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the contribution of this research is not very significant.

Our response: The study's problem statement, contribution, and research gap have been strengthened with recent citations (kindly refer to page 3 to 4, yellow marked). In the marked yellow portion of page 3, 09 (nine) latest citations are provided to enhance the quality of the paper. The paper does not focus on any specific product category as this can be perceived as one of the limitations of this study (please refer to page 22, yellow marked). Regarding the sampling, we've also considered this as our limitation as we drew samples only from the students (please refer to page 22, blue colored). The study's contribution is exhibited in the page 3 & 4 (yellow marked).

Reviewer #2: Overall the paper was written in good English but with some mistakes. There are errors in citation, for e.g. D.-H. Park, H. Lee and some others. advised by (Hair Jr et al., 2021) to order? Overall is a OK paper but not exciting.

Our response: We have corrected all in-text citations throughout the manuscript (please refer to yellow marked in-text citations in page 6, 7, 12, 13. The study's problem statement, contribution, and research gap have been strengthened with recent citations (kindly refer to page 3 to 4, yellow marked). In the marked yellow portion of page 3, 09 (nine) latest citations are provided to enhance the quality of the paper.

Reviewers' comments: Have the authors made all data underlying the findings in their manuscript fully available?

Our response: Relevant data sets (1. Raw data file_csv file, 2. Measurement model.xlsx file, 3. Structural model.xlsx file) have been provided with the revised manuscript.

Additional Information:

| Question                  | Response |
|---------------------------|----------|
| Financial Disclosure     | This study was supported by the School of Management, Jiujiang University, China. There is no grant number issued by the department. |
Unfunded studies
Enter: The author(s) received no specific funding for this work.

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The Interplay between eWOM Information and Purchase In-tention on Social Media: Through the Lens of IAM and TAM Theory

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Abstract: The maturity and growth of social media have empowered online customers to generate electronic word of mouth (eWOM), on various online websites and platforms which may influence an individual’s decision-making process. The aim of this current paper is to explore the impact of eWOM information on purchase intention among social media users applying the information adoption model (IAM) and the technology acceptance model (TAM). PLS-SEM (SmartPLS V.3.3) has been utilized to test the hypotheses using data of 432 respondents. The research findings showed that eWOM information quality, eWOM information credibility, usefulness and ease of use of eWOM information have been critical in determining online consumers’ intention to adopt eWOM and form purchase behavior on social media. The outcomes of the study will offer the marketing managers a viewpoint to realize the significance of the effect of eWOM information on online purchase intention among social media users. Furthermore, this study will also enlighten marketing and business managers to utilize social media websites by gauging consumer behavior and focusing on characteristics of eWOM information on social media for better consumer insights.
Keywords: eWOM information quality, eWOM information credibility, eWOM information adoption, purchases intention, social media.

1. Introduction

The swift development of technological progress has offered customers several modes of the communication channel to interact with business firms in today’s time (Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020). Along with this technological advancement, various social media platforms have emerged as a means of exchanging information among online customers. Globally, social media is considered one of the major platforms among consumers to share and spread information (Bilal, Jianqiu, Dukhaykh, Fan, & Trunk, 2021). The maturity and growth of social media have also empowered online customers to generate electronic word of mouth, knows as “eWOM”, on various online websites and platforms by means of product/service reviews, blogs, recommendations, and so on (Liu, Ozanne, & Mattila, 2018). Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) defined the concept of “eWOM” as “any positive or negative statement made by potential, actual or former customer which is available to a multitude of people via the internet” (p. 39). The eWOM information is more likely to be reliable as individuals can experience a neutral opinion about a product or service (Doh & Hwang, 2009). Therefore, eWOM information has been discerned as a more powerful medium to influence an individual’s decision-making process (Tien, Rivas, & Liao, 2019). Currently, before purchasing a product or service, consumers tend to look for more information about the product online and significantly consider the review comments about the product which was generated by other consumers (Jiang et al., 2021). Consumers rely on eWOM information to minimize their doubt and risk when they are about to make a purchase effort (Wang, Cunningham, & Eastin, 2015). Past researches exhibited that eWOM had impacted the consumers’ selection process of goods/services (See-To & Ho, 2014) and also influenced individuals’ purchasing decisions (Erkan & Evans, 2016).

Nonetheless, social media websites, considered as a relatively new platform for generating eWOM, allow online users to develop a connection with other users by sharing their opinions, ideas, and experiences (Erkan & Evans, 2018). Through social media engagement,
people now can exchange their viewpoints and share experiences about a product/service with their friends and familiar person in the network (Zha, Yang, Yan, Liu, & Huang, 2018). This reciprocal information sharing process in social media makes eWOM information more authentic and dependable for the consumers. The social media generated conversations were found to have a strong natural impact on online purchase behavior (Roy, Datta, & Mukherjee, 2019). As online individuals form their purchase decisions based on eWOM information, then it is also critical for them to sort out and screen out the relevant information available online before using as online users are generally exposed to a boundless quantity of eWOM information in social media websites. Still, the aspects of eWOM information and online purchase intention at social media websites are not well explored in the literature. More specifically, the roles of eWOM information in triggering consumer behaviors such as buying intention have not been largely investigated in regard to the eWOM perspective (Cheung & Thadani, 2012). Furthermore, Knoll (2016) argued that the influence of eWOM not only rely on the information but also depends on online users in social media. Hence, it is of importance to evaluate the influence of various aspects of eWOM information on consumer purchase intention from social media perspective. To achieve this, both Information Adoption Model (IAM) and Technology Acceptance Model (TAM) have been considered as it is believed that IAM is an appropriate model to illustrate the aspects of eWOM information, whereas TAM will explain online consumer behavior towards eWOM.

The aim of this current paper is to explore the impact of eWOM information on purchase intention among social media users. To achieve this research aim, the study adopted both IAM and TAM as theoretical lenses and based on this, the study’s research model has been developed, followed by hypotheses development. The findings of this paper also offer theoretical knowledge on the roles of eWOM information on consumer behavior in social media and strive to contribute to the body of literature through the research model. Finally, as a means of managerial implications, examining the impact of aspects of eWOM information on purchase intention in social media context would offer online consumer insights to the marketing managers to develop a better marketing strategy by leveraging eWOM information.
2. Electronic Word of Mouth (eWOM) in Social Media

The eWOM information can be referred as any form of comment regarding a product or service, which is easily accessible and available to numerous individuals on internet mediated platforms (Gvili & Levy, 2018). Social media websites have offered a new platform of communication channel to disseminate information, and these websites are regarded as one of the suitable platforms for electronic word of mouth (eWOM) (Herrero & Martínez, 2021). In these websites, individual users can easily make any comments, and share any information in form of text writing, posting a photo or uploading a video etc. Apparently, enriched contents in social media websites result in making eWOM information more attractable and entertaining to the online users (Zhou, Yan, Yan, & Shen, 2020). In social media websites, online users usually like to read and check various comments, thoughts and others’ experiential opinions about product or services (Bilal et al., 2021). Therefore, online consumers are more intentional to resort to various platforms of social media in order to gather the needful information about brands (Barreda, Bilgihan, Nusair, & Okumus, 2015).

Generally, eWOM information may emerge in several means in social media platforms, such as online users can deliberately share their opinions about brands by posting in social media, or they can reveal their liking for any brand by becoming a member of online fan club. Even marketing people can purposefully share various useful information about the brands in the official page of their social media accounts (Alboqami et al., 2015). So, eWOM information might have an important influence on online consumers to decide which products they will purchase. As eWOM helps individuals to make better purchase decision (Bronner & De Hoog, 2011), hence it is very critical to find out what are aspects or characteristics of eWOM information might affect consumers’ purchase intention on social media websites.

3. Literature Review & Hypotheses Development

3.1. Theoretical Underpinning

To understand how individuals utilize the information or message they receive, several research studies have leveraged the information adoption method (Nonaka, 1994). In the domain
of information systems, many researchers have applied the theory of “Information Adoption Model (IAM)” to illustrate the processing of persuasive information among people (Watts & Wyner, 2011; Zhu, Chang, & Luo, 2016). The theory of IAM was introduced by Sussman and Siegal (2003), and this model was originally formulated based on the integration of both “Elaboration Likelihood Model (ELM)” (Petty & Cacioppo, 1986) and “Technology Acceptance Model (TAM)” (Davis, 1989). This IAM model exhibits that individuals are likely to be influenced by a piece of information in mainly two paths: central path and peripheral path (Shen, Cheung, & Lee, 2013). The central route indicates the heart of the message, while the peripheral path is not directly linked with the central part of the message (Shu & Scott, 2014). The IAM generally consists of four elements which are argument quality (that refers to the central path), source credibility (that refers to the peripheral path), usefulness and adoption of the information (Khwaja, Mahmood, & Jusoh, 2020). Through considering these four elements, IAM attempts to illustrate how individuals are influenced by the computed mediated information in internet-based platforms (Erkan & Evans, 2016). In this current study, the eWOM information credibility and eWOM information quality are derived from the IAM model.

On the other hand, the “Technology Acceptance Model (TAM)” by Davis (1989), is one of the widely applied theories that actually explains any behavioral aspects of the information technology (IT) users in adopting and accepting a new IT-oriented system (Kamal, Shafiq, & Kakria, 2020; H. Lee, Kim, & Hackney, 2011). This model has originally been derived from “Theory of Reasoned Action (TRA)”; nonetheless, TAM theory has remained information technology-oriented (E. Park & Kim, 2014), while TRA theory has mostly been constricted to behavioral models (Özkan, Bindusara, & Hackney, 2010). TAM has been developed mainly based on two constructs: perceived usefulness and perceived ease of use, which are applied to predict an individual’s propensity to adopt a technological system (Tarhini, Arachchilage, & Abbasi, 2015). This theory has extensively been employed in various contexts, namely social media usage (Alenazy, Al-Rahmi, & Khan, 2019), mobile banking usage (Kumar, Lall, & Mane, 2017), online review (Elwalda, Lü, & Ali, 2016). This study considers the usefulness, and ease of use of the eWOM information from TAM to examine their influence on online purchase intention.
3.2. Hypotheses Development

3.2.1. The Relationship of eWOM Information Quality (IQ) with Perceived Usefulness (USE) and Ease of Use of eWOM Information (EOU)

Information quality (IQ) indicates the users’ perception-based assessment of whether the given information attributes fulfill their usage purpose or meet up the needs of any given system (Jiang et al., 2021). Information quality (IQ) represents the correctness, lucidity, understandability, and dependability of the given information embedded into a system (C.-C. Chen & Chang, 2018). Dancer, Filieri, and Grundy (2014) described that consistency and completeness have been considered as the two critical determining factors of information quality. According to Savolainen (2011), “The issues of information quality and credibility are gaining importance, particularly in the World Wide Web context. The WWW provides unique information-seeking environment, but often lacks quality control mechanisms” (p. 1243). IQ plays a crucial part in assessing and appraising the quality of the products or services by the customers in an online platform (Filieri & McLeay, 2014). Whenever quality information is provided to the customers within social media platforms, then customers are more likely to find it useful and usable, through which they may proceed with a better purchase. High-quality review comments and dialogue posts of a particular topic not only help customers find the relevant information beneficial, but also provide some important advice related information on the topic (Zheng, Zhao, & Stylianou, 2013). Also, whenever online shoppers encounter quality information, then they find the information handy and useful for them (Kim, Chung, Lee, & Preis, 2016). By adopting the UTAUT model, S. W. Lee, Sung, and Jeon (2019) found that IQ has a positive effect on the usefulness and ease of use of the given information of the food delivery service application. Henceforth, based on the discussion, the study assumes that the IQ of eWOM information will act as the determinant of both perceived usefulness and ease of use of eWOM information from Social media purchasing perspective. Hence, the following assumptions are proposed:

**H1**: eWOM Information quality (IQ) will affect perceived usefulness of eWOM information (USE).
**H2**: eWOM Information quality (IQ) will affect perceived ease of use of eWOM information (EOU).

3.2.2. The Relationship of eWOM Information Credibility with Usefulness and Ease of Use of eWOM information

In general terms, credibility is comprehended as believability from the users’ viewpoint (Yin, Sun, Fang, & Lim, 2018). Information credibility can be explained as the consumers’ perception and discernment about the genuineness and trustworthiness of the given information on an electronic platform such as social media (Jiang et al., 2021). Generally, information credibility indicates the extent to which a person considers the given information to be believable and convincing provided by the respective electronic source (X. Chen, Tao, & Zhou, 2019). The eWOM information credibility measures to what extent an online user considers the review comments or recommendations from other online users as genuine and factual (Cheng & Zhou, 2010). Within an online platform, consumers tend to value that information, which they believe more believable and credible (Verhellen, Dens, & De Pelsmacker, 2013), and online consumers are more intended to regard credible information as more helpful and reliable (Song, Zhang, & Yu, 2020). The dearth of credible information might lead to form negative impressions among customers (Hajli, 2018). Sweeney, Soutar, and Mazzarol (2012) argued that the acceptance of review comments by individuals also relies on their value judgment of the credibility of the provided information given in a message. Matute, Polo-Redondo, and Utrillas (2016) advocated that eWOM has appeared as a significant medium of customer information in online purchasing. In social media platforms, online users share their viewpoints, opinions, judgments, and their negative or positive perspectives towards a particular product. This type of opinion based eWOM information enhances the online users’ perceived usefulness as they believe that the information is unbiased and credible (Yeap, Ignatius, & Ramayah, 2014). Also, credible source of information also affects users’ perceived ease of use in regard to adopt a new information system (Li, 2013). Therefore, the study proposes the following hypotheses:

**H3**: Information credibility (IC) will affect perceived usefulness of eWOM information (USE).

**H4**: Information credibility (IC) will affect perceived ease of use of eWOM information (EOU).
3.2.3. The Relationship of Perceived Ease of Use of eWOM Information (EOU) with the adoption of eWOM information (INAD) and Purchase Intention (PI) on Social Media

The notion of “Perceived Ease of Use” has been elucidated by Davis (1989) as “the degree to which a person believes that using a particular system would be free of effort” (p. 320). Perceived ease of use measures the extent of easiness to use any given technology-based system from users’ viewpoint (Hajiheydari & Ashkani, 2018). In this study, perceived ease of use of the information refers to online consumers’ perception that the online information can easily and effortlessly be understood and used to strengthen consumer’s performance in the online purchase decision-making process. To date, various studies have found the impactful effect of perceived ease of use on behavioral adoption and intention perspective. For example, Qashou (2021) exhibited that perceived ease of use has a positive influence on student’s attitudes towards adopting mobile learning applications. Al-Emran and Teo (2020) conducted an empirical study on Omani students’ adoption of e-learning systems, and found that ease of use has a strong influence on students’ willingness to accept e-learning systems. The study of Bonn, Kim, Kang, and Cho (2016) reported that ease of use is a predictor of online intention to wine purchasing among online consumers. Thus, based on the existing literature, it is believed that if eWOM information becomes more easy and uncomplicated for the online users in social media networks, then online customers will be more likely to adopt eWOM information and will have intention to purchase the products or services on social media websites. Henceforth, the current paper postulates the following hypotheses:

\[ H5: \text{Perceived ease of use of eWOM information (EOU) will affect eWOM information adoption (INAD).} \]
\[ H6: \text{Perceived ease of use of eWOM information (EOU) will affect purchase intention (PI) in social media.} \]

3.2.4. The Relationship of Perceived Usefulness of Information (USE) with Adoption of eWOM Information (INAD) and Purchase Intention (PI) on Social Media

The concept of “Perceived Usefulness” is explicated by Davis (1989) as “the degree to which a person believes that using a particular system would enhance his or her job performance” (p. 320). Perceived Usefulness has been viewed as the users perceive that usage of
the online technology would result in attaining their performance (de Luna, Liébana-Cabanillas, Sánchez-Fernández, & Munoz-Leiva, 2019). According to Cheung, Lee, and Rabjohn (2008), perceived usefulness of the information indicates the users’ perception that new information is likely to upgrade their performance. In regard to online purchase, information adoption is triggered by the extent of the usefulness of the given information in the given online platform (Abedi, Ghorbanzadeh, & Rahehagh, 2019). If online users perceive the information found in the social media network as helpful and useful, they tend to have developed a strong willingness to adopt information (Erkan & Evans, 2016). Also, perceived usefulness has been found as a significant determinant of online purchase intention in previous studies (Kucukusta, Law, Besbes, & Legohérel, 2015; Moslehpour, Pham, Wong, & Bilgiçli, 2018; Ventre & Kolbe, 2020). Therefore, the study proposes the following hypotheses:

**H7**: Perceived usefulness of eWOM information (USE) will affect eWOM information adoption (INAD).

**H8**: Perceived usefulness of eWOM information (USE) will affect purchase intention (PI) in social media.

![Conceptual Model of the Study](image)

**Figure 1**: Conceptual Model of the Study

3.2.5. The Relationship of Adoption of eWOM Information (INAD) with Purchase Intention (PI) in Social Media

The Information adoption can be referred to as a process through which individuals purposefully involve in making use of the given information (Cheung et al., 2008). Information
adoption has been regarded as one of the critical factors in impacting consumers’ intention towards making a purchasing decision (Cheung & Thadani, 2012). The adoption of eWOM information is based on the information adoption procedure that indicates the degree of the online users’ utilization process of given information (Daowd et al., 2020). It will be highly likely that individuals, who adopt eWOM information, tend to leverage the information in regard to making an actual buying decision (Daowd et al., 2020). Online users, who are likely to utilize and adopt eWOM information, tend to have buying intentions (Erkan & Evans, 2018). Consumers will develop strong purchase intention if they get themselves involved in eWOM information (Yusuf & Busalim, 2018). Several studies reported a positive connection between eWOM and purchase intention in the online platform (Choi, 2021; Liao, Hu, Chung, & Huang, 2021; Rimadias, Herlambang, Muladi, & Dharma, 2021). Therefore, based on the discussion on the connection between eWOM information and purchase intention, the following hypothesis is postulated:

\[ H9: \text{The adoption of eWOM information (INAD) will affect consumers’ purchase intention (PI) on Social Media.} \]

4. Materials and Methods

From the research philosophy perspective, the positivism paradigm has been considered by the researcher to focus on facts with quantitative analysis in order to operationalize concepts so that they can be measured scientifically and systematically (Gray, 2013). It is therefore essential here to incorporate deductive methods emphasizing truly quantitative analysis then test by empirical observation (Collis & Hussey, 2013) for the purpose of achieving predetermined well-defined research objectives.

4.1. Study Population & Sample

For the current investigation, university students studying in various public and private universities inside Chattogram city of Bangladesh have been considered as the sampling population in this study. University students represent a diverse group consisting of different qualities along with reflecting the broader community and society (Hanzaee & Esmaeilpour, 2017). Convenience sampling method has been considered for this study as it allows the researcher to attain specific data and patterns without the inconvenience of a randomized sample. Additionally, this sampling method assists in capturing the presence of a specific quality of
behavior within the given sample, along with identifying associations between various phenomena (Etikan, Musa, & Alkassim, 2016). An online survey was conducted around May and June 2021 to obtain the required data. After eliminating 118 incomplete responses from a total of 550 questionnaires, 432 sample respondents have been chosen, resulting in an effective sample rate of about 78.55 percent. Participants were initially approached through a direct email to all university students notifying them that they had been chosen randomly to take part in this survey. Later they received an email including a link to Google form, where a brief explanation of the study was given first, and then asked to complete a questionnaire survey with demographic questions. The email also contained the researcher's contact information that students can use to reach the researcher. The online survey was highly compatible with widely used web browsers, and the surveys were easily understandable using a large font.

4.2. Measures

A survey instrument was developed based on earlier research which included relevant information related to social media usage and verified in two stages. Initially, the questionnaire set was delivered to researchers and professionals in the business and IT industries who have expert knowledge on such topics to ensure its simplicity and relativeness with the field. The experts' recommendations and opinions have been utilized to improve the questionnaire. Later, pilot testing was performed on a small sample of 35 respondents, having university degrees and using social media related applications, who were asked for their thoughts to minimize the complexity and ambiguity of the questionnaire. SPSS23, together with Cronbach's alpha, was used to calculate reliability. All the variables are evaluated without any change as all of them surpassed the threshold value of the Cronbach alpha reliability (0.7). In the final analysis, the data from the pilot research were not used.

In this study, the questionnaires consisted of two distinct parts: part A is about the demographic profile of the participants, while section B comprised dependent and independent variables derived from various previous studies. For measuring constructs of eWOM information quality, three items were adopted from D.-H. Park, Lee, and Han (2007); four items are considered for measuring eWOM information credibility, which is adopted from Prendergast, Ko, and Siu Yin (2010); three items are considered for measuring eWOM information
usefulness, which is adopted from Sussman and Siegal (2003); two items are considered for measuring eWOM information ease of use, which is adopted from Davis (1989). For the measurement of eWOM information adoption, four items have been adopted by (Fang, 2014). Finally, to measure the purchase intention in social media websites, four items were adopted from Coyle and Thorson (2001). Participants were asked to rate the items prepared based on the five-point rating Likert scale (starting with strongly disagree to strongly agree).

4.3. Data Analysis

Structural equation modeling is a well-developed scientific approach that truly emphasizing statistical tools to develop cause and effect relationships between independent and dependent constructs used for the measurement of study through developing predetermined critical hypotheses in a logical and analytical manner (Bagozzi & Yi, 2012; Musil, Jones, & Warner, 1998). This study has employed SPSS 23 for descriptive analysis and SMARTPLS 3.3 for confirmatory factor analysis along with structural model.

5. Results

5.1. Respondents’ Profile

Table-1: Demographic Information

| Variables | Items          | Frequency | Percent |
|-----------|----------------|-----------|---------|
| Age       | Below 20 years | 69        | 15.97%  |
|           | 20 - 25 years  | 144       | 33.33%  |
|           | 25 - 30 years  | 182       | 42.13%  |
|           | Above 30 years | 37        | 8.56%   |
| Gender    | Female         | 165       | 38.19%  |
|           | Male           | 267       | 61.81%  |
The demographics profile of respondents has been taken into consideration based on gender, age, level of education, and social media using experience (table 1). Overall, the survey results showed that 61.81% of the participants were males, 42.13% were between the ages of 25 and 30, 56% is studying on the postgraduate level, and 63.19% have 1-3 years of usage experience of social media.

Confirmatory Factor analysis has been employed to evaluate the validity and reliability of overall and individual measurement constructs. In CFA, a predetermined hypothesis is estimated to lead to a certain outcome based on an underlying causal explanation. In order to evaluate the measurement model, outer loading constructs reliability, and construct validity were examined. To determine the correlation between the latent measures and the reflective indicators, the values of the outer loadings were evaluated where indicators with outer loading of 0.6 or above were considered (Hair Jr, Hult, Ringle, & Sarstedt, 2021). Cronbach's alpha values were used to determine the construct's reliability, where all values demonstrated satisfactory results, exceeding the 0.60 criterion advised by (Hair Jr et al., 2021). The current study has employed convergent and discriminant validity to demonstrate construct validity. While evaluating convergent validity, values of AVEs were in between 0.565 and 0.753, and the CR values are also found within 0.796 to 0.869, which correlates to the threshold value explained by Hair Jr et al. (2021) (see table 2).

5.2. Measurement Model Analysis

| Constructs                  | Items | Loadings | Cronbach’s Alpha | CR   | AVE  |
|-----------------------------|-------|----------|------------------|------|------|
| eWOM Information quality (IQ) | IQ1   | 0.82     | 0.774            | 0.869| 0.688|
|                             | IQ3   | 0.858    |                  |      |      |
| Constructs                        | Items | Loadings | Cronbach's Alpha | CR | AVE |
|----------------------------------|-------|----------|------------------|----|-----|
| eWOM Information credibility (IC)| IC4   | 0.809    |                  |    |     |
|                                  | IC1   | 0.774    | 0.77             | 0.853 | 0.592 |
|                                  | IC2   | 0.757    |                  |    |     |
|                                  | IC3   | 0.823    |                  |    |     |
|                                  | IC4   | 0.72     |                  |    |     |
| eWOM Ease of use (EOU)           | EOU1  | 0.844    | 0.675            | 0.859 | 0.753 |
|                                  | EOU2  | 0.891    |                  |    |     |
| eWOM Usefulness (USE)            | USE1  | 0.759    | 0.615            | 0.796 | 0.565 |
|                                  | USE2  | 0.776    |                  |    |     |
|                                  | USE3  | 0.72     |                  |    |     |
| eWOM Information Adoption (INAD)| INAD1 | 0.747    | 0.78             | 0.858 | 0.603 |
|                                  | INAD2 | 0.807    |                  |    |     |
|                                  | INAD3 | 0.827    |                  |    |     |
|                                  | INAD4 | 0.72     |                  |    |     |
| Purchase Intention (PI)          | PI1   | 0.7      | 0.793            | 0.866 | 0.619 |
|                                  | PI2   | 0.831    |                  |    |     |
|                                  | PI3   | 0.823    |                  |    |     |
|                                  | PI4   | 0.787    |                  |    |     |

After concluding the convergent validity test, the discriminant validity test was performed. As shown in the literature, Fornell and Larcker (1981) stated that for each indicator, the square root of AVE must be higher than the associated values of that specific indicator in relation to other indicators (Table 3). Despite this, many argue that the Fornell–Larcker criteria are not justifiable since it is not capable to properly evaluate the presence of discriminant validity in extensive research (Henseler, Ringle, & Sarstedt, 2015). To address the shortcomings of the Fornell and Larcker (1981) method, Henseler et al. (2015) the HTMT as a more thorough and more confined approach for researchers employing PLS-SEM to evaluate discriminant validity, specifying that the HTMT values must be less than 0.85 or 0.90 (Henseler et al., 2015). The HTMT test result is presented in Table 3, and the results met the HTMT 0.85 and HTMT 0.90 criteria, indicating that the measurement model was discriminitely validated.

**Table-3:** Discriminant validity

Fornell and Larcker’s criterion
|      | IQ   | IC   | EOU  | USE  | INAD | PI   |
|------|------|------|------|------|------|------|
| IQ   | 0.829|      |      |      |      |      |
| IC   | 0.371| 0.769|      |      |      |      |
| EOU  | 0.395| 0.557| 0.868|      |      |      |
| USE  | 0.33 | 0.416| 0.405| 0.752|      |      |
| INAD | 0.52 | 0.451| 0.552| 0.489| 0.777|      |
| PI   | 0.334| 0.375| 0.457| 0.517| 0.492| 0.787|

### Heterotrait-Monotrait Ratio (HTMT)

|      | IQ   | IC   | EOU  | USE  | INAD | PI   |
|------|------|------|------|------|------|------|
| IQ   |      |      |      |      |      |      |
| IC   | 0.476|      |      |      |      |      |
| EOU  | 0.535| 0.765|      |      |      |      |
| USE  | 0.482| 0.595| 0.624|      |      |      |
| INAD | 0.667| 0.575| 0.752| 0.701|      |      |
| PI   | 0.42 | 0.473| 0.612| 0.734| 0.614|      |

### 5.3. Structural Model Analysis

An assessment of the structural model was undertaken to determine the significance of the paths and the predictive power of the model through the PLS algorithm, and then by considering a bootstrapping using 5,000 samples process that involved random resamples from the original data set to determine the significant levels of path coefficients (Hair Jr et al., 2021) (Figure 2).

According to the findings (table 4), eWOM information quality significantly influences both eWOM perceived ease of use and eWOM perceived usefulness ($\beta = 0.219$, t-values =4.882, significance $p < 0.000$ and $\beta = 0.204$, t-values =3.996, significance $p < 0.000$), therefore
confirming H1 and H2. Again, perceived ease of use and perceived usefulness of eWOM information were influenced by eWOM information credibility ($\beta = 0.476$, t-values= 6.691, significance p < 0.000 and $\beta = 0.341$, t-values= 5.396, significance p < 0.000), thereby validating H3 and H4. Ease of use of eWOM has shown significant influence on both eWOM information adoption and purchase intention ($\beta =0.424$, t-values=8.514, significance p < 0.000 and $\beta =0.203$, t-values=3.703, significance p < 0.000), and confirmed the H5 and H6.

Figure 2: Path Coefficients of the Model

Again, eWOM perceived usefulness had positive and significant influence on both eWOM information adoption and purchase intention ($\beta =0.317$, t-values= 5.913, significance p < 0.000 and $\beta =0.327$, t-values =6.196, significance p < 0.000), and confirmed the H7 and H8. Finally, H9 is accepted as eWOM information adoption and purchase intention are found significant ($\beta = 0.221$, t-values= 3.227, significance p < 0.05).
Table 4: Path Coefficients

| Hypothesis | Path       | Beta | SE  | T-value | P Values | Decision |
|------------|------------|------|-----|---------|----------|----------|
| H1         | IQ -> EOU  | 0.219| 0.045| 4.882   | 0.000    | Accepted |
| H2         | IQ -> USE  | 0.204| 0.051| 3.996   | 0.000    | Accepted |
| H3         | IC -> EOU  | 0.476| 0.057| 8.388   | 0.000    | Accepted |
| H4         | IC -> USE  | 0.341| 0.063| 5.396   | 0.000    | Accepted |
| H5         | EOU -> INAD| 0.424| 0.050| 8.514   | 0.000    | Accepted |
| H6         | EOU -> PI  | 0.203| 0.055| 3.703   | 0.000    | Accepted |
| H7         | USE -> INAD| 0.317| 0.054| 5.913   | 0.000    | Accepted |
| H8         | USE -> PI  | 0.327| 0.053| 6.196   | 0.000    | Accepted |
| H9         | INAD -> PI | 0.221| 0.068| 3.227   | 0.001    | Accepted |

The determination coefficient ($R^2$ value) is the most broadly utilized measure to analyze the structural equation model. The $R^2$ value measures the goodness of the structural model. $R^2$ value 0.408 means that the model explains that 37.0 per cent of the variance in young consumers’ behavior intention towards social media can be explained by the predictors in this study. Furthermore, the study assessed effect sizes ($f^2$) as well as predictive relevance employing Stone-Geisser $Q^2$ value. The "$f^2$" effect size is utilized to measure the degree to which each latent exogenous variable influences the latent endogenous variables, where the satisfactory effect size values are 0.35, 0.15 and 0.02 deemed as substantial, medium and small effect sizes, respectively (Hair Jr et al., 2021). Again, Hair Jr et al. (2021) suggested that predictive relevance $Q^2$ values should be greater than 0, which means that the exogenous variables have predictive significance over the endogenous variables and the model is predictively relevant. Table 5 summarizes the acceptable values for predictive relevance $Q^2$, effect sizes ($f^2$), and coefficient of determination $R^2$. 
6. Discussion & Implications

The aim of this study is to examine the behavioral intention to order in social media based on eWOM review through integrating “Information Adoption Model (IAM)” and “Technology Acceptance Model (TAM)”. Based on this, the current framework incorporates eWOM information quality, eWOM information credibility, perceived ease of use of information, perceived usefulness of information, adoption of eWOM information, and purchase intention in social media. Through incorporating eWOM information quality and eWOM information credibility as a context, and creates an extended framework of TAM, which has enhanced the model’s predictive ability ($R^2 = 37\%$).

The eWOM information quality significantly affects information usefulness and information ease of use which is relevant to the previous studies (Kang & Namkung, 2019;
The eWOM information quality significantly affects information usefulness and information ease of use which is relevant to the previous studies (Kang & Namkung, 2019; Riana et al., 2021; Spatar et al., 2019). With regard to the online-based platform, users are more willing to take advantage of information quality if they believe that the system delivers clear, comprehensible, and current information and the content is of high quality (Roca, Chiu, & Martínez, 2006). The results from the structural equation model also indicated that the eWOM information credibility significantly affects information usefulness and ease of use which is significant with earlier studies ((Filieri, Acikgoz, Ndou, & Dwivedi, 2020). Credibility of the provided information is crucial for improving the benefit of a delivery channel when information overflow makes selection challenging for consumers, and consumers feel that if an online platform is convenient and efficient, it has the ability to manage successful transactions (Kang & Namkung, 2019). Information on social media is largely commercialized, making it difficult to verify the quality, traceability and credibility of information. Therefore, reviews on social media platforms greatly assist online users in determining the traceability, authenticity, and quality of online businesses, which in turn, encourage to make a decision. In addition to the reviews provided by consumers, the firm's engagement in social media communication will help improve its credibility in affecting consumer perceptions (Šerić & Praničević, 2018).

As hypothesized, perceived ease of use had a statistically significant positive effect on behavioral intention to order in social media based on eWOM review (Cho & Sagynov, 2015; Filieri et al., 2020). The result shows that customers who have a positive mindset towards adopting new technologies and who believe that technologies are simple to use may enhance their interest in technology adoption. And if the essential content is simple and fast retrievable, young consumers become more interested in staying on the platform, and thus there's a high likelihood they'll continue adopting it (Filieri et al., 2020). From the outcomes of this study, it has also been revealed that PEU positively influences users’ behavioral intention, which is consistent with previous research studies (Chua, Chiu, & Chiu, 2020; Moslehpour et al., 2018). Young consumers will enjoy sharing eWOM on social networks if the social media content is simple and easy to use, combines consumer-focused technology with socialization patterns, and doesn't limit capabilities for users to post, share, and maintain relationships (Bilal et al., 2021).
Perceived usefulness is significantly related to information adoption, which is significant with previous studies (Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017; Shen, Zhang, & Zhao, 2016; Zhang, Ito, Wu, & Li, 2017). The perceived usefulness of harnessing social media in accomplishing tasks may be interpreted as the adoption of information by users that would help them better complete their tasks (Ayeh, 2015). Information that is useful is considered as the key determining factor that influences individuals to adopt that information (Hussain et al., 2017; Shen et al., 2016). Again, perceived usefulness is significantly associated with behavioral intention (Israel, Zerres, & Tscheulin, 2019). In particular, while communicating on the eWOM platform, the usefulness of the platform significantly influences people's perception towards using technology, as well as their intention to adopt eWOM (Yang, 2017). Individuals using social networks are introduced to a large volume of eWOM information, and this might lead to a higher inclination to incorporate information that seems useful to them (Abedi et al., 2019).

Furthermore, it has been noted that information adoption is significantly and positively related to online purchase intention, which supports earlier studies (Abedi et al., 2019; Dang, Wang, & Vu, 2020). Information adoption is commonly acknowledged as something that will enable or hinder decisions (Zhao, Wang, Fang, & Jin, 2018). The usefulness of information is crucial in purchasing decisions since it aids consumers in determining and understanding products, services, and associated aspects of their purchasing decisions (Shen et al., 2016). When individuals adopt information about the rival brand and the attributes and benefits of a product or service, this enhances their buying decisions since it facilitates them in evaluating their options (Dang et al., 2020). For the following study, the indirect effect of information adoption on the relationship between perceived ease of use and perceived usefulness along with behavioral intention was examined. The finding revealed that information adoption has a partly mediation impact on the suggested relationship. In comparison to direct effects, the mediation analysis revealed that the effect of perceived ease of use and perceived usefulness on behavioral intention was mediated by information adoption. Although the contrast between the direct effects of perceived ease of use and perceived usefulness on behavioral intention and the indirect effects through information adoption indicates that the indirect effect was lower, however, the partial mediation and significant relationship reveal that information adoption has a significant role in
affecting consumers’ behavioral intention. Overall, the results of the current study point to the importance of eWOM contents in social media, i.e. quality and credibility, as well as to perceived usefulness and ease of use associated with information adoption, which eventually affects behavioral intention towards ordering in social media based on eWOM review.

The current research findings offer the marketing managers a viewpoint to realize the significance of the effect of eWOM information on online purchase intention among social media users. As this research reports that online purchase intention among social media users is connected with eWOM information, hence it does indicate that marketers create brands by leveraging social media platforms. The research findings suggest that both eWOM information credibility and quality enhance the ease of use and usefulness of eWOM information that would affect adoption and purchase intention. So, marketers need to place reliable and quality information about their product or services on social media websites so that it might lead to developing a better impression in online consumer’s mindsets. To enhance the online consumers’ likelihood to purchase, marketers should focus on uploading useful and understandable content to promote their product/services on social media websites to enhance online consumers’ propensity to buy the product. As social media users usually seek more information before making a purchase decision online; thus business firms may think of developing fan pages to share and the latest update about product/service and presenting genuine and complete information towards online consumers on social media websites. Furthermore, business managers and marketers should close track and monitor the consumer-generated eWOM on social media to keep themselves updated about consumer’s current viewpoints. To do this, business firms can hire online customer managers, who will be assisting online consumers through providing helpful, authentic, trustworthy, quality and intelligible information as per consumer’s requirements so that consumers would provide positive eWOM about the company or product, which will affect other consumers’ purchasing behaviors on social media websites.

7. Conclusions & Directions for Future Research

The current paper has set out the objective to explore the influence of various aspects of eWOM information purchase intention on social media websites by taking into account relevant
components from IAM and TAM models. The study’s research model has been validated through PLS-SEM, where social media using 432 university students participated as respondents. The research findings indicate that quality, credibility, usefulness and ease of use of eWOM information have been critical in determining online consumers’ intention to adopt eWOM and form purchase behavior on social media. From the managerial perspective, it has been pointed out that marketing and business managers should utilize social media websites to gauge consumer behavior by focusing on characteristics of eWOM information on social media for getting better consumer insights. Nonetheless, the present research has few limitations. Hence, the research findings of this paper should be considered by taking into account the following research limitations. Firstly, the study developed a research model and measured the model by the PLS-SEM method, which is a quantitative approach in nature. Future studies may think of considering a qualitative approach to find some new characteristics of eWOM information which may have an influence on online consumer behavior. Secondly, the sample was drawn from social media using university students in Bangladesh, which might not represent the entire population. Thus, considering samples from different age groups in future studies would be more helpful to produce more reflective and generalizable findings. Also, age can be regarded as a moderating variable to capture the differential age effect on the relationship between eWOM information and online consumer behavior. Finally, the study has drawn samples from Bangladeshi university students; hence future studies may adopt samples from developing and developed countries to understand the influence of cultural differences on the relationship between determinants of eWOM information and social media consumer behavior.

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The Interplay between eWOM Information and Purchase Intention on Social Media: Through the Lens of IAM and TAM Theory

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Abstract: The maturity and growth of social media have empowered online customers to generate electronic word of mouth (eWOM), on various online websites and platforms which may influence an individual’s decision-making process. The aim of this current paper is to explore the impact of eWOM information on purchase intention among social media users applying the information adoption model (IAM) and the technology acceptance model (TAM). PLS-SEM (SmartPLS V.3.3) has been utilized to test the hypotheses using data of 432 respondents. The research findings showed that eWOM information quality, eWOM information credibility, usefulness and ease of use of eWOM information have been critical in determining online consumers’ intention to adopt eWOM and form purchase behavior on social media. The outcomes of the study will offer the marketing managers a viewpoint to realize the significance of the effect of eWOM information on online purchase intention among social media users. Furthermore, this study will also enlighten marketing and business managers to utilize social media websites by gauging consumer behavior and focusing on characteristics of eWOM information on social media for better consumer insights.

Keywords: eWOM information quality, eWOM information credibility, eWOM information adoption, purchases intention, social media.
1. Introduction

The swift development of technological progress has offered customers several modes of the communication channel to interact with business firms in today’s time (Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020). Along with this technological advancement, various social media platforms have emerged as a means of exchanging information among online customers. Globally, social media is considered one of the major platforms among consumers to share and spread information (Bilal, Jianqiu, Dukhaykh, Fan, & Trunk, 2021). The maturity and growth of social media have also empowered online customers to generate electronic word of mouth, known as “eWOM”, on various online websites and platforms by means of product/service reviews, blogs, recommendations, and so on (Liu, Ozanne, & Mattila, 2018). Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) defined the concept of “eWOM” as “any positive or negative statement made by potential, actual or former customer which is available to a multitude of people via the internet” (p. 39). The eWOM information is more likely to be reliable as individuals can experience a neutral opinion about a product or service (Doh & Hwang, 2009). Therefore, eWOM information has been discerned as a more powerful medium to influence an individual’s decision-making process (Tien, Rivas, & Liao, 2019). Currently, before purchasing a product or service, consumers tend to look for more information about the product online and significantly consider the review comments about the product which was generated by other consumers (Jiang et al., 2021). Consumers rely on eWOM information to minimize their doubt and risk when they are about to make a purchase effort (Wang, Cunningham, & Eastin, 2015). Past researches exhibited that eWOM had impacted the consumers’ selection process of goods/services (See-To & Ho, 2014) and also influenced individuals’ purchasing decisions (Erkan & Evans, 2016).

Nonetheless, social media websites, considered as a relatively new platform for generating eWOM, allow online users to develop a connection with other users by sharing their opinions, ideas, and experiences (Erkan & Evans, 2018). Through social media engagement, people now can exchange their viewpoints and share experiences about a product/service with their friends and familiar person in the network (Zha, Yang, Yan, Liu, & Huang, 2018). This reciprocal information sharing process in social media makes eWOM information more authentic and dependable for the consumers. The social media generated conversations were found to have a strong natural impact on online purchase behavior (Roy,
Datta, & Mukherjee, 2019). As online individuals form their purchase decisions based on eWOM information, then it is also critical for them to sort out and screen out the relevant information available online before using as online users are generally exposed to a boundless quantity of eWOM information in social media websites. Still, the aspects of eWOM information and online purchase intention at social media websites are not well explored in the literature. More specifically, the roles of eWOM information in triggering consumer behaviors such as buying intention have not been largely investigated in regard to the eWOM perspective (Leong, Loi & Woon, 2021; Anubha, 2021; Cheung & Thadani, 2012). Furthermore, Knoll (2016) argued that the influence of eWOM not only rely on the information but also depends on online users in social media. Hence, it is of importance to evaluate the influence of various aspects of eWOM information on consumer purchase intention from social media perspective. To achieve this, both Information Adoption Model (IAM) and Technology Acceptance Model (TAM) have been considered as it is believed that IAM is an appropriate model to illustrate the aspects of eWOM information, whereas TAM will explain online consumer behavior towards eWOM.

The current paper presents a number of valuable and noteworthy contributions to the literature based on the consumer behavior perspective. Firstly, several studies have examined the impact of eWOM on consumer purchase intention by considering the TAM model (Sardar, Manzoor, Shaikh & Ali, 2021; Song, Liew, Sia & Gopal, 2021), in which e factor: “perceived usefulness” of the TAM model was adopted as a determinant of information adoption and purchase intention. Still, the impact of perceived ease of use of eWOM on consumer purchase decisions was merely reported in the literature. The novelty of this study lies in attempting to fill out this gap by analyzing the influence of ease of use of eWOM on information adoption behavior and purchase intention. Secondly, this study has considered a recent growing economy: Bangladesh to draw the study sample as it is observed that the country has been experiencing a digital transformation across the nation (Humida, Al Mamun & Keikhosrokiani, 2021), where eWOM plays a critical role in developing the business growth, especially on online platforms. Lastly, several studies in Bangladesh were carried out to exhibit the connection of social media with brand equity (Hafez, 2021), consumer behavior (Eti, Horaira & Bari, 2021), and purchase intention (Sarker & Khayer, 2021; Al Amin, Nowsin, Hossain & Bala, 2020). In contrast, the relationship between various attributes of eWOM and consumer behavioral aspects was rarely tested in the Bangladesh context, where social media-based businesses have started flourishing day by day. Henceforth, the current
study has filled this void by integrating the IAm and TAM models to predict consumer purchase intention in Bangladesh.

The aim of this current paper is to explore the impact of eWOM information on purchase intention among social media users. To achieve this research aim, the study adopted both IAM and TAM as theoretical lenses and based on this, the study’s research model has been developed, followed by hypotheses development. The findings of this paper also offer theoretical knowledge on the roles of eWOM information on consumer behavior in social media and strive to contribute to the body of literature through the research model. Finally, as a means of managerial implications, examining the impact of aspects of eWOM information on purchase intention in social media context would offer online consumer insights to the marketing managers to develop a better marketing strategy by leveraging eWOM information.

2. Electronic Word of Mouth (eWOM) in Social Media

The eWOM information can be referred as any form of comment regarding a product or service, which is easily accessible and available to numerous individuals on internet mediated platforms (Gvili & Levy, 2018). Social media websites have offered a new platform of communication channel to disseminate information, and these websites are regarded as one of the suitable platforms for electronic word of mouth (eWOM) (Herrero & Martínez, 2021). In these websites, individual users can easily make any comments, and share any information in form of text writing, posting a photo or uploading a video etc. Apparently, enriched contents in social media websites result in making eWOM information more attractive and entertaining to the online users (Zhou, Yan, Yan, & Shen, 2020). In social media websites, online users usually like to read and check various comments, thoughts and others’ experiential opinions about product or services (Bilal et al., 2021). Therefore, online consumers are more intentional to resort to various platforms of social media in order to gather the needful information about brands (Barreda, Bilgihan, Nusair, & Okumus, 2015).

Generally, eWOM information may emerge in several means in social media platforms, such as online users can deliberately share their opinions about brands by posting
in social media, or they can reveal their liking for any brand by becoming a member of online fan club. Even marketing people can purposefully share various useful information about the brands in the official page of their social media accounts (Alboqami et al., 2015). So, eWOM information might have an important influence on online consumers to decide which products they will purchase. As eWOM helps individuals to make better purchase decision (Bronner & De Hoog, 2011), hence it is very critical to find out what are aspects or characteristics of eWOM information might affect consumers’ purchase intention on social media websites.

3. Literature Review & Hypotheses Development

3.1. Theoretical Underpinning

Several research studies have adopted the information adoption method to evaluate how individuals make use of the information they receive or the message they convey among themselves (Nonaka, 1994). Many researchers in the discipline of information systems have adopted the concept of the “Information Adoption Model (IAM)” to demonstrate how humans receive persuasive information in order to make decisions (Watts & Wyner, 2011; Zhu, Chang, & Luo, 2016). Sussman and Siegal (2003) proposed the theory of IAM, which was originally formulated on the basis of the integration of both the “Elaboration Likelihood Model (ELM)” (Petty & Cacioppo, 1986) and the “Technology Acceptance Model (TAM)” (Davis, 1989). This IAM model demonstrates that individuals are significantly influenced by a set of information in two different ways: either through the central path or through the peripheral path (Shen, Cheung, & Lee, 2013). The core of the communication is shown by the central path, whereas the peripheral path is not directly related to the central part of the message (Shu & Scott, 2014). The IAM is often combined of four attributes, which are argument quality (which corresponds to the central route), source credibility (which corresponds to the peripheral pathway), functionality and incorporation of the information (which refers to the periphery path), and overall effectiveness (Khwaja, Mahmood, & Jusoh, 2020). IAM aims to demonstrate how people are impacted by computer-mediated information on internet-based platforms by addressing these four factors (Erkan & Evans, 2016). From the IAM model, the trustworthiness and quality of eWOM information are determined.

Alternatively, the “Technology Acceptance Model (TAM)” developed by Davis (1989), is one of the most commonly used theories that truly describes any behavioural
attributes of information technology (IT) users when they are faced with the task of embracing and acknowledging a modern IT-oriented platform (Kamal, Shafiq, & Kakria, 2020; Lee, Kim, & Hackney, 2011). Despite the fact that this model was originally formed from the “Theory of Reasoned Action (TRA),” TAM theory has been continued to be based on information technology (Park & Kim, 2014), in contrast to the way that TRA theory has tended to be restricted to behavioral models (Zkan et al., 2010). It is built on two constructs: perceived usefulness along with perceived ease of use, both of which are utilized to forecast an individual’s likelihood to embrace a technology system (Tarhini, Arachchilage, & Abbasi, 2015). There has been substantial application of this approach in various settings, including social media usage (Alenazy, Al-Rahmi, and Khan, 2019), mobile banking usage (Kumar, Lall & Mane, 2017), and online review (Elwalda, Lü, & Ali, 2016). This study examines the usefulness and ease of use of eWOM information obtained via TAM in order to determine whether they have an impact on online purchase intention.

3.2. Hypotheses Development

3.2.1. The Relationship of eWOM Information Quality (IQ) with Perceived Usefulness (USE) and Ease of Use of eWOM Information (EOU)

Information quality (IQ) indicates the users’ perception-based assessment of whether the given information attributes fulfill their usage purpose or meet up the needs of any given system (Jiang et al., 2021). Information quality (IQ) represents the correctness, lucidity, understandability, and dependability of the given information embedded into a system (Chen & Chang, 2018). Dancer, Filieri and Grundy (2014) described that consistency and completeness have been considered as the two critical determining factors of information quality. According to Savolainen (2011), “The issues of information quality and credibility are gaining importance, particularly in the World Wide Web context. The WWW provides unique information-seeking environment, but often lacks quality control mechanisms” (p. 1243). IQ plays a crucial part in assessing and appraising the quality of the products or services by the customers in an online platform (Filieri & McLeay, 2014). When high-quality information is delivered to consumers through respective social media platforms, they are more likely to perceive it as valuable and useable, that encourage them to make a more informed purchase decision. The excellent review comments and conversational postings on a certain issue not only assist consumers in locating useful information, but also give some
critical suggestions on the subject (Zheng, Zhao, & Stylianou, 2013). Furthermore, once internet users come across improved quality information, they consider the content to be convenient and valuable to them (Kim, Chung, Lee, & Preis, 2016). By adopting the UTAUT model, Lee, Sung, and Jeon (2019) found that IQ has a positive effect on the usefulness and ease of use of the given information of the food delivery service application. Henceforth, based on the discussion, the study assumes that the IQ of eWOM information will act as the determinant of both perceived usefulness and ease of use of eWOM information from Social media purchasing perspective. Hence, the following assumptions are proposed:

\( H1: \) eWOM Information quality (IQ) will affect perceived usefulness of eWOM information (USE).

\( H2: \) eWOM Information quality (IQ) will affect perceived ease of use of eWOM information (EOU).

3.2.2. The Relationship of eWOM Information Credibility with Usefulness and Ease of Use of eWOM information

In essence, credibility may be defined as the capacity to be believed from the perspective of the users (Yin, Sun, Fang & Lim, 2018). Information credibility can be explained as the consumers’ perception and discernment about the genuineness and trustworthiness of the given information on an electronic platform such as social media (Jiang et al., 2021). Generally, information credibility indicates the extent to which a person considers the given information to be believable and convincing provided by the respective electronic source (Chen, Tao, & Zhou, 2019). The eWOM information credibility measures to what extent an online user considers the review comments or recommendations from other online users as genuine and factual (Cheng & Zhou, 2010). Consumers usually tend to prioritize information that they feel is more believable and credible when it is available on an online platform (Verhellen, Dens & De Pelsmacker, 2013), and internet users are more expected to perceive authentic information as more useful and credible (Song, Zhang, & Yu, 2020). The dearth of credible information might lead to form negative impressions among customers (Hajli, 2018). Sweeney, Soutar and Mazzarol (2012) argued that the acceptance of review comments by individuals also relies on their value judgment of the credibility of the provided information given in a message. Matute, Polo-Redondo and Utrillas (2016) advocated that eWOM has appeared as a significant medium of customer information in online purchasing. In social media platforms, online users share their viewpoints, opinions,
judgments, and their negative or positive perspectives towards a particular product. This type of opinion based eWOM information enhances the online users’ perceived usefulness as they believe that the information is unbiased and credible (Yeap, Ignatius, & Ramayah, 2014). As a result, consumers’ perceptions of perceived ease of use in relation to new information systems are influenced by reputable sources of information (Li, 2013). Therefore, the study proposes the following hypotheses:

\( H3: \) Information credibility (IC) will affect perceived usefulness of eWOM information (USE).

\( H4: \) Information credibility (IC) will affect perceived ease of use of eWOM information (EOU).

3.2.3. The Relationship of Perceived Ease of Use of eWOM Information (EOU) with the adoption of eWOM information (INAD) and Purchase Intention (PI) on Social Media

Davis (1989) had interpreted the idea of “perceived ease of use” as “the degree to which a person feels that utilizing a given system would be devoid of effort” (p. 320). From a consumer point of view, perceived ease of use assesses how effortless it is to utilize a certain technology-based system (Hajiheydari & Ashkani, 2018). In the current paper, perceived ease of use of the information relates to online consumers’ view that the online information may be readily and seamlessly comprehended and utilized to increase the consumer’s performance in the online purchase decision-making process. Many researchers have indicated that perceived ease of use significantly impacts behavioral adoption and intention. For example, in his research study, Qashou (2021) demonstrated that perceived ease of use had a favorable impact on students’ attitudes toward the adoption of mobile learning apps. Al-Emran and Teo (2020) undertook an empirical analysis on Omani students’ acceptance of e-learning systems and discovered that simplicity of use has a significant impact on students’ readiness to embrace e-learning systems. According to the study's findings conducted by Bonn, Kim, Kang and Cho (2016), ease of use is a determinant of online intention to purchase wine among online-based customers. Thus, based on the existing literature, it is believed that if eWOM information becomes more easy and uncomplicated for the online users in social media networks, then online customers will be more likely to adopt eWOM information and will have intention to purchase the products or services on social media websites. Henceforth, the current paper postulates the following hypotheses:
H5: Perceived ease of use of eWOM information (EOU) will affect eWOM information adoption (INAD).

H6: Perceived ease of use of eWOM information (EOU) will affect purchase intention (PI) in social media.

3.2.4. The Relationship of Perceived Usefulness of Information (USE) with Adoption of eWOM Information (INAD) and Purchase Intention (PI) on Social Media

As defined by Davis (1989), “perceived usefulness” is “the degree to which a person feels that utilising a certain system would improve his or her job performance” (p. 320). According to de Luna, Liébana-Cabanillas, Sanchez-Fernández and Munoz-Leiva (2019), Perceived Usefulness has been defined as the user’s belief that using online technology will lead in achieving their performance. According to Cheung, Lee, and Rabjohn (2008), perceived usefulness of the information indicates the users’ perception that new information is likely to upgrade their performance. In the case of online purchases, information adoption is driven by the degree to which the provided information is valuable on the specific online platform (Abedi, Ghorbanzadeh, & Rahegh, 2019). If online consumers consider the information, they find on social media networks to be relevant and meaningful, they are more likely to have formed a strong inclination to accept that knowledge (Erkan & Evans, 2016). Furthermore, perceived usefulness has been identified as be a significant predictor of online purchase intention in prior research (Kucukusta, Law, Besbes & Legohérel, 2015; Moslehpour, Pham, Wong & Bilgiçli, 2018; Ventre & Kolbe, 2020). Therefore, the study proposes the following hypotheses:

H7: Perceived usefulness of eWOM information (USE) will affect eWOM information adoption (INAD).

H8: Perceived usefulness of eWOM information (USE) will affect purchase intention (PI) in social media.

Based on the above hypotheses, the following figure is proposed as the conceptual model of the study (please refer to figure 1):
3.2.5. The Relationship of Adoption of eWOM Information (INAD) with Purchase Intention (PI) in Social Media

The Information adoption can be referred to as a process through which individuals purposefully involve in making use of the given information (Cheung et al., 2008). Information adoption has been regarded as one of the critical factors in impacting consumers’ intention towards making a purchasing decision (Cheung & Thadani, 2012). The adoption of eWOM information is based on the information adoption procedure that indicates the degree of the online users’ utilization process of given information (Daowd et al., 2020). It will be highly likely that individuals, who adopt eWOM information, tend to leverage the information in regard to making an actual buying decision (Daowd et al., 2020). Online users, who are likely to utilize and adopt eWOM information, tend to have buying intentions (Erkan & Evans, 2018). Consumers will develop strong purchase intention if they get themselves involved in eWOM information (Yusuf & Busalim, 2018). Several studies reported a positive connection between eWOM and purchase intention in the online platform (Choi, 2021; Liao, Hu, Chung, & Huang, 2021; Rimadias, Herlambang, Muladi, & Dharma, 2021). Therefore, based on the discussion on the connection between eWOM information and purchase intention, the following hypothesis is postulated:

\( H9: \) The adoption of eWOM information (INAD) will affect consumers’ purchase intention (PI) on Social Media.

4. Materials and Methods

From the research philosophy perspective, the positivism paradigm has been considered by the researcher to focus on facts with quantitative analysis in order to
operationalize concepts so that they can be measured scientifically and systematically (Gray, 2013). It is therefore essential here to incorporate deductive methods emphasizing truly quantitative analysis then test by empirical observation (Collis & Hussey, 2013) for the purpose of achieving predetermined well-defined research objectives.

4.1. Study Population & Sample

For the current investigation, university students studying in various public and private universities inside Chattogram city of Bangladesh have been considered as the sampling population in this study. University students represent a diverse group consisting of different qualities along with reflecting the broader community and society (Hanzaee & Esmaeilpour, 2017). Convenience sampling method has been considered for this study as it allows the researcher to attain specific data and patterns without the inconvenience of a randomized sample. Additionally, this sampling method assists in capturing the presence of a specific quality of behavior within the given sample, along with identifying associations between various phenomena (Etikan, Musa & Alkassim, 2016). An online survey was conducted around May and June 2021 to obtain the required data. After eliminating 118 incomplete responses from a total of 550 questionnaires, 432 sample respondents have been chosen, resulting in an effective sample rate of about 78.55 percent. Participants were initially approached through a direct email to all university students notifying them that they had been chosen randomly to take part in this survey. Later they received an email including a link to Google form, where a brief explanation of the study was given first, and then asked to complete a questionnaire survey with demographic questions. The email also contained the researcher’s contact information that students can use to reach the researcher. The online survey was highly compatible with widely used web browsers, and the surveys were easily understandable using a large font.

4.2. Measures

A survey instrument was developed based on earlier research which included relevant information related to social media usage and verified in two stages. Initially, the questionnaire set was delivered to researchers and professionals in the business and IT industries who have expert knowledge on such topics to ensure its simplicity and relativeness with the field. The experts’ recommendations and opinions have been utilized to improve the questionnaire. Later, pilot testing was performed on a small sample of 35 respondents, having
university degrees and using social media related applications, who were asked for their thoughts to minimize the complexity and ambiguity of the questionnaire. SPSS23, together with Cronbach’s alpha, was used to calculate reliability. All the variables are evaluated without any change as all of them surpassed the threshold value of the Cronbach alpha reliability (0.7). In the final analysis, the data from the pilot research were not used.

In this study, the questionnaires consisted of two distinct parts: part A is about the demographic profile of the participants, while section B comprised dependent and independent variables derived from various previous studies. For measuring constructs of eWOM information quality, three items were adopted from Park, Lee and Han (2007); four items are considered for measuring eWOM information credibility, which is adopted from Prendergast, Ko and Siu Yin (2010); three items are considered for measuring eWOM information usefulness, which is adopted from Sussman and Siegal (2003); two items are considered for measuring eWOM information ease of use, which is adopted from Davis (1989). For the measurement of eWOM information adoption, four items have been adopted by (Fang, 2014). Finally, to measure the purchase intention in social media websites, four items were adopted from Coyle and Thorson (2001). Participants were asked to rate the items prepared based on the five-point rating Likert scale (starting with strongly disagree to strongly agree).

4.3. Data Analysis

Structural equation modeling is a well-developed scientific approach that truly emphasizing statistical tools to develop cause and effect relationships between independent and dependent constructs used for the measurement of study through developing predetermined critical hypotheses in a logical and analytical manner (Bagozzi & Yi, 2012; Musil, Jones, & Warner, 1998). This study has employed SPSS 23 for descriptive analysis and SMARTPLS 3.3 for confirmatory factor analysis along with structural model.
5. Results

5.1. Respondents’ Profile

Table-1: Demographic Information

| Variables                     | Items                  | Frequency | Percent   |
|-------------------------------|------------------------|-----------|-----------|
| Age                           | Below 20 years         | 69        | 15.97%    |
|                               | 20 - 25 years          | 144       | 33.33%    |
|                               | 25 - 30 years          | 182       | 42.13%    |
|                               | Above 30 years         | 37        | 8.56%     |
| Gender                        | Female                 | 165       | 38.19%    |
|                               | Male                   | 267       | 61.81%    |
| Education Level               | Undergraduate          | 187       | 43.29%    |
|                               | Postgraduate            | 245       | 56.71%    |
| Social media using experience | Less than 1 year       | 132       | 30.56%    |
|                               | 1–3 years              | 273       | 63.19%    |
|                               | >3 years               | 27        | 6.25%     |

**n=432**

The demographics profile of respondents has been taken into consideration based on gender, age, level of education, and social media using experience (table 1). Overall, the survey results showed that 61.81% of the participants were males, 42.13% were between the ages of 25 and 30, 56% is studying on the postgraduate level, and 63.19% have 1-3 years of usage experience of social media.

Confirmatory Factor analysis has been employed to evaluate the validity and reliability of overall and individual measurement constructs. In CFA, a predetermined hypothesis is estimated to lead to a certain outcome based on an underlying causal explanation. In order to evaluate the measurement model, outer loading constructs reliability, and construct validity were examined. To determine the correlation between the latent measures and the reflective indicators, the values of the outer loadings were evaluated where indicators with outer loading of 0.6 or above were considered (Hair, Hult, Ringle, & Sarstedt, 2021). Cronbach’s alpha values were used to determine the construct’s reliability, where all values demonstrated satisfactory results, exceeding the 0.60 criterion advised by (Hair et al., 2021). The current study has employed convergent and discriminant validity to demonstrate construct validity. While evaluating convergent validity, values of AVEs were in between 0.565 and 0.753, and the CR values are also found within 0.796 to 0.869, which correlates to the threshold value explained by Hair et al. (2021) (see table 2).
5.2. Measurement Model Analysis

Table 2: Construct Validity Results

| Constructs                        | Items  | Loadings | Cronbach's Alpha | CR   | AVE   |
|-----------------------------------|--------|----------|------------------|------|-------|
| eWOM Information quality (IQ)     | IQ1    | 0.82     | 0.774            | 0.869| 0.688 |
|                                   | IQ3    | 0.858    |                  |      |       |
|                                   | IQ4    | 0.809    |                  |      |       |
| eWOM Information credibility (IC)| IC1    | 0.774    | 0.77             | 0.853| 0.592 |
|                                   | IC2    | 0.757    |                  |      |       |
|                                   | IC3    | 0.823    |                  |      |       |
|                                   | IC4    | 0.72     |                  |      |       |
| eWOM Ease of use (EOU)            | EOU1   | 0.844    | 0.675            | 0.859| 0.753 |
|                                   | EOU2   | 0.891    |                  |      |       |
| eWOM Usefulness (USE)             | USE1   | 0.759    | 0.615            | 0.796| 0.565 |
|                                   | USE2   | 0.776    |                  |      |       |
|                                   | USE3   | 0.72     |                  |      |       |
| eWOM Information Adoption (INAD)  | INAD1  | 0.747    | 0.78             | 0.858| 0.603 |
|                                   | INAD2  | 0.807    |                  |      |       |
|                                   | INAD3  | 0.827    |                  |      |       |
|                                   | INAD4  | 0.72     |                  |      |       |
| Purchase Intention (PI)           | PI1    | 0.7      | 0.793            | 0.866| 0.619 |
|                                   | PI2    | 0.831    |                  |      |       |
|                                   | PI3    | 0.823    |                  |      |       |
|                                   | PI4    | 0.787    |                  |      |       |

After concluding the convergent validity test, the discriminant validity test was performed. As shown in the literature, Fornell and Larcker (1981) stated that for each indicator, the square root of AVE must be higher than the associated values of that specific indicator in relation to other indicators (Table-3). Despite this, many argue that the Fornell–Larcker criteria are not justifiable since it is not capable to properly evaluate the presence of discriminant validity in extensive research (Henseler, Ringle, & Sarstedt, 2015). To address the shortcomings of the Fornell and Larcker (1981) method, Henseler et al. (2015) the HTMT as a more thorough and more confined approach for researchers employing PLS-SEM to evaluate discriminant validity, specifying that the HTMT values must be less than 0.85 or 0.90 (Henseler et al., 2015). The HTMT test result is presented in Table 3, and the results met the HTMT 0.85 and HTMT 0.90 criteria, indicating that the measurement model was discriminately validated.
Table-3: Discriminant validity

Fornell and Larcker’s criterion

|       | IQ  | IC  | EOU  | USE  | INAD | PI  |
|-------|-----|-----|------|------|------|-----|
| IQ    | 0.829 |    |      |      |      |     |
| IC    | 0.371 | 0.769 |      |      |      |     |
| EOU   | 0.395 | 0.557 | 0.868 |      |      |     |
| USE   | 0.33  | 0.416 | 0.405 | 0.752 |      |     |
| INAD  | 0.52  | 0.451 | 0.552 | 0.489 | 0.777 |     |
| PI    | 0.334 | 0.375 | 0.457 | 0.517 | 0.492 | 0.787 |

Heterotrait-Monotrait Ratio (HTMT)

|       | IQ  | IC  | EOU  | USE  | INAD | PI  |
|-------|-----|-----|------|------|------|-----|
| IQ    |     |     |      |      |      |     |
| IC    | 0.476 |     |      |      |      |     |
| EOU   | 0.535 | 0.765 |      |      |      |     |
| USE   | 0.482 | 0.595 | 0.624 |      |      |     |
| INAD  | 0.667 | 0.575 | 0.752 | 0.701 |      |     |
| PI    | 0.42  | 0.473 | 0.612 | 0.734 | 0.614 |     |

5.3. Structural Model Analysis

An assessment of the structural model was undertaken to determine the significance of the paths and the predictive power of the model through the PLS algorithm, and then by considering a bootstrapping using 5,000 samples process that involved random resamples from the original data set to determine the significant levels of path coefficients (Hair Jr et al., 2021) (Figure 2).

According to the findings (table 4), eWOM information quality significantly influences both eWOM perceived ease of use and eWOM perceived usefulness ($\beta = 0.219$, $t$-values =4.882, significance $p < 0.000$ and $\beta = 0.204$, $t$-values =3.996, significance $p < 0.000$),
therefore confirming H1 and H2. Again, perceived ease of use and perceived usefulness of eWOM information were influenced by eWOM information credibility (β = 0.476, t-values= 6.691, significance p < 0.000 and β = 0.341, t-values= 5.396, significance p < 0.000), thereby validating H3 and H4. Ease of use of eWOM has shown significant influence on both eWOM information adoption and purchase intention (β =0.424, t-values=8.514, significance p < 0.000 and β =0.203, t-values=3.703, significance p < 0.000), and confirmed the H5 and H6.

Figure 2: Path Coefficients of the Model

Again, eWOM perceived usefulness had positive and significant influence on both eWOM information adoption and purchase intention (β =0.317, t-values= 5.913, significance p < 0.000 and β =0.327, t-values =6.196, significance p < 0.000), and confirmed the H7 and H8. Finally, H9 is accepted as eWOM information adoption and purchase intention are found significant (β = 0.221, t-values= 3.227, significance p < 0.05).
The determination coefficient ($R^2$ value) is the most broadly utilized measure to analyze the structural equation model. The $R^2$ value measures the goodness of the structural model. $R^2$ value 0.408 means that the model explains that 37.0 per cent of the variance in young consumers’ behavior intention towards social media can be explained by the predictors in this study. Furthermore, the study assessed effect sizes ($f^2$) as well as predictive relevance employing Stone-Geisser $Q^2$ value. The "$f^2$" effect size is utilized to measure the degree to which each latent exogenous variable influences the latent endogenous variables, where the satisfactory effect size values are 0.35, 0.15 and 0.02 deemed as substantial, medium and small effect sizes, respectively (Hair Jr et al., 2021). Again, Hair Jr et al. (2021) suggested that predictive relevance $Q^2$ values should be greater than 0, which means that the exogenous variables have predictive significance over the endogenous variables and the model is predictively relevant. Table 5 summarizes the acceptable values for predictive relevance $Q^2$, effect sizes ($f^2$), and coefficient of determination $R^2$.

| Hypothesis | Path     | Beta | SE  | T-value | P Values | Decision |
|------------|----------|------|-----|---------|----------|----------|
| H1         | IQ -> EOU | 0.219| 0.045| 4.882   | 0.000    | Accepted |
| H2         | IQ -> USE | 0.204| 0.051| 3.996   | 0.000    | Accepted |
| H3         | IC -> EOU | 0.476| 0.057| 8.388   | 0.000    | Accepted |
| H4         | IC -> USE | 0.341| 0.063| 5.396   | 0.000    | Accepted |
| H5         | EOU -> INAD | 0.424| 0.050| 8.514   | 0.000    | Accepted |
| H6         | EOU -> PI  | 0.203| 0.055| 3.703   | 0.000    | Accepted |
| H7         | USE -> INAD | 0.317| 0.054| 5.913   | 0.000    | Accepted |
| H8         | USE -> PI  | 0.327| 0.053| 6.196   | 0.000    | Accepted |
| H9         | INAD -> PI | 0.221| 0.068| 3.227   | 0.001    | Accepted |
Table-5: predictive relevance $Q^2$, effect sizes ($f^2$), and coefficient of determination $R^2$

|                              | $R^2$ | $Q^2$ | $f^2$         | Decision |
|------------------------------|-------|-------|---------------|----------|
| Purchase Intention          | 0.37  | 0.219 | 0.047         | Small    |
| eWOM Information Adoption   |       |       |               |          |
| Perceived Ease of Use of Information | 0.389 | 0.227 | 0.246         | Medium   |
| Perceived Usefulness of Information |       |       | 0.138         | Small    |
| Perceived Ease of Use of Information | 0.351 | 0.26  |               |          |
| Information Quality of Information |       | 0.064 | 0.045         | Small    |
| Information Credibility of Information |       |       | 0.127         | Small    |
| Perceived Usefulness of Information | 0.209 | 0.116 |               |          |

6. Discussion & Implications

The aim of this study is to examine the behavioral intention to order in social media based on eWOM review through integrating “Information Adoption Model (IAM)” and “Technology Acceptance Model (TAM)”. Based on this, the current framework incorporates eWOM information quality, eWOM information credibility, perceived ease of use of information, perceived usefulness of information, adoption of eWOM information, and purchase intention in social media. Through incorporating eWOM information quality and eWOM information credibility as a context, and creates an extended framework of TAM, which has enhanced the model’s predictive ability ($R^2 = 37\%$).

The eWOM information quality significantly affects information usefulness and information ease of use which is relevant to the previous studies (Kang & Namkung, 2019; Riana, Hidayanto, Hadianti, & Napitupulu, 2021; Spatar, Kok, Basoglu, & Daim, 2019). The eWOM information quality significantly affects information usefulness and information ease of use which is relevant to the previous studies (Kang & Namkung, 2019; Riana et al., 2021; Spatar et al., 2019). With regard to the online-based platform, users are more willing to take advantage of information quality if they believe that the system delivers clear,
comprehensible, and current information and the content is of high quality (Roca, Chiu, & Martínez, 2006). The results from the structural equation model also indicated that the eWOM information credibility significantly affects information usefulness and ease of use, which is significant with earlier studies ((Filieri, Acikgoz, Ndou & Dwivedi, 2020). Credibility of the provided information is crucial for improving the benefit of a delivery channel when information overflow makes selection challenging for consumers, and consumers feel that if an online platform is convenient and efficient, it has the ability to manage successful transactions (Kang & Namkung, 2019). Information on social media is largely commercialized, making it difficult to verify the quality, traceability and credibility of information. Therefore, reviews on social media platforms greatly assist online users in determining the traceability, authenticity, and quality of online businesses, which in turn, encourage to make a decision. In addition to the reviews provided by consumers, the firm’s engagement in social media communication will help improve its credibility in affecting consumer perceptions (Šerić & Praničević, 2018).

As hypothesized, perceived ease of use had a statistically significant positive effect on behavioral intention to order in social media based on eWOM review (Cho & Sagynov, 2015; Filieri et al., 2020). The result shows that customers who have a positive mindset towards adopting new technologies and who believe that technologies are simple to use may enhance their interest in technology adoption. And if the essential content is simple and fast retrievable, young consumers become more interested in staying on the platform, and thus there’s a high likelihood they’ll continue adopting it (Filieri et al., 2020). From the outcomes of this study, it has also been revealed that PEU positively influences users’ behavioral intention, which is consistent with previous research studies (Chua, Chiu & Chiu, 2020; Moslehpour et al., 2018). Young consumers will enjoy sharing eWOM on social networks if the social media content is simple and easy to use, combines consumer-focused technology with socialization patterns, and doesn’t limit capabilities for users to post, share, and maintain relationships (Bilal et al., 2021).

Perceived usefulness is significantly related to information adoption, which is significant with previous studies (Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017; Shen, Zhang & Zhao, 2016; Zhang, Ito, Wu & Li, 2017). The perceived usefulness of harnessing social media in accomplishing tasks may be interpreted as the adoption of information by users that would help them better complete their tasks (Ayeh, 2015). Information that is useful is considered as
the key determining factor that influences individuals to adopt that information (Hussain et al., 2017; Shen et al., 2016). Again, perceived usefulness is significantly associated with behavioral intention (Israel, Zerres & Tscheulin, 2019). In particular, while communicating on the eWOM platform, the usefulness of the platform significantly influences people’s perception towards using technology, as well as their intention to adopt eWOM (Yang, 2017). Individuals using social networks are introduced to a large volume of eWOM information, and this might lead to a higher inclination to incorporate information that seems useful to them (Abedi et al., 2019).

Furthermore, it has been noted that information adoption is significantly and positively related to online purchase intention, which supports earlier studies (Abedi et al., 2019; Dang, Wang & Vu, 2020). Information adoption is commonly acknowledged as something that will enable or hinder decisions (Zhao, Wang, Fang & Jin, 2018). The usefulness of information is crucial in purchasing decisions since it aids consumers in determining and understanding products, services, and associated aspects of their purchasing decisions (Shen et al., 2016). When individuals adopt information about the rival brand and the attributes and benefits of a product or service, this enhances their buying decisions since it facilitates them in evaluating their options (Dang et al., 2020). For the following study, the indirect effect of information adoption on the relationship between perceived ease of use and perceived usefulness along with behavioral intention was examined. The finding revealed that information adoption has a partly mediation impact on the suggested relationship. In comparison to direct effects, the mediation analysis revealed that the effect of perceived ease of use and perceived usefulness on behavioral intention was mediated by information adoption. Although the contrast between the direct effects of perceived ease of use and perceived usefulness on behavioral intention and the indirect effects through information adoption indicates that the indirect effect was lower, however, the partial mediation and significant relationship reveal that information adoption has a significant role in affecting consumers’ behavioral intention. Overall, the results of the current study point to the importance of eWOM contents in social media, i.e. quality and credibility, as well as to perceived usefulness and ease of use associated with information adoption, which eventually affects behavioral intention towards ordering in social media based on eWOM review.

The current research findings offer the marketing managers a viewpoint to realize the significance of the effect of eWOM information on online purchase intention among social
media users. As this research reports that online purchase intention among social media users is connected with eWOM information, hence it does indicate that marketers create brands by leveraging social media platforms. The research findings suggest that both eWOM information credibility and quality enhance the ease of use and usefulness of eWOM information that would affect adoption and purchase intention. So, marketers need to place reliable and quality information about their product or services on social media websites so that it might lead to developing a better impression in online consumer’s mindsets. To enhance the online consumers’ likelihood to purchase, marketers should focus on uploading useful and understandable content to promote their product/services on social media websites to enhance online consumers’ propensity to buy the product. As social media users usually seek more information before making a purchase decision online; thus business firms may think of developing fan pages to share and the latest update about product/service and presenting genuine and complete information towards online consumers on social media websites. Furthermore, business managers and marketers should close track and monitor the consumer-generated eWOM on social media to keep themselves updated about consumer’s current viewpoints. To do this, business firms can hire online customer managers, who will be assisting online consumers through providing helpful, authentic, trustworthy, quality and intelligible information as per consumer’s requirements so that consumers would provide positive eWOM about the company or product, which will affect other consumers’ purchasing behaviors on social media websites.

7. Conclusions & Directions for Future Research

The current paper has set out the objective to explore the influence of various aspects of eWOM information purchase intention on social media websites by taking into account relevant components from IAM and TAM models. The study’s research model has been validated through PLS-SEM, where social media using 432 university students participated as respondents. The research findings indicate that quality, credibility, usefulness and ease of use of eWOM information have been critical in determining online consumers’ intention to adopt eWOM and form purchase behavior on social media. From the managerial perspective, it has been pointed out that marketing and business managers should utilize social media websites to gauge consumer behavior by focusing on characteristics of eWOM information on social media for getting better consumer insights. Nonetheless, the present research has
few limitations. Hence, the research findings of this paper should be considered by taking into account the following research limitations. Firstly, the study developed a research model and measured the model by the PLS-SEM method, which is a quantitative approach in nature. Future studies may think of considering a qualitative approach to find some new characteristics of eWOM information which may have an influence on online consumer behavior. Secondly, the sample was drawn from social media using university students in Bangladesh, which might not represent the entire population. Thus, considering samples from different age groups in future studies would be more helpful to produce more reflective and generalizable findings. Also, age can be regarded as a moderating variable to capture the differential age effect on the relationship between eWOM information and online consumer behavior. Finally, the study has drawn samples from Bangladeshi university students; hence future studies may adopt samples from developing and developed countries to understand the influence of cultural differences on the relationship between determinants of eWOM information and social media consumer behavior. Also, to generate a greater degree of generalization of the study findings, the current study has not solely focused on a particular product category which might also be considered as a limitation of the study. Future studies might consider the specific product category to reveal the impact of eWOM related characteristics on consumer buying behavior.

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The Interplay between eWOM Information and Purchase Intention on Social Media: Through the Lens of IAM and TAM Theory

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Abstract: The maturity and growth of social media have empowered online customers to generate electronic word of mouth (eWOM), on various online websites and platforms which may influence an individual’s decision-making process. The aim of this current paper is to explore the impact of eWOM information on purchase intention among social media users applying the information adoption model (IAM) and the technology acceptance model (TAM). PLS-SEM (SmartPLS V.3.3) has been utilized to test the hypotheses using data of 432 respondents. The research findings showed that eWOM information quality, eWOM information credibility, usefulness and ease of use of eWOM information have been critical in determining online consumers’ intention to adopt eWOM and form purchase behavior on social media. The outcomes of the study will offer the marketing managers a viewpoint to realize the significance of the effect of eWOM information on online purchase intention among social media users. Furthermore, this study will also enlighten marketing and business managers to utilize social media websites by gauging consumer behavior and focusing on characteristics of eWOM information on social media for better consumer insights.

Keywords: eWOM information quality, eWOM information credibility, eWOM information adoption, purchases intention, social media.
1. Introduction

The swift development of technological progress has offered customers several modes of the communication channel to interact with business firms in today’s time (Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi, 2020). Along with this technological advancement, various social media platforms have emerged as a means of exchanging information among online customers. Globally, social media is considered one of the major platforms among consumers to share and spread information (Bilal, Jianqiu, Dukhaykh, Fan, & Trunk, 2021). The maturity and growth of social media have also empowered online customers to generate electronic word of mouth, known as “eWOM”, on various online websites and platforms by means of product/service reviews, blogs, recommendations, and so on (Liu, Ozanne, & Mattila, 2018). Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) defined the concept of “eWOM” as “any positive or negative statement made by potential, actual or former customer which is available to a multitude of people via the internet” (p. 39). The eWOM information is more likely to be reliable as individuals can experience a neutral opinion about a product or service (Doh & Hwang, 2009). Therefore, eWOM information has been discerned as a more powerful medium to influence an individual’s decision-making process (Tien, Rivas, & Liao, 2019). Currently, before purchasing a product or service, consumers tend to look for more information about the product online and significantly consider the review comments about the product which was generated by other consumers (Jiang et al., 2021). Consumers rely on eWOM information to minimize their doubt and risk when they are about to make a purchase effort (Wang, Cunningham, & Eastin, 2015). Past researches exhibited that eWOM had impacted the consumers’ selection process of goods/services (See-To & Ho, 2014) and also influenced individuals’ purchasing decisions (Erkan & Evans, 2016).

Nonetheless, social media websites, considered as a relatively new platform for generating eWOM, allow online users to develop a connection with other users by sharing their opinions, ideas, and experiences (Erkan & Evans, 2018). Through social media engagement, people now can exchange their viewpoints and share experiences about a product/service with their friends and familiar person in the network (Zha, Yang, Yan, Liu, & Huang, 2018). This reciprocal information sharing process in social media makes eWOM information more authentic and dependable for the consumers. The social media generated conversations were found to have a strong natural impact on online purchase behavior (Roy,
Datta, & Mukherjee, 2019). As online individuals form their purchase decisions based on eWOM information, then it is also critical for them to sort out and screen out the relevant information available online before using as online users are generally exposed to a boundless quantity of eWOM information in social media websites. Still, the aspects of eWOM information and online purchase intention at social media websites are not well explored in the literature. More specifically, the roles of eWOM information in triggering consumer behaviors such as buying intention have not been largely investigated in regard to the eWOM perspective (Leong, Loi & Woon, 2021; Anubha, 2021; Cheung & Thadani, 2012). Furthermore, Knoll (2016) argued that the influence of eWOM not only rely on the information but also depends on online users in social media. Hence, it is of importance to evaluate the influence of various aspects of eWOM information on consumer purchase intention from social media perspective. To achieve this, both Information Adoption Model (IAM) and Technology Acceptance Model (TAM) have been considered as it is believed that IAM is an appropriate model to illustrate the aspects of eWOM information, whereas TAM will explain online consumer behavior towards eWOM.

The current paper presents a number of valuable and noteworthy contributions to the literature based on the consumer behavior perspective. Firstly, several studies have examined the impact of eWOM on consumer purchase intention by considering the TAM model (Sardar, Manzoor, Shaikh & Ali, 2021; Song, Liew, Sia & Gopal, 2021), in which e factor: “perceived usefulness” of the TAM model was adopted as a determinant of information adoption and purchase intention. Still, the impact of perceived ease of use of eWOM on consumer purchase decisions was merely reported in the literature. The novelty of this study lies in attempting to fill out this gap by analyzing the influence of ease of use of eWOM on information adoption behavior and purchase intention. Secondly, this study has considered a recent growing economy: Bangladesh to draw the study sample as it is observed that the country has been experiencing a digital transformation across the nation (Humida, Al Mamun & Keikhosrokiani, 2021), where eWOM plays a critical role in developing the business growth, especially on online platforms. Lastly, several studies in Bangladesh were carried out to exhibit the connection of social media with brand equity (Hafez, 2021), consumer behavior (Eti, Horaira & Bari, 2021), and purchase intention (Sarker & Khayer, 2021; Al Amin, Nowsin, Hossain & Bala, 2020). In contrast, the relationship between various attributes of eWOM and consumer behavioral aspects was rarely tested in the Bangladesh context, where social media-based businesses have started flourishing day by day. Henceforth, the current
The study has filled this void by integrating the IAm and TAM models to predict consumer purchase intention in Bangladesh.

The aim of this current paper is to explore the impact of eWOM information on purchase intention among social media users. To achieve this research aim, the study adopted both IAM and TAM as theoretical lenses and based on this, the study’s research model has been developed, followed by hypotheses development. The findings of this paper also offer theoretical knowledge on the roles of eWOM information on consumer behavior in social media and strive to contribute to the body of literature through the research model. Finally, as a means of managerial implications, examining the impact of aspects of eWOM information on purchase intention in social media context would offer online consumer insights to the marketing managers to develop a better marketing strategy by leveraging eWOM information.

2. Electronic Word of Mouth (eWOM) in Social Media

The eWOM information can be referred as any form of comment regarding a product or service, which is easily accessible and available to numerous individuals on internet mediated platforms (Gvili & Levy, 2018). Social media websites have offered a new platform of communication channel to disseminate information, and these websites are regarded as one of the suitable platforms for electronic word of mouth (eWOM) (Herrero & Martínez, 2021). In these websites, individual users can easily make any comments, and share any information in form of text writing, posting a photo or uploading a video etc. Apparently, enriched contents in social media websites result in making eWOM information more attractive and entertaining to the online users (Zhou, Yan, Yan, & Shen, 2020). In social media websites, online users usually like to read and check various comments, thoughts and others’ experiential opinions about product or services (Bilal et al., 2021). Therefore, online consumers are more intentional to resort to various platforms of social media in order to gather the needful information about brands (Barreda, Bilgihan, Nusair, & Okumus, 2015).

Generally, eWOM information may emerge in several means in social media platforms, such as online users can deliberately share their opinions about brands by posting
in social media, or they can reveal their liking for any brand by becoming a member of online fan club. Even marketing people can purposefully share various useful information about the brands in the official page of their social media accounts (Alboqami et al., 2015). So, eWOM information might have an important influence on online consumers to decide which products they will purchase. As eWOM helps individuals to make better purchase decision (Bronner & De Hoog, 2011), hence it is very critical to find out what are aspects or characteristics of eWOM information might affect consumers’ purchase intention on social media websites.

3. Literature Review & Hypotheses Development

3.1. Theoretical Underpinning

Several research studies have adopted the information adoption method to evaluate how individuals make use of the information they receive or the message they convey among themselves (Nonaka, 1994). Many researchers in the discipline of information systems have adopted the concept of the “Information Adoption Model (IAM)” to demonstrate how humans receive persuasive information in order to make decisions (Watts & Wyner, 2011; Zhu, Chang, & Luo, 2016). Sussman and Siegal (2003) proposed the theory of IAM, which was originally formulated on the basis of the integration of both the “Elaboration Likelihood Model (ELM)” (Petty & Cacioppo, 1986) and the “Technology Acceptance Model (TAM)” (Davis, 1989). This IAM model demonstrates that individuals are significantly influenced by a set of information in two different ways: either through the central path or through the peripheral path (Shen, Cheung, & Lee, 2013). The core of the communication is shown by the central path, whereas the peripheral path is not directly related to the central part of the message (Shu & Scott, 2014). The IAM is often combined of four attributes, which are argument quality (which corresponds to the central route), source credibility (which corresponds to the peripheral pathway), functionality and incorporation of the information (which refers to the periphery path), and overall effectiveness (Khwaja, Mahmood, & Jusoh, 2020). IAM aims to demonstrate how people are impacted by computer-mediated information on internet-based platforms by addressing these four factors (Erkan & Evans, 2016). From the IAM model, the trustworthiness and quality of eWOM information are determined.

Alternatively, the “Technology Acceptance Model (TAM)” developed by Davis (1989), is one of the most commonly used theories that truly describes any behavioural
attributes of information technology (IT) users when they are faced with the task of embracing and acknowledging a modern IT-oriented platform (Kamal, Shafiq, & Kakria, 2020; Lee, Kim, & Hackney, 2011). Despite the fact that this model was originally formed from the “Theory of Reasoned Action (TRA),” TAM theory has been continued to be based on information technology (Park & Kim, 2014), in contrast to the way that TRA theory has tended to be restricted to behavioral models (Zkan et al., 2010). It is built on two constructs: perceived usefulness along with perceived ease of use, both of which are utilized to forecast an individual’s likelihood to embrace a technology system (Tarhini, Arachchilage, & Abbasi, 2015). There has been substantial application of this approach in various settings, including social media usage (Alenazy, Al-Rahmi, and Khan, 2019), mobile banking usage (Kumar, Lall & Mane, 2017), and online review (Elwalda, Lü, & Ali, 2016). This study examines the usefulness and ease of use of eWOM information obtained via TAM in order to determine whether they have an impact on online purchase intention.

3.2. Hypotheses Development

3.2.1. The Relationship of eWOM Information Quality (IQ) with Perceived Usefulness (USE) and Ease of Use of eWOM Information (EOU)

Information quality (IQ) indicates the users’ perception-based assessment of whether the given information attributes fulfill their usage purpose or meet up the needs of any given system (Jiang et al., 2021). Information quality (IQ) represents the correctness, lucidity, understandability, and dependability of the given information embedded into a system (Chen & Chang, 2018). Dancer, Filieri and Grundy (2014) described that consistency and completeness have been considered as the two critical determining factors of information quality. According to Savolainen (2011), “The issues of information quality and credibility are gaining importance, particularly in the World Wide Web context. The WWW provides unique information-seeking environment, but often lacks quality control mechanisms” (p. 1243). IQ plays a crucial part in assessing and appraising the quality of the products or services by the customers in an online platform (Filieri & McLeay, 2014). When high-quality information is delivered to consumers through respective social media platforms, they are more likely to perceive it as valuable and useable, that encourage them to make a more informed purchase decision. The excellent review comments and conversational postings on a certain issue not only assist consumers in locating useful information, but also give some
critical suggestions on the subject (Zheng, Zhao, & Stylianou, 2013). Furthermore, once internet users come across improved quality information, they consider the content to be convenient and valuable to them (Kim, Chung, Lee, & Preis, 2016). By adopting the UTAUT model, Lee, Sung, and Jeon (2019) found that IQ has a positive effect on the usefulness and ease of use of the given information of the food delivery service application. Henceforth, based on the discussion, the study assumes that the IQ of eWOM information will act as the determinant of both perceived usefulness and ease of use of eWOM information from Social media purchasing perspective. Hence, the following assumptions are proposed:

H1: eWOM Information quality (IQ) will affect perceived usefulness of eWOM information (USE).
H2: eWOM Information quality (IQ) will affect perceived ease of use of eWOM information (EOU).

3.2.2. The Relationship of eWOM Information Credibility with Usefulness and Ease of Use of eWOM information

In essence, credibility may be defined as the capacity to be believed from the perspective of the users (Yin, Sun, Fang & Lim, 2018). Information credibility can be explained as the consumers’ perception and discernment about the genuineness and trustworthiness of the given information on an electronic platform such as social media (Jiang et al., 2021). Generally, information credibility indicates the extent to which a person considers the given information to be believable and convincing provided by the respective electronic source (Chen, Tao, & Zhou, 2019). The eWOM information credibility measures to what extent an online user considers the review comments or recommendations from other online users as genuine and factual (Cheng & Zhou, 2010). Consumers usually tend to prioritize information that they feel is more believable and credible when it is available on an online platform (Verhellen, Dens & De Pelsmacker, 2013), and internet users are more expected to perceive authentic information as more useful and credible (Song, Zhang, & Yu, 2020). The dearth of credible information might lead to form negative impressions among customers (Hajli, 2018). Sweeney, Soutar and Mazzarol (2012) argued that the acceptance of review comments by individuals also relies on their value judgment of the credibility of the provided information given in a message. Matute, Polo-Redondo and Utrillas (2016) advocated that eWOM has appeared as a significant medium of customer information in online purchasing. In social media platforms, online users share their viewpoints, opinions,
judgments, and their negative or positive perspectives towards a particular product. This type of opinion based eWOM information enhances the online users’ perceived usefulness as they believe that the information is unbiased and credible (Yeap, Ignatius, & Ramayah, 2014). As a result, consumers’ perceptions of perceived ease of use in relation to new information systems are influenced by reputable sources of information (Li, 2013). Therefore, the study proposes the following hypotheses:

H3: Information credibility (IC) will affect perceived usefulness of eWOM information (USE).
H4: Information credibility (IC) will affect perceived ease of use of eWOM information (EOU).

3.2.3. The Relationship of Perceived Ease of Use of eWOM Information (EOU) with the adoption of eWOM information (INAD) and Purchase Intention (PI) on Social Media

Davis (1989) had interpreted the idea of “perceived ease of use” as “the degree to which a person feels that utilizing a given system would be devoid of effort” (p. 320). From a consumer point of view, perceived ease of use assesses how effortless it is to utilize a certain technology-based system (Hajiheydari & Ashkani, 2018). In the current paper, perceived ease of use of the information relates to online consumers’ view that the online information may be readily and seamlessly comprehended and utilized to increase the consumer’s performance in the online purchase decision-making process. Many researchers have indicated that perceived ease of use significantly impacts behavioral adoption and intention. For example, in his research study, Qashou (2021) demonstrated that perceived ease of use had a favorable impact on students’ attitudes toward the adoption of mobile learning apps. Al-Emran and Teo (2020) undertook an empirical analysis on Omani students’ acceptance of e-learning systems and discovered that simplicity of use has a significant impact on students’ readiness to embrace e-learning systems. According to the study's findings conducted by Bonn, Kim, Kang and Cho (2016), ease of use is a determinant of online intention to purchase wine among online-based customers. Thus, based on the existing literature, it is believed that if eWOM information becomes more easy and uncomplicated for the online users in social media networks, then online customers will be more likely to adopt eWOM information and will have intention to purchase the products or services on social media websites. Henceforth, the current paper postulates the following hypotheses:
**H5:** Perceived ease of use of eWOM information (EOU) will affect eWOM information adoption (INAD).

**H6:** Perceived ease of use of eWOM information (EOU) will affect purchase intention (PI) in social media.

3.2.4. The Relationship of Perceived Usefulness of Information (USE) with Adoption of eWOM Information (INAD) and Purchase Intention (PI) on Social Media

As defined by Davis (1989), “perceived usefulness” is “the degree to which a person feels that utilising a certain system would improve his or her job performance” (p. 320). According to de Luna, Liébana-Cabanillas, Sanchez-Fernández and Munoz-Leiva (2019), Perceived Usefulness has been defined as the user’s belief that using online technology will lead in achieving their performance. According to Cheung, Lee, and Rabjohn (2008), perceived usefulness of the information indicates the users’ perception that new information is likely to upgrade their performance. In the case of online purchases, information adoption is driven by the degree to which the provided information is valuable on the specific online platform (Abedi, Ghorbanzadeh, & Rahegh, 2019). If online consumers consider the information, they find on social media networks to be relevant and meaningful, they are more likely to have formed a strong inclination to accept that knowledge (Erkan & Evans, 2016). Furthermore, perceived usefulness has been identified as be a significant predictor of online purchase intention in prior research (Kucukusta, Law, Besbes & Legohérel, 2015; Moslehpour, Pham, Wong & Bilgiçli, 2018; Ventre & Kolbe, 2020). Therefore, the study proposes the following hypotheses:

**H7:** Perceived usefulness of eWOM information (USE) will affect eWOM information adoption (INAD).

**H8:** Perceived usefulness of eWOM information (USE) will affect purchase intention (PI) in social media.

Based on the above hypotheses, the following figure is proposed as the conceptual model of the study (please refer to figure 1):
3.2.5. The Relationship of Adoption of eWOM Information (INAD) with Purchase Intention (PI) in Social Media

The Information adoption can be referred to as a process through which individuals purposefully involve in making use of the given information (Cheung et al., 2008). Information adoption has been regarded as one of the critical factors in impacting consumers’ intention towards making a purchasing decision (Cheung & Thadani, 2012). The adoption of eWOM information is based on the information adoption procedure that indicates the degree of the online users’ utilization process of given information (Daowd et al., 2020). It will be highly likely that individuals, who adopt eWOM information, tend to leverage the information in regard to making an actual buying decision (Daowd et al., 2020). Online users, who are likely to utilize and adopt eWOM information, tend to have buying intentions (Erkan & Evans, 2018). Consumers will develop strong purchase intention if they get themselves involved in eWOM information (Yusuf & Busalim, 2018). Several studies reported a positive connection between eWOM and purchase intention in the online platform (Choi, 2021; Liao, Hu, Chung, & Huang, 2021; Rimadias, Herlambang, Muladi, & Dharma, 2021). Therefore, based on the discussion on the connection between eWOM information and purchase intention, the following hypothesis is postulated:

**H9: The adoption of eWOM information (INAD) will affect consumers’ purchase intention (PI) on Social Media.**

4. Materials and Methods
From the research philosophy perspective, the positivism paradigm has been considered by the researcher to focus on facts with quantitative analysis in order to operationalize concepts so that they can be measured scientifically and systematically (Gray, 2013). It is therefore essential here to incorporate deductive methods emphasizing truly quantitative analysis then test by empirical observation (Collis & Hussey, 2013) for the purpose of achieving predetermined well-defined research objectives.

4.1. Study Population & Sample

For the current investigation, university students studying in various public and private universities inside Chattogram city of Bangladesh have been considered as the sampling population in this study. University students represent a diverse group consisting of different qualities along with reflecting the broader community and society (Hanzaee & Esmaeilpour, 2017). Convenience sampling method has been considered for this study as it allows the researcher to attain specific data and patterns without the inconvenience of a randomized sample. Additionally, this sampling method assists in capturing the presence of a specific quality of behavior within the given sample, along with identifying associations between various phenomena (Etikan, Musa & Alkassim, 2016). An online survey was conducted around May and June 2021 to obtain the required data. After eliminating 118 incomplete responses from a total of 550 questionnaires, 432 sample respondents have been chosen, resulting in an effective sample rate of about 78.55 percent. Participants were initially approached through a direct email to all university students notifying them that they had been chosen randomly to take part in this survey. Later they received an email including a link to Google form, where a brief explanation of the study was given first, and then asked to complete a questionnaire survey with demographic questions. The email also contained the researcher’s contact information that students can use to reach the researcher. The online survey was highly compatible with widely used web browsers, and the surveys were easily understandable using a large font.

4.2. Measures

A survey instrument was developed based on earlier research which included relevant information related to social media usage and verified in two stages. Initially, the questionnaire set was delivered to researchers and professionals in the business and IT industries who have expert knowledge on such topics to ensure its simplicity and relativity.
with the field. The experts’ recommendations and opinions have been utilized to improve the questionnaire. Later, pilot testing was performed on a small sample of 35 respondents, having university degrees and using social media related applications, who were asked for their thoughts to minimize the complexity and ambiguity of the questionnaire. SPSS23, together with Cronbach’s alpha, was used to calculate reliability. All the variables are evaluated without any change as all of them surpassed the threshold value of the Cronbach alpha reliability (0.7). In the final analysis, the data from the pilot research were not used.

In this study, the questionnaires consisted of two distinct parts: part A is about the demographic profile of the participants, while section B comprised dependent and independent variables derived from various previous studies. For measuring constructs of eWOM information quality, three items were adopted from Park, Lee and Han (2007); four items are considered for measuring eWOM information credibility, which is adopted from Prendergast, Ko and Siu Yin (2010); three items are considered for measuring eWOM information usefulness, which is adopted from Sussman and Siegal (2003); two items are considered for measuring eWOM information ease of use, which is adopted from Davis (1989). For the measurement of eWOM information adoption, four items have been adopted by (Fang, 2014). Finally, to measure the purchase intention in social media websites, four items were adopted from Coyle and Thorson (2001). Participants were asked to rate the items prepared based on the five-point rating Likert scale (starting with strongly disagree to strongly agree).

4.3. Data Analysis

Structural equation modeling is a well-developed scientific approach that truly emphasizing statistical tools to develop cause and effect relationships between independent and dependent constructs used for the measurement of study through developing predetermined critical hypotheses in a logical and analytical manner (Bagozzi & Yi, 2012; Musil, Jones, & Warner, 1998). This study has employed SPSS 23 for descriptive analysis and SMARTPLS 3.3 for confirmatory factor analysis along with structural model.
5. Results

5.1. Respondents’ Profile

Table-1: Demographic Information

| Variables                  | Items         | Frequency | Percent  |
|----------------------------|---------------|-----------|----------|
| Age                        | Below 20 years| 69        | 15.97%   |
|                            | 20 - 25 years | 144       | 33.33%   |
|                            | 25 - 30 years | 182       | 42.13%   |
|                            | Above 30 years| 37        | 8.56%    |
| Gender                     | Female        | 165       | 38.19%   |
|                            | Male          | 267       | 61.81%   |
| Education Level            | Undergraduate | 187       | 43.29%   |
|                            | Postgraduate  | 245       | 56.71%   |
| Social media using experience | Less than 1 year | 132       | 30.56%   |
|                            | 1–3 years     | 273       | 63.19%   |
|                            | >3 years      | 27        | 6.25%    |

**n=432**

The demographics profile of respondents has been taken into consideration based on gender, age, level of education, and social media using experience (table 1). Overall, the survey results showed that 61.81% of the participants were males, 42.13% were between the ages of 25 and 30, 56% is studying on the postgraduate level, and 63.19% have 1-3 years of usage experience of social media.

Confirmatory Factor analysis has been employed to evaluate the validity and reliability of overall and individual measurement constructs. In CFA, a predetermined hypothesis is estimated to lead to a certain outcome based on an underlying causal explanation. In order to evaluate the measurement model, outer loading constructs reliability, and construct validity were examined. To determine the correlation between the latent measures and the reflective indicators, the values of the outer loadings were evaluated where indicators with outer loading of 0.6 or above were considered (Hair, Hult, Ringle, & Sarstedt, 2021). Cronbach’s alpha values were used to determine the construct’s reliability, where all values demonstrated satisfactory results, exceeding the 0.60 criterion advised by (Hair et al., 2021). The current study has employed convergent and discriminant validity to demonstrate construct validity. While evaluating convergent validity, values of AVEs were in between
0.565 and 0.753, and the CR values are also found within 0.796 to 0.869, which correlates to the threshold value explained by Hair et al. (2021) (see table 2).

5.2. Measurement Model Analysis

Table 2: Construct Validity Results

| Constructs                        | Items | Loadings | Cronbach’s Alpha | CR   | AVE  |
|-----------------------------------|-------|----------|------------------|------|------|
| eWOM Information quality (IQ)     | IQ1   | 0.82     | 0.774            | 0.869 | 0.688 |
|                                   | IQ3   | 0.858    |                  |      |      |
|                                   | IQ4   | 0.809    |                  |      |      |
| eWOM Information credibility (IC) | IC1   | 0.774    | 0.77             | 0.853 | 0.592 |
|                                   | IC2   | 0.757    |                  |      |      |
|                                   | IC3   | 0.823    |                  |      |      |
|                                   | IC4   | 0.72     |                  |      |      |
| eWOM Ease of use (EOU)            | EOU1  | 0.844    | 0.675            | 0.859 | 0.753 |
|                                   | EOU2  | 0.891    |                  |      |      |
| eWOM Usefulness (USE)             | USE1  | 0.759    | 0.615            | 0.796 | 0.565 |
|                                   | USE2  | 0.776    |                  |      |      |
|                                   | USE3  | 0.72     |                  |      |      |
| eWOM Information Adoption (INAD)  | INAD1 | 0.747    | 0.78             | 0.858 | 0.603 |
|                                   | INAD2 | 0.807    |                  |      |      |
|                                   | INAD3 | 0.827    |                  |      |      |
|                                   | INAD4 | 0.72     |                  |      |      |
| Purchase Intention (PI)           | PI1   | 0.7      | 0.793            | 0.866 | 0.619 |
|                                   | PI2   | 0.831    |                  |      |      |
|                                   | PI3   | 0.823    |                  |      |      |
|                                   | PI4   | 0.787    |                  |      |      |

After concluding the convergent validity test, the discriminant validity test was performed. As shown in the literature, Fornell and Larcker (1981) stated that for each indicator, the square root of AVE must be higher than the associated values of that specific indicator in relation to other indicators (Table-3). Despite this, many argue that the Fornell–Larcker criteria are not justifiable since it is not capable to properly evaluate the presence of discriminant validity in extensive research (Henseler, Ringle, & Sarstedt, 2015). To address the shortcomings of the Fornell and Larcker (1981) method, Henseler et al. (2015) the HTMT as a more thorough and more confined approach for researchers employing PLS-SEM to evaluate discriminant validity, specifying that the HTMT values must be less than 0.85 or 0.90 (Henseler et al., 2015). The HTMT test result is presented in Table 3, and the results met
the HTMT 0.85 and HTMT 0.90 criteria, indicating that the measurement model was
discriminately validated.

**Table-3: Discriminant validity**

|                | IQ     | IC     | EOU   | USE   | INAD  | PI   |
|----------------|--------|--------|-------|-------|-------|------|
| **IQ**         | 0.829  |        |       |       |       |      |
| **IC**         | 0.371  | 0.769  |       |       |       |      |
| **EOU**        | 0.395  | 0.557  | 0.868 |       |       |      |
| **USE**        | 0.33   | 0.416  | 0.405 | 0.752 |       |      |
| **INAD**       | 0.52   | 0.451  | 0.552 | 0.489 | 0.777 |      |
| **PI**         | 0.334  | 0.375  | 0.457 | 0.517 | 0.492 | 0.787|

|                | IQ     | IC     | EOU   | USE   | INAD  | PI   |
|----------------|--------|--------|-------|-------|-------|------|
| **Heterotrait-Monotrait Ratio (HTMT)** |        |        |       |       |       |      |
| **IQ**         |        |        |       |       |       |      |
| **IC**         | 0.476  |        |       |       |       |      |
| **EOU**        | 0.535  | 0.765  |       |       |       |      |
| **USE**        | 0.482  | 0.595  | 0.624 |       |       |      |
| **INAD**       | 0.667  | 0.575  | 0.752 | 0.701 |       |      |
| **PI**         | 0.42   | 0.473  | 0.612 | 0.734 | 0.614 |      |

5.3. *Structural Model Analysis*

An assessment of the structural model was undertaken to determine the significance of the paths and the predictive power of the model through the PLS algorithm, and then by considering a bootstrapping using 5,000 samples process that involved random resamples from the original data set to determine the significant levels of path coefficients (Hair Jr et al., 2021) (Figure 2).
According to the findings (table 4), eWOM information quality significantly influences both eWOM perceived ease of use and eWOM perceived usefulness ($\beta = 0.219$, t-values = 4.882, significance $p < 0.000$ and $\beta = 0.204$, t-values = 3.996, significance $p < 0.000$), therefore confirming H1 and H2. Again, perceived ease of use and perceived usefulness of eWOM information were influenced by eWOM information credibility ($\beta = 0.476$, t-values = 6.691, significance $p < 0.000$ and $\beta = 0.341$, t-values = 5.396, significance $p < 0.000$), thereby validating H3 and H4. Ease of use of eWOM has shown significant influence on both eWOM information adoption and purchase intention ($\beta = 0.424$, t-values = 8.514, significance $p < 0.000$ and $\beta = 0.203$, t-values = 3.703, significance $p < 0.000$), and confirmed the H5 and H6.

Again, eWOM perceived usefulness had positive and significant influence on both eWOM information adoption and purchase intention ($\beta = 0.317$, t-values = 5.913, significance $p < 0.000$ and $\beta = 0.327$, t-values = 6.196, significance $p < 0.000$), and confirmed the H7 and H8. Finally, H9 is accepted as eWOM information adoption and purchase intention are found significant ($\beta = 0.221$, t-values = 3.227, significance $p < 0.05$).
### Table-4: Path Coefficients

| Hypothesis | Path     | Beta | SE   | T-value | P Values | Decision |
|------------|----------|------|------|---------|----------|----------|
| H1         | IQ -> EOU | 0.219| 0.045| 4.882   | 0.000    | Accepted |
| H2         | IQ -> USE | 0.204| 0.051| 3.996   | 0.000    | Accepted |
| H3         | IC -> EOU | 0.476| 0.057| 8.388   | 0.000    | Accepted |
| H4         | IC -> USE | 0.341| 0.063| 5.396   | 0.000    | Accepted |
| H5         | EOU -> INAD | 0.424| 0.050| 8.514   | 0.000    | Accepted |
| H6         | EOU -> PI  | 0.203| 0.055| 3.703   | 0.000    | Accepted |
| H7         | USE -> INAD | 0.317| 0.054| 5.913   | 0.000    | Accepted |
| H8         | USE -> PI  | 0.327| 0.053| 6.196   | 0.000    | Accepted |
| H9         | INAD -> PI | 0.221| 0.068| 3.227   | 0.001    | Accepted |

The determination coefficient ($R^2$ value) is the most broadly utilized measure to analyze the structural equation model. The $R^2$ value measures the goodness of the structural model. $R^2$ value 0.408 means that the model explains that 37.0 per cent of the variance in young consumers’ behavior intention towards social media can be explained by the predictors in this study. Furthermore, the study assessed effect sizes ($f^2$) as well as predictive relevance employing Stone-Geisser $Q^2$ value. The “$f^2$” effect size is utilized to measure the degree to which each latent exogenous variable influences the latent endogenous variables, where the satisfactory effect size values are 0.35, 0.15 and 0.02 deemed as substantial, medium and small effect sizes, respectively (Hair Jr et al., 2021). Again, Hair Jr et al. (2021) suggested that predictive relevance $Q^2$ values should be greater than 0, which means that the exogenous variables have predictive significance over the endogenous variables and the model is predictively relevant. Table 5 summarizes the acceptable values for predictive relevance $Q^2$, effect sizes ($f^2$), and coefficient of determination $R^2$. 
Table-5: predictive relevance $Q^2$, effect sizes ($f^2$), and coefficient of determination $R^2$

|                                      | $R^2$ | $Q^2$ | $f^2$ | Decision |
|--------------------------------------|-------|-------|-------|----------|
| Purchase Intention                   | 0.37  | 0.219 |       |          |
| eWOM Information Adoption            |       |       | 0.047 | Small    |
|                                       | 0.389 | 0.227 |       |          |
| Perceived Ease of Use of Information |       |       | 0.246 | Medium   |
| Perceived Usefulness of Information   |       |       | 0.138 | Small    |
|                                       | 0.351 | 0.26  |       |          |
| Information Quality of Information    |       |       | 0.064 | Small    |
| Information Credibility of Information|       |       | 0.301 | Medium   |
| Perceived Usefulness of Information   |       |       | 0.209 | 0.116    |
| Information Quality of Information    |       |       | 0.045 | Small    |
| Information Credibility of Information|       |       | 0.127 | Small    |

6. Discussion & Implications

The aim of this study is to examine the behavioral intention to order in social media based on eWOM review through integrating “Information Adoption Model (IAM)” and “Technology Acceptance Model (TAM)”. Based on this, the current framework incorporates eWOM information quality, eWOM information credibility, perceived ease of use of information, perceived usefulness of information, adoption of eWOM information, and purchase intention in social media. Through incorporating eWOM information quality and eWOM information credibility as a context, and creates an extended framework of TAM, which has enhanced the model’s predictive ability ($R^2 = 37\%$).

The eWOM information quality significantly affects information usefulness and information ease of use which is relevant to the previous studies (Kang & Namkung, 2019; Riana, Hidayanto, Hadianti, & Napitupulu, 2021; Spatar, Kok, Basoglu, & Daim, 2019). The
eWOM information quality significantly affects information usefulness and information ease of use which is relevant to the previous studies (Kang & Namkung, 2019; Riana et al., 2021; Spatar et al., 2019). With regard to the online-based platform, users are more willing to take advantage of information quality if they believe that the system delivers clear, comprehensible, and current information and the content is of high quality (Roca, Chiu, & Martínez, 2006). The results from the structural equation model also indicated that the eWOM information credibility significantly affects information usefulness and ease of use which is significant with earlier studies ((Filieri, Acikgoz, Ndou & Dwivedi, 2020). Credibility of the provided information is crucial for improving the benefit of a delivery channel when information overflow makes selection challenging for consumers, and consumers feel that if an online platform is convenient and efficient, it has the ability to manage successful transactions (Kang & Namkung, 2019). Information on social media is largely commercialized, making it difficult to verify the quality, traceability and credibility of information. Therefore, reviews on social media platforms greatly assist online users in determining the traceability, authenticity, and quality of online businesses, which in turn, encourage to make a decision. In addition to the reviews provided by consumers, the firm’s engagement in social media communication will help improve its credibility in affecting consumer perceptions (Šerić & Praničević, 2018).

As hypothesized, perceived ease of use had a statistically significant positive effect on behavioral intention to order in social media based on eWOM review (Cho & Sagynov, 2015; Filieri et al., 2020). The result shows that customers who have a positive mindset towards adopting new technologies and who believe that technologies are simple to use may enhance their interest in technology adoption. And if the essential content is simple and fast retrievable, young consumers become more interested in staying on the platform, and thus there’s a high likelihood they’ll continue adopting it (Filieri et al., 2020). From the outcomes of this study, it has also been revealed that PEU positively influences users’ behavioral intention, which is consistent with previous research studies (Chua, Chiu & Chiu, 2020; Moslehpour et al., 2018). Young consumers will enjoy sharing eWOM on social networks if the social media content is simple and easy to use, combines consumer-focused technology with socialization patterns, and doesn’t limit capabilities for users to post, share, and maintain relationships (Bilal et al., 2021).
Perceived usefulness is significantly related to information adoption, which is significant with previous studies (Hussain, Ahmed, Jafar, Rabnawaz, & Jianzhou, 2017; Shen, Zhang & Zhao, 2016; Zhang, Ito, Wu & Li, 2017). The perceived usefulness of harnessing social media in accomplishing tasks may be interpreted as the adoption of information by users that would help them better complete their tasks (Ayeh, 2015). Information that is useful is considered as the key determining factor that influences individuals to adopt that information (Hussain et al., 2017; Shen et al., 2016). Again, perceived usefulness is significantly associated with behavioral intention (Israel, Zerres & Tscheulin, 2019). In particular, while communicating on the eWOM platform, the usefulness of the platform significantly influences people’s perception towards using technology, as well as their intention to adopt eWOM (Yang, 2017). Individuals using social networks are introduced to a large volume of eWOM information, and this might lead to a higher inclination to incorporate information that seems useful to them (Abedi et al., 2019).

Furthermore, it has been noted that information adoption is significantly and positively related to online purchase intention, which supports earlier studies (Abedi et al., 2019; Dang, Wang & Vu, 2020). Information adoption is commonly acknowledged as something that will enable or hinder decisions (Zhao, Wang, Fang & Jin, 2018). The usefulness of information is crucial in purchasing decisions since it aids consumers in determining and understanding products, services, and associated aspects of their purchasing decisions (Shen et al., 2016). When individuals adopt information about the rival brand and the attributes and benefits of a product or service, this enhances their buying decisions since it facilitates them in evaluating their options (Dang et al., 2020). For the following study, the indirect effect of information adoption on the relationship between perceived ease of use and perceived usefulness along with behavioral intention was examined. The finding revealed that information adoption has a partly mediation impact on the suggested relationship. In comparison to direct effects, the mediation analysis revealed that the effect of perceived ease of use and perceived usefulness on behavioral intention was mediated by information adoption. Although the contrast between the direct effects of perceived ease of use and perceived usefulness on behavioral intention and the indirect effects through information adoption indicates that the indirect effect was lower, however, the partial mediation and significant relationship reveal that information adoption has a significant role in affecting consumers’ behavioral intention. Overall, the results of the current study point to the importance of eWOM contents in social media, i.e. quality and credibility, as well as to
perceived usefulness and ease of use associated with information adoption, which eventually affects behavioral intention towards ordering in social media based on eWOM review.

The current research findings offer the marketing managers a viewpoint to realize the significance of the effect of eWOM information on online purchase intention among social media users. As this research reports that online purchase intention among social media users is connected with eWOM information, hence it does indicate that marketers create brands by leveraging social media platforms. The research findings suggest that both eWOM information credibility and quality enhance the ease of use and usefulness of eWOM information that would affect adoption and purchase intention. So, marketers need to place reliable and quality information about their product or services on social media websites so that it might lead to developing a better impression in online consumer’s mindsets. To enhance the online consumers’ likelihood to purchase, marketers should focus on uploading useful and understandable content to promote their product/services on social media websites to enhance online consumers’ propensity to buy the product. As social media users usually seek more information before making a purchase decision online; thus business firms may think of developing fan pages to share and the latest update about product/service and presenting genuine and complete information towards online consumers on social media websites. Furthermore, business managers and marketers should close track and monitor the consumer-generated eWOM on social media to keep themselves updated about consumer’s current viewpoints. To do this, business firms can hire online customer managers, who will be assisting online consumers through providing helpful, authentic, trustworthy, quality and intelligible information as per consumer’s requirements so that consumers would provide positive eWOM about the company or product, which will affect other consumers’ purchasing behaviors on social media websites.

7. Conclusions & Directions for Future Research

The current paper has set out the objective to explore the influence of various aspects of eWOM information purchase intention on social media websites by taking into account relevant components from IAM and TAM models. The study’s research model has been validated through PLS-SEM, where social media using 432 university students participated as respondents. The research findings indicate that quality, credibility, usefulness and ease of
Use of eWOM information have been critical in determining online consumers’ intention to adopt eWOM and form purchase behavior on social media. From the managerial perspective, it has been pointed out that marketing and business managers should utilize social media websites to gauge consumer behavior by focusing on characteristics of eWOM information on social media for getting better consumer insights. Nonetheless, the present research has few limitations. Hence, the research findings of this paper should be considered by taking into account the following research limitations. Firstly, the study developed a research model and measured the model by the PLS-SEM method, which is a quantitative approach in nature. Future studies may think of considering a qualitative approach to find some new characteristics of eWOM information which may have an influence on online consumer behavior. Secondly, the sample was drawn from social media using university students in Bangladesh, which might not represent the entire population. Thus, considering samples from different age groups in future studies would be more helpful to produce more reflective and generalizable findings. Also, age can be regarded as a moderating variable to capture the differential age effect on the relationship between eWOM information and online consumer behavior. Finally, the study has drawn samples from Bangladeshi university students; hence future studies may adopt samples from developing and developed countries to understand the influence of cultural differences on the relationship between determinants of eWOM information and social media consumer behavior. Also, to generate a greater degree of generalization of the study findings, the current study has not solely focused on a particular product category which might also be considered as a limitation of the study. Future studies might consider the specific product category to reveal the impact of eWOM related characteristics on consumer buying behavior.

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Responses to Reviewers (PONE-D-21-35683)

“The Interplay between eWOM Information and Purchase In-tention on Social Media: Through the Lens of IAM and TAM Theory”

11 March 2022

Respected Reviewers,

Kindly find the below point to point responses to all reviewers’ comments

**Reviewer 1:**

| No. | Comments of Reviewer-01 | Our Responses |
|-----|-------------------------|---------------|
| 1.  | Is the manuscript technically sound, and do the data support the conclusions?  
The manuscript must describe a technically sound piece of scientific research with data that supports the conclusions. Experiments must have been conducted rigorously, with appropriate controls, replication, and sample sizes. The conclusions must be drawn appropriately based on the data presented.  
Reviewer’s comment: Yes | Thank you so much for your positive compliment. |
| 2.  | Has the statistical analysis been performed appropriately and rigorously?  
Reviewer’s comment: Yes | Thank you so much for your positive feedback. |
| 3.  | Have the authors made all data underlying the findings in their manuscript fully available?  
The PLOS Data policy requires authors to make all data underlying the findings described in their manuscript fully available without restriction, with rare exception (please refer to the Data Availability Statement in the manuscript PDF file). The data should be provided as part of the manuscript or its supporting information, or deposited to a public repository. For example, in addition to summary statistics, the data points behind means, medians and variance measures should be available. If there are restrictions on publicly sharing data—e.g. participant privacy or use of data from a third party—those must be specified.  
Reviewer’s comment: No | Thank you for your suggestion. Relevant data sets (1. Raw data file_csv file, 2. Measurement model_xlsx file, 3. Structural model__xlsx file) have been provided with the revised manuscript. |
| 4.  | Is the manuscript presented in an intelligible fashion and written in standard English?  
PLOS ONE does not copyedit accepted manuscripts, so the language in submitted articles must be clear, correct, and unambiguous. Any typographical or grammatical errors should be corrected at revision, so please note any specific errors here.  
Reviewer’s comment: Yes | Thank you so much for your positive feedback. |
| 5.  | This is a well-designed study with a solid theoretical foundation and reliable findings. | Thank you so much for your positive compliment. |
| No. | Comments of Reviewer-01 | Our Responses |
|-----|-------------------------|---------------|
| 6.  | The problem statement of this study is not convincing. The authors state that "aspects of eWOM information and online purchase intention on social media sites are not well explored in the literature", but fail to explain in detail the novelty of this study. According to the search, various studies have been conducted to examine the characteristics of eWOM, or customer reviews, and also their impact on customer behavior. Furthermore, the cited literature supporting the necessity is outdated (Cheung and Thadani, 2012). The authors should clearly explain how this study differs from previous studies. | Thank you for your valuable review comment. The study’s problem statement, contribution, and research gap have been strengthened with recent citations (kindly refer to page 3 to 4, yellow marked). In the marked yellow portion of page 3, **09 (nine) latest citations** are provided to enhance the quality of the paper. |
| 7.  | The rest part of this study is well written, systematically presenting the theoretical background of the research and the relevant concepts. | Thank you so much for your positive feedback. |
| 8.  | Also the research process is very scientific. However, I personally do not feel that the contribution of the research results is very significant. Firstly, the study is not specific to a particular industry or related product, the adoption criteria for eWom may vary greatly with the product or industry; secondly, the sample of the study is only limited to students. | The study’s contribution is exhibited in the page 3 & 4 (yellow marked). The paper does not focus on any specific product category as this can be perceived as one of the limitations of this study (please refer to page 22, yellow marked). Regarding the sampling, we’ve also considered this as our limitation as we drew samples only from the students (please refer to page 22, blue colored). |
| 9.  | Overall, this is a well-designed study with excellent writing. The main limitation is that the contribution of this research is not very significant. | Thank you for your review feedback. The study’s contribution is exhibited in the page 3 & 4 (yellow marked). |

**Reviewer 2:**

| No. | Comments of Reviewer-02 | Our Responses |
|-----|-------------------------|---------------|
| 1.  | Is the manuscript technically sound, and do the data support the conclusions? The manuscript must describe a technically sound piece of scientific research with data that supports the conclusions. Experiments must have been conducted rigorously, with appropriate controls, replication, and sample sizes. The conclusions must be drawn appropriately based on the data presented. Reviewer's comment: Yes | Thank you so much for your positive compliment. |
| 2.  | Has the statistical analysis been performed appropriately and rigorously? Reviewer's comment: Yes | Thank you so much for your positive feedback. |
| 3.  | Have the authors made all data underlying the findings in their manuscript fully available? The PLOS Data policy requires authors to make relevant data sets (1. Raw data file_csv file, 2. Measurement model_xlsx file, 3. Structural model_xlsx file) have | Thank you for your suggestion. Relevant data sets (1. Raw data file_csv file, 2. Measurement model_xlsx file, 3. Structural model_xlsx file) have |
No. | Comments of Reviewer-02 | Our Responses
--- | --- | ---
1. | all data underlying the findings described in their manuscript fully available without restriction, with rare exception (please refer to the Data Availability Statement in the manuscript PDF file). The data should be provided as part of the manuscript or its supporting information, or deposited to a public repository. For example, in addition to summary statistics, the data points behind means, medians and variance measures should be available. If there are restrictions on publicly sharing data—e.g. participant privacy or use of data from a third party—those must be specified. | been provided with the revised manuscript. Reviewer’s comment: No

4. | Is the manuscript presented in an intelligible fashion and written in standard English? PLOS ONE does not copyedit accepted manuscripts, so the language in submitted articles must be clear, correct, and unambiguous. Any typographical or grammatical errors should be corrected at revision, so please note any specific errors here. | Thank you so much for your positive feedback. Reviewer’s comment: Yes

5. | This is a well-designed study with a solid theoretical foundation and reliable findings. | Thank you so much for your positive compliment.

6. | Overall the paper was written in good English but with some mistakes. There are errors in citation, for e.g. D.-H. Park, H. Lee and some others. advised by (Hair Jr et al., 2021) to order? Overall is a OK paper but not exciting. | Thank you for your suggestions. We have corrected all in-text citations throughout the manuscript (please refer to yellow marked in-text citations in page 6, 7, 12, 13). The study's problem statement, contribution, and research gap have been strengthened with recent citations (kindly refer to page 3 to 4, yellow marked). In the marked yellow portion of page 3, **09 (nine) latest citations** are provided to enhance the quality of the paper.

**NOTE:** For This study was supported by the School of Management, Jiujiang University, China. There is no grant number issued by the department. In regard to data availability statement, we’ve provided all necessary data files with the manuscript (please refer to 1. Raw data file_csv file, 2. Measurement model_xlsx file, 3. Structural model__xlsx file).

Kind Regards,

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