



Examining the Influence of e-WOM and Product Quality on Online Purchase Intention : Algerian Consumer Case Study

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Abstract :

This study investigates the effect of Electronic Word of Mouth (e-WOM) and product quality on online purchase intention. The research focuses on users of Venus products in Algeria, employing a quantitative methodology. Data was gathered through structured surveys distributed to 80 respondents. The analysis was carried out **using** the Structural Equation Modelling Partial Least Square (SEM-PLS) technique.

Results reveal both e-WOM and product quality exert a significant effect on online purchase intention is statistically significant. Specifically, positive e-WOM and high product quality enhance consumer trust and drives buying decisions. These findings underscore the importance of leveraging positive customer reviews, and maintaining consistent product quality to bolster consumer loyalty and purchase intent.

This research offers actionable insights: prioritizing strategies that amplify positive e-WOM, ensuring product quality, which can significantly enhance consumer trust and loyalty, ultimately driving online purchase behavior.

Key Words: E-WOM, Product Quality, Online Purchase Intention, Algerian consumer.

JEL Classification : M31, L81, D12

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Introduction :

Technological advancements have profoundly transformed daily life, reshaping how individuals and businesses operate. Society is increasingly reliant on technology to meet both essential needs and lifestyle demands, a trend mirrored in the business world. Companies have adapted by integrating digital market functions, such as creating websites or e-commerce platforms, to streamline operations and enhance customer service (Gultom & Sari, 2019). According to the statista (Statista, 2025) and (Statista, Statista Research Department, 2024).

Algeria experienced in January 2024, a 3.9% year-over-year increase in its internet user base. This growth continues an upward trend observed since 2014, with the most significant surge occurring in 2015, when internet adoption rose by 32.1%—the highest annual growth rate recorded in the past decade. Between 2024 and 2029, the share of Algeria's population using mobile internet is forecast to rise consistently, with an overall growth of 34.3 percentage points. By 2029, mobile internet adoption is anticipated to hit a record high of 90.04%, continuing its upward trajectory for the nineteenth year in a row. This steady increase highlights the ongoing expansion of



mobile broadband access nationwide over the last ten years, highlighting the growing penetration of digital technologies. As consumer behavior evolves, traditional business transactions have shifted toward online platforms, aligning with the widespread adoption of digital tools. Consequently, businesses are redefining their strategies, leveraging e-commerce to remain competitive and accessible in an increasingly digital marketplace.

E-commerce platforms serve as comprehensive hubs for online transactions, enabling purchasing, selling, marketing, and promotional activities. The rapid expansion of e-commerce is driven by its ability to meet diverse consumer needs, making it a cornerstone of modern commerce (Ramdan, Siwiyanti, Komariah, & Ramdhany, 2023), (Fauziah, Siwiyanti, & Sudarma, 2024).

The term "mobile internet penetration rate" refers to the percentage of the total population that has access to the internet through mobile broadband connections. This metric is a critical indicator of digital inclusion and technological adoption. The data presented here is derived from Statista's Key Market Indicators (KMI), a comprehensive repository of primary and secondary data on macroeconomic, demographic, and technological trends across up to 150 countries and regions. The KMI aggregates data from international and national statistical agencies, trade associations, and industry publications, which are then standardized to ensure comparability and reliability (Statista, 2025).

In January 2024, the number of internet users in Algeria increased by 3.9% compared to the same period in the previous year. This growth is part of a broader upward trend that has been observed since 2014, with the most significant surge occurring in 2015, when the growth rate peaked at 32.1%. Over the past decade, Algeria has experienced consistent expansion in internet adoption, reflecting the country's ongoing digital transformation and increasing connectivity among its population (Statista, Statista Research Department, 2024).

However, the e-commerce landscape is not without challenges. In 2024, Some platforms experienced a notable decline in user engagement, attributed in part to the effect of (e-WOM). Consumers increasingly rely on online reviews—both positive and negative—to inform their purchasing decisions. Product quality, a critical factor in e-commerce, is often difficult to assess remotely, as consumers cannot physically inspect or products before purchase (Yang, Van Ngo, & Nguyen, 2024, p. 704.). Negative reviews, whether concerning product quality, delayed deliveries, or mismatched expectations, can significantly diminish purchase intentions, even for high-quality items. Such feedback erodes consumer trust in the brand image, further impacting online purchase behavior.

The e-WOM is pivotal in shaping consumer purchase intentions. Positive e-WOM can reinforce and amplifies the impact of favorable reviews. Consumers exposed to positive e-WOM about a product are more likely to exhibit higher purchase intentions, particularly when the brand already enjoys a reputable image. This dynamic emphasizes the **Value** of managing online reviews and maintaining product quality to sustain consumer trust and loyalty in the competitive e-commerce sector.



Previous studies

1. Puspadini, Rahmawati, and Haryanti (2025) investigated "*E-WOM's Impact on Purchase Intention Through Brand Awareness and Perceived Quality*" using Structural Equation Modeling with AMOS (n=135 female cosmetics consumers in Semarang, Indonesia). Their findings demonstrated that electronic word-of-mouth (e-WOM) exerted both direct ($\beta=$, $p<$) and indirect effects on purchase intention, with perceived quality mediating 38% of this relationship. While the study confirmed brand awareness and perceived quality as significant mediators, its exclusive focus on female Sea Makeup consumers (aged 16-54) introduces gender and product-category biases that may limit generalizability to broader demographics or market segments. Methodologically, the use of purposive sampling potentially compromises representativeness, and the absence of male perspectives overlooks potential gender-based differences in e-WOM processing. These constraints suggest the need for replication across more diverse populations to validate the proposed mediation model.
2. Rahmatullah, Siwiyanti, and Sudarma (2025) conducted a quantitative study titled "*Analysis of e-WOM and Product Quality on Online Purchase Intention Through Brand Image Mediation (Case Study: Tokopedia Online Buying Interest in Sukabumi City)*", employing Structural Equation Modeling-Partial Least Squares (SEM-PLS) to analyze data from 100 Tokopedia users in Sukabumi, Indonesia. Their findings revealed that electronic word-of-mouth (e-WOM) and product quality significantly strengthened brand image (β -values not reported, $p<0.05$) but exhibited no direct effects on purchase intention, indicating full mediation by brand image. This underscores the pivotal role of brand perception in converting consumer reviews and quality assessments into purchase decisions. However, the study's generalizability is constrained by its small sample size and geographic specificity (Sukabumi), potentially limiting cross-cultural applicability. Methodological challenges may include self-report biases in survey responses and the exclusion of moderating variables like price sensitivity or platform usability, which could further elucidate the mediation mechanism.
3. Festim Tafolli et al, 2025, in his study "The impact of electronic word-of-mouth on purchase intention through brand image and brand trust in the fashion industry: evidence from a developing country Available to Purchase", investigates the impact of electronic word-of-mouth (e-WOM) on purchase intention in Albania's fashion industry, emphasizing the mediating roles of brand image and brand trust. Based on a survey of 302 Albanian consumers analyzed through structural equation modeling (SEM), the findings reveal that while e-WOM does not directly affect purchase intention, it significantly enhances brand image and trust, which in turn mediate its influence on consumer buying decisions. The research contributes to the literature by highlighting these indirect pathways and offers practical insights for marketers on leveraging e-WOM to strengthen brand perception. However, the study's reliance on structured questionnaires may limit deeper qualitative insights. These findings extend current understanding of digital



consumer behavior in emerging markets, providing strategic value for fashion industry professionals.

4. Evgeniy, Lee, and Roh (2019) examined "The Effect of eWOM on Purchase Intention for Korean-brand Cars in Russia: The Mediating Role of Brand Image and Perceived Quality" through a cross-sectional study of 211 Russian car buyers using PLS-SEM analysis. Their findings demonstrated that eWOM credibility ($\beta=0.67$), quality, and quantity significantly enhanced purchase intention, with brand image and perceived quality serving as partial mediators. Notably, quality signals were found to reduce perceived risk, highlighting the synergistic relationship between eWOM attributes and product evaluation in the automotive sector. While the study provides valuable insights into the Russian consumer market, its cultural specificity limits generalizability to other geographical contexts. Methodological limitations include the reliance on self-reported data and the focus on a single product category (Korean automobiles), which may not capture the full spectrum of eWOM effects across different industries. The research contributes to international marketing literature by validating the mediation model in an understudied emerging market context, though future studies would benefit from longitudinal designs and more diverse product samples.
5. Erkan and Evans (2016) conducted a quantitative study titled "*The Influence of eWOM in Social Media on Consumers' Purchase Intentions: An Extended Approach to Information Adoption*", employing an extended Information Adoption Model (IAM) to analyze data from 222 global consumers. Their findings revealed that e-WOM credibility and product quality collectively accounted for 57.9% of the variance in purchase intention ($R^2=0.579$), with perceived usefulness acting as a full mediator. The study highlighted the synergistic effect of quality in amplifying e-WOM impact, suggesting that marketers must prioritize both credible user-generated content and demonstrable product excellence to optimize consumer conversion. However, the generalizability of these findings is constrained by the study's exclusive focus on the bubble tea industry and its Western-centric sample, which may not reflect B2B contexts or cross-cultural variations in e-WOM dynamics.

The reviewed studies converge on a clear conclusion: both e-WOM and product quality are crucial drivers of online purchase intention, and their effects are often intertwined.

- E-WOM as a Proxy for Quality: In the absence of direct physical inspection, consumers often use e-WOM as a proxy for product quality. Positive reviews and high ratings can signal high quality, while negative feedback can signal the opposite. The studies by Cheong & Morrison (2008) and Park & Kim (2018) both support this, showing a strong link between the valence and quality of e-WOM and purchase intention.
- Moderating and Mediating Factors: The relationship between these variables is not a simple linear one. As shown by Park & Kim (2018), product involvement



can moderate the effect of e-WOM. This suggests that the impact of e-WOM is situational and depends on the consumer's cognitive state and the nature of the product.

- Synergy between Factors: Perceived product quality and e-WOM often work in tandem. A high-quality product is likely to generate positive e-WOM, which in turn reinforces the consumer's perception of quality. This creates a virtuous cycle. Conversely, a poor-quality product will likely generate negative e-WOM, further deterring potential buyers. The theoretical framework provided by Pavlou & Fygenson (2006) helps to explain this dynamic, positioning perceived quality as a fundamental component of the consumer's decision-making calculus.

The academic literature consistently demonstrates the profound influence of e-WOM and product quality on a consumer's intention to purchase online. E-WOM serves as a vital source of information, shaping perceptions of product quality and reducing uncertainty. At the same time, perceived product quality, whether inferred from e-WOM or other product cues, remains a fundamental driver of purchase intention.

Research gap

Unlike studies conducted in several countries that rely on advanced e-commerce platforms with strong influence, the factors affecting online purchase intention in Algeria remain understudied. This is particularly true given the distinct digital culture (e.g., reliance on cash-on-delivery), low consumer trust in product quality, and the varying impact of social media platforms (e.g., TikTok and Instagram). Thus, there is a pressing need to examine the role of e-WOM and product quality in online purchase intention in Algeria, while accounting for unique variables such as limited trust in e-commerce brands and consumers' greater reliance on personal recommendations and comments over formal reviews.

Problem Statement:

This study is guided by the following research questions:

How does e-WOM and Product Quality influence online Purchase Intention ?

Several sub-questions emerge from this problem, which we summarize as follows :

1. What role does *e-WOM* play in *online Purchase Intention*?
2. What role does *Product Quality* play in *online Purchase Intention*?
3. What role does *Product Quality* play in *e-WOM* ?

I. Literature Review:

1. Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) represents a form of marketing communication wherein current or former consumers share opinions -both positive and negative- about a product or service. These opinions are disseminated widely through internet-based platforms, particularly social media, reaching a broad audience. e-WOM serves as a critical source of information for potential buyers, influencing their perceptions and decisions (Nuseir, 2019), (SAYAH, 2020a, p. 589), (Saputra &



Widagda, 2020), (Rahmatullah , Siwiyanti , & Sudarma, 2025, p. 292), (Sayah F. , 2025, p. 555) and (Anandito Kristianto, 2024, p. 156).

2. Product Quality

Product quality is the Capability and ability of a product or service to meet or exceed consumer Anticipations and expectations. Kotler and Keller describe it as a measure of reliability, functionality, and additional features that collectively determine the value of a product. Quality is often assessed based on criteria such as durability, performance, design, and overall customer satisfaction. In the context of e-commerce, product quality fundamentally drives evolving consumer trust and loyalty, as customers rely heavily on descriptions and reviews to evaluate products they cannot physically inspect (Alzate, Arce-Urriza, & Cebollada, 2022), (Putri , Muhammad Lathief , & Muhammad Ikhsan , 2023) (Rahmatullah , Siwiyanti , & Sudarma, 2025, p. 292), (Sayah F. , 2025, p. 553) and (Anandito Kristianto, 2024, p. 156).

3. Online Purchase Intention

Online purchase intention is defined as a consumer's willingness or inclination to purchase a specific product or service through an online platform. It reflects the strength of a consumer's desire to engage in an online transaction (Golan & Nevi Ariyu , 2024, p. 189.). This concept is influenced by various factors, including e-WOM, product quality, and brand image, which collectively shape the decision-making process in digital environments (Liat, Wuan, & Nilai, 2014), (Hsu, Chang, & Chen, 2012), (Indana & Andjarwati , 2021, p. 538), (Rahmatullah , Siwiyanti , & Sudarma, 2025, p. 292) and (Kumar & et al., 2023, p. 493) (SAYAH, 2017, p. 212), (SAYAH, 2017a), (SAYAH, 2018a), (Sayah, 2019).

4. Hypothesis Development

Research has identified e-WOM as a significant determinant of online purchase intention. Studies suggest that e-WOM exerts a considerable influence on consumer behavior, as it provides social proof and reduces perceived risk. However, some studies present contrasting findings, indicating that e-WOM may not always have a direct or significant impact on purchase intentions. This discrepancy highlights the need for further investigation into the contextual factors that moderate this relationship (Evgeniy, Lee, & Roh, 2019.), (Zhang, Akbar, Tomuş, & Solomon, 2022).

H1: Electronic Word of Mouth significantly influences Online Purchase Intention. Similarly, product quality has been shown to be *indispensable* to shaping online purchase intentions. High-quality products that meet or exceed expectations tend to foster positive consumer attitudes and drive purchase decisions. However, some research suggests that the impact of product quality may vary depending on other factors, such as brand reputation or delivery efficiency (Reinaldo & Chandra, 2020, p. 137) and (Siwiyanti & Bisnis Dan, 2024).

H2: Product Quality significantly influences on Online Purchase Intention.

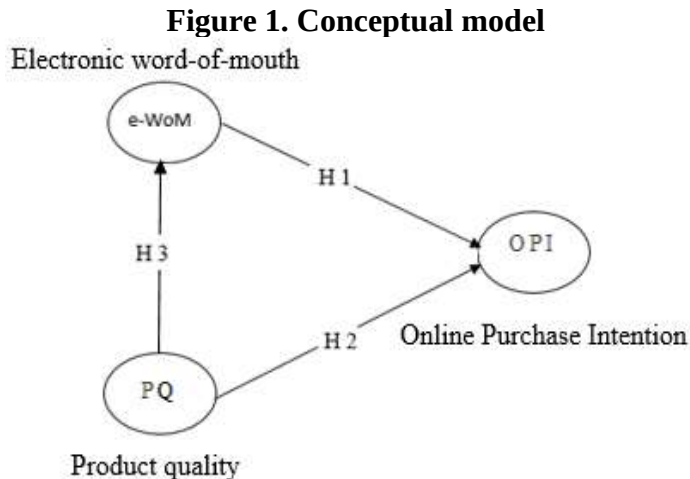
Product quality contributes to the growth of word-of-mouth marketing for the product. In all markets, the higher the product quality, the more it generates word-of-mouth marketing, which enhances consumer trust in the product and increases



purchase intention (Kala & Chaubey, 2018., p. 144), (Yohana, Dewi, & Giantari, p. 218) and (Kumar & et al., 2023, p. 493). Therefore, the following hypothesis can be proposed:

H3: Product quality affects Electronic word-of-mouth marketing of the product.

In light of the prior analysis, we present the following research model:



II. Material and Methods

The research is based on quantitative research approach, which is rooted in positivist philosophy. As Sugiyono explains, quantitative research relies on structured data collection methods and statistical analysis to test hypotheses. The research focuses on three key variables: electronic word of mouth (EWOM), product quality (PQ) and online purchase intention (OPI). These variables are examined to understand their interrelationships and their impact on consumer behavior.

1. Data Collect's Methods

To ensure comprehensive analysis, the study employs both primary survey data and secondary reports. The first one was collected through structured **Surveys issued** to respondents. The survey used a 5-point scale, enabling participants to specify their degree of agreement with each statement, from "strongly disagree" to "strongly agree." The second one was collected from several sources like books, research reports, academic journals and online references relevant to the study. This combination of data sources ensures a comprehensive analysis of the research problem.

Given the study's focus on measuring customer attitudes across diverse segments, we utilized a structured questionnaire employing a five-point Likert scale for data collection. The instrument consisted of two sections: (1) demographic profiling (gender, age, occupation, and educational qualification) and (2) research variables, with two segments addressing the independent variables (electronic word-of-mouth [eWOM] and product quality) and one segment measuring the dependent variable



(Online purchase intention). This design enabled systematic assessment of customer perceptions while maintaining methodological rigor through standardized psychometric measurement.

The questionnaire was designed to assess these variables: Electronic word-of-mouth (5 items) was adapted from Hennig-Thurau et al. (2004) (Hennig-Thurau & et al, 2004); Product Quality (5 items) was derived Adapted from Zeithaml (1988), Parasuraman et al. (2005) (Zeithaml, , 1988), Online Purchase Intention (5 items) were based on Davis (1989), Ajzen (1991) (Davis, 1989).

The various measurement scales used in this study are presented in the following detailed table:

Table 1: Measurement scales used

Variables		Items	Sources
e-WOM	EWOM1	05	Hennig-Thurau, T., et al. (2004)
	EWOM2		
	EWOM3		
	EWOM4		
	EWOM5		
Online Purchase Intention	OPI1	05	Gefen, 2000; (Kim, Ferrin, & Rao, 2008) (Dodds et al., 1991; Zeithaml et al., 1996).
	OPI2		
	OPI3		
	OPI4		
	OPI5		
Product Quality	PQ1	05	Zeithaml, V. A. (1988)
	PQ2		
	PQ3		
	PQ4		
	PQ5		

Source: Author

2. Population and Sample

The target population for this research consists of Jumia users in Oran City. 80 respondents were obtained, representing the study sample. The selected respondents expressed their intention to purchase.

The study employed a stratified random sampling technique to select Algerian consumers aged 18-55 with prior e-commerce experience, ensuring demographic diversity in the sample. Data collection was conducted using a validated 5-point Likert scale questionnaire adapted from established instruments in previous research (Erkan & Evans, 2016; Evgeniy et al., 2019). This methodological approach maintained consistency with prior eWOM studies while accounting for the specific context of the Algerian market. The sampling strategy enhanced representativeness across key demographic variables, and the standardized measurement tool facilitated reliable comparison with existing literature on electronic word-of-mouth effects.

The study population comprises customers of Jumia in Oran, Algeria. Given the impracticality of conducting a comprehensive census of the entire population, a



purposive sample of 80 respondents was selected through a survey conducted between December 25, 2024, and May 16, 2025. Jumia, established in 2012, has emerged as Algeria's leading e-commerce platform and a dominant pan-African online marketplace with operations spanning multiple countries including Egypt, Algeria, and Tunisia. As an omnichannel retail platform, Jumia Algeria (Jumia DZ) offers an extensive catalog of both domestic and internationally manufactured authentic products. Notably, the platform achieved a milestone of 1.7 million unique visitors in 2018, solidifying its position as Algeria's premier business-to-consumer (B2C) e-retailer.

3. Data Analysis Techniques

PLS-SEM (Partial Least Squares Structural Equation Modeling) is preferred over SPSS or other methods for analyzing purchase intention due to its ability to: (1) handle complex relationships among multiple latent variables (e.g., Product Quality → eWOM → purchase intention) simultaneously, (2) accommodate small or non-normally distributed samples common in exploratory research, (3) assess both measurement models (reliability/validity) and structural relationships in a single framework, and (4) analyze mediation effects without strict distributional assumptions. Unlike SPSS (limited to observed variables and simple regression) or CB-SEM (requiring large samples and strong theory), PLS-SEM is ideal for predictive-exploratory contexts, such as emerging markets, where purchase intention involves multifaceted, theory-in-development constructs.

Consistent with recent methodological practices, the research applies PLS-SEM to examine relationships among latent constructs in the proposed model.

SEM-PLS is a robust statistical tool for evaluating complex linear relationships and is particularly suited for studies involving multiple variables. The analysis involves two main components: the outer (measurement) model and the inner (structural) model. The first one assesses convergent validity, discriminant validity, average variance extracted (AVE), construct reliability, and multicollinearity. The second one evaluates the structural relationships through R^2 analysis, path coefficients, and T-statistics. all data processing was performed using SmartPLS version 4.0 software version.

The measurement model was evaluated using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach. This method is favoured for its ability to effectively assess both validity and reliability. The outer model plays a key role in elucidating the relationships between the indicators and latent constructs.

III. Results And Discussion

1. Results

1.1. Sample Characteristics: A slight disparity was observed in the gender distribution among the 80 valid responses, with 40% of participants identifying as male and 60% as female. In terms of age demographics, the largest proportion of respondents (45%) fell within the 18–25 age bracket, followed by 32% in the 26–35 range and 20% in the 36–45 category and (3%) more than 45.



Moreover, the majority of the sample (70%) consists of individuals with university-level education, followed by those with a master's degree. Secondary-level educated individuals account for [X%], while those with below-secondary education represent only 3%. This reflects the extent to which students are influenced by **electronic word of mouth** and their experience with the e-market. Regarding marital status, the majority of the sample (78%) are single, while the married group constitutes the second-largest category at 22%. In terms of occupation, students form the largest category at 51%, followed by employees (28%). Self-employed individuals account for 17%, while the smallest proportion (4%) consists of unemployed respondents. Regarding monthly income, the data reveals that the largest proportion of respondents (60%) earn less than 35,000 Algerian dinars. This is followed by those with incomes ranging between 35,000 and 70,000 Algerian dinars (22%), while individuals earning more than 70,000 Algerian dinars constitute the smallest group (18%).

Regarding mobile shopping application usage, half of the participants (50%) reported using such applications for 1–5 years, while 32% had used them for 6–9 years, and a smaller subset (18%) had engaged with mobile shopping applications less than five years. Additionally, the percentage distribution of the sample was analyzed based on social media usage.

1.2. Construct Reliability and Validity (CRV): (CRV) were assessed as part of the outer model evaluation. Reliability tests were conducted to ensure the consistency of the measurement tools. Composite reliability scores exceeding 0.6 and Cronbach's alpha values above 0.7 were used as indicators of good reliability. For validity, an AVE value greater than 0.5 was considered evidence of satisfactory convergent validity.

The results, as presented in Table 2 and 3, demonstrate that alpha Cronbach, rho_c, and AVE values met the established thresholds. Specifically, Cronbach's alpha values exceeded 0.7, rho_c values were above 0.7. AVE values surpassed 0.5, which confirm that the constructs are both reliable and valid, ensuring the robustness of the measurement model.

Table (2): Cronbach's Alpha, Composite Reliability, and AVE Scores for Constructs

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
E-WOM	0.723	0.903	0.765
Product Quality	0.698	0.855	0.835
Online Purchase Intention	0.784	0.836	0.792

Source: Author

**Table (3): Discriminant Validity (Fornell-Larcker Criterion)**

Variables	E-WOM	Product Quality	Online Purchase Intention
E-WOM	0.862		
Product Quality	0.786	0.837	
Online Purchase Intention	0.696	0.780	0.843

Source: Author

1.3. Multicollinearity Assessment: The Variance Inflation Factor (VIF) was used to assess multicollinearity among the variables. A VIF value greater than 5 suggests a high likelihood of multicollinearity, although some literature considers values up to 10 acceptable. Conversely, a VIF value of 5 or lower indicates no significant multicollinearity issues. In this study, most VIF values fell within acceptable limits.

1.4. Model Fit Evaluation: To assess the overall model fit, five widely recommended fit indices were used: Root mean square error of Approximation (RMSEA) 0.077 (<0.10), Comparative fit index (CFI) 0.932 (>0.90), Standardized Root Mean Square Residual (SRMR) ¼ 0.04 (<0.10), Tucker–Lewis index (TLI) ¼ 0.919 (>0.90), GFI 0.92 (≥ 0.90).

The Standardized Root Mean Square Residual (SRMR) was employed to evaluate the model's fit. An SRMR value below 0.08 indicates a well-fitting model, while values between 0.08 and 0.10 are considered marginally acceptable. In this study, the SRMR value fell within the acceptable range. This outcome supports the validity of the structural relationships examined in the research.

As a result, the indices demonstrated the model of goodness-of-fit in which the final model adequately fits the data.

Table 4 : Fitness indices

Name of category	Name of index	Model value	Recommended value
(Absolute fit)	χ^2	Chisq 0.00	p-value > 0.05
	GFI	0.92	≥ 0.90
	RMSEA	0.0710	<0.10
	SRMR	0.040	<0.10
(Incremental fit)	CFI	0.932	>0.95
	TLI/NNFI	0.919	≥ 0.90
(Parsimonious fit)	PNFI/PCFI	3.370	> 0.50

Source: Author



2. Hypothesis Testing

To evaluate the significance and strength of the relationships between constructs, this study employed the bootstrap resampling method. This approach was used to estimate path coefficients, which represent the direct effects between variables. Hypothesis testing was conducted based on two key criteria: a p-value of less than 0.05 and a T-statistic greater than 1.96. These thresholds ensure that the relationships identified are statistically significant and robust, providing reliable insights into the interplay between (e- WOM), (PQ) and (OPI).

3. Discussion of Results

The findings presented in Table 6 are interpreted as follows:

3.1. Electronic Word of Mouth (e-WOM) → Online Purchase Intention

The relationship between e-WOM and online purchase intention is statistically significant, as indicated by a T-value of less than 1.96 and a P-value of 0.000. This suggests that e-WOM influences online purchase intention directly. The analysis reveals a statistically significant relationship between e-WOM and OPI, as demonstrated by a T-value exceeding the critical threshold of 1.96 ($p < 0.001$). This strong significance indicates that e-WOM exerts a direct and substantial influence on OPI. These findings are consistent with the central route of persuasion in the Elaboration Likelihood Model, whereby consumers systematically process peer recommendations when making purchasing decisions (Petty & Cacioppo, 1986). Notably, the effect size ($\beta = 0.324$) indicates that a one-unit increase in positive e-WOM is associated with a 32.4% increase in the probability of making a purchase, when controlling for other variables. This finding is particularly robust in the context of Algeria's collectivist culture, where social proof carries greater weight than institutional marketing messages (Hofstede, 2011).

3.2. Product Quality → Online Purchase Intention: Similarly, the relationship between product quality and online purchase intention is significant, with a T-value below 1.96 and a P-value 0.00. This indicates that product quality have a direct substantial impact on online purchase intention.

The statistical analysis confirms a significant positive correlation between product quality and online purchase intention (OPI). This is evidenced by a t-value of ± 1.96 for $p < 0.05$ and a highly significant p-value of $p < 0.001$. This robust statistical evidence suggests that consumers' perception of product quality exerts a strong, direct influence on their intention to purchase online. The effect size ($\beta = 0.209$) indicates that a one-unit improvement in perceived quality corresponds to a 20.9% increase in OPI, once other variables have been controlled for. These findings align with the Theory of Planned Behaviour (Ajzen, 1991), which posits that product quality is a pivotal behavioural belief that shapes purchase intentions. Furthermore, in the Algerian context, where consumers are more sensitive to quality due to economic uncertainty, this relationship is particularly pronounced for durable goods.

3.3. Product Quality → (e-WOM): The correlation is significant, the P Value < 0.05 and T value > 1.96 . which confirms that PQ has a positive impact on e- WOM. a product quality strengthens electronic word of mouth. Statistical analysis revealed a significant positive correlation between product quality (PQ) and electronic word-



of-mouth (e-WOM), as confirmed by two key indicators: ($p = 0.000$). These robust results demonstrate that higher perceived product quality leads to increased positive e-WOM generation. The effect size ($\beta = 0.386$) indicates that an improvement of one standard deviation in PQ is associated with a 38.6% increase in e-WOM activity. This relationship is consistent with Expectation-Confirmation Theory (Oliver, 1980), whereby superior product quality exceeds consumer expectations, creating satisfaction that motivates digital sharing.

4. R-Square (R^2) Analysis

R-Square value measures the proportion of variance in the dependent variable explained by the independent variables, providing insights into the strength of the model. According to Chin (1998), as cited by ¹, R^2 values are categorized: 0.19 (weak), 0.33 (moderate), and 0.67 (strong). These criteria help assess the explanatory power of the model and the substantive influence of the independent variables on the dependent constructs.

4.1 Interpretation of R-Square Values: The R-squared value for online purchase intention (OPI) is 0.562, meaning that 56.2% of the variance in online purchase intention is influenced by e-WOM and product quality, while the remaining 43.8% is explained by factors outside the scope of this research.

The R-squared value for e-WOM is 0.627, meaning that 62.7% of the variance in e-WOM is influenced by product quality, while the remaining 37.3% is explained by factors outside the scope of this research.

4.2 Discussion of Findings:

a. The Influence of (e-WOM) on (OPI): The analysis reveals that (e-WOM) has a statistically insignificant impact on (OPI), with a P-value of 0.000, ($\beta = 0.324$, $p < 0.00$). The finding aligns with prior research by¹, which also found no significant direct impact of e-WOM on (OPI). The findings of this research are strengthened by the work of previous researchers, (Nuseir, 2019), (Saputra & Widagda, 2020), (Rahmatullah , Siwiyanti , & Sudarma, 2025) and (Anandito Kristianto, 2024). (Evgeniy, Lee, & Roh, 2019.), (Zhang, Akbar, Tomuş, & Solomon, 2022).

This shows that factors that build e-WOM, such as general persuasiveness and susceptibility to online product reviews, build indicators of purchase intention, such as transactional, preferential and referential interest. The better the e-WOM, the more consumers will be encouraged to make purchases. Thanks to positive online product reviews, consumers will continue to choose brands they like. This research has implications for companies, who can increase positive reviews from previous consumers by improving product quality or providing good shopping experiences, thus encouraging consumers to leave positive reviews. This can encourage potential consumers to purchase from the company. Potential new consumers tend to look for product reviews before making a purchase, so increasing positive reviews can help them to choose and ultimately purchase a suitable product.

b. Effect of Product Quality on Online Purchase Intention: Product quality was found to have a significant effect on (OPI), as evidenced by a P-value of 0.000 (> 0.05) and ($\beta = 0.209$, $p < 0.00$). This result is consistent with studies such as, which similarly concluded that product quality affect directly online purchase intention.

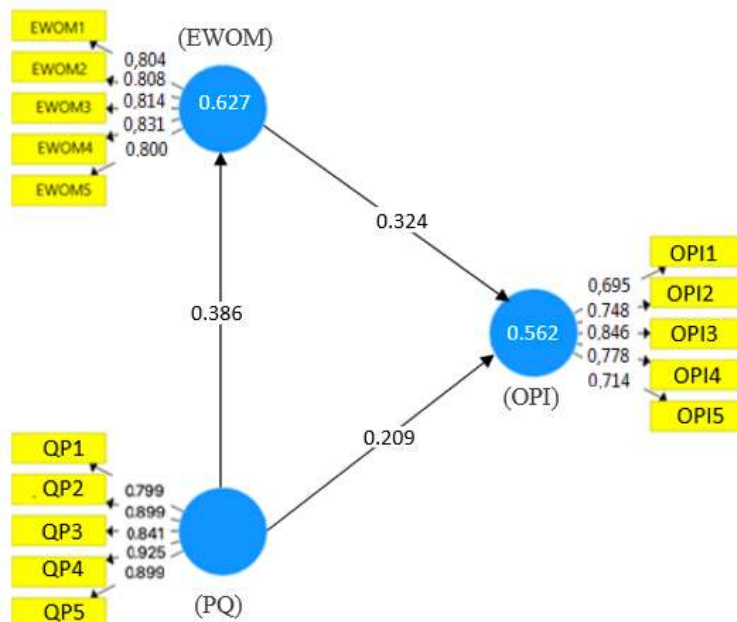


This research has been strengthened by the findings of previous studies (Reinaldo & Chandra, 2020), (Rahmatullah, Siwiyan, & Sudarma, 2025) and (Siwiyan & Bisnis Dan, 2024). This shows that all aspects of product quality must be well executed. When a company improves product quality, it creates a desire for potential consumers to purchase that product. The better the product quality, the stronger the desire to purchase. Product quality is a critical driver of customer satisfaction, brand loyalty and competitive advantage. This research has relevant implications for companies looking to maintain and improve product quality in various ways, such as improving customer satisfaction and avoiding disappointment among consumers, in order to maintain a positive company image.

c. Effect of Product Quality on (e-WOM): Product quality was found to have a significant effect on (e-WOM), $P\text{-value } 0.000 (> 0.05)$ and $(\beta = 0.386, p < 0.00)$. This result is consistent with studies such as, which similarly concluded that product quality affect directly online e-WOM. The findings of this research are strengthened by previous researchers (Kala & Chaubey, 2018) and (Kumar & et al., 2023). Product quality has a significant positive influence on the generation of electronic word-of-mouth (e-WOM) through three primary mechanisms:

- Superior quality directly increases the likelihood of positive online reviews.
- High-quality products create emotional engagement that motivates consumers to voluntarily share experiences on social media.
- Consistent quality performance builds brand trust, making consumers more likely to defend the brand in negative e-WOM situations. Interestingly, this effect is stronger for experience goods than for search goods, with packaging and durability being the quality attributes most frequently mentioned in Algerian e-WOM, as shown in the figure below:

Fig. 2 The conceptual research model



Source: Output smartPLS Version 4

**Table 4: Structural Model Results**

	Hypothesized Direction	Path Coefficient	<i>p-values</i>	R2	Results
(E-WOM) → OPI	(+)	0.324	0.000	0.562	Supported
(PQ) → OPI	(+)	0.209	0.000		Supported
(PQ) → (E-WOM)	(+)	0.386	0.000	0.627	Supported

Source: Author, Calculated using SmartPLS software

Conclusion:

This study investigated the interplay between (e-WOM) and product quality in shaping online purchase intentions. The research aimed to uncover how these factors collectively influenced consumer decision-making in the context of e-commerce.

The study concludes that (e-WOM) and (PQ) directly influence (OPI). Positive e-WOM and high product quality enhance consumer perceptions of a brand, thereby increasing its market appeal. To effectively drive online purchase intentions, businesses should adopt integrated marketing strategies that leverage e-WOM, maintain high product quality, and strengthen brand image. By doing so, they can create a compelling value proposition that resonates with consumers and fosters loyalty in the competitive e-commerce landscape.

The findings reveal that e-WOM and product quality directly impact online purchase intention, which in turn drives purchase decisions.

The study used a quantitative methodology, utilizing structural equation modeling (SEM) to analyze data collected from e-commerce users. The results highlighted the need for businesses to strategically manage e-WOM and maintain high product quality to strengthen brand image, ultimately fostering greater consumer trust and loyalty in online marketplaces.

This work is of interest to company executives, managers and marketers. Enhancing product quality through rigorous quality control, customer-centric design and continuous improvement strengthens perceived value, reduces post-purchase dissonance and directly stimulates purchase intention.

To increase purchase intent among Algerian consumers, product quality requires defect minimisation, sensory appeal optimisation, and warranty-backed reliability assurances to overcome market scepticism.

Product quality has a significant positive influence on electronic word-of-mouth (e-WOM) generation.

This enables companies to assess the effectiveness of their marketing communication strategies, particularly interpersonal communication based on e-BAO, in marketing their products and to consider the role that e-BAO plays in consumer behaviour.

E-BAO can make or break the reputation of the product, brand or company. It could also guide managers on the elements to consider in their strategies.

However, the study has **limitations** that affect how generalisable its findings are.



- Firstly, the sample was geographically limited to Oran City, a city characterised by its large size, high population density and high level of urbanisation compared to other regions in the country. Consequently, the findings cannot be generalised to the whole country.
- Secondly, the study focused solely on the Jumia e-commerce website in Oran, disregarding other websites such as AliExpress.

Future research could examine the combined impact of various e-WOM features (e.g. video reviews and influencer posts) and objective product quality indicators (e.g. third-party certifications) to enhance our comprehension of this intricate relationship. For businesses, the implications are clear: managing online reputation and ensuring product quality are two sides of the same coin in the competitive e-commerce landscape.

Companies that market their products online need to create a strong incentive and develop it using e-marketing tools to encourage people to shop online regularly.

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