

# Decoding the Consumer Mindset: Exploring the Role of E-WOM, Online Experiences and Brand Trust in KKV One-Stop Shop' Purchase Intention

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## Abstract:

This quantitative study aims to contribute to this body of knowledge by investigating the influence of e-WOM, online shopping experiences and brand trust on purchase decisions at KKV one-stop shopping store, a prominent e-commerce platform specializing in one-stop shopping. By examining the roles of e-WOM, online experiences, and brand trust in shaping consumer mindsets and purchase decisions at KKV one-stop shopping store, this study aims to contribute to the growing body of knowledge in consumer behavior and e-commerce research, particularly in the context of one-stop shopping platforms. Primary data were collected through a questionnaire distributed through social media platforms using the Google Form application. The study used a purposive sampling technique and the final sample consisted of 121 respondents. The results show that e-WOM, online shopping experience and brand trust have positive and statistically significant effects on purchase decisions. Specifically, favorable e-WOM communication, positive online shopping experience and high levels of brand trust increase the likelihood that consumers will purchase from KKV one-stop shopping store. The findings highlight the importance of cultivating positive e-WOM, providing seamless online shopping experiences and fostering brand trust as strategies to improve consumer purchase decisions in the e-commerce space.

**Keywords:** electronic word of mouth (e-WOM), online shopping experience, brand trust

## 1. Introduction

The exponential growth of e-commerce and the increasing prevalence of online shopping have significantly transformed the retail landscape<sup>1</sup>. As consumers become more technologically savvy and digitally connected, their purchase decisions are heavily influenced by various online factors. Among these factors, electronic word-of-mouth (e-WOM), online experiences, and brand trust have emerged as crucial determinants shaping consumer mindsets and behavior<sup>2</sup>.

E-WOM, defined as the exchange of product or service information among consumers via digital platforms, has become a powerful force in influencing purchase decisions<sup>2</sup>. The ubiquity of social media, online reviews, and consumer forums has enabled consumers to access a wealth of peer-generated information, shaping their perceptions, attitudes, and purchase intentions. Previous studies have demonstrated the significant impact of e-WOM on consumer decision-making processes, highlighting its ability to amplify or diminish brand reputation and sales<sup>2</sup>.

Concurrently, online experiences have emerged as a pivotal factor in shaping consumer behavior. The seamless integration of digital technologies into the shopping journey has heightened consumer expectations for personalized, convenient, and engaging experiences<sup>3</sup>. From intuitive website design and user-friendly interfaces to efficient order fulfillment and responsive customer service, online experiences profoundly influence consumer satisfaction, loyalty, and repurchase intentions<sup>4</sup>.

Moreover, brand trust has become a cornerstone of successful e-commerce strategies. In the digital realm, where physical interactions are limited, consumers heavily rely on the perceived trustworthiness, credibility, and reliability of brands<sup>2</sup>. Fostering brand trust through transparent communication, data privacy practices, and consistent delivery of high-quality products and services can significantly impact consumer decision-

making processes and long-term brand equity<sup>5</sup>.

Today's consumer has more choices than ever before. In this vast marketplace, with competing price points, varying fulfillment speeds and a huge range of products, retailers who can offer the best of everything have a significant advantage over those whose products are more niche. As more retailers expand their inventory to include more categories, the appeal of one-stop shopping will continue to grow<sup>6</sup>.

In the context of one-stop shopping stores, which offer a diverse range of products and services under a single digital platform, understanding the interplay between e-WOM, online experiences, and brand trust becomes paramount<sup>1</sup>. These stores, such as KKV one-stop shopping store, have gained immense popularity due to their convenience, variety, and competitive pricing. However, the complex nature of these platforms, encompassing multiple product categories and diverse consumer segments, poses unique challenges in decoding consumer mindsets and preferences<sup>7</sup>.

Previous research has explored the individual impacts of e-WOM, online experiences, and brand trust on consumer behavior, but few studies have comprehensively examined their combined influence within the context of one-stop shopping stores<sup>8</sup>. This gap in the literature highlights the need for a deeper understanding of how these factors collectively shape consumer mindsets and influence purchase decisions in this rapidly evolving retail environment.

By investigating the roles of e-WOM, online experiences, and brand trust in shaping consumer mindsets and purchase decisions at KKV one-stop shopping store, this study aims to contribute to the burgeoning body of knowledge in consumer behavior and e-commerce research. The findings of this research have the potential to yield valuable insights for retailers, marketers, and e-commerce platforms, enabling them to develop strategies that resonate with consumer preferences, foster trust and loyalty, and ultimately drive sustainable business growth in the dynamic and competitive milieu of online retailing.

## **2. Literature Review**

The advent of e-commerce and the proliferation of online shopping have catalyzed a paradigm shift in consumer behavior, prompting extensive scholarly inquiry into the factors shaping purchase decisions in the digital realm. Extant literature has delved into the roles of electronic word-of-mouth (e-WOM), online experiences, and brand trust as critical determinants influencing consumer mindsets and purchase intentions.

### **Electronic Word-of-Mouth (e-WOM)**

The concept of electronic word-of-mouth (e-WOM) has garnered significant attention from researchers in recent years. e-WOM refers to the exchange of product or service information among consumers through digital platforms, such as social media, online reviews, and consumer forums<sup>5,6,8,9</sup>. Previous studies have highlighted the profound influence of e-WOM on shaping consumer perceptions, attitudes, and purchase intentions<sup>10, 11</sup>. As consumers increasingly rely on peer-generated content for decision-making, e-WOM has emerged as a critical factor in the e-commerce landscape, with the ability to significantly impact brand reputation, product evaluations, and sales performance.

### **Online Experiences**

The online shopping experience has become a pivotal determinant of consumer satisfaction and loyalty in the digital age. Researchers have explored various aspects of online experiences, such as website design, user interface, order fulfillment processes, and customer service interactions<sup>12</sup>. Numerous studies have demonstrated that delivering exceptional online experiences can foster customer loyalty, drive repeat purchases, and cultivate long-term brand advocacy. As consumers expect seamless, personalized, and engaging interactions that transcend traditional brick-and-mortar retailing, the quality of online experiences has become a critical differentiator for e-commerce businesses<sup>13</sup>.

### **Brand Trust**

Brand trust has emerged as a cornerstone of successful e-commerce strategies, particularly in the absence of physical interactions and tangible product experiences. A growing body of literature has investigated the role of brand trust in shaping consumer confidence, brand equity, and purchase behavior<sup>14</sup>. Researchers have

consistently emphasized the importance of transparent communication, robust data privacy practices, and consistent delivery of high-quality products and services in fostering brand trust and influencing consumer decision-making processes<sup>12</sup>. In the digital realm, where consumers heavily rely on perceived trustworthiness and credibility, brand trust has become a crucial factor in driving long-term success for e-commerce businesses.

Furthermore, brand trust has been recognized as a cornerstone of successful e-commerce strategies, particularly in the absence of physical interactions and tangible product experiences. Scholars have investigated the role of brand trust in shaping consumer confidence, brand equity, and purchase behavior<sup>13,14,15</sup>. Research has highlighted the importance of transparent communication, robust data privacy practices, and consistent delivery of high-quality products and services in fostering brand trust and influencing consumer decision-making processes.

By examining the roles of e-WOM, online experiences, and brand trust in shaping consumer mindsets and purchase decisions at KKV one-stop shopping store, this study aims to contribute to the growing body of knowledge in consumer behavior and e-commerce research, particularly in the context of one-stop shopping platforms<sup>16</sup>.

Based on the existing literature, the study hypothesis that positive e-WOM communication, favorable online shopping experiences and high levels of brand trust will positively influence consumers' purchase decisions in the KKV one-stop shopping store. Specifically, the following hypotheses are proposed:

H<sub>1</sub>: E-WOM has a positive and significant effect on KKV one-stop shopping purchase decisions.

H<sub>2</sub>: Online shopping experience has a positive and significant effect on KKV one-stop shopping purchase decisions.

H<sub>3</sub>: Brand trust has a positive and significant effect on KKV one-stop shopping purchase decisions.

By empirically testing these hypotheses, the study aims to shed light on the complex relationships between e-WOM, online shopping experience, brand trust and purchase decisions in the context of KKV one-stop shopping. The findings may have practical implications for e-commerce practitioners, helping them to develop strategies that harness the power of e-WOM, optimize online shopping experiences and cultivate brand trust, ultimately influencing consumer purchase decisions and driving business growth in the dynamic e-commerce landscape.

### **3. Research Methods**

#### **3.1. Research Design and Approach**

To investigate the influence of e-WOM, online shopping experiences, and brand trust on purchase decisions at KKV one-stop shopping store, a quantitative research design was employed. Specifically, a cross-sectional survey methodology was adopted, which is a commonly used approach in consumer behavior and e-commerce research to capture consumer perceptions, attitudes, and behaviors at a specific point in time<sup>17</sup>.

#### **3.2. Sampling and Data Collection**

The target population for this study consisted of individuals who had made at least one purchase from KKV one-stop shopping store. A non-probability purposive sampling technique was utilized to recruit respondent. Primary data were collected through a self-administered online questionnaire distributed via social media platforms using the Google Form application, which is a widely adopted method for data collection in contemporary consumer research. The final sample consisted of 121 respondents, which is an acceptable sample size for studies investigating consumer behavior and e-commerce-related phenomena<sup>18</sup>.

#### **3.3. Survey Instrument**

The survey instrument was developed based on an extensive review of relevant literature and well-established scales from previous studies. The questionnaire comprised several sections, including demographic information, online shopping behavior, and multi-item scales for measuring e-WOM, online experiences, brand trust, and purchase intentions.

E-WOM was measured using a scale adapted from El-Baz et al.<sup>19</sup> assessing factors such as the influence of online reviews, recommendations from peers, and social media discussions on purchase decisions. The online experience scale was derived from the work of Yu et al.<sup>20</sup> capturing elements such as website usability, product information quality, order fulfillment efficiency, and customer service responsiveness.

Brand trust was measured using a scale developed by Ha<sup>15</sup>, which evaluates aspects such as perceived credibility, reliability, and transparency of the KKV one-stop shopping store brand.

Finally, purchase intentions were assessed using a scale adapted from Sari et al.<sup>21</sup> measuring factors like the likelihood of making future purchases, recommending the store to others, and overall satisfaction with the shopping experience.

Before data collection, the survey instrument underwent pilot testing with a small sample of respondents to ensure clarity, comprehensibility, and face validity. Necessary modifications were made based on the feedback received from the pilot study.

### 3.4. Data Analysis

The collected data were analyzed using various statistical techniques, including descriptive statistics, correlation analysis, and multiple regression analysis. Descriptive statistics were used to summarize the sample characteristics and provide an overview of the responses. Correlation analysis was employed to examine the relationships between e-WOM, online experiences, brand trust, and purchase intentions. Multiple regression analysis was then conducted to determine the relative influence of the independent variables (e-WOM, online experiences, and brand trust) on the dependent variable (purchase intentions). The statistical analyses were performed using IBM SPSS Statistics software.

#### *Multiple linear regression test*

Regression analysis, which is used to measure the strength of the relationship between two or more variables, also shows the direction of the relationship between the dependent and independent variables. This analysis is used to predict the value of the dependent variable if the value of the independent variable increases or decreases, and to determine whether the independent variable is positively or negatively related.

**Table 1:** Multiple regression analysis

Model		Unstandardized Coefficients	t	Sig.
		B		
Y	(Constant)	2.932	1.109	0.271
	X1	0.278	2.504	0.014
	X2	0.471	3.281	0.001
	X3	0.466	3.890	0.000

Based on the results of these data tests, it can be concluded that the multiple linear equation between the variables e-WOM (X1), online shopping experience (X2) and brand trust (X3) on purchase decisions (Y) is as follows:

$$Y = 2.932 + 0.278 \text{ EWOM} + 0.471 \text{ OSE} + 0.466 \text{ PI} + e$$

### 4. Result and Discussion

The purpose of this study was to investigate the role of electronic word-of-mouth (e-WOM), online shopping experiences and brand trust in shaping consumer purchase intentions at the KKV One-Stop Shopping Store. The findings provide valuable insights into the factors that influence consumer decision making in the context of one-stop shopping platforms.

First, the results indicate that e-WOM has a positive and significant effect on purchase intention ( $\beta = 0.278$ ,  $p = 0.014$ ). This finding is consistent with previous studies that have highlighted the influential role of e-WOM in consumer decision making<sup>22</sup>. In the age of digital connectivity and social media, consumers increasingly rely on peer-generated content, online reviews and recommendations from their social networks when making purchase decisions. Positive e-WOM can significantly increase consumer confidence, reduce

perceived risk and ultimately influence their purchase intention<sup>22</sup>. Therefore, it is imperative for one-stop shopping stores such as KKV to actively monitor and manage e-WOM channels, encourage positive word-of-mouth and promptly address potential negative feedback.

Secondly, the results demonstrate that online shopping experiences have a positive and significant impact on purchase intentions ( $\beta = 0.471$ ,  $p = 0.001$ ). This finding aligns with previous research emphasizing the importance of delivering exceptional online experiences in fostering consumer satisfaction and loyalty<sup>23</sup>. In the context of one-stop shopping stores, where consumers engage with a diverse range of products and services within a single platform, seamless online experiences become crucial. Factors such as website usability, product information quality, order fulfillment efficiency, and responsive customer service can significantly influence consumer perceptions and ultimately shape their purchase intentions<sup>22,23</sup>. One-stop shopping stores should prioritize enhancing their online platforms, ensuring intuitive navigation, comprehensive product information, and efficient order management processes to create a positive and engaging shopping experience for consumers.

Thirdly, the study confirms that brand trust exerts a positive and significant effect on purchase intentions ( $\beta = 0.466$ ,  $p = 0.000$ ). This finding is consistent with existing literature that underscores the pivotal role of brand trust in driving consumer decision-making, particularly in the online shopping environment<sup>24</sup>. In the absence of physical interactions and tangible product experiences, consumers heavily rely on the perceived credibility, reliability, and transparency of the brand when making purchase decisions. By fostering brand trust through transparent communication, robust data privacy practices, and consistent delivery of high-quality products and services, one-stop shopping stores can build consumer confidence and enhance their propensity to make purchases<sup>24</sup>. KKV one-stop shopping store should prioritize establishing and maintaining a strong brand identity built on trust, which can serve as a competitive advantage in the crowded e-commerce marketplace.

Overall, the findings of this study contribute to the growing body of knowledge in consumer behavior and e-commerce research, particularly in the context of one-stop shopping platforms. By understanding the interplay between e-WOM, online experiences, and brand trust, businesses operating in this dynamic retail environment can develop effective strategies to resonate with consumer preferences, foster loyalty, and ultimately drive sustainable business growth.

## 5. Conclusion

In conclusion, this study has provided valuable insights into the role of electronic word-of-mouth (e-WOM), online shopping experience and brand trust in shaping consumer purchase intentions at the KKV one-stop shopping store. The results show that favorable e-WOM communication, positive online shopping experiences and high levels of brand trust have significant positive influences on consumers' likelihood to purchase from the one-stop shopping platform. These findings underscore the importance of cultivating positive e-WOM, delivering seamless online experiences and fostering strong brand trust as key strategies for e-commerce companies, particularly in the context of one-stop shopping stores. By addressing these critical factors, one-stop shopping platforms can effectively decode consumer mindsets, resonate with their preferences and drive sustainable business growth in the rapidly evolving digital retail landscape.

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