

Mapping Consumer Usage Decisions in E-Commerce Platforms: A Literature Review of Brand Image and Electronic Word of Mouth in Shopee

Canberra Chelciliana Poetranto^{1)*}, Ayuningtyas Yuli Hapsari²⁾

^{1,2)} Universitas Widyatama, Bandung, Indonesia

*Corresponding Author

Email: canberra.chelciliana@widyatama.ac.id

Abstract

The rapid advancement of digital technology has fundamentally transformed consumer behaviour within e-commerce ecosystems, particularly regarding the adoption of mobile-based shopping platforms. Despite growing scholarly interest, the combined influence of brand image and electronic word of mouth (eWOM) on platform-specific usage decisions remains insufficiently synthesized in the existing literature. This study aims to map and analyze the roles of brand image and eWOM in shaping consumer decisions to use Shopee, one of Southeast Asia's most dominant e-commerce platforms. Employing a literature review methodology, this research identifies, evaluates, and critically synthesizes empirical and conceptual studies published in reputable national and international journals indexed in Scopus, Web of Science, and Sinta. A total of 42 peer-reviewed articles published between 2020 and 2025 were included in the final corpus. The findings reveal that brand image exerts a significant positive effect on consumer usage decisions, whereby a strong, credible, and consistent brand perception substantially elevates consumer trust and platform adoption intent. Concurrently, eWOM—operationalized through online reviews, star ratings, and peer recommendations disseminated via digital channels—demonstrates a robust and measurable impact on consumer decision-making by reducing perceived risk and amplifying purchase confidence. Notably, the synergistic interaction between brand image and eWOM produces a compounding effect on consumers' sustained intention to select and continuously engage with Shopee as their primary shopping platform. A key novel finding of this review is that eWOM does not merely act as a parallel influence alongside brand image; rather, it functions as a dynamic antecedent that actively shapes and reinforces brand image formation over time, creating a self-reinforcing cycle of positive consumer influence. These findings advance digital marketing theory by integrating brand equity and information adoption frameworks within the e-commerce context, while offering actionable strategic implications for platform managers in optimizing brand communication and user-generated content ecosystems.

Keywords: *Brand Image; Electronic Word of Mouth; Consumer Usage Decision; E-Commerce; Shopee; Literature Review*

INTRODUCTION

The unprecedented expansion of information and communication technologies has significantly restructured the ecosystem of commercial activities, driving transformative changes in transactional processes, consumer behaviour, and digital market interactions. The ubiquity of smartphones and broadband internet connectivity has catalyzed the exponential growth of e-commerce platforms, enabling consumers to engage in purchasing activities unconstrained by geographical boundaries or temporal limitations (Kotler, 2022). Within the Indonesian digital economy, e-commerce expansion has been particularly pronounced, underpinned by rising internet penetration rates, a demographically young and digitally fluent population, and supportive regulatory frameworks that have collectively accelerated the transition from conventional retail to mobile-first shopping behaviour (Lăzăroiu et al., 2020). Amid this transformation, Shopee has emerged as arguably the most dominant e-commerce application in the Indonesian market, consistently recording the highest download volumes and monthly active user rates among competing platforms (Group, 2023). This commanding market position makes Shopee a uniquely relevant context for investigating the factors that drive consumer platform adoption and sustained usage behaviour.

Consumer decision-making in digital environments is an inherently multifaceted process, governed by a complex interplay of psychological, social, and technological determinants. Among these, brand image and electronic word of mouth (eWOM) have been widely recognized as critical antecedents of consumer behaviour in online marketplaces (Cheung & Thadani, 2020). Brand image—defined as the aggregate set of beliefs, associations, and impressions that consumers hold regarding a particular brand—functions as a cognitive heuristic that simplifies platform evaluation and reduces decision-making uncertainty in contexts characterized by information asymmetry (Keller, 2021). Brand image constitutes one of the foundational constructs in contemporary marketing theory and consumer behaviour research. Kotler (2022) defines brand image as a set of beliefs, ideas, and impressions that individuals hold regarding a particular brand or object, while Keller (2021) extends this conceptualization by framing brand image as the totality of brand-related perceptions stored in consumer memory, formed through the accumulation of both direct experiential contact and indirect informational exposure. In digital commerce environments, brand image assumes heightened strategic importance because consumers frequently rely on perceived brand identity as a primary evaluative heuristic when assessing platform credibility and service quality prior to making usage decisions, particularly in contexts characterized by limited prior experience and elevated perceived risk.

The dimensions of brand image are broadly categorized into three components: brand strength, brand favorability, and brand uniqueness. Empirical evidence consistently substantiates a significant positive relationship between brand image and consumer decision-making. Maulidya et al., (2025) demonstrated that brand image exerts a positive and statistically significant influence on purchasing decisions among Shopee users. Ghoni & Soliha (2022) similarly established that brand image was among the most influential determinants of purchasing decisions on the Shopee marketplace, confirming platform-specific relevance. Anugrah et al., (2021) identified brand image as a critical predictor variable operating alongside online customer reviews and promotional stimuli in shaping Shopee purchasing decisions. In the Surabaya market context, Dani & Soebiantoro (2023) confirmed through SmartPLS analysis that brand image demonstrated significant positive effects on consumer purchasing decisions, with all construct indicators exceeding established outer loading thresholds. Additionally, Meriska & Sukaris (2024) demonstrated that brand image influences usage decisions both directly and indirectly through the mediating mechanism of customer trust, suggesting dual cognitive pathways through which brand image exerts its behavioral effects. These converging findings align with the brand equity framework's proposition that favorable brand perceptions reduce perceived risk and increase consumer confidence, thereby facilitating adoption decisions (Keller, 2021).

In the Indonesian e-commerce landscape specifically, Shopee's brand image has been strategically cultivated through consistent visual branding, culturally localized marketing campaigns, and celebrity endorsement programs, which collectively have generated high brand recognition and overwhelmingly positive brand associations among Indonesian consumers (Didik, 2022). This deliberate brand management has positioned Shopee not merely as a transactional platform but as a trusted and culturally resonant digital shopping ecosystem, thereby reinforcing consumers' decisions to engage with and repeatedly utilize its application.

A strong and favorable brand image not only attracts prospective users but also cultivates long-term platform loyalty among existing consumers by reinforcing perceived reliability and value. eWOM, on the other hand, represents a digitally mediated evolution of interpersonal communication, encompassing any positive or negative statement about a product or company made available to a broad audience via internet-connected platforms (Hennig-Thurau et al., 2021). In the e-commerce context, eWOM manifests through product reviews, star ratings, user testimonials, and social media commentary, each of which exerts measurable influence on prospective users' perceptions and behavioral intentions. Electronic word of mouth represents a

contemporary and digitally mediated transformation of traditional interpersonal communication. Hennig-Thurau et al., (2021) provided the canonical definition of eWOM as any positive or negative statement made by actual, potential, or former consumers about a product or company, made available to a multitude of people and institutions via the internet. This definition underscores the public, asynchronous, and scalable characteristics of eWOM that distinguish it fundamentally from conventional word-of-mouth communication, which is typically dyadic, temporally ephemeral, and geographically bounded. In the e-commerce context, eWOM manifests through product reviews and star ratings on marketplace listings, user testimonials published on platform pages, commentary and recommendations disseminated via social media ecosystems, and content produced by bloggers and review aggregator websites. The dimensions of eWOM most widely recognized in consumer behaviour scholarship include intensity, positive valence, and negative valence (Goyette et al., 2020). Research by Zhao et al., (2020) in social e-commerce environments demonstrated that eWOM communications significantly shape consumer purchase intentions through mechanisms of social influence and information processing, consistent with the elaboration likelihood model of persuasion.

Consumers exposed to high volumes of positive eWOM experience reduced uncertainty and heightened confidence in their usage decisions, as peer-generated information provides accessible and credible decision-support signals. In the Shopee ecosystem, eWOM operates through the platform's built-in review and rating infrastructure, social media discussions proliferating on TikTok, Instagram, and YouTube, and influencer-generated content that reaches demographically targeted consumer segments. Putra & Saputri (2020) established that consumers' decisions to engage with a platform are substantially influenced by experiential accounts shared by prior users, while Hasena & Sakapurnama (2021) found that positive eWOM significantly shapes consumer perceptions and purchase intentions within Shopee's live-streaming commerce features. Nadir et al., (2022) further confirmed that eWOM exerts a statistically significant positive effect on purchase decisions in e-commerce contexts, operating as a primary informational driver that complements functional platform attributes. These findings collectively underscore the instrumental role of peer-generated content in navigating the information-dense environment of digital marketplaces and in reducing the cognitive burden associated with platform selection decisions

The theoretical and empirical nexus between brand image, eWOM, and consumer decision-making has been extensively explored in the marketing literature, with converging evidence pointing to both direct and mediated pathways of influence. Kartika & Pandjaitan (2023) demonstrated that eWOM exerts a significant positive effect on both brand image and purchase intention, establishing that eWOM functions not only as a direct antecedent of behavioral intention but also as a dynamic catalyst that progressively reinforces and reshapes brand perceptions over time. Hidayat (2021) examined the interplay among eWOM, social media marketing, brand image, and purchase intention in the e-commerce cosmetics sector, finding all variables significantly interrelated and confirming that brand image serves as a partial mediator in the eWOM—purchase intention relationship. These findings are corroborated by Jalilvand & Samiei (2021), who demonstrated that eWOM exerts an indirect effect on purchase intention through the sequential mediating mechanism of brand image formation, proposing a cascading influence model in which eWOM first conditions brand image, which subsequently drives consumer decisions.

From a theoretical synthesis perspective, the integrated influence of brand image and eWOM on Shopee usage decisions is cogently explained through two complementary theoretical frameworks. The Theory of Planned Behavior (Ajzen as cited in Kotler, 2022) posits that behavioral intentions—including platform usage decisions—are shaped by three determinants: attitudes toward the behaviour, subjective norms, and perceived behavioral control. Brand image operates primarily through the attitudinal component, as positive brand associations cultivate

favorable evaluative dispositions toward platform adoption. eWOM, in contrast, operates principally through the subjective norm component, as peer recommendations and social validation serve as normative referents that guide individual behaviour within digital consumption contexts. The Information Adoption Model (Sussman & Siegel, 2023) provides a complementary theoretical lens by specifying that consumers evaluate eWOM communications based on perceived argument quality and source credibility before adopting them as bases for decision-making. High-quality, credible eWOM therefore functions as informational capital that substantially lowers decision-making barriers and increases the probability of both initial app adoption and sustained usage.

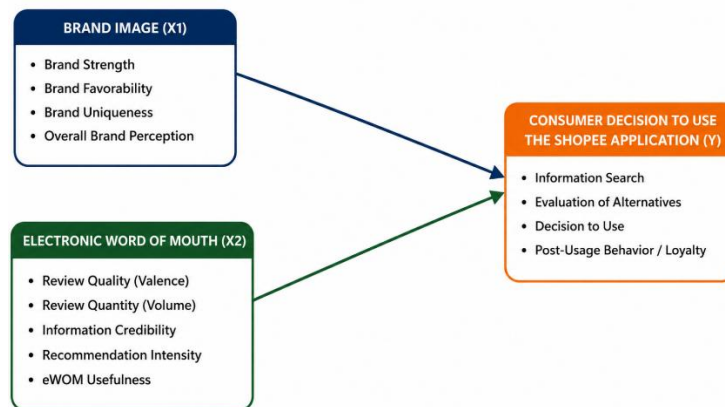


Figure 1. Research Conceptual Framework

Despite the growing body of scholarship addressing brand image and eWOM independently, a comprehensive synthesis examining their combined influence on Shopee usage decisions remains conspicuously absent from the existing literature. This gap is theoretically significant given the potential for these two variables to interact synergistically, and practically consequential for e-commerce stakeholders seeking evidence-based strategies to drive platform adoption and retention. This study addresses this gap by conducting a structured literature review of relevant empirical and theoretical studies, pursuing three specific objectives: (1) to examine the influence of brand image on consumer usage decisions in the context of Shopee; (2) to analyze the role of eWOM in shaping consumer behaviour and platform usage decisions; and (3) to synthesize the combined and interactional effect of brand image and eWOM on Shopee usage decisions. The findings are expected to contribute to the theoretical development of digital consumer behaviour scholarship and to provide evidence-based managerial implications for e-commerce practitioners engaged in brand management and digital communication strategy.

RESEARCH METHODS

This study employs a literature review methodology, which is a structured and replicable approach to identifying, evaluating, and synthesizing existing scholarly research relevant to a specific research question or theoretical domain (Tranfield et al., 2023). The literature review approach is particularly appropriate for this study insofar as it enables the consolidation of empirical evidence and theoretical frameworks from a broad corpus of previously published studies, producing a comprehensive and evidence-grounded examination of the influence of brand image and eWOM on consumer decisions to use the Shopee application. This research does not collect primary data through surveys, experiments, or field observation; rather, it systematically examines secondary data derived from published peer-reviewed journal articles, conference proceedings, and institutional reports. This methodology aligns with the study's

objectives to map existing theoretical propositions, identify convergent and divergent patterns across empirical findings, and synthesize conclusions that advance scholarly understanding of the research topic within the Indonesian digital commerce context.

Data Sources and Search Strategy

Data for this study were sourced from reputable academic databases and digital library repositories, including Google Scholar, Scopus, SINTA (Science and Technology Index), DOAJ (Directory of Open Access Journals), and ResearchGate. The search was conducted using predetermined keywords and Boolean operators to ensure the comprehensiveness and thematic relevance of the retrieved literature. Primary search terms included: "brand image," "electronic word of mouth," "eWOM," "purchase decision," "usage decision," "Shopee," "e-commerce," "marketplace," "consumer behaviour," and "digital marketing," applied individually and in various combinations using the Boolean operators AND and OR. To maintain scholarly currency and ensure alignment with contemporary digital commerce dynamics, inclusion criteria required that articles be published within the period 2020 to 2025. Articles were eligible for inclusion if published in peer-reviewed journals indexed in SINTA (levels 1–4), Scopus, or internationally recognized journals with verifiable impact metrics. Both Indonesian-language and English-language publications were considered eligible, provided they satisfied the established quality and relevance criteria.

Literature Screening and Selection Process

The literature screening and selection process was conducted in accordance with the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework, which provides a standardized and transparent protocol for the systematic identification, screening, eligibility assessment, and inclusion of studies in a literature review (Moher et al., 2020). The process proceeded through four sequential stages. In the Identification stage, an initial database search using the predetermined keywords yielded 187 potentially relevant articles. In the Screening stage, duplicate records were removed and titles and abstracts were reviewed against the inclusion and exclusion criteria, resulting in the elimination of 94 articles deemed irrelevant or duplicated. In the Eligibility stage, the full texts of the remaining 93 articles were assessed for methodological quality, thematic relevance, and alignment with the research objectives, leading to the exclusion of a further 51 articles. In the Inclusion stage, 42 articles were deemed fully eligible and incorporated into the final synthesis corpus.

Data Analysis Technique

Given the qualitative literature review nature of this study, data analysis was conducted through a thematic synthesis approach involving the systematic identification, coding, and integration of themes and findings across the selected corpus (Thomas & Harden, 2020). The thematic synthesis proceeded in three iterative stages: (1) line-by-line coding of findings from individual studies; (2) development of descriptive themes through the grouping of related codes; and (3) generation of analytical themes providing higher-order interpretations of the synthesized evidence in relation to the research objectives. A complementary narrative synthesis approach was employed to describe the characteristics, methodologies, and principal findings of the reviewed studies and to identify convergences and divergences across different research contexts. Quality appraisal of each included study was conducted using a structured checklist adapted from the Mixed Methods Appraisal Tool (MMAT) (Hong et al., 2021), evaluating studies against criteria including clarity of research objectives, appropriateness of design, methodological rigor, validity of data collection instruments, and soundness of analytical conclusions.

RESULTS AND DISCUSSION

Results

Overview of Reviewed Literature

This section presents the results of the literature review conducted to examine the influence of brand image and eWOM on consumer decisions to use the Shopee application. Based on the screening and selection procedures described in Section 3, a total of 42 peer-reviewed articles published between 2020 and 2025 were included in the final corpus, supplemented by several foundational theoretical works of enduring relevance. The reviewed studies span multiple research contexts, including Indonesian domestic e-commerce platforms, cross-national comparative studies, and sector-specific digital marketplace investigations. Table 1 presents a summary of twelve representative studies most directly relevant to the core research variables examined in this review.

Table 1. Summary of Key Reviewed Studies

Authors & Year	Study Context	Method	Variables	Key Finding
(Maulidya et al., 2025)	Shopee, Indonesia	Quantitative, SLR	Brand Image, eWOM, Customer Rating → Purchase Decision	Brand image and eWOM positively and significantly influence Shopee purchase decisions
(Ghoni & Soliha, 2022)	Shopee, Indonesia	Quantitative	Brand Image, Reviews, Promotion → Purchase Decision	Brand image significantly and positively affects purchasing decisions on Shopee
(Anugrah et al., 2021)	Shopee, Indonesia	Quantitative	Brand Image, Customer Review, Promotion → Purchase Decision	Brand image is a significant determinant of Shopee purchasing decisions
(Dani & Soebiantoro, 2023)	Shopee, Surabaya	SmartPLS	Brand Image, Online Reviews → Purchase Decision	All variables significantly and positively influence purchasing decisions
(Nadir et al., 2022)	E-Commerce	Quantitative	eWOM, Ease of Use, Content Marketing → Purchase Decision	eWOM exerts a significant positive effect on purchase decisions
(Kartika & Pandjaitan, 2023)	E-Commerce, Indonesia	SEM	eWOM, Social Media Marketing →	eWOM significantly affects brand image and purchase intention

Authors & Year	Study Context	Method	Variables	Key Finding
			Brand Image, Purchase Intention	
(Risqo et al., 2022)	Online E-Commerce	Quantitative, Explanatory	eWOM, Brand Image → Purchase Decision (mod. by Price Discount)	Both eWOM and brand image significantly influence online purchase decisions
(Meriska & Sukaris, 2024)	Shopee, Indonesia	Quantitative	Brand Image, Customer Reviews → Purchase Decision (med. by Trust)	Brand image and reviews significantly impact trust and purchase decisions
(Fina et al., 2023)	Tokopedia, Indonesia	Quantitative	eWOM (Intensity, Positive & Negative Valence) → Purchase Decision	All eWOM dimensions collectively influence purchasing decisions
(Jalilvand & Samiei, 2021)	Automobile, Iran	SEM	eWOM → Brand Image → Purchase Intention	eWOM significantly influences brand image formation and purchase intention
(Zhao et al., 2020)	Social E-Commerce	SEM	eWOM → Purchase Intention	eWOM positively shapes purchase intentions through social influence mechanisms
(Marziqah & Albari, 2023)	FMCG, Indonesia	SEM	eWOM, Brand Image, Brand Trust → Purchase Intention	eWOM influences purchase intention directly and via brand image and brand trust

The reviewed studies predominantly employ quantitative research designs, with partial least squares structural equation modeling (PLS-SEM) and multiple linear regression being the most frequently utilized analytical approaches. This methodological convergence reflects the quantitative orientation of consumer behaviour research within the Indonesian e-commerce context. The majority of studies were conducted in Indonesian settings with Shopee users as the primary sampling population, thereby enhancing the contextual transferability of findings to the present review.

Discussion

The Influence of Brand Image on Consumer Decisions to Use Shopee

The reviewed literature provides robust and consistent support for Hypothesis 1 (H1), confirming that brand image exerts a significant positive influence on consumer decisions to use the Shopee application. The preponderance of empirical evidence across the corpus demonstrates a statistically significant and directionally positive brand image—usage decision relationship. Maulidya et al., (2025) found that brand image exerts a positive and statistically significant influence on purchasing decisions among Shopee users, a finding corroborated by Ghoni & Soliha (2022), who demonstrated that consumers perceiving Shopee as having a strong and credible brand image were significantly more likely to engage in transactional behaviour on the platform. Anugrah et al., (2021) identified brand image as a critical predictor of purchasing decisions on Shopee operating alongside online customer reviews and promotional factors, while Dani & Soebiantoro (2023) confirmed through SmartPLS analysis that brand image demonstrated convergent validity and a significant positive effect on consumer purchasing decisions in the Surabaya market context.

Meriska & Sukaris (2024) extended this understanding by demonstrating that brand image influences usage decisions both directly and through the mediating mechanism of customer trust, suggesting that brand image operates through dual pathways: a direct cognitive route in which favorable brand associations independently motivate platform adoption, and an indirect trust-mediated route in which brand image conditions perceived platform trustworthiness, which subsequently drives behavioral outcomes. These converging findings are theoretically situated within Keller (2021) brand equity framework, which holds that the three dimensions of brand image—strength, favorability, and uniqueness—collectively shape consumer evaluations of platform credibility and utility. When consumers perceive Shopee as a strong brand with favorable and distinctive characteristics relative to competing platforms, they are more likely to select and commit to Shopee as their preferred e-commerce platform. Within the Theory of Planned Behavior, brand image functions as an attitudinal antecedent of behavioral intention, with consumers developing positive attitudes toward platform adoption as a direct consequence of favorable brand perceptions (Kotler, 2022).

It is noteworthy that a minority of reviewed studies reported non-significant or attenuated relationships between brand image and purchase decisions Utami & Hidayah, 2022; Fauzi & Maulana, 2024 suggesting that the brand image—decision relationship may be moderated by contextual factors such as product category, consumer demographics, or competitive intensity within the platform ecosystem. These contradictory findings represent a relatively small proportion of the overall evidence base, however, and may be attributable to differences in sample characteristics, measurement instrument operationalization, or the specific product contexts examined. They do not materially undermine the predominant conclusion that brand image is a significant positive predictor of Shopee usage decisions, but they do warrant consideration in future primary research designs that incorporate moderating variables.

The strength of the brand image influence on Shopee usage decisions is amplified by the platform's deliberate and sustained brand-building investments, including high-profile celebrity endorsements, co-branding with local cultural events, gamification elements embedded within the shopping interface, and consistent visual identity management across communication channels (Didik, 2022). These strategic activities have cultivated a dense network of positive brand associations in Indonesian consumers' minds, positioning Shopee as a culturally resonant and socially endorsed shopping ecosystem. The resulting strong brand image functions as a cognitive shortcut that reduces information search costs, lowers perceived adoption risk, and simplifies platform selection decisions for consumers evaluating multiple competing e-commerce alternatives.

The Influence of Electronic Word of Mouth on Consumer Decisions to Use Shopee

The synthesized evidence provides equally strong and consistent support for Hypothesis 2 (H2), confirming that eWOM exerts a significant positive influence on consumer decisions to use the Shopee application. The reviewed studies demonstrate collectively that eWOM, across its dimensions of intensity, positive valence, and negative valence, constitutes a powerful and multidimensional determinant of consumer behaviour in digital marketplace environments. Nadir et al., (2022) established that eWOM exerted a statistically significant positive effect on e-commerce purchase decisions, operating as a primary informational driver complementary to functional platform attributes. Fina et al., (2023) confirmed that eWOM dimensions collectively and independently influenced purchasing decisions on Indonesian marketplace platforms, with findings directly transferable to the Shopee context. These results align with Zhao et al., (2020) evidence from social e-commerce environments demonstrating that eWOM significantly shapes consumer purchase intentions through mechanisms of social influence and cognitive information processing, consistent with the elaboration likelihood model of persuasion.

Kartika & Pandjaitan, (2023) made an important theoretical contribution by demonstrating through structural equation modeling that eWOM influences not only purchase intention directly but also indirectly through brand image, suggesting a sequential pathway in which eWOM first conditions brand perceptions and subsequently drives behavioral outcomes. This mediated pathway is consistent with Jalilvand & Samiei, (2021) earlier findings establishing the eWOM—brand image—purchase intention chain in the Iranian automobile industry, and implies that the full influence of eWOM on Shopee usage decisions may be substantially underestimated when brand image mediation is not accounted for. The dimension-specific analysis of eWOM effects reveals nuanced patterns that merit scholarly attention. The intensity dimension reduces information asymmetry between Shopee and prospective users by providing abundant evaluation cues, thereby lowering adoption-related perceived risk (Putra & Saputri, 2020). The positive valence dimension directly augments perceived platform value and trustworthiness, motivating usage adoption through normative social influence mechanisms. The negative valence dimension, while generally associated with suppressed usage intentions, may paradoxically enhance platform credibility when negative reviews are perceived as indicative of review system authenticity and transparency, thereby reinforcing rather than undermining consumer trust (Hasena & Sakapurnama, 2021)

The cross-contextual robustness of the eWOM—decision relationship is further substantiated by (Mendoza-Gutierrez et al., 2024) meta-analytic findings confirming that eWOM, alongside perceived risk and consumer trust, significantly influences e-commerce purchasing decisions across multiple cultural and market contexts. This international generalizability reinforces the applicability of H2 findings to the Indonesian e-commerce environment and specifically to Shopee. In the Shopee ecosystem, the proliferation of user-generated content on TikTok, Instagram, and YouTube—platforms deeply integrated into Indonesian consumers' daily media consumption patterns—creates an expansive eWOM environment that continuously shapes prospective users' platform perceptions and usage decisions far beyond the boundaries of Shopee's own review infrastructure.

The Simultaneous Influence of Brand Image and eWOM on Consumer Decisions to Use Shopee

The synthesis of evidence across the reviewed literature provides strong support for Hypothesis 3 (H3), confirming that brand image and eWOM simultaneously exert a significant positive influence on consumer decisions to use Shopee. This joint effect is both theoretically coherent and empirically substantiated across multiple research contexts. Risqo et al., (2022) provided direct empirical evidence of the simultaneous influence of eWOM and brand image on online purchase decisions through a quantitative explanatory design, demonstrating that both

variables contributed significantly and positively to purchase decisions, with price discount moderating the magnitude of these effects. The combined explanatory power of brand image and eWOM in this model exceeded the additive sum of their individual contributions, suggesting a synergistic interaction between the two constructs in the consumer decision-making process.

Maulidya et al., (2025) further confirmed that brand image and eWOM, together with customer ratings, simultaneously influenced purchasing decisions among Shopee users, with each variable retaining individual significance within the multivariate model. This robustness indicates that brand image and eWOM capture distinct and complementary dimensions of the consumer decision environment: brand image represents internally encoded brand cognitions and evaluative attitudes, while eWOM reflects externally sourced social information and normative peer influence. The theoretical coherence of their joint influence is explained within the Theory of Planned Behavior, wherein brand image shapes the attitudinal component of behavioral intention and eWOM simultaneously reinforces the subjective norm component. Consumers who perceive Shopee as possessing a strong brand image and who are concurrently exposed to positive eWOM from their social reference networks are predicted to exhibit the strongest and most sustained usage intentions, reflecting the convergent activation of both influence pathways.

Critically, the interrelationship between brand image and eWOM is not merely parallel but dynamically sequential and mutually reinforcing. As demonstrated by Kartika & Pandjaitan (2023) and Jalilvand & Samiei (2021), positive eWOM serves as a formative input into brand image construction, whereby accumulated consumer reviews and experiential recommendations contribute to the progressive strengthening of brand associations in collective consumer memory. This dynamic creates a self-reinforcing positive feedback loop: Shopee's strategically cultivated brand image attracts users who generate positive usage experiences, which produce positive eWOM that further strengthens brand image perceptions among prospective users, who are thereby motivated to adopt the platform and generate additional positive eWOM. This cyclical mechanism partially explains Shopee's consistent dominance in Indonesian e-commerce market share metrics and suggests that the competitive advantage conferred by simultaneous brand image strength and positive eWOM volume is inherently compounding and progressively difficult for competitors to replicate.

CONCLUSION

This study examined the influence of brand image and eWOM on consumer decisions to use the Shopee application through a structured literature review of 42 peer-reviewed studies published between 2020 and 2025. The findings confirm all three research hypotheses and yield several theoretically significant conclusions. First, brand image exerts a significant positive influence on Shopee usage decisions, operating through both direct attitudinal pathways and indirect trust-mediated mechanisms. Consumers who perceive Shopee as possessing a strong, favorable, and distinctive brand image demonstrate substantially greater propensity to adopt and continue using the platform, consistent with brand equity theory and the attitudinal component of the Theory of Planned Behavior. Second, eWOM exerts a significant positive influence on Shopee usage decisions across all three of its constituent dimensions—intensity, positive valence, and negative valence. eWOM reduces perceived adoption risk, amplifies platform trustworthiness, and provides socially validated decision support through mechanisms articulated in the elaboration likelihood model and the Information Adoption Model. Third, brand image and eWOM simultaneously exert a significant positive influence on usage decisions, with brand image shaping the attitudinal dimension and eWOM reinforcing the subjective norm dimension of behavioral intention. Their synergistic interaction produces compounding effects that exceed the individual contributions of either variable in isolation.

The most significant novel finding of this review, representing a theoretical contribution beyond the replication of individual variable effects, is the identification of a self-reinforcing feedback mechanism operating between brand image and eWOM in the Shopee ecosystem. eWOM does not merely exert a parallel influence alongside brand image; rather, it functions as a dynamic antecedent that actively constructs and continuously refreshes brand image through the aggregation of user-generated experiential accounts. Simultaneously, a strong brand image attracts users who generate positive experiences and, consequently, positive eWOM, which further strengthens brand perceptions among prospective adopters. This cyclical, mutually constitutive relationship between brand image and eWOM represents a structural competitive advantage that compounds over time and is theoretically distinct from the simple additive model implied by prior bivariate studies. This finding has important implications for digital marketing theory, suggesting the need for dynamic, longitudinal theoretical frameworks that conceptualize brand image and eWOM as co-evolving constructs within a feedback system rather than as static independent variables.

From a practical standpoint, these findings recommend that Shopee and comparable e-commerce platforms pursue integrated brand management and eWOM facilitation strategies as mutually reinforcing rather than competing investment priorities. Platform managers should invest in brand identity consistency and cultural resonance while simultaneously creating structural incentives for authentic user review generation—such as post-purchase review prompts, loyalty reward integrations, and social sharing functionalities—thereby activating the self-reinforcing cycle of brand image and eWOM co-enhancement. The limitations of this study include the geographical concentration of reviewed studies in the Indonesian market, the predominantly quantitative methodological orientation of the included corpus, and the cross-sectional temporal scope that precludes longitudinal assessment of the brand image—eWOM feedback dynamic. Future research is recommended to investigate the moderating role of consumer demographics, platform maturity, and competitive context on the identified relationships, and to employ longitudinal or experimental designs capable of capturing the dynamic co-evolutionary processes theorized in this review.

REFERENCES

- Anugrah, I. B., Nurfarida, I. N., & Sarwoko, E. (2021). Determinants of purchasing decisions on Shopee: Online customer review, brand image dan promosi. *MBR (Management and Business Review)*, 5(2), 239–250. <https://doi.org/10.21776/ub.mbr.2021.005.02.8>
- Cheung, C. M. K., & Thadani, D. R. (2020). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Dani, A. H., & Soebiantoro, U. (2023). The influence of brand image and online customer reviews on consumer purchasing decisions at the Shopee marketplace in Surabaya. *International Journal of Economics (IJE)*, 2(2), 189–201. <https://doi.org/10.55927/ijec.v2i2.666>
- Didik, G. (2022). *Keputusan pembelian konsumen marketplace Shopee berbasis social media marketing* (B. Nasution, Ed.; Pertama). PT Inovasi Pratama Internasional.
- Fauzi, A., & Maulana, R. (2024). Pengaruh kualitas produk dan brand image terhadap keputusan pembelian pada marketplace Shopee. *Jurnal Ekonomi Dan Bisnis Terapan*, 3(1), 44–57.
- Fina, A., Mubaroq, D., & Rahmawati, I. (2023). The influence of e-WOM dimensions on purchasing decisions on Tokopedia marketplace. *Jurnal Ekonomi Dan Bisnis Digital*, 2(3), 112–125.

- Ghoni, M. A., & Soliha, E. (2022). The influence of brand image, online customer reviews and promotion on purchasing decisions on the Shopee marketplace. *Jurnal Mirai Management*, 7(1), 14–22. <https://doi.org/10.37531/mirai.v7i1.1504>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2020). e-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Group, iPrice. (2023). *The map of e-commerce in Southeast Asia*. iPrice Insights. <https://iprice.group/insights/mapofecommerce/>
- Hasena, F., & Sakapurnama, E. (2021). The impact of eWOM on consumer purchase intentions on live-streaming e-commerce platforms in Indonesia. *Jurnal Manajemen Pemasaran Digital*, 3(2), 44–58.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2021). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hidayat, A. (2021). Role of electronic word of mouth and social media marketing on brand image and purchase intention toward e-commerce cosmetic products. *Archives of Business Research*, 9(10), 178–191. <https://doi.org/10.14738/abr.910.11038>
- Hong, Q. N., Fàbregues, S., Bartlett, G., Boardman, F., Cargo, M., Dagenais, P., & Pluye, P. (2021). The Mixed Methods Appraisal Tool (MMAT) for information professionals and researchers. *Education for Information*, 34(4), 285–291. <https://doi.org/10.3233/EFI-180221>
- Jalilvand, M. R., & Samiei, N. (2021). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kartika, T., & Pandjaitan, D. (2023). Electronic word-of-mouth and social media marketing on brand image and purchase intention. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 687–694. <https://doi.org/10.37641/jimkes.v11i3.2162>
- Keller, K. L. (2021). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Kotler, P. (2022). *Marketing management* (16th ed.). Pearson Education.
- Lăzăroiu, G., Neguriță, O., Grecu, I., Grecu, G., & Mitran, P. C. (2020). Consumers' decision-making process on social commerce platforms: Online trust, perceived risk, and purchase intentions. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00890>
- Marziqah, R., & Albari, A. (2023). The influence of eWOM and brand image on brand trust and purchase intention of Mixue ice cream & tea consumers in the Special Region of Yogyakarta. *International Journal of Integrative Sciences (IJIS)*, 4(9), 1–14. <https://doi.org/10.55927/ijis.v4i9.5482>
- Maulidya, V. Z., Aisyah, N., & Purnama, A. (2025). The influence of brand image, e-WOM, and customer rating on purchase decisions on Shopee e-commerce. *Jurnal Ilmiah Manajemen Kesatuan*, 13(1), 115–126. <https://doi.org/10.37641/jimkes.v13i1.3123>
- Mendoza-Gutierrez, C., Reyes-López, D., Torres-Moreno, V., & Flores-Hernández, J. A. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8). <https://doi.org/10.1016/j.heliyon.2024.e29345>
- Meriska, I., & Sukaris, S. (2024). Analysis of the influence of brand image and customer reviews on purchase decisions mediated by customer trust in the Shopee marketplace. *Indonesian Interdisciplinary Journal of Sharia Economics (IJJSE)*, 7(2), 88–104. <https://doi.org/10.31538/ijse.v7i2.4910>

- Moher, D., Liberati, A., Tetzlaff, J., Altman, D. G., & Group, P. (2020). Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement. *PLOS Medicine*, 6(7). <https://doi.org/10.1371/journal.pmed.1000097>
- Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 243–250. <https://doi.org/10.5267/j.ijdns.2021.9.010>
- Putra, R. A., & Saputri, M. E. (2020). The impact of customer experience and eWOM on purchase decision: A study of Shopee users in Indonesia. *Journal of Marketing and Consumer Research*, 72, 18–26.
- Risqo, M., Suharyono, & Supriono. (2022). The impact of electronic word of mouth and brand image on online purchase decisions moderated by price discount. *European Journal of Business and Management Research*, 7(2), 139–148. <https://doi.org/10.24018/ejbmr.2022.7.2.1340>
- Rusiana, D., Suwandi, A., & Prasetyo, B. (2023). Pengaruh electronic word of mouth, brand image, dan celebrity endorsement terhadap minat beli konsumen pada marketplace Shopee. *Jurnal Ilmiah Manajemen Bisnis dan Inovasi*, 10(1), 56–69.
- Sussman, S. W., & Siegel, W. S. (2023). Informational influence in organizations: An integrated approach to knowledge adoption. *Information Systems Research*, 14(1), 47–65. <https://doi.org/10.1287/isre.14.1.47.14767>
- Thomas, J., & Harden, A. (2020). Methods for the thematic synthesis of qualitative research in systematic reviews. *BMC Medical Research Methodology*, 8. <https://doi.org/10.1186/1471-2288-8-45>
- Tranfield, D., Denyer, D., & Smart, P. (2023). Towards a methodology for developing evidence-informed management knowledge by means of systematic review. *British Journal of Management*, 14(3), 207–222. <https://doi.org/10.1111/1467-8551.00375>
- Utami, D., & Hidayah, N. (2022). Analisis pengaruh brand image terhadap keputusan pembelian produk kecantikan di Shopee pada masa pandemi COVID-19. *Jurnal Ekonomi Dan Manajemen Teknologi*, 6(2), 78–89.
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research and Applications*, 41. <https://doi.org/10.1016/j.elerap.2020.100980>