

UNDERSTANDING THE IMPACT OF PURCHASE INTENTION AMONG GEN Z ON PRODUCT REVIEWS ON ELECTRONIC PRODUCTS

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ABSTRACT

The research investigates the relationship between product reviews for electronic devices and purchase intention among Indonesian Gen Z customers. It explores how review valence, review quantity, brand trust, and product familiarity influence purchase intention with a focus on perceived risk, and brand image. This study used quantitative approach as a method of research. It used a survey to collect data, and the survey was distributed to 103 valid Gen Z respondents who had previously purchased electronic devices online. The data were analyzed using statistical analysis to test the hypotheses. The research results indicate that product familiarity, review quantity, review valence, and brand trust are among the significant variables that influenced electronic product purchase intentions. In order to enhance consumer trust and purchase likelihood, e-commerce platforms and businesses should focus on boosting both the quantity and quality of online reviews. Strategies such as rewarding user reviews and responding quickly to negative feedback are being suggested to boost company image and drive sales among Generation

Keywords: *Product review; consumer behavior; purchase intent; online shopping; electronic devices*

1. Introduction

The internet has become an integral part of humanity's lives in this century, and people have grown inseparable from it since everything has been linked online, from business to education, entertainment, and social interactions (Salah et al., 2020). The vast development of the internet has affected people's lifestyles and their shopping preferences, with many of them now preferring to do it online rather than traditional offline shopping (Venkatesh et al., 2022). The trend in internet usage in Indonesia has increased due to improved telecommunication infrastructures. The upward trend ranks the country fourth behind the People's Republic of China, India, and the United States as countries with the highest number of internet users in the world (Nurhayati-Wolff, 2024). E-commerce has affected the way Indonesians shop due to its ease of use and how it meets each individual's needs and values compared to the traditional shopping experience (Ariansyah et al., 2021).

Online shopping or e-commerce is a mechanism where consumers can purchase goods or services online (Al-Hattami & Corona, 2021). The E-commerce industry experienced a significant boom in several parts of the world following the increased access to computers and the introduction of the World Wide Web. As a result, industries began to computerize and digitalize e-commerce activities to keep up with market trends and it has been shown that smaller companies can keep up with the larger ones in some areas (Costa et al., 2023). Countries such as the People's Republic

of China reported ¥ 7.10 trillion in total online sales in 2017, which equated to \$ 1.09 trillion, a 32.2% increase compared to the reports from 2016 (Zhang et al., 2020). That same year, Statistics Indonesia and Bank Indonesia reported that there are approximately 30 million online shoppers, with a recorded value of 85 million Indonesian rupiah (Yahya & Sugiyanto, 2020). Technology nowadays allows users to see the seller's content, which includes product photo and product descriptions. Additionally, many e-commerce platforms allow sellers and buyers to communicate directly via in-app chat facilities (Zahara et al., 2021). Shopping facilities such as this have become the standard in the world of online shopping among shoppers since they are perceived to be more efficient whether it's time-saving, cost-effective, freer, and more secure in terms of selecting things to purchase. Online shopping platforms offer convenience and shopping efficiency for customers to find a variety of products to meet their sudden or continuous needs (Akin, 2024).

E-commerce platforms feature online reviews where consumers provide online evaluations or feedback regarding products, services, or experiences they have encountered (Kumar et al., 2024). Product review is a feature consumers can share their experiences about using a product, then conveyed whether in writing or verbally on social media (Wang & Wang, 2020, as cited in Pertiwi & Handayani, 2023). Online shopping has significantly impacted the way consumers purchase electronic devices, such as smartphones, laptops, tablets, etc. This segment, with an emphasis on smartphones, saw a surge in popularity in 2014 where it accounted for \$150.3 billion in the global smartphone market (He & Chen, 2018).

With a vast array of options with competitive prices, along with user-generated reviews, online shopping has become the go-to option for purchasing electronic products, trailing behind apparel purchases (Daroch et al., 2021). Existing studies have explored factors behind customer purchase preferences in the online marketplace in various industries, such as fashion, food, and beverage (Firmandani et al., 2021). There remains an opportunity to deepen existing research that focuses on the impact of product reviews on customer purchase intent in the electronic retail sector in Indonesia, despite this sector being ranked as the second largest market segment, trailing only behind fashion (Simangunsong & Subagyo, 2021).

This quantitative research investigates whether product reviews on electronic products can influence consumer purchasing decisions and affect their intentions to purchase among the Gen Z demographics. There is a research gap in this particular field as most research primarily focuses on purchase intention in general rather than specifically tied to electronics (Campos & Campos, 2024). Our research aims to deepen existing literature, understand the best marketing strategies from product reviews, and identify opportunities for e-commerce platforms to understand their review system. Through data analysis, we aim to validate our hypothesis that positive or negative reviews significantly affect consumer purchase behavior. Additionally, the research will assess other factors that may influence purchase intentions such as the credibility of the product review, and the number of reviews.

2. Literature Review

The existence of the Internet and the subsequent surge in online shopping popularity has changed how people shop and how it affects their lifestyles. Since almost all online marketplaces feature a product review feature, it is important to understand the impact of this feature on the customer's purchase intent along with other variables that could shape a purchase intent. Traditionally, a positive review of an electronic product can increase the likelihood of a purchase.

2.1 The Theory of Planned Behavior (TPB)

Understanding behavior has been an important aspect of many life, nature, and social science fields for a long time, particularly in psychology as it studies the behavior and the human mind, which led to the formulation of the Planned Behavior theory (TPB), a universally recognized theory in understanding purchase intentions. Ajzen et al., (1985) proposes that behavioral intention and perceived behavioral control serve as the basis of an individual behavior. A person's behavioral intentions may differ from one another as it depends on the individual's attitude (Dunn et al., 2012). The framework of this theory has frequently been adjusted and used in research that studies the impact of attitude, subjective norms, and perceived behavioral control on behavioral intention, on the basis that the individual makes conscious plans and decisions based on facts (Lihua & Fuente, 2022). However, the theory lacks a standardized scientific definition for behavior. This has led to many interpretations of it depending on the field and due to the varying methods of research (Uher, 2016). According to the TPB framework, behavior begins with behavioral beliefs that an individual holds (Ajzen et al., 1985). Their behavioral beliefs will define their attitude towards the aforementioned behavior. Later on, the perceived attitude will lead the individual to make an intention that will eventually lead to a behavior (Bosnjak et al., 2020).

Relationships between individuals, and their social and environmental aspects are taken into account when explaining consumer behavior according to the theory (Ahmmadi et al., 2021). Previous studies have discovered that intentions were indirectly influenced by attitude, perceived control, and subject norms (Abadi et al., 2021). However, results using the TPB often brought mixed results with inconclusive answers (Leong et al., 2022). Some studies returned with an understanding that attitude plays a significant effect on behavioral intentions (Pujadas-Hostench et al., 2019; Hung et al., 2017; Hajli et al., 2015). Not all research can prove that attitude has a significant effect on behavioral intentions (Hansen et al., 2018; Ho et al., 2014). Additionally, there is a significant relationship between subjective norms and behavioral intention (Hajli et al., 2015; Hong et al., 2014; Liébana-Cabanillas et al., 2018). Research by Hung et al., (2017) suggests otherwise since they were unable to prove such significance between the variables involved.

2.2 The Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model theory explains how the reception and the medium where the message is being stated can affect the changes in an individual's attitude (Petty & Cacioppo, 1986, as cited in Shahab et al., 2021). The theory has dual routes, the central and peripheral. The path one follows may be different since the cognitive capacity of one another is rarely the same and the degree of “elaboration” also plays a factor (Chang et al., 2020). Zhou et al., (2014) suggest a higher potential for a purchase

if the consumer perceives the message as helpful, valuable, and persuasive. Judging from the model, they also discover that consumers who find the information helpful will pass through the central route since their attitudes will change as a result of deep analysis and comprehension. On the other hand, consumers who follow the peripheral route will spend less time scrutinizing the information and it may diminish their interest. It is later discovered that reputation plays an important part in switching their stance and trusting the information presented (Chang et al., 2015).

The ELM has been frequently used in literature studies and by marketing researchers during attitudinal change studies (Kitchen et al., 2014). Some scholars considered this model sacred in marketing studies due to its strong literature support, how descriptive it is to accommodate different outcomes in different situations, and its academic precedents among scholars alike (Pasadeos et al., 2008). However, the model is not without its criticisms. For instance, the ELM did not work efficiently in countries such as the United States, the United Kingdom, and Australia due to a difference in academic thinking and resistance (Kerr et al., 2015). Questions also arise regarding the ELM's ability to accurately reflect different people's information-processing capabilities (Stiff & Boster, 1987). The theory's relevance in the 21st century has been questioned since the model's emphasis on traditional advertising media was based on the landscape of the previous century and did not consider technological advancement power in empowering consumers into account (Wang et al., 2009).

2.2 Electronic Product Reviews

2.2.1 Influence of Positive and Negative Reviews

The effect of online product reviews on customer purchasing intentions has been a common area of research in e-commerce studies, particularly those focusing on electronic products. The quality and valence of reviews have a favorable effect on purchase intention (Qiu & Zhang, 2023). Positive online reviews on shopping websites excelled recommendations from friends on social media in terms of attitude, perceived use, intention, and credibility (Cheong et al., 2020). While positive reviews generally raise purchase intentions, their impact varies depending on the product and consumer. For instance, some consumers need a detailed and objective product description when prior reviews are unable to provide comprehensive information. In the aftermath, they are likely to engage with more negative or positive reviews with clear implications for their purchase decisions when prior reviews are unclear about product quality (Zhu et al., 2020). Positive reviews are of the most important source of information and determining the confidence level for potential consumers in shaping a purchase intention.

In contrast, negative reviews can have a significant impact on consumer purchasing intentions. The frequency, content quality, and perceived risk of negative reviews all have a negative impact on purchase intention, with content quality having the most significant influence (Yang & Li, 2023). Negative reviews could affect future consumers' value perceptions of the goods and encourage buyers to look into alternative options (Weisstein et al., 2017). The influence of negative reviews tends to be directional, with customers likely to give more attention to negative information than positive information when making decisions (Pee, 2016). Negative reviews have greater significance due to their perceived diagnostic value (Lee et al., 2008). Negative

reviews frequently include precise information regarding product problems or issues, which consumers find especially beneficial in their decision-making process.

2.3 The Role of Brand Image & Trust

The impact of brand image is significant in the world full of high-tech electrical products (Rakib et al., 2022). Electronic word-of-mouth (eWOM) has a significant impact on brand image and purchase intention, particularly in consumer markets (Jalilvand & Samiei, 2012). A strong brand image induces consumers to pay higher prices, which can contribute to a company's competitive advantage (Chakraborty & Bhat, 2018). Reputed brands with a stronger image have significant advantages over non-reputed brands because their image is associated with psychological assurance, which is why consumers choose to trust reputable brands (Raj & Roy, 2015). The customer's attitude toward a brand has a significant effect on their purchase intention since brand attitude is the most important determinant of purchase intention (Abzari et al., 2014, as cited in Kudeshia & Kumar, 2017).

2.4 Purchase Decision Process in Online Shopping

According to Kim & Ko, (2012), purchase intention is a result of a consumer's interest in and potential for purchasing a product. Understanding how the purchase decision process works is important for any business in this day of age. The purchase decision process is defined as the steps the consumers will go through in making a purchase decision (Hanaysha, 2018). The consumer behavior model divides the purchase decision process into five stages: problem recognition, information search, alternative search, choice, and outcome (Dewey, 1910, as cited in Bruner & Pomazal, 1988). The first step of the purchase decision starts with how the consumer recognizes their problem, based on the current conditions and the desired result (Crittenden & Micken, 2014). The second step, the information search is where consumers search for solutions to their problems offline or online and get the most out of their time and effort (Ratchford et al., 2003). The third step discusses how consumers evaluate their alternatives before making a purchase. This phase divides consumers into two categories, the first one is maximizers, the type of consumers who enjoy the flexibility to choose the best alternative from various options (Dar-Nimrod et al., 2009). Vice versa, satisficers are those who allocate less time to considering alternatives (Karimi et al., 2018). Research shows that maximizers are generally less happy than their satisficer counterparts since their tendency to discover various alternatives can lead to greater amounts of doubt in their purchase decision (Schwartz et al., 2002). After alternatives have been taken into account, the consumer will enter the purchase decision phase where they will decide whether or not to proceed with the purchase. Should they decide not to, the purchase decision will end here (Kotler et al., 2018). The purchase decision process ends with an evaluation after the consumer has made a purchase. In this concluding phase, the consumer evaluates their experience throughout each purchase decision process and to the eventual consumption of the product, with a view to repurchasing in the future if they are satisfied (Francken, 1983).

Only some people will follow the same path since several factors can affect customer behavior. Some people would spend less time choosing either low or high-value products because fulfilling their needs is the priority (Neubauer et al., 2020). For

starters, research on corporate social responsibility (CSR) initiatives suggests that companies that actively engage in socially responsible activities can influence the purchase decision process which results in a higher purchase rate since this action is explained by researchers as the customer's effort to reward a company's good deed (Bhattacharya et al., 2020). Online advertising is also considered among the factors that influence purchasing decisions and has been studied frequently before (Hsu et al., 2014; Blasco-Arcas et al., 2014). Online advertising soon became a prominent on social media networks which then evolved into social media marketing in recent years. Social media marketing is defined as marketing activities that are conducted through social media (Sümer & Hacıoglu, 2019). Customers are more likely to be stimulated and influenced by brands that are active on social media front (Jamil et al., 2012).

2.5 The Influence of Social Proof and Society

Social proof is now recognized as a crucial factor in determining purchase intention, particularly for electronic products. Consumers are influenced by their social surroundings, and understanding these impacts is essential for businesses (Bhukya & Paul, 2023). Social contact increases the probability of actually purchasing the product and sharing their experience with peers, which in turn affects purchase intention (Wang & Yu, 2017). In the context of electronic goods, peer opinions and experiences influence buying decisions, especially among people who are frequent users of electronic products. Consumers' exposure to social influence, including information and normative susceptibility, influences how they make decisions (Kushwaha et al., 2022). User reviews, ratings, and popularity indicators are several forms of social proof that can have a significant impact on consumer purchasing decisions (Zhang & Zhang, 2023).

The influence of society and others on purchasing decisions goes beyond social proof. Social influence can affect purchasing intention both directly and indirectly through perceived value (Gan & Wang, 2017). To find information about a product, consumers usually look at reviews and ratings from other customers or experts as a source of accurate and objective information, with some seeking reviews from friends as recommendations (Amblee & Bui, 2011). The consumer's journey concept combines past research on social effects, and other customers' journeys to make purchase decisions (Hamilton et al., 2021). These social effects can have a particularly strong impact on customer preferences and buying decisions for electronic products, which frequently serve as status symbols or represent technological competence.

2.4 Gen Z: The Digital Natives

Gen Z, also known as Zoomers, refers to the demographic composition of those born between the middle of the 1990s and the 2010s, the range may vary depending on the author but 1995 is often considered as the starting point (Benítez-Márquez et al., 2022). Most Gen Zers have the preceding Gen X as their parents, who are extremely protective of their children (Schenarts, 2020). Gen Z is described as ambitious and highly confident in taking on tasks handed over by the organization (Pataki-Bittó & Kapusy, 2021). Dubbed the “digital natives”, the Gen Z demographic is the first social generation to grow up with internet access (Chang & Chang, 2023). Gen Z is currently the leading generation that constitutes 32% of the global population, surpassing the millennials (Wood, 2018). Due to their reliance on technology, the Gen Z demographic is often stereotypically labeled as “technology-obsessed”, yet there is

not enough data to fully support such a generalization (Schnapp et al., 2022). Research by Vogels et al. (2022) discovered that Gen Z has either or all these three primary devices that grant them digital access: 95% of them have access to smartphones, 90% own a personal computer or laptop, and concluded with 80% of those accessing from gaming consoles. The very same research also adds that the percentage of Gen Z having online access to the internet has risen from 92% at the end of 2015 to 97% in 2022.

2.4.1 Gen Z in E-commerce

The Gen Z demographic possesses the ability to succeed and thrive in a digital age because they grew up with technology. It is no surprise that this generation has become the target for various marketing operations, including those in e-commerce. The need for convenience and ease of use in such a short period has attracted more attention to online shopping (Kumar & Kashyap, 2018). With their technological mastery, Gen Z has confidence in engaging with the internet compared to traditional research mediums for quicker and easier access to a wealth of information compared to the preceding generations. As a generation that interacts vigorously with technology, tapping into the Gen Z market is considered a massive opportunity for businesses and marketers to understand their online behavior (Soni & Vohra, 2022). Previous research has studied the reasons behind e-commerce popularity as of late but there remains a research opportunity that is centered specifically on Gen Z's behavior in e-commerce in Indonesia (Huwaida et al., 2024). Research by Lestari (2019) discovered that Gen Z tends to be more creative and innovative with the ability to integrate the two with creativity and imagination which allows them to react more favorably towards e-commerce systems. The same research also discovered that the characteristics of Gen Z males and females are relatively the same as they have no intention to adopt a product before they receive a positive evaluation. 41% of Gen Z consumers are reported to be impulse buyers who desire to have the newest items at the fastest possible speed (Djafarova & Bowes, 2021). Sharma et al., (2023) supported this claim by attributing it to the "fear of missing out" phenomenon caused by information overload on social media. Ngo et al., (2024) continued from Sharma et al., (2023) research by discovering that scarcity tactics such as "limited edition", seasonal products, or a flash sale boosts the likelihood of consumer arousal, especially if the products use visual stimuli that have a profound effect on the customer's emotional state.

2.5 Hypothesis Development

A hypothesis is the groundwork for any research project. It is an assumptive statement about the relationship between several variables that can be measured empirically (Williamson, 2002). We propose the following hypothesis based on our research framework:

- H1: Review negatively influences the perceived risk of electronic products.
- H2: Review positively influences the brand image of electronic products.
- H3: Brand Trust negatively influences the perceived risk of electronic products.
- H4: Brand Trust positively influences the brand image of electronic products.
- H5: Perceived Risk negatively influences purchase intention of electronic products among Gen Z.

H6: Brand Image positively influences the purchase intention of electronic products among Gen Z.

H7: Product familiarity moderates the relationship between perceived risk and purchase intention, weakening the negative impact of perceived risk when product familiarity is high.

H8: Product familiarity moderates the relationship brand image, with a stronger positive impact of brand trust on brand image for individuals with high product familiarity.

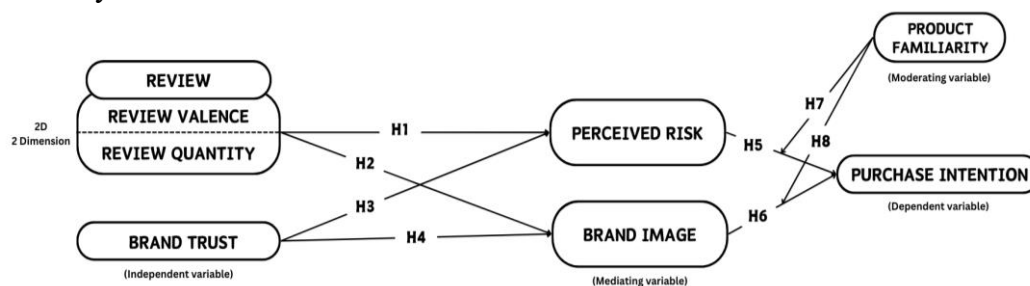


Figure 1. The Research Framework

3. Methodology

3.1 Sample, Sampling Technique and Data Collection

Our research aims to understand whether online review affects customers' purchase intention in e-commerce using quantitative research. Quantitative research uses empirical assessments based on numerical results (Olanrewaju et al., 2020). Based on the sampling methodology, the population of this research refers to Indonesian Gen Zs, while the sample consists of 100 Indonesian Gen Z respondents. This research uses a simple random sampling methodology, meaning that every Indonesian Gen Z has an equal opportunity to participate in the research (Suchindran & Kempf-Leonard, 2005). The data collection process was distributed online for Indonesian Gen Z who had previously shopped online.

To qualify for the research, the respondents previously must have made an electronic product purchase on e-commerce. This research uses the five-point Likert scale for measurements as the respondents rate their level of agreement with the question; with one point if the individual strongly disagrees with the statements, two points if the individual disagrees, three points if the individual is indifferent between agreeing or disagreeing, four points if the individual agrees with the statement and five points if the individual strongly agrees with the statement (Refer to Appendix A). The research uses a five-point model as it is considered easier to come up with descriptive terms for each point as the ratings reach higher numbers (Tullis & Albert, 2013). The research uses the SmartPLS software to analyse the relationship between each variable; the characteristics of the respondents and the dependent variable itself. The software is taken into consideration as it was considered by experts to be one of the best available software to manage and analyze data for social and behavioral science research (Plume, 2004).

3.2 Demographic Profile

Table 1 shows the profile of the Gen Z respondents who participated in our online survey. 105 survey questionnaires have been distributed to Indonesian Generation Z.

However, only 103 responses were determined valid and qualified for use in further research as two respondents had declared they had not shopped online previously during the screening question. In this research, the male respondents were 45, accounting for 42.9%, and the females were 60 respondents, representing 57.1% of the genders that participated in the survey. As the survey targets the Gen Z demographics in Indonesia, the specifics of the age group are limited and divided into three groups, which were 12–18, 19–24, and 25–29. Based on the results presented in Table 1, the majority of the Gen Z respondents were between 19 and 24 years of age, a number representing 81.9% of the total respondents’ age. In terms of occupation, a majority of the respondents were undergraduate college students with 81 respondents, representing 77.1% of the occupation composition. The descriptive statistics indicate that the majority of Gen Z participants in this research were undergraduates.

Table 1. Respondents Profile

Demographic Profile	Item	Frequency	(%)
Gender	Male	45	42.9%
	Female	60	57.1%
Age	12 - 18	13	12.4%
	19 - 24	86	81.9%
	25 - 29	7	6.7%
Occupation	Elementary School Student	0	0%
	Middle School Student	9	8.6%
	High School Student	4	3.8%
	Undergraduate	81	77.1%
	Employed	13	12.4%
	Elementary School Student	0	0%

3.3 Measurement Model Assessment

Outer loadings of all items are presented in Table 2. A loading value greater than 0.7 indicates that the construct can explain over 50% of the indicator variance (Hair et al., 2019; Fitriaty, 2022). Based on Table 2, the result showed that all of the indicators were over 0.7, except “BT4” and “PI4” indicators (loadings score of 0.605). Cronbach’s alpha was used to measure and examine the reliability for all the constructs. The minimum acceptable Cronbach’s alpha is 0.7 or above (Hair et al., 2019; Bujang et al., 2018). Also, the researcher Nimako stated that the higher the Cronbach’s alpha, the higher the reliability of multiple measures for the measurement of each construct (Nimako, 2014). As shown from Table 2, all the constructs were higher than the standard requirement (0.7) except review valence which is below the standard requirement (0.640).

Table 2. Reliability and Convergent Validity Assessment

Construct	Indicators	Outer Loadings	Cronbach’s Alpha	Composite Reliability	AVE	VIF
Review						
Review Valence	RV1	0.870	0.640	0.847	0.735	1.285
	RV3	0.845				1.393
Review Quantity	RQ1	0.742	0.709	0.837	0.632	1.357
	RQ2	0.846				1.570
	RQ3	0.794				1.350

Brand Trust	BT1	0.714	0.836	0.884	0.607	2.171
	BT2	0.857				2.882
	BT3	0.831				1.906
	BT4	0.654				1.478
	BT5	0.819				2.381
Perceived Risk	PR1	0.921	0.850	0.893	0.677	2.516
	PR2	0.779				2.164
	PR3	0.713				1.759
	PR4	0.864				2.197
Brand Image	BI1	0.795	0.765	0.864	0.680	1.592
	BI2	0.865				1.885
	BI3	0.812				1.448
Product Familiarity	PF1	0.802	0.800	0.882	0.715	1.558
	PF2	0.890				2.149
	PF3	0.842				1.790
Purchase Intention	PI1	0.821	0.812	0.870	0.576	1.777
	PI2	0.740				1.952
	PI3	0.816				2.039
	PI4	0.605				1.361
	PI5	0.792				1.775

Convergent validity reflects the extent to which two measures capture a common construct (Carlson & Herdman, 2010). Convergent validity examines how well a construct's indicators explain the variation of its components (Voulgaridou & Kokkinos, 2019). This study uses the average variance extracted (AVE), which is commonly used to assess discriminant validity by measuring all associated components. The mean of squared loadings for all indicators connected with the construct is used to calculate the value of AVE (Ringle et al., 2023). Moreover, the minimum acceptable value for AVE is 0.5. If the value is more than 0.5, the result means that the construct explains more than 50 percent of the variance of items. Based on the result from Table IV, all the AVE values for the constructs in this research exceed 0.5. As all of the AVE values exceeded 0.5, the convergent validity was established in this research. Apart from that, discriminant validity was also assessed. After establishing indicator reliability, internal consistency reliability, and convergent validity, the reflective measurement model proceeded to discriminant validity (Cheung et al., 2023). Discriminant validity evaluates the distinctiveness of different constructs within the study, ensuring that measures that are not supposed to be related are unrelated or minimally correlated (Lim, 2024). This study uses Fornell and Larcker criterion to assess the discriminant validity (Hair et al., 2019; Ab Hamid et al., 2017). The results illustrates that discriminant validity for all items are held (Table 3). To prevent bias from collinearity, each indicator in the construction was measured using the variance inflation factor (VIF). VIF values should not exceed 5, as this can lead to collinearity difficulties and inaccurate findings (Vörösmarty & Dobos, 2020). According to the results from Table 2, all of the indicators' VIF values were less than 5, indicating that no collinearity issues were identified.

Table 3. Discriminant Validity Assessment

Fornell-Larcker Criterion	Brand Image	Brand Trust	Perceived Risk	Product Familiarity	Purchase Intention	Review Valence	Review Quantity
Brand Image	0.825						

Brand Trust	0.578	0.779					
Perceived Risk	0.089	-0.129	0.823				
Product Familiarity	0.607	0.535	-0.007	0.846			
Purchase Intention	0.463	0.589	0.022	0.556	0.759		
Review Quantity	0.462	0.427	0.100	0.448	0.572	0.795	
Review Valence	0.360	0.436	0.253	0.460	0.563	0.545	0.857

4. Results and Discussion

4.1 Results

Predictive relevance (R^2). After having confirmed no collinearity issues in this research, coefficient of determination (R^2) was used to measure how well the construct was explained toward all the constructs in the research. The minimum requirement of R^2 was 0.2, and the construct was relevant and significant if the value of R^2 exceeded 0.2 (Hair et al., 2011). Based on the result from Table 4, the value of R^2 purchase intention was 0.343 which represented that the construct was relevant and significant.

Table 4. Model Summary (R^2)

Variable	R Square (R^2)	R^2 Square Adjusted
Brand Image	0.398	0.386
Perceived Risk	0.089	0.071
Purchase Intention	0.343	0.310
Review Quantity	0.832	0.830
Review Valence	0.706	0.704

Path coefficient significance and relevance were evaluated as the final step in the structural model assessment process. The path coefficients should be significant at least at the 0.05 level (Mohamed et al., 2018). Based on the result from Table 5, the direct effects show that brand trust to brand image (H4) and review to brand image (H2). Brand trust influence brand image with the p value of 0.000 and this indicates that higher levels of trust in a brand boosts its perceived image among consumers, meaning reject H0, accept H4. Review influences brand image with the p value of 0.003 indicates that positive and credible reviews help considerably to boost brand image, meaning reject H0, accept H2.

Table 5. Results of Hypothesis Testing

Hypothesis	Original Sample (O)	Sample Mean	Standard Deviation	T Statistics	P Values	Result
H6: Brand Image → Purchase Intention	0.173	0.188	0.128	1.351	0.180	Not Supported
H4: Brand Trust → Brand Image	0.459	0.463	0.089	5.167	0.000***	Supported
H3: Brand Trust → Perceived Risk	-0.256	-0.266	0.134	1.905	0.060	Not Supported

H7: Moderating Effect 1 → Purchase Intention	0.035	0.037	0.077	0.448	0.655	Not Supported
H8: Moderating Effect 2 → Purchase Intention	-0.099	-0.086	0.088	1.123	0.264	Not Supported
H5: Perceived Risk → Purchase Intention	0.037	0.028	0.121	0.308	0.759	Not Supported
H2: Review → Brand Image	0.279	0.288	0.092	3.026	0.003**	Supported
H1: Review → Perceived Risk	0.298	0.306	0.157	1.896	0.061	Not Supported

Based on the results of Table 5, H1, H3, H5, H6, H7 and H8 do not have a significant relationship. Therefore, the results could imply that certain direct links are possible (for example, reviews impacting brand image or brand trust influencing purchase intention), their indirect impacts through intermediary variables such as brand image or perceived risk are insufficient to significantly influence purchase intention (Table 6).

Table 6. Results of Indirect Effect

Indirect Effect	Original Sample (O)	Sample Mean	Standard Deviation	t- Statistics	p values	Result
Brand Trust → Brand Image → Purchase Intention	0.079	0.086	0.062	1.286	0.201	Not Supported
Review → Brand Image → Purchase Intention	0.048	0.058	0.046	1.045	0.298	Not Supported
Brand Trust → Perceived Risk → Purchase Intention	-0.010	-0.004	0.034	0.284	0.777	Not Supported
Review → Perceived Risk → Purchase Intention	0.011	0.017	0.039	0.286	0.775	Not Supported

Generation Z respondents, who represented the study's sample, placed a high value on online evaluations, as this creates image of the brand of electronic goods. The findings also suggest that product familiarity does not either moderate the relationship between risk and purchase intention, nor brand image and purchase intention. These results are not in line with the previous studies. Perhaps, direct effect of product reviews and brand image on purchase intention can explain better.

5. Conclusion

The purpose of this research was to examine the relationship between product reviews on electronic products and purchase intent among Generation Z in Indonesia. The research shows that variables like review quantity, review valence, and brand trust have significantly impacted on brand image. Similar to this result, brand trust also has significant impact on brand image. However, the indirect relationship between brand trust and product review is not significantly associated with purchase intention. Product familiarity is not established as an essential moderator.

The research indicates the necessity of having a strong online presence for businesses targeting Generation Z, promoting real customer reviews, and responding effectively

to consumer feedback. Despite its usefulness, the study is limited by its emphasis on a certain demographic, geographic location, and time constraints. Further research could broaden the scope to incorporate other generations and larger geographic regions, improving the generalizability of the findings. Furthermore, researching other aspects of online reviews will provide an even deeper comprehension of their impact on purchase intention.

5.1 Implications of this study

According to the final research model, review quantity and review valence and brand trust were the most important aspects of online reviews that influenced Generation Z's when they intend to purchase electronic products through online channels. This result is consistent with previous studies (Lawrence et al., 2000; Qiu et al., 2024; Zhao et al., 2019). From the research results, it can be concluded that customers will be more likely to look at product reviews and brand before they buy the product.

Gen Z of Indonesia's lifestyles are heavily influenced by social media and online reviews on e-commerce when considering purchase decisions. Negative online reviews can impact a company or a shop's image or reputation, and most importantly its sales. We can conclude that addressing a negative review in a swift and responsive manner can increase brand trust, which ultimately can affect reputation and sales.

Since review quantity has a significant role enhancing brand image, companies can encourage customers to write a review of their experience in using the electronic products they have bought. Research by Liu et al., (2021) discovered that products with lower review quantity is not favorable for readers, and vice-versa, those with higher quantity are considered desirable and helpful for prospective customers. Therefore, having a considerable amount of reviews is important to win customers over. In order to increase the number of reviews featured, companies can encourage customers by offering an incentive for writing them a review with a promise of a future discount or other financial perks for their next purchase (Willems-Somohardjo, 2017). This statement is echoed by Leung (2020) from a hospitality perspective, where companies can provide hyperlinks for customers to leave reviews in exchange for compensation for their time. From the feedback acquired, companies can help companies identify how they can fix and improve the products they sell. Additionally, Cheong et al., (2020) also added that a company with a high response rate is more likely to have more customers willing to leave a review and they will be more open to share their experiences and get approval or solutions from the company if they face any problem.

Online reviews either positive or negative reviews, can influence a customer's purchase intention. While review quantity is important, the quality of the review should also be of high quality. The word count of the review is considered one of the metrics to measure review quantity (Chou et al., 2022). However, in truth, there are still many reviews where customers wrote long reviews to meet the minimum count despite their information is not informative to prospective customers (Sun et al., 2019). As such, the company and the store owner should appoint a dedicated employee to oversee the reviews on their product to minimize confusion and maintain the quality of the reviews posted (Cheong et al., 2020). Review valence whether they are positive, negative, or neutral is a key indicator of a customer's satisfaction and this is one of the

common metrics for a company to measure the performance of the product sales (Zhao et al., 2024). The influence of a neutral review has a lower significance compared to those who write positively or negatively (Mudambi & Schuff, 2010). From this, the company should ask their customers to be genuine in writing their reviews, especially if it is positive to attract more customers.

The internet has changed the way customers view companies and as such it is important for a company to have the trust of its customers. For example, responding to and addressing a customer's negative review can enhance the brand's trust and image. Companies now not only have to seek maximum profit but also earn their customer's loyalty to make sure they stay loyal to the brand (Cardoso et al., 2022). Both one-way and two-way communication are deemed as the main variables in increasing brand satisfaction, which in turn increases brand loyalty (Debra & Aron, 2005, as cited in Azize et al., 2012). In broader terms, the image of the brand, with an emphasis on the customer's perception is the key identity to distinguish one brand from its competitors (Tahir et al., 2024).

5.2 Limitations

One of the limitations of this research was that the research findings may only be appropriate and usable for future researchers to utilize as a reference or guideline for the associated topic in Indonesia. This is because the research was only conducted in the Jakarta metropolitan area, which does not reflect the entirety of Indonesia. The target respondents were only from Generation Z in Indonesia, which does not represent the entire Indonesian population. Furthermore, this research only examined a few aspects of online reviews, such as review valence and review quantity, making it unable to fully understand the most relevant online review factor influencing Indonesia Generation Z's online buy intention for electronic goods. Furthermore, other variables such as perceived risk and brand image which do not influence purchase intention need to be investigated in future study. The effect of product familiarity as mediator between image and risk and purchase intention must also be examined in the next research. The sample size of this study was too limited, making it unable to generate highly reliable results when compared to big sample size research. Therefore, bigger sample size and the scope of respondents should be expanded to include different generations, such as millennials and Generation X.

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