Exploring the Interplay: Attitude towards Electronic Word of Mouth, E-Customer Satisfaction, E-Trust, Product Type, and Electronic Word of Mouth

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Abstract
The goal of the current research was to identify the connection among Attitude towards Electronic Word of Mouth (AWEWOM), Electronic Customer Satisfaction (ECS), Electronic Trust (ET), and Electronic Word of Mouth (E-WOM), with the moderating effect of Product Type (PT) in Bahawalpur, Pakistan. For this study, primary data sources were employed, and quantitative research methodology was utilized. The research methodology is correlational, focusing on evaluating the relationship between variables. The target demographic consisted of the general public in Bahawalpur who engage in online shopping. The study was conducted in South Punjab. Data was collected using a questionnaire with a five-point Likert scale, distributed to 384 customers. SPSS v26 was used for data analysis. The results of this research indicate that ECS and ET have a significant positive influence on E-WOM, while AWEWOM has a negative effect on E-WOM. Additionally, the moderating influence of PT on the relationship between ECS, AWEWOM, ET, and E-WOM is significant and positive. Future research suggestions include conducting further examinations on E-WOM with other variables and elements, as well as conducting studies in different geographical locations to enhance generalizability.
Keywords: Electronic Word of Mouth, Customer Satisfaction, Electronic Trust, E-Commerce, Product Type

1. Background of the study

Shopping involves the exchange of money for the purchase of items or goods. It encompasses several stages, including searching for product information, evaluating various options, and ultimately making a purchase (Fu, Lu, Chen, & Farn, 2020). Since the widespread accessibility of the internet, the shopping process has evolved into e-commerce. Online shopping, also known as e-shopping, offers numerous advantages in terms of both information search and actual purchasing (Rose, Rose, & Shoham, 2009). A new paradigm for conducting online business has emerged, thanks to the rapid development and benefits of electronic transactions, also known as "e-commerce"(Joines, Scherer, & Scheufele, 2003). Global retail e-commerce sales were estimated to be $1.67 trillion in 2015, reflecting a 25% increase over the previous year. It is projected that sales in 2019 will reach $3.57 trillion (eMarketer, 2015). During the previous 25 years, e-Commerce grown at an exponential rate. In 2015, the US spent $350 billion on e-commerce (Smith & Anderson, 2016) and the UK spent £52.25 billion (Falk & Hagsten, 2015). Neilson (2018) Reports indicate that 82% of urban customers have made an online purchase, reflecting a 6% increase from the previous year. The Asia-Pacific region has emerged as the largest regional e-commerce market, largely due to the significant volume of online sales (eMarketer, 2015). Due to the predicted continuous expansion in Asia-Pacific sales, one may say that Asian nations represent a significant centre for the expansion of e-commerce and a successful marketplace for electronic merchants about of purchasing goods via the Internet. Consequently, there's a necessary for knowledge about online purchasing behaviour as more people turn to online shopping.

In Pakistan, people traditionally preferred to physically visit traditional stores, making it challenging to transition from offline to online purchasing in the past. They valued the ability to assess tangible goods for quality before making a purchase decision. (Bashir, Mehboob, & Bhatti, 2015). Additionally, Pakistanis have historically had negative experiences with online buying. However, over time, the majority of individuals have become more cautious about making purchases online. Fortunately, recent statistics indicate that Pakistanis are beginning to embrace online purchasing. A recent study found that 82 % of urban customers with internet access have made purchases online (Farooq, Saeed, Ali, & Javid, 2020). Researchers believe that young people are increasingly turning to online purchasing due to recent changes. Consequently, internet purchasing is expected to become Pakistan's fastest-growing market (Dost, Illyas, & Rehman, 2015). According to Chaudary, Rehman, and Nisar (2014), Pakistani e-commerce is currently experiencing rapid growth. Presently, Pakistan boasts a large number of stores selling a wide range of products, from clothing to electronics.

In contrast to traditional retail, e-commerce prioritizes convenience. Due to this convenience, consumers need to exert less effort and spend less time shopping (Clemes, Gan, & Zhang, 2014). Convenience can make people want to shop online more (Goldsmith, 2016). Customers don't need to leave their homes because internet retailers offer services around the clock (24 hours), allowing them to shop whenever is most convenient for them (To, Liao, & Lin, 2007). Most consumers use e-commerce to streamline their decision-making processes (Beauchamp & Ponder, 2010). Contrarily, traditional purchasing requires consumers to invest time and effort. The convenience advantages are particularly significant because customers are more time-constrained than ever. Consequently, one of the main factors driving buyers to make purchases is ease (Boubaker, Jemai, Sahin, & Dallery, 2019). In

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contrast, electronic word-of-mouth (eWOM) usage impacts the attitudes and behaviours of an additional eight people, according to research by Marsteller (2005). Traditional offline word-of-mouth communication can only have an impact on approximately few people (Sharma, Morales-Arroyo, & Pandey, 2012). Additionally, "electronic word-of-mouth" (EWOM) has a substantial influence on what customers buy According to Hsu, Huang, and Chuang (2018), consumers extensively research products online and consult blogs and websites before making a purchase. EWOM plays a crucial role in online buying and serves as a valuable resource for understanding the drivers, such as perceived enjoyment (PE) and social influence (SI). Due to the rapid expansion of e-commerce and the widespread use of the internet in recent years, EWOM has garnered considerable attention in e-marketing. Before the internet, "word-of-mouth (WOM)" was the most practical marketing method and was recognized as a significant source for information exchange.

In addition, it is well-recognized that "word-of-mouth (WOM)" has a greater impact on consumer behavior than other marketing or advertising campaigns (Maxham III & Netemeyer, 2002). EWOM is a powerful instrument for communicating opinions about various goods and services to other clients in order to increase their awareness of the products (D. Lee, Kim, & Kim, 2012). Consumers frequently utilize EWOM on various social media platforms (such as blogs, emails, online forums, and virtual communities, among others) to determine whether they should trust a company's electronic transactions (See-To & Ho, 2014).

1.1. Problem Statement

Despite the growing significance of "electronic word-of-mouth (EWOM)", e-trust and e-customer satisfaction in the online marketplace, there remains a gap in understanding how these factors interact and influence consumer behaviour. Additionally, the role of product type as a moderator in shaping attitudes towards EWOM and its impact on consumer satisfaction and trust warrants further investigation. Therefore, there's a necessary to study the association between attitude toward EWOM, e-customer satisfaction, e-trust, and e-WOM, considering product type as a moderator, to enhance our understanding of online consumer behaviour and inform e-marketing strategies. Therefore, this study focuses on how the institution's relationship quality, which includes customer happiness, customer trust, and customer attitude, affects EWOM communication in the online marketplace. The study establishes an EWOM Conversation approach for digital marketers may employ in an online setting by defining the function of each relationship quality sub-construct through mediation testing in EWOM. Additionally, the study's model incorporates PT as a moderator to assess if the Influence of Buyer Engagement on EWOM changes by PT. The research's conclusion discusses management ramifications and suggests potential future research areas. Buyers have a greater inclined to believe these viewpoints, experiences, and suggestions of other consumers than they are to trust vendor or ad agency promotions (Sen & Lerman, 2007). In earlier studies on EWOM communication, the focus was primarily on EWOM recipients. This research examined the valence, quality, number, and channels for reviews for online using experimental methods to determine their impact on sales, website trust, and purchase intent (Davis & Khazanchi, 2008; Harrison-Walker, 2001; Kuenzel & Krolikowska, 2008; M. Lee & Youn, 2009; Okazaki, 2009; Sen & Lerman, 2007).

1.2. Research Questions

RQ1: Is there any relationship between attitude towards (EWOM) and EWOM?
RQ2: Is there any relationship between E-customer satisfaction and EWOM?
RQ3: Is there any relationship between E-customer trust and EWOM?
RQ4: Either Product type moderates the relationship between Attitude towards E-WOM? and EWOM.
RQ5: Either Product type moderates the relationship between E customer satisfaction and E-WOM?
RQ6: Can Product type moderate the relationship between E-customer trust and EWOM?

1.3. Research Objectives

RO1: To Examine the Relationship Between Attitudes Towards Electronic Word of Mouth and Electronic Word of Mouth.
RO2: To Evaluate the Impact of E-Customer Trust on Electronic Word of Mouth.
RO3: To Evaluate the Impact of E-Customer Satisfaction on Electronic Word of Mouth.
RO4: To Investigate the Moderating Role of Product Type in the Relationship Between Attitudes Towards EWOM, E-Customer Satisfaction, and E-Customer Trust with Electronic Word of Mouth.

2. Review of Literature
2.1. Online Shopping

As shopping trends evolve worldwide, customers are increasingly turning to online shopping. E-commerce and internet-based services have experienced exponential growth in the modern era (Agarwal & Wu, 2015). Internet purchasing has also promised numerous advantages, such as convenience, lower costs, and the accessibility of a wide range of products. Customers' trust in online shopping is growing worldwide because online retailers are reliable and easy to use (Shamim, Mahmood, & Abid, 2019). Additionally, the percentage of Internet users who can shop online has doubled from 16 to 32 % since March 2001. The percentage of online consumers is increasing day by day, and according to statistics from 2023, there were 2.64 billion internet shoppers worldwide, accounting for more than 33% of the global population. As of 2023, America had 274.70 million internet consumers, with 81% of the overall population in the US shopping via the internet (Yaguara, 2024). Online shoppers may benefit from the convenience, variety, affordable prices, special services, individualized attention, and ease of information

access offered by online shopping platforms. With the popularity of online shopping, a significant amount of research has been conducted on how to attract and retain customers, whether from a technology-oriented or a consumer-oriented perspective (Crisp, Jarvenpaa, & Todd, 1997).

2.2. Electronic-Word-of-Mouth (E-WOM)

E-WOM, often known as "electronic word of mouth", is a marketing strategy used to disseminate information, particularly about products, to other people. According to (Huete-Alcocer, 2017), This element involves the dissemination of marketing information to consumers to effects on their decisions for buying goods and behaviour regarding services. eWOM is a form of "electronic word-of-mouth" marketing for products and companies. Because word-of-mouth advertising is effective, consumers can quickly and easily obtain information using online media. "Electronic word-of-mouth (EWOM)" is a term referring to an internet-sharing initiative that includes various consumer data such as reviews and referrals from previous customers for specific businesses and products.(Donthu, Kumar, Pandey, Pandey, & Mishra, 2021). Additionally, EWOM is often used as a reference by online users (Wu, Song, Duan, Hong, & Sui, 2021).

Numerous studies have examined how EWOM impacts marketing and sales. In the past, academics have focused on analysing metadata from online reviews and its correlation with business success, such as potential future sales (Li, Chen, Zhong, Gong, & Han, 2022). However, the abundance of data contained in the text of internet reviews presents an opportunity to understand the dynamics of decisions for buying products from online marketplaces. In practice, consumers often base their choices on online reviews. Recognising the substance of Internet reviews can be valuable for comprehending or anticipating various aspects of organizations, such as consumer perceptions. According to numerous studies, EWOM has an impact on customer behaviours and product sales (T. Kim, Kim, & Kim, 2019). They discovered that the characteristics of reviews for online shopping, such as the quantity of reviews, the ratings, and the emotions expressed in the comments, have an impact on the product's sales. Previous studies demonstrate that eWOM is a very crucial in influencing customer decision-making at various stages, as well as purchase intentions (Davis & Khazanchi, 2008). Due to the effects of "electronic word of mouth" on the purchasing process, customers can now analysis product quality with just one mouse click (Verma & Yadav, 2021).

2.3. Attitude toward E-WOM

Attitude, a component of Ajzen and Fishbein (1975) belief-attitude-intention framework, is described as a learned tendency to react favourably or unfavourably to something (Casaló, Flavián, & Guinalíu, 2011). According to Eagly and Chaiken (1993), an attitude is "a psychological inclination that is expressed by evaluating a particular item with some degree of favour or disfavour, and it has been found that attitudes can influence behavioural intentions. Researchers often use attitude to predict or explain a wide range of consumer actions (Casaló et al., 2011), Including Intentions to seek (H. Y. Lee, Qu, & Kim, 2007), make purchases (Cheung & Thadani, 2012), and use (Muñoz-Leiva, Hernández-Méndez, & Sánchez-Fernández, 2012), as well as travel objectives (Jalilvand, Ebrahimi, & Samiei, 2013), plans to attend festivals, and engagement in online travel networks (Casaló et al., 2011). Investigations, such as those by Cheung and Thadani (2012), reveal that while attitudes may influence initial impressions, actual behavioural outcomes, such as participating in EWOM, are affected by a variety of other variables, such as the reliability of the source and the perceived importance of the information. Additionally, Cheung and Thadani (2012) found that consumer participation in EWOM, such as reviewing products, participating in online forums, and exchanging experiences with others, was positively associated with positive beliefs toward EWOM.

H1: There is a Relationship between attitude towards AEWOM and EWOM.

2.4. E-Customer Satisfaction

It wasn't until the middle of the 20th century, when businesses started making more of an effort to assess it, that customer satisfaction and related factors began to receive significant attention. Annual conferences on customer satisfaction have been organized(Hunt, 1991). Oliver and Swan (1989) defined "Customer Satisfaction as the consumers' post-purchase assessment of their pre-purchase expectations and the performance they obtained". According to Zeithaml (2000), a balance between consumers' expectations and their acquaintance with services and products is the foundation of customer happiness. In today's fiercely successful environment of business, a firm's competitiveness rests on how well it's able to delight its clients (Tran & Vu, 2019).

Previous research looked at the effect of satisfaction of customers on word of mouth (Prayag, Hassibi, & Nunkoo, 2019). According to Homburg, Wieseke, and Hoyer (2009), in the happiness-loyalty-word-of-mouth paradigm, electronic customer satisfaction has a favourable influence on EWOM, making it a crucial component for EWOM. This relationship is further supported by past studies, such as Ruiz-Alba, Abou-Foul, Nazarian, and Foroudi (2022) which found that E-customer satisfaction supports EWOM. Additionally, the association between customer satisfaction and EWOM has received significant interest of both researchers and practitioners. Previous studies have explored this relationship and have consistently found that E-customer satisfaction positively affects EWOM (Al-Adwan, Kokash, Adwan, Alhorani, & Yaseen, 2020; Febrian & Fadly, 2021).

H2: There is a Relationship between E customer satisfaction ECS and EWOM

2.5. E-Customer Trust

Deutsch (1960) defined trust as a person's faith in a relationship partner's intentions and skills, as well as the assuredness that the other will perform as predicted. Zucker (1986) described is a set of commitments agreed upon by everyone participating in an agreement Moorman, Deshpande, and Zaltman (1993), defined is the capacity to depend on another person for a trade that one has faith in (E. Kim & Tadisina, 2007). Trust is commonly viewed as comprising separate notions primarily concerned with the kindness, expertise, and integrity of the other person. The idea of generosity is the conviction that, even in the presence of opportunity, the trustee will not exploit the trustor. Competency refers to the trustor's confidence in the trustee's capacity to carry out its responsibilities, On the other hand, integrity is the conviction that the trustee will be truthful and honor its commitments.

In context of present study, According to Lin (2011), the dynamic nature of the internet and the elevated degree of uncertainty surrounding it have a significant impact on attitudes toward e-commerce. For Morocco, as it is for the other Arab countries, trust is a crucial factor when it comes to e-commerce and online shopping, which are still in their early stages (Chetioui, Lebdaoui, & Chetioui, 2020). The results are consistent with the effect of E-Trust on EWOM of earlier studies emphasizing the significance of trust as a critical aspect in online interactions, demonstrates that trust in internet purchases significantly increases customers' propensity to share knowledge and ideas via EWOM platforms. Gefen (2000) suggests that WOM, or the dissemination of information about products and services, may be impacted by trust. People tend to be more engaged with a product or service when they are familiar with it. Soares, Pinho, and Nobre (2012), discovered that the trend of exchange information in online communities is significantly boosted by members' confidence in the online community. Ridings, Gefen, and Arinze (2002) discovered that the tendency of sharing data in online networks is greatly boosted by confidence in the online community, a finding further clarified by Kassim and Asiah Abdullah (2010).

H3: There is a Relationship between E customer trust ECT and EWOM.

2.6. Product Type

According to Peterson, Balasubramanian, and Bronnenberg (1997), electronic product buying and selling are classified into two types: experience products and search products (Issa, 2021). This categorization scheme has been widely used in studies pertaining to retail, especially online retailing. Before making a final decision, the return for information searching is higher than the cost associated, making search items a category of commodities whose quality information is worth looking up. Contrarily, experience products do not encourage information searching in the same manner as search products do because the only way to judge a product's quality is through usage or consumption (Huang, Li, Chen, Wang, & Zhou, 2009).

Practitioners discovered that search products increase a customer's exposure to products by 51% by requiring them to visit more websites prior to each transaction (79.04 on average, pages for a search product vs. Experience products need each online consumer to extend the time each webpage on the internet by 19.5% (52.46 pages for an experienced product) (54 seconds on average for experience products against 44 seconds for search products). According to Hsieh, Chiu, and Chiang (2005), consumers who search for products are extremely driven by financial rewards like exceptional price offers, whereas consumers who experience products a great deal of influence by customer reviews made available through "electronic word of mouth (eWOM)". Due to the ease of online product identification, internet customers' top priority may be finding the item for the lowest possible price. This worry is distinct from that raised when evaluating an experienced product, in which identifying quality, pricing, and product specs at the purchasing stage is difficult, leading customers to perhaps rely on EWOM. However, a number of scholars contend that it is difficult to apply the paradigm developed before the Internet age to an Internet retail context because the Internet has significantly reduced the information asymmetry that served as a categorization criterion. As a result, search products have quickly replaced experience products (Sinha, 2000). By including product type as a moderator, the present research extends beyond a one-size-fits-all approach, bringing depth and specificity to the examination of trust, satisfaction, and EWOM. It recognizes the changing dynamics of consumer behavior in the world of the internet and provides a comprehensive picture that may guide both theoretical and practical implications for firms operating in different product categories. This sophisticated methodology enhances the reliability and relevance of the research's results in the ever-changing world of e-commerce. Based on the information provided above, the following hypotheses have been put forth.

H4: Product Type (PT) moderates the relationship between E-satisfaction (ES) and EWOM.
H5: (PT) Product Type moderates the relationship between E-Trust and EWOM.
H6: Product Type (PT) moderates the relationship between Attitude toward EWOM and EWOM.

3. Methodology

3.1. Conceptual Framework and Theoretical Underpinnings

Figure 3.1 presents the research framework of the current study. With an emphasis on investigating how product type functions as a moderator in the relationship amongst EWOM, satisfaction, and trust, the "Technology Acceptance Model (TAM)" was chosen as the underpinning theory. The TAM theoretical framework is extensively acknowledged in the domain of information and e-commerce research. It makes the argument that people' opinions about how helpful and simple technology is to use will influence how well-accepted it becomes among them.

In the context of this study, trust, satisfaction, and EWOM are considered as factors influencing users' perceptions of the usefulness and ease of use of e-commerce platforms or websites. The inclusion of product type as a moderator allows for an exploration of how different types of products may influence users' perceptions and behaviors within the framework of TAM. This comprehensive approach gives a sound theoretical basis for comprehending user behavior and the dynamics of e-commerce engagement.
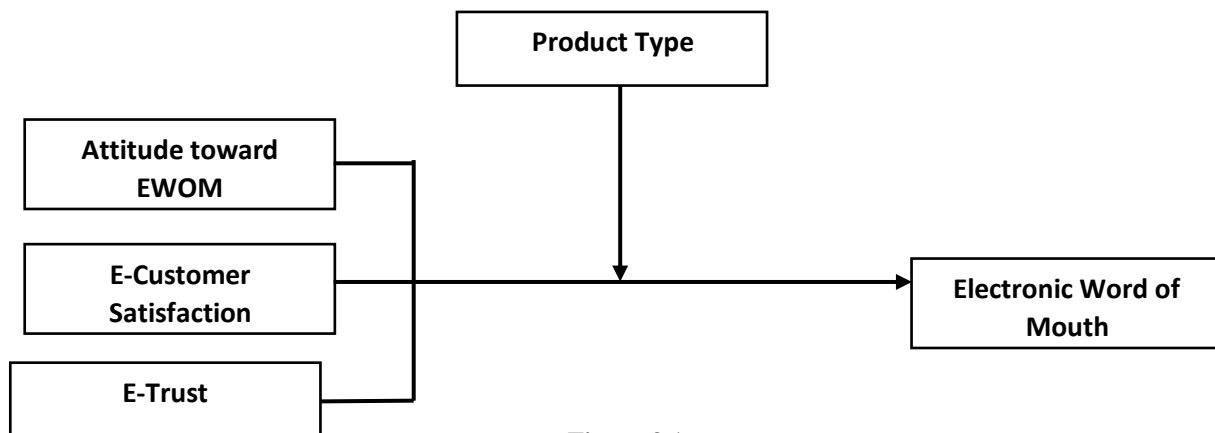

Figure 3.1

3.2. Research Design

The current study employed a survey methodology due to a preference for quantitative research grounded in positivist epistemology and objective ontology. A quantitative sampling approach was used in this study. The people who live in Bahawalpur City in Punjab, Pakistan as a whole made up the study population, who predominantly purchase their daily basis products from online services. In this study, convenience sampling in conjunction with non-probability sampling was used. Given the unknown population size, It was found that the sample size was substantial. According to Krejcie and Morgan (1970), the recommended sample size for such a study is 384 when the population exceeds 1,000,000. For data analysis, this study utilized SPSS v26.

3.3. Measurements

The researchers utilized the following validated scales, drawn from previous empirical investigations, to collect data from respondents.

Table 3.1: Measurements

Construct	No. of Items	Source
Electronic Word of Mouth	"I'm willing to disclose to other Internet users know that I am a customer of this product" "I am willing to spred more favourable online information about this product available to other Internet users" "I'm ready and eager to recommend this product to others online" "I am ready to share positive information about this product with others on the Internet"	(Tsao & Hsieh, 2012)
Attitude toward EWOM	"Online purchasing is a smart idea" "Purchasing through the internet is enjoyable" "I think e-commerce is generally a good thing" "I believe using the internet to make purchases is a wise decision"	(Singh & Srivastava, 2018)
E-Customer Satisfaction	"I delighted to pick that product" "Consider this product to be good" "My purchasing experiences at this virtual store have always been friendly" "I wish there were more goods like this one" "I am quite happy with this buy compared to prior purchases"	(Tsao & Hsieh, 2012)
E-Trust	"This product meets my actual needs" "This item's quality is consistent" "This item is being sold in good faith" "This product meets my expectations" "I believe this product to be able to"	(Tsao & Hsieh, 2012)

	Experience goods		
	Search goods		
	Consumer Electronics **(experience)**		
	Video games **(experience)**		
	DVD **(experience)**		
	Toy **(experience)**		
	Software **(experience)**		
	Sports **(search)**		
Product Type	Pet products **(search)**	(S. Lee & Choeh, 2020)	
	Home **(search)**		
	Home improvement **(search)**		
	Kitchen **(search)**		
	Music **(search)**		
	Baby products **(search)**		
	Book **(search)**		
	Wireless devices **(search)**		

4. Data Analysis

In the beginning, the researchers evaluated the demographic data provided by the participants, which was followed by the examination of their replies to the research items. A number of statistical techniques, including multicollinearity, Cronbach's alpha, multiple regression analysis, descriptive statistics, and Pearson correlation, were employed to analyse the data.

4.1. Demographics

Gender, age, income, education, and length of time spent making purchases online were all part of the respondents' demographic profile. Only a tiny portion of respondents (28.2 percent) were female, with men making up the majority (71.8 percent). Regarding age, the largest group of respondents were under 20 years old (76.9%). The educational background of the respondents was diverse, with 69.3% being students, 17.3% being graduates, 13.1% having completed their MS/MPhil, and only 0.3% having obtained a Ph.D. The majority of respondents reported having no income (70.6%), while only a few fell into the higher income ranges. In terms of online purchasing behaviours, the majority of respondents had been using online purchasing for less than six months (45.2%).

4.2. Reliability Statistics

Internal reliability was assessed in this study by computing Cronbach's alpha. According to the findings, Cronbach's alpha (composite) exceeded 0.7 for this study, and individual alpha values for all variables were above the acceptable minimum value is 0.70. These findings suggest that the factors included in the study are reliable and consistent, allowing for further statistical tests to be conducted with confidence. Cronbach's alpha measures the degree to which items on a scale or questionnaire are interconnected and reflect the same underlying construct, making it a commonly used indicator of internal consistency.

Table 4.1: Reliability Analysis

Construct	Items	Factor Loadings	Cronbach Alpha
Attitude to Word Electronic to Word of Mouth	AWOM1	.624	.840
	AWOM2	.636	
	AWOM3	.752	
	AWOM4	.580	
E-Customer Satisfaction	ECS1	.628	.864
	ECS2	.627	
	ECS3	.541	
	ECS4	.568	
	ECS5	.545	
E-Trust	ET1	.599	.879
	ET2	.525	
	ET3	.599	
	ET4	.585	
	ET5	.612	
Electronic-Word-of-Mouth	(EWOM1)	.638	.877
	(EWOM2)	.644	
	(EWOM3)	.650	
	(EWOM4)	.596	

More than 0.70 is the acceptable Cronbach's Alpha value.

4.3. Multicollinearity Test

Daoud (2017) states that "collinearity is found" if the VIF be more than 5 and the TOL value be less than 0.2. If the VIF value is 5 or greater, there may be a collinearity problem (Hair, Ringle, & Sarstedt, 2011). According to Diamantopoulos and Siguaw (2006), If the VIF value is 3.3 or above, a collinearity problem may be present.

In this study, after conducting the analysis, the variations inflation factor, or VIF, value was 3.39, which is less than the 5 thresholds, according to the results. This suggests that collinearity among the independent variables was not a significant concern. Additionally, the tolerance values were above 0.2, further indicating satisfactory results. However, although multicollinearity among the independent variables was not present, further statistical tests can still be conducted with confidence based on these findings.

Table 4.2: Multicollinearity Test

Construct	Tolerance	VIF
Attitude to Word Electronic Word of Mouth	.431	2.319
E-Customer Satisfaction	.300	3.239
E-Trust	.388	2.576

Dependent Variable: Electronic Word of Mouth

4.4. Correlation Analysis

Examining the correlation between two variables allows researchers to find out if modifications to one variable are related to modifications to the other. It evaluates the direction, which could be positive or negative, along with the degree to which the variables are related to one another. With a p-value of less than 0.001 and a Pearson correlation coefficient of 0.745, the analysis results show a statistically significant relationship between "Attitude toward Electronic Word of Mouth" and "E-Customer Satisfaction". Similarly, the study demonstrates a strong positive significant association between "Attitude toward EWOM" and "E-Trust", with a Pearson correlation coefficient of 0.651 and a p-value of 0.001. Furthermore, the analysis indicates a strong positive and significant connection between "Attitude toward Electronic Word of Mouth (EWOM)" and Availability, as evidenced by the p-value being less than 0.001 and the Pearson correlation coefficient value of 0.605.

Table 4.3: Correlation Analysis

	AWOM	ECS	ET	EWOM
AWOM	1			
ECS	.745	1		
ET	.651	.774	1	
EWOM	.605	.737	.721	1

The 0.01 level of significance for correlation (2-tailed).

4.5. Regression Analysis

In this study, the researcher utilized regression analysis to evaluate how the independent factors "electronic trust, electronic word-of-mouth, and electronic customer satisfaction" influence the dependent variable "Electronic word of mouth", as both variables are quantitative.

H1: There is a relationship between attitude towards AEWOM and EWOM.

The results indicate that "Electronic Word-of-Mouth (EWOM)" has a significant influence on their purchasing behaviour. The numerical values mentioned, such as 0.67, 1.261, and 0.208, could represent statistical measures such as beta coefficients, t-values, or p-values.

H2: There is a relationship between E customer satisfaction (ECS) and EWOM

The result showed a positive and significant relationship between ECS and EWOM, with a p-value of less than 0.001.

H3: There is a relationship between (ET) E-customer trust and EWOM

The results of the regression analysis revealed that the predictor variable The dependent variable, EWOM, was significantly and favorably impacted by E-Trust, with a p-value less than 0.001.

Table4.4: Direct Relationships

Hypotheses		Beta	T Values	P Values	Decision
H1	**AWOM→ EWOM**	0.067	1.261	0.208	Not Significant
H2	**ECS → EWOM**	0.408	6.439	0.000	Significant
H3	**ET → EWOM**	0.361	6.484	0.000	Significant

4.6. Moderation Analysis

The moderation effect of Product Type (categorized as Search goods or Experience goods) is observed in the relationships between different variables.

AEWOM → EWOM

For Search Goods: The beta coefficient is -0.031, and the significance level is 0.682. Product Type moderates this relationship, and the moderation effect is accepted. While, For Experience Goods: The beta coefficient is 0.216, and the significance level is 0.005.

ECS → EWOM

For Search goods: The Beta coefficient is 0.505, and the significance level is 0.000. Whereas, For Experience goods: The Beta coefficient is 0.243, and the significance level is 0.016. Hence, this hypothesis accepted.

ET → EWOM

For Search goods: The Beta coefficient is 0.425, and the significance level is 0.000. While, For Experience goods: The Beta coefficient is 0.350, and the significance level is 0.000. Product Type also moderates this relationship.

Table 4.5: Moderation Analysis

Hypothesis	Descriptions	Beta Coefficient	Significance	Results
AWOM→EWOM	Search goods	-0.031	0.682	**Moderation**
	Experience goods	0.216	0.005	**Accepted**
ECS→ EWOM	Search goods	.505	.000	**Moderation**
	Experience goods	.243	.016	**Accepted**
ET→ EWOM	Search goods	0.425	0.000	**Moderation**
	Experience goods	0.350	0.000	**Accepted**

5. Discussion & Conclusion

In this section, we summarize the statistical results and trends observed for each hypothesis. Hypotheses 2 to 6 were accepted, while hypothesis 1 was not accepted. For hypothesis 1, which examined the relationship between Attitude toward Electronic word of mouth (ATEWOM) and EWOM, the results indicated an insignificant impact, with the given results ($\beta = 0.067$, $t = 1.261$, $p = 0.208$). This lack of significance may be attributed to factors such as changes in region, industry, targeted population, and consumer perspective. In contrast, for hypotheses 2 to 6, the results were significant, indicating a positive impact on EWOM. For example, hypothesis 2 found that E-customer satisfaction has a positive and significant impact on EWOM, with given results ($\beta = 0.408$, $t = 6.439$, $p < 0.001$). These results suggest that factors such as customer satisfaction play a crucial role in influencing electronic word of mouth.

Past studies, such as Ruiz-Alba et al. (2022) have also demonstrated that E-customer satisfaction supports EWOM. Additionally, in this study, it was found that E-Trust has a positive and significant impact on electronic word of mouth ($\beta = .361$, $t = 6.484$, $P = 0.000$). This finding aligns with previous research by Ridings et al. (2002) discovered that the trend of information exchange in virtual communities is greatly boosted by members' confidence in one another. Furthermore, Kassim and Asiah Abdullah (2010) also affirmed this relationship in his study.

For "Search goods," the product type exhibits a stronger effect on the relationship between E-satisfaction and EWOM (ECS → EWOM), with a beta value of 0.505 and a p-value of 0.000. Conversely, for "Experience goods," while the product type still moderates the relationship, its effect is weaker compared to "Search goods," with a beta value of 0.243 and a p-value of 0.016.

These findings suggest that the type of product being considered influences the connection between E-Trust and EWOM. Specifically, the product type significantly moderates the link between E-Trust and EWOM (ET → EWOM) for "Search goods," with a beta value of 0.425 and a p-value of 0.000. Similarly, for "Experience goods," the relationship between the product type and its value is notably influenced, with a beta value of 0.350 and a p-value of 0.000, indicating a significant moderation effect. Lastly, the findings show that the relationship between attitude toward EWOM and EWOM is moderated by the type of product.

5.1. Limitation & Implications

Regarding the constraints of the present research, inadequate funding resources were available to execute the investigation, as it was conducted at the student level. Additionally, the study was confined to the Bahawalpur region, limiting the generalizability of the findings. Data gathering focused on local commerce, resulting in a restricted sample size; however, future research could incorporate a larger industry for a more comprehensive analysis of this sector. Despite these limitations, the conclusions of the present research hold practical relevance for a diverse range of consumers. The findings offer tangible strategies for companies and online channels to enhance consumer satisfaction, foster trust, and stimulate positive electronic word of mouth (EWOM) across various product types. This information empowers consumers to make more informed decisions, underscoring the importance of trust and positive sentiments in their online shopping experiences.

In summary, the practical implications of the research extend to companies, the public, academics, and policymakers, fostering a more educated, secure, reliable, and effective electronic marketplace for all stakeholders involved.

5.2. Recommendations for Future Research

The research was directly linked to the emerging trends of Electronic Word of Mouth (EWOM) with attitude towards EWOM, E-Trust, and E-customer satisfaction, all of which are pertinent in the current business scenario and exhibit applied nature. Further exploration may be warranted to delve deeper into the dynamics of EWOM with additional factors. While this study was conducted in Bahawalpur, future research could expand its scope to other regions or industries such as manufacturing and services. Such endeavors would contribute to a more comprehensive understanding of EWOM and its implications across various contexts.

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