products. The study results by Sjödin et al. (2020) find that shared value creation in digital services is best managed through an agile microservices innovation approach, where such an approach requires additional microservice investments and sprint-based microservice development, as well as microservices learning by doing to ensure service offerings. Customized and scalable digital. This study uses a bibliometric literature review approach with a sample mapping literature of 34 articles from 2006 - 2020 years under the Scopus indexed journal Table 1 illustrates the results of the literacy mapping that we have summarized. In connection with the presentation in the Introduction section, the proportion of our analysis results has also been stated in section 3.

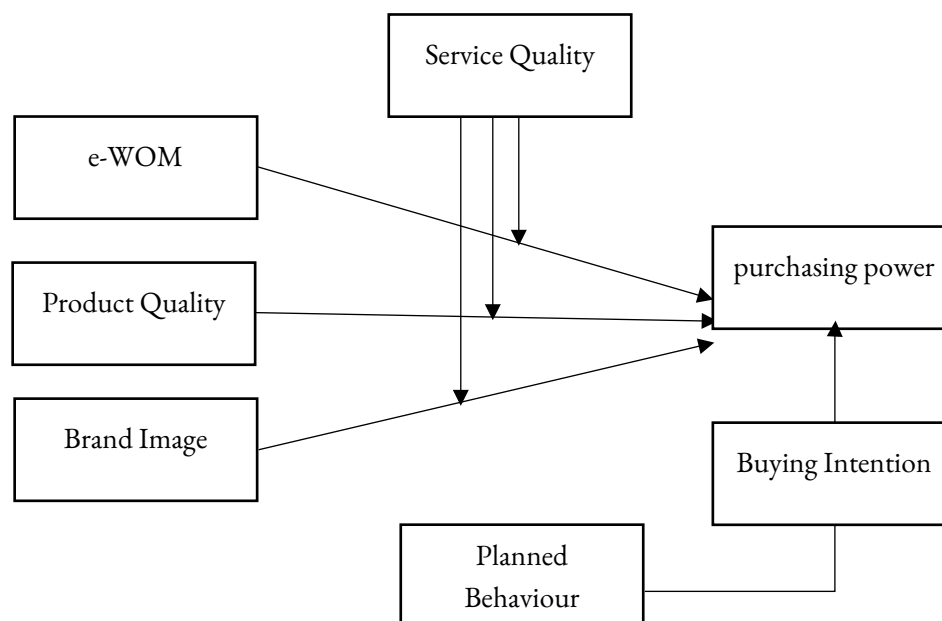


Figure 1: Conceptual Framework

3. Conclusion and Proposition

- H1: e-WOM has a positive and significant effect on purchasing power.
- H2: Product Quality has a positive and significant impact on purchasing power.
- H3: Brand image has a positive and significant effect on purchasing power.
- H4: Service Quality moderates the positive and significant relationship between e-WOM, Product Quality, and Brand Image on purchasing power.
- H5: Buying intention as an intervening variable has a positive and significant effect in bridging the relationship between planned behavior and purchasing power.

Table 1: Mapping Literature

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Investigating consumers' online social shopping intention: An information processing perspective (Fu et al., 2020)	Current research examining social shopping intention still lags in two critical aspects that motivate our study. First, while a fan page (e.g., Facebook and Twitter) and the Second, it should be noted that the influences of information on consumers may occur through different routes.	We develop a model to understand the relative importance of informational social influence, normative social influence, and perceived information quality on the consumer's social shopping intention under different levels of product involvement.	<ul style="list-style-type: none"> • Social shopping intention • Informational social influence • Normative social influence • Heuristic-systematic model • Social interaction 	<ul style="list-style-type: none"> • Based on the theory of informational social influence and heuristic-systematic model (HSM) • Theory to examine antecedents of purchase intention • Another major dual-process theory • Social impact theory • The similarity-attraction theory • Social comparison theory 	The results of the structural equation modeling (SEM) using a sample of 503 consumers in the Facebook brand fan pages indicate that social influences have a greater impact on the consumer's social shopping intention than perceived information quality.
Movie Revenue Prediction Based on Purchase Intention Mining Using YouTube Trailer Reviews (I. S. Ahmad et al., 2020)	Numerous predictive indicators for movie revenue prediction, with unsatisfying results. Then The uncertainties of movie box-office revenues can be linked to the production and distribution of movies, ranging from the actors, directors, and budgets before the release and Word-of-Mouth (WoM) marketing, and screen arrangement after the release	This paper is focused on predicting box-office revenue of a movie by mining people's intention to purchase a movie ticket, termed purchase intention, from trailer reviews.	<ul style="list-style-type: none"> • Box-office • Movie revenue • Sentiment analysis • Data mining • Machine learning • Trailer reviews 	<ul style="list-style-type: none"> • 	Our experimental results prove the superiority of our approach compared to three baseline approaches and achieved a relative absolute error of 29.65%
The impact of age in the generation of satisfaction and WOM in mobile shopping Sonia (San-Martín et al., 2015)	In Spain the mobile shopping is in an early stage and it is difficult to reach mobile shoppers, thus mobile vendors need to know the results of the first mobile shopping	In this research, we will study perceived entertainment and group influence (subjective norms) in purchase as determinants of satisfaction with m-shopping and WOM. There is some research studying WOM in	<ul style="list-style-type: none"> • M-shopping • WOM • Age • Satisfaction • Entertainment • Subjective norms 	<ul style="list-style-type: none"> • The theory of adoption and diffusion of innovations • Motivational Theory • The Uses and Gratifications Theory 	With information obtained from 447 Spanish m-buyers, we have found that the perceived entertainment has higher importance for young adults and the subjective norms are crucial for adults. Satisfaction is a relevant determinant of WOM in both m-buyers groups.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	experiences to design their strategies and think about entering in the mobile selling business. To the best of our knowledge, there is not a similar study in Spain.	an m-commerce context, but no study has considered the role of the age in the Spanish case. To that aim, we will make a distinction here between young adults (individuals under 25 years old) and adults (individuals over 25 years old) that already have an m-shopping experience, presenting factors that most influence WOM about m-shopping.		<ul style="list-style-type: none"> The Theory of Reasoned Action (TRA) 	Results indicate interesting implications for the companies and the literature, as well.
Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory (Talwar et al., 2021)	The knowledge space is thus limited regarding the antecedents of consumer response to m-wallets.	The present research proposes to address this void in the accumulated learnings by examining both enablers and inhibitors of mobile wallets (m-wallets) as antecedents of valence of word of mouth (positive and negative; PWOM and NWOM, respectively).	<ul style="list-style-type: none"> Dual factor theory Two-factor theory WOM valence Mobile payments 	<ul style="list-style-type: none"> Unified Theory of Acceptance and Use of Technology (UTAUT) Innovation Resistance Theory Diffusion of innovation theory (DOI) Dual Factor Theory (DFT) 	The findings reveal that enablers (perceived information quality, perceived ability, and perceived benefit) drive PWOM, while the inhibitors (perceived cost, perceived risk, and perceived uncertainty) spur NWOM. Furthermore, the results show that only PWOM drives the continuance intentions of m-wallet users. Therefore, the study proves that the antecedents of PWOM are different from those of NWOM.
An examination of negative e-WOM adoption: Brand commitment as amoderator (Chang & Wu, 2014)	In the context of e-WOM, message recipients must have brand preferences; however, recipients who are highly committed to a brand may reject unwanted information about a particular brand. In line with this concept, previous research has shown that commitment can moderate the effectiveness of negative information but only shows	The data analysis results indicated that both consensus and vividness led to information receivers forming external attributions and perceiving information as credible; receiver brand commitment had amoderating effect on both relationships. Additionally, external attributions about writers had a positive and direct relationship with source credibility but not with	<ul style="list-style-type: none"> Attribution theory Brand commitment Electronic word-of-mouth (e-WOM) Source credibility 	<ul style="list-style-type: none"> Attribution theory 	Based on the results and findings, this study suggested that companies should construct their own communication platform to collect negative consumer comments. In terms of brand commitment, they must establish brand commitment through marketing activities and corporate social responsibility policies in order to mitigate the effect of negative e-WOM messages.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	a macro moderating effect, thus not providing the study with a more detailed examination.	information credibility. Source credibility had a positive influence on receiver information credibility but not on negative e-WOM adoption.			
Exploring antecedents and consequence of online group-buying intention: An extended perspective on theory of planned behavior Hsiu-Hua (Cheng & Huang, 2013)	With the fast development of group-buying websites, for online group-buying managers running a customers-initiated transactions businesses model, it is a key issue to retain existing buyers and attract new consumers. Although many studies of online group-buying explore the antecedents of online group-buying behavior. The online group-buying model of customers-initiated transactions is less addressed. Thus, this study explores determinants of online group-buying behavior.	This study proposes a new classification of electronic word-of-mouth and applies the perspective of network embeddedness to explore antecedents of intention in online group-buying, broadening the applicability of electronic word-of-mouth and embeddedness theory.	<ul style="list-style-type: none"> • Online group-buying • Theory of planned behavior • Electronic word-of-mouth • Network embeddedness • Website quality 	<ul style="list-style-type: none"> • Theory of planned behavior (TPB) • Embeddedness theory • 	Finally, this study presents practical suggestions for managers of online group-buying firms in improving marketing efficiency
How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM (Duarte et al., 2018)	Retailers should be conscious that customer expectations of online convenience have increased as a natural response to the service innovations introduced by website managers and marketers.	The purpose of this article is to identify which dimensions of online convenience affect consumers' intention of using online shopping and explore a conceptual model to measuring consumer perceptions of online shopping convenience in order to surpass the shortcomings of previous studies that did not examine the consequences of convenience shopping experience.	<ul style="list-style-type: none"> • Online convenience • Online shopping • Satisfaction • Behavioral intention • E-WOM • Online consumer behavior 	<ul style="list-style-type: none"> • 	The results reveal that Possession, Transaction, and Evaluation are the dimensions with more influence in online shopping convenience. The outcomes of this study extend previous works on online convenience and help to understand which factors drive online satisfaction and enhance behavioral intentions and e-WOM.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
Perceived helpfulness of eWOM: Emotions, fairness and rationality (Ismagilova et al., 2020)	Information overload from vast quantities of eWOM can cause confusion and result in a negative effect on purchase intention.	This paper extends existing research by examining how content of online reviews influences perceptions of helpfulness by demonstrating how different emotions can influence helpfulness of both product and service online reviews beyond a valence-based approach using cognitive appraisal theory and attribution theory.	<ul style="list-style-type: none"> Online review Helpfulness Negative emotions 	<ul style="list-style-type: none"> Attribution theory Cognitive appraisal theory of emotions Theory of information processing. 	Using findings from this study, practitioners can make review websites more user-friendly which will help readers avoid information overload and make more informed purchase decisions.
What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM (Filieri, 2015)	in addition to the popularity of consumer review platforms such as TripAdvisor and Yelp, little is known about how consumers assess the diagnosticity of the information that is available on those websites and their influence on consumers' decisions	The findings suggest that consumers are primarily influenced by the quality of information and subsequently influenced by customer ratings and overall rankings. These results imply that both of the aforementioned informational and normative cues are critical to consumers in evaluating the quality and performance of products through OCRs.	<ul style="list-style-type: none"> Electronic word of mouth Online consumer reviews User-generated content Dual-process theory Information diagnosticity Information adoption 	<ul style="list-style-type: none"> Dual-process theory 	he results show that information quantity and source credibility have a limited effect on information diagnosticity, which ultimately influences consumers' information adoption. This study extends the application of dual-process theory to online settings, the findings are valuable for marketing managers of online organisations
How does shopping duration evolve and influence buying behavior? The role of marketing and shopping environment (Li et al., 2021)	While such measurements can provide a snapshot of several CX aspects they tend to fail in capturing how customers adapt their behavior to diverse stimuli that continually change and interact	This study investigates how promotional activities, mall size, and past shopping experiences affect customer shopping duration, and elucidates how shopping duration induces immediate, transient, and long-term effects on customer decisions of whether and how much to buy in the offline shopping mall format.	<ul style="list-style-type: none"> Customer experience Shopping duration Purchase incidence Purchase amount Shopping mall 	<ul style="list-style-type: none"> The optimum stimulation level theory Mental accounting theory 	The results reveal that shopping duration leads to an immediate increase in the amount spent by customers in a given period. The transient effects of shopping duration on purchase incidence and amount are significantly positive. However, in the long term, while purchase frequency appears to increase with cumulative shopping duration, purchase amount is negatively affected.
Social commerce: Factors affecting	Revealed that Indonesian customers are likely to move	This study aims to identify factors that affect customers'	<ul style="list-style-type: none"> WOM intention Trust 	<ul style="list-style-type: none"> 	He results indicate that repurchase and WOM intentions are positively affected

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
customer repurchase and word-of-mouth intentions Nina (Meilatinova, 2021)	to other online stores. Since online retail business has grown significantly and become more competitive, social commerce firms must find a way to make customers return to purchase items from their sites	repurchase and WOM intentions.	<ul style="list-style-type: none"> • Satisfaction • Reputation • Information quality 		by trust and satisfaction, where both trust and satisfaction are positively affected by reputation and information quality. The results provide theoretical and practical implications for future social commerce research and practical implications for social commerce firms.
The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth (Ryu & Park, 2020)	We already know that SM has become a popular platform for e-commerce and that consumers often obtain product-related information and user-generated content through SM. However, surprisingly little academic attention has been paid to the underlying motivations of why consumers choose to shop via SM..	The purpose of this study is to examine the relationship between consumers' multi-dimensional perceived SM benefits, their commitment to SM, the actual usage of SM for shopping purposes, and their willingness to spread positive comments about their shopping experience on SM.	<ul style="list-style-type: none"> • Perceived benefits • Calculative • Affective • Normative commitments • Shopping over social media • Word-of-mouth 	<ul style="list-style-type: none"> • Consumer value theory • Grati- fications theory • Notivation theory (Mikalef 	Results of an online survey (N ¼ 325) successfully confirmed the proposed model: consumers perceive functional, experiential, and/or symbolic benefits from using SM, show calculative, affective, and/or normative commitments, use SM for shopping purposes, and engage in generating positive electronic word-of-mouth.
Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments? (Nasir et al., 2021)	It is revealed that consumers are grouped under three segments, namely: “susceptible”, “dispassionate”, and “impervious”. It is found that there are statistically significant differences among these segments in terms of being easily persuaded, impulse buying tendency, self-confidence, and social network prone- ness in which consumers in “susceptible” segment are	Hence, this study aims to identify different consumer segments based on the social media advertising features, discover differences in their individual traits, and examine variation among those segments in terms of the factors that predict their purchase intentions	<ul style="list-style-type: none"> • Social media advertising • Social networking sites (SNS) • Purchase intention • Segmentation • Social network advertising • Cluster analysis 	<ul style="list-style-type: none"> • 	Understanding differences across segments can help companies design, manage and convey their social media advertising campaigns to their target audience in a convincing, timely, effective, and efficient way, which in turn, let them gain competitive advantage in highly volatile and dynamic markets.

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	more easily persuaded, have high level of self-confidence, have more impulse buying tendency, and are more prone to social networks when compared to other groups. It is also discovered that there are differences among these segments in terms of the factors that determine their purchase intentions for the products presented in social media advertising.				
The role of visual cues in eWOM on consumers' behavioral intention and decisions (Filieri et al., 2021)	eWOM positively influences destination trust and intention to travel for medical reasons. However, these studies focused on eWOM in general hence, there is a lack of research on the impact of eWOM features on tourists' intention to visit a destination and its attractions	Consumers increasingly use eWOM to make decisions about various products and services. However, few studies have investigated how different visual and verbal eWOM cues affect the intention and decision to visit tourist destinations and their attractions.	<ul style="list-style-type: none"> eWOM Online consumer review Dual coding theory User-generated picture Performance heuristics Popularity heuristics 	<ul style="list-style-type: none"> Dual Coding Theory Theory of social impact 	The findings of a field study and an experimental study revealed that eWOM mainly affects tourists' intentions and decisions through visual cues. Specifically, popularity heuristics, performance visual heuristics, and user-generated pictures affect tourists' intention and decision to visit a destination and its attractions. Interestingly, information quality did not affect tourists' decisions. The study offers important theoretical and managerial implications
Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis (Donthu et al., 2021)	There are multiple dimensions of eWOM, therefore there is a need to understand it in a comprehensive manner. As practitioners have also realized the importance of electronic word of mouth (eWOM), the researchers	Our findings show that the research has grown a lot in terms of publications. The publications have mostly come from United States and Europe. The contributors to the field have preferred mixed research designs with more focus on theory building. The geographical focus of the	<ul style="list-style-type: none"> Electronic word of mouth Bibliometric analysis Service recovery Social media Systematic review 	<ul style="list-style-type: none"> Theory building Theory-verifying 	he prominent topics in the field include negative word of mouth, consumer behavior and trust, word of mouth in social networks, online reviews and ratings, brand loyalty, social media, service failure and service recovery, corporate social responsibility, user-generated content and viral marketing, service quality, and services marketing. There are four primary topics in the

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	have tried to explore the issue further	research has been on North America and Europe, which is consistent with the contribution patterns.			field's current research: determinants of eWOM, eWOM in the hospitality industry, cognitive aspects of eWOM, and service failure and recovery. The future directions and implications of research are discussed
Superfoods, super healthy: Myth or reality? Examining consumers' repurchase and WOM intention regarding superfoods: A theory of consumption values perspective Hongfei (Liu et al., 2021)	Increasing enthusiasm for superfoods, academic research has paid particular attention to the trend for superfood in the consumer market. More specifically, what drives consumers' superfood consumption remains underexplored	Drawing upon the theory of consumption values and prospect theory, this study explores how consumers' value perceptions of superfoods influence their behavioral responses (i.e., repurchase and positive word-of-mouth intentions) by introducing the concept of relative advantage in food consumption. Based on a survey sample of 447 superfood consumers and structural equation modeling, our findings identify relative advantage as an important mediator in the cognitive process that converts consumers' value perceptions into behavioral responses.	<ul style="list-style-type: none"> • Food consumption • Value perceptions • Relative advantage • Perceived costs • Structural equation modeling 	<ul style="list-style-type: none"> • The theory of consumption values 	We also find buffering effects of perceived costs in the relationship between relative advantage and repurchase behavior. This research advances the understanding of consumers' modern food consumption habits and lifestyles and has important implications for academics, marketing practitioners and policy makers.
Spreading the Word: How Customer Experience in a Traditional Retail Setting Influences Consumer Traditional and Electronic Word-of-mouth Intention (Siqueira et al., 2019)	Most of the time these efforts do not receive the same degree of attention these company pay to their traditional outlets, neglecting the implementation of the holistic experience the consumer deserves. The omni-channel approach has emerged as a possible strategy for the integration of the channels, to thus offer	In this article, we attempt to bridge the gap between real-world retail experiences and how they connect with the online retail environment through consumer behavior contrasting traditional and eWOM intention at the point of experience immediately after its consumption in a physical setting.	<ul style="list-style-type: none"> • Bayesian modeling • Customer experience • e-WOM 	<ul style="list-style-type: none"> • Social cognitive theory (SCT) 	Our findings show that customer experience in physical stores still have a higher impact on consumer traditional WOM intention than on eWOM intention

Title	Research Problem	Research Purpose	Variable / Item	Theory	Result
	a true and proper holistic experience to the consumer				
Purchasing intention and behavior in the sharing economy: Mediating effects of APP assessments (Lo, Yu, and Chen 2020)	Consumers following high APP assessments do not obtain significant effects toward purchasing behavior, and so the results do not support H5. The reason may be due to their intention to download the APPs or that highly ranked APPs do not directly link to their final purchasing behavior..	This study thus emphasizes that, via APP assessments in the context of the sharing economy, consumers' perceived benefits can drive their purchasing intention and behavior.	<ul style="list-style-type: none"> • Relational benefits • APP Assessment • Capability benefits • Purchasing intention • Purchasing behavior 	<ul style="list-style-type: none"> • Stimulus Organism Response Theory • The goal-framing theory • the theory of planned behavior • social exchange theory 	This study thus offers management and marketing implications in the sharing economy by suggesting that firms increase consumers' perceived benefits in order to raise APP assessments, thereby spurring their intention to use the APPs to finalize their final purchase behavior.
Green purchase intention: Effects of electronic service quality and customer green psychology (W. Ahmad & Zhang, 2020)	In the previous studies on green purchase intention, most researches focus on the product attributes (e.g., healthy features) or customer attributes, and no research focuses on the firm attributes	The findings can enhance the understanding of Chinese customers' green purchasing behaviors from both firm characteristics (i.e., e- service quality) and customer characteristics (i.e., green psychological variables) and provide guidelines to firms to promote their green products without indulging in greenwashing.	<ul style="list-style-type: none"> • Electronic service quality • Consumer social responsibility • Green psychological variables • Green purchase intention 	<ul style="list-style-type: none"> • WOM theory • Social perception theory • the theory of equity 	Results show that e-service quality, consumer social responsibility, green trust, and green perceived value have significant positive impacts, while greenwashing has a negative influence on green purchase intention.

References

- Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdmm.2015.12.005>
- Ahmad, I. S., Bakar, A. A., & Yaakub, M. R. (2020). Movie Revenue Prediction Based on Purchase Intention Mining Using YouTube Trailer Reviews. *Information Processing and Management*, 57(5), 102278. <https://doi.org/10.1016/j.ipm.2020.102278>
- Ahmad, W., & Zhang, Q. (2020). Green purchase intention: Effects of electronic service quality and customer green psychology. *Journal of Cleaner Production*, 267, 122053. <https://doi.org/10.1016/j.jclepro.2020.122053>
- Aren, S., Güzel, M., Kabadayı, E., & Alpkan, L. (2013). Factors affecting repurchase intention to shop at the same website. *Procedia-Social and Behavioral Sciences*, 99, 536–544. <https://doi.org/10.1016/j.sbspro.2013.10.523>
- Bardasco San José, D. (2016). Analysis of Crowdsourcing Logistics in B2C e-commerce: Costs and Environmental perspective. <http://hdl.handle.net/2117/112405>
- Beauchamp, M. B., & Ponder, N. (2010). Perceptions of retail convenience for in-store and online shoppers. *The Marketing Management Journal*, 20(1), 49–65. <http://dx.doi.org/10.1108/09564231311323962>
- Bell, D. R., Gallino, S., & Moreno, A. (2014). How to win in an omnichannel world. *MIT Sloan Management Review*, 56(1), 45.
- Bepari, S. (2019). The number of mobile wallet users grows by 140 million per year. <https://www.fintechnews.org/the-number-of-mobile-wallet-users-grows-by-140-million-per-year/>
- Bouncken, R., Ratzmann, M., Barwinski, R., & Kraus, S. (2020). Coworking spaces: Empowerment for entrepreneurship and innovation in the digital and sharing economy. *Journal of Business Research*, 114, 102–110. <http://dx.doi.org/10.1016/j.jbusres.2020.03.033>
- Bresciani, S., Ferraris, A., & Del Giudice, M. (2018). The management of organizational ambidexterity through alliances in a new context of analysis: Internet of Things (IoT) smart city projects. *Technological Forecasting and Social Change*, 136, 331–338. <https://doi.org/10.1016/j.techfore.2017.03.002>
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97–116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)
- Busalim, A. H. (2016). Understanding social commerce: A systematic literature review and directions for further research. *International Journal of Information Management*, 36(6), 1075–1088. <https://doi.org/10.1016/j.ijinfomgt.2016.06.005>
- Chang, H. H., & Wu, L. H. (2014). An examination of negative e-WOM adoption: Brand commitment as a moderator. *Decision Support Systems*, 59(1), 206–218. <https://doi.org/10.1016/j.dss.2013.11.008>
- Chen, C.-C. V., & Chen, C.-J. (2017). The role of customer participation for enhancing repurchase intention. *Management Decision*. <http://dx.doi.org/10.1108/MD-06-2016-0380>
- Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Cheng, H. H., & Huang, S. W. (2013). Exploring antecedents and consequence of online group-buying intention: An extended perspective on theory of planned behavior. *International Journal of Information Management*, 33(1), 185–198. <https://doi.org/10.1016/j.ijinfomgt.2012.09.003>
- ComScore Report. (2013). Mobile future in focus [online]. <https://www.comscore.com/Insights/Presentations-and-Whitepapers/2013/2013-Mobile-Future-in-Focus>
- Donthu, N., Kumar, S., Pandey, N., Pandey, N., & Mishra, A. (2021). Mapping the electronic word-of-mouth (eWOM) research: A systematic review and bibliometric analysis. *Journal of Business Research*, 135(July), 758–773. <https://doi.org/10.1016/j.jbusres.2021.07.015>
- Duarte, P., Costa e Silva, S., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*, 44(June), 161–169. <https://doi.org/10.1016/j.jretconser.2018.06.007>
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention. *Mis Quarterly*, 38(2), 407–A9. <https://doi.org/10.25300/MISQ/2014/38.2.04>
- Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in e-WOM. *Journal of Business Research*, 68(6), 1261–1270. <https://doi.org/10.1016/j.jbusres.2014.11.006>
- Filieri, R., Acikgoz, F., Ndou, V., & Dwivedi, Y. (2020). Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/ijchm-05-2020-040>
- Filieri, R., Hofacker, C. F., & Alguezaui, S. (2018). What makes information in online consumer reviews diagnostic over time? The role of review relevancy, factuality, currency, source credibility and ranking score. *Computers*

- in Human Behavior, 80, 122–131. <https://psycnet.apa.org/doi/10.1016/j.chb.2017.10.039>
- Filieri, R., Lin, Z., Pino, G., Alguezaui, S., & Inversini, A. (2021). The role of visual cues in eWOM on consumers' behavioral intention and decisions. *Journal of Business Research*, 135(November 2019), 663–675. <https://doi.org/10.1016/j.jbusres.2021.06.055>
- Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44–57. <https://doi.org/10.1177%2F0047287513481274>
- Fu, J. R., Lu, I. W., Chen, J. H. F., & Farn, C. K. (2020). Investigating consumers' online social shopping intention: An information processing perspective. *International Journal of Information Management*, 54(January 2018), 102189. <https://doi.org/10.1016/j.ijinfomgt.2020.102189>
- Galbreth, M. R., Ghosh, B., & Shor, M. (2012). Social sharing of information goods: Implications for pricing and profits. *Marketing Science*, 31(4), 603–620. <https://doi.org/10.1287/mksc.1120.0706>
- Gansky, L. (2010). *The mesh: Why the future of business is sharing*. Penguin.
- Giglio, S., Bertacchini, F., Bilotta, E., & Pantano, P. (2019). Using social media to identify tourism attractiveness in six Italian cities. *Tourism Management*, 72, 306–312. <http://dx.doi.org/10.1016/j.tourman.2018.12.007>
- Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. *Information and Communication Technologies in Tourism 2008*, 35–46. https://doi.org/10.1007/978-3-211-77280-5_4
- Hennig-Thurau, T., Henning, V., & Sattler, H. (2007). Consumer file sharing of motion pictures. *Journal of Marketing*, 71(4), 1–18. <http://dx.doi.org/10.1509/jmkg.71.4.1>
- Ismagilova, E., Dwivedi, Y. K., & Slade, E. (2020). Perceived helpfulness of eWOM: Emotions, fairness and rationality. *Journal of Retailing and Consumer Services*, 53(February), 101748. <https://doi.org/10.1016/j.jretconser.2019.02.002>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions. <http://dx.doi.org/10.1109/ICORIS52787.2021.9649596>
- Jiang, L. A., Yang, Z., & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*. <https://doi.org/10.1108/09564231311323962>
- Kabir, A. A., & Musibau, A. A. (2018). Adoption of electronic commerce technology in emerging nations: A conceptual review of the literature. *International Journal of Economics, Commerce and Management*, 2(1), 455–472. <https://doi.org/10.3389/fpsyg.2021.713957>
- Li, X., Dahana, W. D., Ye, Q., Peng, L., & Zhou, J. (2021). How does shopping duration evolve and influence buying behavior? The role of marketing and shopping environment. *Journal of Retailing and Consumer Services*, 62(March). <https://doi.org/10.1016/j.jretconser.2021.102607>
- Liu, H., Meng-Lewis, Y., Ibrahim, F., & Zhu, X. (2021). Superfoods, super healthy: Myth or reality? Examining consumers' repurchase and WOM intention regarding superfoods: A theory of consumption values perspective. *Journal of Business Research*, 137(April), 69–88. <https://doi.org/10.1016/j.jbusres.2021.08.018>
- Lo, F.-Y., & Campos, N. (2018). Blending Internet-of-Things (IoT) solutions into relationship marketing strategies. *Technological Forecasting and Social Change*, 137, 10–18. <https://doi.org/10.1016/j.techfore.2018.09.029>
- Meilatinova, N. (2021). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, 57(January 2020), 102300. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>
- Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, M. (2021). Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments? *Telematics and Informatics*, 64(July), 101687. <https://doi.org/10.1016/j.tele.2021.101687>
- Neirotti, P., Raguseo, E., & Paolucci, E. (2016). Are customers' reviews creating value in the hospitality industry? Exploring the moderating effects of market positioning. *International Journal of Information Management*, 36(6), 1133–1143. <https://doi.org/10.1016/j.ijinfomgt.2016.02.010>
- Nielsen. (2013). The reviews are in: Yelp users are four-star consumers. <https://www.nielsen.com/us/en/insights/article/2013/the-reviews-are-in-yelp-users-are-four-star-consumers.html>
- Ontsi. (2013). Comercio electrónico B2C 2012 (B2C E-commerce 2012, for a tentative translation). https://www.ontsi.es/ontsi/sites/default/files/informe_ecomm_2013.pdf
- Park, D.-H., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 11(4), 125–148. <https://www.jstor.org/stable/27751234>
- Park, M.-S., Shin, J.-K., & Ju, Y. (2019). Attachment styles and electronic word of mouth (e-WOM) adoption on social networking sites. *Journal of Business Research*, 99, 398–404. <https://psycnet.apa.org/doi/10.1016/j.jbusres.2017.09.020>

- Raguseo, E., & Vitari, C. (2017). The effect of brand on the impact of e-WOM on hotels' financial performance. *International Journal of Electronic Commerce*, 21(2), 249–269. <https://doi.org/10.1080/10864415.2016.1234287>
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419–1427. <https://doi.org/10.1016/j.RESCONREC.2010.06.007>
- Ryu, S., & Park, J. K. (2020). The effects of benefit-driven commitment on usage of social media for shopping and positive word-of-mouth. *Journal of Retailing and Consumer Services*, 55(November 2019), 102094. <https://doi.org/10.1016/j.jretconser.2020.102094>
- San-Martín, S., Prodanova, J., & Jiménez, N. (2015). The impact of age in the generation of satisfaction and WOM in mobile shopping. *Journal of Retailing and Consumer Services*, 23, 1–8. <https://doi.org/10.1016/j.jretconser.2014.11.001>
- Schulz, P., Shehu, E., & Clement, M. (2019). When consumers can return digital products: Influence of firm-and consumer-induced communication on the returns and profitability of news articles. *International Journal of Research in Marketing*, 36(3), 454–470. <https://doi.org/10.1016/j.ijresmar.2019.01.003>
- Seiders, K., Berry, L. L., & Gresham, L. G. (2000). Attention, retailers! How convenient is your convenience strategy? *MIT Sloan Management Review*, 41(3), 79.
- Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. *Journal of Retailing*, 80(2), 159–169. <http://dx.doi.org/10.1016/j.jretai.2004.04.001>
- Siqueira, J. R., Peña, N. G., ter Horst, E., & Molina, G. (2019). Spreading the Word: How Customer Experience in a Traditional Retail Setting Influences Consumer Traditional and Electronic Word-of-mouth Intention. *Electronic Commerce Research and Applications*, 37(40), 100870. <https://doi.org/10.1016/j.elerap.2019.100870>
- Sorensen. (2018). Different Types of Mobile Payments Explained. <https://www.mobiletransaction.org/different-types-of-mobile-payments/>
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32(6), 1310–1323. <https://doi.org/10.1016/j.tourman.2010.12.011>
- Statista. (2020). Digital Payments. <https://www.statista.com/outlook/dmo/fintech/digital-payments/worldwide>
- Talwar, M., Talwar, S., Kaur, P., Islam, A. K. M. N., & Dhir, A. (2021). Positive and negative word of mouth (WOM) are not necessarily opposites: A reappraisal using the dual factor theory. *Journal of Retailing and Consumer Services*, 63(September), 102396. <https://doi.org/10.1016/j.jretconser.2020.102396>
- TripAdvisor. (2018). About TripAdvisor. Available 16th May 2018. <https://tripadvisor.mediaroom.com/uk-about-us>
- TripAdvisor. (2021). Tripadvisor Announces \$300 Million Convertible Notes Offering.
- Van Heerde, H. J., Dinner, I. M., & Neslin, S. A. (2019). Engaging the unengaged customer: The value of a retailer mobile app. *International Journal of Research in Marketing*, 36(3), 420–438. <https://doi.org/10.1016/j.ijresmar.2019.03.003>
- Viglia, G., Minazzi, R., & Buhalis, D. (2016). The influence of e-word-of-mouth on hotel occupancy rate. *International Journal of Contemporary Hospitality Management*. <https://doi.org/10.1108/IJCHM-05-2015-0238>
- Wang, J.-J., Wang, L.-Y., & Wang, M.-M. (2018). Understanding the effects of eWOM social ties on purchase intentions: A moderated mediation investigation. *Electronic Commerce Research and Applications*, 28, 54–62. <https://doi.org/10.3390/info12050192>
- Wijaya, R., & Farida, N. (2018). Determinants of Repurchase Intentions at Online Stores in Indonesia. *International Journal of E-Business Research (IJEER)*, 14(3), 95–111. <http://dx.doi.org/10.4018/IJEER.2018070106>
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>
- Yelp. (2018). 10 Things You Should Know About Yelp. Available 16th May 2018. <https://www.yelp.co.uk/about>
- Yu, X., Roy, S. K., Quazi, A., Nguyen, B., & Han, Y. (2017). Internet entrepreneurship and “the sharing of information” in an Internet-of-Things context: The role of interactivity, stickiness, e-satisfaction and word-of-mouth in online SMEs' websites. *Internet Research*.
- Zhang, K. Z. K., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision Support Systems*, 86, 95–108. <https://doi.org/10.1016/j.dss.2016.04.001>