



INTRODUCTION

Electronic word-of-mouth (eWOM) enables global customer interactions that can impact business performance. This study explores eWOM from the **business perspective**, specifically, how **brand attributes**, defined as the characteristics customers associate with a brand through branding activities, relate to eWOM. The Vietnamese market, with its active digital users and growing appeal to global beauty brands, serves as the case study.

OBJECTIVES

Addressing the research gap by investigating the relationship between brand attributes and eWOM from a business perspective

METHODOLOGY

- Quantitative data - using **convenience sampling technique**
- Multiple regression analysis** with SPSS 29.0



5-point
Likert scale



Online
survey

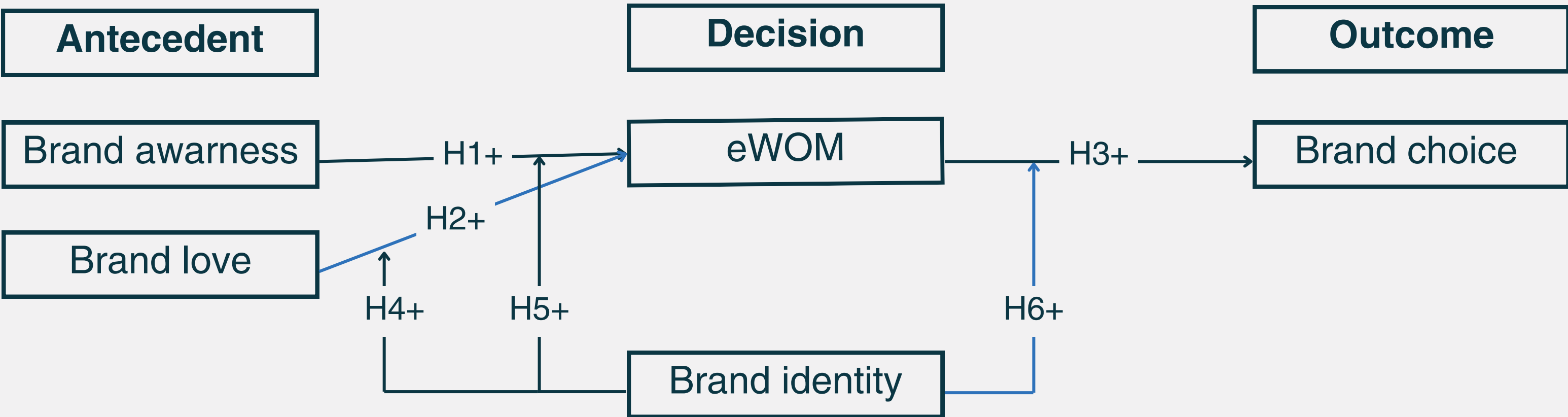
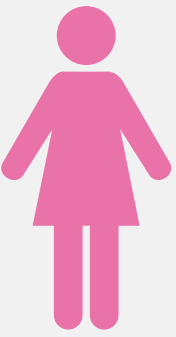


Figure: Conceptual model

DEMOGRAPHICS

171 valid observations



87.7%

Participants
are female



73.1%

Participants
belonged to the
18–22 age group

RESULTS



SIGNIFICANT RELATIONSHIPS

Brand attributes \Leftrightarrow eWOM

Brand love has a positive
impact on positive eWOM

Moderating effect of brand identity

Brand identity positively moderates
the effect of eWOM on Brand choice



NON- SIGNIFICANT RELATIONSHIPS

- Brand awareness does not have a positive impact on positive eWOM
- eWOM does not have a positive impact on Brand choice
- Brand identity does not positively moderate the effect of Brand love on positive eWOM
- Brand identity does not positively moderate the effect of Brand awareness on positive eWOM

at 95% confidence level

DISCUSSION



Brand love boots eWOM

Satisfaction and emotional connection lead to positive sharing



Brand awarness is not enough

Brand-related activities is essential for sustaining eWOM



eWOM and loyalty are not the same

Customers still switch due to trends or variety-seeking



Brand identity has limited impact

It supports brand choice but has limited power in enhancing eWOM behavior

IMPLICATIONS



Build emotional relationship

Storytelling and personalized messages



Interactive marketing

Livestreams, user-generated content contests



Adapt to local markets

Tailored messages align with consumer lifestyles



Do not rely too much on brand identity

- Trendy experiences and active engagement
- Loyalty programs retain eWOM-active customers