

The relationship between online trust, customer engagement and EWOM

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ABSTRACT

This study aims to investigate the influence of e-quality and online trust on customer engagement and e-word of mouth. In particular, this study explored and analyzed a relatively new relationship, the impact of customer engagement on e-word of mouth. The measurement model and conceptual model describing the relationships hypothesized in the study was evaluated, based on responses from 370 online purchasing customers who are students or office workers in Ho Chi Minh City. E-quality has a direct impact on online trust, which impacts online customer engagement of customers and e-word of mouth. Online trust has a direct effect on customer engagement and e-word-of-mouth. In particular, online engagement impacts on e-word of mouth. This study provides not only theoretical and practical meaning, and enables companies to realize the importance of customer engagement and e-word of mouth but also a number of solutions to help businesses build and increase their customer engagement and positive e-word of mouth.

1. Introduction

Word of mouth (WOM) was defined as the information about products and services shared by consumers, and considered as the most effective ways of communicating among customers (Alreck & Settle, 1995; Arndt, 1967). Word of mouth communication (WOM) has long become a dominant concept in consideration of both researchers and managers. Word of mouth was the main factor in creating the attitudes and behavior of consumers (Brown & Reingen, 1987) and had an impact on customer perception in the product (Engel, Blackwell, & Kegerreis, 1969; Katz & Lazarsfeld, 1955; Trusov, Bucklin, & Pauwels, 2009). Word of mouth was also found to have a significant impact on consumer purchasing decisions (Arndt, 1967; Engel et al., 1969; Katz & Lazarsfeld, 1955; Richins, 1983), as well as perceptions after-sales (Bone, 1992).

Traditional word-of-mouth information has been transformed into online word-of-mouth as a result of technology development and the wide-use of internet. Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) identified e-word-of-mouth with positive or negative comments made by customers about the product or company and were provided to people and organizations through the Internet. The difference between WOM and EWOM is that EWOM occurs in anonymous and asynchronous online environments (Dwyer, 2007). Thus, EWOM occurs through different online channels such as blogs, e-mails, consumer forums and forums, virtual consumer communities, and social networks (Hung & Li, 2007; Teng, Khong, Goh, & Chong, 2014). EWOM could be expressed as a comment about the consumers' comments on different platforms such as retailers' sites, brand communities, independent websites, blogs, and other platforms (Herr, Kardes, & Kim, 1991; Lee & Youn, 2009).

There are many studies that identified EWOM that could be more reliable, empathetic and relevant than a website (Bickart & Schindler, 2001). Chevalier and Mayzlin (2006) also suggested that EWOM was a convenient method for consumers to search for quality products and services and reliable source of consumer purchasing decisions (A. Davis & Khazanchi, 2007; Hennig-Thurau et al., 2004).

Some common factors have been found to have a direct impact on EWOM such as e-commerce quality, online trust. However, research of EWOM still lacks of a full model that can demonstrate the mechanism through which customer experiences lead to perception, attitude and behavior toward a brand or product. In this study, we develop a model to investigate how customers experience the quality of e-commerce impacts on customer trust to build the engagement and through which, facilitates EWOM. In this way, we reply to the call for research of (trích dẫn) and shed the light on the way how EWOM is built and enhanced.

Every company needs to develop an online branding community that uses positive feedbacks from customers to promote the brands or the product (Chow & Shi, 2015; Royo-Vela & Casamassima, 2011; Zhang & Luo, 2016).

Therefore, e-commerce businesses in Vietnam, word-of-mouth is the most concern of every company. To find out the antecedents of EWOM, this research has the following main objectives: 1) Finding out factors that affect the engagement and EWOM of online consumers, 2) analyzing the impact of the factors affecting the engagement and EWOM of online consumers.

2. Literature Review

2.1. The theory of customer engagement, online engagement

The engagement has been discussed both in the academic and practical site. In the business world, engagement has been called a contract between company and customers. In the management philosophy, it was discussed as an organizational activity with internal stakeholders. Understanding the theory of customer engagement was important in terms of creating benefits for the company (Kumar, 2013; Kumar & Pansari, 2015). Therefore, customer engagement had a very important role in the company. Furthermore, Vivek, Beatty, and Morgan (2012) found that customer engagement included all customer activities with the firm, initiated by the

consumer or company such as the involvement, connectivity, and participation with the organizational activities. Brodie, Ilic, Juric, and Hollebeek (2013) argued that the outcomes of client engagement processes were loyalty and satisfaction, empowerment, and trust commitment. Reinartz and Kumar (2002) found out the importance of engaging customers and evaluating customers not just by their actions. Sashi (2012) found that online customer engages to the company by using word of mouth as product reviews through Web sites, blog communities and social networks (Sashi, 2012).

2.2. Online trust

Trust has been discussed frequently in the academic world and the common definition was Moorman, Zaltman, and Deshpande (1992), which was a willingness to believe in a business partner. Barney and Hansen (1994) had defined trust as the mutual trust that no one exploited the weaknesses of others. According to Jarvenpaa, Tractinsky, and Vitale (2000), trust was the relationship between uncertainty, sensitivity and commitment. In addition, the trust could also be defined as an individual's trust in others that can be determined by their integrity, generosity, and competence (Lin, 2011; McKnight, Choudhury, & Kacmar, 2002). Following Pavlou and Fygenson (2006), trust was defined as the trust of the buyer that the seller should behave generously, professionally and ethically. And recently, Oh, Yoon, and Park (2012) defined trust as a sense of expectation formed by individuals or groups that could lead to a tendency to believe the trading partners they trust and appreciate. Online trust is created through positive comments on the website (Jarvenpaa et al., 2000). Online trust plays a very important role in a determinant of customer's attitude or intention to purchase (Gefen, Karahanna, & Straub, 2003; Gefen & Straub, 2003; Hassanein & Head, 2007; Limbu, Wolf, & Lunsford, 2012; Lin, 2011; Wang & Emurian, 2005).

2.3. E-quality: assurance, e-servicescape, responsiveness, customize, easy of use

Ecommerce quality was the extent to which a website facilitates the procurement and distribution of effective products and services (Zeithaml, 2002; Zeithaml, Parasuraman, & Malhotra, 2000). Santos (2003) defined the quality of e-services as a general assessment of the customer's quality and service excellence in the virtual marketplace. Ecommerce quality was defined as a cognitive judgment that relates to the organization's excellent or superior long-term (Ma & Zhao, 2012). This study focuses on the following five aspects to assess the quality of e-commerce, which are assurance, responsiveness, correctness, and quality of service and ease of use.

2.4. EWOM

EWOM, also known as electronic word of mouth, is spread by potential, actual or former Internet users. It helps product or business that has positive or negative comments and is widely observed (Hennig-Thurau & Walsh, 2004). Additionally, Sun, Youn, Wu, and Kuntaraporn (2006) stated those comments would be posted by online communities and organizations through the Internet then influence to current, potential or former customers. EWOM occurs through online channels such as blogs, e-mail, web forums, online communities, and social networks (Hung & Li, 2007; Teng et al., 2014). EWOM is a reliable source of

information for consumer purchasing decisions (A. Davis & Khazanchi, 2007; Hennig-Thurau et al., 2004) and Online word of mouth marketing can increase product sales (Chevalier & Mayzlin, 2006; A. Davis & Khazanchi, 2007; Zhu & Zhang, 2010).

3. Hypothesis and Research Model

3.1. The impact of E-quality on online trust

Groenroos (2000) investigated e-quality factors directly affect online trust. Moreover, Corritore, Kracher, and Wiedenbeck (2003) pointed out that the quality of e-commerce determined the credibility system to online customers; the study proposes the following hypothesis:

H1: The assurance in e-quality has a positive impact on the online trust of customers

E-servicescape is the main factor that affects consumer confidence in online shopping (Al-Nasser, Yusoff, Islam, & Al-Nasser, 2014). Many studies had shown the efficiency of service quality that has an influence on consumer confidence in a website (Harris & Goode, 2010; Tran, Wong, Barber, & Loo, 2012). Harris and Goode (2010) also found the impact e-services on consumer's trust and engage in online shopping.

H2: E-service scap in e-quality has a positive impact on customer trust online

Responsiveness refers to the effect of solving problems through the web (Parasuraman, Zeithaml, & Malhotra, 2005). Yang, Zhang, Frangi, and Yang et al. (2004) implied responsiveness was the most important factor in determining the quality of e-commerce. When interacting with an online community, it is important that customers receive accuracy and timely feedback of any questions or problems (Semeijn, van Riel, van Birgelen, & Streukens, 2005). Furthermore, Moorman, Deshpande and Zaltman (1993) the company communicate with customer promptly that could build customer trust and accurate response can reduce negative information. Thus, it is a necessary method for online company to engage with customers (Gummerus, Liljander, Pura, & van Riel, 2004). Lee's (2005) also discovered has a strong relationship with customer trust. Therefore, the hypothesis is developed as follows:

H3: The responsiveness in e-quality has a positive impact on customer trust online

Y. E. Lee and Benbasat (2003) defined customization as a creative design ability through user mobility. Venkatesh, Morris, Davis, and Davis (2003) further suggested that the impact of customization could be extended to enhance the design of mobile interfaces and improve mobile usability, thus enhancing the level of satisfaction. Hence, the quality of the site refers to the process of satisfaction. So this study assumes that:

H4: Quality of e-commerce has a positive impact on customer trust online

M. Davis (1986) discovered ease of use was the belief that consumers do not try too hard to use online technology. Casalo, Flavián, and Guinalú (2007) found that easy-to-use perceptions had a direct and significant influence on consumer trust, especially in financial services. The easy-to-understand information on websites reduces suspended messages to customers. Moreover, improving online trust and positive comments influence customer purchase intention (Cao, Chen, & Wong, 2005; Koufaris & Hampton - Sosa, 2004; Kuo &

Taylor, 2004). Consequently, the perception of ease of use influences consumers' online trust. The hypothesis of this study is the following:

H5: Ease of use in ecommerce quality has a positive impact on online trust

3.2. The impact of online trust on online engagement

An online community wants to engage in online community activities because of their online identity. When they are recognized by the online community, they tend to show their awareness, attitudes, behaviors in the group (van Knippenberg & Hogg, 2003). Also, the person who is identified in the group has more interactions among community members. (Algesheimer, Dholakia, & Herrmann, 2005). Bagozzi and Dholakia (2006) argued that group identification affects the intention of others to engage in collective activities, cooperation, and organizational altruism. Everyone in the group is part of the community and shares their common interests and then wants to help the other members (Leana & van Buren, 1999). Thus, the research hypothesis is as follows:

H6: Online trust has a positive impact on customer engagement online

3.3. The impact of customer engagement on e-word of mouth on online shopping

Lee, Kim, and Kim (2012) found that customer engagement has a significant influence on their intention to communicate directly and indirectly. If they engage with the brand, they will spread out the positive comments for their online brand communities to prove they belong to the brand.

H7: Customer engagement has a positive impact on EWOM

3.4. The impact of online trust on EWOM through online customer engagement

Soares, Pinho, and Nobre (2012) argued that trust could affect WOM or the sharing of information about products and services. When people know the product or service then they tend to increase the engagement. Kassim and Abdullah (2010) clarified this effect and Ridings, Gefen, and Arinze (2002) found that trust in the online community increases the trend of information exchange in virtual communities significantly. Similarly, Smith and Menon (2002) investigated when trust between users build up the tendency to accept future recommendations from their peers. Therefore, when other users have a higher level of trust with the company or brand, they are more likely to believe and accept the message. Kankanhalli, Tan, and Wei (2005) demonstrated that public trust influences information sharing through electronic sources, and Lu, Zhao, and Wang (2010) emphasized that trust in the ability of the site positively influences the intention to gather information and purchase.

H8: Online trust has a positive impact on e-word of mouth

By all the hypotheses are described above, this study synthesizes the research model as follows:

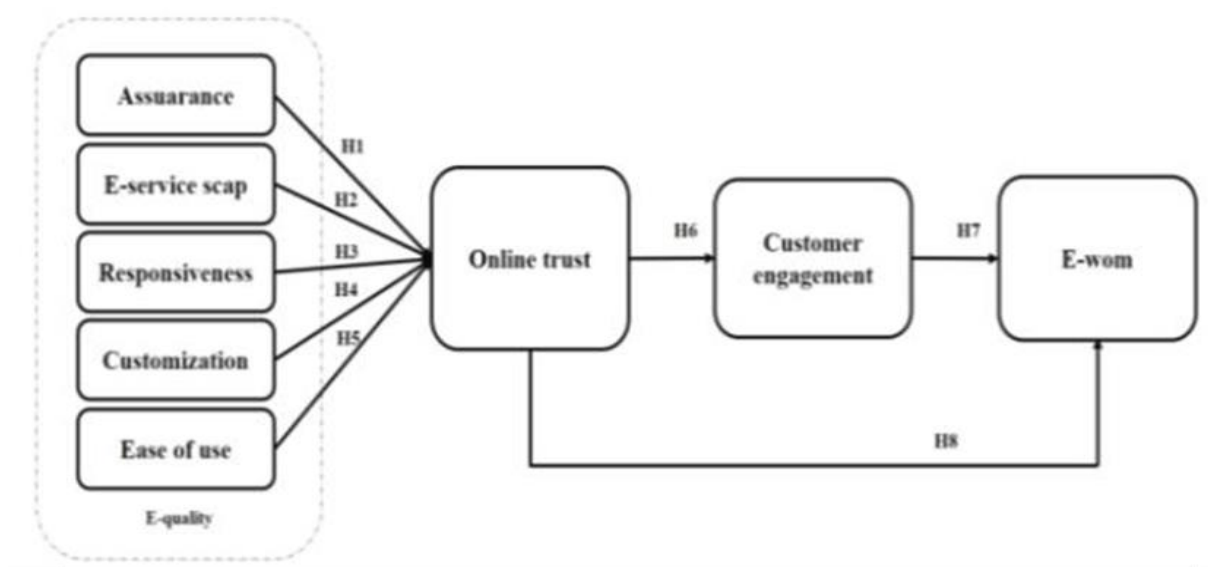


Figure 1. The research model

4. Methodology

4.1. Measurement items

The constructs used in this research were elaborated based on widely-accepted multi-item scales developed from the previous literature. The eight major constructs were applied for this research such as the e-quality were adopted from Zeithaml et al. (2000), Parasuraman et al. (2005), Ribbink, van Riel, Liljander, and Streukens (2004), Barnes and Vidgen (2002). In particular, ease of use (five items), customization (four items), responsiveness (five items), e-servicescape (five items) and assurance (five items). Technology (fifteen items) is measured through three sub-dimensions: ease of use (four items). Online trust in a website is measured with five items adapted from Morgan-Thomas and Veloutsou (2013), Online engagement is measured with five items adapted from Vivek (2009). Finally, E-WOM is measured with four items from Kim, Mattila, and Baloglu (2001), and Chiu, Fang, Cheng, and Yen (2013).

Each of these variables was measured by a seven-point Likert-type scale, ranging from 1-strong disagree to 7-strong agree. A neutral response “neither disagree nor agree” was adopted to reduce uninformed responses. Lewis (1993) found that the 7-point scale produced stronger correlations, so the results will be more accurate.

4.2. Sampling and data collection procedure

According to Bollen (1989) and Hatcher, Hulme, and Ellis (1994), the size of the sample is equal to or more than $n \times 5$ (n : items). Thus, with 37 items are measured by seven-point Likert-type scales, the minimum size of the sample was $n=185$ (37×5).

The researchers choose convenience non-probability sampling method relying on the ease of approach of respondents whom we were able to meet at public places such as companies, universities, with condition that they have been shopping. People studying or working are the main subjects of this study because they are people who shop online, and adapt technology the

most (Wong & Choong, 2015). Before collecting data, researchers piloted a survey questionnaire by randomly selecting 30 students and office workers. This step helps to identify sentences that participants are confused about.

The research model was examined with data from more than 400 students and office workers in Ho Chi Minh City. The data was collected via the Internet like Facebook and Google Form. At the same time, a direct survey was carried out at 15 Universities, and 10 office buildings at 24 district 15 universities and 10 office buildings were selected at random.

5. Result

241 responses were collected from the direct survey and 209 from the survey via the Internet. The inappropriate questionnaires were rejected because they don't have untruthfulness answers, and they weren't related to the subjects during the survey. Finally, a total of 370 questionnaires were used for data analysis.

Through the table of statistical analysis described above, in terms of occupations the respondents included 185 office employees, accounting for 50%, and 185 students, accounting for 50% of the total, consistent with the research objectives. Of all these 370 respondents, online shopping accounted for 100%, 270 female respondents (73%) are greater than 100 male respondents (26%).

In terms of age, the majority of respondents belonged to the 18 - 23 age group with 65.9%. The second group from 24 - 29 years of age with 24.6%. The other two groups accounted for 8.4% and 1.1% respectively at the age of 30-34, and at the age of 35 and older. In terms of income, the average income groups that accounted for the majority of the respondents ranged from 5,000,000 VND below with more than 53.2% of the total. The second group which ranged from over 5,000,000 VND to 10,000,000 made up 34.6%. The other groups which ranged from 15,100,000 VND to 20,000,000 VND and over 20,000,000 VND accounted for 3% and 0.3% respectively. For education, the majority of respondents were postgraduates, accounting for 91.6%. The second proportion was the group of college graduates with 6.8%, Finally, the least part of the respondents belonged to university graduates with 1.6%.

Scale Reliability Analysis - Cronbach's Alpha

The Cronbach's Alpha coefficient is used to exclude nonconforming variables, with criteria rated as items with an item correlation less than 0.3 being eliminated and the criteria for selecting the scale. is when the Cronbach's Alpha value is ≥ 0.6 (Nunnally & Burnstein, 1994). According to Hoang Trong and Chu (2008), the Cronbach alpha coefficient from 0.8 to almost one scale is considered good. The results of the analysis of the scale of the research concepts are presented. The results show that all of the observational variables of the scale were of a standard that had a cumulative correlation coefficient greater than 0.3 and Cronbach's Alpha greater than 0.6; so no variables were excluded and the established scale of the study was reliable.

Analysis CFA model

The first CFA test has results such as Chi-square = 1831.065 with $p = 0.000$. Other indicators with $CMIN / df = 3.047$ did not meet the condition of less than 3, $CFI = 0.888$ did not meet the condition greater than 0.9; and $TLI = 0.876 (<0.9)$, $RMSEA = 0.076$, $GFI = 0.736 (<0.8)$ did not satisfy the condition. This study made adjustments to the small weighted variables to improve the indexes. After the 5 variable observations (AS3, ES3, CU3, OCE3, OT5), the CFA results shown in the table indicate that the conformance evaluation indicators of the model were fit and comfort with the context of Vietnam.

CFA was performed with 34 observation variables of 8 factors. In this section, the model is considered appropriate if the indicators meet the following requirements:

Chi-square root of $CMIN / df < 5$.

Comparative fit index (CFI) ≥ 0.9 .

Tuckey & Lewis index (TLI: Tukey & Lewis index) ≥ 0.9 .

GFI (goodness of fit index) ≥ 0.8 .

The RMSEA (Root mean square error approximation): less than 0.08 (Feather & Page, 2008) or less than 0.06 is considered very good (Steiger, 1990).

The first CFA model has 601 degrees of freedom, Chi-square = 1831.065 with $p = 0.000$. Other indicators with $CMIN / df = 3.047$ did not meet the condition of less than 3, $CFI = 0.888$ did not meet the condition greater than 0.9; and $TLI = 0.876 (<0.9)$, $RMSEA = 0.076$, $GFI = 0.736 (<0.8)$ did not satisfy the condition.

To test the reliability of the scales, we consider three indices as the CR, the AVE deviation, Cronbach' Alpha. The scale is considered reliable when the CR composite reliability coefficient and the extraction deviation are greater than 0.5 (Fornell & Larcker, 1981; Jöreskog, 1971). The scale reliability test results are shown in the table for the composite confidence coefficient ranging from 0.555 to 0.929, the extraction deviation is from 0.535 to 0.823, the condition is greater than 0.5, and The Cronbach's Alpha coefficient ranges from 0.725 to 0.923 which are greater than 0.6. With this result, we say, the scale after variable type in CFA analysis is reliable.

In addition, with the weight of the observation variables greater than 0.5, at a statistically significant level of 0.000, it is concluded that the observed variables of the 9 groups of factors achieve convergence value. The errors of the observed variables do not correlate with each other, so all the factors get unilateral.

Table 1

Cronbach's Alpha, AVE and CE

Items	Number of items	Cronbach Alpha	AVE	CR
AS	4	0.829	0.554	0.832

Items	Number of items	Cronbach Alpha	AVE	CR
ES	3	0.913	0.788	0.879
CU	3	0.725	0.727	0.732
RE	5	0.851	0.535	0.878
EOU	5	0.913	0.823	0.929
OCE	4	0.841	0.578	0.845
OT	4	0.880	0.655	0.883
EW	4	0.895	0.550	0.555

Source: Data analysis result of the research

The coefficient of correlation for the components with the standard deviation shown in the table is less than 1, with $p = 0.000 < 0.05$, which is statistically significant, indicating the assurance factors, quality of service, ease of use, responsiveness, online trust, engagement, and word of mouth are of distinctive values.

Correlations			Estimate	S.E.	C.R.	P
OT	<-->	ES	0.456	0.093	6.811	***
OT	<-->	EOU	0.544	0.101	7.725	***
OT	<-->	CU	0.574	0.079	6.4	***
OT	<-->	AS	0.766	0.109	8.625	***
OT	<-->	RE	0.734	0.101	8.591	***
OT	<-->	OCE	0.774	0.123	9.329	***
OT	<-->	EW	0.614	0.115	8.258	***
ES	<-->	EOU	0.851	0.124	10.292	***
ES	<-->	CU	0.922	0.111	7.671	***
ES	<-->	AS	0.463	0.09	6.603	***
ES	<-->	RE	0.651	0.097	8.322	***
ES	<-->	OCE	0.635	0.115	8.62	***
ES	<-->	EW	0.784	0.13	9.764	***
EOU	<-->	CU	0.893	0.111	7.659	***
EOU	<-->	AS	0.489	0.095	6.878	***
EOU	<-->	RE	0.802	0.11	9.327	***
EOU	<-->	OCE	0.76	0.127	9.664	***
EOU	<-->	EW	0.815	0.135	10.055	***
CU	<-->	AS	0.582	0.076	6.243	***

Correlations			Estimate	S.E.	C.R.	P
CU	<-->	RE	0.749	0.085	6.951	***
CU	<-->	OCE	0.731	0.101	7.135	***
CU	<-->	EW	0.786	0.11	7.335	***
AS	<-->	RE	0.625	0.091	7.566	***
AS	<-->	OCE	0.618	0.109	7.831	***
AS	<-->	EW	0.618	0.112	7.913	***
RE	<-->	OCE	0.735	0.111	8.788	***
RE	<-->	EW	0.766	0.117	9.022	***
OCE	<-->	EW	0.786	0.14	9.716	***

Source: Data analysis result of the research

Thus, after CFA analysis, there were 30 observation variables (8 observation variables), service quality (3 observation variables), and adjustment (3 observation variables), the response (5 observation variables), easy to use (5 observation variables), engagement (4 observation variables), online beliefs (4 observational variables), word of mouth (4 observed variables). 4.4 Analysis SEM Model

To test relationships in the research model and test the hypotheses, the linear SEM model is used. After running AMOS, the SEM model was applied. The fit tests of the model are shown in the table. The model was considered to be suitable for market data when there were TLI, CFI 0.9, CMIN/df 3, GFI 0.08 and RMSEA 0.08. At the first run we can see that the $CMIN/df = 3.246 > 0.3$, $CFI = 0.906 > 0.9$, $TLI = 0.894 < 0.9$, $RMSEA = 0.074 < 0.08$, $GFI = 0.781$, TLI and GFI and CMIN/df have not reached the permitted level.

In the last SEM run, the indicators show that the linear structure model is consistent with market data. In particular, the $RMSEA = 0.007 < 0.08$ indicates that this is a relatively good model.

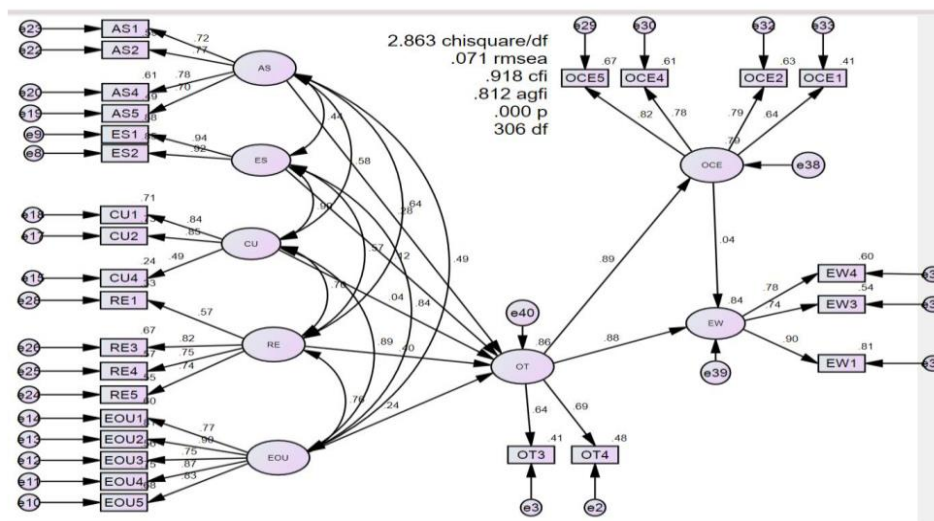


Figure 2. SEM result

Bootstrap is a finite sampling method developed by Efron (1979). This is a repetitive sampling method that replaces the original sample, in which the prototype plays the role of a crowd (Schumacker & Lomax, 1996).

Testing the bootstrap will help the team assess the sustainability of the model. The difference in the bootstrap estimate with the smaller sample shows the reliability of the calculated sample.

Correlation			Estimate	S.E.	P	Statistical significance
AS	--->	OT	0.277	0.327	***	Supported
ES	--->	OT	0.091	- 387	0.273	Unsupported
CU	--->	OT	0.05	0.638	0.827	Unsupported
RE	--->	OT	0.39	0.487	***	Supported
EOU	--->	OT	0.202	0.141	0.048	Supported
OT	--->	OCE	1.096	1.118	***	Supported
OT	--->	EW	1.084	0.414	***	Supported
OCE	--->	EW	0.038	0.269	0.784	Unsupported

Source: Data analysis result of the research

Based on the results from the significance level column (P) in Table 16, if any relationship had a p-value of <0.05 , then it would be statistically significant. In contrast, if any relationship had $p\text{-value} > 0.05$, it was not statistically significant.

While factors such as assurance and responsiveness, ease of use have a positive impact on consumer confidence in online shopping, quality of service, ease of use, revision. There is not much impact on customer confidence in the online shopping axis. This can be explained that while customers believe in secure, easy-to-use and responsive Web sites, when it comes to quality translations and high corrections, I trust that site more. The above results also show that the online trust impacts on customer engagement, as well as online information of customers. But engagement will not have a positive impact on word of mouth communication. These impact relationships will be explained more clearly in the hypothesis test.

6. Discussion

H1: The assurance in e-quality has a positive impact on the online trust of customers

As we mentioned above, assurance is a factor of service quality. Parasuraman, Zeithaml, and Berry (1988) studied and pointed out that the thing that brings about trust and credibility was seen as the basis of knowledge that workers have, and it was called a guarantee. And the guarantee will appear when customers trust making online transactions. The results of the study show that if a website gives customers a high level of assurance then the customer will be more likely to trust that site, which can lead to more trusting customers, frequent online site acquisitions.

H2: E-service scope in e-quality has a positive impact on customer trust online

Online services address all of the elements of today's online environment through service delivery (Harris & Goode, 2010; Hopkins, Grove, Raymond, & LaForge, 2009; Van Haperen, 2010). This result is similar to Ribbink et al. (2004) research, e-commerce quality factors such as quality of service; ease of use and adjustment did not significantly affect online trust. The results of the study, as confirmed and supplemented by Ribbink et al. (2004). The results show that the quality of service in commercial quality does not affect the online trust of customers. That means the online trust of customers will not be enhanced by the quality of service. It is fitted with Ho Chi Minh context when most companies concern about the quality website, therefore, most websites have the same quality. It is too difficult for customers to recognize the differences between them to earn their trust.

H3: The responsiveness in e-quality has a positive impact on customer trust online

Parasuraman et al. (1988) indicated that being willing to help customers, providing fast service is called responsiveness. According to Lee's (2005) study, responsiveness plays a supporting role in the development of customer trust. The results of this study continue to assert that previous feedback on responsiveness has a strong impact on online trust. When a website delivers a fast response, timely help, accurate information and satisfactory increase the trust of online customers.

H4: The customization in e-quality has a positive impact on online trust

Y. E. Lee and Benbasat (2003) defined customization as an improved design ability through user mobility. As mentioned above, according to Ribbink et al. (2004), e-commerce quality factors such as quality of service, ease of use and adjustment did not significantly affect online trust. The results of the study show that even if customers could edit their mobile sites, they do not increase their trust in the sites.

H5: Ease of use in e-quality has a positive impact on online trust

Although Casalo et al. (2007) found that easy-to-use perceptions had a direct and significant impact on consumer confidence in a financial service website. The results of the study have demonstrated that ease of use has an impact on the trust of the online consumer. This shows that the ease of use will make customers enjoy, feel comfortable using the product, which makes customers more confident in online transactions.

H6: Online trust has a positive impact on Customer engagement

Trust is often seen as important in online environments because there are a lot of risks in online contexts (van der Heijden, Verhagen, & Creemers, 2003). Online trust is created through positive consumer interactions with the online provider's website (Jarvenpaa et al., 2000). The research results show that online customer loyalty has a positive impact on customer engagement. That means, when a customer trusts a website, it increases the engagement of the customer with the site.

H7: Customer engagement does not impact on e-word of mouth

The results of the study show that customer engagement does not affect their word-of-mouth. When a customer decides to connect business, one cannot be sure that they will deliver positive business communications, especially in an online context. The Internet is altering customers' minds, as it seems easy for them to criticize things, deliver their ideas and make a noise in order to attract the online community or become famous. Therefore, the company might do the right things, gain trust from customers and higher level such as engagement, customers do not know that they might spread good words to the online community. Besides, that reason, according to Bowden (2009), Roberts and Alpert (2010) defined customer engagement in terms of it were sometimes used to indicate the highest level of loyalty, rather than positive word-of-mouth. The customer's behavior of the engagement terms included loyalty, participation, action... therefore, this result just finds that at the beginning of the Internet era online companies do not have enough time to win the engagement with online customers completely, especially in customer actions as e-WOM.

H8: Online trust has a positive impact on e-word of mouth

EWOM information, also known as electronic word of mouth, is spread by potential, current or former internet users. This type of communication describes a product or business that has positive or negative comments and is widely observed (Hennig-Thurau & Walsh, 2004). Soares et al. (2012) argued that trust can affect word of mouth and the exchange of information about products and services. Kassim and Abdullah (2010) clarified this effect and Ridings et al. (2002) showed that trust in information exchange in virtual communities significantly. Research results show that if a customer trusts a website, they will gain more positive comments on this site.

7. Implication

In theory, research has demonstrated the quality of e-services and online trust that influence word-of-mouth communications. When a website is highly responsive, highly usable, and highly reliable, it will. Online customer loyalty increases engagement and word of mouth. This supports the results of previous studies by Parasuraman et al. (1988), Lee's (2005), Zeithaml et al. (2000), Al-Nasser et al. (2014), Harris and Goode (2010), and Tran et al. (2012), Soares et al. (2012). Research has also contributed to the integration of the components of e-commerce service quality that influences trust. Components include ease of use, responsiveness, correction, quality assurance, service quality. However, in the study, it is only the assurance of ease of use and responsiveness that have an impact on trust, while others are not influenced by belief. Therefore, high reliability, ease of use and high responsiveness will increase the trust of customers. The study has helped to confirm the relationship between online trust, the linkage and online oral transmission is based on previous research papers such as Hsu, Chiang and Huang (2012), D. Lee, Kim, and Kim (2012), Soares et al. (2012). Online trust engages in EWOM and communication, but through this research, we find that engagement does not directly affect word of mouth communication.

In practice, the research has contributed to the development of the website in particular and the business of the enterprises in the e-commerce system of Vietnam. Research has contributed online businesses to identify factors that impact on engagement and word of mouth

communication so that businesses can get timely and specific solutions to increase their relationship. We have good customer relations, and receive good word of mouth from our customers.

8. Conclusion

This research aims to detect the factors that affect customer engagement and word of mouth communications. The level of impact of vulnerabilities influences engagement and word of mouth communications. Businesses will know factors which are focused on increasing engagement and gaining word-of-mouth communications from customers. This facility helps managers know how the online business enterprise now offers tailored solutions to promote strengths or overcome limitations to increase engagement with positive word of mouth communications from customers.

About the factors and variables observed in the research model: The process of data processing and analysis has been carried out carefully and objectively in four main phases: (1) measured by Cronbach's Alpha coefficient, (2) CFA assay factor analysis and (3) SEM linear model analysis. Finally, the research model was identified, consisting of 26 observational variables. In particular, the prefix group consists of 5 factors (assurance, quality of service, easy to use, satisfy and correct) with 4 variables, 3 variables are quality of services, 3 variables correction factor, 4 variables are responsive and 4 variables are easy to use. The suffixes consist of three elements, namely online belief, attachment and word of mouth communications, with three and two variables respectively.

Relationships between factors in the research model: After analyzing the data using SPSS 20 and Amos 20, the results show that there are two factors that directly influence the online trust of clients. That is the assurance and responsiveness. In particular, the response has the strongest impact on online confidence (standardized weighting is 0.399, followed by assurance (0.281). Online belief has a strong impact on customer engagement and communication, as evidenced by the standardized regression of these three relationships, respectively, 0.891, 0.855.

9. Limitations and future research directions

In addition to the results, the research also has the following limitations and future research directions:

The first limitation was in terms of space and time because the research was done in six months, the time was limited, leading to insufficient attention to all issues. Since this topic is only implemented at 10 districts in Ho Chi Minh City, we do not have a chance to survey the target population at the other districts as well as in other provinces.

The second limitation is the limited number of survey samples and funding, it is very difficult to get contact with office staff, as the survey was conducted only in 10 buildings, rooms at 10 districts in Ho Chi Minh City and there is also limited funding so the sample is still relatively small because the RSMSEA index is always smaller than 200.

The third limitation is the restriction on the subject. Research subjects focus on office workers, but many other objects of our study are also potential customers of e-commerce. Therefore, focusing on only one object has become a limitation of the topic.

The last limitation is about methodology. Due to the limited time and funding, the topic can only perform quantitative research without qualitative research. To help build a better scale.

Through these limitations, research topics also provide the direction for research development as follows: that is to broaden the scope of research. Research should better investigate the differences between audiences about the factors that affect engagement and word of mouth.

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