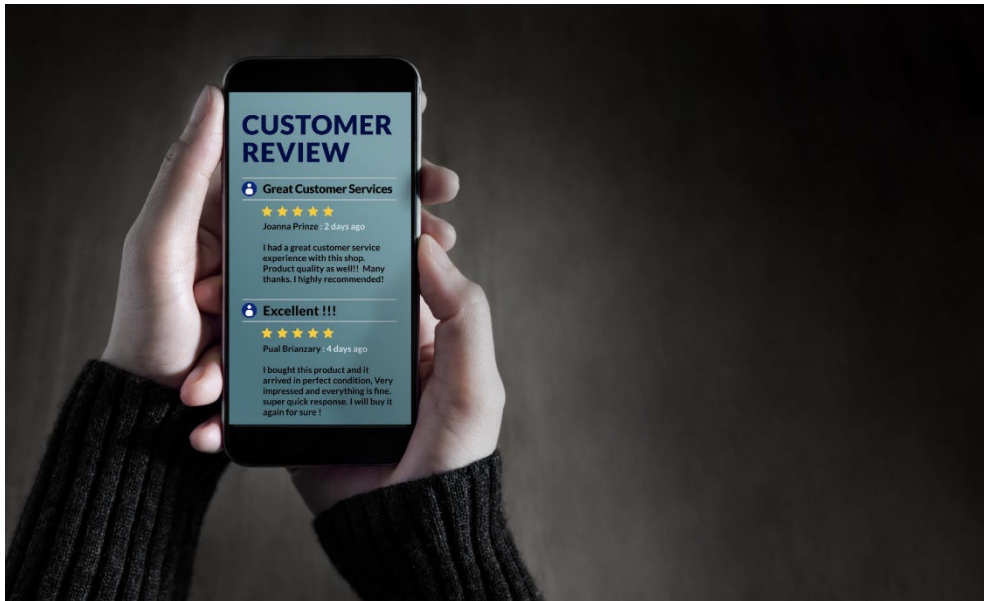


## Google rating: 4.8? Let's check the comments.



How often do you Google a brand to check its ratings or reviews before purchasing a product? Online reviews, comments and brand perception are integral to online shopping for consumers looking to purchase on social media. Brands are now using s-commerce platforms as an effective tool to engage and sell their products online making it important for brand managers to gain insight into consumer purchase intentions.

A research study was conducted by Helesha Moodley, a [Master's](#) student in the [Department of Marketing Management](#), to investigate the antecedents of purchase intention in s-commerce. To establish this, the study examined the effect of consumer brand engagement, brand trust, electronic word-of-mouth (e-WOM), and customer satisfaction on purchase intention for cosmetic brands in s-commerce environment.

The findings of the study showed CBE's reasoned behaviour and e-WOM as antecedents of s-commerce purchase intention. This highlights that consumers in s-commerce environment are likely to check online reviews, ratings and comments (e-word of mouth) and engage with a brand through reasoned behaviour (CBE) prior to making any purchase decisions. Therefore, it is recommended that brand managers look for ways to improve the perception that they create of their brands by enhancing CBE through personalisation of content and improvement of online shopping experiences for consumers. Additionally, brand managers should strive for positive e-WOM, by partnering with influencers and offer rewards or incentive-driven campaigns

for consumers on social media to create positive comments, ratings and reviews of their brands. This empirical study shows that e-WOM and consumer brand engagement (reasoned behaviour) are critical antecedents of purchase intention for cosmetic brands in s-commerce environment.

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management in 2022 with the [Department of Marketing Management](#) by Helesha Moodley under the supervision of [Dr Thinkwell Ndhlovu](#).*