

# The Effect of eWOM on Tourist Purchase Intentions: The Mediating Effect of Trust

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**Keywords:** eWOM; Mediating effect; Trust; Tourist purchase intentions

**Abstract:** With the development of the Internet and e-commerce, electronic word-of-mouth (eWOM) has become the most important source of online consumers' access to product information, which is also the most critical factor affecting their purchasing intentions. However, the previous researches lack an in-depth exploration of the influence mechanism and path of eWOM. This study starts from the three dimensions of eWOM, including the expertise of eWOM posters, the type of eWOM and the salience of eWOM, to explore the mediating effect of trust in the relationship between eWOM and Tourist Purchase Intentions. Samples (n=250) were collected online via questionnaires, and model verification and hypothesis testing are performed through structural equation model. The result shows that: (1) All of the three dimensions of eWOM have a significant positive impact on tourists' purchase intentions; (2) Trust plays a role as a mediating effect in those three influence paths.

## 1. Introduction

Word-of-Mouth used to be the main approach to know about new things (like new technology or new product), as the advances in technology and the emergency of e-commerce, a new form of Word-of-Mouth has come out, which is called the electronic Word-of-Mouth(eWOM). The way of online shopping has gradually become popular, and it has become a tendency of netizens to browse the product reviews on the Internet before making reservations.

This phenomenon not only appears in daily transactions, but also has an increasingly obvious impact on tourism industry. (NurThare & Atikah Zainal, 2017). Many tourism companies make a great use of e-commerce to sell their products and services, and at the same time, tourists are also increasingly relying on various online platforms to obtain travel information and book related travel products in advance. For the majority of tourist, eWOM posted by other tourists on various virtual platforms after the travelling has become important external information for tourism consumers to make decisions. Those which are written from other travellers' experiences are more fair and credible compared with the information provided by travel companies (Vermeulen & Seeger, 2009 ; Wen, 2009).

However, the number of eWOM is huge, complicated, and uneven. It is difficult for tourists to distinguish between true and false when making reservations, it is also a great challenge for tourism companies to take advantages of these eWOM to promote their products and services, so they need to understand what plays the vital role in the effect of eWOM on tourist purchase intentions, only in this way can they transfer those potential consumers into real consumers.

The previous articles have already made certain achievements. From the content point of view, the influence of eWOM on tourist purchase intentions has been widely concerned by scholars at home and abroad. Most of the scholars have carried out specific examinations from the aspects of eWOM information content, eWOM transmission platform, eWOM posters and recipients, in which the information content of eWOM is the most studied, while other factors are relatively less researched and those studies lack an overall research system. In addition, most scholars have explored the direct influence of individual factors on the behavior of tourists, and there are few studies that introduce mediating variables, especially the study of eWOM effects based on trust.

EWOM effect is not a direct influence between former tourist consumer's reviews and the later tourist consumer's purchase intentions, (Yaou Hu, 2018:27) it is an indirect process, which consists of many crucial factors like human sentiments or the eWOM itself (like professionalism, type and salience of eWOM). Therefore it is necessary to examine the influence mechanism and path of this process. It is different from previous articles highlighting direct relationships; in other words, tourists' trust and eWOM itself will have joint effects on tourist purchase intentions. This conceptual model aims to elucidate specific interactions among those factors and the influence path of this process, which will benefit both academics and practitioners on the understanding of the eWOM effect.

In summary, his study makes two unique contributions to the literature. First, it examines whether the three antecedent variables (expertise, type and salience) of eWOM affect tourist purchase intentions; (2) Last, it examines the mediating effect of trust between eWOM and Tourist Purchase Intentions.

## **2. Literature Review**

### **2.1 Electronic word-of-mouth (eWOM).**

WOM is defined as "oral, person-to-person communication between a perceived non-commercial communicator and a receiver concerning a brand, product, or a service offered for sale" (Arndt, 1967: 190). Since it is oral and person-to-person communication, the spread of the traditional word-of-mouth can be very regional due to the limitation of time and space, especially the relation strengths among the spreader and the receiver. eWOM is the electronic form of WOM, formed under the tendency of online shopping and E-commerce, an increasingly number of Online Customers tend to share their product experience after use. (Yan Liu, 2015). eWOM breaks through the limitation of the traditional WOM, greatly improving the spreading efficiency, thus more people can get the up-to-date reviews of the product at any moment. Therefore, eWOM is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al., 2004).

Since eWOM appears as a form of online text reviews, compared with the oral characteristics of traditional word-of-mouth that can not measure, it is much easier to measure, and there are four dimensions that are commonly considered. (1) Volume, it refers to the size and scale of the eWOM related to a specific product or service. Specifically, it is the number of comments on a product on the internet. (Chevalier and Mayzlin, 2006). Volume represents the popularity of the product (Jeong et al., 2015), consumers always tend to buy popular products. (2) Rating, it is a quantitative evaluation indicator of a product for consumers. In tourism industry, high ratings indicate strong predictors of tourists' adoption of information (Filieri and Mcleay, 2014); (3) Valence, it reflects the consumer's evaluation of the product and it represents their satisfaction (Chintagunta et al., 2010). Nieto-Garcia et al. (2017) suggest that both eWOM valence and volume will have a effect on consumers' willingness to pay; (4) Dispersion, it means that the spread of information within a community is always faster than the spread between communities, which is also the biggest difference traditional WOM and eWOM.

There are many studies about the valence of eWOM, but we found out that the existing researches basically focus on the sentiment of eWOM. However, few articles pay attention to the very details about the valence of eWOM (Sánchez-Casado & Noelia, 2019). Social Media, Customers' Experience, and Hotel Loyalty Programs' study shows that the degree of expertise of hotel customers clearly determines their level of satisfaction with the hotel.

When eWOM as a piece of suggestive information appear in front of consumers, their distinctive cues have a certain influence (Chen and Rodgers, 2006) When a tourist is viewing eWOM, the first reviews, best-recommended reviews, eye-catching comments, especially drawings or other visual material with word-of-mouth information are visually distinctive and more attractive, which will be also more informative than other normal eWOM. In a word, Whether it is salient will determine

how important it is in the public mind, so the salience of the eWOM can be a great point to be considered. (Park & Kim 2017) classifies eWOM into objective fact and subjective comment. According to attribution theory, consumers are more inclined to attribute objective fact-based eWOM to business behavior, and subjective comment -type eWOM to consumer behavior. Their research shows that subjective comment type of eWOM can affect tourists' purchase behavior. Therefore in this study, as explained in the preceding literature section, we carefully choose three antecedent variables of the eWOM, including expertise, salience and type of eWOM to study its effect on tourist purchase intentions. We propose the following hypotheses between eWOM and tourist purchase intentions:

H1a: The expertise of eWOM is positively related to tourists' purchase intentions.

H1b: The salience of eWOM is positively related to tourists' purchase intentions.

H1c: The type of eWOM is positively related to tourists' purchase intentions.

## 2.2 Mediating Effect of Trust.

Trust refers to the expectation of the parties in a transaction with any other individuals or organizations and it even involves the risks associated with undertaking and taking such expectations (Van Huy, 2019). Online trust is an important factor in the impact of consumer online shopping (Lee & Turban 2001). It even grows more important in e-commerce. The trust of tourists in eWOM refers to the extent to which eWOM recipients believe that other people's recommendation information is credible and true. They think that those eWOM source will benefit them and not take advantage of the situation (Kamtarin, 2012). When consumers evaluate a eWOM, there are three situations that make them biased against information: first, eWOM information published on corporate websites, consumers will think that they do not believe in corporate interests; eWOM without any negative information is also unbelievable; third is the information published by non-first person (Bickart and Schindler 2012). In a word, the previous studies suggest that the content of eWOM have a relation with the tourist trust about the eWOM, so we propose the following hypotheses between eWOM and tourist trust.

H2a: The expertise of eWOM is positively related to the tourist trust.

H2b: The salience of eWOM is positively related to the tourist trust.

H2c: The type of eWOM is positively related to the tourist trust.

Since consumers are the guide for various business activities of the companies, their purchase intention is the basis of the purchase behavior, which can be used to predict consumer behavior. So it is an important issue in e-commerce about how to develop trust between consumers and e-retailers. (Coulter K S, 2012) Once the consumers have higher trust towards the product, they have more incentives to purchase (Nguyen Thi & Hang Nga, 2019), based on the previous studies, we propose the following hypotheses between trust and tourist purchase intention.

H3: Tourist trust in eWOM has a significant effect on the purchase intention.

Many researchers have studied the factors that influence purchase intention in E-commerce, but few systematic studies have focused on how eWOM affect customer purchase intention through the mediating role of trust (Van Huy, L, 2019) Any information will have a propagation pipeline through which it reaches the receptor. Then the credibility of the communication pipeline will affect the credibility of the information. In view of the fact that eWOM information is not only between acquaintances, but also between strangers, the trust generated by the recipients after receiving the word-of-mouth information has become an important factor affecting the word-of-mouth effect. In addition, we believe that not all components of eWOM have the same degrees of effect on tourist trust and purchase intention. So we propose the following hypotheses about the mediating effect of trust in the relationship between eWOM and tourist purchase intentions.

H4a: Trust mediated the relationship of the expertise of eWOM and tourist purchase intentions.

H4b: Trust mediated the relationship of the salience of eWOM and tourist purchase intentions.

H4c: Trust mediated relationship of mediated the type of eWOM and tourist purchase intentions.

To sum up, the research model is as follows.

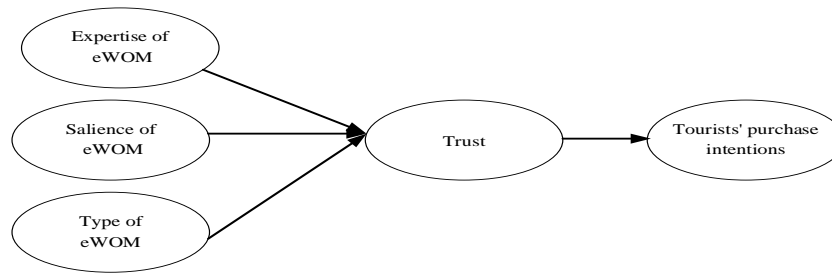


Fig. 1 Research Model

### 3. Methodology

#### 3.1 Data Collection and Measures.

We collect data online using So Jump, a professional Chinese internet research website. The target sample was tourist who often pays attention to the travel website, and has ever made a purchase with reference to the comments under the travel products. On January 15, 2019, the questionnaire the effect of eWOM on tourist purchase intentions: The mediating effect of trust was released on the internet, and forwarded through Chinese common social media including WeChat, QQ and other channels. The survey is expected to obtain 200 questionnaires, a total of 250 questionnaires were collected, and total of 226 valid questionnaires were utilized, which meets the requirements for Analysis of Moment Structures (AMOS) estimation (Chin & Newsted, 1998). Net age and frequency of travelling were recorded. In addition, 72.12% of the respondents were female. The majority of the respondents' ages was between 18 and 40 years (88.06%). The number of respondents whose net age above 6 years has reached 76.2%. This part of the respondents has long exposure to the Internet and has the experience and ability to search for information through the Internet. At the same time, travel frequency from once to 4 times a year, accounts for 66.4% in this sample. Those respondents have rich experience in travel and are good at using travel electronic word of mouth to inquire about travel information, which is in line with the requirements of this research object. The descriptive analysis of the sample is shown in Table 1.

Table 1 Profiles of the sample

Variable	Category	Frequency	Percent
Age	Under 18	2	0.88%
	18~25	152	67.26%
	26~30	15	6.64%
	31~40	32	14.16%
	41~50	22	9.73%
	51~60	2	0.88%
	Above 60	1	0.44%
Net Age	Less than 2 years	13	5.75%
	3-5 years	41	18.14%
	6-8 years	67	29.65%
	More than 8 years	105	46.46%
Travel Frequency	Always travel in a year	12	5.31%
	1-2 times a month	17	7.52%
	1-4 times half a year	32	14.16%
	1-4 times a year	150	66.37%
Gender	Never travel	15	6.64%
	Male	63	27.88%
	Female	163	72.12%
Total	226	226	100%

### 3.2 Measures.

In order to ensure the reliability and validity of the measurement tools, this study tries to use the scales that have been used in the relevant previous literature, and then performs the reduction adjustment according to the purpose of this study as a tool for collecting empirical data. The variables in this study mainly include four sections. The first section is the independent variable, which mainly refers to the antecedent variables that affect the tourist purchase intentions. A total of three are examined. The second section the mediated variable. It refers to as a third-party variable of trust through which the independent variable acts on the dependent variable. The third section is the dependent variable, which refers to the influence of tourists purchase intentions after viewing the electronic word of mouth. The fourth section, the demographic variables, includes the gender, age, occupation, and frequency of travel of the respondents. The following sections describe the measurement of variables:

**Expertise of the eWOM poster:** A six-item scale, developed by Mitchell and Dacin, was used to measure the expertise. It was examined using a five-point Likert scale. An example item is as follows: “I think the poster of the word-of-mouth information has relevant knowledge”, and the other items are shown in Table 2, the research respondents are asked to judge according to the latest information searching experience on the electronic word-of-mouth on the travel website. Cronbach’s alpha for this measure was 0.903, which indicates that the scale has good reliability.

**Salience of the eWOM:** A four-item scale, developed by the Chen and Rodgers, was used to measure salience through a five-point Likert scale. These items are shown in Table 2. Cronbach’s alpha for this measure was 0.766, indicating that the scale has good reliability.

**Types of the eWOM:** As mentioned above, subjective comment type of word-of-mouth can influence consumers’ purchasing behavior, and easier to be convinced. Therefore, this study used Holbrook’s research to measure the type of the eWOM information based on a five-point Likert scale from both subjective and objective comments. The item are shown in Table 2. Cronbach’s alpha for this measure was 0.727, indicating that the scale has good reliability.

**Trust:** A four-item scale, developed by Mayer Davis and Schoorman and Ridings is used to measure trust through a five-point Likert scale. These items are shown in Table 2. Cronbach’s alpha for this measure was 0.805, indicating that the scale has good reliability.

**EWOM effect:** This is a study of the influence of eWOM on the purchase intention of tourists AS the dependent variable in this study, EWOM effect—tourist purchase intention was measured by a six-item scale, developed by Park and Lee ,based on a five-point Likert scale. These items are shown in Table 2. Cronbach’s alpha for this measure was 0.867, indicating that the scale has good reliability.

**Demographic variables:** Previous studies have shown that the background of tourists (such as the gender, age, occupation, frequency of travel, etc.) of the respondents will affect the electronic word-of-mouth effect and is therefore treated as a control variable in this study.

Table 2 Impact indicators and Cronbach’s alpha of eWOM on tourist purchase intentions.

Variable	Content	Items	Cronbach’s alpha
Antecedent Variables	Expertise of the eWOM poster	The poster has related knowledge	0.903
		The poster is experienced	
		The poster is professional	
		The poster can be regarded as an expert	
		The poster is specially trained	
(eWOM)	Salience of the eWOM	It is the first review under this travel product	0.766
		It is a reviews marked as high quality comment	
		It has attractive headline	
	Types of the eWOM	It has pictures or information with other visual materials	0.727
		It describes in detail the objective experience of personal use of the product	
		It describes in detail the subjective feelings of personal use of	

Mediated Variable	Trust	products	0.805
		The poster is able to contribute professional information	
		The poster is honest when posting information	
		The poster is unbiased when posting information	
		The poster will do try their best to help others	
Dependent Variable	Effect on tourist purchase intentions	Buying this travel product will receive recognition	0.867
		It is secure for me to spend money on this travel product.	
		I really like the travel products described by this Ewom.	
		This eWom is a great help for my travel purchase decision.	
		The eWom offers some different views of travel products/services	
		I will accept the suggestions of this e-Wom in future travel plans.	

As shown in Table 2, Cronbach's alpha of the five variables are all above 0.7, indicating that the data collected in this study has a high internal consistency.

### 3.3 Results: Confirmatory Factor Analyses

In order to test the discriminant validity between the key variables "Expertise of the eWOM", "Salience of the eWOM", "Types of the eWOM", "Trust" and "Tourist purchase intention", the corresponding measurement parameters of each measurement quantity change, AMOS is used in this study for conductive factor analysis of key variables. The results of the constructed model showed that the five-factor model fit the data considerably good ( $\chi^2/df=2.25$ ,  $p<0.01$ , RMSEA=0.075, TLI=0.893), indicating that the measurement has good discriminant validity.

## 4. Descriptive Statistics of variables

Table 3 summarizes the mean, standard deviation, and correlations of the sample. From the table we can see the expertise of eWOM ( $r=0.506$ ,  $p<0.01$ ), salience of eWOM ( $r=0.551$ ,  $p<0.01$ ) and type of eWOM ( $r=0.655$ ,  $p<0.01$ ) have a significant positive correlation with tourists purchase intentions. At the same time, the expertise of eWOM ( $r=0.591$ ,  $p<0.01$ ), salience of eWOM ( $r=0.563$ ,  $p<0.01$ ) and type of eWOM ( $r=0.535$ ,  $p<0.01$ ) also have a significant positive correlation with trust. Moreover, trust and tourist purchase intention ( $r=0.725$ ,  $p<0.01$ ) also have a significant positive correlation. In addition, there is no significant correlation between gender ( $r=0.021$ ), net age ( $r=0.045$ ), travel frequency ( $r=0.080$ ) and tourist purchase intention, which indicates that there is little difference in the willingness to purchase among different genders、different online age groups and different travel frequencies.

Table 3 Means, Standard Deviations, and Correlations

Variable	Means	Standard Deviations	1	2	3	4	5	6	7	8
1.Gender	1.720	0.449	1.000							
2.Net age	3.170	0.923	-0.133*	1.000						
3.Travel Frequency	3.620	0.918	0.127	0.066	1.000					
4.Expertise	3.169	0.669	-0.120	-0.045	-0.123	1.000				
5.Salience	3.4381	0.622	0.061	0.020	-0.021	0.547**	1.000			
6.Type	3.591	0.634	0.097	0.092	0.045	0.400**	0.435**	1.000		
7.Trust	3.371	0.612	-0.039	-0.007	0.047	0.591**	0.563**	0.535**	1.000	
8.Purchase intentions	3.489	0.549	0.021	0.045	0.080	0.506**	0.551**	0.655**	0.725**	1.000

Notes: Gender: male=1,female=2;Net age:1= less than 2 years,2=3-5years,3=6-8 years,4=more than 8 years; Travel Frequency:1=always travel in a year,2=1-2 times a month,3=1-4 times half a year,4=1-4 times a year;5= never travel; n=226. \* $p<0.05$ , \*\* $p<0.01$ .

## 5. Tests of Hypotheses

In the previous section, we made hypotheses about the influence of eWOM on tourists purchase intentions. In this section, we will make a hypothesis test through multiple regression analysis, which is often used in the field of social science to find out the relationship between independent



and dependent variables of different groups.

### 5.1 Main Effects.

Hypotheses 1a, Hypotheses 1b and Hypotheses 1c suggest that the expertise, salience and type of eWOM have a significant positive impact on the tourist purchase intention. In order to test these three hypotheses, we first take the tourists purchase intention as the dependent variable, then the control variables (gender, net age, travel frequency) were entered, and finally followed by the expertise (expertise or type) of eWOM to the Regression equation. The results of hierarchical regression are shown in Table 4. What we can see in Table 4 is the expertise of eWOM (M7,  $\beta = 0.534$ ,  $p < 0.01$ ), salience (M9,  $\beta = 0.554$ ,  $p < 0.01$ ) and type (M11,  $\beta = 0.660$ ,  $p < 0.01$ ) has a significant positive impact on the tourist purchase intention. Therefore, Hypotheses 1a, Hypotheses 1b and Hypotheses 1c are supported by the data.

Hypotheses 2a, Hypotheses 2b, Hypotheses 2c proposes that the expertise, salience and type of eWOM have a significant positive impact on the trust of tourists. In order to verify these three hypotheses, we first take tourist trust as the dependent variable, then the control variables (gender, net age, travel frequency) were entered, and finally followed by expertise (salience or type) of eWOM to the regression. equation. The results of hierarchical regression are shown in Table 4. What we can see in Table 4 is the expertise of eWOM (M<sub>2</sub>,  $\beta=0.608$ ,  $p<0.01$ ), salience (M<sub>3</sub>,  $\beta=0.570$ ,  $p<0.01$ ) and type of eWOM (M<sub>4</sub>,  $\beta= 0.550$ ,  $p<0.01$ ) have a significant positive impact on the tourist trust. Therefore, Hypotheses 2a, Hypotheses 2b, Hypotheses 2c are supported by the data.

### 5.2 Mediating effect.

We use the analytical steps suggested by Baron and Kenny (1986) to use the hierarchical regression method to verify the mediating role of trust in electronic word-of-mouth for tourist purchase intentions. The results of the analytic hierarchy are shown in Table 4. What we can see in Table 4 is the expertise of eWOM (M7,  $\beta = 0.534$ ,  $p < 0.01$ ), salience (M9,  $\beta = 0.554$ ,  $p < 0.01$ ) and type of eWOM (M11,  $\beta = 0.660$ ,  $p < 0.01$ ) have a significant positive impact on the tourist purchase intentions. At the same time, trust has a significant positive impact on the purchase intention of tourists (M6,  $\beta = 0.726$ ,  $p < 0.01$ ). After adding the mediator variable--trust to analysis, the expertise of eWOM (M8,  $\beta=0.145$ ,  $p<0.01$ ), salience (M10,  $\beta=0.208$ ,  $p<0.01$ ) and type of eWOM (M12,  $\beta=0.372$ ,  $p < 0.01$ ) still has a significant positive impact on the purchase intention of tourists. However, it can be found that the  $R^2=0.545$  of Model 8 and the  $R^2$  increase by 0.260 compared with Model 7, indicating that the independent variable (the expertise of eWOM) can better explain tourists' willingness to purchase after adding the mediated variable to analysis. Therefore, H4a: "Trust is mediated the expertise of eWOM and tourist purchase intentions.". At the same time, in Model 10,  $R^2=0.561$ , compared with model 9,  $R^2$  increased by 0.248, indicating that the independent variable (the salience of eWOM) can better explain to purchase intentions after adding the mediated variable to analysis. Thus, H4b: "Trust is mediated the salience of eWOM and tourist purchase intentions." In addition, in model 12, the word-of-mouth type  $R^2=0.627$ , compared with model 11,  $R^2$  increased by 0.192, indicating that independent variable (the type of eWOM) can better explain tourist purchase intentions after adding the mediated variable to analysis. Therefore, hypothesis 6 "H4c: Trust is mediated the type of eWOM and tourist purchase intentions."

Table 4 Results of Hypotheses Testing

Variable		Trust						Tourist purchase intentions					
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Control variable	Gender	-0.048	0.021	-0.088	-0.107	0.017	0.052	0.078	0.064	-0.021	0.032	-0.054	0.002
	Net age	-0.017	0.016	-0.034	-0.074	0.043	0.055	0.071	0.061	0.025	0.046	-0.026	0.013
	Travel frequency	0.055	0.119	0.073	0.041	0.075	0.035	0.131	0.055	0.092	0.048	0.058	0.037
	Expertise		0.608**					0.534**	0.145**				
Independent variable	Salience			0.570**						0.554**	0.208**		
	Type				0.550**							0.660**	0.372**
Mediated variable: Trust							0.726**		0.640**		0.607**		0.525**
R <sup>2</sup>		0.005	0.364	0.328	0.301	0.008	0.532	0.285	0.545	0.313	0.561	0.435	0.627
F		0.339	31.615**	26.967**	23.785**	0.614	62.929**	22.069**	52.825**	25.224**	56.322**	42.528**	74.084**
$\Delta R^2$		0.003	0.359	0.323	0.296	0.005	0.524	0.277	0.260	0.305	0.248	0.427	0.192
$\Delta F$		0.650	124.876**	106.367**	93.696**	1.215	247.825**	85.732**	125.941**	98.249**	124.283**	166.893**	113.620**

Notes: Gender: male=1, female=2; Net age: 1= less than 2 years, 2=3-5 years, 3=6-8 years, 4=more than 8 years; Travel Frequency: 1=always travel in a year, 2=1-2 times a month, 3=1-4 times half a year, 4=1-4 times a year; 5= never travel; n=226. \*p<.05. \*\*p<.01.

## 6. Conclusions

In the previous analysis, we conducted an inspection analysis of each hypotheses, and the results are shown in Table 5 below:

Table 5 Summary of Hypotheses Testing

Test type	Paths	Results
Main effects	H1a: The expertise of eWOM is positively related to tourists' purchase intentions.	Supported
	H1b: The salience of eWOM is positively related to tourists' purchase intentions.	Supported
	H1c: The type of eWOM is positively related to tourists' purchase intentions.	Supported
	H2a: The expertise of eWOM is positively related to the tourist trust.	Supported
	H2b: The salience of eWOM is positively related to the tourist trust.	Supported
	H2c: The type of eWOM is positively related to the tourist trust.	Supported
	H3: Tourist trust in eWOM has a significant effect on the purchase intention.	Supported
	H4a: Trust is mediated the expertise of eWOM and tourist purchase intentions.	Supported
Mediating effects	H4b: Trust is mediated the salience of eWOM and tourist purchase intentions.	Supported
	H4c: Trust is mediated the type of eWOM and tourist purchase intentions.	Supported

With the development of the Internet and e-commerce, tourists are increasingly inclined to make purchasing decisions based on existing electronic word-of-mouth information, and the trust of tourists has become an important medium in this process. This paper empirically explores the



impact of Internet word-of-mouth on tourists' willingness to purchase. (1) The expertise of eWOM has a significant positive impact on tourist purchase intentions., and trust plays a mediating effect in it; (2)The salience of eWOM has a significant positive impact on tourist purchase intentions., and trust plays a mediating effect in it; (3) The type of eWOM has a significant positive impact on the purchase intention of tourists, trust plays a mediating effect in it; (4) trust has a significant impact on tourist purchase intentions, whether it is the expertise or salience of Internet word-of-mouth or its own information type directly affect the consumer trust, The recipient of the information are usually willing to pay for the product described by the review because of the levels of trust generated by the electronic word-of-mouth.

This study contributes to the increasing literature on the eWOM. First, we pay more attention to the antecedents of the eWOM by put those factors into analysis to examine the influence paths between eWOM. This extends the research of Yaou Hu,(2018) Second ,we examine the mediating role of trust, which deepen the study of Marta Nieto-Garcia.

Practically, the results of this study show several implications for practice. For travel agencies, the travel reviews written by consumers who have participated in the product experience are not only simple users' feedback. If they are properly guided, they can become a new round of product marketing with high credibility. Based on the above empirical research results, the managerial implication for tourism operators such as travel website operations in the Internet environment is as follows:

(1) Publish high-quality word-of-mouth information after guiding the consumer experience. High-quality word-of-mouth information includes high product quality and high quality of word-of-mouth information. On the one hand, it requires travel merchants to provide high-level tourism products and services. On the other hand, merchants are supposed to encourage users to upload more experience pictures or in-depth descriptions and details about the experience about the product or services when writing word-of-mouth information.

(2) Encourage professional users to post word-of-mouth information. Tourists with high expertise have the status of opinion leaders in this virtual tourism community, and can identify the expertise of consumers by rating consumers at the user level of this website, so that potential travel consumers can identify the expertise of the word-of-mouth communicator, which in turn causes them to generate purchases.

(3) Strive to increase consumer trust. The research in this paper shows that consumer trust has a significant impact on the effect of Internet word-of-mouth and is an important intermediary for tourism product information dissemination. Therefore, tourism businesses should strive to improve platform credibility and public reputation. And effectively use the administrator authority to identify and process the true and false word-of-mouth information, or to highlight or improve the high-quality word-of-mouth information to attract potential customers.

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