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The Impact of eWOM, Brand Image, and Brand Trust on Millennial Fashion Purchase Decisions on Shopee

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Abstract: Millennials shop for stylish items on Shopee, and this study analyzes how eWOM, brand image, and brand trust influence their purchasing choices. A total of 75 people participated in a survey-based quantitative analysis. SEM was utilized to analyze the data, along with SmartPLS. Based on the data, it is clear that a positive brand image and brand trust significantly influence purchasing choices, while negative eWOM has the opposite effect. The study shows that the level of consumer trust in the brand is the most important factor when making a purchase. With an R-squared value of 0.685, we can see that these three factors explain 68.5% of the variation in consumer purchases. This finding emphasizes the importance of actively managing eWOM, strengthening brand image through digital branding strategies, and increasing trust through service and transparency. This study concludes that digital marketing strategies that focus on brand reputation and customer satisfaction will have a positive impact on purchasing decisions and loyalty of millennial consumers in e-commerce.

Keywords: Brand Image, eWOM, Brand Trust, Purchase Decision.

INTRODUCTION

The development of digital technology has transformed consumer behavior, particularly among millennials, who rely heavily on the internet and social media. A key phenomenon in the digital ecosystem is eWOM, where communication and recommendations related to products and services are delivered online. By utilizing e-commerce platforms like Shopee, eWOM has become a crucial element in influencing purchasing decisions, particularly for fashion products.

According to Hapsari and Supriyadi (2022), eWOM significantly drives purchasing decisions because user reviews are considered more credible than advertisements. Millennials tend to trust the opinions of other users when reviewing product quality. Furthermore, eWOM can reduce risk and increase confidence in the purchasing process.

Furthermore, brand image plays a crucial role in shaping consumer perception and confidence in a product. Brand image is formed from the experiences and information customers receive.

Another fundamental factor is brand trust, the belief that a brand can meet consumer expectations. Wulandari and Rahardjo (2023) show that brand trust can reduce uncertainty when shopping online, where the risk of product inconsistency or fraud is relatively high. Brand trust in sellers and brand reputation are crucial for sales success.

The quality of eWOM is also a crucial factor. Clear, relevant, and detailed information is more effective in shaping purchasing decisions than brief or ambiguous reviews (Wulandari & Rahardjo, 2023). Therefore, brands need to encourage consumers to provide constructive reviews and respond proactively to feedback, including addressing negative eWOM tactfully.

The relationship between eWOM, brand image, and brand trust is complex and interconnected. Positive eWOM can strengthen brand image and foster trust in a product. Conversely, negative eWOM can degrade brand image and reduce consumer trust in a product. A study by Fajriani and Santoso (2022) confirmed that eWOM directly impacts brand image and trust, which in turn influences purchasing decisions.

To understand the impact of eWOM, brand image, and brand trust, this study aims to examine how these three factors influence millennial consumers' purchasing decisions for fashion products on the Shopee platform. The results of this study can share theoretical and practical implications for e-commerce business actors and marketers in designing effective digital strategies that are oriented towards consumer trust and experience.

Electronic Word of Mouth (eWOM)

eWOM refers to positive and negative comments made by current and former customers about a business's products and services, shared publicly through online platforms (Abubakar, 2016). Oktaviani et al. (2022) stated that eWOM influences consumer purchasing tendencies. eWOM benchmarks according to Abubakar (2016). (1). Frequency. (2). Value. (3). Content. On e-commerce platforms like Shopee, eWOM comes in various forms, such as written reviews, ratings, and photos and videos of purchase results. Consumers consider reviews as a primary consideration before making a purchasing decision, especially when faced with a wide selection of products with similar functions. eWOM is crucial because it can provide information not found in official product descriptions, such as material quality, appropriate size, or shipping speed.

Brand Image

Kotler and Keller (2016) stated that customers' perceptions and beliefs about a brand are based on their past experiences, which they carry into the future. Partiwi and Adriana (2023) cited a previous study that examined how consumer perceptions of a brand influence their purchasing decisions. Brand Image Benchmarks: (1). Identity. (2). Personality. (3). Associations. (4). Attitudes. (5). Benefits.

Brand Trust

Consumer trust in a product's brand has a significant influence on their purchasing decisions. Kustini (2020) states that when customers know a product is reliable and will care for their interests and safety, they develop a sense of security in their relationship with that product. Having a high level of trust in a product's brand can lead to more profitable purchasing choices, while a low level of trust has the opposite effect.

Arikunto (2018:56) defines brand trust as the belief a customer develops in a product through repeated exposure, learning, and experience. Kotler and Keller (2016:139) state that when customers develop trust in a product, it encourages them to be loyal to that brand. The following is an explanation of the aspects of brand trust as outlined by Ika and Kustini in Suntoro and Silintowe (2020:41): (1) The ability of a product to meet and satisfy customer desires and needs. Satisfaction and value indicators can be used to measure this dimension. (2)

The Internationality Dimension. These metrics reflect how buyers feel about a product and are based on metrics such as trust and safety.

Buying Decision

When faced with several product options, consumers must weigh the advantages and disadvantages of each before making a final purchase decision. Among the many factors consumers consider when making a purchase are: (1) Product quality. (2). Competitive price. (3). Accessible location. (4). Promotions that benefit customers. (5). Ease of product availability.

A series of calculations and evaluations of options is conducted before making a purchase decision. Customers can go through a series of steps. There are various steps involved in the purchase decision-making process: need identification, research, alternative evaluation, final selection, and post-purchase actions. Consumers experience purchase intention before deciding to purchase. A person's purchase intention can be defined as their reaction to an activity that indicates their intention to purchase a product in the future (Ardiansyah, MA, Saputro, AH, Akbar, RR, 2023). Another way to view purchase intention is as the desire to acquire an item, even if it means sacrificing something else.

In Febriyanti and Dwijayanti (2022), Goyete et al. Describes the following aspects: (1) Intensity: The number of written consumer opinions on the website, for example, frequency of access, interaction, and total consumer reviews on social networks. (2). Customer Opinions: Positive, neutral, and negative opinions, as well as customer recommendations regarding products and social networks. (3). Content: The content of customer data on social networks, for example, data related to product variety, quality, and price.

Relationships Between Variables

The relationship between eWOM, brand image, and brand trust is mutually reinforcing and contributes to consumer purchasing decisions. Fajriani and Santoso (2022) revealed that positive eWOM not only influences customer perceptions but also strengthens brand image and builds trust in the desired product. A positive brand image is more likely to generate positive eWOM, as satisfied customers are more likely to share their experiences with the product.

Similarly, high brand trust can strengthen eWOM because consumers feel confident that the positive experiences shared by others are consistent with reality. This third variable forms a cycle of reciprocal support, ultimately strengthening purchase intentions and purchasing decisions.

METHOD

This study employed a quantitative technique based on survey methodology. Seventy-five participants represented Indonesia's millennial generation. Participants were selected using a purposive sampling approach. They were required to be between 27 and 44 years old and regularly shop for fashion online.

We used Google Forms to deliver the online questionnaire and collect data. The researchers used a 5-point Likert scale to measure each variable. The correlation between eWOM, brand perception, brand trust, and consumer spending was examined using SEM along with tools such as SmartPLS 4.0. Before conducting the structural model analysis, the instruments used were ensured to be valid and reliable.

RESULT AND DISCUSSION

Based on the description and the vision of the model utilized, the study findings are as follows:

Table 1: General Overview of Respondents

Characteristic	Category	Amount	Percentage
Gender	Man	24	32%
	Woman	51	68%
Age	24 - 29	36	48%
	30 - 35	36	48%
	35 - 40	18	24%
Occupation	Student	12	16%
	Employee	54	72%
	Entrepreneurship	9	12%
Shopping Frequency	1-2	46	61%
	>2	29	39%

Source: Questionnaire Data, 2025

The majority of respondents were women aged 24–29 years old and primarily employed as private sector employees. They actively shop for fashion products on Shopee due to the ease of transactions, attractive promotions, and numerous product reviews.

Validity and Reliability Testing

The testing instrument utilized SEM-PLS and SmartPLS 4.0. The testing findings indicated that all indicators met the validity and reliability criteria.

Table 2: Validity and Reliability Test

Construct	Cronbach's Alpha	Composite Reliability	AVE
eWOM	0,812	0,879	0,621
Brand Image	0,845	0,902	0,658
Brand Trust	0,867	0,915	0,672
Buying Decision	0,831	0,891	0,643

Source: SmartPLS 4.0 output by Author, 2025

1. Convergent Validity
   All indicators had factor loading values > 0.70 and AVE > 0.50, indicating good convergent validity for the constructs.
2. Discriminant Validity
   The test used the Fornell-Larcker and HTMT criteria. An AVE root score > the correlation between constructs, and an HTMT score < 0.90, indicating that the constructs have equivalent discriminatory power.
3. Construct Reliability
   Cronbach's Alpha and Composite Reliability for all constructs > 0.70 indicate the instrument's reliability.

Structural Model Analysis (SEM) Results

The structural model was tested to examine the influence of eWOM, brand image, and brand trust on purchasing decisions.

1. Coefficient of Determination (R^2)
   According to Kuncoro (2019), (R^2) is a statistical measure that describes the extent to which the independent variables in a regression model can describe variations in the dependent variable.

Table 3: Determination of Coefficient (R^2)

Relationship Between Variables	Patch Coefficient	t-statistics	p-value
eWom → Purchase Decision	0,35	5,12	0
Brand Image → Purchase Decision	0,3	4,67	0
Brand Trust → Purchase Decision	0,28	4,23	0
R^2 Purchasing Decision	0,685		

Source: SmartPLS 4.0 output by the author, 2025

The R2 score for the purchase decision variable is 0.685, meaning that 68.5% of the variation in the purchase decision can be described by the three related (independent) variables.

2. Path Significance Test (Path Coefficient)
   Whether the hypothesis is negative or positive, the path coefficient is a useful metric for describing the direction of the relationship between variables. The path coefficient value can range between -1 and 1. Positive values are between zero and one, while negative values are between one and zero. As stated (Ghozali, 2016).

Table 3: Path Significance Test (Path Coefficient)

Relationship between variables	Coefficient	T- Statistics	P-Value	Result
eWOM → Purchase Decision	-0,104	1,98	0,048	Significant Negative
Brand Image → Purchase Decision	0.312	2.45	0,015	Significant Positive
Trust → Purchase Decision	0.428	3.12	0,002	Significant Positive

Source: SmartPLS 4.0 output by Author, 2025

Explanation

1. eWOM on Purchase Decisions
   A coefficient of -0.104 indicates a negative relationship. The more negative the eWOM (e.g., bad reviews), the less likely consumers are to make a purchase. A T-value of 1.98 indicates a statistically significant threshold (minimum 1.96 for $\alpha = 0.05$). A P-value of 0.048 is increasingly <0.05, indicating a statistically significant relationship. Interpretation: Although small, negative eWOM significantly reduces purchase decisions. This demonstrates the importance of reviews and comments on social media or marketplaces.
2. Brand Image on Purchase Decisions
   A coefficient of 0.312 indicates a positive relationship, meaning the better the brand image, the higher the purchase decision. A T-statistic of 2.45 indicates a larger effect of 1.96. A P-value of 0.015 indicates this effect is statistically significant. Interpretation: Millennial consumers tend to purchase fashion products from brands with a good reputation and image.
3. Brand Trust on Purchasing Decisions
   The coefficient of 0.428 indicates a strong positive relationship and the highest among the three variables. The T-Statistic result of 3.12 indicates a highly significant. The P-value of 0.002 indicates a value approaching zero, indicating high significance. Interpretation: Consumer trust in brands (e.g., authenticity, quality, service) is the strongest determinant in driving purchasing decisions.

SEM Model Image

Based on the problem design, discussion, and related studies, an SEM model was obtained, as described below.

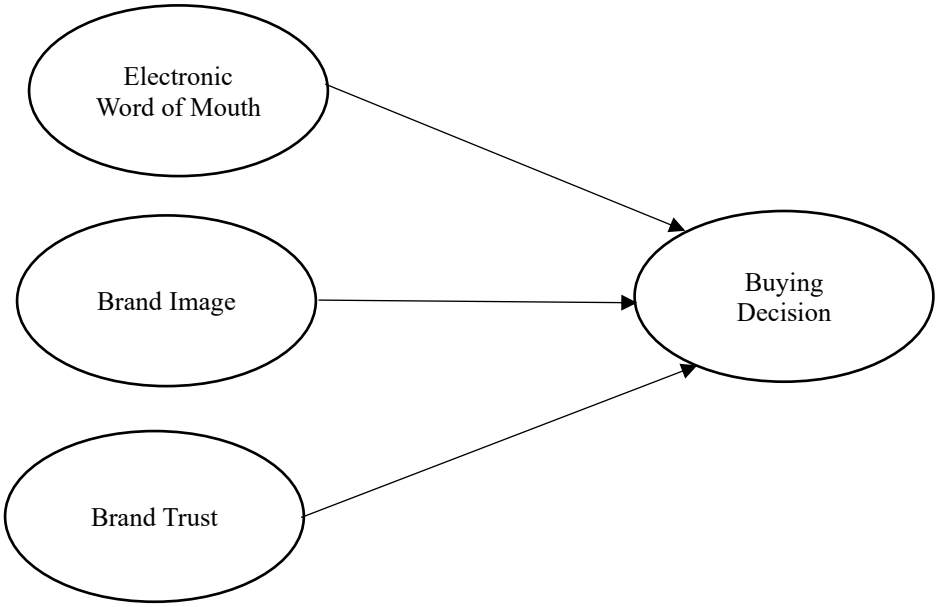


Figure 1: Structural Equation Modeling (SEM) Model

The SEM model above illustrates that each variable has a different direction and magnitude of influence on the purchase decision of Millennial consumers on Shopee. The arrows in the figure indicate a unidirectional relationship, while the numbers on the arrow lines indicate the path coefficients based on the results of the SEM analysis using SmartPLS.

1. The path from eWOM to purchase decision has a negative coefficient of -0.104, indicating that negative perceptions of eWOM will decrease purchase decisions, although its influence is not as strong as the other two variables.
2. The path from brand image to purchase decision shows a positive influence of 0.312, indicating that a positive brand image can significantly influence purchase decisions.
3. The path from brand trust to purchase decision has the highest coefficient of 0.428, confirming that the higher the customer's trust in the brand, the greater the likelihood of a purchase decision.
4. Visually, this model confirms that brand trust is the most dominant factor, followed by brand image, and then eWOM, which, although significant, has a negative and smaller influence.

Hypothesis Testing

Based on the analysis results, the third hypothesis is accepted:
H1: eWOM has a significant negative effect on purchasing decisions.
H2: Brand image has a significant positive effect on purchasing decisions.
H3: Brand trust has a significant positive effect on purchasing decisions.

Overall Interpretation

Although eWOM is often identified as a driver of purchase intentions and decisions, the negative effects in this study indicate that negative eWOM content on fashion products has a significant impact on negatively influencing consumer perceptions.

A positive brand image and a high level of trust in a product can mitigate negative influences and directly strengthen fashion purchasing decisions among millennial consumers.

Discussion of Research Findings

The study found that when purchasing trendy items on Shopee, two key aspects influencing purchasing decisions are brand image and brand trust. These results align with a study by Hanifah and Wulandari (2023), which found that customers tend to develop a strong sense of trust in a product and seller when they have a positive impression of the brand. Consumers are more likely to purchase a product when they have a positive impression of and trust in the brand. This is because they are less likely to lower their guard when faced with potential psychological barriers.

Furthermore, negative eWOM, including complaints or negative reviews on social media platforms like Shopee, significantly influences purchase decision decline. Consistent with other studies, this research shows that negative eWOM makes consumers more likely to review a product, reduces their trust in it, and complicates their purchasing decision (Putri and Handayani, 2021). Therefore, it is clear that consumers need to consider the quality and emotional content of information circulating online when making purchases, in addition to eWOM.

Businesses and sellers on Shopee must continue to prioritize building a strong brand image and building trust-based relationships with customers. To strengthen purchasing decisions among millennial customers, it's crucial to reduce the spread of negative reviews and increase relevant positive reviews. This can be achieved by doing the following.

Managerial Implications

The study findings illustrate that eWOM has a positive influence on lower purchase decisions, while brand image and brand trust play a significant role in driving purchase decisions. There are several managerial implications that companies, including online fashion businesses operating on the Shopee platform, can implement to improve marketing performance and consumer loyalty.

1. eWOM Management
   Companies need to implement a more proactive eWOM management strategy. Negative reviews, complaints, and negative comments on the Shopee platform have a direct impact on consumer perceptions. It is crucial for companies to actively monitor consumer review channels. Complaints and negative reviews need to be responded to quickly, openly, and with a solution-oriented approach to mitigate negative perceptions among other consumers. Furthermore, encouraging organic positive reviews from satisfied customers is also key to building a healthy eWOM image.
2. Strengthening Brand Image
   Given that brand image has been proven to be a dominant factor influencing purchase decisions, a long-term priority should be given to brand image strengthening strategies, including implementing consistent visual branding across all Shopee platforms. Collaborating with influencers whose style aligns with the brand being marketed strengthens brand perception in the minds of millennial consumers (De Veirman et al. 2017). The use of emotional storytelling in marketing campaigns creates an emotional connection between the brand and consumers, thereby building strong brand equity.
3. Building Brand Trust
   Consumer trust in brands and sellers on the Shopee platform is a crucial factor in influencing purchasing decisions. Shopee, along with fashion sellers, needs to ensure product authenticity to alleviate consumer doubts, especially in the fashion product category, which is often subject to counterfeiting. Features such as easy returns, product warranties, and fast delivery will help strengthen the perception of trust among millennial consumers who value a clear transaction process.
4. Open Communication Strategy

Open and honest brand communication on the Shopee platform is crucial for building long-term loyalty. Providing accurate product information, price transparency, and easy-to-understand store policy explanations will help consumers feel comfortable and secure during the purchasing process. Transparency in social media communication also serves as a strategic channel for strengthening emotional connections with consumers and providing an open forum for more effectively addressing the potential impact of negative eWOM. Overall, implementing the various managerial strategies mentioned above will help fashion companies and sellers on the Shopee platform build a healthier ecosystem, increase trust, and reinforce positive perceptions in consumers' minds.

CONCLUSION

Researchers found that three variables eWOM, brand image, and brand trust—significantly influence millennial consumers' fashion purchasing decisions on Shopee.

1. eWOM has a significant negative effect, meaning negative reviews influence purchasing decisions.
2. Brand image has a significant positive effect, strengthening purchasing decisions through positive brand perceptions.
3. Brand trust shows a strong positive relationship and is the most dominant among the other variables.

Suggestion

Companies and sellers on the Shopee platform are recommended to:

1. Manage eWOM by actively responding to negative reviews and encouraging positive ones.
2. Enhance brand image through visual branding, influencer collaborations, and emotional storytelling.
3. Build consumer trust through product guarantees, clear return policies, and responsive customer service.

A transparent communication strategy is also crucial for maintaining loyalty and mitigating the impact of negative eWOM.

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