

# Factors Influencing eWOM Review Adoption: An Empirical Evidence from Vietnam Tourism Website

Sinh Duc Hoang<sup>1,2</sup>, Anh Dao Kim<sup>1</sup> and Phi Hung Truong<sup>1</sup>

<sup>1</sup> Faculty of Management and Economics, Tomas Bata University in Zlin, The Czech Republic

<sup>2</sup> Department of Economics – Finance Ho Chi Minh City University of Foreign Languages - Information Technology, Vietnam

[dhoang@utb.cz](mailto:dhoang@utb.cz), [sinhhd@hufliit.edu.vn](mailto:sinhhd@hufliit.edu.vn)

[kim@utb.cz](mailto:kim@utb.cz)

[ptruong@utb.cz](mailto:ptruong@utb.cz)

**Abstract:** Based on the cognition-affection-behaviour model, this study investigates the effects of tie strength, homophily, source trustworthiness, and source expertise on e-WOM credibility (EWC), which in turn affects the attitude toward the product (ATP), the attitude toward the website (ATW), and the adoption of eWOM review (ERA). The study sample includes 527 travellers who purchased a full trip via the Viet travel website. This study used Structural Equation Modelling (SEM) to assess the suggested model, demonstrating a good fit. The findings show that tie strength, homophily, source trustworthiness, and source knowledge all have a substantial and favourable influence on EWC. Furthermore, homophily has a considerable and favourable influence on the source's strength and trustworthiness. The findings also show that EWC has a substantial and favourable influence on ATP, ATW, and ERA. This research adds to the literature by including several viewpoints and aspects from informational and interpersonal drivers. Furthermore, this research argues that these variables influence ERA via EWC and dual mind-sets (ATP and ATW).

**Keywords:** eWOM Credibility, eWOM Review Adoption, Attitude Toward The Product, Attitude Toward Website, Cognition-Affection-Behaviour Model

---

## 1. Introduction

### 1.1 Background and Rationale

The tourism industry is one of the most important sectors of the global economy and is a major contributor to the Gross Domestic Product of many countries. The success of the tourism industry is largely dependent on the ability of providers to attract and retain customers. In recent years, the emergence of new technologies and the digitization of the tourism industry have changed how businesses market and promote their services.

Given the importance of eWOM in the tourism industry, it is essential to understand the factors that influence consumers' adoption of online reviews and recommendations. eWOM has been found to have a significant impact on consumers' purchase decisions. Therefore, it is important to understand the factors influencing eWOM adoption to develop more effective marketing strategies (Ismagilova et al., 2021).

The focus of this research project is on the Vietnam tourism website. Vietnam is one of the fastest-growing tourism destinations in the world, and it has seen a rapid increase in the number of tourists in recent years. Therefore, it is important to understand the factors influencing eWOM adoption among consumers in this market to promote and market the destination to potential customers effectively.

This research project explores and analyses the factors influencing consumer eWOM review adoption, focusing on the Vietnam tourism website. This research project is important as the results from this research can be used by businesses to understand better the factors influencing eWOM review adoption and how they can leverage these factors to increase customer satisfaction and success. The research project is based on an empirical evidence approach, in which both qualitative and quantitative data will be collected and analyzed. This research project aims to provide a comprehensive understanding of the factors influencing eWOM review adoption and how this phenomenon can be used to improve the effectiveness of marketing strategies in the tourism industry.

### 1.2 Overview of the Vietnam Tourism Website

The Vietnam Tourism website is interactive and informative, providing tourists with information about the country, its attractions, and the best places to visit. It features a variety of interactive maps, guides, and resources to assist travelers in planning their trips. It also provides information about the country's history,

culture, and customs. The website also provides information about the different types of accommodations and transportation available in the country. Additionally, it provides information about the different activities, attractions, and attractions tourists can enjoy in Vietnam.

The website also has a section devoted to the various festivals and events that occur throughout the year in the country. It includes information about the various music, art, and cultural events in Vietnam. It also provides information about the different activities tourists can participate in while in the country. Additionally, the website provides a directory of restaurants, hotels, and other attractions available in the country. In addition, the website also provides a range of tools and resources to help tourists plan their trip, including a travel planner and a currency converter. It also provides travel tips and advice for tourists planning a trip to Vietnam. Additionally, the website offers information about the different types of visas, visa requirements, and the documents required to access the different attractions and activities in the country.

### **1.3 The importance of eWOM reviews in the tourism industry**

eWOM (electronic word-of-mouth) reviews are a powerful tool for the tourism industry. They are essentially online reviews created by customers who have used the services of a particular company or visited a particular destination. The power of eWOM reviews lies in the fact that they serve as a way of disseminating information on a large scale. They are also considered more credible than traditional marketing materials, as they come from real customers with real experiences. It means that potential customers can get a more accurate view of what they can expect from a particular company or destination before they make a decision.

EWOM reviews have particularly influenced the tourism industry. It is because customers are more likely to trust reviews from other customers who have experienced the same thing rather than trusting marketing claims made by the company itself. It can be particularly important for destinations and companies trying to attract new customers from different countries, as potential customers may not be as familiar with the destination or company as those who have already visited it. eWOM reviews can also provide valuable feedback to a company or destination. It can be used to make improvements and to serve customers in the future better (Williams et al., 2017). Companies can also use eWOM reviews to gauge customer satisfaction and gain insights into customer preferences.

## **2. Literature review**

The cognition-affection-behavior (CAB) paradigm is made up of three parts. Cognition is the production of awareness, viewpoint, acknowledgment, and comprehension of a person's cognitive state towards a specific event via her/his conscience and the acquiring of information, product description comparison, progress of perceptions, insight, and perceived benefits. Affection is a psychological sentiment experienced by a person whenever there is strong relationship among his/her assessment and mental condition (subjectively affection, sensation, or experience) toward a particular event. S/he is driven by good or negative emotions such as like, disliking, loving, or hating this occurrence. After the creation of cognition and attachment for a certain event, conduct is an individual's actual activity or behavioral goal (Mikulincer et al., 2003). The CAB model has been used to look into the connections among both consciousness, emotions and attitudes in social network site (Huang & Sarigöllü, 2014; Lu et al., 2022) as well as to explore customers' behavior from the viewpoint of WOM (Abubakar et al., 2017; Park & Kim, 2008).

Tie Strength indicates that the social structure and the SNSs has an interactive relationship from different perspectives and they depict the strengths of their relationship in the SNSs concept (Lim et al., 2022). There are four basically known components of tie strength which include similarity, familiarity, support and partnership. The interaction of the message that is conveyed through the use of the electronic word of mouth can be sent and received from a weak tie all the way to stronger tie based on the mentioned components. According to (Shan & King, 2015), the tie strength can be described as the intensive interaction and a very close relationship among the tourists and the tourism website users. Tie strength plays a significant and different roles where they help in connecting WOM processes by acting as a network on the perspective for of interpersonal network and is considered as the most important concept for EWC. Through this concepts, the consumers and the customers who in this case are the tourists, are ready and can collect on the different positive comments about the experience on their destinations through the use of SNSs in relation to positive review adoption.

H1: Users' tie strength positively affects EWC

In most cases in their lifetime, people tend to choose and select friends whom they are likely to know very well and are comfortable with. Homophily is in a position to explain a situation where consumers and tourists have similar characteristics as well as the attributes that are to some extent tend to be similar like age, sex or even race (Chu & Kim, 2011). The homophily between the person who is looking for information or basically a researcher, and the source of the information are directly related in a relationship that is influenced by the EWC. The communication between the information seeker and the information sender are likely by high chances to occur and this happens with the individuals who have similar characteristics. Using the SNSs the user or the customer who wants to search for information can choose their desired contacts to which they want to communicate with (Suwantee et al., 2019).

H2: Users' homophily positively affects EWC.

Source of Trustworthiness can be defined as the accessing of information sources to perceive are said to be more authentic and credible where most of the consumers and tourists review that the electronic word of mouth is trustworthy (Verma & Dewani, 2021). However, through this concept, the message senders believe in using the EWC in relation to electronic word of mouth. On the other side, the message or the information receivers can easily believe and trust on the positive information and that the information comes from a trustworthy sender and website. Here we focus on the sources of messages where trusted information is being shared from one person or another and can easily be believed by the message receivers. From the websites people searching for information for reviews actually think and believes that the information from the source expertise is valuable to which it is based on their suggestions and experience in using the website and this frequently will be able to generate the trust among information seekers. The source expertise enrolls the information in peer groups, and this will help in increasing trust for information among satisfied customers (Moran & Muzellec, 2017).

H3: Users' perceived source of trustworthiness positively affects EWC.

H4: Users' perceived source expertise positively affects EWC.

Attitude is one of the main concepts that are implemented in the eWOM where it is described as a reaction based on psychology from an individual (Kudeshia & Kumar, 2017). After the evidence is provided for the expertise, trustworthiness and the general rating as in homophily and in this process it demonstrates on the involvement and relationships among users and customers. The product effectiveness and different attitudes towards the product where in this case we will be focusing on the services offered by the Vietnam Tourism. The creditability of the electronic word of mouth aims at directing positive attitudes to the consumers of the services provided. It connects with ATP which is described as an emotional expression that is most likely to be expressed by the information researchers who tend to find information based on the attitude of the product (Wang et al., 2015). Just like on the attitude to where website, there are different individuals both message senders and message receivers who tend to develop different attitudes towards the website. However, the website is designed in a way that will be able to hold all the messages from the customers who have experienced on the services and through the electronic word of mouth, the customers are able to review on the creditability for the website as well as writing comments to which may serve as positive impacts or negative impacts on the general website usage the information is the displayed is on the website for the product will create different emotional expression after the review on the product is displayed (Lee et al., 2009).

H6: EWC positively affects ATP

H7: EWC positively affects ATW

The attitude of an individual that directly or indirectly triggers their behaviours in some point (Sheppard et al., 1988). However, attitudes to which are made up of cognitive and affective attitudes are described to have positive effects on the ERA In relation to the eWOM intentions. The intentions are basically to draw a large number of tourists in to the website and search for significant information based on the tourism in Vietnam. The perceived usefulness of the website will develop different attitudes towards the users and this will general different intention on how the users will be able to access the website information. Positive comments and reviews will help significantly develop strong ATP and develop better attitudes towards the website hence more consumers will be able to access and search information within the website.

H8: ATP positively affects ERA

H9: ATW positively affects ERA.

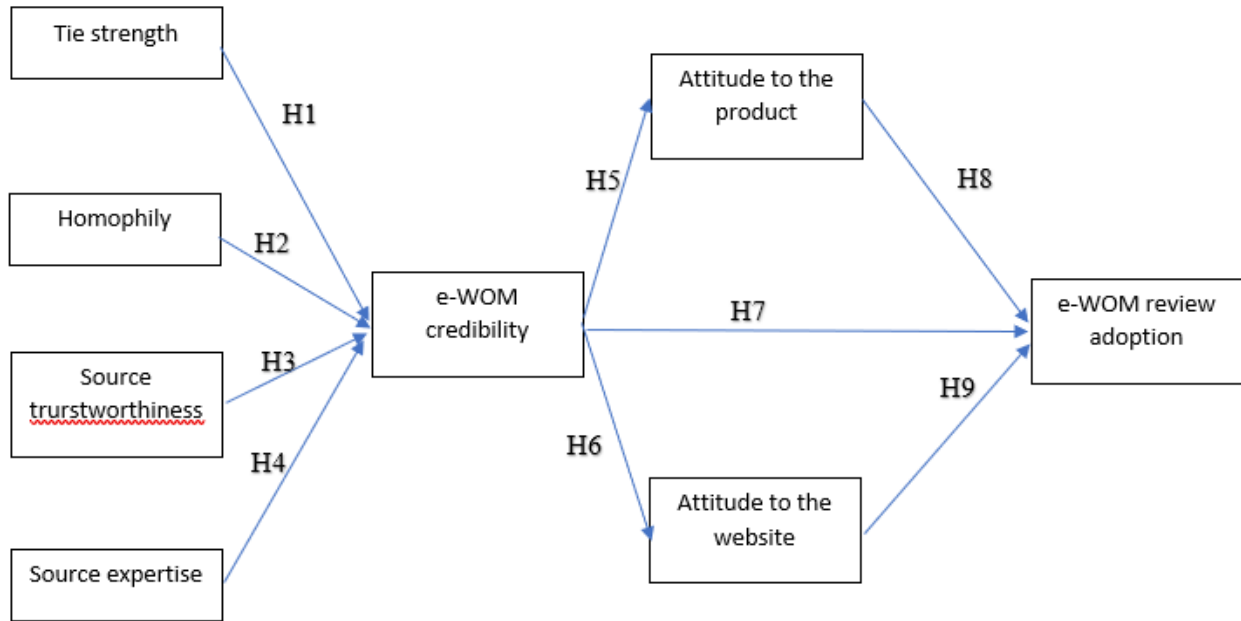


Figure 1: The conceptual framework. Source: the author’s work.

### 3. Methodology

The tourism website in relation to the eWOM is an online tourist service and platform where in this study based on the research target and respondents are those individuals who have been using the website for over one year and are always browsing continuously the information about the website. The website is developed to acquire and have a large set of information hence large database with all different information that can be acquired by all individuals from diverse of the world. Basically, the language on the website that was used is English to which every individual’s claim to be comfortable with but additional options for the translation of the language to different languages based on the originality of the tourist.

During the data collection and analysis, different methods are used which first we used the sampling and data collection methodology and this focused on the tourists who have been browsing through the website continuously and this study aimed at reviewing on the access and browse of data within the eWOM for Vietnam tourists from various tourists accessing the information system of the sector which was in a position to conduct both the pre- test and the pilot testing of the website usage and access before conducting the actual survey. Through this process of study and data collection we invited three professors who are in well knowledge of the management information system of the website and are in control of the database and also invited five active tourists who have been using the website for more than one year and have been browsing continuously. We as well conducted tests in ten rounds where each round consisted of five individuals’ well known and established o the Vietnam tourism via the eWOM. In order to meet all the requirements for the final survey and questionnaire test we conducted the pilot test to some of the tourists who have been using the eWOM and the tourism website to visit Vietnam as well as to book of hotels and other visiting areas and these tests were to ensure that the questionnaire and the survey meets all the requirements and criteria expected which include; validity of conduct measurements and reliability of the test.

There was a survey conducted one month which was conducted online for the tourists and respondents who were out of the state physically and could access the online platform where we had posted the questionnaire. There are 653 respondents to the survey, of which 527 are valid.

### 4. Results

Upon completion of the sampling and data collection processes, a rating of about 80% of the samples were resulting to the outcome, where the chi- square test was used in that the main aim was to check on the gender, age and different percentage of responses from different individuals and tourists. The result indicated for the total age of the tourists who access and regularly uses the website is (df 10 4,  $\chi^2$  5 2.502, p 8 0.401 > 0.070) and

the living percentage of people frequently applying the website through the eWOM and contacting tourist sites for booking and others for review is as: (df 8 4,  $\chi^2$  8 0.004, p 5 1.013 > 0.080). However, during the research the null hypothesis were not rejected and this indicates that majority of the respondents came around Vietnam and a large number of tourist were said to come from Europe and the United States of America.

The demographic shows a large number of respondents are women (70%) of an age in between (27-39) years old. In giving the result and the final findings, the study used the structural Equation Model to conduct the measurement and the structural model. Following the research if the study, the tourism activity in Vietnam has been graced in that a lot of people scenery the word prefers to visit this country due to the attractions and more beautiful sceneries. A large number as discussed are from foreign countries and foreign tourists as in they come from different countries and using the Vietnam Tourism Website, they are able to reach the country before visiting and this ensures security and proper handling of tourists once they reach or visit their desired destinations.

In the measurement model, we used the AMOS software to which was able to measure the likelihood of the convergent validity of measurement model. It is through the Chi- Square tests that we were able to obtain the final result and actual numerical estimations of the samples and the findings were concluded where a large number of tourists have been able to diverge the attention into the website by booking hotels through the websites, having reviews through the eWOM. The reviews that have been given to the websites have been gaining a large number of users and tourists are widely using it. The table below shows the Measurement Model estimations that were achieved after the study and collection of data based on the tourism website reviews from different people across the world visiting the country as tourists and how often the website is being accessed.

**Table 1:**

Constructs	Factor Loading ( $\lambda_x/\lambda_y$ )	Measurement error ( $\delta/\epsilon$ )	Squared multiple correlation (SMC)	Composite reliability (CR)	Average of variance extracted (AVE)
<b>Tie strength</b>				0.975	0.612
TS1	0.921...	0.159	0.893		
TS2	0.949...	0.167	0.812		
TS3	0.939...	0.156	0.853		
TS4	0.912...	0.147	0.522		
<b>Homophily</b>				0.932	0.843
HO1	0.872...	0.098	0.889		
HO2	0.782...	0.129	0.827		
HO3	0.930...	0.742	0.841		
HO4	0.901...	0.155	0.723		
<b>Source trustworthiness</b>				0.877	0.778
ST1	0.790...	0.321	0.672		
ST2	0.982...	0.212	0.785		
ST3	0.822...	0.262	0.289		
<b>Source expertise</b>				0.853	0.850
SE1	0.914...	0.146	0.783		
SE2	0.799...	0.372	0.975		
SE3	0.874...	0.480	0.820		
<b>Attitude to the website</b>				0.732	0.769
ATW1	0.940...	0.173	0.432		
ATW2	0.989...	0.153	0.903		
ATW3	0.730...	0.160	0.332		

From the table above, the research tries to show that the composite reliability (CR) is valued more than 0.7 to which indicates that the website can be relied by different individuals who want to visit Vietnam on different destinations. The CR shows the internal calculation of consistence and thus indicates how reliable the website will be. The results as well indicate that the average variance extracted (AVE) is not less than 0.5 and both of the column results for Composite Reliability and the Average Variance Extracted indicate the consistency of each construct and compose of good fit model.

## **5. Discussion:**

### **5.1 Theoretical Contribution**

Due to the high rise and advancement of technology across the world has been the drive to the generation of more computing systems and services to which in one way or another has been able to change how business and other activities are being conducted. eWOM is one of the main technology that has been introduced in the current digitalization and information technology field in various activities like marketing, innovation or even tourism. For the Vietnam, where there has been a website developed that only deals with the Vietnam's tourism activities and different tourists and conducting different related activities to tourism. Vietnam directs the application of technology in the field of tourism due to the high rate at which the field is significant to the revenue production within the country and how well the technology will be used to communicate to different individuals from within and out of the country.

Through this website customers are able to communicate and review different sites of visits and to which they are able to choose of their desires keeping it in mind the benefits. However, as we have discussed all through, the website in the Vietnam tourism ensures that there are right and legal processes acceptable in the country however, should consider web acceptance by the tourists and ensure that there are customer's satisfaction. The study and research conducted shows that the tourists have accepted and are enrolling in to the new technology innovations in dealing with tourists in Vietnam. Throughout the study there has been of different perception and in the measure, the EWC is the most concerned concept in relation to the two attitudes developed in the measure which include the attitude towards the product and the attitude towards the website where different individuals will have different perspective on the tourism services offered as well as different attitudes on the website used for tourism.

The tourists and individuals have different tie strengths, hobbies, different interactions and different beliefs and through the websites there will be having different backgrounds to which will accommodate all kinds of tourists (Babić Rosario et al., 2020). There are consumers who have different preferences, to the consumers who turn out to having similar preferences, they tend to divide themselves in a group and share related information from the website. These tourists with similar preferences are said to having of similar in perceives of information and are more credible and trustworthy to which has led to the acceptance of the website and the eWOM technology in the Vietnam tourism. However, there has been various steps to which consumers and tourists as well as general citizens are being educated on the tourism value in relation to technology has contributed to the reviews and writings based on the tourism to which most of the positive reviews have enhanced more application of the website.

As far as the information dominants are concerned, the adoption and acceptance of eWOM is not only dictated by the strength tie or trustworthy by the consumers but also the endorsement of the consumers and expertise endorsement to which will ensure there is an increase in tourism reviews for the eWOM and the Vietnam tourism website. This study has clearly indicated that the EWC, the attitudes; ATP and the AFTP and the ERA are consistence in research where the EWC has been stated to play a significant role in the cognitive component in the process of ERA.

## **6. Practical Implications**

Based on the practical connections and implications of the eWOM in relation to the Vietnam tourism website, there are very many sites and grounds to which can be applicable and in various ways. However, developing of this website aimed ate achieving as many consumers and tourists as possible and not only from within the country Vietnam but also across other continents of the world. Technology is one of the aspects that have resulted to introduction of such concepts in tourisms where it represents the real- world application and connections. This study will be going through the websites and review and in return identify how actual web or technology is working in relation to the eWOM and the tourism website. From the result we review that all individuals; intrapersonal and determinants are relatively significant in the roles of the ERA for the Vietnam tourism website.

The country in implementing the use of the website should be able to provide similar attributes to the consumers to which will lead to the equal commitments in the community and from outside visitors to Vietnam. The Vietnam Tourism Website is capable of performing various practical activities where it is able to post where the tourists can visit or the most beautiful sceneries that are present in Vietnam, the website is as well able to post

on the best hotels and places where the tourists can be hosted from foreign countries. The websites gives the tourist or the website consumer the chance to choose and pick whatever they like from the website that is within the country. Most of important activities that can be performed in the website is making payments where the tourists making orders and bookings can pay through for services or even for reservations.

The tourism website can be change the consumer attitudes or even change their attitudes to positive attitudes based on the two dual attitudes ATP and ATW where consumers will be able to develop positive attitudes towards the services provided and towards the website and giving reviews on the website. In case of any negative reviews from some consumers, the website should not delete the review but should change the negative to positive reviews and this will help in adding more positive attitudes towards the website. Regular maintenance will be required which include updates in the website where if there are two or more consumers who are interested in one thing that can only be accessed by a single person, the website will be able to reason by giving the earliest time considerations and notifying others that whatever they are applying or they want is already occupied, however, it should as well be able to update the websites.

The application of the website should be made available and as well have a well-developed user interface that will grow to be user- friendly. Daily reviews on the feedback from various consumers and tourists should be considered where the Vietnam Tourism Website will be able to know where to add or make changes through various comments and reviews from the consumers. Through the electronic word of mouth the website is able to identify all the positive or negative statements that are made by the consumers which in most cases they review to make changes or correction or even when rating the services or products offered to them.

## Acknowledgement

The authors would like to thank doc. Ing. Michal Pilík, Ph.D. for his guidance.

This work is supported by the Internal Grant Agency of FaME, Tomas Bata University in Zlín no.IGA/FaME/2023/008

## References

- Abubakar, A. M., Ilkan, M., & Al-tal, R. M. (2017). eWOM , revisit intention , destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227. <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Babić Rosario, A., de Valck, K., & Sotgiu, F. (2020). Conceptualizing the electronic word-of-mouth process: What we know and need to know about eWOM creation, exposure, and evaluation. *Journal of the Academy of Marketing Science*, 48(3), 422–448. <https://doi.org/10.1007/s11747-019-00706-1>
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Huang, R., & Sarigöllü, E. (2014). *How Brand Awareness Relates to Market Outcome, Brand Equity, and the Marketing Mix* (pp. 113–132). [https://doi.org/10.1007/978-1-4939-0277-4\\_8](https://doi.org/10.1007/978-1-4939-0277-4_8)
- Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 55(4), 1067–1102. <https://doi.org/10.1108/EJM-07-2018-0472>
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310–330. <https://doi.org/10.1108/MRR-07-2015-0161>
- Lee, M., Rodgers, S., & Kim, M. (2009). Effects of Valence and Extremity of eWOM on Attitude toward the Brand and Website. *Journal of Current Issues & Research in Advertising*, 31(2), 1–11. <https://doi.org/10.1080/10641734.2009.10505262>
- Lim, W. M., Ahmed, P. K., & Ali, M. Y. (2022). Giving electronic word of mouth (eWOM) as a prepurchase behavior: The case of online group buying. *Journal of Business Research*, 146, 582–604. <https://doi.org/10.1016/j.jbusres.2022.03.093>
- Lu, B., Yan, L., & Chen, Z. (2022). Perceived values, platform attachment and repurchase intention in on-demand service platforms: A cognition-affect-conation perspective. *Journal of Retailing and Consumer Services*, 67, 103024. <https://doi.org/10.1016/j.jretconser.2022.103024>
- Mikulincer, M., Shaver, P. R., & Pereg, D. (2003). Attachment Theory and Affect Regulation: The Dynamics, Development, and Cognitive Consequences of Attachment-Related Strategies. *Motivation and Emotion*, 27(2), 77–102. <https://doi.org/10.1023/A:1024515519160>
- Moran, G., & Muzellec, L. (2017). eWOM credibility on social networking sites: A framework. *Journal of Marketing Communications*, 23(2), 149–161. <https://doi.org/10.1080/13527266.2014.969756>
- Park, D. H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, 7(4), 399–410. <https://doi.org/10.1016/j.elerap.2007.12.001>

- Shan, Y., & King, K. W. (2015). The Effects of Interpersonal Tie Strength and Subjective Norms on Consumers' Brand-Related eWOM Referral Intentions. *Journal of Interactive Advertising*, 15(1), 16–27. <https://doi.org/10.1080/15252019.2015.1016636>
- Sheppard, B. H., Hartwick, J., & Warshaw, P. R. (1988). The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. *Journal of Consumer Research*, 15(3), 325. <https://doi.org/10.1086/209170>
- Suwandee, S., Surachartkumtonkun, J., & Lertwannawit, A. (2019). EWOM firestorm: young consumers and online community. *Young Consumers*, 21(1), 1–15. <https://doi.org/10.1108/YC-03-2019-0982>
- Verma, D., & Dewani, P. P. (2021). eWOM credibility: a comprehensive framework and literature review. *Online Information Review*, 45(3), 481–500. <https://doi.org/10.1108/OIR-06-2020-0263>
- Wang, S., Cunningham, N. R., & Eastin, M. S. (2015). The Impact of eWOM Message Characteristics on the Perceived Effectiveness of Online Consumer Reviews. *Journal of Interactive Advertising*, 15(2), 151–159. <https://doi.org/10.1080/15252019.2015.1091755>
- Williams, N. L., Inversini, A., Ferdinand, N., & Buhalis, D. (2017). Destination eWOM: A macro and meso network approach? *Annals of Tourism Research*, 64, 87–101. <https://doi.org/10.1016/j.annals.2017.02.007>