

# Positive Word of Mouth for Supply Chain Management Create a Psychological Effect Which Increases the Intention to Purchase among Indonesian Electronic Industry

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**Abstract----** Purpose of this study is to investigate the effect of positive word of mouth (PWM) for supply chain on intention to purchase in Indonesian electronic industry. Literature ignore the Indonesian electronic industry in respect to the relationship between PWM for supply chain and intention to purchase. Population of the study was the Indonesian electronic companies. A survey was used for data collection through questionnaire. 7-point Likert scale was utilized in this study. By using the area cluster sampling, 400 questionnaires were distributed, and data were collected from customers of electronic companies. Results of the study highlighted that psychological effect of PWM has significant effect on intention to purchase through product image. PWM for supply chain has no direct effect on intention to purchase. It has indirect effect with the help of product image. Product image transfer the positive effect of PWM on intention to purchase among Indonesian electronic companies. Additionally, it is found that PWM for supply chain has positive effect on product image and customer perception. Moreover, product image has positive effect on intention to purchase. However, customer perception has no effect on intention to purchase.

**Keywords.** Supply chain, word of mouth, product image, customer perception, intention to purchase, electronic industry.

## 1. Introduction

Electronic industry has worldwide importance due to its positive contribution to the lives of human through many ways. Supply chain activities in these companies has vital importance for the better performance [1]. This is one of the industries with

maker easier the survival of human beings, as this industry has several important products which has major role in human activities. Therefore, this industry has great important globally [2]. Practically, inventions in this industry make easier the human daily activities. Along with this, the current industry also has significant importance for the economic development. It also has significant important to provide livelihood opportunities to the people which ultimately has positive contribution to the domestic product (GDP) [3]. Thus, this industry has vital importance globally.

This industry is growing rapidly in Asian countries such as China, India and Malaysia. These countries are exporting heavily to the countries. Particularly, China distributing the electronic products in whole world. Figure 1 shows the export of electronic products from Asia as well as other regions of the world which shows the growth as well as importance of this industry. Overview of world electronic products exports are shown in Figure 1 from 2001 to 2016. However, along with the other countries, Indonesia is one of the Asian countries having very low performance in electronic industry. As the electronic industry is leading in the world [4] but the Indonesian electronic industry is lacking behind among other countries.

Lacking in Indonesian electronic industry performance has several issues, the first most important issue is customers intention to purchase. This industry is lacking to satisfy the customers which causes to create weak psychological effect about the products of company. As the intention to purchase has central role among the organizations [5,

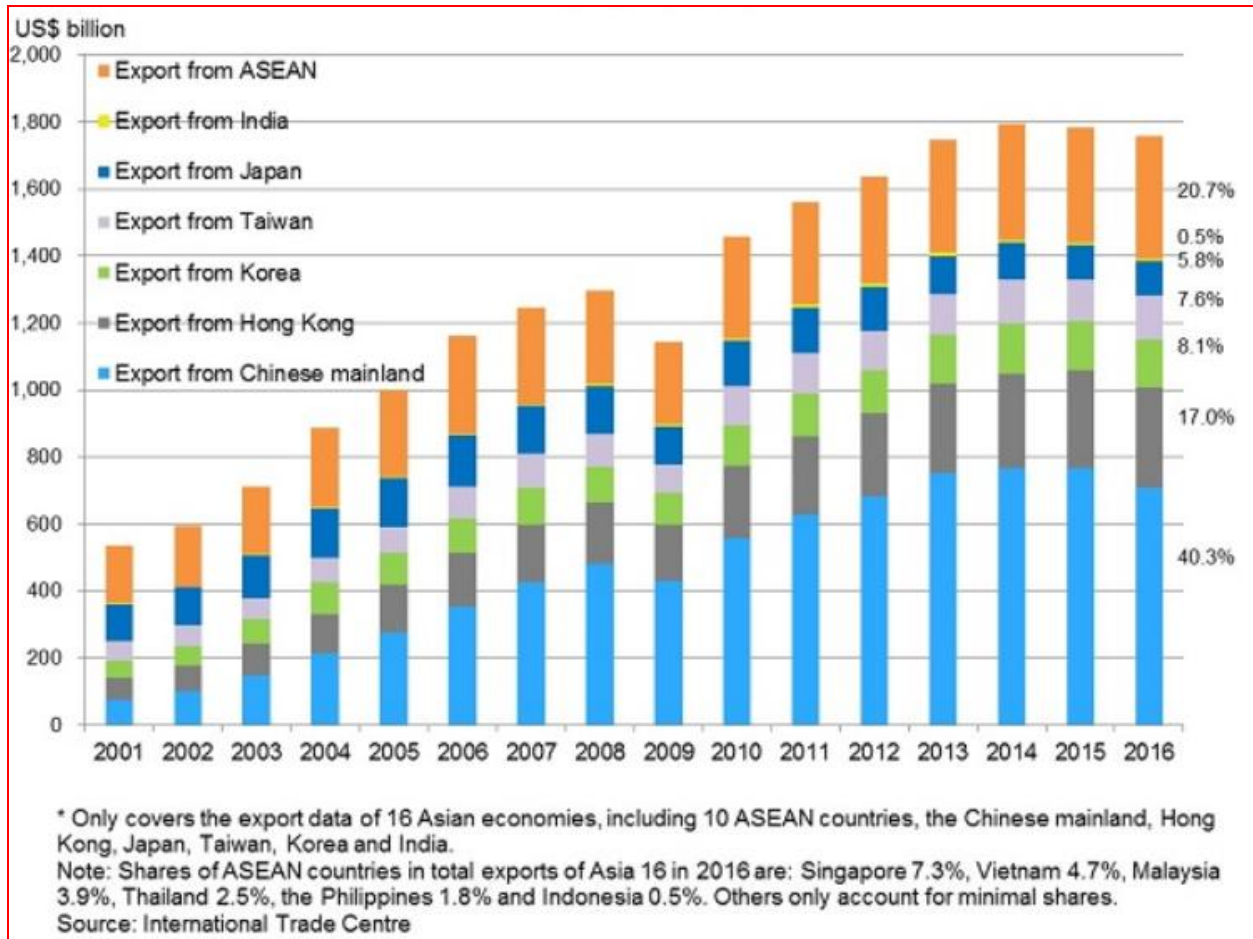
6] and low performance in this segment causes to decrease the overall performance [7]. Generally, there are several factors which effect on customer purchase intention. Customers are the most valuable stakeholder on company [8] which requires significant level of product quality.

One of the most important factors which effect on intention to purchase is positive word of mouth (PWM). PWM lead to increase the intention of purchase, however, it may also decrease the customer intention to purchase for a specific electronic company product. Number of studies have highlighted the importance of word of mouth [9] and proved that it is significant contributor towards intention to purchase which influence the company performance. PWM create a psychological effect which force the employee to purchase the product. Therefore, Indonesian electronic companies should focus to develop PWM among the customers which will lead to the better performance.

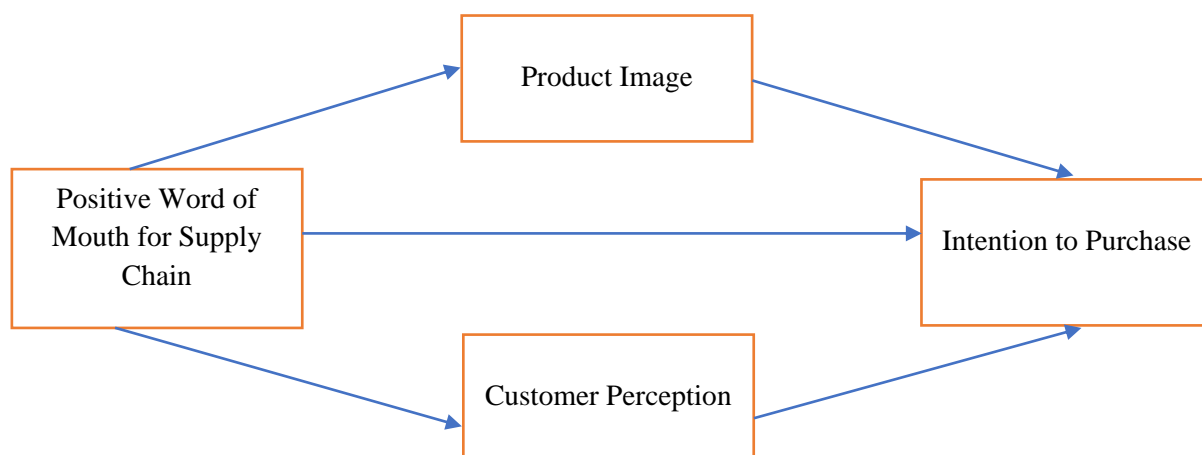
Number of studies highlighted the role of PWM for supply chain among different sectors [10, 11], however, these studies did not consider the psychological effect of PWM for supply chain. Various studies also highlighted the purchase

intention among organizations, but the psychological effect of PWM is lacking among electronic companies. Particularly, it is important to highlight in Indonesian electronic companies to increase the level of performance. PWM has significant relationship with product image. PWM for supply chain increases positive product image which causes to increase in purchase intention. Moreover, PWP has significant role to increase customer perception about the product.

PWM for supply chain develop positive product perception which lead to increase purchase intention. Previous studies also highlighted a positive relationship between PWM, product image and customer perception [12, 13]. Hence, purpose of this study is to investigate the effect of positive word of mouth (PWM) on intention to purchase in Indonesian electronic industry. This study examined a valuable relationship between psychological effect of PWM for supply chain, product image, customer perception and intention to purchase. The relationship between psychological effect of PWM for supply chain, product image, customer perception and intention to purchase is given in Figure 2.



**Figure 1.** Overview of worldwide electronic products exports from 2001 to 2016  
 Source: International Trade Center



**Figure 2.** Theoretical framework of the study showing the relationship between psychological effect of PWM for supply chain, product image, customer perception and intention to purchase

## 2. Review of Literature

### 2.1 Intention to Purchase

Purchase intention is described as a measure of the strength of one's intention to do a specific behaviour or make the choice to buy a product or any service. Purchase intentions are regularly measured as well as used by marketing executives as an input for decisions related to the new and current products and related services. Purchase intentions are connected and forecast future sales but do so imperfectly. The purchase intention is one of the most important area among the organization [14] which must be considered by the organizations to enhance the level of performance.

Intention is the behaviour of the customers to do something related to their desire. In case of electronic companies, it is the behaviour of customers to purchase the product of electronic companies. If the customers have positive behaviour to purchase the company product, it will lead to the positive intention in respect to the concerned company. On the other hand, if the customers have behaviour not to purchase the company product or services, it will be the negative behaviour which will lead to the lower company performance. Therefore, intention of the customers to purchase the product of the companies is most important which has significant relationship with performance [15].

Various studies measured intention to purchase in many ways. This study measured intention to purchase by examining the behaviour to customers towards the products and services of electronic companies of Indonesia. This study measured intention that whether the customers of the companies are willing to purchase the product or services of concerned companies or not. If the customers have positive behaviour to purchase the products of Indonesian electronic companies, it means that these customers have intention to purchase. On the other hand, if the customer has negative behaviour to purchase the company products, it means that they do not have intention to purchase. Various other studies also measured the intention to purchase through behaviour of the customers [16].

### 2.2 Positive Word of Mouth for Supply Chain and Intention to Purchase

PWM for supply chain is the passing of different information from one person to another person with the help of oral communication, and the communication could be as simple as mentioning someone the time of day. Storytelling is one of the common forms of word-of-mouth communication in which one person tells different others a story related to a real event or something made up. It has significant importance or significant role to create a psychological effect in the minds of people. It may also create positive psychological effect but may also create negative psychological effect. PWM for supply chain has significant connection with customer intention to purchase. Previous studies also highlighted a relationship between word of mouth and intention to purchase [5, 17, 18]. Generally, PWM has positive effect on employee intention to purchase which lead to the below hypothesis;

**Hypothesis 1.** PWM for supply chain has positive effect on intention to purchase.

### 2.3 Positive Word of Mouth for Supply Chain and Product Image

Product image is much parallel to brand image of companies. The observations and the psychological image connected with the product or services is called the product image. It is a set of psychological beliefs and views connected to a definite product. It shows what the product presently stands for. It is one of the most important elements of companies which has considerable influence on performance of the companies. Word of mouth has important role to create brand image. PWM for supply chain has positive effect to develop positive image of any product, however negative word of mouth creates negative effect about any product or services. Various studies have highlighted a significant relationship between PWM for supply chain and product image [18, 19]. Therefore, previous studies highlighted that PWM for supply chain has positive effect to increase product image which is presented in below hypothesis;

**Hypothesis 2.** PWM for supply chain has positive effect on product image.

## 2.4 Positive Word of Mouth for Supply Chain and Customer Perception

Customer perception can be explained as “a marketing concept that includes a customer's impression, responsiveness and/or consciousness related to an organization or its offerings.” In most simple way, it can be described as, customer perception is what customers as well as potential customers think of about organization. Customer perception is one of the important elements in all organizations. The customers having positive perception towards the company, they desire to purchase the products. However, the customer having negative perception toward the company do not want to purchase the company product. Similarly, if the customers have positive perception towards a product or service, they want to buy this product or service, on the other hand, if the customer has negative perception, they do not want to buy. The same case is with the electronic companies of Indonesia. Customer must have positive perception towards the Indonesian electronic companies. Previous studies highlighted that word of mouth and customer perception has strong relationship with each other's [20, 21].

**Hypothesis 3.** PWM for supply chain has positive effect on customer perception.

## 2.5 Product Image and Intention to Purchase

Product image has significant contribution to influence customer intention to purchase. For understanding, we can take an example; product image is a product photo efficiently communicate to different customers the particulars of product or services. In the same direction, product image contains image in the customer mind. It has psychological effect which create a product image in mind which may lead to purchase the product. This product image can be positive as well as negative. Positive product image has the ability to increase purchase intention, however, negative product image has the ability to prevent customer for

purchasing the specific product. Previous studies highlighted that product image and purchase intention has positive relationship [22, 23]. Previous studies also highlighted that increase in the product image increases the intention to purchase which lead to the below hypothesis;

**Hypothesis 4.** Product image has positive effect on intention to purchase.

## 2.6 Customer Perception and Intention to Purchase

Along with the other variables, customer perception is also one of the most important elements which has effect on intention to purchase. Similar to the other elements, perception can also be negative as well as positive. Positive perception is always in the favour of intention to purchase. However, negative perception generally not in the favour of intention to purchase. It indicates that perception has positive effect on intention to purchase in electronic companies. Previous studies also highlighted that customer perception and intention to purchase has relationship [24, 25]. Hence, customer perception has positive effect on intention to purchase which is given in below hypothesis. Moreover, this study examined the mediation effect of product image and customer perception. Hence, this discussion lead to the following hypotheses;

**Hypothesis 5.** Customer perception has positive effect on intention to purchase.

**Hypothesis 6.** Product image mediates the relationship between PWM for supply chain and intention to purchase.

**Hypothesis 7.** Customer perception mediates the relationship between PWM for supply chain and intention to purchase.

### 3. Research Method

To fulfil the purpose of this study, quantitative research technique was used, and cross-sectional research design was preferred. As the cross-sectional research design with quantitative research technique is important to test the hypotheses. Cross-sectional research design help to collect the data in one point of time rather than to collect data from different point of times. Quantitative approach is also suitable while testing hypotheses with the help of primary data. Therefore, this study preferred survey to collect data. The survey was conducted with the help of questionnaires. Electronic companies of Indonesia were selected as the population of this study and data were collected from the customers of electronic companies all over the Indonesia. It is very interesting to see the relationship between psychological effect of PWM, product image, customer perception and intention to purchase. Electronic companies were selected because the relationship between psychological effect of PWM for supply chain, product image, customer perception and intention to purchase was not examined previously in this industry. All the variables were measured by adapting the measures from

previous studies. By using the area cluster sampling, 400 questionnaires were distributed, and data were collected from customers of electronic companies. Area cluster sampling was used because it is suitable to collect data from wide spread population [26]. Moreover, 270 valid responses were used in data analysis. Questionnaires was also used to get personal information about the respondents such as age, education, marital status, income etc. Therefore, questionnaires were based on one section of respondent's personal information and other section on key research questions related to the psychological effect of PWM for supply chain, product image, customer perception and intention to purchase.

### 4. Data Analysis and Findings

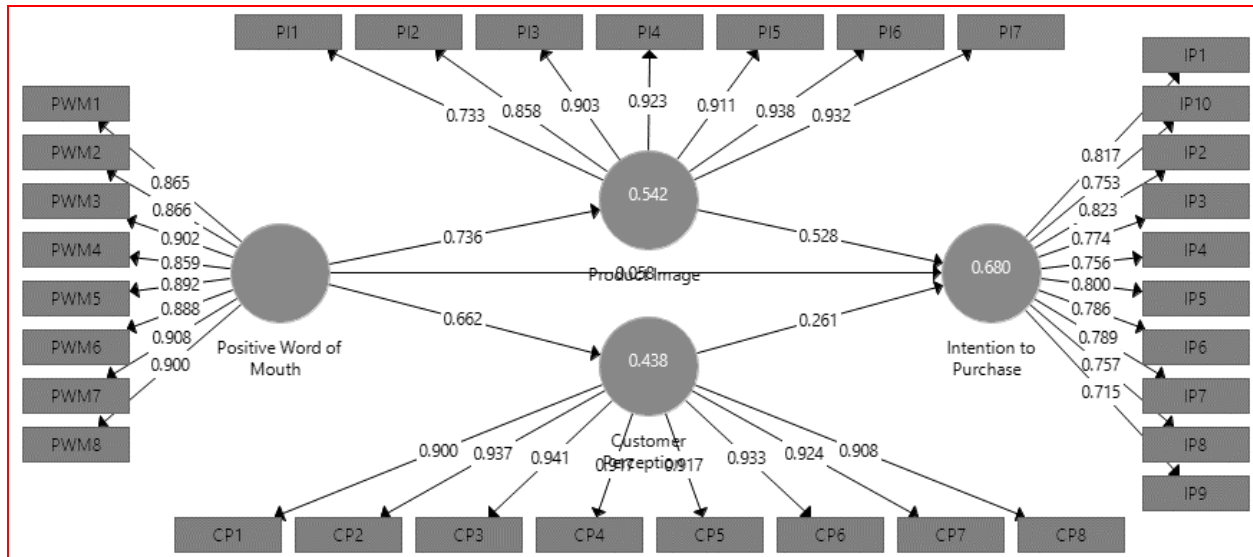
Table shows the data statistics in which total number of items, missing value, mean, median, maximum value, minimum value, standard deviation and normality of the data is presented. It indicates that the data has no missing value. Moreover, data is no outlier, however, normality of the is not the greater concern in this study, because this study used Partial Least Square (PLS) which is suitable to analyse non-normal data.

**Table 1.** Data Screening

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
PWM1	1	0	3.133	3	1	7	1.464	0.114	0.617
PWM2	2	0	3.109	3	1	7	1.512	0.14	0.675
PWM3	3	0	3.223	3	1	7	1.425	-0.163	0.532
PWM4	4	0	3.171	3	1	7	1.373	0.268	0.574
PWM5	5	0	3.047	3	1	7	1.362	-0.22	0.514
PWM6	6	0	3.171	3	1	7	1.313	0.356	0.592
PWM7	7	0	3.137	3	1	7	1.439	-0.048	0.699
PWM8	8	0	3.209	3	1	7	1.422	0.188	0.692
PI1	9	0	3.232	3	1	7	1.338	0.29	0.692
PI2	10	0	3.237	4	1	7	1.644	-0.769	0.208
PI3	11	0	3.223	3	1	7	1.729	-0.758	0.339
PI4	12	0	3.313	3	1	7	1.892	-0.822	0.397
PI5	13	0	3.28	3	1	7	2.019	-1.065	0.444
PI6	14	0	3.171	3	1	7	2.049	-0.924	0.537
PI7	15	0	3.175	3	1	7	1.962	-0.866	0.533
CP1	16	0	3.308	3	1	7	1.685	-0.605	0.434
CP2	17	0	3.261	3	1	7	1.921	-0.865	0.428
CP3	18	0	3.27	3	1	7	1.88	-0.88	0.449
CP4	19	0	3.284	3	1	7	1.919	-0.871	0.412
CP5	20	0	3.237	3	1	7	2.019	-1.043	0.452
CP6	21	0	3.327	3	1	7	2.038	-1.022	0.43
CP7	22	0	3.232	3	1	7	1.902	-0.976	0.42
CP8	23	0	3.299	3	1	7	1.883	-0.801	0.441
IP1	24	0	3.071	3	1	7	1.837	-0.811	0.431
IP2	25	0	3.28	3	1	7	2.008	-1.034	0.369
IP3	26	0	3.194	3	1	7	1.851	-0.962	0.345
IP4	27	0	2.934	2	1	7	2.202	-0.697	0.871
IP5	28	0	2.829	2	1	7	2.241	-0.703	0.897
IP6	29	0	2.957	2	1	7	2.169	-0.697	0.847
IP7	30	0	2.886	2	1	7	2.101	-0.537	0.89
IP8	31	0	2.877	2	1	7	2.305	-0.792	0.898
IP9	32	0	2.791	2	1	7	2.132	-0.386	1.017
IP10	33	0	2.867	2	1	7	1.943	-0.334	0.88

As the PLS is applied in this study, Figure 3 highlighted the outer model of PLS, and Figure 4 highlighted the inner model of PLS. Out model of PLS is carried out to check the reliability and validity which used by number of studies in the literature [27, 28]. Factor loadings of all construct items were examined as shown in Table 2. PWM has eight items

and all items have factor loading above 0.7. Product image has seven items with factor loadings above 0.7, customer perception has eight items having factor loadings above 0.7 and finally intention to purchase has nine items with factor loadings above 0.7. Hair, et al. [29] also highlighted that factor loadings should also be above 0.7 which is achieved by this study.



**Figure 3.** Confirmatory Factor Analysis (CFA)

**Table 2.** Factor Loadings

	<b>Customer Perception</b>	<b>Intention to Purchase</b>	<b>Positive Word of Mouth</b>	<b>Product Image</b>
CP1	0.9			
CP2	0.937			
CP3	0.941			
CP4	0.917			
CP5	0.917			
CP6	0.933			
CP7	0.924			
CP8	0.908			
IP1		0.817		
IP10		0.753		
IP2		0.823		
IP3		0.774		
IP4		0.756		
IP5		0.8		
IP6		0.786		
IP7		0.789		
IP8		0.757		
IP9		0.715		
PI1			0.733	
PI2			0.858	
PI3			0.903	
PI4			0.923	
PI5			0.911	
PI6			0.938	



PI7			0.932	
PWM1				0.865
PWM2				0.866
PWM3				0.902
PWM4				0.859
PWM5				0.892
PWM6				0.888
PWM7				0.908
PWM8				0.9

With the help of outer model of PLS, Cronbach alpha, composite reliability (CR) and average variance extracted (AVE) is also examined and highlighted in Table 3. Customer perception have 0.978 value of CR, intention to purchase 0.939,

PWM has 0.967 and finally, product image has 0.963 CR value. Moreover, AVE is also above 0.5 for all items. Number of studies have recommended CR above 0.7 and AVE 0.5 [30]. Nonetheless, Table 4 provided discriminant validity.

**Table 3.** Alpha, CR and AVE

	<b>Alpha</b>	<b>rho_A</b>	<b>CR</b>	<b>AVE</b>
Customer Perception	0.975	0.975	0.978	0.85
Intention to Purchase	0.938	0.975	0.939	0.605
Positive Word of Mouth	0.96	0.961	0.967	0.783
Product Image	0.954	0.954	0.963	0.788

**Table 4.** Cross-Loadings

	<b>Customer Perception</b>	<b>Intention to Purchase</b>	<b>Positive Word of Mouth</b>	<b>Product Image</b>
CP1	0.9	0.684	0.653	0.847
CP2	0.937	0.751	0.604	0.885
CP3	0.941	0.746	0.586	0.881
CP4	0.917	0.749	0.625	0.887
CP5	0.917	0.763	0.598	0.906
CP6	0.933	0.721	0.579	0.886
CP7	0.924	0.746	0.579	0.875
CP8	0.908	0.776	0.655	0.891
IP1	0.897	0.917	0.614	0.885
IP10	0.369	0.753	0.367	0.384
IP2	0.611	0.823	0.606	0.911
IP3	0.664	0.774	0.6	0.601
IP4	0.359	0.756	0.346	0.376
IP5	0.427	0.8	0.379	0.43
IP6	0.398	0.786	0.399	0.433
IP7	0.416	0.789	0.396	0.426

IP8	0.393	0.757	0.392	0.406
IP9	0.312	0.715	0.31	0.332
PI1	0.641	0.574	0.851	0.733
PI2	0.833	0.695	0.864	0.858
PI3	0.88	0.761	0.928	0.903
PI4	0.858	0.768	0.926	0.923
PI5	0.803	0.762	0.863	0.811
PI6	0.814	0.767	0.821	0.738
PI7	0.805	0.761	0.901	0.832
PWM1	0.612	0.551	0.865	0.866
PWM2	0.611	0.573	0.866	0.875
PWM3	0.609	0.557	0.802	0.87
PWM4	0.568	0.531	0.859	0.941
PWM5	0.568	0.568	0.892	0.928
PWM6	0.556	0.509	0.888	0.909
PWM7	0.554	0.538	0.908	0.941
PWM8	0.602	0.558	0.7	0.877

Furthermore, this study tested the seven hypotheses with the help of PLS inner model. In this step of analysis, t-value 1.96 and beta value was under consideration. T-value for all the relationships is given in Figure 4. T-value for the relationship of PWM for supply chain and product image is 19.916, t-value for the relationship between PWM for supply chain and customer perception is 15.216. The relationship between product image and intention to

purchase is 2.955. Relationship between customer perception and intention to purchase found t-value 1.676 and finally, the relationship between PWM for supply chain and intention to purchase have t-value 0.795. These values show that the relationship between customer perception and intention to purchase is insignificant and the relationship between PWM for supply chain and intention to purchase is also not significant. However, all other relationships are significant.

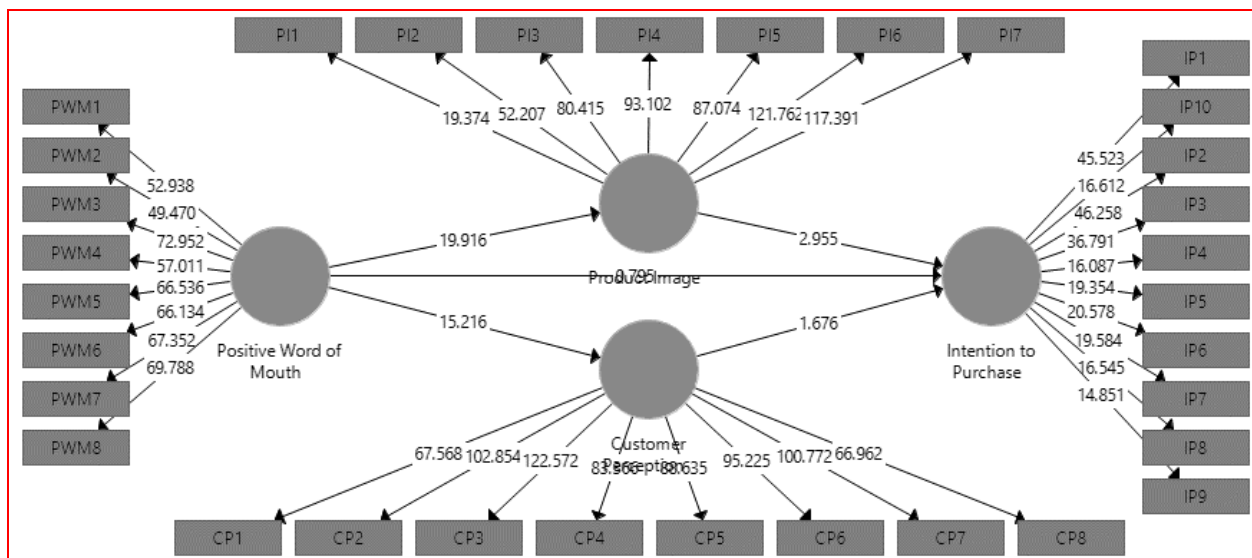


Figure 4. Structural Model

**Table 5.** Structural Model (Direct Effect Results)

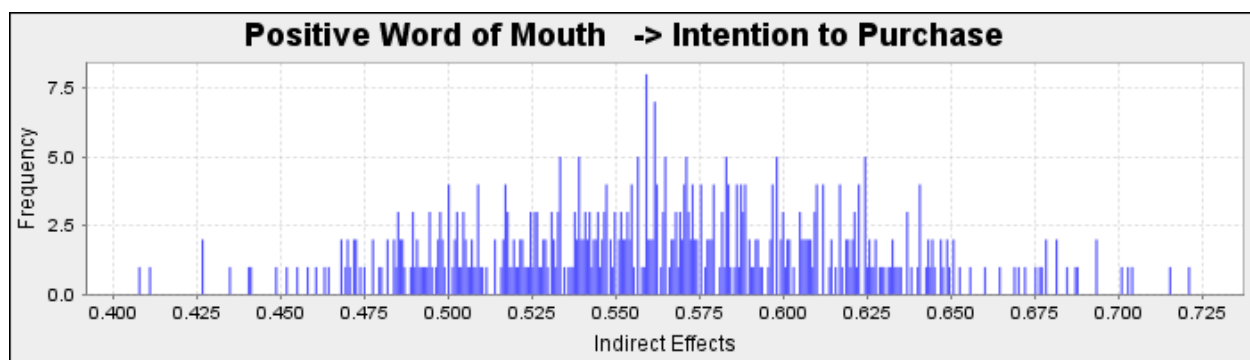
	$\beta$	M	SD	T Statistics	P Values
Customer Perception -> Intention to Purchase	0.261	0.255	0.156	1.676	0.094
Positive Word of Mouth for supply chain -> Customer Perception	0.662	0.664	0.044	15.216	0
Positive Word of Mouth for supply chain -> Intention to Purchase	0.058	0.06	0.073	0.795	0.427
Positive Word of Mouth for supply chain -> Product Image	0.736	0.737	0.037	19.916	0
Product Image -> Intention to Purchase	0.528	0.535	0.179	2.955	0.003

After examining the t-value and beta value, it is found that PWM for supply chain has positive effect on product image and customer perception. Increase in PWM for supply chain increase the product image and perception of the customer. Moreover, product image also has positive effect on intention to purchase by the customer. However, PWP for supply chain has no effect on the intention to purchase by the customer. In addition, customer perception also has no effect on intention to purchase. Along with

these relationships, the indirect relationship between variables is give in Table 6. Mediation effect of customer perception is not significant between PWM for supply chain and intention to purchase. However, the mediation effect of product image is significant between PWM and intention to purchase. Indirect effect histogram of product image between PWM for supply chain and intention to purchase is given in Figure 5. Nevertheless, r-square value is 0.68 which is substantial [31].

**Table 6.** Structural Model (In-Direct Effect Results)

	$\beta$	M	SD	T Statistics	P Values
Positive Word of Mouth for supply chain -> Customer Perception -> Intention to Purchase	0.173	0.169	0.104	1.67	0.096
Positive Word of Mouth for supply chain -> Product Image -> Intention to Purchase	0.389	0.394	0.134	2.91	0.004

**Figure 5.** Mediation effect Histogram

## 5. Conclusion

Purpose of this study is to investigate the effect of positive PWM for supply chain on intention to purchase in Indonesian electronic industry. Population of the study was the Indonesian electronic companies. A survey was used for data collection through questionnaire. It is evident that PWM for supply chain is a significant factor which has effect on intention to purchase among electronic companies of Indonesia. Results of the study emphasized that PWM for supply chain has significant effect on intention to purchase through product image. PWM for supply chain has no direct effect on intention to purchase. In the electronic companies of Indonesia, intention to purchase is not directly influenced through PWM for supply chain, however, indirect effect through product image is significant. It has indirect effect with the help of product image. Product image transfer the positive effect of PWM for supply chain on intention to purchase among Indonesian electronic industry. Therefore, Indonesian electronic companies should promote product image to enhance the effect of PWM for supply chain on intention to purchase. Additionally, it is found that PWM has positive effect on product image and customer perception. Increase in PWM for supply chain increases the customer perception and product image which ultimately contributed to customer intention to purchase. Furthermore, product image has positive effect on intention to purchase.

### 5.1 Study Implications

This study has several implications towards literature and electronic industry. Several studies have been carried out by previous scholars, however, psychological effect of PWM for supply chain is not considered in electronic industry. Particularly, this relationship is not investigated in Indonesian electronic industry. Therefore, this study examined the valuable relationship between psychological effect of PWM for supply chain, intention to purchase, product image and customer perception in Indonesian electronic industry. Along with this, the current study has significant implications for electronic industry. This study highlighted that electronic companies should enhance product image to enhance the effect of PWM for supply chain on

intention to purchase. Increase in PWM for supply chain increases the customer intention to purchase with the help of product image. Electronic companies should enhance PWM for supply chain to increase customer image and customer perception. Moreover, this study suggested that electronic companies should enhance product image to increase customer purchase intention. Hence, this study has inclusive theoretical and practical insights for the electronic industry of Indonesia.

## 6. Limitations and Future Directions

This study has several future directions based on the study limitations. This study found insignificant relationship between PWM for supply chain and intention to purchase, however, this relationship might be significant among other industries. Therefore, future studies should also be carried out to examine the relationship between PWM and intention to purchase. Moreover, the relationship between customer perception has insignificant relationship with intention to purchase. Hence, this relationship should also be tested in other industries. Therefore, this complete model should be tested in the other industries. In addition to this, the current model should be tested in electronic companies of other developed countries because there is a difference between markets among developing and developed countries.

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