Generating positive online word of mouth via brand image and trust: The moderation role of perceived privacy

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ABSTRACT

As the development of online business and social platform, the literature on eWOM keep increasing dramatically. Scholars try to find different mechanism that lead to positive WOM in the context of s-commerce, however, the link from online brand image to eWOM through mediation role of trust still required of more investigation. Our study aims to investigate aforementioned link in the context of social commerce and examine moderator role of perceived privacy. Empowered by Stimuli-Organism-Response theory the arguments in this study are developed. 239 empirical evident collected from Vietnam social commerce market provide the material for PLS-SEM to measure proposed hypothesizes. The results represent the existence of a positively significant effect of online brand image on trust and eWOM. In addition, the mediating effect of trust, as well as the moderation role of perceived privacy are also supported. The findings offer both theoretical and practical implications for literature and business.

Keywords:

Online brand image, Trust, E-word of mouth, Perceived privacy, SOR theory.