



an app that not only meets social demands but also competes with other rivals such as Grab and GoJek. In order to stay competitive, ShopeeFood began collaborating with various food and beverage industries in early 2021 (Vania & Simbolon, 2021).

#### *The theory of reasoned action (TRA)*

The TRA model was established in 1967 and later refined and expanded by Fishbein et al. (1977). It is widely applied to explain the relationships between attitudes, social norms, and human behaviors. Reliability is considered an essential factor in connecting consumer behavioral intentions to their attitudes (Zhang et al., 2016). Purchase intention serves as the driving force behind customers' decisions to shop online. The TRA theory is regarded as an effective tool that plays an important role in predicting and explaining user behavior.

#### *The theory of planned behavior (TPB)*

The TPB theory was developed from the Theory of Reasoned Action (TRA) to more accurately predict consumer behavior. TPB is widely applied and used in human behavior research. The TPB theory assesses behavioral tendencies through three key variables: "Attitude toward the behavior," "Subjective norm," and "Perceived behavioral control." These variables determine the inclination or effort of individuals to perform a specific behavior (Uyên & Long, 2020).

### **2.2 Hypotheses and research model**

#### *Reviewer influence*

Online reviews, especially from influencers, play a crucial role in shaping consumer purchasing decisions. With their credibility and broad reach, influencers significantly impact consumer trust and decision-making. Xiao et al. (2018) highlighted how influencer recommendations influence purchasing behavior. The expansion of broadband infrastructure has further enhanced access to online reviews via blogs, posts, and digital platforms. Influencer-generated reviews have a stronger effect on trust and purchase intention than those from regular users. Based on these insights, the following hypothesis is proposed:

H1: Reviewer influence has a positive impact on consumers' purchase intention.

#### *Review information quality*

In the digital marketplace, review information quality significantly influences consumer perceptions and purchase decisions. Consumers associate high-quality reviews with reliable product information, boosting their confidence in making informed choices. Previous research found a positive correlation between perceived review quality and the reliability of product information. Genuine reviews reflecting real consumer

experiences serve as valuable insights, shaping purchasing behavior. Key determinants of review quality include argument strength, logical reasoning, and consistency (Truong Dinh Chien & Nguyen Viet Ha, 2023). Based on these insights, the following hypothesis is proposed:

H2: Review information quality has a positive impact on consumers' purchase intention.

#### *Review quantity*

According to previous research, in order for consumers to have a foundation and trust when making online purchasing decisions, the review quantity helps consumers easily grasp complete and consistent information about the product. The more reviews there are, the more it increases consumers' trust, providing a basis to believe that these reviews offer valuable information and persuasion, or in other words, trust in the quality (Zhang et al., 2016). Furthermore, multiple studies have demonstrated that the number of reviews positively influences consumer trust in online shopping environments. Based on these insights, the following hypothesis is proposed:

H3: Review quantity positively affects consumers' purchase intention.

#### *Positive/negative user reviews*

Positive reviews indicate consumer satisfaction and significantly enhance trust in a product, thereby strengthening purchase intention. Previous research emphasize that a higher volume of positive reviews increases the likelihood of persuading potential consumers. Conversely, negative reviews reflect dissatisfaction and can erode consumer trust. Research suggests that consumers are more influenced by negative feedback, as it provides detailed insights into product limitations, helping them make more informed decisions (Mayzlin et al., 2014). Based on these findings, the following hypotheses are proposed.

H4a: Positive user reviews positively influence online purchase intention.

H4b: Negative user reviews negatively influence online purchase intention.

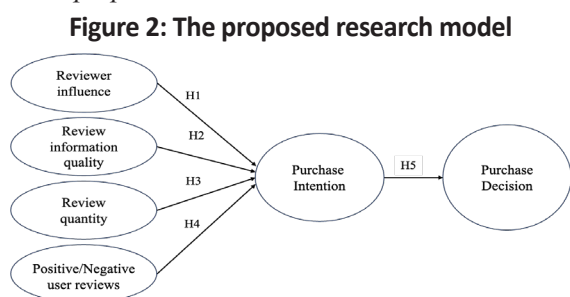
#### *Purchase intention*

According to the Theory of Reasoned Action (Fishbein et al., 1975), factors such as attitude and subjective norms influence consumer behavioral intentions, which indicate a person's intention to perform a certain behavior (Ajzen, 2002). According to the Theory of Planned Behavior, factors such as behavioral attitude, perceived behavioral control, and subjective norms influence human behavioral intentions. When the intention to purchase reaches a certain threshold, it leads to actual behavior, which is

the online purchasing decision. The clearer and more specific the intention, the faster the decision-making process will be. Therefore, the authors propose the following hypothesis:

H5: Purchase intention has a positive impact on the purchasing decision.

*The proposed research model.*



Source: Compiled by the authors

### 3. Research methodology

This study employed a convenience sampling method, with the sample size determined based on the guidelines of Tabachnick & Fidell (2013). A survey was conducted among 432 individuals who had previously made purchases via the ShopeeFood app in Ho Chi Minh City. After data cleaning, 411 valid responses were retained for analysis. The dataset was processed using SPSS 20, and analyses included Cronbach’s Alpha for reliability testing, Exploratory Factor Analysis (EFA) for dimensionality reduction, and multiple regression analysis to examine the relationships between variables.

### 4. Results of the study

#### 4.1. Cronbach’s alpha analysis

After conducting the Cronbach’s Alpha reliability analysis, the results of the measurement scales tested ranged from 0.764 to 0.896, and the total item correlations were all greater than 0.3. No variables were removed from the model.

#### 4.2. Exploratory factor analysis

According to Hair et al. (2010), exploratory factor analysis (EFA) is considered adequate when the KMO values fall within the range of  $(0.5 \leq KMO \leq 1)$ ; Sig values are  $\leq 0,05$ ; total variance extracted is  $\geq 50\%$ ; and factor loadings are  $\geq 0.3$ . Therefore, the exploratory factor analysis (EFA) is appropriate for the research data.

After conducting an Exploratory Factor Analysis (EFA), the variables MD1, MD2, MD3, and MD4 exhibited notably high factor loadings (approximately 0.84), indicating that they constitute a strong group of factors. Following these are the variables SL1 through SL5, along with the remaining variable groups. This

underscores the clear discriminant validity of the factors involved. The analysis results show that the KMO coefficient = 0.892; Sig value =  $0.000 < 0.05$ ; Total variance explained =  $68.779\% > 50\%$ , indicating that the factors in this study explain 68.779% of the observed variance.

Table 4.1: Results of the final EFA analysis

	Rotated Component Matrix <sup>a</sup>				
	Component				
	1	2	3	4	5
MD2	.845				
MD1	.842				
MD3	.842				
MD4	.839				
SL4		.759			
SL5		.744			
SL2		.713			
SL3		.711			
SL1		.695			
TC3			.784		
TC1			.759		
TC2			.741		
CL1				.801	
CL2		.361		.739	
CL3				.711	
TIC2					.821
TIC3					.792
TIC1			.332		.682

Source: Extracted from SPSS 20

Interpretation: MD: Reviewer influence; SL: Review Quantity; YD: Purchase intention; TC: Positive reviews; TIC: Negative reviews; CL: Review quality

Exploratory Factor Analysis (EFA) for the mediator variable “purchase intention” (YD) yields a KMO = 0.853, which is within the range [0.5; 1]. Bartlett’s test shows a Sig value =  $0.000 < 0.05$ , and the extracted variance is  $60.86\% > 50\%$ . Thus, all tests are satisfied, and the “purchase intention” variable explains 60.86% of the observed variance.

EFA analysis for the dependent variable “Decision” (QD) shows a KMO = 0.834, which is within the range [0.5; 1]. Bartlett’s test results in a Sig value =  $0.000 < 0.05$ , and the extracted variance is  $73.34\% > 50\%$ . All tests are satisfied, and the dependent variable “Purchase Decision” (QD) explains 73.34% of the data variance.

#### 4.3. Regression analysis

Table 4.2: Results of Regression Analysis on the Impact of Online Reviews on Consumer Intentions

Model	Coefficients <sup>a</sup>						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
1	(Constant)	1.220	0.195		6.264	0.000		
	MD	0.109	0.031	0.155	3.557	0.000	0.773	1.294
	CL	0.081	0.042	0.097	1.932	0.054	0.585	1.709
	SL	0.219	0.049	0.217	4.474	0.000	0.629	1.590
	TC	0.143	0.043	0.159	3.294	0.001	0.637	1.571
	TIC	0.188	0.036	0.241	5.204	0.000	0.686	1.457

a. Dependent Variable: YD

Source: Extracted from SPSS 20

The adjusted R-squared value obtained from the regression analysis of the factors influencing consumer

intention through the ShopeeFood app is 0.402, indicating that the variability in consumer intention is explained by the independent variables at a level of 40.2%. This suggests that the fit of the research model is satisfactory at 40.2%. The remaining 59.8% is accounted for by independent variables outside the model and random error.

The research results indicate that factors such as Reviewer Influence (MD), Review Information Quality (CL), Number of Reviews (SL), Positive User Reviews (TC), and Negative User Reviews (TIC) significantly shape consumer purchase intention (YD). Among these, Negative Reviews (TIC) have the strongest impact, with the highest standardized Beta coefficient of 0.241, followed by Number of Reviews (SL) at 0.217. Consumers' Negative Reviews (TIC) emerges as the primary factor influencing the change in purchase intention through the ShopeeFood app. This study supports the findings of Tran Thi Huynh Nga et al. (2023), which suggest that review quality positively influence purchase intention. The regression equation is as follows:

$$YD = 1.220 + 0.155MD + 0.097CL + 0.217SL + 0.159TC + 0.241TIC$$

Interpretation: MD (Influence level), CL (Review Information Quality), SL (Number of Reviews), TC (Positive Reviews), TIC (Negative Reviews).

**Purchase intention**

**Table 4.3: Results of regression analysis on the impact of purchase intentions on online purchasing decisions**

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.419	0.218		6.517	0.000		
	YD	0.660	0.050	0.547	13.227	0.000	1.000	1.000

a. Dependent Variable: QD

Source: Extracted from SPSS 20

The analysis results show that the regression model achieves an acceptable fit with an R-squared value of 0.3, an adjusted R-squared value of 0.298, Sig = 0.000 < 0.05, and a VIF coefficient of 1, which falls within the validated range, indicating that the model has good reliability. The regression equation for Intent affecting Decision is as follows:

$$QD = 1.419 + 0.547YD$$

Interpretation: QD (Online purchase decision); YD (Online purchase intention)

The research confirms a direct, positive relationship between purchase intention and online shopping behavior. In the growing e-commerce landscape, purchase intention serves as a key driver of online purchase decisions. Unlike Truong Dinh Chien et al. (2023), who rejected the link between Review

Information Quality (CL) and Purchase Intention, this study provides evidence that CL influences Purchase Intention, ultimately affecting Purchase Decisions on ShopeeFood.

Additionally, these findings align with Tran Thi Huynh Nga et al. (2023) regarding the impact of Review Information Quality (CL) and Review Quantity (SL). The study also reinforces the connection between Positive (TC) and Negative Consumer Reviews (TIC) and Purchase Intention (YD) on ShopeeFood.

**5. Conclusion**

Research shows that online reviews significantly influence consumers' purchase intentions and decisions on ShopeeFood in Ho Chi Minh City. Specifically, the influence of reviewers, the quality of review information, the number of reviews, and the ratio of positive/negative reviews all play important roles in shaping buying behavior. Among these, negative reviews and the number of reviewers have the strongest impact.

The findings of this study contribute to a broader understanding of consumer behavior in e-commerce and food delivery services. By recognizing the power of online reviews and implementing proactive review management strategies, businesses can foster stronger relationships with consumers, mitigate the impact of negative feedback, and reinforce their competitive advantage in an increasingly digitalized marketplace. Additionally, businesses can stimulate and encourage customers to provide more reviews by offering promotions and incentives that appeal to their interests, creating motivation for them to write reviews about the products.

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