

## Using Online Applications on Interest to Buy Fast Fashion on Gen-Z in Indonesia

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### Abstract

*This study aims to analyze the use of online product purchase applications on buying interest fast fashion on Gen - Z in Indonesia. The data used in this study is primary data taken from the results of filling out research respondents' questionnaires distributed by researchers online through an online survey media platform. The research sample was selected using the purposive sampling method to obtain a sample of 260 respondents. The data processing technique used in this research is using SEM which is assisted by using lisrel as software from the structural equation model. The results showed that trust can be influenced by perceived value and perceived enjoyment, while attitude is influenced by perceived usefulness and perceived value. Furthermore, trust can affect eWOM and purchase intention, but attitude is not influenced by trust. The results also show that attitude can affect eWOM but does not affect purchase intention, as well as eWOM which does not affect purchase intention. This research is expected to be input so that managers in companies engaged in the fast fashion business must increase the perceived usefulness, perceived value, and perceived enjoyment that consumers can get when making fast fashion purchases, especially online purchases, fast fashion company managers are expected to provide information or reviews on each product sold clearly, in increasing consumer confidence, the manager of a fast fashion company must carry out several strategies so that consumer confidence continues to increase. Future research is expected to be able to examine the factors that influence purchase intention in fashion consumers, which can be investigated with other variables not examined by previous studies so that the results of this study are more developed than previous research. In addition, further research can also conduct research not only on fast fashion so that the number of samples is larger and represents the current fashion business.*

### Keywords

online product application; fast fashion; generation Z; buying interest



## I. Introduction

The globalization experienced by Generation Z in Indonesia makes it easier for them to get high fashion and fast fashion products and Generation Z has a high level of consumption of fast fashion products. Generation Z is easier to buy a product, whether it's a product they need or even a product they don't need, this generation tends to make purchases that are not based on the usefulness of the product purchased (Kusuma, 2021).

Fashion products including fast fashion in the past few years have experienced quite rapid development, but in 2020 fashion products experienced a very significant decline

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compared to 2019 with depreciation of around 93%, even in 2020 fast fashion manufacturers such as H&M closed as many as 350 physical stores. In addition, several well-known brand fast fashion manufacturers have filed for bankruptcy protection and this is due to a decrease in consumer demand for fashionable and trendy fashion products as a result of the Covid-19 pandemic (Chan, Kwok, & Wong, 2022).

Fast fashion manufacturers must be able to design the right strategy in the marketing management of their products by knowing the factors that drive consumers to choose their products so that producers can survive in the fast fashion industry. (Rahman, Hossain, Hoque, Rushan, & Rahman, 2021). Today's fast fashion manufacturers must also be able to carry out various strategies related to changes in consumer behavior, especially after the pandemic because the pandemic has accelerated the development of e-commerce and changed the way consumers shop and make purchases. Therefore, exploring online consumer buying behavior is an important part, especially exploring factors that influence buying behavior including consumer motivation, perceived trust, enjoyment, attitude, perceived usefulness, and other factors (Chan et al., 2022).

Furthermore, research on the behavior of generation Z has been carried out by several previous studies. Several previous studies have shown that consumer behavior can be influenced directly or indirectly, including influenced by perceived usefulness, perceived value, perceived enjoyment, and WOM. (Ng, Ho, Lim, Chong, & Latiff, 2019); trust (Lavuri, 2021); attitude (Sombultawee & Wattanatorn, 2022). Other research conducted by Mulcahi (2022) also shows that consumer behavior, including the attitude variable to buying online through online buying and selling applications, can affect purchase intention.

This study uses the Stimulus-Organism-Response (SOR) Theory which consists of the stimulus design in this study consisting of perceived usefulness, perceived value, and perceived enjoyment. The design of the organism in this research is trust and attitude. The responsive design in this study is eWOM and purchase intention.

## II. Review of Literature

### 2.1 Fast Fashion

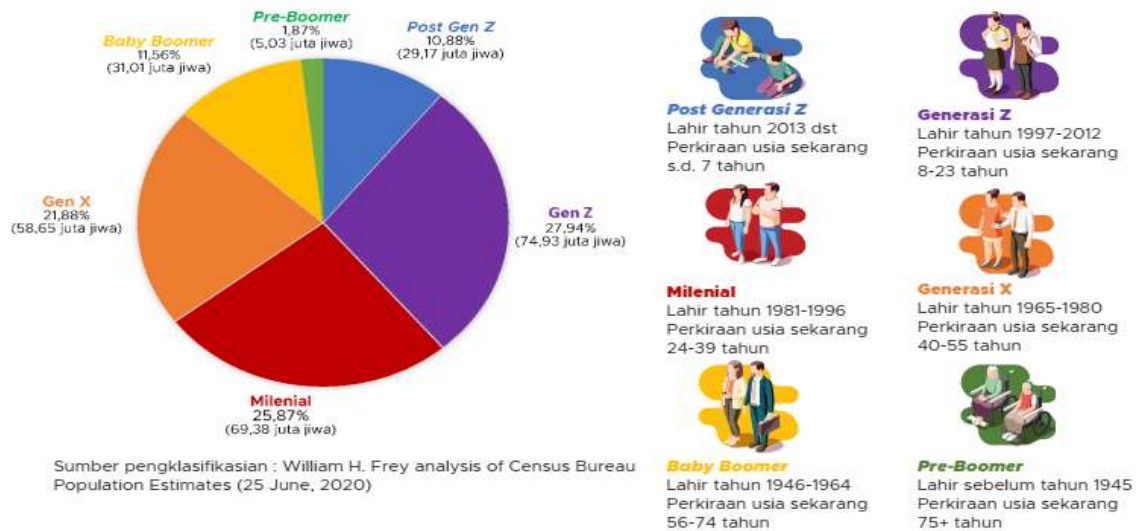
Fast fashion is one part of the fashion industry concept where the fashion produced is fashion that can follow the latest trends and fast fashion is fashion that is produced faster. Fast fashion is part of the changes in the fashion industry in the last few decades. Fast fashion is present as a consideration for fashion producers from various points of view, both from the point of view of fashion, consumers' desire to use newer fashions, and reducing the time in producing fashion. The emergence of fast fashion giants such as H&M, Forever 21, and Zara has changed the face of global fashion, with accusations of rapid overproduction, lower costs, and longer fashion seasons, resulting in rapid product turnover and apparel trends. With the existence of fast fashion, it is then changing consumer interest faster in changing fashion trends and fashion producers must be responsive to consumer desires that change rapidly (Stringer, Mortimer, & Payne, 2020).

### 2.2 Generation Z

The generational group refers to consumer segmentation consisting of individuals who are in a certain age range and therefore have the same life experiences throughout their growth period (Karashchuk, Mayorova, Nikishin, & Kornilova, 2020). According to Jackson in Ninggar (2020), this grouping is also associated with values and priorities that may differ from other groups, so there are different shopping characteristics between generations. The term Generation Z (hereinafter abbreviated as "Gen-Z") is often referred to as iGen, net-gen,

zoomer, or digital natives. Gen-Z itself is one part of a demographic group/classification that is identified with a generation that grew and developed in an era with internet access and portable digital technology since childhood, so this generation is often referred to as "digitally fluent" (Asyifa, 2020). Gen-Z is the generation that follows Generation Y (millennials) and is the predecessor of Generation Alpha ( Gen- $\alpha$  ).

In the Indonesian context, this study refers to the Gen-Z group according to William Frey's opinion which was also used as a literature review in the 2020 Indonesian Population Census. (Central Bureau of Statistics, 2021) . The composition of Indonesia's population in 2020 is shown in Figure 1 below.



**Figure 1.** Composition of Indonesian Population by Generation in 2020

Based on the 2020 Population Census Report, BPS explained that the current Gen-Z population consists of people of unproductive and productive age, where in seven years all Gen-Z will enter the productive age (Central Bureau of Statistics, 2021).

In Davis, Jr.'s research. Go (2020) states that two main variables can influence a person's attitude to use or utilize a technology, namely perceived usefulness and perceived ease of use. Perceived Usefulness (hereinafter abbreviated as " PU "), or freely translated as perceived usefulness, is defined as the extent to which an individual believes that using a particular system can improve his or her performance. Meanwhile, perceived ease of use or freely translated as perceived ease of use is the extent to which an individual believes that using a certain system will free himself from physical and mental effort.

### 2.3 Purchase Intention

Purchasing intention refers to the consumer's decision to obtain a product or service based on the need or preference for the function of the product or service being offered. Purchase intention can alternatively be defined as the customer's desire to buy the same item because they understand how it works (Teng, Ni, & Chen, 2018). Purchase intention is one of the factors of consumer buying behavior in general. Consumer behavior in making purchases is influenced by demands, attitudes, and consumer perceptions of a brand of goods, in addition to buying intentions. Purchase intention has a role in determining consumer purchasing power. Manufacturers must understand the purchase intentions of customers because they will be able to judge consumer behavior if they know what they are buying. Purchase intention is also the most important metric in determining brand equity (Chakraborty, 2019).

### III. Research Method

The research uses *hypothesis testing* and the unit of data analysis in this study is the individual as a *fast fashion consumer* this research will be conducted in a *cross-sectional manner* with data collected for 1 (one) month. While the answers to the formulation of the problems in the research are formulated based on a conceptual framework, then the *hypotheses* will be tested. This study is a quantitative study conducted to test a *hypothesis* regarding the influence between variables that have to do with other factors and as a study that aims to examine the extent to which the use of online product purchase applications on the interest in buying *fast fashion* in Gen-Z based on the role of *perceived variables*. *usefulness, perceived value, perceived enjoyment, trust, attitude, eWOM on purchase intention*.

This research begins with a hypothesis and involves appropriate procedures with specific data sources. Therefore, this research is included in *confirmatory research*, research that aims to test a theory or hypothesis to strengthen or even reject the theory or hypothesis of previous research results. Judging from the time dimension, this research is classified as a *cross-sectional study* because it is carried out only once at a time (Donald, 2016).

This study consists of several variables studied, namely:

#### 3.1 Independent Variable

##### a. Perceived Usefulness

Perceived usefulness in this study is measured by 4 (four) statements adopted from Ng et al (Ng et al., 2019) adapted to research needs, namely:

- The use of online shopping applications can help me make a fast fashion purchase process faster.
- Purchase with an online shopping app can help me save money
- I'm happy to be able to use the online shopping app
- I think the use of online shopping applications is useful for consumers in the shopping process in fast fashion

##### b. Perceived Value

Perceived value in this study is measured by 5 (five) statements adopted from Ng et al (Ng et al., 2019) which are adapted to research needs, namely:

- I feel that the fast fashion that I buy through online shopping applications is worth what I have spent
- When I use online shopping apps to shop for fast fashion, I feel I will get fast fashion products at a reasonable price
- In my opinion, the use of online shopping applications in fast shopping fashion can meet my needs at the right price
- I feel I will shop for fast fashion more wisely if I use an online shopping application
- I think if I use an online shopping application in shopping fast fashion then the online shopping application will meet the high-quality standards according to my expectations and also at a low price

##### c. Perceived Enjoyment

Perceived enjoyment in this study was measured by 4 (four) statements adopted from Ng et al (Ng et al., 2019) which were adapted to research needs, namely:

- I feel happy using online shopping applications to shop for fast fashion
- Using online shopping apps in fast fashion shopping gives me a lot of fun

- Online shopping applications foster my curiosity to shop for fast fashion
- Online shopping apps guide me when shopping for fast fashion online

This research was taken with the population is Generation Z in several cities which are grouped into regions. The number population in this study is not available with certainty so this study uses the purposive sampling method. Purposive sampling is sampling based on consideration of certain criteria. The sample selected in this study is Generation Z who shopped for fast fashion online in the last 1 month. The questionnaires in this study were distributed online through the google form online survey platform and the questionnaires distributed to respondents were given statements from each variable, namely perceived usefulness, perceived value, experience, attitude, and purchase intention.

Furthermore, the characteristics of respondents in this study were taken from the respondent's criteria. The inclusion criteria in determining the sample in this study are as follows:

### 3.2 Male and Female Gender

#### 17 – 25 years old

#### Have you ever shopped for fast fashion online in the last 1 month

Before analyzing the overall fit model, it is necessary to test it first to ensure that the model can describe the effect of causality. According to Ali (2015) testing the suitability of the goodness of fit model can be done with the following measurement criteria:

1. Absolute fit measure, which measures the overall fit model, both structural models, and measurement models simultaneously. The criteria in this test can be seen from the value of probability, ECVI and root mean square error of approximation ( RMSEA ).
2. The incremental fit measure is the measurement used to compare the proposed model with other models specified by the researcher. The criteria in this test can be seen from CFI, IFI, NFI, and RFI.
3. Parsimonious fit measure, namely adjustments made to the fit measurement to be compared with models that have a different number of coefficients. The criteria are by looking at the values of the normed chi-square ( CMIN/DF ) and AIC.

The following is a table of results from the *goodness of fit test*

**Table 1.** Results of the Model Conformity Test ( *Goodness of Fit Model* )

Measurement Type	Measurement	Score	Recommended Maximum Limit	Conclusion
<i>Absolute fit measure</i>	□	0.00	$\geq 0.05$	<i>poor fit</i>
	<i>ECVI</i>	4.20	Closer to <i>Saturn</i> value compared to <i>independent</i>	<i>Goodness of fit</i>
<i>Incremental fit measure</i>	<i>RMS</i>	0.09	$\leq 0.1$	<i>Goodness of fit</i>
	<i>IF</i>	0.93	$\geq 0.90$ or close to 1	<i>Goodness of fit</i>
	<i>NFI</i>	0.91	$\geq 0.90$ or close to 1	<i>Goodness of fit</i>
	<i>CFI</i>	0.93	$\geq 0.90$ or close to 1	<i>Goodness of fit</i>
	<i>RFI</i>	0.89	$\geq 0.90$ or close to 1	<i>poor fit</i>
<i>Parsimonious fit measure</i>	<i>CMIN / DF</i>	284	Lower limit 1, upper limit 5	<i>poor fit</i>
	<i>AIC</i>	1086.95	Closer to <i>Saturn</i>	<i>Goodness of fit</i>

Measurement Type	Measurement	Score	Recommended Maximum Limit	Conclusion
			value compared to independent	

Source: Lisrel Output (Attached)

In the goodness of fit test described in Table 7, it is known that there is an *Absolute fit measure*, the main requirement is that the *p-value* is 0.000, so it can be concluded that this model is a *poor fit*. Another *goodness of fit measure test* is by looking at the *ECVI* of 4.20 (qualifies close to the *saturated value* compared to *independent*) and the *RMSEA* has a value of 0.09 (< 0.10) so it can be concluded that this model is *the goodness of fit*.

The criteria are based on the *Incremental Fit Measure IFI* 0.93, *NFI* 0.91, and *CFI* 0.93, so it can be concluded that the model is *Goodness of fit*.

The criteria based on the *Parsimonious Fit Measure* by looking at the *normed chi-square (CMIN/DF)* of 284 (not meeting the requirements for the lower limit of 1 and the upper limit of 5), while the *AIC* of 1086.95 (fulfilling the requirements of approaching the *saturated value* compared to *independent*) this model is *the goodness of fit*.

#### IV. Discussion

Descriptive statistical testing is used to describe and describe data in detail. Descriptive statistical tests in this study were reviewed based on the mean and standard deviation values. The mean value is the average value of the respondents' answers, while the standard deviation value shows the variation of the respondents' answers (Sekaran, 2017). If the standard deviation value obtained is getting closer to zero, it means that the answers from the respondents are less varied. However, if the standard deviation value obtained is further away from the zero value, it means that the answers from the respondents are increasingly varied. The following are the results of descriptive statistical calculations of each variable described using the mean and standard deviation:

**Table 1** Statistical Descriptive Perceived Usefulness Test

Statement Items	Code	mean	Standard Deviation
The use of online shopping applications can help me make the process of buying <i>fast fashion</i> faster.	PU1	3.93	0.741
Purchases with online shopping apps can help me save money	PU2	3.83	0.771
I'm happy to be able to use online shopping apps	PU3	3.76	0.714
I think the use of online shopping applications is useful for consumers in the <i>fast fashion shopping process</i>	PU4	3.92	0.707

Based on the results of the descriptive statistics in table 16 descriptive statistical tests of *perceived usefulness*, it shows that the average value (mean) of all items in the *perceived usefulness variable statement* is 3.99, these results mean that the use of online shopping applications can help respondents make a *fast buying process. fashion* is faster and helps save money, respondents are happy to be able to use online shopping applications, and the use of

online shopping applications is useful for consumers in the *fast fashion shopping process*. Likewise, the value of the standard deviation on all items of the *perceived usefulness variable statement* is 0.726 which shows that respondents' responses are quite varied. The highest average value for this variable is 3.93, which means that respondents support the use of online shopping applications that help make the *fast fashion purchase process* faster. While the lowest average value is 3.76, which means that respondents are happy to use online shopping applications.

**Table 3.** *Statistical Descriptive Perceived Value Test*

<b>Statement Items</b>	<b>Code</b>	<b>mean</b>	<b>Standard Deviation</b>
I feel that the <i>fast fashion</i> that I buy through online shopping applications is worth what I have spent	PV1	3.95	0.780
When I use an online shopping application to shop for <i>fast fashion</i> , I feel that I will get <i>fast fashion</i> products at a reasonable price	PV2	3.97	0.765
I think the use of online shopping applications in shopping for <i>fast fashion</i> can meet my needs at the right price	PV3	3.87	0.754
I feel I will shop for <i>fast fashion</i> more wisely if I use an online shopping application	PV4	3.97	0.765
I think if I use an online shopping application to shop for <i>fast fashion</i> , the online shopping application will meet the high-quality standards I expected and also at a low price.	PV5	4.05	0.713

Based on the results of the descriptive statistics in Table 17, the descriptive statistical test of *perceived value*, shows that the average value (mean) of all items of the *perceived value variable statement* is 4.01, these results mean that respondents feel that *fast fashion* purchased through online shopping applications is worth with what has been issued, respondents feel they will get *fast fashion products* at reasonable prices, the use of online shopping applications in shopping for *fast fashion* can meet their needs at the right price, respondents feel they will shop for *fast fashion* more wisely if they use online shopping applications, if you use an online shopping application in shopping for *fast fashion*, the online shopping application will meet high-quality standards as expected and also at a low price. Likewise, the value of the standard deviation of all items in the statement of the *perceived value variable* is 0.757 which shows that the responses of respondents are quite varied. The highest average value for this variable is 4.05, which means that respondents use online shopping applications in shopping for *fast fashion* because online shopping applications will meet high-quality standards as expected and also at low prices. While the lowest average value is 3.87, which means that respondents use online shopping applications in shopping for *fast fashion* so that can meet their needs at the right price.

**Table 2** Test of Descriptive Perceived Enjoyment

Statement Items	Code	mean	Standard Deviation
I feel happy using online shopping applications to shop for <i>fast fashion</i>	PE1	3.89	0.780
Using online shopping apps in <i>fast fashion shopping</i> gives me a lot of fun	PE2	3.89	0.759
Online shopping applications foster my curiosity to shop <i>fast fashion</i>	PE3	3.93	0.711
Online shopping apps guide me when shopping for <i>fast fashion</i> online	PE4	4.01	0.708

Based on the results of descriptive statistics in table 18 descriptive statistical tests of *perceived enjoyment*, it shows that the average value (mean) of all items in the statement of *perceived enjoyment variable* is 4.04, these results mean that respondents feel happy using online shopping applications to shop for *fast fashion*. , online shopping applications in *fast fashion shopping* provide a lot of fun, online shopping applications foster curiosity for *fast fashion* shopping, and online shopping applications guide when shopping for *fast fashion* online. Likewise, the value of the standard deviation of all items in the statement of the *perceived enjoyment variable* is 0.763 which shows that respondents' responses are quite varied. The highest average value for this variable is 4.01, which means that the online shopping application guides respondents when shopping for *fast fashion* online. While the lowest average value is 3.89, which means that you get a variety of pleasures in using online shopping applications to shop for *fast fashion*.

**Table 3** Statistical Descriptive Trust Test

Statement Items	Code	mean	Standard Deviation
I believe the online <i>fast fashion store application</i> provides a risk-free service	TR1	3.81	0.753
I believe the online <i>fast fashion store application</i> guarantees the privacy of its users	TR2	3.90	0.752
I believe that the online <i>fast fashion purchase application</i> that I use can keep my data safe	TR3	3.98	0.705

Based on the results of the descriptive statistics in table 19 of the descriptive statistical test of *trust*, it shows that the average value (mean) of all items of the *trust variable statement* is 3.39, these results mean that respondents believe that the *fast fashion* online store application provides services that are free from risk. , guarantee the privacy of its users and can maintain the security of users' data. Likewise, the value of the standard deviation for all items of the *trust variable statement* is 0.762, which shows that the responses of respondents are quite varied. The highest average value for this variable is 3.98, which means that respondents believe that the online *fast fashion purchase application* used can maintain the security of personal data. While the lowest average value is 3.81, which means that respondents believe that the *fast fashion* online store application provides services that are free from risk.



**Table 6. Statistical Descriptive Attitude Test**

Statement Items	Code	mean	Standard Deviation
The use of online shopping applications is one of the <i>fast fashion shopping methods</i> that I choose	AT1	4.00	0.763
, the use of online shopping applications in <i>fast fashion shopping</i> is important	AT2	3.92	0.719
Shopping using an online shopping application is easy for me and I am also easy to adapt to using it	AT3	3.93	0.748

Based on the results of the descriptive statistics in table 20 of the *attitude descriptive statistical test*, shows that the average value (mean) of all *attitude variable statement items* is 3.97, these results mean that the use of online shopping applications is one of the selected *fast fashion shopping methods*, the use of online shopping applications in shopping for *fast fashion* is important, shopping using online shopping applications is easy and adaptable in using them. Likewise, the value of the standard deviation for all statement items on the *attitude variable* is 0.715 which shows that the responses of respondents are quite varied. The highest average value for this variable is 4.00, which means that respondents use online shopping applications as a way to shop for *fast fashion*. While the lowest average value is 3.92, which means that the use of online shopping applications in shopping for *fast fashion* according to respondents is important.

**Table 7. eWOM. Descriptive Statistical Test**

Statement Items	Code	mean	Standard Deviation
I intend to share my experience regarding the online <i>fast fashion shopping app</i> with other members more frequently in the future	WM1	3.89	0.755
I will share my experience regarding the online <i>fast fashion shopping application</i> at the request of others	WM2	3.89	0.721
<i>fast shopping application fashion</i> online with other people in a more effective way	WM3	3.93	0.732
<i>fast fashion shopping application</i> experience to others when they need it	WM4	3.77	0.739

Based on the results of the descriptive statistics in table 21 of the *eWOM descriptive statistical test*, shows that the average value (mean) of all *eWOM variable statement items* is 4.01, these results mean that respondents intend to share their experiences regarding *fast shopping applications. fashion* online with other members more often in the future, the application for shopping *fast fashion* online at the request of others, will share his experiences regarding the application for shopping *fast fashion* online with others in a more effective way, will always provide a *fast-shopping application experience fashion* to others in their

time of need. Likewise, the standard deviation value for all *eWOM variable statement items* is 0.789 which shows that respondents' responses are quite varied. The highest average value for this variable is 3.93, which means that respondents will try to share their experiences with *fast shopping applications and fashion* online with others in a more effective way. While the lowest average value is 3.77, which means that respondents will always provide *fast fashion* shopping application experiences to others when they need it.

**Table 4** Test Descriptive Purchase Intention

Statement Items	Code	mean	Standard Deviation
<i>quick purchase fashion</i> in this kind of online shopping app	PI1	4.04	0.761
I will recommend the people closest to me to make <i>fast fashion purchases</i> in this kind of online shopping application	PI2	4.00	0.745
I want to repeat my experience of shopping <i>fast fashion</i> in this kind of online shopping application	PI3	3.95	0.797

Based on the results of the descriptive statistics in table 22 descriptive statistical tests of *purchase intention*, it shows that the average value (mean) of all items in the *purchase intention variable statement* is 4.02, these results mean that respondents will make *fast fashion purchases* in online shopping applications, recommend the closest people to make a *fast purchase fashion* in an online shopping app, repeat the experience of shopping *fast fashion* in online shopping application. Likewise, the value of the standard deviation of all items in the *purchase intention variable statement* is 0.797, which shows that respondents' responses are quite varied. The highest average value for this variable is 4.04, which means that the respondent will make a *fast purchase fashion* in this kind of online shopping application. While the lowest average value is 3.95, which means that respondents want to repeat their experience of shopping for *fast fashion* in this kind of online shopping application.

Consumer confidence in the use of online product purchase applications is not always influenced by *perceived usefulness* because trust can also be influenced by *perceived value* and *perceived enjoyment*. Although consumers feel the application used is useful, it does not mean that consumers trust the application or the place of online purchase. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The benefits that are felt as good as any from an application used by consumers will not change the trust of users or consumers and users will respond to the perceived benefits of an application in the same as other applications because users will see the benefits that can be obtained from an application to make purchases online. online as well as what pleasure they will get from using an application for them as users.

Users of online purchasing applications will be more interested in applications that can provide more benefits compared to the benefits they can feel by using an online purchasing application because in the eyes of consumers every online purchasing application has the same benefits, namely to make purchases or find information on a product. Consumers or application users will be more interested if an application pleases their minds, for example by getting some benefits from using an application. The pleasure or benefit of consumers in the use of an online purchasing application today will be the main attraction for consumers,

for example by getting various promos or gifts from an online purchasing application which ultimately creates trust in consumers.

The development of the era that is now growing, including the rapid development of technology, is marked by the emergence of various advanced technologies. Technological sophistication that continues to develop has its benefits when for each sector including the business sector and especially retail developments which are currently accompanied by technological advances so that a more modern and sophisticated retail world technology is created.

Today's more modern retail world certainly provides value for consumers. Consumers today will feel great benefits with the help of technology in the retail world because one of the basic things in modern retail assistance today is the creation of convenience for consumers to buy or take business actions. The convenience obtained by consumers against this condition under certain conditions can create consumer attitudes. Consumers who have a positive *perceived value* tend to have a positive *attitude*, and vice versa.

## V. Conclusion

Based on the results of the research and hypothesis testing described in the previous chapter, the following conclusions can be drawn:

1. There is no positive effect of perceived usefulness on trust
2. There is a significant and positive effect of perceived usefulness on attitude
3. There is a significant and positive effect of perceived value on trust
4. There is a significant and positive effect of perceived value on attitude
5. There is a significant and positive effect of perceived enjoyment on trust
6. There is a significant and positive effect of perceived enjoyment on attitude
7. There is no significant and positive effect of trust on attitude
8. There is a significant and positive effect of trust on eWOM
9. There is a significant and positive influence on attitude towards eWOM
10. There is no significant and positive effect of attitude on purchase intention
11. There is a significant and positive effect of trust on purchase intention
12. There is no significant and positive effect of eWOM on purchase intention

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