



IMPACT OF SOCIAL MEDIA MESSAGES ON ONLINE SHOPPING

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Abstract

Verbal communication (WOM-Word of Mouth) is a current marketing tool, the main purpose of which is communication and socialization, followed by the promotion and sale of products that takes place face to face between sellers and buyers. With the advent of the Internet, WOM turns into eWOM, that is, electronic word-of-mouth communication that takes place between online sellers and online buyers through social networks and online store pages.

Buyers can exchange online messages, experiences, reviews and leave rated reviews for products they have already purchased online. This new mode of eWOM communication has great potential to influence online purchase intentions. In this context, the purpose of this paper is to analyze and investigate the impact of eWOM communication on online shopping intentions. As determinants of online messages, which are transmitted through social networks and websites of online stores, the following are analyzed: quality of messages, credibility of messages, needs and attitudes of buyers to messages, usefulness of messages. messages and acquisition of messages by online shoppers. In this research, the determinants of online messages are derived from the Consumer Attitudes and Needs Acquisition Model (IACM), which is also the research model of this paper, on the basis of which the impact of messages is investigated. on online shopping intentions. Finally, by applying adequate statistical methods, an analysis of two online eWOM communication platforms was made, to determine whether messages transmitted through online stores' Facebook pages have a greater impact on online purchase intentions than broadcast messages. through the means of communication of the websites of the online stores or vice versa. The research results provide useful conclusions for marketers, in terms of adapting their online marketing strategies for successful promotion and sales of products on Facebook and online store websites.

Keywords: eWOM (electronic word of mouth), online shopping intentions, social networks, online stores.

1. INTRODUCTION

Traditional word-of-mouth communication takes place between individuals who receive non-commercial messages in terms of promoting a particular brand of product or service. That is, it is the only marketing tool, the structure of which is formed by certain evaluations, experiences and positive or negative information about products or services, which reduces the perceived risk of purchase appearing among buyers. The Internet only facilitates the path of information seeking, thus creating electronic word-of-mouth communication, defined by the transmission of messages through various online platforms such as: social networks, online store websites, blogs and discussion forums. . There is a large body of research on the influence of messages on online purchase intentions whether they are distributed through blogs (Chu and Kamal, 2008; Lin et al., 2012), forums (Chiou and Cheng, 2003; Huang and Chen, 2006) , online store websites (Li and Zhan, 2011; Park et al., 2007).

Social networks are defined as "a set of Internet-based applications that allow the free creation and exchange of information that is created by the users of these networks themselves" (Kaplan and Haenlein, 2010). According to the latest statistics that exist on the Internet, in 2021 there are more than 95 social networks that are used in the world today, of which the most famous and most used according to the number of daily active users are: Facebook, WhatsApp, QQ, WeChat, QZone, Tumblr, Instagram, Twitter, Google+, Baidu Tieba, Skype, Viber, Sina Weibo, LINE, Snapchat, YY, VKontakte (VK), Pinterest, LinkedIn, Telegram, Reddit, Taringa, Foursquare, Renren, Tagged, Badoo, Myspace , Mix, The Dots, Kiwibox, Skyrock, Delicious, Snapfish, ReverbNation, Flixster, Care2, CafeMom, Raverly, Nextdor, Wayn, Cellufun, YouTube, Upstream, Classmates, MyHeritage, Viadeo and many more. Some of these social networks are also used in the territory of the Republic of North Macedonia for communication and socialization between their users, but also for promoting the products and services of the companies to their active or potential online buyers. In fact, online shoppers constantly comment on social media about their satisfaction/dissatisfaction with using certain products and services and rate them from 1 to 5.

1.1 Definition and development of word of mouth communication (WOM) – then, today and tomorrow

Until a few years ago, the Internet and virtual communication were based on Web 2.0. Among other meanings, Web 2.0 is presented as a social phenomenon that includes an approach to the generation and distribution of Internet content, characterized by open communication and freedom of sharing, decentralization of authority, etc. Despite Web 2.0. did not create anything new that did not exist before when the Internet was invented, however the platform was expanded for word-of-mouth communication whose English name is WOM, that is, for this communication through the presentation of online messages or eWOM - electronic word of mouth-communication through the word. Word of mouth essentially forms an exponential chain

of referrals and referrals that spreads the reputation of something worth talking about to get people talking about it. That is, references between people influence the creation of opinions created by mutual communication, which leads to the sale of a certain brand. While some marketing tools need a strong promotion that would resonate online and thus attract new buyers, electronic word of mouth communication directly affects online purchase intentions and does not need a strong promotion of it. Buyers are exposed to a large number of advertising messages through various media. Print media such as newspapers and magazines, mass media such as television, radio and the Internet provide a large flow of information to consumers. eWOM also provides a large flow of information to consumers through the use of the Internet. Sen and Lerman (2007) found that buyers trust the opinions and experiences of previous buyers more than marketers' advertisements. According to Trusov et al. (2009), advertisements begin to lose their power over consumers due to credibility issues. The sender of information, who shares his thoughts, and the receiver, who receives the information, constitute the two sides of WOM communication (Bansal&Voyer, 2000). The relationship between the sender and the receiver is a determining factor in terms of credibility. If the ties between the sender and receiver of the information are strong, the credibility of the information will be high enough for the receiver to believe that the seller is genuine (Brown and Reingen, 1987).

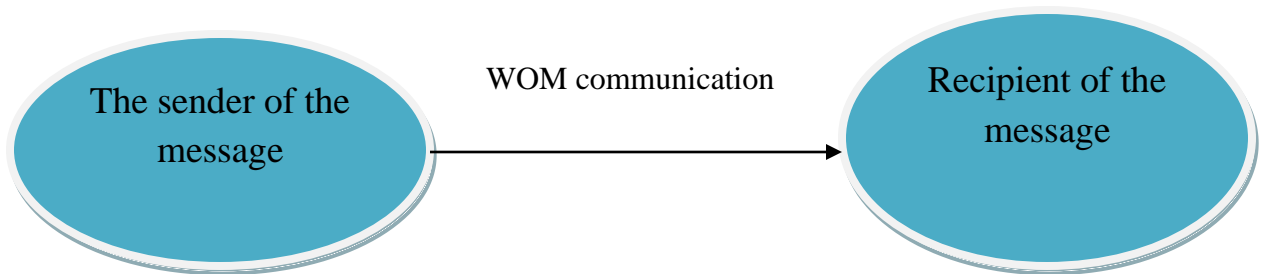


Figure 1. Participants in communication

Figure 1 gives a clear schematic representation of the WOM communication mode and its participants. Accordingly, WOM communication occurs between information senders and information receivers. It is about word-of-mouth communication in a certain place with a physical location and at a certain time. Information senders can be all persons who need to convey certain information, such as the sale of a certain product, the exchange of experiences for certain products, the expression of satisfaction or dissatisfaction with a situation, object, certain person, etc. On the other hand, recipients of information can be all persons who must receive and accept certain information that will affect their motives, needs, attitudes, etc. This communication is two-way with the possibility of feedback between the sender and the receiver. On the other hand, WOM takes on a new dimension as a result of frequent Internet use (King et al., 2014). The Internet has facilitated WOM communication by providing an ever-increasing

space for buyers to share personal thoughts and experiences (Erkan, 2014). It also provides quick access to information. This way, buyers can easily find content created by other buyers about brands, products and services. This new form of information sharing is called eWOM (Hennig-Thurau et al., 2004). There are many different online platforms that enable eWOM communication such as: blogs, online store websites, discussion forums and social networks (Cheung &Thadani, 2012). If once the Internet was used only for searching and surfing and it was difficult to imagine that it could advertise products and services and be used as a marketing space, it is known about social networks that their main purpose was to connect people and make some kind of contact , now the world seems unimaginable without fast internet, social networks and advertisements that make everyday life. Early research on WOM focused only on face-to-face consumer decisions (Arndt J, 1967; Blackwell & Kegerreis, 1969; Katz & Lazararsfeld, 1955; Richins 1983). Online sales have become important in the last ten years. Accordingly, due to concerns about quality and other buyer risks where the difference between what is produced and what is bought is emphasized, and is not consistent with the image and brand of the products offered, (Chai & Kim, 2011), the challenges of online shopping, especially in terms of familiarity and mistrust, have started to become relevant. Therefore, online shoppers need a useful, reliable and accurate product rating before purchasing it. Online tools and electronic word-of-mouth (eWOM) help buyers make the right purchase decisions. eWOM is defined as Internet-based peer-to-peer communication for the exchange of messages or information between people. It differs from face-to-face communication and traditional WOM in several ways. First, the Internet allows people to communicate with other people in a different way, just with a single click, with cascading effects similar to mass media, messages can reach many people at the same time. This traditional oral communication cannot do (Hennig-Thurau et al., 2004). Electronic communication is similar to face-to-face communication in that messages can be personalized for the recipient (Phelps, Lewis, Mobilio, Perry, & Raman, 2004). Second, online communication is written, so it is more formal and professional than traditional WOM characterized by Marshall McLachlan's "media is the message" doctrine, in which communication technology embodies the information being conveyed (Griffin, 2003). Third, eWOM information is available to the user at any time, even when the sender of the information is absent (Chevalier, & Mayzlin, 2006; Reichheld, 2003).

1.2 Definition and development of electronic verbal communication (word of mouth) and online messaging

The simplest definition of "word of mouth communication", which is used in this paper with its original name - WOM (word of Mouth), is that it is "the act of buyers providing information to other buyers". Kotler (2006) defines word of mouth influence as "personal communication about a product between target customers and neighbors, friends, family members and co-workers". The difference between traditional WOM and eWOM is simple, eWOM is internet based. In this paper, the abbreviation eWOM is also used, which is also the

original name of electronic verbal communication. Hennig-Thurau & Walsh (2004) define eWOM as "any positive or negative statement made by potential, current or former customers about a product or company that is available to the majority of people and institutions via the Internet". WOM is considered the most powerful, influential and persuasive force in the market. It is also only generation and exponential growth that make it limitless in speed and scale. WOM arises from the relativity of a small number of sources. A survey conducted by Magazin Incorporated found that 82% of the fastest growing private companies use word of mouth (WOM) as the most used communication technique (Ferguson 2008, p. 179).

The new digital market through the Internet as a key facilitator for access to information, represents an inevitable type of communication between producers and buyers (Berman, Abraham, Battino, Shipnuck, & Neus, 2007). The Internet also presents a synergistic opportunity for feedback, leaving recommendations and suggestions through eWOM. (Dellarocas, 2003). In traditional word-of-mouth communication, one person influences the attitudes and behavior of approximately two other people, while in eWOM, one person influences the attitudes and behavior of eight other people. Considering these figures, the daily use of computers and the Internet, as well as the availability of useful and extensive content, e-influencers today influence everyone who searches the Internet. Formally, eWOM is an important remark made by a potential, current or former customer about a particular product or service (Hennig-Turau, Quinner, Walsh and Gremler, 2004). eWOM consists of text-based, recorded, easily tracked, organized and multiple interactions between buyers on online platforms. Dellarocas (2003) argues that the two-way communication of the Internet and the possibility of generating "artificial" word-of-mouth results for low-priced products can have implications for brand reputation, customer loyalty and quality. Meislin, (2006) in his research studies the credibility of online messages exchanged on the Internet and their influence on online shopping intentions. According to Fiona (2005), eWOM is strengthening buyers' trust in online products and sellers and adding value to sales.

Figure .2 Participants in eWOM communication

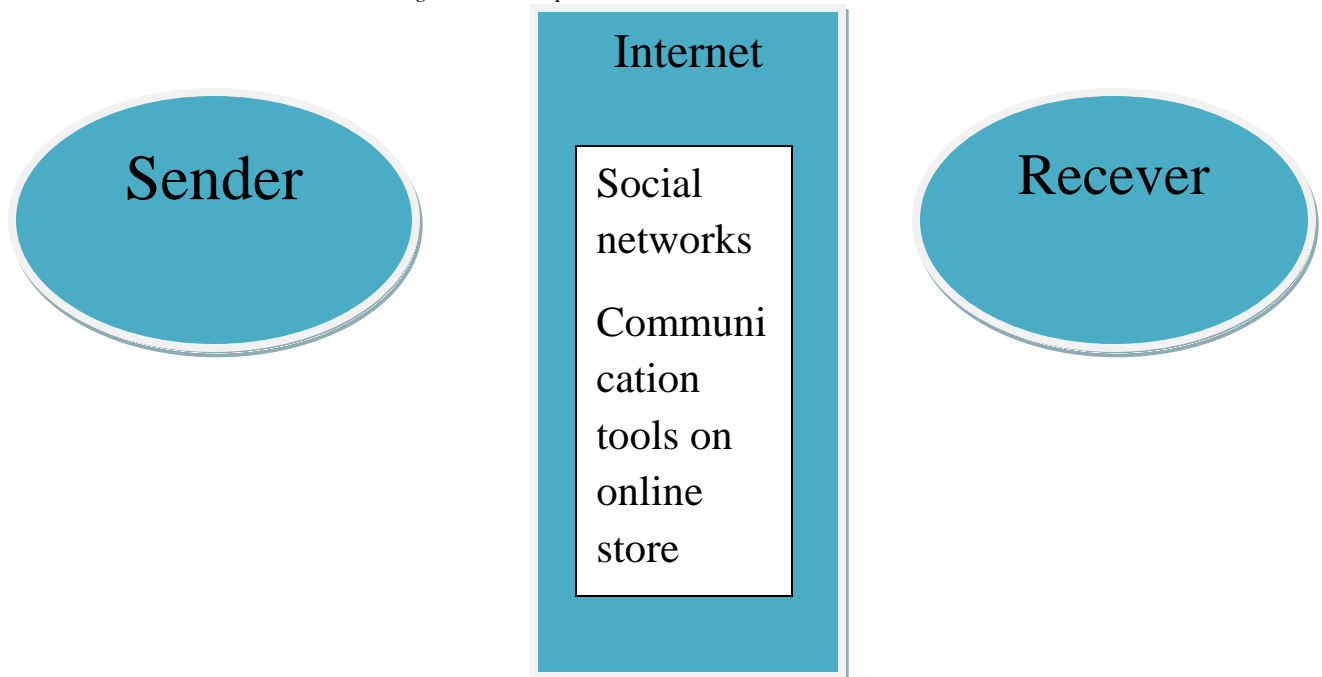


Figure 2. gives a clear graphic representation of the participants and the mode of eWOM communication. This communication consists of a sender of information, a receiver of information and a moderator. The moderator of eWOM communication is the Internet, which in this doctoral topic is analyzed through two online platforms, i.e. social networks and communication tools on the websites of online stores. eWOM communication is two-way, where the main role is played by the receivers. That is, the success of eWOM will depend on the positive or negative reactions of the message receivers, depending on the information provided by the message senders.

2. Defining message determinants that influence online shopping

The terms "information determinants" are used in the literature. In this paper, instead of the term "information", the term "messages" is used. Also analyzed in this paper as determinants of online messages that influence online shopping intentions are: Message Quality, Message Credibility, Message Needs, Message Attitudes, Message Usefulness, and Message Acceptance or Acquisition. The determinants "message quality" and "message credibility" have been investigated by Chau & Hu (2002), Morwitz et al (2007), while "message usefulness" and "message fit" have been investigated by Sussman & Seagal (2003), and Erkan&Evans (2016). Message quality refers to the value with which buyers perceive product information, which affects buyers' changing attitudes, message acquisition or acceptance, and online purchase intentions. The reliability of the messages is highly dependent on the reliability of the sender of the messages as a reliable source of accurate messages. The credibility of the sender of the messages also affects the trust, reliability and competence of the receivers of the messages, which leads to the acceptance of the messages. According to Sussman & Seagal (2003) and Shen et al. (2013), message usefulness or perceived usefulness is also individual buyers' perception of products and services. Once buyers become aware that the messages are useful to them, they accept them and make decisions to buy the products.

2.1 Quality of Messages

The quality of messages refers to the persuasive power of the arguments of which they are composed. The quality of the messages derives from the actual value of the messages and the perceived value of the buyers. From the perspective of buyers, the quality of the messages will depend on their assessment of the content of the messages, the accuracy of the messages, the availability and the duration of the messages. Cheung et al. (2008) also stated that the quality of messages will depend on their completeness, timeliness, accuracy and relevance, while Filieri and McLeay (2014) added two more dimensions to the assessment of message quality, namely added value which refers to the extent to which messages are useful and encourage buyers to apply them in making their purchase decisions, and the extent to which messages are perceived by buyers. Cheung et al. (2008).

Researchers have begun to develop an informational dimension to message quality as a result of technological advances and the need for online shopping. Wu et al. (2014) show that the greater the buyers' perception of the quality of the messages transmitted via the Internet, the greater the perception of buying products from a well-known brand and when there are negative elements in the message, then the attitudes towards the brands are created. According to them, the quality of the messages has an impact on the brand image. In the online shopping process, purchase decision making can be measured by the perceived quality of the online messages they receive. Measuring message quality is of particular importance for predicting online shopping intentions.

2.2 Message Requests

Online shopping intentions depend on buyers' willingness to use eWOM communication. Researchers have found that online shoppers who use online messaging to make online purchase decisions have several types of motives, namely: altruism (Teng et al. 2014), self-enhancement (Wang et al. 2014), emotionality, and social benefits (Munzel et al. al. 2014) and economic incentives (Alhidari et al. 2015). Many researchers have examined the relationship between online shopping needs and motives and their influence on online shopping intentions (Alhidari et al. 2015; Husnain and Toor 2017). For example, Husnain and Toor (2017) in their research with 243 internet users of social media and social networks in Australia found that needs and motives have a positive influence on online shopping intentions. Namely, buyers start from their psychological identification and the strength of emotions they develop towards the products they want to buy. Buyers who do not develop emotions or have negative emotions towards products do not feel the need to read messages on the Internet, while buyers who develop strong positive emotions towards the products they want to buy need a wide range of data and information about products, which will further positively influence their online shopping intentions. (Hwang&Takane 2004).

Researchers have also examined the relationship between shopping wants and needs and shopping intentions (Alhidari et al. 2015; Park & Kim 2008; Teng et al. 2014) For example, Alhidari et al. (2015) conducted an experiment with 142 students and found that the desire to buy a certain product leads to the development of certain needs for that product that positively affect online shopping intentions in fast food restaurants and online laptop purchases. There are several types of customer needs for a particular product, namely: physical needs, the need for social inclusion, the need to increase self-esteem, financial needs, the need for self-knowledge, the need to own a brand, etc. (Kannan & Hongshuang, 2017; Husnain & Toor, 2017). The need for lack of time to visit physical store locations to gather as much information as possible about the products customers want to buy drives them to shop online because they can read a lot in a very short time. and with just one click reviews and comments about products on the social network Facebook, as well as on the websites of online stores. The availability of a wide range of data on the characteristics of products, on their use, on their strengths and weaknesses, consistency in the development of new products on the market, the latest brands of products, influence the needs of

buyers for online shopping. In addition, buyers' needs are highly dependent on their social involvement in eWOM communication, then on economic incentives, such as coupons, rewards, points, discounts, etc. Henig Turau et al., 2004; Hussein et al., 2018). Buyers' online messaging needs have a significant impact on data adoption.

2.3 Use of Messages

The usefulness of messages comes to the fore when buyers have to make the final purchase decision, that is, it is assumed that if they decide to buy the products, the messages they received online have been useful to them, and vice versa, if they do not buy the products, it is assumed that the messages they have received online have not been helpful to them. Several researchers have examined the relationship between message usefulness and online shopping intentions (Zhang 2014; Gunawan and Huarng 2015; Huang et al. 2013; Lee et al. 2011; Mafael et al. 2016; Park & Lee 2007,). For example, Huang et al. 2013 in their research with 549 respondents from China found that message usefulness has a positive effect on hotel booking intentions.

eWOM communication provides useful and reliable data to buyers compared to traditional media. The more useful the product data, the lower the risk of making the wrong purchase decisions. That is, if online messages are clear and relevant to buyers so that they are able to categorize and interpret products, they are perceived as more useful and thus increase the probability of being used in the decision-making process.

The usefulness of messages depends a lot on the quality of the messages. Previous research has found that online reviews with high ratings and quality are perceived as more trustworthy and useful than reviews with low ratings and quality (Zhang et al 2014; Guo et al. 2009; Park & Kim 2008; Robinson et al. 2012) Finally, buyers perceive high-rated and high-quality reviews as more effective in making their purchase decisions.

According to the Information Acquisition Model (IAM) the acceptance or rejection of information depends on the intentions, beliefs, behavior of the buyers and the usefulness of the information. Shoppers who believe that online messages are reliable and accurate also believe that they are helpful to them in their product purchasing choices. While the TRA and TAM models provide useful evidence of purchase intentions in terms of message adoption, but have a limited scope of their influence process, Erkan & Evans (2016) argue that the IAM model deals with quality, reliability and the usefulness of the information. which influence the adoption of messages.

2.4 Acceptance or Acquisition of Messages

In the decision-making process, buyers seek information about products or services in order to increase their level of satisfaction, expectations and experiences. Adopting messages about recommended products or services is not just a one-time process of making one-time

purchase decisions, but is a process that happens continuously with each new purchase decision made. (Huang & Chen, 2006). Buyers usually search the Internet themselves for useful and reliable information, but very often they also accept information provided by other people, which may be reliable to accept, and the same affects the intentions of their buying behavior, subjective norms, beliefs and attitudes. Receiving messages is the last stage of searching for data and information about products on the Internet. That is, as stated above in the text, buyers accept only those messages that are of high quality, reliable and come from a reviewer with high rating and credibility, then they have positive attitudes towards them and should be useful in so as to be accepted in the end.. Also, positive and negative eWOM communication presented through positive and negative reviews and comments of products on the Internet has a great impact on the acceptance and acquisition of reviews and comments of products available on the Internet. Agarwal et al. (2012) found that negative online messages have a greater impact on buyer attitudes than positive online messages, especially when all reviews are negative. However, positive reviews have a greater direct impact on online purchase intentions.

The acquisition of messages is best explained in Information Acquisition Theory (TAM). (Sussman & Siegal, 2003) That is, according to this model, acquisition or acceptance of messages depends primarily on buyers' beliefs and desires for specific products and services that directly affect their search intentions, and then the acceptance of data or information. necessary. . These beliefs are based on the perceived utility and use of the products. In this context, perceived usefulness has a direct impact on the approval or acceptance of online messages. Message quality and message credibility are the main determinants that shape the usefulness of the message as a determinant, which further directly affects the adoption of the message as the ultimate determinant. These determinants, along with the other two determinants, message needs and attitudes have a direct impact on online shopping intentions using the Internet as a mediator and mediator.

3.Comparative analysis of the impact of messages through the social network facebook and communication means of online stores in the Republic of North Macedonia

The research in this paper is carried out according to a predetermined research plan, namely: clearly defined goals and hypotheses for the research, precisely defined survey questions, a specifically defined technique of respondents and appropriate statistical techniques for data analysis and forecasting of the results. qualitative and quantitative methods were used for the purposes of the research. Quantitative methods were used to examine the relationships between dependent variables and independent variables and to test hypotheses based on the data collected, while qualitative methods were used to establish the foundations of the research and define the research questions.

For research purposes in this paper, as already mentioned, an online questionnaire consisting of 29 questions was used, of which the first two questions refer to the demographic characteristics of the respondents, namely the gender and age of the respondents, as well as the



four questions the following refer to the frequency of visits to Facebook pages and online store websites to purchase products, as well as the frequency of using product reviews and comments and communication chats to exchange messages about products sold online . Questions seven to twenty-three refer to the description of the influence of the determinants of messages transmitted through Facebook pages or communication tools on online store websites on the intentions to buy online by applying a Likert scale with the ranking of the answers. grades from 1 to 5, respectively: 1 – I do not agree at all; 2 – I do not agree; 3 – I am neutral, I don't know; 4 – partially agree; 5 – I completely agree (completely). The respondents ranked each question on two separate scales, i.e., one scale is used to rank their responses in terms of the impact of messages through online stores' Facebook pages, and the second scale is used to rank the responses of them in terms of message impact. through the means of communication of online store websites on online shopping intentions. In this context, three questions were asked for each determinant, which give the basic characteristics for it, except for "usefulness of data" as a determinant, for which two questions were asked. Questions twenty-four to twenty-nine refer to the specification of online shopping intentions as an independent variable in this research, through the influence of positive or negative online reviews and comments.

The table shows the statements for all message determinants and online purchase intentions that made up the questionnaire. Statements for the determinant "quality of messages" are marked as: KVP1, KVP2 and KVP3, statements for the determinant "reliability of messages" are marked as KRP1, KRP2 and KRP3, statements for the determinant "message needs" are marked as PP1, PP2 AND PP3 , statements for the determinant "attitudes toward messages" are marked as SP1, SP2 AND SP3, statements for the determinant "usefulness of messages" are marked as KOP1 and KOP2, statements for the determinant "reception of messages" are marked as PRP1, PRP2 AND PRP3. The last statements refer to the impact of positive and negative online reviews and comments on online purchase intentions and are labeled as: NMK1, NMK2, NMK3, NMK4, NMK5 AND NMK6.

The quality of the messages transmitted through the Facebook pages of the online stores and through the means of communication on the websites of the online stores	Product messages are objective (KVP1) Product messages are understandable (KVP2) Product messages are qualitative (KVP3)
Reliability of messages transmitted through Facebook pages of online stores and through communication tools of online store websites	Product messages are correct: (KRP1) Product messages are reliable (KRP2) Product messages are persuasive (KRP3)
Needs for messages transmitted through the Facebook pages of online stores and through the means of communication on the websites of online stores	I read product messages when I'm thinking about buying a new product (PP1) I read product messages when I have to choose the best product from several alternatives (PP2) I read product messages when I have no experience using the product I want to buy (PP3)

Comments on the messages transmitted through the Facebook pages of the online stores and through the means of communication on the websites of the online stores	When I read the messages about the desired product, I am sure that I am making the right purchase decision (SP2) Product messages irritate me and prevent me from wanting to buy the product (SP3)
The usefulness of messages transmitted through the Facebook pages of online stores and through the means of communication on the websites of online stores	Product messages are generally useful to me (COP1) Product messages are descriptive enough for me (COP2)
Acquisition (acceptance) of messages transmitted through Facebook pages of online stores and through the means of communication of websites of online stores.	Product messages motivate me to buy the product (PRP1) Product messages increase my knowledge about the product I want to buy (PRP2) Product messages increase my efficiency in making purchase decisions (PRP3)
When I read reviews and positive reviews about the product I want to buy..... (purchase intentions)	I am very likely to buy that product (NMK1) I will definitely recommend that product to my relatives and friends (NMK2) Next time I need to buy, I will definitely buy the product (NMK3)
When I read negative reviews about the product I want to buy.....	I will most likely not buy that product (NMK4)
	I will definitely not recommend that product to my relatives and friends (NMK5) Next time I have to buy, I will definitely not buy the product (NMK6)

Tabel 1. Determinants of online messaging and online shopping intentions

The sample of respondents that was considered for the needs of the research in this paper is called "purposeful" data because 350 Internet users and buyers from different age groups were considered: under 18 years old, from 18 to 25 years old, from 26 to 33 years old, from 34 to 41 years old, from 42 to 49 years old and from 50 years old and above. It is about a technique that will provide adequate answers to meet the objectives and object of the research. Internet users are suitable for this type of research because the purpose of the research is to analyze and investigate the influence of message determinants on online shopping intentions, and then compare the intensity of the influence of message determinants that influence purchase intentions online depending on whether they are transmitted through the social network Facebook or through electronic means of communication on the websites of online stores.

After the data were collected using the online questionnaire, they were subjected to statistical processing using appropriate methods and analyses. To investigate internal consistency and consistency of variables, Krombach's alpha test is applied. It shows the relationship between variables as a group, that is, to what extent they are related as a group. This test is mostly applied when the questionnaire consists of several questions to which the Likert scale is applied, as is the case with the questions in this doctoral dissertation, where the test examines whether the Likert

scale for a certain set of questions asked is reliable for further predictions in research. Furthermore, to test the hypotheses, regression analysis is applied. Regression analysis assesses the relative influence of the independent variables (in this case, the determinants of online messages) on the dependent variable, that is, online shopping intentions.

Descriptive analysis

For the purposes of this paper as stated above, was used an online questionnaire which was created through the online platform <https://freeonlinesurveys.com/>. Online questionnaires are very practical and easy to use, because they are created automatically, choosing the type of question from several options provided, and depending on the type of question selected, several options are provided for answers that can be adapted according to needs of the researcher. Namely, 350 Internet users who have already had experience with online shopping were surveyed. Of them, 91% or 320 respondents are women, while the rest 9% are men (Fig. 2) In terms of age, 34% of respondents are between 26 and 33 years old, 32% are between 34 and 41 years old, 15% are between 42 and 49 years old, 11% are between 18 and 25 years old and 7% are over 50 years old. (Figure 3). Although the survey offered an opportunity for the response of persons under 18 years of age, there was no such response.

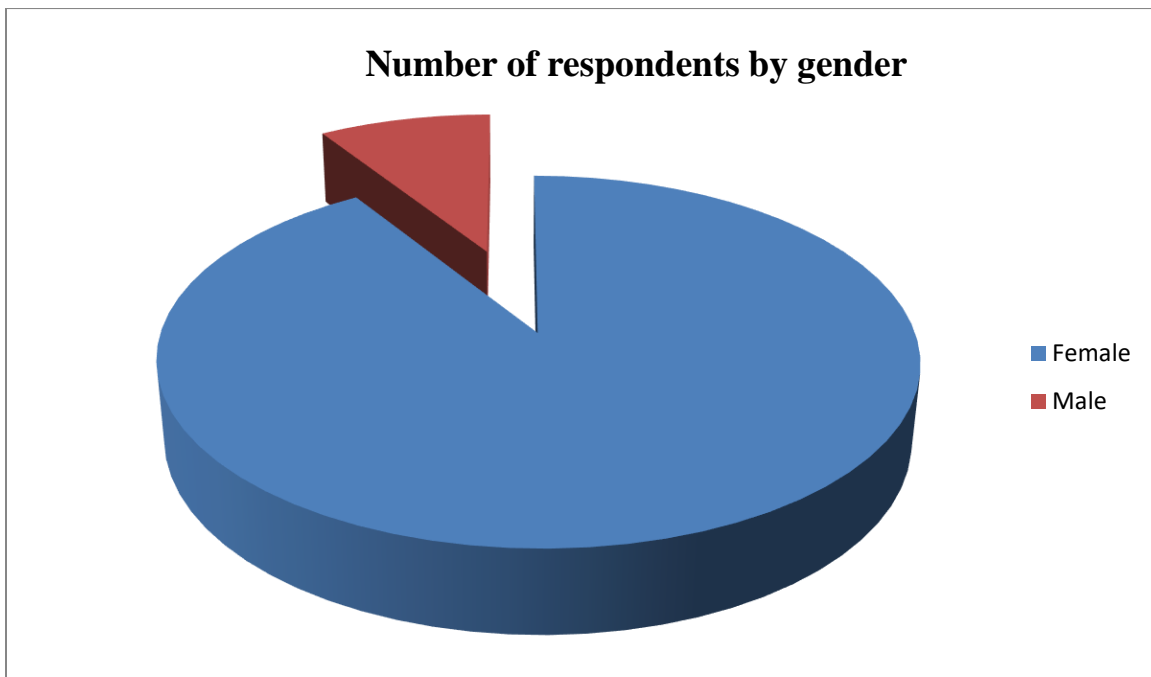


Fig. 3 Number of respondents by gender

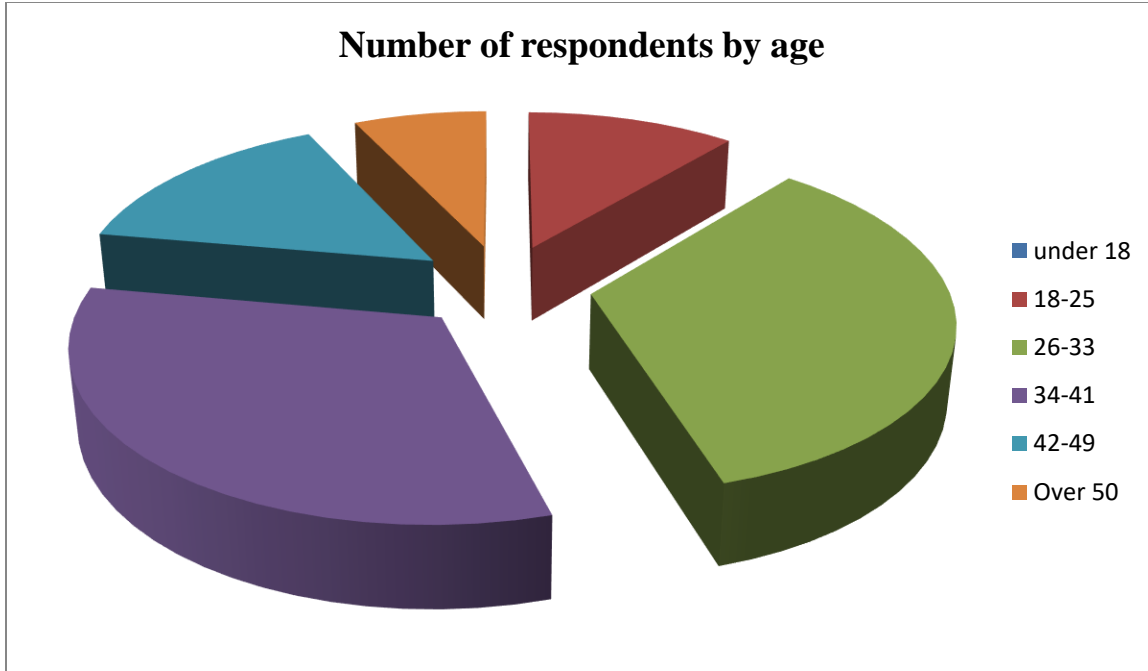


Fig.4 Number of respondents by age

Regarding the frequency of visits to Facebook pages and online store websites, the results are shown in Figure 3.

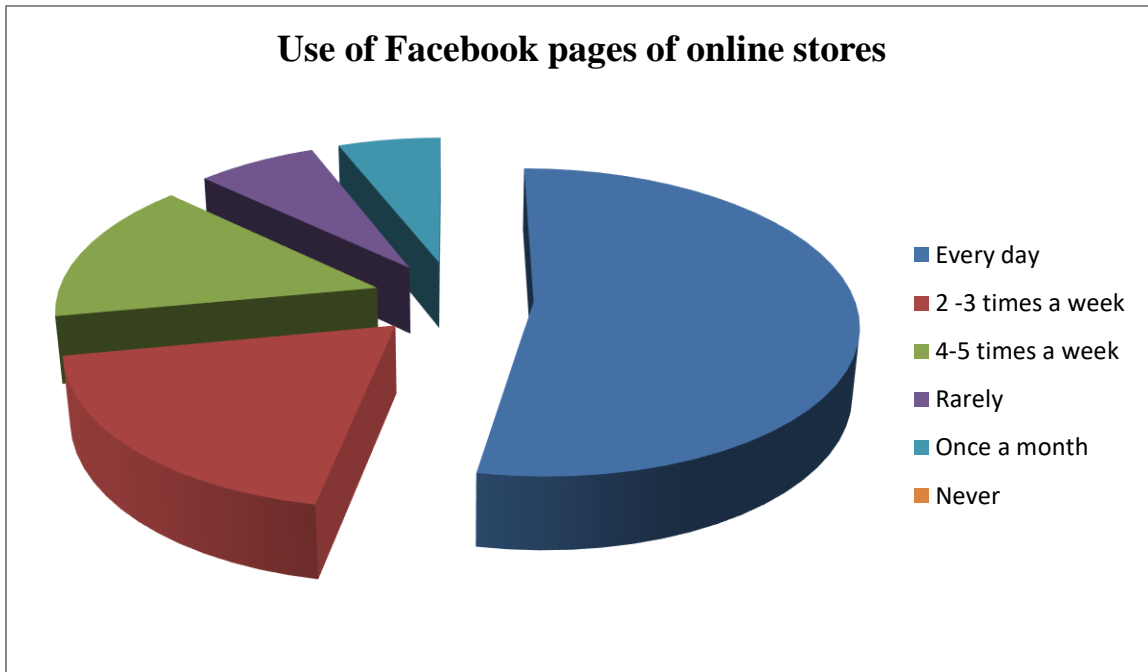


Fig 5. Use of Facebook pages of online stores

According to the graphic presentation, about 53% of the respondents visit the Facebook pages of the online stores where they buy the desired products every day, 19% visit

them 2 to 3 times a week, 15% visit them 4 to 5 times. per week, 7% of the respondents visit them very rarely and the remaining 6% visit them once a month, which shows the fact that online shoppers really use the Facebook social network as a moderator in making product purchase decisions.

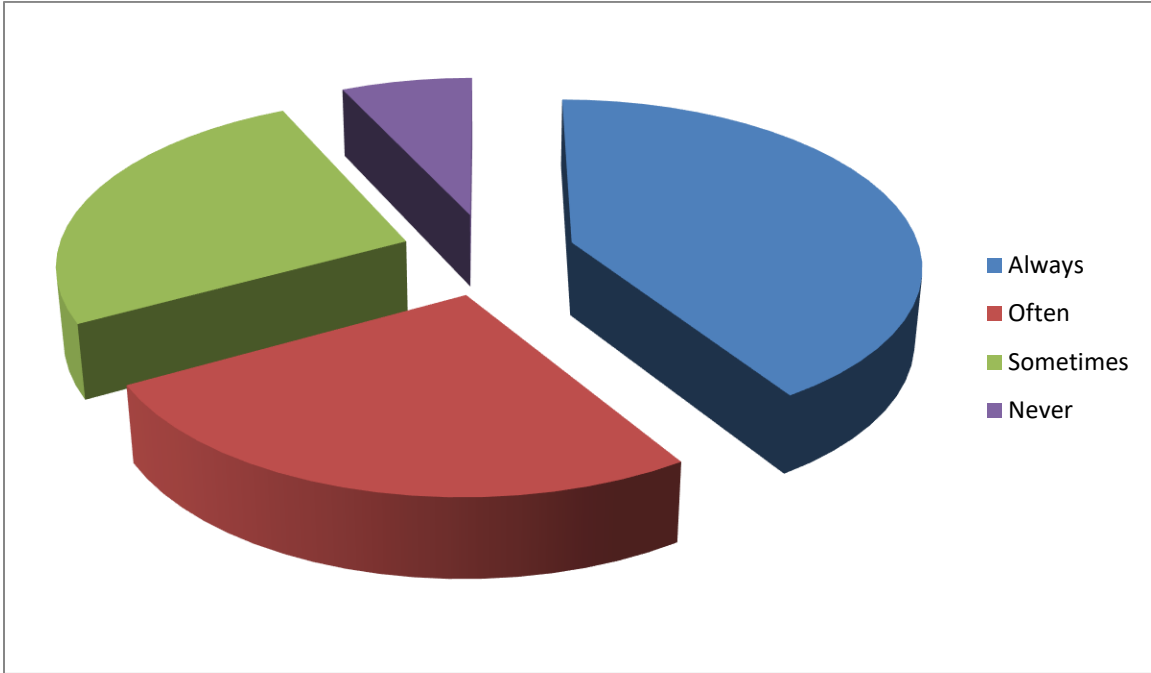


Fig 6. Frequency of using chats for communication on Facebook and online store websites

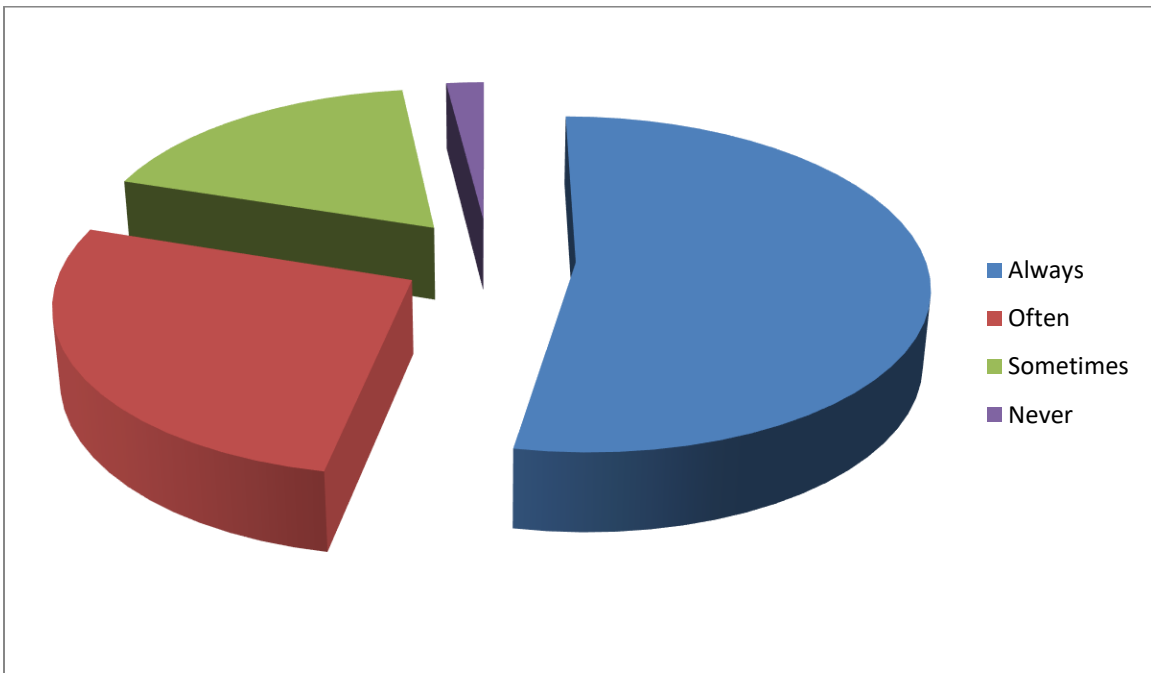


Fig. 7 Frequency of reading comments on Facebook and online store websites

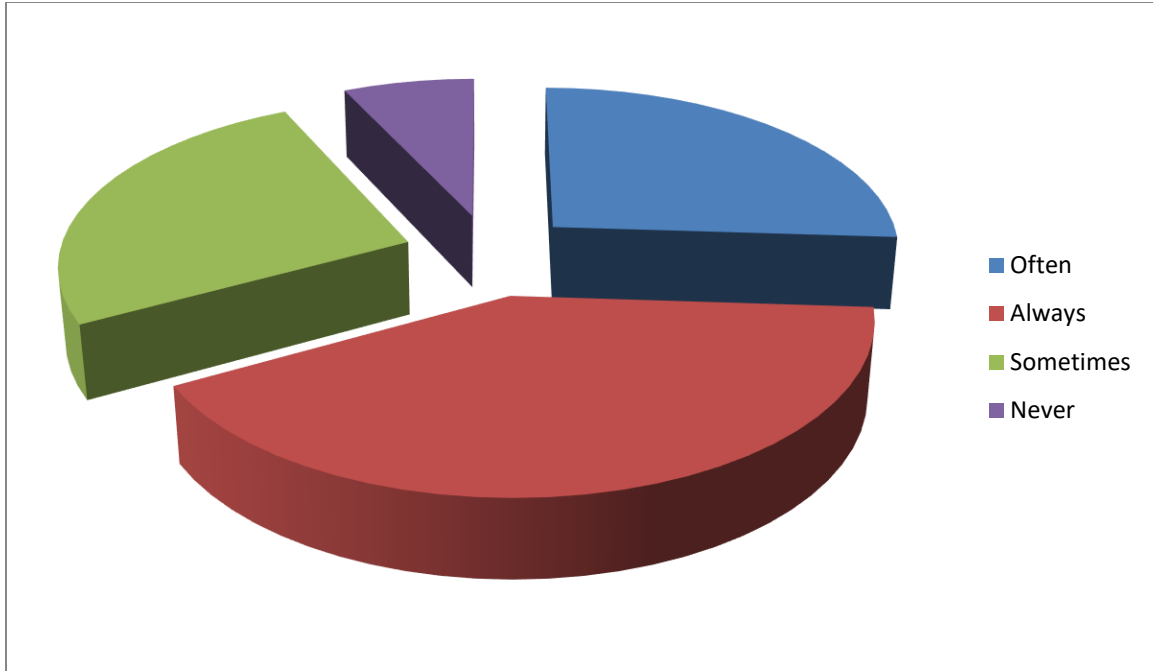


Fig.8. Frequency of using chats for communication on Facebook and on online store websites

The results shown in Figure 7 and 8 show the fact that online buyers always use communication chats and Facebook messages to gather enough messages about products before making final purchase decisions. Accordingly, about 41% of respondents stated that they always use chat for communication, and only 7% do not communicate with online buyers before purchasing products. The percentage of respondents, only 26%, who often or sometimes use these chats for communication or Facebook Messenger is remarkable.

Regarding the frequency of reading online reviews and comments about products, the results presented in Figure 6 show that up to 53% of respondents always read reviews and comments, 27% of them read them often, 18% of respondents ever. read the same, and only 2% of respondents never read reviews and product reviews online.

Based on the results processed so far, and based on the selected part of the respondents, it can be concluded that online shoppers open Facebook pages and online store websites every day and always read reviews and comments about the products they want to buy. those. Also, they always use communication chats to exchange messages about products.

CONCLUSIONS

In this paper, the focus is electronic word-of-mouth communication, which is denoted by the abbreviation eWOM and is defined through the determinants of online messages. The following are explained as determinants of messages that influence online shopping intentions: message quality, message credibility, message needs, message attitudes, message usefulness, and message acceptance.



WOM is the well-known verbal communication that has always been used as a successful marketing tool to communicate, but also to convince potential buyers to buy the advertised products. That is, it takes place between sellers and buyers, or multiple buyers located in the same physical location at the same time. They can only discuss a specific topic that is not necessarily related to a purchase, or a classic communication between a seller and a buyer regarding the sale of a particular product. WOM communication can directly influence buyers' purchase intentions. In fact, it is a free way of advertising products and in this context a free influence on buyers, then increases the loyalty of buyers to the brand and can be applied endlessly. It can be positive and negative. Positive eWOM communication creates excellent customer care, creates a positive image for the companies that apply it, and increases the desire of buyers to buy the desired products. Unlike positive eWOM communication, negative eWOM can convey wrong information about the products offered in the market, create a negative image or a negative reputation for the products and the companies that apply it.

The results of the research create important managerial implications, as it practically analyzes the influence of the determinants of online messages on Facebook and online store websites. This is especially important for marketers who advertise products on Facebook. The more followers an online store's Facebook page has, the more people will see product posts and the more likely the online store's sales will increase. Also, almost every online store has its own Facebook page where it constantly advertises its products. In this context, marketers must adapt their online marketing strategies to successfully promote and sell products on Facebook and online store websites.

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