

## UNCOVERING THE POWER OF E-WOM: HOW GADGETIN YOUTUBE CONTENT GENERATES PURCHASE INTENTION THROUGH QUALITY AND CREDIBLE INFORMATION

Nurul Qurrotul Aini<sup>1\*</sup>, Ita Prihatining Wilujeng<sup>2</sup>, Ely Siswanto<sup>3</sup>

Faculty of Economics and Business, State University of Malang, Indonesia

\*Correspondence: nurul.qurrotul.2404138@students.um.ac.id

### Abstract

*The study was conducted to assess the influence of information quality and information credibility on purchase intention, with e-WOM adoption serving as an intermediate variable. The participants in this study are comprised of GadgetIN viewers on YouTube. A sample of 165 participants was determined using the Daniel & Terrel formula and selected through purposive sampling techniques. This research falls into the category of explanatory studies, employing a quantitative approach and utilizing a Likert scale questionnaire as a tool for data collection. Statistical analysis was executed by evaluating the outer model to appraise the disseminated questionnaire's validity and reliability, also the inner model to evaluate the model and test the hypothesis. With the assistance of the SmartPLS 4.0 application, the study found that information quality (Q) and information credibility (C) have a positive significant effect on e-WOM adoption (A). However, information quality and information credibility have not a positive significant effect on purchase intention (P). Their impact on purchase intention becomes meaningful only when filtered through the e-WOM adoption. Accordingly, this study highlights e-WOM adoption as a crucial variable that effectively shapes consumers' purchase intention.*

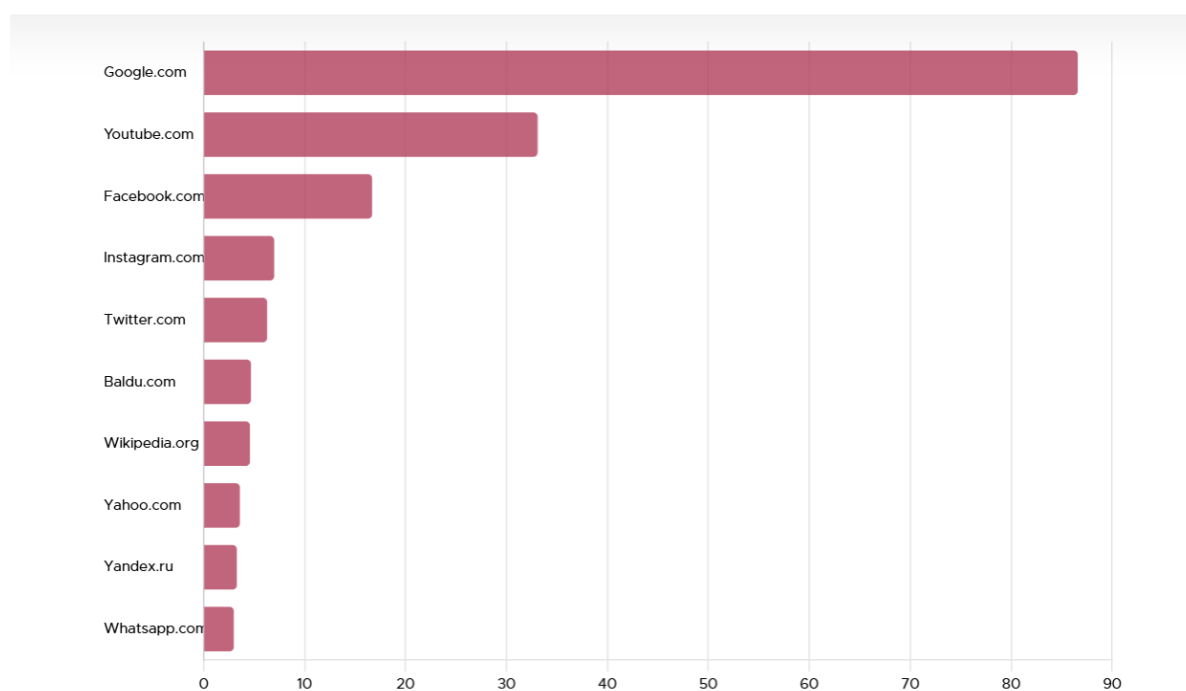
**Keywords:** Information Quality, Information Credibility, E-WOM Adoption, Purchase Intention.

### INTRODUCTION

The heightened use of online networks has significantly driven the advancement of e-commerce and altered consumer behavior. Easy access to various online shopping site platforms means that consumers no longer rely on physical stores but instead utilize digital stores to meet their needs (Sulthana & Vasantha, 2019). The convenience and flexibility offered, the variety of choices, and the practical payment system have increased people's interest in online shopping, which is considered more efficient (Farhan & Marsasi, 2023). However, behind the convenience offered, some risks may occur, such as product incompatibility with what is expected. Products often differ from the images, descriptions, or specifications displayed, so consumers need to seek further information before deciding to purchase. Based on data collected by the Digital Report 2024, around 185.3 million Indonesians have used the internet, with the majority of use to search for information. This shows consumers' desire to obtain accurate and relevant information online regarding products or services before making a purchase.

In seeking information, consumers tend to choose digital channels such as social networks or websites to assess the quality of a product or service (Qahri-Saremi & Montazemi, 2019). This channel allows consumers to discuss product or services with other consumers, thus creating a phenomenon of information dissemination on digital channels called electronic word of mouth or abbreviated as e-WOM (Dwivedi et al., 2021). This is where the pivotal role of e-WOM is in facilitating consumers to embrace wiser actions

(Ismagilova et al., 2020). One of the most popular websites for Indonesians to search for and share information is YouTube. Interesting content, more detailed reviews, and the existence of an artificial intelligence-based algorithm that are able to adjust advertisements and product recommendations according to user needs and preferences streamline the process for consumers to determine the wanted item (Muda & Hamzah, 2021). Consumers trust reviews shared by other users more than advertisements, so business actors can take advantage of the use of e-WOM on YouTube as an effective approach to influence consumer purchasing interest (Bi et al., 2018).



**Figure 1.** Top 10 Sites with the Most Visitors (Source: SimilarWeb, 2024)

However, the large amount of information available in YouTube content requires consumers to be selective in gathering information (Osman et al., 2022). Earlier studies by Sardar et al. (2021), Jiang et al. (2021), Hussain et al. (2020), Phung et al. (2020), and Park (2020) showed that information quality and credibility are two indispensable elements in e-WOM. Strong credibility and high information quality can attract consumer trust to adopt the information. Conversely, low information quality and weak information credibility can raise doubts about adopting the information. Former findings by Silaban et al. (2023), Leong et al. (2022), and Khawaja et al. (2020) explain that maximum e-WOM adoption can generate consumer purchasing interest. In the YouTube stage, information quality in product reviews helps consumers examine the specifications, upsides, and downsides of a product before buying. Furthermore, the credibility of information in product reviews also helps consumers judge products based on facts (Haines et al., 2023). Accurate and objective information supported by direct experience from reviewers can increase trust and purchase interest in the reviewed product. This remark is aligned with the outcome of earlier research

by Verma et al. (2023), Rahaman et al. (2022), Wu et al. (2021), Song et al. (2021), Chen et al. (2021), and Zhu et al. (2020) asserted that consumers are motivated to make purchases, after receiving information that they regard to be of high quality and credible.

Ngo et al. (2024), Indrawati et al. (2023), and Abedi et al. (2020) in their studies used e-WOM adoption as a linking component that bridges the connection between the quality and credibility of information and consumer purchasing interest. The results of these studies show a tendency for consumers to prefer quality and credible information to be employed as the main reference before making a product purchase. Although much earlier literature agrees that the quality and credibility of information impact purchasing interest through e-WOM adoption, several studies have found different results. Studies by Khan et al. (2023) and Pillay (2021) show that information credibility does not always directly affect purchasing interest. Although information in e-WOM is considered credible, consumers still conduct additional research from various sources before making decisions, especially on technology products such as gadgets. Credible information only helps consumers gain insight into the product enhanced, factors such as price and needs are other considerations in determining which product to buy.

Additionally, established literature has concentrated more on the utilization of social networking sites as a medium for spreading e-WOM. Not many have discussed the use of YouTube and researched more specifically review content that has many viewers, such as the GadgetIN YouTube channel. Therefore, researchers are moved to fill the gap in research related to the quality and credibility of information on purchasing interest through the adoption of e-WOM by studying YouTube content from GadgetIN. With the increasing dependence of consumers on e-WOM on YouTube, brands and business actors need to learn about how the credibility and quality of information affect consumer behavior. Consumers no longer rely solely on advertising but rather trust reviews such as those presented by GadgetIN content. Therefore, maintaining credibility and quality of information in e-WOM content is the main key to instilling trust and stimulating consumer desire to take purchasing action.

## **LITERATURE REVIEW**

### **Information Adoption Model (IAM)**

The information adoption model (IAM) is a combination of the TAM (Technology Acceptance Model) with the ELM (Elaboration Likelihood Model). TAM was introduced by Fred Davis (1986) as a model applied to describe how individuals approve and apply new technology. This model describes perceived ease of use (PEU) and perceived usefulness (PU) as two aspects that stimulate technology acceptance. The greater the benefits and the more practical the technology is used, the more likely the user will accept and apply it (Filieri et al., 2020). Then, ELM was expanded by Richard E. Petty and John T. Cacioppo (1980s) to illustrate how individuals absorb the information they receive through two modes, namely the central mode and the peripheral mode. Consumers who use the central path will carefully consider the gains of the product before deciding to acquire it, while consumers who use the peripheral path are more influenced by triggers that are not directly related to the substance

of the statement, such as the speaker's physical magnetism, brand reputation, or emotions evoked by the advertisement (Yang, 2020). In e-WOM setting, ELM is utilized to understand how purchase intentions can be driven by assessments and recommendations from fellow consumers. For example, detailed and fact-based reviews can encourage consumers to use the central path in evaluating a product. Meanwhile, short reviews from friends or popular figures can be more effective in influencing consumers through the peripheral path (Aghakshani et al., 2018). Sussman & Siegal (2003) developed the IAM model, which has been broadly adopted in earlier studies to analyze how consumers interpret information in product reviews and factors like credibility and information quality affect information adoption (Nyagadza et al., 2023).

### **Consumer Behavior Theory**

Purchase interest is one of the consumer habits that shows a tendency to pay for particular product or service. Companies can facilitate a variety of complete information that reflects consumer demand related to products to stimulate purchase interest (Qing & Jin, 2022). However, influencing purchase interest through the dissemination of information is not easy. Moreover, in the present-day digital landscape, the emergence of e-WOM enables us to attain information not only from relatives, friends, or acquaintances but also from anonymous opinions. The large amount of information received requires consumers to analyze and filter the information before adopting it (Saidani et al., 2023). Much existing literature has applied the TRA (Theory of Reasoned Action) from Martin Fishbein and Icek Ajzen (1975) to investigate the driving aspects of consumer buying interest. This theory has the assumption that individual behavioral intentions are based on two driving aspects, namely attitudes toward behavior and subjective norms. First, attitudes toward behavior reflect individuals who evaluate certain actions based on positive or negative perceptions. Second, subjective norms reflect how the opinions of others who are notable to them like family and friends influence their intentions to behave. Because a personal attitude toward an act is established by their convictions about the action, their attitudes can be shifted by shaping those convictions (Yusuf et al., 2018). As reported by O'Hara et al. (1991), beliefs can be formed from receiving messages that are influenced by source characteristics. When individuals process information from others, they consider source characteristics in the product evaluation process. The TRA theory and the IAM model have been extensively in existing literature to examine more deeply the repercussions of information characteristics. The outcome of the study found how attitudes toward using quality and credible information impact purchase intentions. This study also presents several items to measure consumer purchasing interest (Haddad et al., 2022; Cui et al., 2019; Dedek, 2016).

### **Hypothesis Development**

Information quality refers to the power of words arranged to convince consumers by delivering the core and significance of the message in a real way. Information quality is also said to be the assessment and evaluation given by consumers regarding how accurate, complete, and relevant the information equipped (Bebber et al., 2017). Quality information

can influence consumers' perspectives and perceptions of product quality being appraised. Thus, providing accurate, complete, and relevant information with easy-to-understand words is important because it will be adopted by consumers as a consideration in deciding to purchase (McClure & Seock, 2020). Sardar et al. (2021), Hussain et al. (2020), and Phung et al. (2020) revealed that the more refined quality of the information conveyed, the more straightforward information adoption. Quality information helps in assessing the suitability of the product to consumer preferences and requirements. If the information conveyed is accurate, complete, and relevant to consumer requirements and preferences, then the information can be a reference in evaluating the product. Research from Wu et al. (2021), Rahaman et al. (2020), and Zhu et al. (2020) revealed that customers who are exposed to well-crafted information experience increased purchase intentions. This explanation presents that information quality impacts customers' information adoption and make purchases.

H1: Information Quality Has a Significant Positive Impact on E-WOM Adoption

H3: Information Quality Has a Significant Positive Impact on Purchase Intention

Information credibility alludes to customers' impressions regarding the reliability of information sources. When information disseminated through e-WOM is considered credible, consumer confidence in adopting e-WOM will expand. Findings by Park et al. (2020) and Jiang et al. (2021) revealed that information credibility is able to escalate consumer confidence in adopting e-WOM before making a purchase decision. In many cases, consumers experience uncertainty before purchasing a product, especially a new product or a product that has never been tried. This credible information will later help consumers reduce that uncertainty (Dana et al., 2023). Honest and objective reviews create a sense of security and confidence in consumers in making choices (Siddiqui et al., 2021). This explanation is consistent with Verma et al. (2023), Chen et al. (2021), and Song et al. (2021), who found that high information credibility increases consumer purchasing interest. A study by Ngarmwongnoi (2020) used content, presentation, and author to measure the credibility of information.

H2: Information Credibility Has a Significant Positive Impact on E-WOM Adoption

H4: Information Credibility Has a Significant Positive Impact on Purchase Intention

Purchase intention can be observed from how much consumers want to buy and advise the item to others. Consumers tend to browse various information online to find out about the product in detail preceding making a purchase (Oquĩñena et al., 2024). Using e-WOM to disseminate information can influence consumer purchase intention with different levels of variation (Duffett, 2022). This relies on the customers' perspective of the information they receive to accept or reject. Thus, it can be said that e-WOM adoption is a consumer stage in analyzing information into a decision (Park et al., 2017). The effect of e-WOM adoption on purchase intention has been deeply explored by numerous researchers, including Silaban et al. (2023), Leong et al. (2022), and Khawaja et al. (2020). These findings established that consumers' desire to own a product depends on their attitude when



exposed to the available information. The maximum adoption of e-WOM can generate customers' purchase interest in the reviewed product.

H5: E-WOM Adoption Has a Positive Significant Impact on Consumer Purchase Intention

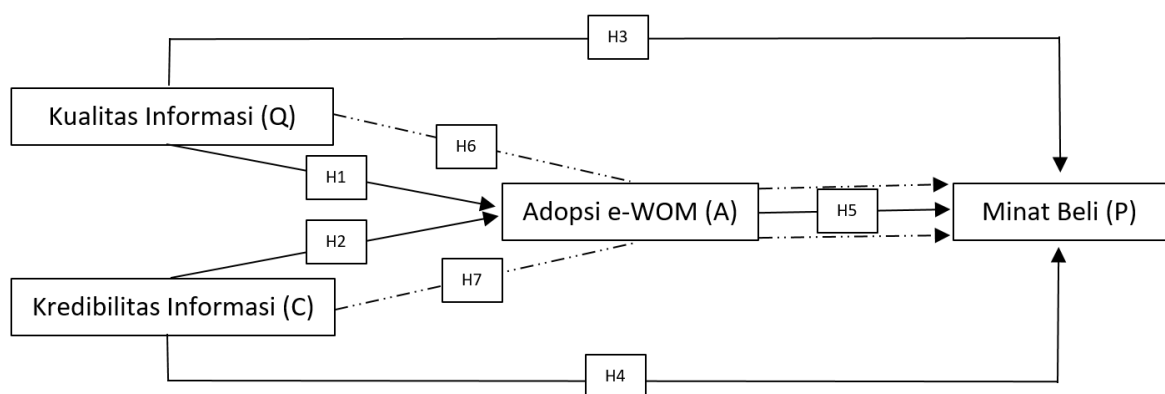
Information quality relates to how far the reviews are considered accurate, complete, and relevant (Hanjaya et al., 2019). Meanwhile, information credibility relates to how far the reviews are considered fact-based, true, and trustworthy (Munawar et al., 2021). Existing literature by Khan et al. (2023) used e-WOM adoption as an intermediate factor in their research. In this study, e-WOM adoption is specified as the inclination of review viewers to use the information received in purchasing when it is considered to be of high quality and credible. In e-WOM adoption, purchase intentions can change under the influence of trusted and useful sources (Daowd et al., 2020). So several studies measure e-WOM adoption with trust and usefulness to observe the extent to which consumers employ other user-generated reviews (Lee & Hong, 2019). Research from Ngo et al. (2024), Indrawati et al. (2023), and Abedi et al. (2020) indicated that information quality and information credibility drive e-WOM adoption which brings an increase in consumer buy interest.

H6: E-WOM Adoption Mediates the Impact of Information Quality on Consumer Purchase Intention

H7: e-WOM Adoption Mediates the Impact of Information Credibility on Consumer Purchase Intention

## METHOD

This investigation applies to numeric methods to verify the hypotheses formed. The variables studied include information quality and information credibility as independent variables, purchase interest as dependent variables, and e-WOM adoption as intermediate variables. Through the distribution of questionnaires in the shape of a Likert scale online via Google Forms, this research obtains supporting data, which will later be analyzed with the help of the SmartPLS 4 application.



**Figure 2.** Conceptual Framework (Source: Data Processing, 2025)

The study focused on YouTube users in Bandar Lampung who had watched recommendations from GadgetIN, before deciding to buy a gadget item. The sample in the research was certain by the formula Daniel & Terrel which is described as follows:

$$n = \frac{Z^2 pq}{d^2}$$

Information:

- n : Sample Size  
Z : The confidence level with alpha is 0.05, then the z value is 1.97  
p : Population proportion estimation  
q : 1-p  
d : Alpha error level (0.05)

The proportion estimate was obtained by the researcher by conducting an initial survey of 3-7 people first. After the survey was conducted, it turned out that only 33 people (89%) met the criteria. With this calculation, the sample size obtained was 150 respondents. To avoid inaccurate questionnaire filling, the count of respondents in this study increased by 10% to 165 GadgetIN viewers.

## RESULTS AND DISCUSSION

### Respondent Characteristics

165 participants have filled out the Google Form completely. Participants in this study are categorized based on characteristics according to gender and age. Table 1 shows that, based on gender, 55.8 % of participants in this study were dominated by women. This may be due to the lack of understanding of women regarding gadgets, thus requiring the role of GadgetIN, which is deemed to have the comprehension and competence to provide information about gadgets. However, this percentage is not much different from men's 44.2%, which highlights that the outcomes of the findings can express the perspective and experience of women or men. Then, based on age, participants in the inquiry were dominated by the age of 22-24 years, with a proportion of almost half of all participants. This may be due to the majority of YouTube users coming from Generation Z, so respondents are dominated by the age circles of 22-24 years. Therefore, the results of this study are more reflective of the viewpoints and experiences of individuals who have come of age at 22-24 years old.

**Table 1.** Characteristics of Participants by Gender & Age

Information	Category	Percentage	Age
Gender	Man	73	44.2%
	Woman	92	55.8%
Age	19-21 years	24	15%

22-24 years old	75	45%
25-27 years old	43	26%
28-30 years	23	14%

Source: Processed Primary Data, 2025

Table 2 exhibits that the average answers to the statement items on information quality and information credibility is superior to 4.21. This means that participants agree that the GadgetIN YouTube channel is a source of quality and credible information. Although the average answer to the statement item on e-WOM adoption is lower, this value still describes the tendency of participants to adopt information from GadgetIN. In addition, the answers to the question items on purchasing interest have different average answer values. The highest average value is owned by P2, which shows that many participants are interested in buying gadgets recommended by GadgetIN. However, the lowest value owned by P4 shows that there is still a lack of desire from participants to share the information they get from GadgetIN.

**Table 2.** Average Participant Answers

Variables	Indicator	Mean	Information
Information Quality	Q1	4.664	Very good
	Q2	4.615	Very good
	Q3	4.315	Very good
Information Credibility	C1	4.655	Very good
	C2	4.455	Very good
	C3	4.488	Very good
Adoption of e-WOM	A1	4.297	Very good
	A2	4.461	Very good
Purchase Interest	P1	4.139	Good
	P2	4.655	Very good
	P3	4.382	Very good
	P4	3,691	Good

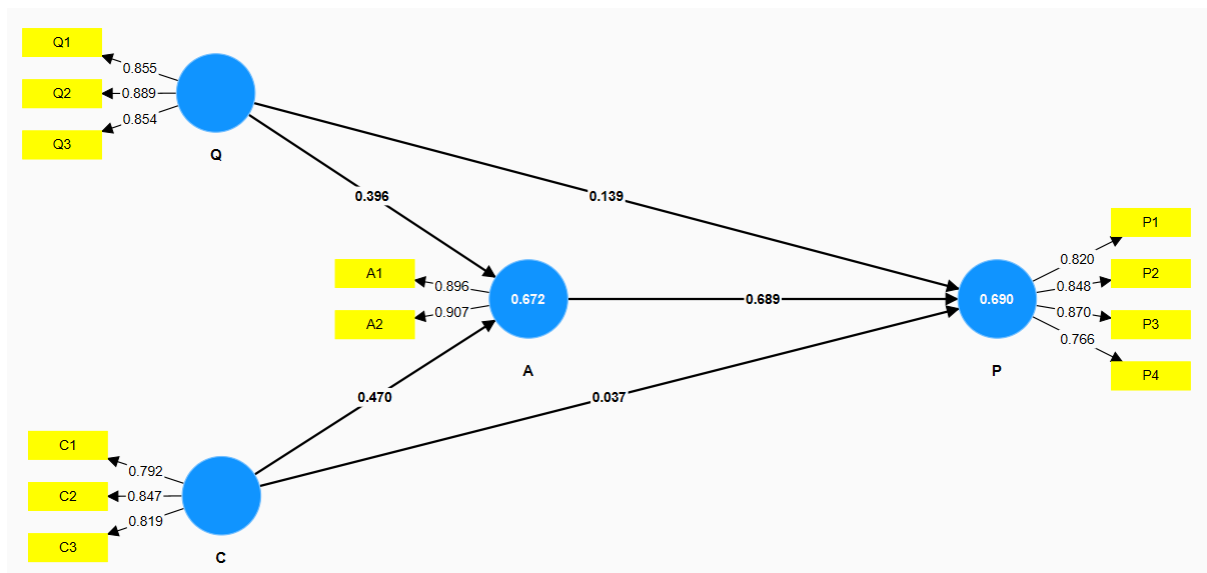
Source: Processed Primary Data, 2025

### Outer Model Testing (Measurement Model Evaluation)

Through the SmartPLS 4 application, testing can be done automatically through validity and reliability tests to detect the instrument's expertise in measuring the variables studied. Validity tests consist of two criteria in other words convergent and discriminant. The results of convergent validity testing are observed from the acquisition of outer loading values and AVE (Average Variance Extracted), while discriminant validity testing is



observed based on the Fornell Larcker test criteria. Then, the results of reliability testing are observed from the acquisition of CA (Cronbach's Alpha) values and CR (Composite Reliability) values. If the acquired grades are in accordance with the existing criteria, it is concluded that the selected indicators can measure the variables studied. The ensuing are the results of the outer model through SmartPLS 4.



**Figure 3.** Outer model test (Source : PLS-SEM algorithm, 2025)

**Table 3.** Results of Convergent Validity and Reliability Tests

Variables	Indicator	Loading	CA	CR	AVE
Information Quality (Q)	Q1	0.855	0.834	0.900	0.750
	Q2	0.889			
	Q3	0.854			
Information Credibility (C)	C1	0.792	0.756	0.860	0.672
	C2	0.847			
	C3	0.819			
Adoption e-WOM (A)	A1	0.896	0.769	0.896	0.812
	A2	0.907			
Interest Buy (P)	P1	0.820	0.845	0.896	0.684
	P2	0.848			
	P3	0.870			
	P4	0.766			

Source: SmartPLS 4 Analysis Results, 2025

**Table 4.** Results of Discriminant Validity Test

	Information Quality (Q)	Information Credibility (C)	e-WOM Adoption (A)	Purchase Interest (P)
Q	0.866			

C	0.788	0.820		
A	0.767	0.783	0.901	
P	0.696	0.685	0.824	0.827

Source: SmartPLS 4 Analysis Results, 2025

Table 3 reveals that the factor loading value of entire indicators exceeds 0.7, so the convergent validity test is approved. This result proves that the selected indicators significantly represent each variable. Table 4 shows that each construct has a superior AVE square root value with its own indicator compared to other constructions. This result proves that different variables measure different things too, so the discriminant validity test through the Fornell Larcker criterion is approved. Table 3 presented previously also shows CA (Cronbach's Alpha) values exceeded 0.6 and CR (Composite Reliability) values exceeded 0.7, meaning that the reliability test is approved. This figure proves that the questionnaire that has been distributed can be used as an accurate measuring tool.

### Inner Model Testing (Structural Model Evaluation)

In PLS-SEM (Partial Least Squares-Structural Equation Modeling), the appraisal of the structural model is executed to test the significance and strength of the association between each variable. With the help of the SmartPLS 4 application, researchers can perform calculations automatically by obtaining R-square, F-square, and Q-square to test the accuracy of the structural model. In addition, the path coefficient test is accomplished to realize the immediate impact and specific indirect effect to realize the intermediates' impact through the linking variable. If the value obtained follows the existing criteria, then the variables are detected to be related to each other. The ensuing are the results of the inner model through SmartPLS 4.

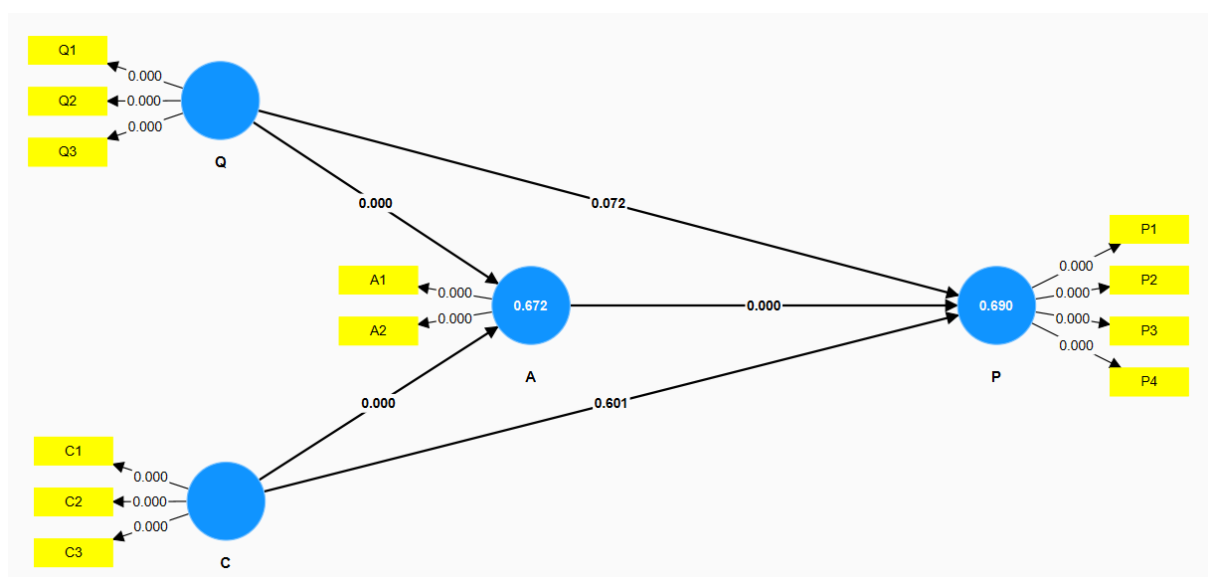


Figure 4. Inner Model Test (Source: Bootstrapping, SmartPLS 4)

**Table 5.** R-square Test

	R <sup>2</sup>	R <sup>2</sup> Adjusted	Criteria
A	0.672	0.668	0.67 : Substantial; 0.33 : Moderate;
P	0.690	0.684	0.19 : Weak (Chin 1998)

Source: SmartPLS 4 Analysis Results, 2025

**Table 6.** F-square Test

	A	P	Criteria
A		0.502	0.35 : Structural; 0.15 : Moderate ;
Q	0.181	0.020	0.02 : Small (Cohen 1998)
C	0.255	0.001	

Source: SmartPLS 4 Analysis Results, 2025

**Table 7.** Q-square Test

	Q <sup>2</sup>	Information	Criteria
A	0.540	Predictive	Q <sup>2</sup> > 0 : good predictive relevance; Q <sup>2</sup> = 0 : no predictive
P	0.459	Predictive	power; Q <sup>2</sup> < 0 : poor predictive relevance

Source: SmartPLS 4 Analysis Results, 2025

Table 5 shows the R-squared grade of 0.668 and 0.684 correspondingly for each independent variable. These results confirm that the independent variables in the model can substantially elucidate the variability of the dependent variable, namely 66.8% of e-WOM adoption and 69% of purchase intention. Then, the F-square value outlined in Table 6 shows that information quality and information credibility together have a moderate consequence on e-WOM adoption and have a small consequence or even no repercussion on purchase intention. However, e-WOM adoption has a structural impact on purchase intention. It can be assumed that information credibility has a superior repercussion than information quality on e-WOM adoption, and e-WOM adoption has a superior repercussion on purchase intention than information quality and credibility which have almost no effect on purchase intention. Then, the Q Square value of more than 0 shown in Table 7 means that the structural model has the predictive ability to predict the dependent variable.

**Table 8.** Direct Influence Test (Path Coefficients)

	Original Sample	T statistics	P values	Information
QA	0.396	4.929	0.000	direct impact
CA	0.470	6.337	0.000	direct impact
QP	0.139	1.798	0.072	no direct impact
CP	0.037	0.523	0.601	no direct impact
AP	0.288	2.385	0.017	direct impact

Source: SmartPLS 4 Analysis Results, 2025

Table 8 shows the test results based on path coefficients to see the direct influence of each variable. The first, second, and fifth hypotheses obtained t values superior to 1.97 and low p values of 0.05, while the third and fourth hypotheses obtained t values not superior to 1.97 and high p values of 0.05. Based on the values obtained, only the third and fourth hypotheses did not pass the criteria. Thus, the third and fourth hypotheses in this investigation were rejected. These results indicate that the quality and credibility of information have not a positive significant or indirect impact on purchasing interest.

**Table 9.** Test of Indirect Effect (Specific Indirect Effect)

	Original Sample	T-statistics	P-values	Information
QAP	0.273	4.614	0.000	The role of mediation is supported
STAMP	0.324	5.008	0.000	The role of mediation is supported

Source: SmartPLS 4 Analysis Results, 2025

Table 9 shows the test results based on specific indirect effects to see the indirect influence. The sixth and seventh hypotheses both produce superior t grade of 1.97 and low p grade of 0.05 revealing that both hypotheses pass the criteria. It is concluded that information quality and information credibility have a repercussion on purchase intention through e-WOM adoption. This suggests that e-WOM adoption serves as link in the connection between information quality and purchase intention, along with information credibility and purchase intention.

This finding confirms that information quality has a positive significant impact on e-WOM adoption, which agrees with investigations by Sardar et al. (2021), Hussain et al. (2020), and Phung et al. (2020). This implies that the better information presented concerning accuracy, relevance, and completeness, the more prone consumers are to spread or adopt the information in their decisions. This finding shows that the audience is looking for information related to gadgets on the GadgetIN YouTube channel because it is able to provide an understanding of the specifications, prices, advantages, and disadvantages of each gadget. So, helps the audience to select gadgets from a variety of options that are suitable to their requirements and preferences. Information credibility has also been substantiated to have a positive significant impact on e-WOM adoption in agreement with inquiries by Jiang et al. (2021) and Park (2020). This means that information from trusted sources with unbiased reviews and clear delivery will be more easily accepted by consumers as a consideration in making decisions. This finding shows that the audience trusts the GadgetIN YouTube channel as an objective YouTube channel for reviewing gadgets. Thus, they seek information related to gadgets by watching the GadgetIN YouTube channel.

However, this study did not confirm a positive significant impact of information quality and information credibility on purchase intention. This means that even though the information conveyed by GadgetIN is of high credible and quality, other factors such as price, preference, and personal experience can influence consumers' desire to purchase gadgets. Consumers may only use the GadgetIN YouTube channel as an additional reference source, without taking purchase action based on the information alone. In addition, this observation affirms that the adoption of e-WOM has a positive significant impact on purchase intention. This finding agrees with investigation by Silaban et al. (2023), Khawaja et al. (2020), and Leong et al. (2020) that consumers who are exposed to reviews, recommendations, or testimonials from other users with frequent intensity will be increasingly motivated to buy products. This means that audiences who frequently watch the GadgetIN YouTube channel tend to be interested in buying recommended gadgets.

Interestingly, this study also discovered that e-WOM adoption is a mediator in the effect of information quality and information credibility on purchase intention. If consumers consider that the information shared to be quality and credible, they are confident to take advantage of the information as consideration to complete a transaction. Conversely, unclear and invalid information will reduce consumer confidence in adopting the information in making purchasing decisions. This adoption creates a deeper insight into the product, increases consumer confidence, and strengthens positive attitudes. Purchase intention will arise after consumers fully adopt the information provided, not directly from the quality and credibility of the information itself. In other word, the quality and credibility of information do not have an intermediate repercussion on purchase intention. Its role is more pronounced after the information is fully received, understood, and believed through the e-WOM adoption process. This insight agrees with the outcome of a survey by Ngo et al. (2024), Indrawati et al. (2023), and Abedi et al. (2020).

## **CONCLUSION**

Research confirms that information quality and information credibility serve an essential function in driving the e-WOM adoption and e-WOM adoption increases interest in buying gadgets. The increasingly developing digital landscape makes marketing strategies based on quality and credible information a key factor in increasing the appeal and sales of products, especially gadgets that require caution in choosing them. Quality and credible information related to gadgets will eliminate doubts and build consumer trust in the gadgets being reviewed. However, this information does not directly affect purchasing interest. Sometimes consumers only use it as an additional reference, whereas other unexpected factors influence purchasing interest more significantly. Quality and credible information will have an impact on purchasing interest if the information is fully adopted by consumers. Future studies can use other variables such as price, preferences, or psychological factors to reveal what influences the adoption process. In addition, it provides deeper insight into how digital information or e-WOM shapes consumer decisions and how marketers can maximize strategies to enhance the productivity of digital marketing.



## REFERENCES

- Abedi, E., Ghorbanzadeh, D., & Rahehagh, A. (2020). Influence of eWOM information on consumers' behavioral intentions in mobile social networks: Evidence of Iran. *Journal of Advances in Management Research*, 17(1), 84–109. <https://doi.org/10.1108/JAMR-04-2019-0058>
- Aghakhani, N., Karimi, J., & Salehan, M. (2018). A Unified Model for the Adoption of Electronic Word of Mouth on Social Network Sites: Facebook as the Exemplar. *International Journal of Electronic Commerce*, 22(2), 202–231. <https://doi.org/10.1080/10864415.2018.1441700>
- Bebber, S., Milan, G. S., De Toni, D., Eberle, L., & Slongo, L. A. (2017). Antecedents of Purchase Intention in the Online Context. *Journal of Relationship Marketing*, 16(1), 82–98. <https://doi.org/10.1080/15332667.2016.1242396>
- Bi, N. C., Zhang, R., & Ha, L. (2018). Does valence of product review matter?: The mediating role of self-effect and third-person effect in sharing YouTube word-of-mouth (vWOM). *Journal of Research in Interactive Marketing*, 13(1), 79–95. <https://doi.org/10.1108/JRIM-04-2018-0049>
- Chen, Y. L., Chang, C. L., & Sung, A. Q. (2021). Predicting ewom's influence on purchase intention based on helpfulness, credibility, information quality and professionalism. *Sustainability (Switzerland)*, 13(13). <https://doi.org/10.3390/su13137486>
- Cui, L., Jiang, H., Deng, H., & Zhang, T. (2019). The influence of the diffusion of food safety information through social media on consumers' purchase intentions: An empirical study in China. *Data Technologies and Applications*, 53(2), 230–248. <https://doi.org/10.1108/DTA-05-2018-0046>
- Dana, L. P., Vrontis, D., Chaudhuri, R., & Chatterjee, S. (2023). Entrepreneurship Strategy through Social Commerce Platform: An Empirical Approach Using Contagion Theory and Information Adoption Model. *Sustainability (Switzerland)*, 15(16). <https://doi.org/10.3390/su151612467>
- Daowd, A., Hasan, R., Eldabi, T., Rafi-UI-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors Affecting eWOM Credibility, information Adoption, and Purchase Intention on Generation Y: A Case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859. <https://dx.doi.org/10.1108/JEIM-04-2019-0118>
- Dedeke, A. N. (2016). Travel web-site design: Information task-fit, service quality and purchase intention. *Tourism Management*, 54, 541–554. <https://doi.org/10.1016/j.tourman.2016.01.001>
- Duffett, R. G. (2022). Influence of YouTube commercial communication on organic eWOM, purchase intent and purchase associations among young consumers. *International Journal of Web Based Communities*, 18(1), 87–107. <https://doi.org/10.1504/ijwbc.2022.122394>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research

- propositions. *International Journal of Information Management*, 59(June 2020), 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Farhan, G. M., & Marsasi, E. G. (2023). The Influence of Information Quality and Perceived Value on Purchase Intention of Game shop E-commerce in Generation Z Based on Framing Theory. *Jurnal Pamator : Jurnal Ilmiah Universitas Trunojoyo*, 16(3), 620–631. <https://doi.org/10.21107/pamator.v16i3.21160>
- Filieri, R., Acikgoz, F., Ndou, V., & Dwivedi, Y. (2020). Is TripAdvisor still relevant? The influence of review credibility, review usefulness, and ease of use on consumers' continuance intention. *International Journal of Contemporary Hospitality Management*, 33(1), 199–223. <https://doi.org/10.1108/IJCHM-05-2020-0402>
- Haines, S., Fares, O. H., Mohan, M., & Lee, S. H. (Mark). (2023). Social media fashion influencer eWOM communications: understanding the trajectory of sustainable fashion conversations on YouTube fashion haul videos. *Journal of Fashion Marketing and Management*, 27(6), 1027–1046. <https://doi.org/10.1108/JFMM-02-2022-0029>
- Hanjaya, M., Kenny, & Gunawan, F. (2019). UNDERSTANDING FACTORS INFLUENCING CONSUMERS ONLINE PURCHASE INTENTION VIA MOBILE APP: PERCEIVED EASE OF USE, PERCEIVED USEFULNESS, SYSTEM QUALITY, INFORMATION QUALITY, AND SERVICE QUALITY. *MINIB*, 32(2), 175–206.
- Hussain, S., Song, X., & Niu, B. (2020). Consumers' Motivational Involvement in eWOM for Information Adoption: The Mediating Role of Organizational Motives. *Frontiers in Psychology*, 10(January). <https://doi.org/10.3389/fpsyg.2019.03055>
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>
- Ismagilova, E., Rana, N. P., Slade, E., & Dwivedi, Y. K. (2020). A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 1067–1102. <http://doi.org/10.1108/EJM-07-2018-0427>
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms: moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>
- Khan, S., Anwar, A., & Qabool, S. (2023). Evaluating the Impact of eWOM Adoption on Consumer Purchasing Intentions. *International Journal of Social Sciences and Entrepreneurship (IJSSE)*, 3(1), 62–84.
- Khwaja, M. G., Mahmood, S., & Zaman, U. (2020). Examining the effects of ewom, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context. *Information (Switzerland)*, 11(10), 1–12. <https://doi.org/10.3390/info11100478>
- Lee, J., & Hong, I. B. (2019). Consumer's Electronic Word-of-Mouth Adoption: The Trust Transfer Perspective. *International Journal of Electronic Commerce*, 23(4), 595–

627. <https://doi.org/10.1080/10864415.2019.1655207>
- Leong, C. M., Loi, A. M. W., & Woon, S. (2022). The influence of social media eWOM information on purchase intention. *Journal of Marketing Analytics*, 10(2), 145–157. <https://doi.org/10.1057/s41270-021-00132-9>
- McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(September 2018), 101975. <https://doi.org/10.1016/j.jretconser.2019.101975>
- Muda, M., & Hamzah, M. I. (2021). Should I suggest this YouTube clip? The impact of UGC source credibility on eWOM and purchase intention. *Journal of Research in Interactive Marketing*, 15(3), 441–459. <https://doi.org/10.1108/JRIM-04-2020-0072>
- Munawar, S., Ahmad, N., & Moinuddin, Q. M. (2021). Impact of eWOM Credibility on Purchase Intention mediated by eWOM Adoption. *KASBIT Business Journal*, 14(2), 84–99.
- Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>
- Ngo, T. T. A., Bui, C. T., Chau, H. K. L., & Tran, N. P. N. (2024). Electronic word-of-mouth (eWOM) on social networking sites (SNS): Roles of information credibility in shaping online purchase intention. *Heliyon*, 10(11), e32168. <https://doi.org/10.1016/j.heliyon.2024.e32168>
- Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., & Macheka, L. (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*, 2(3), 100040. <https://doi.org/10.1016/j.stae.2023.100040>
- Oquiñena, I., Sánchez, J., & Monfort, A. (2024). The influence of homophily and social identity on eWOM in streaming consumption behaviour. *Spanish Journal of Marketing - ESIC*. <https://doi.org/10.1108/SJME-05-2023-0131>
- Osman, W., Mohamed, F., Elhassan, M., & Shoufan, A. (2022). Is YouTube a reliable source of health-related information? A systematic review. *BMC Medical Education*, 22(1), 1–12. <https://doi.org/10.1186/s12909-022-03446-z>
- Park, M. S., Shin, J. K., & Ju, Y. (2017). Attachment styles and electronic word of mouth (e-WOM) adoption on social networking sites. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2017.09.020>
- Park, T. (2020). How information acceptance model predicts customer loyalty?: A study from perspective of eWOM information. *Bottom Line*, 33(1), 60–73. <https://doi.org/10.1108/BL-10-2019-0116>
- Phung, M. T., Ly, P. T. M., Nguyen, T. T., & Nguyen-Thanh, N. (2020). An FsQCA Investigation of eWOM and Social Influence on Product Adoption Intention. *Journal of Promotion Management*, 26(5), 726–747. <https://doi.org/10.1080/10496491.2020.1729318>

- Pillay, S. (2021). The influence of electronic word-of-mouth adoption on brand love amongst generation z consumers. *Acta Commercii-Independent Research Journal in the Management Sciences*, 21(1), 1–11. <https://doi.org/10.4102/ac.v21i1.928>
- Qahri-Saremi, H., & Montazemi, A. R. (2019). Factors Affecting the Adoption of an Electronic Word of Mouth Message: A Meta-Analysis. *Journal of Management Information Systems*, 36(3), 969–1001. <https://doi.org/10.1080/07421222.2019.1628936>
- Qing, C., & Jin, S. (2022). What Drives Consumer Purchasing Intention in Live Streaming E-Commerce? *Frontiers in Psychology*, 13(June), 1–11. <https://doi.org/10.3389/fpsyg.2022.938726>
- Rahaman, M. A., Hassan, H. M. K., Al Asheq, A., & Islam, K. M. A. (2022). The interplay between eWOM information and purchase intention on social media: Through the lens of IAM and TAM theory. *PLoS ONE*, 17(9 September), 1–19. <https://doi.org/10.1371/journal.pone.0272926>
- Saidani, A., Nechoud, L., Ghidouche, F., & Ait-Yahia, K. G. (2023). Serial Mediation of Perceived Usefulness and Ewom Adoption in Virtual Communities and the Moderating Effect of Gender. *Tourism and Hospitality Management*, 29(1), 87–102. <https://doi.org/10.20867/thm.29.1.8>
- Sardar, A., Manzoor, A., Shaikh, K. A., & Ali, L. (2021). An Empirical Examination of the Impact of eWom Information on Young Consumers' Online Purchase Intention: Mediating Role of eWom Information Adoption. *SAGE Open*, 11(4). <https://doi.org/10.1177/21582440211052547>
- Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating electronic word of mouth credibility through social networking sites and determining its impact on brand image and online purchase intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1008–1024. <https://doi.org/10.3390/jtaer16040057>
- Silaban, P. H., Chen, W. K., Sormin, S., Yehezkiel, Y. N., & Silalahi, A. D. K. (2023). How does electronic word of mouth on Instagram affect travel behaviour in Indonesia: A perspective of the information adoption model. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2022.2163525>
- Song, B. L., Liew, C. Y., Sia, J. Y., & Gopal, K. (2021). Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. *Young Consumers*, 22(4), 521–538.
- Sulthana, A. N., & Vasantha, S. (2019). Influence of electronic word of mouth eWOM on purchase intention. *International Journal of Scientific and Technology Research*, 8(10), 1–5.
- Verma, D., Dewani, P. P., Behl, A., & Dwivedi, Y. K. (2023). Understanding the impact of eWOM communication through the lens of information adoption model: A meta-analytic structural equation modeling perspective. *Computers in Human Behavior*, 143(December 2021), 107710. <https://doi.org/10.1016/j.chb.2023.107710>
- Wu, X., Xiong, J., Yan, J., & Wang, Y. (2021). Perceived quality of traceability information

- and its effect on purchase intention towards organic food. *Journal of Marketing Management*, 37(13–14), 1267–1286. <https://doi.org/10.1080/0267257X.2021.1910328>
- Yang, X. (2020). Influence of informational factors on purchase intention in social recommender systems. *Online Information Review*, 44(2), 417–431. <https://doi.org/10.1108/OIR-12-2016-0360>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/JSM-01-2017-0031>
- Zhu, L., Li, H., Wang, F. K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*, 72(4), 463–488. <https://doi.org/10.1108/AJIM-11-2019-0308>