



---

## The drivers of online repurchase intention in an emerging market: psychological contract violation, trust, satisfaction, and negative word of mouth

Tan Quoc Phan\* and Bang Nguyen-Viet

University of Economics Ho Chi Minh City, Vietnam

---

### Keywords

Psychological contract violation  
Trust  
Satisfaction  
Negative word of mouth  
Repurchase intention  
Vietnam

### Abstract.

This research aims to evaluate the impact of psychological contract violation, trust, satisfaction, and negative word of mouth on online repurchase intention in an emerging market such as Vietnam. The paper follows a quantitative approach through interviews with 566 consumers in Ho Chi Minh City, the biggest city in Vietnam. Data were analyzed using structural equation modeling and a T-Test. The research results suggest a relationship between psychological contract violation, trust, satisfaction, and negative word of mouth on online repurchase intention. The results also show that there are demographic differences such as gender and education level in the relationship between psychological contract violation and online purchase intention, which has not been explored in previous studies. This study will help administrators of e-commerce sites be aware of the important role of buyer's trust, satisfaction and expectations expressed through psychological contract. Besides, it helps remind managers to pay more attention in building and implementing business strategies to avoid mistakes that lead to breach of psychological contract to avoid negative word of mouth and increase online repurchase intentions.

---

## 1. Introduction

Recently, the 4<sup>th</sup> Industrial Revolution has created many development opportunities for Vietnam in the socio-economic field in general and the e-commerce industry in particular. According to the eConomy SEA 2019 report published by Google and Temasek, the size of Vietnam's e-commerce market in early 2020 reached 5 billion USD, with a growth rate of up to 81%. In 2019, the country had 39.9 million people participating

---

\*corresponding author

in online shopping, an increase of 11.8% compared to 2018 and it had nearly doubled in only three years. The online shopping value per capita reached 202 USD, which is up to 8.6%. Considering these statistics, it is apparent that online shopping is becoming increasingly popular, attracting the participation of many businesses and investors. Competition in this market has become fierce, and unethical business practices of e-commerce sites has caused unhappiness. This happens when goods purchased online do not meet customer quality expectations fostered by the website, and is called a psychological contract violation. Psychological contracts are understood as promises that have been realized and arise when one party believes that other parties have certain obligations to fulfil (see Rousseau [45]). From the buyer's point of view, psychological contracts include the buyer's perceived beliefs about the seller's contractual obligations. Thus, the buyer's personal perception of psychological contract violation (PCV) arises if they think that contractual agreements are not being met (see Pavlou and Gefen [35]).

A review of previous studies indicates extensive research into specific issues, such as the study by Malhotra et al. [28], Pavlou and Gefen [35], Pate and Malone [34], and Rousseau [44] on the influence of PCV on online repurchase intention. Research by Mayer et al. [29], Reichheld and Schefter [38], and Morgan and Hunt [32] consider customer trust as a major reason why customers continue to transact with sellers. Pavlou and Gefen [35] demonstrated that PCV reduces the positive effect of trust on online repurchase intention. Oliver [33] examined the negative impact of PCV on customer satisfaction and online repurchase intention. Malhotra et al. [28] examined the mediating role of satisfaction and trust in the relationship between PCV and online repurchase intention. Research by Chih et al. [11] on negative word of mouth (NWOM) in the relationship between PCV and purchase intention.

The overall study on the influence of PCV on online purchase intention through the role of trust, satisfaction, and negative word of mouth has not received much attention from researchers. Therefore, this study aims to test the relationship between PCV, trust, satisfaction, and negative word-of-mouth on intention to purchase online in Vietnam, thereby building policy implications for administrators of e-commerce sites to improve psychological contracts to increase trust, customer satisfaction, and more positive word-of-mouth to increase online repurchase intentions.

## 2. Literature review

### 2.1. Conceptual framework

The stimulus-organism-response (S-O-R) model was developed by Mehrabian and Russell [30] proposed in the field of psychology and has been widely used to understand and explain consumer decision-making behavior not only in the retail environment (see Jang and Namkung [19]) but also in the context of online retail (see Richard and Chebat [39], and Kim and Lennon [22]). The S-O-R model shows that the environment contains a stimulus (S) that affects the organismic state of the individual (O), thereby causing approach or avoidance responses (R).

The researchers extended the model of Mehrabian and Russell [30] by incorporating stimuli into the model, as these stimuli were also expected to trigger changes in the

individual's state. Bagozzi et al. [2] showed that psychological states (O) are negatively affected by an unfriendly event (S), and that psychological states directly affect interaction behavior (R), leading to the restriction of service use. In the online context, Fang and Chiu [12] demonstrated that customers' perceptions of PCV act as key stimuli that can elicit emotional responses in customers. This influences their conversion behavior. Moreover, both trust and satisfaction as psychological keys have been identified as the main mediating components that directly influence the behavioral intentions of customers (see Chang and Chen [9], and Wang et al. [52]). Therefore, in the context of e-retailing, customer perception of psychological contract violation (PCV) occurs when a customer perceives that an online retailer has failed to fulfill its promised obligations. This is an important trigger that can affect a client's internal state because broken promises create anger, lead to dissatisfaction, and erode trust in the relationship (see Pavlou and Gefen [35], Robinson and Rousseau [41], and Xiao and Benbasat [54]).

Thus, in the context of online shopping, where the buyer-seller relationship has been considered in PCV theory (see Pavlou and Gefen [35], and Goles et al. [16]), where trust and satisfaction mediate the relationship of PCV affects buyers' repurchase intentions of buyers (see Malhotra et al. [28]). Additionally, Malhotra et al. [28] is one of the few studies to have investigated PCV with negative word of mouth (NWOM) in the context of online shopping. Then, Mehmood et al. [31] expanded on the work of Malhotra et al. [28] in testing the impact of PCV on NWOM through the mediating role of trust and satisfaction.

## 2.2. Research hypotheses

### *Psychological contracts (PC)*

According to Robinson and Rousseau [41], a psychological contract is a set of assumptions, including reciprocal obligations between two parties in an exchange relationship. Later, Rousseau and Tijoriwala [46] defined the psychological contract as an individual's belief in mutual obligations between that person and the participants. Unlike expectations, psychological contracts are based on perceived promises of reciprocity and occur when one party believes that the other is obligated to perform certain acts (see Rousseau [45]). Thus, psychological contracts are broader than economic and legal contracts, as they include a number of cognitive aspects that cannot be formally included in legal contracts. Concerning the buyer-seller relationship in online shopping, this study focuses on the transactional nature of the contract in which the buyer trusts the seller to perform the obligations in a contract with reciprocity. Therefore, from the buyer's perspective, the PCV is considered in this study.

### *Psychological contracts violation (PCV)*

Pavlou and Gefen [35] suggest that the relationship between buyer and seller can be characterized by a psychological contract that expresses the buyer's beliefs and feelings about the seller's contractual obligations. Thus, the buyer's perception of PCV arises if they think that they have not received what was promised, as in the previously agreed contract (see Wang and Huff [50]). Pavlou and Gefen [35] argue that PCV is common in

the online shopping market because buyers and sellers do not interact directly, rarely meet with each other, and often have different goals, they may have different interpretations of the contractual obligations. Pavlou and Gefen [35] identify seller behaviors that violate basic psychological contracts common in the online shopping market, such as fraud, wrong products, delayed product delivery, failure to confirm guaranteed products, and refuse to follow the payment policy. Thus, in this study, PCV is understood as the conflict between the buyer's initial expectations of a transaction and their actual experience (see Pavlou and Gefen [35]).

#### *PCV and trust*

According to Rousseau et al. [47], trust is a psychological state that expects and acknowledges some positive behavior from others. In online marketplaces, sellers are considered as social exchange partners by buyers who do not accept PCV; thus, trust serves as the basis for their transactions (see Pavlou and Gefen [35]). Therefore, trust functions as an important aspect of e-commerce (see Pavlou and Gefen [35], and Kim et al. [21]). In the context of an online buyer-seller relationship, trust is demonstrated by the supplier to fulfill its promises during the transaction, as expected by the consumer (see Kim et al. [21]). However, if the supplier fails to fulfill its obligations according to the buyer's expectations, it will have a negative impact on trust (see Kingshott and Pecotich [23], Pavlou and Gefen [35], Malhotra et al. [28], Goles et al. [16]). In an online buyer-seller relationship, PCV can play a destructive role that leads to the erosion of trust due to the seller's negligence or inability to deliver on his promises. Thus, in this way, the buyer's trust in the seller or the online retailer's actions is destroyed. Therefore, the proposed hypothesis is as follows:

**H1:** *Psychological contract violation (PCV) negatively influences trust.*

#### *PCV and satisfaction*

According to Oliver [33], customer satisfaction refers to the psychological state achieved when a consumer's consumption experience meets previously uncertain feelings of expectation. Applied in the context of a psychological contract, if the difference between the individual's expectations and the outcome of their interaction is less than that will affect the satisfaction of the individual (see Lovblad et al. [27]). Essentially, when the outcome does not meet the promise of the psychological contract, the breach of this contract will lead to buyer dissatisfaction (see Lovblad et al. [27], and Zhao et al. [55]) and has the potential to produce negative effects (see Pavlou and Gefen [35]). Thus, the following hypothesis is proposed:

**H2:** *Psychological contract violation (PCV) negatively influences satisfaction.*

#### *Trust and satisfaction*

Many authors have suggested that trust is a precondition for customer satisfaction (see Balasubramanian et al. [4], Harris and Goode [17], and Jin et al. [20]). Malhotra et al. [28] also confirmed that it is quite difficult to obtain customer satisfaction before

gaining trust. Trust plays a very important role in satisfaction; once customers trust the brand, their satisfaction level will increase and they will be more willing to transact (see Malhotra et al. [28]). According to another study by Kim et al. [21], trust has been demonstrated to affect consumer loyalty through satisfaction in online transactions. Therefore, we find that trust and satisfaction have a positive relationship (see Malhotra et al. [28]). Thus, the proposed hypothesis is as follows:

**H3:** *Trust positively influences satisfaction.*

#### *Negative Word of mouth (NWOM)*

According to Harrison-Walker [18], when people engage in informal communication and exchange their views and experiences about certain products, services, brands, or organizations, this involves word-of-mouth (WOM). WOM is communication regarding a product, service, or brand between the information receiver and the communicator when the information receiver perceives that the communicator has no commercial intentions (see Harrison-Walker [18]). Ultimately, word of mouth can be either positive or negative. According to Balaji et al. [3], negative WOM refers to dissatisfaction with a product or service related to a purchase or experience and involves consumers passing on an unpleasant experience and their negative reviews to others, recommending others not to purchase or use the product (see Singh and Pandya [48]). Richins [40] argues that negative WOM is also an interpersonal communication intended for slander companies or products. Furthermore, negative WOM is seen as a positive response because it informs other customers of an unsatisfactory experience (see Ferguson and Johnson [13]). Romaniuk [42] emphasized the seriousness of negative WOM because dissatisfied consumers often disseminate a greater amount of negative information to friends and family than satisfied consumers.

#### *PCV and NWOM*

According to Malhotra et al. [28], based on the online shopping point of view, when a retailer provides a product or service according to the customer's requirements and expectations, their trust will be built and, of course, they will give out absolutely positive word-of-mouth. However, on the basis of the seller-buyer relationship from PCV, when the company does not deliver as expected by the customers, the likelihood of NWOM occurring increases because of the violation of their trust and unsatisfactory service experiences (see Malhotra et al. [28]). Therefore, the proposed hypothesis is as follows:

**H4:** *Psychological contract violation (PCV) positively influences negative word of mouth (NWOM).*

#### *Trust and NWOM*

Several studies have highlighted the importance of trust in e-commerce because the absence of a physical seller leaves the transaction vulnerable. Furthermore, Lee et al. [26] argue that trust has a greater influence on online consumer evaluations in online shopping.

Conversely, Malhotra et al. [28] studied the negative impact on trust; in the case of a breach of trust, consumers may have cognitive, emotional, or behavioral responses. It is thought that the credibility of bad news is more readily believed than good news (see Kramer [25]), so the severity of NWOM affecting the retailer is higher. Goles et al. [16] suggested that repurchase intention and intention to engage in NWOM are more influenced by trust. Therefore, trust influences buyers' NWOM behavior (see Brown and Beltramini [7], and Perugini and Bagozzi [36]). Based on previous studies, this study proposes the following hypotheses:

**H5:** *Trust negatively influences negative word of mouth.*

#### *Satisfaction and NWOM*

Previous studies strongly support the relationship between customer satisfaction and word of mouth (Anderson [1]). Many studies have shown that higher customer satisfaction leads to more positive word of mouth (see Sundaram et al. [49]). However, Ranaweera and Menon [37] concluded that consumers engage in NWOM when their dissatisfaction level is high. Therefore, the proposed hypothesis is as follows:

**H6:** *Satisfaction negatively influences negative word of mouth.*

#### *Repurchase intentions*

One way to measure e-commerce success is to ensure that online customers continue to use a particular website and purchase from that website without switching to another retailer, also known as loyalty toward e-commerce (see Wang [53]). Therefore, the terms "intention to continue to use," "intention to reuse or return," "repurchase intention" and "repeat purchase" all have the same meaning as "loyalty for e-commerce" (see Chen et al. [10]). In this study, repurchase intentions are used to indicate online customer loyalty (see Rose et al. [43]), which represents online retailer's intention to reuse the website to shop for goods (see Castaneda et al. [8]).

#### *Trust and repurchase intentions*

When online transactions take place without face-to-face personal interactions, buyers are often concerned that retailers may not comply with their transactional obligations, such as products in terms of material, size, etc., which is differentiation from the pledge on the e-commerce site. Therefore, trust is more important to customers when shopping online than in offline transactions (see Reichheld and Schefter [38]). When buyers trust the seller, they may not be overly concerned about any future undesirable behavior by the e-retailer (see Gefen et al. [14]). With a high degree of trust, customers are willing to take risks and lead to the formation of purchase intentions (see Kim et al. [21]). Chen et al. [10], Jin et al. [20], Kim et al. [21], and Rose et al. [43] concluded that trust is an important factor affecting repurchase intention or customer loyalty to e-commerce. Accordingly, the following hypothesis is proposed:

**H7:** *Trust positively influences repurchase intentions*

### *Satisfaction and repurchase intentions*

Many researchers have studied the relationship between satisfaction and repurchase intentions. Bhattacharjee [5] stated that satisfaction has a positive relationship with the intention to repurchase goods. Oliver [33] suggested that customer satisfaction has the ability to influence repurchase intention in the future. Bolton and Lemon [6] concluded that satisfied customers tend to use the service more and will have a higher repurchase intention than those who are not satisfied (see Rose et al. [43]). Additionally, customers with high retailer satisfaction will continue to trade (see Chen et al. [10], Kim et al. [21], and Rose et al. [43]). Accordingly, the following hypothesis is proposed:

**H8:** *Satisfaction positively influences repurchase intentions.*

### *NWOM and repurchase intentions*

Gilly et al. [15] stated that word of mouth (WOM) plays an important role in the process of product selection and service provider selection. In some studies, WOM has been identified as a primary source of information influencing consumer repurchase decisions, as well as a means of expressing satisfaction or dissatisfaction with a service experience (Wang [51]). Therefore, when NWOM reduces customers' trust and satisfaction with a certain brand that they have used it results in a decrease in repurchase intention (see Kitapcia et al. [24]). Accordingly, the following hypothesis is proposed:

**H9:** *Negative word of mouth (NWOM) negatively influences repurchase intentions.*

### *PCV and repurchase intentions*

Pavlou and Gefen [35] proved that PCV has a negative effect on customers' intentions to trade. Chih et al. [11] found that unfairness in distribution and procedures leads to the feeling of PCV in customers and that feeling affects their repurchase intention, that is, PCV has a negative relationship with repurchase intention. Therefore, the proposed hypothesis is as follows:

**H10:** *PCV negatively influences repurchase intentions.*

## **3. Methodology**

### *Measurement*

The measures used were originally developed in English but were administered in Vietnamese. Therefore, to guarantee the accuracy and reliability of these measures, we followed the back-translated approach to translate the items from English to Vietnamese. Furthermore, to ensure that all items were applicable to the current research context, 10 consumers who had online purchase intentions were invited to evaluate the content. Based on their feedback, minor modifications were made to ensure the generalizability of all the items.

Five constructs were used in this study. PCV was measured by four items; intention to reuse was measured by three items; trust was measured by five items, satisfaction was

measured using three items, all of which were adopted from Malhotra et al. [28]. The NWOM was measured using three items adopted from Lee et al. [26]. All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey questionnaire consisted of two sections: Section A (profile of the participants), which measured and identified key demographic characteristics, such as gender, age group, and educational level, and Section B (main variables of the study).

#### *Sampling and Data Collection*

The hypotheses were tested using consumers who had online purchase intentions in Ho Chi Minh City (Vietnam's biggest city). Data were collected in four months from December 2020 to March 2021 by administering the questionnaire during regular class time to postgraduate students at a university located in Ho Chi Minh City, Vietnam. The participants were from different regions of Vietnam. Convenience sampling was employed. With instructions on how to complete them, the questionnaires were distributed to the respondents by a trainer interviewer. The instructions emphasized that the study focused only on personal opinions to minimize possible response bias. There were no right or wrong answers. Of the 700 distributed questionnaires, only 566 completed questionnaires were used for the study. Incomplete questionnaires were excluded. Overall, a response rate of 80.8% was observed. Results demonstrated that the majority of respondents were female (56.5%), from graduate-level and above (57.8%) and under 45 years old (77.0%).

## **Results**

### *Results Testing Scale*

A descriptive analysis of the five concepts with 18 measurement items is shown in Table 2. The table demonstrates all the important indexes for the 18 items. Construct reliability was measured using the composite reliability. The value of composite reliability ranged from 0.796 to 0.839, which was higher than the recommended criteria of 0.6 and higher. We measured the internal consistency among the items of each construct using Cronbach's  $\alpha$ ; the value ranged from 0.796 to 0.838, which was higher than 0.6, which is considered suitable for reliability or internal consistency between the items. Convergent validity was measured using factor loading, and the average variance was extracted. The standardized factor loading of all items ranged from 0.657 to 0.828, above the recommended criteria, 0.5. The value of the average variance extracted ranged from 0.503 to 0.635, which met the criterion of 0.5, and higher.

Table 3 shows that the correlation between the constructs is less than 1, with  $p < 0.1$ , which ensured adequate discriminant validity.

### **Result of Common method bias**

Common method bias (CMB) may result in a bias between the observed and true relationships by either inflating or deflating the estimate. Thus, several procedural remedies were considered during the survey design and data collection to ensure that the CMB did not affect the interpretation of the results. For example, we protected respondent anonymity, reduced evaluation apprehension, used verbal midpoints for measures, and



Table 1: Constructs with items and reliability and validity.

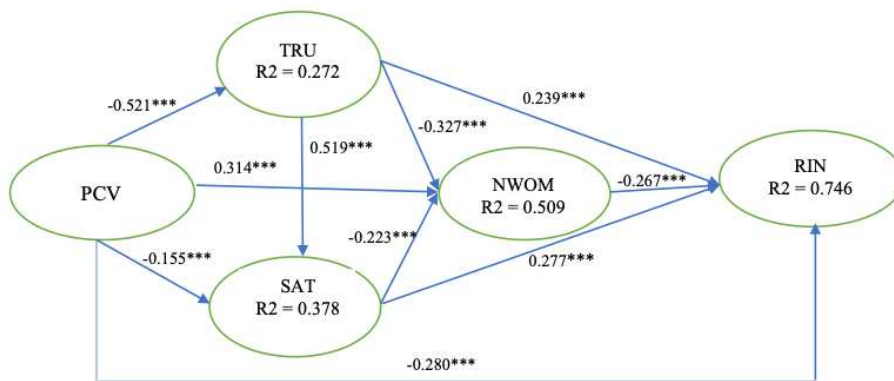
Constructs	SFL	Alpha	CR	AVE
Psychological Contract Violation (PCV). Mean (SD) = 3.234(0.371)				
During all your transactions with this e-retailing website on approximately how many occasions the items arrived later than what it was initially promised.	0.728			
During all your transactions with this e-retailing website on approximately how many occasions the items you eventually received differed in quality from what was initially shown in the website.	0.691			
During all your transactions with this e-retailing website on approximately how many occasions you found it difficult to make a product complaint or refund claim to the e-retailer.	0.732	0.808	0.809	0.514
During all your transactions with this e-retailing website on approximately how many occasions the items were never delivered (though you were not charged).	0.715			
Satisfaction (SAT). Mean (SD) = 2.831(0.845)				
Overall, I am satisfied by the service offered by the website	0.767			
The service offered through the website exceeds my expectations	0.788	0.824	0.824	0.610
The service offered through the website is close to the ideal level of service that can be offered through a site like this.	0.788			
Trust (TRU). Mean (SD) = 2.622(0.404)				
There is no limit to the extent that this site will go towards solving any service problem that I may have.	0.657			
This site is genuinely committed to my satisfaction.	0.714			
When this site makes a claim or promise about its service, it is probably true.	0.734	0.835	0.835	0.503
In my experience this site is very reliable.	0.704			
I feel what to expect from this website.	0.735			
Negative word-of-mouth (NWOM). Mean (SD) = 3.310(0.882)				
I spread negative word-of-mouth about the company	0.775			
I denigrated the company to friends	0.753			
When my friends were looking for a product, I told them not to buy from the company/ When my friends were looking for a similar service, I told them not to buy from the Company	0.727	0.796	0.796	0.565
Intention to reuse (RIN). Mean (SD) = 2.773(0.927)				
In the next few months, I intend to use this website to the same extent that I am using now.	0.828			
In the next few months, I intend to look at alternative websites more seriously as an option than I am doing now (reverse scaled).	0.778	0.838	0.839	0.635
In the next few months, I don't intend to cut back on my purchase of products from this website.	0.784			

Note: SFL: Standardized Factor Loading, CR: Composite Reliability, AVE: Average Variance Extracted.

Table 2: Constructs with items and reliability and validity.

	PCV	SAT	TRU	NWOM	RIN
PCV	<b>0.717</b>				
SAT	-0.111	<b>0.781</b>			
TRU	-0.070	0.189	<b>0.709</b>		
NWOM	0.150	-0.335	-0.194	<b>0.752</b>	
RIN	-0.202	0.480	0.257	-0.505	<b>0.797</b>

Note: Note: The bold diagonal elements are the square root of the variance shared between the constructs and their measures; off diagonal elements are the correlations among constructs.



Note:  $\chi^2 = 131.765$ ;  $df = 125$ ;  $Cmin/df = 1.054$ ;  $TLI = 0.998$ ;  $CFI = 0.998$ ;  $RMSEA = 0.010$ ; \*Significant at 10% level; \*\*Significant at 5% level; \*\*\*Significant at 1% level.

Figure 1: Results of model testing.

reversed coded questions. Furthermore, Harman's single-factor test was used to check for CMB. The first unrotated factor captured only 37.56% of the variance in the data. Therefore, these results suggest that CMB is not an issue in this study.

### Results of Model Testing

Owing to the complexity of the model and the need to test the relationships between the constructs simultaneously, we used structural equation modeling by applying the maximum likelihood method. The results of the testing model presented in Figure 1 show that the model has  $\chi^2 = 131.765$ ,  $df = 125$ ,  $Cmin/df = 1.054$ , Tucker-Lewis fit index (TLI) = 0.998 (> 0.9), comparative fit index (CFI) = 0.998 (> 0.9), and root mean square error of approximation (RMSEA) = 0.010 (< 0.07) (Hair et al., 2010). Thus, it is valid to conclude that this model is consistent with the data collected from the market.

Table 3: Results of estimate model.

Hypothesis	Path		Estimate	P	Results
H1	PCV	→ TRU	-0.521	0.000	Supported
H2	PCV	→ SAT	-0.155	0.005	Supported
H3	TRU	→ SAT	0.519	0.000	Supported
H4	PCV	→ NWOM	0.314	0.000	Supported
H5	TRU	→ NWOM	-0.327	0.000	Supported
H6	SAT	→ NWOM	-0.223	0.000	Supported
H7	TRU	→ RIN	0.239	0.000	Supported
H8	SAT	→ RIN	0.277	0.000	Supported
H9	PVC	→ RIN	-0.280	0.000	Supported
H10	NWOM	→ RIN	-0.267	0.000	Supported

### Results of Estimate Model

Table 3 presents the results of the estimated model, which shows that PCV was found to have a significant and positive influence on trust ( $\beta = -0.521, p = 0.000$ ). Therefore, Hypothesis H<sub>1</sub> is supported. Furthermore, H<sub>2</sub> and H<sub>3</sub> are supported, as satisfaction is predicted by PCV ( $\beta = -0.155, p = 0.005$ ) and trust ( $\beta = 0.519, p = 0.000$ ).

As hypothesized, the NWOM was predicted by PCV ( $\beta = 0.314, p = 0.000$ ), trust ( $\beta = -0.327, p = 0.000$ ), and satisfaction ( $\beta = -0.223, p = 0.000$ ). Therefore, there is support for acceptance of H<sub>4</sub>, H<sub>5</sub>, and H<sub>6</sub>.

These findings support the notion that having intention to reuse is predicted by PCV ( $\beta = -0.280, p = 0.000$ ), trust ( $\beta = 0.239, p = 0.000$ ), satisfaction ( $\beta = 0.277, p = 0.000$ ), and NWOM ( $\beta = -0.267, p = 0.000$ ). Therefore, H<sub>7</sub>, H<sub>8</sub>, H<sub>9</sub>, and H<sub>10</sub> are supported.

*Results of independent group T-Tests examining Intention to reuse, and PCV by gender, and education level.*

The results show that females (MeanRIN = 3.049) with high education levels (MeanRIN = 3.007) scored higher on intention to reuse than males (MeanRIN = 2.414) with a lower education level (MeanRIN = 2.453) with sig < 0.05. Male participants (MeanPCV = 3.384) with lower education levels (MeanPCV = 3.347) scored higher on PCV than females (MeanPCV = 3.118) with a high education level (MeanPCV = 3.151) with sig < 0.05.

## 5. Discussion and Managerial Implications

### *Theoretical Contribution*

This paper has theoretically contributed to the following two points:

(1) This study simultaneously examines the relationship between PCV, trust, satisfaction, and negative word of mouth on online repurchase intention in emerging markets such as Vietnam. The results show that PCV has a negative impact on trust, negative

word of mouth, satisfaction, and online repurchase intention; trust has a negative impact on NWOM and has a positive effect on satisfaction and repurchase intention, and satisfaction has a negative impact on NWOM and a positive effect on repurchase intention. This result is consistent with the studies of Malhotra et al. [28], Pavlou and Gefen [35], Pate and Malone [34], Rousseau [44], Mayer et al. [29], Reichheld and Scheffer [38], Morgan and Hunt [32], Oliver [33], Kitapcia et al. [24], and Chih et al. [11].

The research results show that the relationship between PCV and trust has the strongest impact ( $\beta = -0.521$ ), followed by the relationship between trust and satisfaction ( $\beta = 0.519$ ), the relationship between trust and NWOM ( $\beta = -0.327$ ), and the relationship between PCV and NWOM ( $\beta = 0.314$ ). Further, among the factors included in the research model affecting online repurchase intention, PCV had the strongest impact ( $\beta = -0.28$ ). This is explained by the fact that when PCV destroys buyers' trust, it will affect satisfaction and buyers will tend to engage in more NWOM and thus reduce the intention to repurchase online. Therefore, this study provides an important theoretical insight into why PCV may be detrimental to the online repurchase intention of customers in Vietnam. This is consistent with the findings of Malhotra et al. [28].

(2) Research results show that there are demographic differences such as gender and education level in the relationship between PCV and online purchase intention, which has not been explored in previous studies. This will be of great significance in formulating policy implications for administrators of e-commerce sites to increase online repurchase intentions by reducing psychological contract violations for female customers, as well as highly educated people.

#### *Managerial Implications*

In the highly competitive e-commerce field, administrators of e-commerce sites should pay attention to the following:

For PCV, (1) Improve the safety of online payments. (2) Develop a delivery policy as committed; if there is a delay, it is necessary to promptly inform customers. (3) The image and product quality must be honest. There should be complete information about the product, such as specifications, product features, and origin of goods. (4) Develop a policy to protect the interests of customers and return products when buying goods of poor quality, that do not measure up to the description. (5) Strengthening emergency response training for service staff to reduce customers' feelings of PCV. For customer trust: (1) it is necessary to establish a positive business image and customer relationship for sustainable operation. (2) There is a regime of commitment and compliance with commitments to build and maintain customer trust. For customer satisfaction, (1) regular review measures to compensate customers for service failures. (2) There is a control mechanism for managing customer complaints.

### **5.3. Limitations and Future Directions**

Although this study has the following contributions: (1) simultaneously testing the relationship between PCV, trust, satisfaction, and negative word-of-mouth on intention

to repurchase online in emerging markets, such as Vietnam; (2) and considering the demographic characteristics such as gender and education level of consumers in the relationship between PCV and online purchase intention. However, there are some limitations that should be addressed in the future. The authors collected data using convenience sampling, with a sample size of 566 in Ho Chi Minh City. Therefore, to increase the generalizability of the proposed research model, further studies need to use the method of probability sampling, with a larger sample size, and the research scope needs to be expanded to make research frameworks more general and valid in different contexts. This research is conducted from the buyer's perspective, however, further studies should be performed from the seller's perspective because PCV is a reciprocal construct in nature and its relevant issues require deep understanding. Furthermore, it is necessary to consider trust and satisfaction as mediators in future studies.

### References

- [1] Anderson, E. W. (1998). *Customer satisfaction and word of mouth*, Journal of Service Research, Vol. 1, No. 1, 5-17.
- [2] Bagozzi, R., Gopinath, M. and Nyer, P. (1999). *The role of emotions in marketing*, Journal of the Academy of Marketing Science, Vol. 27, No. 2, 184-206.
- [3] Balaji, M. S., Khong, K. W. and Chong, A. Y. L. (2016). *Determinants of negative word-of-mouth communication using social networking sites*, Information & Management, Vol. 53, No. 4, 528-540.
- [4] Balasubramanian, S., Konana, P. and Menon, N. M. (2003). *Customer satisfaction in virtual environments: A study of online investing*, Management Science, INFORMS, Vol. 49, No. 7, 871-889.
- [5] Bhattacharjee, A. (2001). *An empirical analysis of the antecedents of electronic commerce service continuance*, Decision Support Systems, Vol.32, No.2, 201-214.
- [6] Bolton, R. N. and Lemon, K. N. (1999). *A dynamic model of customers' usage of services: Usage as an antecedent and consequence of satisfaction*, Journal of Marketing Research, Vol.36, No.2, 171-186.
- [7] Brown, S. P., and Beltramini, R. F. (1989). *Consumer complaining and word of mouth activities: field evidence*, in NA - Advances in Consumer Research Volume 16, eds. Thomas K. Srull, Provo, UT: Association for Consumer Research, 9-16.
- [8] Castaneda, J. A., Francisco, M. and Luque, T. (2007). *Web acceptance model (WAM): Moderating effects of user experience*, Information Management, Vol.44, No.4, 384-396.
- [9] Chang, H. H. and Chen, S. W. (2008). *The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator*, Online Information Review, Vol.32, No.6, 818-841.
- [10] Chen, J. V., Yen, D. C., Pornpripheet, W., and Widjaja, A. E. (2015). *E-commerce web site loyalty: A cross cultural comparison*, Information Systems Frontiers, Vol.7, No.6, 1283-1299.
- [11] Chih, W-H., Chiu, T-S., Lan, Li-C. and Fang, W-C. (2017). *Psychological contract violation: impact on perceived justice and behavioral intention among consumers*, International Journal of Conflict Management, Vol.28, No.1, 103-121.
- [12] Fang, Y. H. and Chiu, C. M. (2014). *Exploring online double deviation effect from psychological contract violation, emotion, and power perspectives*, Pacific Asia Journal of the Association for Information Systems, Vol.6, No.1, 39-65.
- [13] Ferguson, J. L. and Johnson, W. J. (2011). *Customer response to dissatisfaction: a synthesis of literature and conceptual framework*, Industrial Marketing Management, Vol.40, No.1, 118-127.
- [14] Gefen, D., Karahanna, E. and Straub, D. (2003). *Trust and TAM in online shopping: An integrated model*, MIS Quarterly, Vol.27, 51-90.
- [15] Gilly, M. C. Graham, J. L. Wolfenbarger, M. F. and Yale L. J. (1998). *A dyadic study of international information search*, Journal of The Academy of Market Science, Vol.26, No.2, 83-100.
- [16] Goles, T., Lee, S., Rao, S. V. and Warren, J. (2009). *Trust violation in electronic commerce: Customer concerns and reactions*, The Journal of Computer Information Systems, Vol.49, No.4, 1-9.
- [17] Harris, L. C. and Goode, M. M. H. (2004). *The four levels of loyalty and the pivotal role of trust: A study of online service dynamics*, Journal of Retailing, Vol.80, No.2, 139-158.

- [18] Harrison-Walker, L. J. (2001). *The measurement of word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents*, Journal of Service Research, Vol.4, No.1, 60-75.
- [19] Jang, S. S. and Namkung, Y. (2009). *Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian-Russell model to restaurants*, Journal of Business Research, Vol.62, No.4, 451-460.
- [20] Jin, B., Park, J. Y. and Kim, J. (2008). *Cross-cultural examination of the relationships among firm reputation, e-satisfaction, e-trust, and e-loyalty*, International Marketing Review, Vol.25, No.3, 324-337.
- [21] Kim, D. J., Ferrin, D. L. and Rao, H. R. (2009). *Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration*, Information Systems Research, Vol.20, No.2, 237-257.
- [22] Kim, H. and Lennon, S. J. (2010). *E-atmosphere, emotional, cognitive, and behavioral responses*, Journal of Fashion Marketing and Management: An International Journal, Vol.14, No.3, 412-428.
- [23] Kingshott, R. P. and Pecotich, A. (2007). *The impact of psychological contracts on trust and commitment in supplier-distributor relationships*, European Journal of Marketing, Vol.41, No.9/10, 1053-1072.
- [24] Kitapcia, O., Akdogan, C. and Dortyol, İ. T. (2014). *The Impact of Service Quality Dimensions on Patient Satisfaction, Repurchase Intentions and Word-of-Mouth Communication in the Public Healthcare Industry*, Procedia - Social and Behavioral Sciences, Vol.148, 161-169.
- [25] Kramer, R. M. (1999). *Trust and distrust in organizations: Emerging perspectives, enduring questions*, Annual Review of Psychology, Vol.50, No.1, 569-598.
- [26] Lee, J., Park, D. H. and Han, I. (2011). *The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective*, Internet Research, Vol.21, No.2, 187-206.
- [27] Lovblad, M., Hyder, A. S., and Lönnstedt, L. (2012). *Affective commitment in industrial customer-supplier relations: a psychological contract approach*, Journal of Business & Industrial Marketing, Vol.27, No.4, 275-285.
- [28] Malhotra, N., Sahadev, S. and Purani, K. (2017). *Psychological contract violation and customer intention to reuse online retailers: Exploring mediating and moderating mechanisms*, Journal of Business Research, Vol.75, 17-28.
- [29] Mayer, R. C., Davis, J. H. and Schoorman, F. D. (1995). *An integrative model of organizational trust*, Academy of Management Review, Vol.20, No.3, 709-734.
- [30] Mehrabian, A., and Russell, J. A. (1974). *An Approach to Environmental Psychology*. The MIT Press.
- [31] Mehmood, S., Rashid, Y. and Zaheer, S. (2018). *Negative word of mouth and online shopping: Examining the role of psychological contract violation, trust and satisfaction*, Pakistan Journal of Commerce and Social Sciences, Vol.12, No.3, 886-908.
- [32] Morgan, R. M. and Hunt, S. D. (1994). *The Commitment-Trust Theory of relationship marketing*, Journal of Marketing, Vol.58, No.3, 20-38.
- [33] Oliver, R. L. (1981). *Measurement and evaluation of satisfaction processes in retail settings*, Journal of Retailing, Vol.57, No.3, 25-48.
- [34] Pate, J. and Malone, C. (2000). *Post-psychological contract violation: The durability and transferability of employee perceptions: The case of Tim Tec*, Journal of European Industrial Training, Vol.24, No.2, 158-166.
- [35] Pavlou, P. A. and Gefen, D. (2005). *Psychological contract violation in online marketplaces: Antecedents, consequences, and moderating role*, Information Systems Research, Vol.16, No.4, 372-399.
- [36] Perugini, M., and Bagozzi, R. P. (2001). *The role of desires and anticipated emotions in goal-directed behaviours: Broadening and deepening the theory of planned behaviour*, British Journal of Social Psychology, Vol.40, No.1, 79-98.
- [37] Ranaweera, C. and Menon, K. (2013). *For better or for worse?* European Journal of Marketing, Vol.47, No.10, 1598-1621.
- [38] Reichheld, F. F. and Schefter, P. (2000). *E-loyalty: Your secret weapon on the web*, Harvard Business Review, 78(4), 105-113.
- [39] Richard, M. O. and Chebat, J. C. (2016). *Modeling online consumer behavior: Preeminence of emotions and moderating influences of need for cognition and optimal stimulation level*, Journal of Business Research, Vol.69, No.2, 541-553.

- [40] Richins, M. L. (1984). *Word of mouth communication as negative information*, Advances in Consumer Research, Vol.11, No.1, 697-702.
- [41] Robinson, S. L. and Rousseau, D. M. (1994). *Violating the psychological contract: Not the exception but the norm*, Journal of Organizational Behavior, Vol.15, No.3, 245-259.
- [42] Romaniuk, J. (2007). *Word of mouth and the viewing of television programs*, Journal of Advertising Research, Vol.47, No.4, 462-471.
- [43] Rose, S., Clark, M., Samouel, P. and Hair, N. (2012). *Online customer experience in etailing: An empirical model of antecedents and outcomes*, Journal of Retailing, Vol.88, No.2, 308-322.
- [44] Rousseau, D. M. (1989). *Psychological and implied contracts in organizations*, Employee Responsibilities and Rights Journal, Vol.2, No.2, 121-139.
- [45] Rousseau, D. M. (1995). *Psychological contracts in organizations*, Understanding written and unwritten agreements. Thousand Oaks, CA: Sage.
- [46] Rousseau, D. M. and Tijoriwala, S. A. (1998). *Assessing psychological contracts: Issues, alternatives and measures*, Journal of Organizational Behavior, Vol.19, No.1, 679-695.
- [47] Rousseau, D. M., Sitkin, S. B., Burt, R. S. and Camerer, C. (1998). *Not so different after all: A cross-discipline view of trust*, Academy of Management Review, Vol.23, No.3, 393-404.
- [48] Singh, J. and Pandya, S. (1991). *Exploring the effect of consumer's dissatisfaction level on complaint behaviors*, European Journal of Marketing, Vol.25, No.9, 7-21.
- [49] Sundaram, D. S., Mitra, K. and Webster, C. (1998). *Word-of-mouth communications: A motivational analysis*, ACR North American Advances, Vol.25, 527-531.
- [50] Wang, S. and Huff, L. C. (2007). *Explaining buyers' responses to sellers' violation of trust*, European Journal of Marketing, Vol.41, No.9/10, 1033-1052.
- [51] Wang, X. (2011). *The effect of inconsistent word-of-mouth during the service encounter*, Journal of Service Marketing, Vol.25, No.4, 252-259.
- [52] Wang, Y. J., Hernandez, M. D. and Minor, M. S. (2010). *Web aesthetics effects on perceived online service quality and satisfaction in an e-tail environment: The moderating role of purchase task*, Journal of Business Research, Vol.63, No.9-10, 935-942.
- [53] Wang, Y. S. (2008). *Assessing e-commerce system success: A respecification and validation of the DeLone and McLean model of IS success*, Information Systems Journal, Vol.18, No.5, 529-557.
- [54] Xiao, B. and Benbasat, I. (2011). *Product-related deception in e-commerce: A theoretical perspective*, MIS Quarterly, Vol.35, No.1, 169-196.
- [55] Zhao, H. A. O., Wayne, S. J., Glibkowski, B. C. and Bravo, J. (2007). *The impact of psychological contract breach on work-related outcomes: a meta-analysis*, Personnel Psychology, Vol.60, No.3, 647-680.

University of Economics Ho Chi Minh City, Vietnam.

E-mail: tanpq@ueh.edu.vn

Major area(s): Organizational behavior, human resource management.

University of Economics Ho Chi Minh City, Vietnam.

E-mail: bangnv@ueh.edu.vn

Major area(s): Green marketing, consumer psychology.

(Received May 2022; accepted August 2022)