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**How word of mouth marketing affects the online sales of Huawei mobile in China**

In Partial Fulfillment of the Requirements  
for the Bachelor of Science in Marketing

by

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May,2020

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## **Abstract**

Nowadays In China, online user reviews have become an important source of information for consumers, complementing, or even replacing other forms of word-of-mouth publicity about product quality. (Judith, 2003). As a result, many corporate executives believe that websites need to provide community content to build brand loyalty. Although this idea has been very common, we find that there is little or even no special literature to discuss it, which becomes the premise of this paper.

In this study, we describe the behavior patterns of reviewers and exam the impact of consumer comments on company sales patterns. This paper aims to collect data to demonstrate what factors influence word of mouth and illustrate the impact of Word of Mouth on the sales of Huawei Phones.

**Keywords:** advertising; word-of-mouth; source credibility; Internet marketing; e-commerce; Huawei Phone; China

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## 1. Introduction

### 1.1 Word of Mouth Marketing

Word of mouth (WOM) marketing has gained prominence as people increase the use of the internet to trade and shop. The internet avails multiple channels for consumers to offer their views on products and also read about other users' or buyers' views on their products of interest ( Sam *et al*, 2019) . Today, most businesses are evaluating massive investments in advertising since other options such as WOM could offer a better option to reach consumers and actually raise the ration of sale conversion. WOM offers a cost-effective method to sale promotion as compared to advertising, and firms would definitely be willing to invest more in WOM if there is adequate proof that it actually offers a better option ( David and Dina, 2004). As the situation stands, information on the effectiveness of WOM is still scanty. Nonetheless, there are effective studies on different products and items and how WOM has affected sales. The subsequent section evaluates the findings of these studies. Although the study focuses on the sale of Huawei Phone in two e-commerce sites, there are variant studies that have focused on different products but offers crucial lessons on the popularity and effect of WOM.

### 1.2. Growth of e-commerce

There is probably no invention that continues to spur the world as the internet is doing at the moment. Every business is not aiming to command a space online as there is an increasing people number of people turning to it for product buying. Today, participants in the Web 2.0 technologies to make buying decisions and actually buy are increasing every day. Referring to web 2.0 technologies, one refers to e-commerce sites, social media pages, and so on. The unique factor brought about by e-commerce is a congregation of millions of people, perhaps even billions, on one page. It means that there is increased interaction between customers. More so, it means that customers are able to learn more about a product. Chen and Xie (2004) consider this to be the foundation or the prompt for consumers to publicize and share their product experiences and opinions; this is what is now referred to as WOM. A number of sources provide online consumer review websites and forums; a retailer such as the Amazon, which is the equivalent of the likes of Taobao and Jindong in the US, avails a space for customers to comment. Today, marketers are starting to realize that WOM is emerging as a major influence on purchase behavior. Simply, a buyer will not buy a product in which previous customers offer a negative opinion about or hold reservations regarding different aspects of the product (Chen and Xie, 2004). Again, Chen acknowledges that marketers are now continuously engaged in understanding the implications of online consumer reviews and the impact of this on consumer buying decisions. Evidently, more and more marketers are now acknowledging that online consumer reviews are becoming a major source of information for customers, and thence a dependable source of information on whether to buy a product.

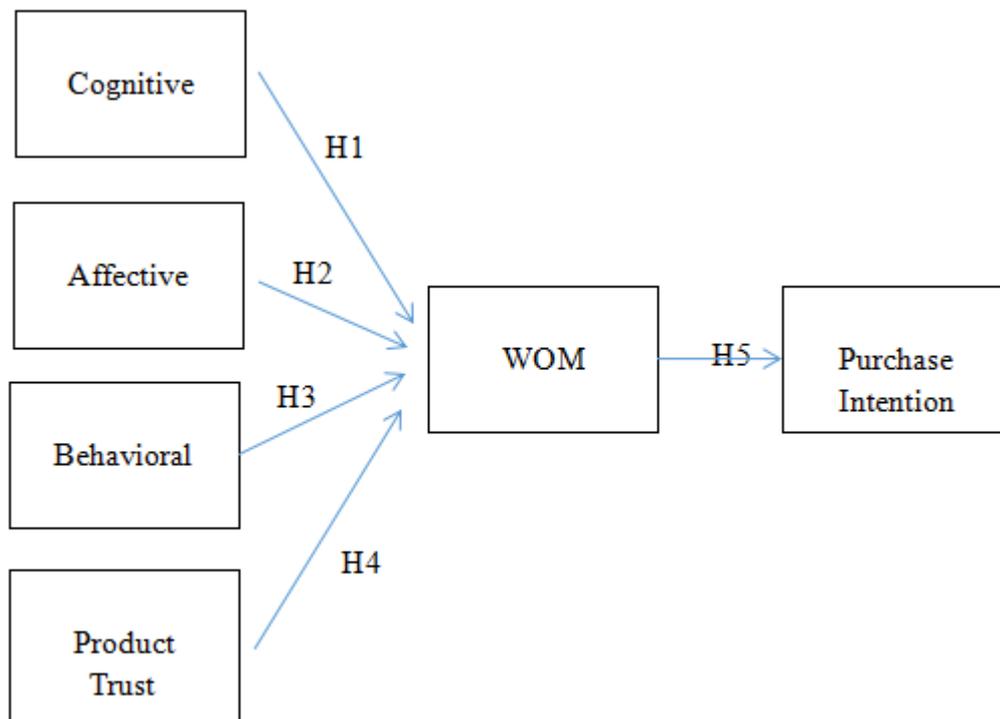
A research conducted by Chen and Xie (2004) demonstrates that the importance of information to consumers has not always been a major driver in buying decisions. According to their research, based on automobile sales from 2001 and 2008, shows that information or WOM has only grown with the growth of the internet. For instance, when web 2.0 technologies were first applied to trade (e-commerce emerged), the price was the major thing users looked out for. There was little insistence on what other people were saying, meaning WOM had not caught up as a major advertising approach online. During this period, users were described as "more affluent, less price-sensitive, and tended to post-consumer reviews to demonstrate their expertise and to tout good deals when they purchase a car with lower price/higher quality/premium brand" (Chen *et al.*, 2011). At the time, information was guarded, more so only a few people posted online. The postings were guides, and since the flow of people was not overwhelming, space could not have been thought about as a means of advertising. Ordinarily, a channel cannot be

considered as an advertising avenue or cannot be applied as a means of driving sales if there are no volumes; the visiting numbers have to be large enough. It is for this precise reason that WOM is only gaining prominence as an avenue for driving sales. There are now more people flowing into e-commerce sites, and it is emerging that online selling is a big threat to brick and mortar system (Chen *et al.*, 2011). Consequently, advertising that used to work when people predominantly relied on physical buildings will most probably not work for a generation reliant on the internet. The shift in consumer buying behavior has to be followed up by a shift in selling behavior, explaining the increased focus on word of mouth.

## 2. Literature Review

### 2.1 Theoretical framework

The theoretical framework adopted for this research is partly discussed by Peres *et al.* (2011), who identifies that although there is a lot of scholarly information on brands and their characteristics, there is scanty information on WOM and its effect on brands. Resultantly, in order to determine the relevance of WOM, a theoretical framework is necessary. The first assumption in developing the model is determining the factors that drive consumers to engage in WOM (Peres *et al.*, 2011). Relying on the existent literature, consumers engage in WOM to meet three cardinal needs; functional, social, and emotional. Functional need meets the need for consumers to supply critical information regarding a product. Secondly, social needs involve a desire to send social signals to the environment. Lastly, the emotional need entails the need to share positive and negative feelings around brands so as to express emotions (Peres *et al.*, 2011). Consequently, the model in this study is based on the notion that brands and their characteristics operate via the three factors to instigate WOM.



### 2.2 ABC Model

The cognitive dimension entails a consumer's conscious decision making (Homburg *et al.*, 2006; Lee *et al.*, 2012; Sweny *et al.*, 2012). A consumer engages his/her rationality in determining

whether to engage in WOM or not. The decision to engage is based on their fair judgment on product quality. The rational process relies on establishing a set of facts that a consumer applies in determining whether a product ticks all the correct boxes, referencing the promise, the value, and the expectations of the consumer. Secondly, the affective dimension is the emotional bonds that make customers behave in an irrational manner (Breckler and Wiggins, 1989). In this case, the cost of the product is not such a definitive factor. The only consideration is how a customer feels about a product and is the feeling or the attachment an adequate drive to actually vouch for the product. The emotional dimension could be manifested by repeat purchases irrespective of other outstanding offers from rivals. Lastly, the behavioral aspect speaks into repeated action. It refers to aspects such as the volume of purchase, repeat purchase, and consistency (Murphy and Dweck, 2009; Stock and Hoyer, 2005). The model explains that cognitive and emotional connection to a brand helps cultivate an attitude on the product or the brand, and from this, one is able to associate with that brand consistently. Upon cultivating a desire to associate with a product, a consumer will buy the product and will repeatedly engage in buying behavior. The attachment prompts one to actively engage in WOM as one seeks to make known the adequacy of a product.

**H1: Cognitive dimension positively affect word of mouth.**

**H2: Affective dimension positively affects word of mouth.**

**H3: Behavioral dimension positively affects word of mouth.**

### **2.3 Word-of-Mouth and Product Trust**

Customers are constantly looking for information on products as a precursor to making actual buying decisions. Today, most of this information comes from advertisements. The decision to buy is based on whether the customer actually trusts a product or trusts the company behind the product. Normally, companies hype their products, and this gets customers to buy the advertised products. As customers get to learn about a product, they tend to prefer it as compared to another product that is not advertised or one whose information is not out there. Hajli *et al.* (2014) explain that customers need a product that they can trust. As the authors point out, trust plays a critical role in aiding consumers to make a purchasing decision, especially from an e-commerce standpoint. E-commerce aggregates buyers and users in an online platform. The product is not available physically, and there is no chance of actually walking into a store and ascertaining different aspects of a product. The option for users is to rely on other means of information generation to decide whether it is possible to trust a product or not. Eventually, an increased degree of trust in a vendor, which is normally enabled by advertising, will lead to more inquiries from customers and raises the intention to purchase or buy a product (Hajli *et al.*, 2014). Trust is fundamental in buying decisions as it helps consumers overcome the perceived risk of buying a product online. Cultivating consumer trust is important for any product. Therefore, it is understandable for companies to continually research ways and methods to help build trust among consumers. Therefore, often, when one is researching the effectiveness of any approach to advertising, whether through paid ads, WOM, and so on, it is actually a question of whether the approach helps a customer overcome perceived risk to buying a product.

E-commerce sites such as Taobao and Jindong play a part in reducing perceived risk. Since many brands ride on their platform, it is assumed that they do their due diligence in determining what brands should be sold in their platforms. Nonetheless, consumers have reservations when it comes to individual products. In an e-commerce site, where they are so many brands under each category, a consumer requires assurances that the product they end up buying meets their expectations in regard to quality. A dissatisfactory product, either in regard to quality or pricing, denotes a purchase as risky. Peres *et al.* (2011) commenting on risk identify that perceived risk can be mapped into both the functional and emotional drivers. Further, product risk is categorized into three aspects; actual performance of the brand, the expenses that

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are incurred as well as the social embarrassment accruing from using a product (Peres *et al.*, 2011). Ideally, every consumer desires to avoid these aspects of risk, and this becomes the leading reason as to why consumers actively look for information. Retrospectively, it is also a major reason why consumers express their views regarding a product. Often, risks are major motivators for sharing risks among consumers, one it might be a way of getting back to a manufacturer, due to breach of trust. Secondly, it could be plainly so as to help other consumers negate the risk. Overall, these reasons underline the prominence of WOM.

Eventually, online consumers are more believing in other consumers as there is the innate belief that these have no other motive, other than the desire to offer a genuine review. Contrary, users believe that firms can offer biased information regarding products just to drive sales (Hajli *et al.*, 2014). There is a lot of risks involved when an online buyer solely relies on the information offered by a firm. As buyer awareness increases, consumers are not only more focused on informing others, but there is a concerted effort to reduce the risk to other buyers. The most reliable option to curtailing the risk to consumers is arguably WOM. While firm promotions and sales activities will focus on the pomp aspect of a product, actual feedback from users will reveal aspects of a product that one cannot find in sponsored advertisements. Overall, there is then greater belief, for WOM as opposed to any other advertising method out here (Hajli *et al.*, 2014). This is solely reliant on the element of risk. It is then possible that e-commerce sites that accommodate reviews will tend to sell more. Similarly, products with greater reviews will tend to instill greater confidence, and perceived risk will be lower. This positively drives sales.

#### **H4: Product Trust positively affects word of mouth.**

#### **2.4 WOM and traditional marketing**

Based on the research considered so far, it is emerging that WOM has not always been favored as a means of driving sales. However, the rise of e-commerce is bringing a greater focus on WOM. It is important to consider how the new approach merits compared to the traditional methods of marketing. Nam, Manchanda, and Chintagunta (2006), while studying the effect of WOM on rental units, concluded that consumers were affected by word of mouth. Consumers who rely on or who stand to be affected by word of mouth often adopt the rental service in the long run, when they chose the service. WOM tends to drive long-term use of products. The same study showed that WOM is important in customer acquisition compared to advertising. Advertising, a traditional marketing method, is important in informing users of different products. However, potential heavy users of the advertised products hardly apply the information carried in advertisements to make buying decisions. This could have been the case when consumers physically shopped under the brick and mortar system, but it is hardly the case today (Trusov, Bucklin, & Pauwels, 2008). Consumers will hunt for additional information from a different place. E-commerce sites, social media pages, and other platforms that offer product reviews are the main areas where potential users source for reliable information. It is evident then that WOM has an aspect and an advantage that other methods of advertising do not offer. The extra or unique aspect presents this method as the most viable method of marketing products in e-commerce sites.

WOM offers a cost-friendly method to reach a larger crowd. Today, firms compete on very expensive platforms, take, for instance, the Bowl finals, where an advertisement costs millions of dollars. Often, the cost outlay is not a guarantee that the advertising company will make a sale. Consequently, there is always a desire that a cheaper option would exist. Secondly, it would be ideal for firms to receive immediate feedback on their products (Trusov, Bucklin, & Pauwels, 2008). Feedback is an essential part of product development. Unfortunately, traditional methods of advertising do not offer this advantage. Firms will pay for millions to facilitate advertising and

promotional campaigns and hope that the effect will be registered through additional sales. However, with WOM, firms are able to understand the feelings and views of consumers on the product. Again, the feedback not only helps improve the product in the long-run but also provides a precise idea of what aspects of the product can be fixed through informed information and reviews. As Dellarocas (2003) writes in his research, online feedback mechanisms harness the remarkable ability of the Web to not only provide information on the product but also to collate and aggregate information from a wide range of consumers at a very minimal cost, so as to artificially construct large scale word-of-mouth networks. WOM marketing is, in some instances, recognized as the technology for building trust and driving cooperation in an online marketplace. These options are designed to bring about a big impact on sellers online.

### **3. Methodology**

#### **3.1 Introduction**

This section discusses the methods and methodology used in the study to investigate the factors affecting the purchase intention of mobile phones among university students in China. The techniques for identifying the population and sample are revealed, together with the data collection procedures. Besides, the measures and data analysis techniques in terms of the type of software and the presentation methods are highlighted. Finally, this segment concludes with the limitations and validity of the study, based on the circumstances and assumptions of the study.

#### **3.2 Target Population and Sampling**

To conduct the investigation and meet the objectives of this study, the researcher performed a survey on students with mobile phones in a church service. The researcher targeted a total of 100 respondents. Using simple random sampling, the researcher ended up with 56 respondents who agreed to participate in the survey.

#### **3.3 Data collection Procedures**

After formulating the specific objectives for this research, the researcher administered a questionnaire to about 56 male and female students attending the church service in the university. The questionnaire was both closed-ended and open-ended (hybrid type). This type of questionnaire was used in order to capture as much information as practically possible. Every third student met was requested to complete the questionnaire until the 56<sup>th</sup> subject was reached. The researcher was available to the respondents to assist in case some clarity was required regarding the questionnaires.

#### **3.4 Data Analysis and Measures**

On completion of the survey exercise explained above, the questionnaire responses were compiled and collated using Microsoft Excel. The data was organized into rows and columns to enable an analysis of the attributes. Additionally, the advanced data analysis was performed using SPSS (Statistical Package for Social Sciences) and presented in charts and tables accordingly.

The study used a regression model to analyze the factors affecting the purchase intention of mobile phones of students in China. The model used was  $y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5$ . In the model,  $\beta_i$  represents the coefficients of regression. Also,  $x_i$  represents the independent variables cognitive, affective, behavioral, product trust, and brand familiarity while  $y$  is the dependent variable, purchase intention. The final model, therefore, should be of the form: *Purchase intention* =  $\beta_0 + \beta_1 * Cognitive + \beta_2 * Affective + \beta_3 * Behavioral + \beta_4 * product\ trust + \beta_5 * Brand\ familiarity$ .

In addition, the researcher used descriptive statistics to describe the variables since all were quantitative data. Again, a correlation analysis was done to determine the nature of the relationship between the dependent variable and each of the independent variables mentioned above.

Hypothesis testing was done at a significance level of 5% ( $\alpha = .05$ ). This means that any probability values less than this threshold were interpreted as significant, leading to the rejection of the null hypothesis. Otherwise, the study would fail to reject the null hypothesis relevant to the variables investigated.

## 4. Data Analysis and Results

### 4.1 Introduction

This section presents data analysis and discussion. The study used SPSS (Statistical Package for Social Sciences) to analyze the data obtained from the survey questionnaires. This package was used because it has a friendly and simple user interface, in addition to being efficient in performing complex statistical analyses. After analysis, the data was presented in tables and charts, depending on the type of data to be visualized. The section presents data analysis techniques, descriptive statistics, and correlations.

In addition to the above, this section presents the data visualization techniques, the normality test, and the hypotheses. Other components of this section include the statistical method used to explore the relationship between the dependent variable and the five dependent variables. Finally, this section concludes by highlighting the major findings and the results of the hypothesis testing.

### 4.2 Descriptive Statistics

#### 4.2.1 Measures of Central Tendency and Dispersion

*Figure 4. 1*

Gender Distribution of Respondents

The subjects were asked to identify their gender from a choice between male and female.

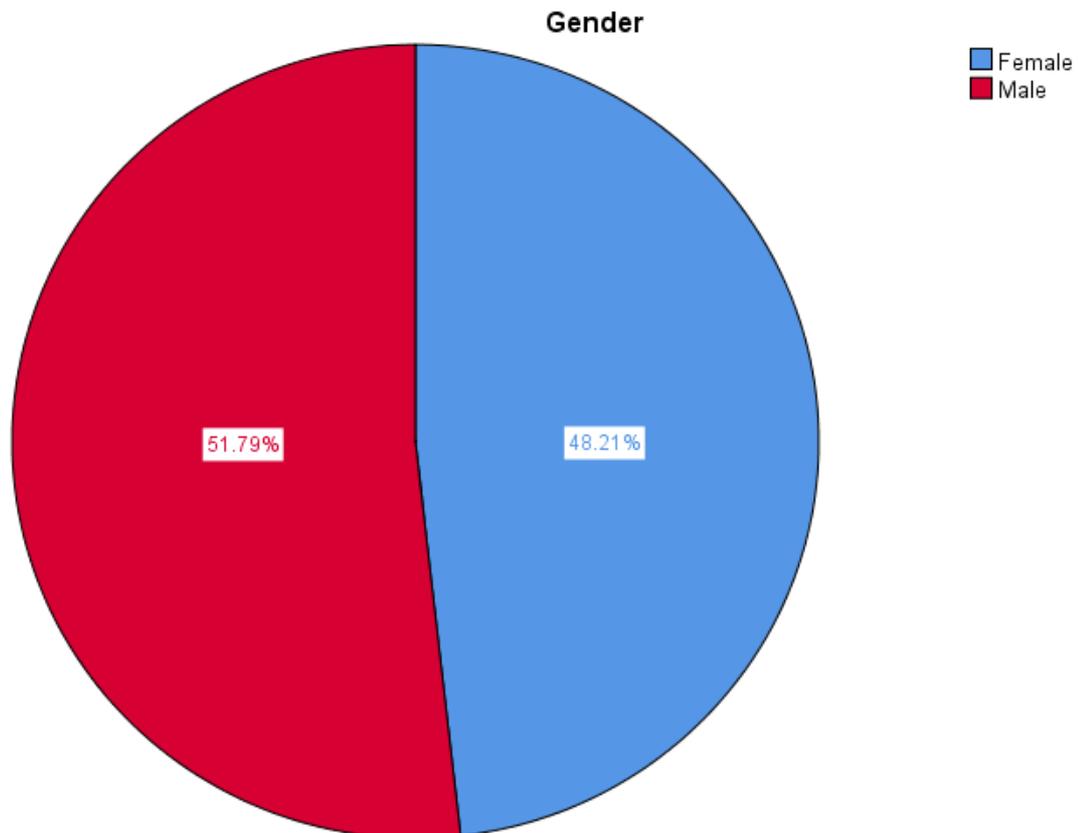


Figure 4.1 shows a pie chart representing the gender composition of the subjects that participated in the survey. From the chart, it is notable that the majority of respondents in the survey were male (52%). However, this is a slight majority, and the males can be said to be marginally more than the females.

## Main Variables

Table 4. 1

Descriptive Statistics of all quantitative variables		Cognitive dimension	Affective dimension	Behavioural dimension	product trust	brand familiarity	purchase intension
N	Valid	56	56	56	56	56	56
	Missing	0	0	0	0	0	0
Mean		4.66	4.70	4.620	4.577	4.3744047	4.52
Median		5.00	5.00	5.000	5.000	5.0000000	5.00
Mode		6	6	6.0	5.2 <sup>a</sup>	5.0000000	6
Std. Deviation		1.654	1.683	1.5942	1.5703	1.5158155	1.695
Skewness		-.881	-.852	-.672	-.514	-.797	-.729
Std. Error of Skewness		.319	.319	.319	.319	.319	.319
Kurtosis		-.104	-.158	-.447	-.807	-.547	-.476
Std. Error of Kurtosis		.628	.628	.628	.628	.628	.628

a. Multiple modes exist. The smallest value is shown

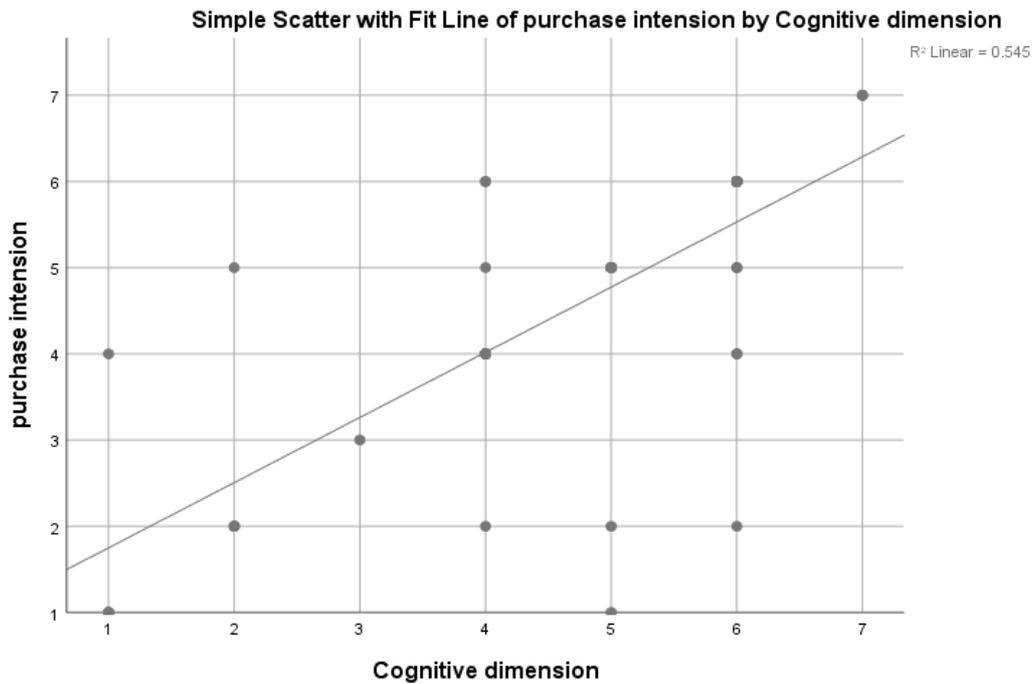
The table labeled 4.1 displays the summary statistics for all six variables under investigation. In the case of cognitive skills, the average individual scored 4.66, while the standard deviation was 1.6 units. This observation indicates that the data was spread by about 1.6 units about the mean stated above. In terms of standard error, this value is seen to be constant at .628 for all the six variables from cognitive all the way to purchase intention of the subjects... The skewness of the cognitive observations is negatively skewed, albeit closer to zero. This low negative skewness might just mean there are outliers in this data, thus not normality.

For all the other variables (affective, behavioral, product trust, brand familiarity, and purchase intention), the mean is between 4.5 and 4.7, while the median is constant at 5.0 for all these variables. Again, the standard deviation is between 1.5 and 1.7 units for all these variables. This implies that the variance was near-constant throughout the different variables. Finally, all the six variables above are negatively skewed, as seen in table 4.1.

## 4.2.2 Scatterplot Analysis

### 4.2.2.1 Cognitive vs Purchase intention

Figure 4. 2



The graph above shows a scatterplot on the relationship between the cognitive and purchase intention of mobile phones in China. The graph shows that the line of best-fit moves from the bottom left to top right. Again, every observation is approximately equidistant from the line of best fit. This implies that these two variables are positively correlated. The association between these two variables can also be said to be moderate, based on the gaps between each of the observations and the line of best fit.

#### 4.2.2.2 Affective vs. Purchase intention

Figure 4. 3

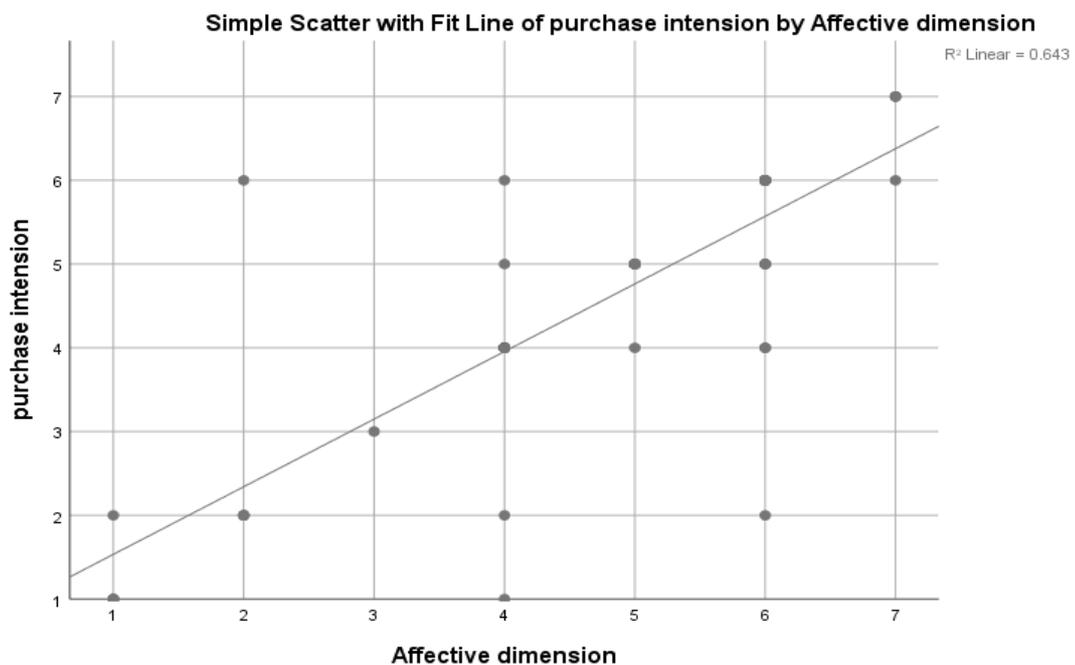
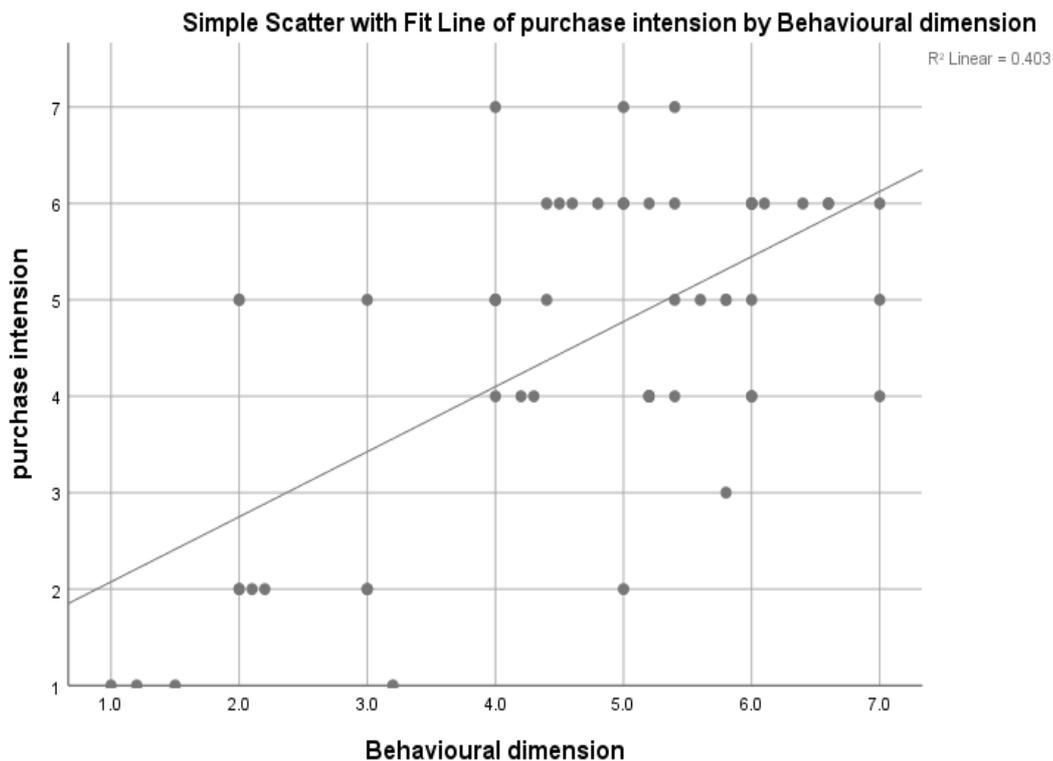


Figure 4.3 shows the correlation between the affective dimension and purchase intention of mobile phones in China. An inspection of the graph reveals a positive linear relationship between affective and purchase intention. This association is stronger than that depicted in figure 4.2, as seen in the level of the steepness of the line of best fit. In the graph, every unit increase in the affective variable (x-axis) is seen to be associated with a similar increase in the purchase intention (y-axis). Therefore, this is a manifestation of a moderate, positive correlation. However, the decision on whether this a significant relationship will be determined in the later sections of this study.

#### 4.2.2.3 Behavioral vs. Purchase intention

Figure 4. 4



In figure 4.4, the association between behavioral and purchase intentions illustrated graphically. This relationship is visibly linear (trendline), and also positive. Although the observations look like most of these observations are quite distant from the line of fit, this distance is almost equidistant either below or above it. Although this association is linear like the initial two highlighted before it, it is weaker than the earlier two on cognitive and affective. This can be justified by noting the fact that these observations are quite scattered and far from the line of fit than the first two. This has contributed to a lower value of the coefficient of determination ( $R^2 = .40$ ).

#### 4.2.2.4 Product Trust vs Purchase intention

Figure 4. 5

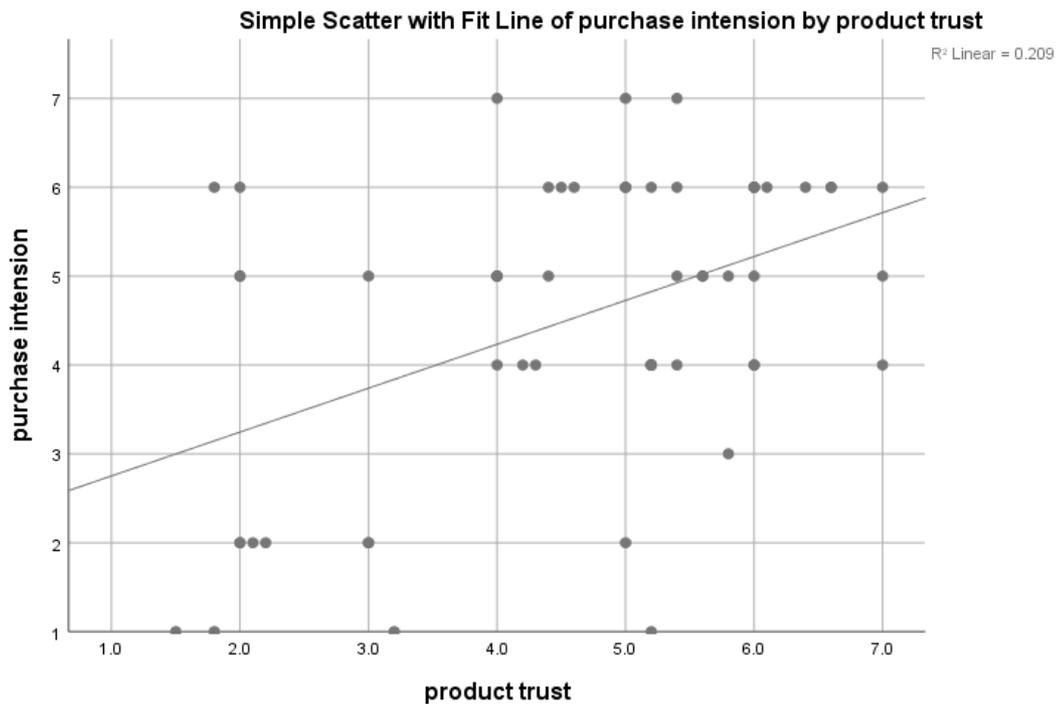


Figure 4.5 shows a scatterplot of the variables of product trust and purchase intention. With every unit increase in product trust level, the purchase intention tends to increase. In this graph, the graph is less steep. Thus the correlation is weak between product trust and purchase intention. In general, product trust is positively correlated with purchase intention, albeit weakly. The weak association can be attributed to the high degree of the scatter of the observations from the line of fit.

#### 4.2.2.5 Brand familiarity vs. Purchase intentions

Figure 4. 6

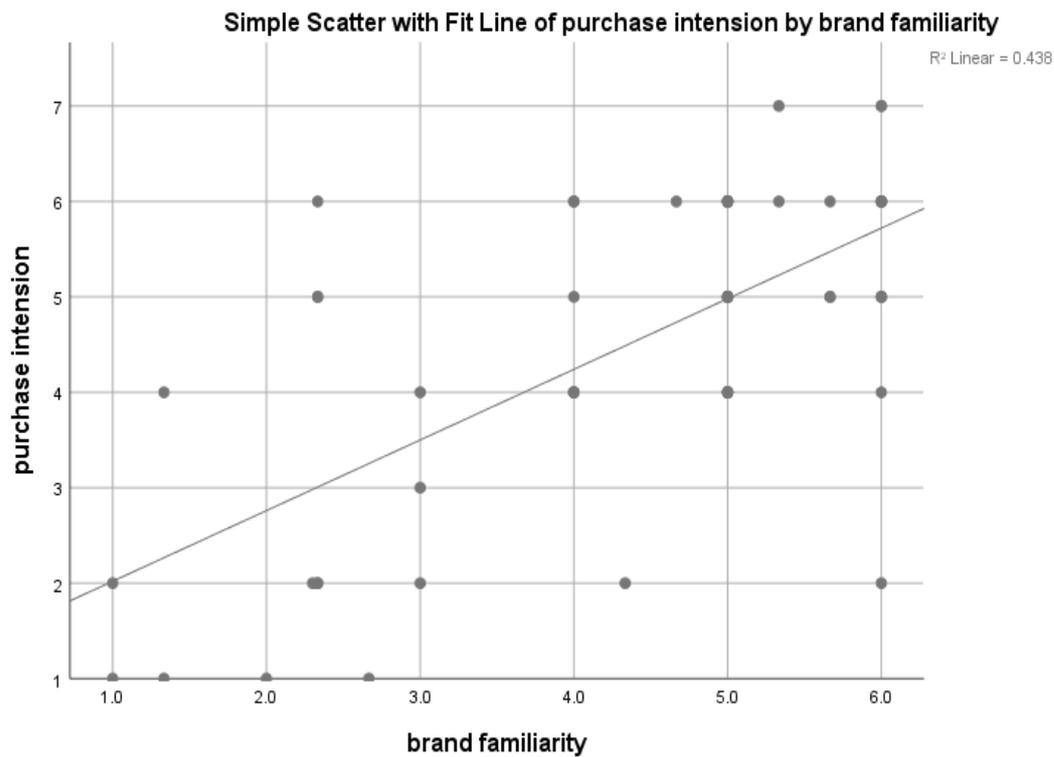


Figure 4.6 shows a dot plot that illustrates the relationship between brand familiarity and the purchase intention of mobile phones in China. First, the line of best fit is straight and runs from bottom left towards the top right. This implies a positive correlation between brand familiarity and purchase intention.

Further to the above, low values of brand familiarity are seen to be associated with similarly lower values of the corresponding purchase intention in the plot. Again, higher values of brand familiarity score are seen to be associated with higher values of purchase intention. This further illustrates the positive correlation between brand familiarity and purchase intention.

### 4.3 Correlation Analysis

Table 4. 2

Correlations between the dependent and independent variables

		purchase intention	Cognitive dimension	Affective dimension	Behavioural dimension	product trust	brand familiarity
purchase intention	Pearson Correlation	1	.738**	.802**	.635**	.458**	.662**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	56	56	56	56	56	56

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

\* . Correlation is significant at the 0.05 level (2-tailed).

According to table 4.2, the correlation coefficient between purchase intention and cognitive dimension is strong, positive, and significant,  $r(54)=.738$ ,  $p<.001$ . This figure means that an

increase in the cognitive dimension is strongly associated with an increase in the purchase intention of a given product. In addition, purchase intention and affective dimension are strongly and positively correlated ( $r(54) = .802, p < .001$ ). This correlation is significant as well. Finally, the correlation coefficients of behavioral, product trust and brand familiarity against purchase intention are all moderate and positive. This is so because all these coefficients lie between .4 and .6, with  $p$ - values all less than .001. Therefore, they are each significantly correlated with the purchase intention.

#### 4.4 Normality Test and Hypotheses

##### 4.4.1 Test of Normality

Table 4. 3

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Cognitive dimension	.202	56	.000	.865	56	.000
Affective dimension	.209	56	.000	.870	56	.000
Behavioral dimension	.148	56	.004	.930	56	.003
product trust	.160	56	.001	.924	56	.002
brand familiarity	.249	56	.000	.867	56	.000
purchase intention	.201	56	.000	.882	56	.000

a. Lilliefors Significance Correction

The table is shown above (table 4.3) illustrates the output of the Shapiro-Wilk test, alongside the Kolmogorov-Smirnov test. According to the results of both tests, all the variables are not normally distributed. In other words, the normality assumption has been violated.

##### 4.4.2 Hypotheses of the study

The main objective of this study was to investigate the factors affecting the purchase intention of products. From the literature review in chapter 2, the study settled on five main factors: cognitive dimension, affective dimension, behavioral dimension, product trust, and brand familiarity as the factors affecting the purchase intention. Therefore, the following hypotheses were formulated by the researcher to inform the study.

- i.  $H_0$ : Cognitive dimension does not have a significant linear relationship with the purchase intention (coefficient = 0)  
 $H_1$ : The cognitive dimension does have a significant linear relationship with the purchase intention (coefficient  $\neq 0$ ).
- ii.  $H_0$ : The affective dimension has no significant linear relationship with the purchase intention (coefficient = 0).  
 $H_1$ : The affective dimension has a significant linear relationship with the purchase intention (coefficient  $\neq 0$ ).
- iii.  $H_0$ : There is no significant linear relationship between the behavioral dimension and purchase intention (coefficient = 0).  
 $H_1$ : There is a significant linear relationship between the behavioral dimension and purchase intention (coefficient  $\neq 0$ ).
- iv.  $H_0$ : There is not a significant linear relationship between product trust and purchase intention (coefficient = 0).

- H<sub>1</sub>: There exists a significant linear relationship between product trust and purchase intention (coefficient ≠ 0).
- v. H<sub>0</sub>: There is not a significant linear correlation between brand familiarity and purchase intention (coefficient = 0).  
 H<sub>1</sub>: There exists a significant linear correlation between brand familiarity and purchase intention (coefficient ≠ 0).

#### 4.5 Regression Analysis

Table 4. 4

Model Summary

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Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.888 <sup>a</sup>	.788	.767	.818

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a. Predictors: (Constant), brand familiarity, product trust, Cognitive dimension, Behavioral dimension, Affective dimension

The data in Table 4.4 shows the output summary of running a linear regression test. From this table, it was noted that the purchase intention has a very strong, positive correlation with the independent variables ( $r = .888$ ). Furthermore, this model is a good predictor of the purchase intention as it explains 78.8% of the variability ( $R \text{ square} = .788$ ).

Table 4. 5

ANOVA Summary output

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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.554	5	24.911	37.260	.000 <sup>b</sup>
	Residual	33.428	50	.669		
	Total	157.982	55			

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- a. Dependent Variable: purchase intention  
 b. Predictors: (Constant), brand familiarity, product trust, Cognitive dimension, Behavioral dimension, Affective dimension

The summary of the ANOVA (Analysis of Variance) is shown in table 4.5. The results in the table reveal that the linear model is highly significant,  $F(5,50) = 37.26, P < .001$ .

Table 4. 6

Coefficients of Regression

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.609	.433		-1.407	.166

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Cognitive dimension	.077	.147	.075	.524	.603
Affective dimension	.434	.150	.431	2.888	.006
Behavioural dimension	.385	.149	.362	2.580	.013
product trust	-.146	.138	-.136	-1.059	.295
brand familiarity	.370	.085	.331	4.350	.000

a. Dependent Variable: purchase intention

Table 4.6 shows the regression coefficients of the model. This table indicates that three variables (affective dimension, behavioral, and product trust) were all significant in predicting the purchase intention (p-value less than .05). Therefore, null hypotheses were rejected in each of these cases. However, the other two (cognitive and product trust) were found to be insignificant (p-value higher than .05). Thus the study failed to reject the null hypothesis.

Using the coefficients revealed in table 4.6, the model may be stated as  $purchase\ intention = .077 * cognitive + .434 * affective + .385 * behavioral - .146 * Product\ trust + .370 * brand\ familiarity - .609$ . As seen earlier, this model is a reliable predictor as it accounts for a very high proportion of variation in the purchase intention.

According to the coefficient of the model, the value of the intercept is -.609. This represents the value of purchase intention when all other variables are assumed to be zero. In other words, it is the value of purchase intention when cognitive, affective, behavioral, product trust, and brand familiarity are all zero. For this study, this value was found to be insignificant.

For the cognitive dimension, the coefficient is .077. This result indicates that holding all other factors constant, a unit increase in the cognitive dimension increases the purchase intention by .077. Again, the results of the regression analysis found that this factor was not significant.

The next factor, the affective dimension, has a coefficient of .434, which is significant. Holding for all the other factors, a unit increase in the affective dimension score causes the purchase intention to increase by .434. Further scrutiny of the results reveals that a unit increase in behavioral dimension increases the purchase intention by .385, significantly. For product trust, the association is negative but insignificant.

#### 4.6 Summary of Findings

This study set out to investigate the factors that affect the purchase intention of consumers. The study found that the majority of the respondents were male (52%).

Additionally, the study established that affective, behavioral, and brand familiarity were significantly correlated with purchase intention. The other two independent variables were found not to be significant (cognitive, product trust). Below is a summary of the hypothesis testing results for further use.

Table 4.7

#### Summary of Hypothesis testing

S/n	Independent Variable	P-value	Decision
1	Cognitive	>.05	Fail to reject the null hypothesis
2	Affective	<.05	Reject the null hypothesis
3	Behavioral	<.05	Reject the null hypothesis
4	Product trust	>.05	Fail to reject the null hypothesis

## 5. Discussion of Findings and Conclusion

### 5.1 Discussion of Results

The purpose of this study was to investigate the determinant factors of purchase intention. According to empirical results, affective dimension, behavioral, and brand familiarity were found to be significant. Also, cognitive and product trust were found insignificant in predicting purchase intention. While the finding supported existing literature, particularly Jun (2008), it sharply disagreed on its insignificant factors (cognitive and product trust). Earlier studies by Jun (2008) and Morris et al. (2002) had implied that this factor was significant influencers of the purchase intention.

### 5.2 Conclusion and Recommendations

Based on the results described above, it is clear that only three variables (affective, behavior, and brand familiarity) have a significant linear association. Therefore, the study hereby adopts the three factors of affective, brand familiarity, and behavioral dimension. In the contemporary world, stakeholders need to ensure that the affective dimension is controlled and maximized, as it causes significant positive change in the purchase intention for mobile phones in China. When the affective dimension decreases, the client may not spread a favorable word of mouth about the product. Consequently, the purchase intention suffers. The same analogy applies for each of the other two significant factors; behavioral dimension, and brand familiarity.

In addition, important to note is that cognitive and product trust though initially hypothesized, is not significant in the model. This finding disagrees with the contributions of Jun (2008), who believed that cognitive and affective dimensions are critical to purchase intentions of a product. Future studies should prioritize follow-up to find out why cognitive and product trust gave insignificant results. Additionally, further studies should explore these two variables in detail to clarify the disparity between the contributions of the existing studies and the unexpected findings of this study. The findings of this study will be important for business managers, and other players in the mobile phones sales not only to identify these factors but also optimize them in pursuit of better sales growth. Finally, the same findings will be a valuable resource in future research by both students and other scholars, as they could use these findings as a stepping stone to their studies, particularly in their literature review section.

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## **Appendix:**

### **Questionnaire**

#### **Part 1: Profile**

1. Gender

Female

Male

2. Age

< 18

18-23

24-29

30-35

- 36-41
- >42

3. Monthly living expenses (or salaries) in RMB:

- 0-500
- 501-1000
- 1001-2000
- 2001-3000
- >3000

4. How many times you shopping online per month?

- 0
- Less than 3 times
- 4-6
- 7-9
- 10-12
- More than 13 times

5. How many times you review the comments per month for online shopping?

- 0
- Less than 3 times
- 4-6
- 7-9
- 10-12
- More than 13 times

**Part 2: Variables**

<b>A. Consumer Cognitive</b>	Rating from 1 (lowest) to 7 (highest)						
I found out that a consumer's engagement in WOM is a result of a well thought out process.	1	2	3	4	5	6	7
I found out that a customer's rational evaluation of a product's value promotes his/her use of WOM.	1	2	3	4	5	6	7
I found out that a consumer's realization that a product's fails to meet or actually exceeds the promised value prompt him/her to engage in WOM.	1	2	3	4	5	6	7
I found out that a customer's informed knowledge of products would prompt them to engage in WOM.	1	2	3	4	5	6	7
I found that prior experience with a product encourages a consumer to engage in WOM.	1	2	3	4	5	6	7
<b>B. Affective</b>	Rating from 1 (lowest) to 7 (highest)						

I found out that a consumer's like or love for a product is an adequate reason to engage in WOM.	1	2	3	4	5	6	7
I found that a consumer engages in WOM even if there are competing products with a better pricing or even offering better value and quality.	1	2	3	4	5	6	7
I found that great attachment to a product leads a consumer to engage in WOM.	1	2	3	4	5	6	7
I found that emotional attachment to a product drives a customer to engage in WOM as opposed to a rational determination of a product's value or appropriateness.	1	2	3	4	5	6	7
I found that consumers engage in WOM for products they feel connected to.	1	2	3	4	5	6	7
<b>C. Behavioral</b>	Rating from 1 (lowest) to 7 (highest)						
I found that repeat or consistent purchase of a product heighten the possibility of engaging in WOM.	1	2	3	4	5	6	7
I found out that increased purchase, in form of volume; support a customer's desire to engage in WOM.	1	2	3	4	5	6	7
I found that being around consumer's who show a preference for certain products encourage a consumer to engage in WOM..	1	2	3	4	5	6	7
I found that being in a group of people who frequently use a specific product encourages a consumer to engage in WOM.	1	2	3	4	5	6	7
I found that consumers engage in WOM for products they are familiar with.	1	2	3	4	5	6	7
<b>D. Trust</b>	Rating from 1 (lowest) to 7 (highest)						
I find that if a customer trusts a brand he/she will engage in WOM.	1	2	3	4	5	6	7
I find that if a customer trusts other users who use or have bought a product he/she will engage in WOM.	1	2	3	4	5	6	7
I find out that a customer's desire to repeat a purchase will prompt him/her to engage in WOM.	1	2	3	4	5	6	7
I find that a customer who does not trust a product will not engage in WOM.	1	2	3	4	5	6	7
I find that a customer who trusts a seller or the selling company will engage in WOM.	1	2	3	4	5	6	7

<b>E. Purchase Intention</b>	Rating from 1 (lowest) to 7 (highest)						
Compared with product with bad comments, I intend to purchase product with good comments.	1	2	3	4	5	6	7
Compared with product with bad comments, I might buy product with good comments.	1	2	3	4	5	6	7
I think I will keep buying product with good comments.	1	2	3	4	5	6	7
If product with bad comments has the same features as product with bad comments, I still buy product with good comments.	1	2	3	4	5	6	7
Makes sense to buy product with good comments instead of product with bad comments.	1	2	3	4	5	6	7
<b>F.Brand Familiarity</b>	1	2	3	4	5	6	7
I am extremely familiar with the Huawei brand name.	1	2	3	4	5	6	7
I definitely recognize the Huawei brand name.	1	2	3	4	5	6	7
I definitely have heard of the Huawei brand name before.	1	2	3	4	5	6	7