



# The effect of e-WOM Review on e-commerce Platform: Integration of Information Adoption Model and Contagion Theory

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## Abstract

The primary purpose of this research is to examine how online consumer reviews influence final purchase decisions. Motivated by these issues, we set out to examine how customers' opinions posted on e-commerce sites affect the sales of clothing and accessories on the three most popular sites in Indonesia. Using the integration adoption model and the attitude contagion theory, this study tests the hypothesis that e-WOM adoption affects both intention and behaviour. This study used a longitudinal design to confirm these findings. By employing an information adoption model integrated with contagion theory, this research has the potential to contribute to the e-WOM literature in the academic setting. A review of studies on e-WOM was conducted using informational and individual determinants to create an integrated empirical model that identifies the antecedents and consequences of consumer attitudes toward online reviews. This was carried out so that progress could be made on the model. The findings of this study will help fashion industry actors create high-quality products and garner positive customer feedback to expand their customer base via e-commerce.

**Keywords:** E-WOM, Contagion Theory, Information Adoption Model, ECommerce.

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## INTRODUCTION

Electronic word of mouth (e-WOM) in social media has surpassed traditional forms of word of mouth (WOM) as the most essential factor in driving traffic to e-Commerce sites (Yan et al., 2016). Any statement, positive or negative, made by current or former customers about a product or company that is made available to a large number of people and institutions via the Internet is considered "electronic word of mouth" (e-WOM) for

this article (Song et al., 2021). Online shopping makes it easier to buy and sell during the Covid-19 pandemic and creates new opportunities for the economy to expand (Rizhaty & Yudhistira, 2021).

Ekarina (2020) conducted a survey facilitated by Katadata and found a change in consumer behaviour in Indonesia. The survey results show that there is increasing in shopping interest through e-commerce by 42 percent. Interest in shopping through e-commerce, previously 24 percent,



increased to 66 percent for non-food products before and after the COVID-19 pandemic. This suggests that customers can also use e-commerce to provide feedback on the value they received from the goods and services they purchased. By leaving product reviews on marketplace websites like Tokopedia, Shopee, Bukalapak, and others, consumers can take part in this form of e-commerce.

According to data from the Central Statistics Agency (BPS), 2.36 million e-commerce businesses were spread across the country in 2020. Of this number, 1.77 million businesses (75.15%) were in Java. This is because Java is the center of the economy and has an adequate digital infrastructure (Rizhaty & Yudhistira, 2021). According to a survey by the Katadata Insight Center (2020), fashion products are still the idols of consumers making purchases through e-commerce in 2020, despite a decline.

According to Hsu (2021), the links between the Information Adoption Model (IAM) and the contagion theory have not been sufficiently explored. Scherer and Cho's (2003) contagion theory states that people are influenced by the attitudes and behaviours of those with whom they share strong social ties. The ability to communicate with one another is all that is required, as this theory has it (Scherer & Cho, 2003). Hsu (2021) and Ngarmwongnoi, Oliveira, AbedRabbo, & Mousavi (2020) suggest following the growth of customers' trust in online reviews over time using a longitudinal survey. This research is based on the information adoption model (IAM) and the conclusion was reached in theory. The theory was first proposed by Sussman & Siegal (2003), and it has since found widespread application in fields like information systems and marketing, where it aims to explain how individuals process persuasive information (Daowd et al., 2021; Watts & Wyner, 2011; Zhang, Cheung, & Lee, 2014).

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The Technology Acceptance Model (Davis, Bagozzi, & Warshaw, 1989) and the Multiple Process Model of Influential Information are the foundations of the Information Influence Model (IIM). Davis et al., (1989) include the models that can be used. Reference: (Zhu, Chang, & Luo, 2016) We need to go beyond the mechanics of data processing to internalise consumer attitudes and the mechanisms that shape them to get a complete picture of how people feel about online reviews. This research aims to learn how people feel about reading and using online reviews. Subscribing customers' attitudes toward a brand are formed and spread in a complex and multi-conceptual manner because of this. The researcher's goal in conducting this study is to put the IAM to the test. With the addition of the contagion theory, this IAM version gains a new building. The decision to buy clothing and accessories online requires this auxiliary structure.

## LITERATURE REVIEW

### *Information Adoption Model (IAM)*

The most common interpretation of e-WOM today is as a means of spreading information within a company. This determines the information's persuasiveness and the audience's propensity to follow the advice of online communities, in their theory known as the information adoption model (IAM) by Sussman & Siegal (2003). To describe how people take in persuading information about their purchases, many marketing studies have used IAM (Erkan & Evans, 2016; Hsu, 2021; Song, Liew, Sia, & Gopal, 2021). Because of its focus on e-WOM's role in the e-Commerce platform, IAM's incorporation is particularly pertinent to this research. As a result, this research aims to broaden the original construct of IAM by incorporating the theory of contagion and adding a new consequence, specifically the purchasing decisions of customers based on online reviews.



### **Contagion Theory**

The contagion theory, cited in many works on social networks, suggests that the individual's relationships with others and the resulting network and self-organizing system should serve as the analytical unit rather than the individual and their cognitive structures and processes. This view is supported that the contagion theory has been cited in most of these studies (Scherer & Cho, 2003). This study applies the theory of contagion to integrate the information adoption model by using the variables of one's attitude toward online reviews, one's attitude toward brands, and one's attitude toward products.

### **The antecedent of attitudes to online reviews**

Several different factors influence opinions about advertisements. This can be explained partly by the fact that consumers' roles in the digital media environment are more nuanced and active than in the traditional media environment (Hsu, 2021). Hsu (2021) tested the connection between these factors and perspectives on online reviews by classifying informational determinants into two main categories: the perceived usefulness of online reviews and the perceived credibility of e-WOM. This grouping is based on the Information Adoption Model (IAM) proposed by Sussman & Siegal (2003). Subsequent research by Purnawirawan, De Pelsmacker, & Dens (2012) investigated the link between consumers' recall of the review message, the reader's perception of the review's usefulness, and attitudes toward the reviewed product. The audience was prompted to reflect on the message conveyed in the review. People have a favourable view of online reviews because they find them useful. The following theory has emerged from this analysis:

H1. The perceived usefulness of online reviews positively affects attitudes toward online reviews.

H2. The perceived e-WOM credibility of online reviews positively affects attitudes toward online reviews.

### **The relationship between the intrinsic influence of attitude transmission**

When customers sign up to become members of a specific brand's community, they can see the level of preference that other members have for that brand's posts and reviews. As a result, liking or commenting on a brand enables consumers who are fans of the brand to freely express their perspectives or experience with the brand (Hsu, 2021). The sharing of information and experiences between customers has been shown to positively affect customer attitudes regarding the value of products, customer recommendations, and customer purchases (De Vries, Gensler, & Leeflang, 2012). To rephrase, the extent to which a brand's community has a positive attitude toward the brand or products associated with the brand is directly correlated with the percentage of positive reviews the brand receives (De Vries et al., 2012). This leads us to the following proposed explanation:

H3. Attitudes toward online reviews positively affect attitudes toward products.

H4. Attitudes toward online reviews positively affect attitudes toward brands.

### **Relationship between attitudes towards online reviews and adoption of e-WOM**

A significant factor that affects consumer behaviour is the weight given to information gleaned from online discussion forums (also known as virtual communities) (Hsu, 2021). Based on an idea proposed by Sussman & Siegal (2003), this research examines how applying new knowledge can alter one's perspective. There is also a reference to a study by Shih, Lai, & Cheng (2013), who discovered that



attitudes directly impact the intention to use e-WOM. The research results are presented in the previous paragraph. This investigation has led to the following hypothesis:

H5. Attitudes toward online reviews positively influence e-WOM adoption.

***Influence of attitude towards the product, attitude towards the brand on purchase intention***

Research conducted by Wang, Yu, & Wei (2012) found that consumers' product attitudes and knowledge-seeking behaviours were positively affected when they were provided with more product information via information platforms. If consumers base their purchasing decisions on the recollection of the pertinent information they have obtained, there is a significant increase in the likelihood that they will purchase the product (Adis & Jun, 2013). Therefore, the favourable attitude that customers have toward the products influences their intention to make a purchase. Therefore, the hypothesized explanation is as follows:

H6. Attitudes toward products positively influence purchase intentions towards online reviews.

According to the research carried out by Adis & Jun (2013), the positive brand attitude that develops as a consequence of an emotional reaction to an advertised brand leads to an increase in the consumer's intent to make a purchase. According to the findings presented above, consumers' propensities to make purchases are directly related to whether or not they have a favourable impression of a particular brand (Amaro & Duarte, 2015). As a result, the following hypothesis has been proposed based on this research:

H7. Attitudes toward brands positively influence purchase intentions toward online reviews.

***Mediator Adoption of e-WOM on attitudes toward online reviews and purchase intentions toward online reviews***

Research conducted by Ngoma & Ntale (2019) shows that WOM is the binder of relationship marketing and customer loyalty. Meanwhile, another study conducted by Septiari (2018) shows that EWOM mediates the relationship between Site Quality and Trust. Furthermore, Malik & Hadi (2019) investigated the mediating impact of EWOM in relation to online usability and purchasing, and it was evident that EWOM did have a mediating effect. These results are similar to the research conducted by Al-Gasawneh & Al-Adamat (2020) which showed that the use of eWOM mediates the relationship between marketing content and purchase intentions of green products. Rahim, Sulaiman, Chin, Baharun, & Muharam (2016) analyzed EWOM reviewing the adoption of source credibility factors on green purchase intentions, as defined earlier, with similar results. From the findings that have been made by previous researchers, the definition of mediator by Baron & Kenny (1986), all variables can be used as mediation and can help build the relationship between the independent variable and the dependent variable. This also applies to the relationship between the independent variable and mediation, as well as the relationship between mediation and the dependent variable. Therefore, the use of the variables of attitude towards online reviews and eWOM adoption, as well as eWOM adoption and purchase intention in this study proposes the following hypothesis.

H8. Adoption of e-WOM mediates attitudes toward online reviews and purchase intentions toward online reviews

***The relationship between e-WOM adoption and purchase intention affects online review.***

Users of social media who have had substantial exposure, intentional or not, to



e-WOM are more likely to make a purchase afterward (See-To & Ho, 2014; Wang et al., 2012). When the number of reviews is high, Liao & Cheung (2001) found that they significantly impact consumers' decision to buy (this is also known as a high e-WOM adoption rate). The following theory has emerged from this analysis:

H9. The adoption of e-WOM has a positive effect on purchase intentions toward online reviews.

### ***The influence of purchase intention on consumer purchasing decisions***

Previous studies in the field of environmental science have shown that people's intentions are a good indicator of their future actions (De Leeuw, Valois, Ajzen, & Schmidt, 2015; Greaves, Zibarras, & Stride, 2013; Morren & Grinstein, 2016). Thus, the likelihood that the desired behaviour will be carried out is inversely proportional to the strength of the behaviour intention to engage in the behaviour. As a result, we suggest the following:

H10. The purchase intention of online reviews has a positive effect on consumer purchasing decisions.

## **METHOD**

### ***Instrument development***

The measurements carried out in this study were adapted from previous literature and contextualized for fashion products for sale in e-commerce (Shopee, Bukalapak, Tokopedia). Table II. show constructions and items in detail with sources. This study uses items based on a 5-point Likert scale. To contextualize the research setting, first, we translated the original English questionnaire into Indonesian, and second, we retranslated the Indonesian version into English until a panel of experts, who were fluent in both English and Indonesian, ensured that both versions made sense. The pre-test instrument was conducted with 30 respondents to take some revisions

and confirm the wording, continuity and scales.

### ***Sampling***

The research in this study consists of collecting data and putting hypotheses through their paces using an online questionnaire. To qualify for inclusion in the sample, respondents had to be members of the millennial and X generation (24 - 55 years old) and have made a purchase decision for a fashion product within the past six months, as well as provide feedback on online marketplaces like Tokopedia, Shopee, and Bukalapak.

The characteristics of the respondents that were taken into account in this investigation were their ages, generations, and genders. A total of 281 people participated in this survey and were eligible to have their data analyzed. According to the information that was gathered, it is clear that there were 189 female respondents and 92 male respondents in total. The largest group of respondents, consisting of 230 individuals, falls within the age bracket of 24 to 39 years old. Based on the generation category, most respondents belong to the millennial generation, which encompasses individuals ranging from 24 to 39 years old.

Based on the data Table I. shows the number of respondents based on their work. Respondents who worked as private employees amounted to 74 people, while as many as 106 respondents worked as civil servants/BUMN. The number of respondents as many as 41 respondents worked as instructors and 60 respondents worked as entrepreneurs. In this study, it is known that all respondents already have jobs, and none of them are students. The data also shows that only eight respondents are loyal users of Shopee's e-commerce, and 199 respondents are users of the third e-commerce platform for shopping.



**Measurement of research constructs**

SPSS 26.0 was used to conduct several statistical analyses for this study, including frequency analysis, exploratory factor analysis, and technical statistical analysis. While WARP-PLS 3.0 was used to analyze the data, we also used it to conduct a factor load analysis, validity and suitability analysis of the measurement model,

structural equation model analysis, and a Sobel test to check for mediation. A mediation test was conducted via an online review of attitude transmission theory to confirm which factors had substantial influence and establish the explanatory power in the mediating pathway of attitude transformation.

Table I. Demographics profile of respondents

| Item                                    | Categories | %    | Items               | Categories    | %    |
|---|------------|------|---------------------|---------------|------|
| Gender                                  | Female     | 67,3 | Account User        | Tokopedia     | 14,9 |
|   | Male       | 32,7 |                     | Shopee        | 6,1  |
| Age                                     | 24-39      | 81,9 | Location            | Bukalapak     | 8,2  |
|   | 40-55      | 18,1 |                     | all mentioned | 70,8 |
| Income<br>(per month in million IDR Rp) | 1-2        | 15   | Occupation          | Rural         | 26   |
|   | 2,1-3      | 19   |                     | Urban         | 74   |
|   | 3,1-4      |      | Civil servants/BUMN | 37,7          |      |
|   | 4,1-5      | 49   | Entrepreneurs       | 21,2          |      |
|   | >5         | 17   | Private Sector      | 26,3          |      |
|   |            |      | Instructor          | 14,6          |      |

**RESULT AND DISCUSSION**

This study used an online method to collect data, specifically the direct distribution of questionnaires to participants. The research team has developed and checked the validity of the questionnaires distributed to the participants. Beginning on February 20, 2022, and continuing through March 19, 2022, the data collection procedure is carried out over a period longer than one month. Once primary data has been collected, it must be processed to yield results for the research questions and hypotheses before data collection.

The data collection process carried out with the help of questionnaires through online media, and the process received responses from 320 respondents. Of all the questionnaires distributed

through online media, the researchers received a complete response because they used the mandatory content feature on the online questionnaire, and 39 questionnaires could not be used in the processing because the respondent's criteria did not match the existing screening questions. The online media used by researchers to collect data in the form of e-mail and contact respondents through the WhatsApp and Facebook applications. The results of the questionnaire distribution were processed using the Warp-PLS application to test the instrument and the research hypothesis.

**Instrument Test Results**

**Validity Test Results**

Following the advice of Hair, Hult, Ringle, & Sarstedt (2017), indicators that have a



factor load value between 0.41 to 0.69 are maintained as consideration for increasing the AVE value and composite reliability. Having an AVE greater than 0.5 for each construct is also necessary for convergent validity (Hair et al., 2017). From the data processing Table II. there are no indicators that do not meet the requirements. Thus, no item deletion is required at all. Then, from the various load factor values that appear, it can be determined that the acquisition of each construct's AVE value is as follows.

In measuring construct validity using the reflective testing model of partial least squares analysis (PLS-SEM) is discriminant validity, namely testing the extent to which the construct is empirically different from other constructs in the structural model (Hair, Risher, Sarstedt, & Ringle, 2019). Following the rule of thumb from Hair et al., (2017), discriminant validity is in Table IV. provided that the external load indicator on the construct must be higher than all cross-loads with other constructs and the square root of the AVE of each construct must be higher than the highest correlation with other constructs (heterotrait-monotrait criteria (HTMT). Henseler, Ringle, & Sarstedt, (2015) proposed an alternative approach, to measure discriminant validity based on a multitrait-multimethod matrix using the heterotrait-monotrait correlation ratio (HTMT). HTMT criteria for assessing discriminant validity, if the HTMT value is below 0.90, discriminant validity has been established between the two reflective constructs. Test result of the square root of the AVE of each construct is higher than the highest correlation with other constructs, so that it fits the HTMT criteria. The results of the research conducted indicate that the research constructs mostly meet the criteria, so that it can be continued in the main test.

#### **Reliability Test Results**

A construct's composite reliability values are considered trustworthy when they are

more significant than 0.6. (Sekaran & Bougie, 2013). Data analysis is in Table II. shows that all constructs have Cronbach's Alpha and composite reliability values above 0.6, allowing for the safe conclusion that all constructs are credible (Sekaran & Bougie, 2013). The Warp-PLS 6.0 analysis tool was utilized to conduct the reliability test included in this investigation.

#### **Structural Model Analysis as Hypothesis Testing**

The following analysis aims to test whether there is multicollinearity in the model or whether there are strong similarities between constructs or dimensions that cause measurement bias. According to Kock (2018), a model is considered to have no multicollinearity if the AVIF and AFVIF values are  $< 0.5$  (still acceptable) and the ideal value is  $< 3.3$ . Based on Table V. we know that the AVIF and AFVIF values are 1.301 and 1.604 (ideal), so it can be concluded that there is no multicollinearity in the model. The strength of the model can be seen from the Tenenhaus of GoF value, where from the results of data processing, the value is 0.521.

Kock (2018) makes the model suitability category with the following criteria: small suitability if the Tenenhaus of GoF value  $> 0.10$ , medium suitability if the Tenenhaus of GoF value  $> 0.25$ , and strong suitability if the Tenenhaus of GoF value  $> 0.36$ . The model built has a strong fit by looking at the Tenenhaus of GoF value, which is 0.521. After analyzing the model's suitability, the next step is testing the structural model to test the proposed hypothesis. Hypothesis testing with the structural model can be solved by analyzing the path coefficient value ( $\beta$ ), the coefficient of determination (adjusted R-squared), the significance level (P-value), along with the effect size for the path coefficient. The results of testing the structural model for hypothesis testing are shown in Figure 1 and Table VI.



Table II. Assesment of first-order, reflectice model.

| Constructs   | Items   | Loadings | CR    | AVE   |
|--|---|----------|-------|-------|
| Perceived usefullnes of online reviews (UOR) (Park & Lee, 2009)                    | Online consumer reviews are useful to me  | 0,704    | 0,852 | 0,59  |
|  | Online consumer reviews make buying easier  | 0,764    |       |       |
|  | Online consumer reviews make me a smarter shopper                                 | 0,801    |       |       |
|  | Online consumer reviews are very useful for me                                    | 0,869    |       |       |
| Perceived eWOM credibility of online reviews (COR) (Park, Wang, Yao, & Kang, 2011) | I trust the widely read online reviews  | 0,73     | 0,751 | 0,547 |
|  | I trust the online reviews that other people believe                              | 0,731    |       |       |
|  | I believe online reviews are important and credible information                   | 0,764    |       |       |
|  | I believe online reviews are written responsibly                                  | 0,928    |       |       |
| Perceived online review attitude (ORA) (Bartikowski & Walsh, 2014)                 | Overall, I think the members of this discussion community like this product       | 0,903    | 0,899 | 0,75  |
|  | The comments I have read about this product globally have been very positive      | 0,936    |       |       |
|  | My impression is that members of the discussion community appreciate this product | 0,742    |       |       |
|  | I found this product useful   | 0,990    |       |       |
| Attitude toward product (ATP) (Bartikowski & Walsh, 2014)                          | I think it's a performance product  | 0,990    | 0,941 | 0,841 |
|  | I think this product is interesting   | 0,730    |       |       |
|  | This company (brand) is fun   | 0,931    |       |       |
| Attitude toward brand (ATB) (Abzari, Ghassemi, & Vosta, 2014)                      | This company (brand) is well known and credible                                   | 0,976    | 0,966 | 0,904 |
|  | This company (brand) has positive attributes                                      | 0,937    |       |       |

(continued)



Table III. (Continued).

| Constructs   | Items  | Loadings | CR    | AVE   |
|--|--|----------|-------|-------|
| eWOM usage (EWM) (Poyry, 2011)   | Online discussion has a significant influence                                | 0,754    | 0,802 | 0,541 |
|  | Online discussion is very helpful  | 0,736    |       |       |
|  | Online discussion gives different ideas                                      | 0,853    |       |       |
|  | The online discussion mentions useful things                                 | 0,708    |       |       |
|  | I followed the advice given in the online discussion                         | 0,828    |       |       |
|  | I agree with the opinion given in the online discussion                      | 0,728    |       |       |
| Purchase influence intention of online reviews (PI) (Lu, Chang, & Chang, 2014) | I will consider buying this product  | 0,83     | 0,813 | 0,569 |
|  | I have no intention of buying this product.                                  | 0,764    |       |       |
|  | There is a possibility that I will buy this product                          | 0,717    |       |       |
|  | I will buy (brand) when I need (product)                                     | 0,827    |       |       |
|  | If I need, I will buy this (product)   | 0,856    |       |       |
| Consumer Buying Behavior (CB) (Salem, 2018)                                    | I bought this product because it's easy to reach                             | 0,973    | 0,601 | 0,517 |
|  | I make a purchase of the product because it can take as long as I like.      | 0,846    |       |       |
|  | I don't feel pressured to buy anything.                                      | 0,816    |       |       |
|  | I bought this product because the reviews are good and reliable              | 0,715    |       |       |
|  | I buy products through e-commerce because I don't need to go to the store.   | 0,763    |       |       |
|  | I prefer to buy products that have good ratings from previous buyer reviews. | 0,814    |       |       |

Table. IV Descriptive statistics, correlations and AVEs

| Construct | Mean  | SD    | ATB   | ATP   | COR   | ORA   | UOR   | CB    | EWM   | PI    |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| ATB       | 5,253 | 1,626 | 0,911 |       |       |       |       |       |       |       |
| ATP       | 5,036 | 1,665 | 0,789 | 0,850 |       |       |       |       |       |       |
| COR       | 5,246 | 1,647 | 0,079 | 0,114 | 0,973 |       |       |       |       |       |
| ORA       | 5,126 | 1,634 | 0,033 | 0,051 | 0,850 | 0,864 |       |       |       |       |
| UOR       | 4,96  | 1,641 | 0,049 | 0,056 | 0,248 | 0,213 | 0,768 |       |       |       |
| CB        | 5,213 | 1,520 | 0,231 | 0,246 | 0,661 | 0,395 | 0,703 | 0,716 |       |       |
| EWM       | 4,901 | 1,647 | 0,098 | 0,111 | 0,299 | 0,303 | 0,211 | 0,705 | 0,796 |       |
| PI        | 4,969 | 1,665 | 0,135 | 0,050 | 0,159 | 0,065 | 0,093 | 0,332 | 0,245 | 0,774 |

Table V. Model Fit

| Indicator | Value | Condition (Kock, 2018)  | Conclusion   |
|-----------|-------|---|--------------|
| APC       | 0,199 | <i>P sig</i>  | Accepted     |
| ARS       | 0,082 | <i>P sig</i>  | Accepted     |
| AARS      | 0,077 | <i>P sig</i>  | Accepted     |
| AVIF      | 1,301 | <i>Accepted if <math>\leq 5</math>, Ideally <math>\leq 3.3</math></i> | Ideal        |
| AFVIF     | 1,604 | <i>Accepted if <math>\leq 5</math>, Ideally <math>\leq 3.3</math></i> | Ideal        |
| GoF       | 0,521 | Small $\geq 0.1$ , Medium $\geq 0.25$ , Strong $\geq 0,36$            | Strong Model |

### Research Result

Ten research questions were posed in this study, and each was answered by conducting a hypothesis test. The first research hypothesis, which tested whether or not people's opinions of online reviews changed depending on how useful they thought the reviews were, is supported by the data in Table VI. the hypothesis was tested to determine if people generally have a favourable view of user feedback posted to review sites. Secondly, there is support for the research question that asked whether or not individuals' perspectives on online reviews changed based on how credible they found e-WOM to be. With this inquiry, we hoped to learn

whether or not online reviewers can be trusted as a source of reliable e-WOM.

The third goal of this study is to determine if and how consumers' product impressions and review perceptions are related. The available data support the findings. The fourth goal was to see how people's opinions of different brands compared to their opinions of online reviews. The findings are backed by evidence. Examining how beliefs about online reviews affect e-WOM uptake is the fifth aim of this study. It is not just speculation; there is data to support the findings. Sixth, contrary to the hypotheses, this study did not find evidence that online reviews influence consumers' perceptions of products or purchase decisions.



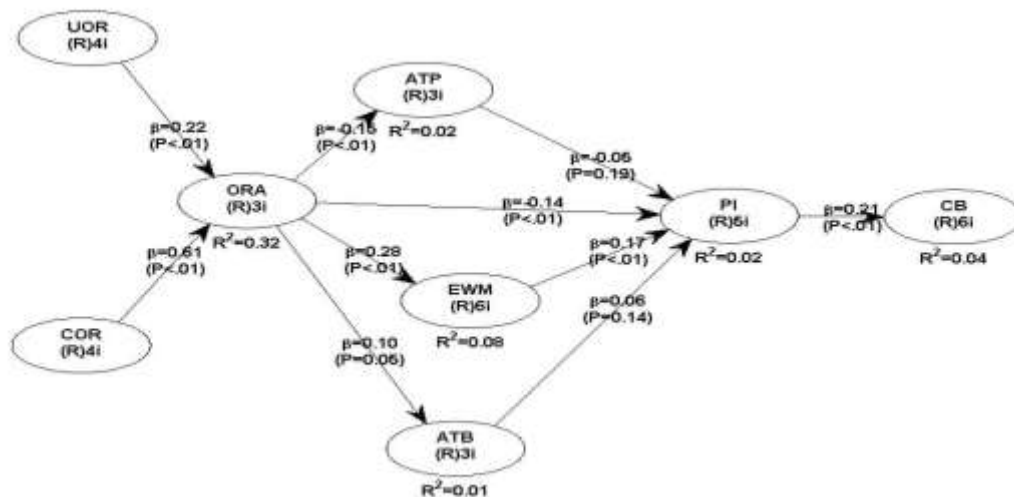


Figure I. Structural Model Analysis

Seventh, this study intends to examine the effect of brand attitudes on consumers' intentions to buy after reading positive reviews. Not a single shred of evidence backs up the findings. In eighth place, the findings of this study lend credence to the study's overarching goal of examining how e-WOM mediation influences consumers' perceptions of and

decisions to act upon online reviews. The ninth hypothesis of this study is that the prevalence of e-WOM affects consumers' propensity to buy products based on online reviews. As a tenth objective, this study seeks to learn how online reviews affect shoppers' decisions to buy a product. The available data support the findings.

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Table VI. Results of the structural model.

| Structural model | Path coefficients | P-value | Hypothesis Decision |
|------------------|-------------------|---------|---------------------|
| UOR -> ORA       | 0,22              | < 0,01  | Support             |
| COR -> ORA       | 0,61              | <0,01   | Support             |
| ORA -> ATP       | 0,15              | <0,01   | Support             |
| ORA -> ATB       | 0,10              | 0,05    | Support             |
| ORA -> EWM       | 0,28              | <0,01   | Support             |
| ATP -> PI        | 0,05              | 0,19    | Not Supported       |
| ATB-> PI         | 0,06              | 0,14    | Not Supported       |
| EWM -> PI        | 0,17              | <0,01   | Support             |
| PI -> CB         | 0,21              | <0,01   | Support             |



Table VII. Results of the mediation testing

|             | Direct effect | significance<br>(p<0.05) | indirect effect | significance<br>(p<0.05) | Hypothesis<br>Decision |
|-------------|---------------|--------------------------|-----------------|--------------------------|------------------------|
| ORA-PI (H8) | 0,14          | <0,01                    | 0,11            | <0,01                    | Support                |

## Discussion and conclusion

### *Theoretical contributions*

The researcher combines the Integration Adoption Model (IAM) and the theory of attitude contagion in this study to explain in depth the factors influencing consumer attitudes toward online reviews, which in turn influence consumer purchasing decisions. The study's findings provide evidence that the adoption of e-WOM moderates attitudes regarding online reviews, those online reviews affect purchase intentions, and that online reviews also influence the decision-making process of customers who make purchases through e-commerce platforms.

According to Table 4, people are more likely to trust reviews if they believe they will be useful to them. A beta of 0.22 and a significance level below 0.05 in the current study are consistent with this hypothesis. The results of testing H1 align with those of the primary literature. Purnawirawan et al., (2012) review the connection between consumers' recall of the review message, the reader's perception of the review's usefulness, and attitudes toward the target object. The perceived usefulness of online reviews of fashion products is a significant factor in shaping consumers' attitudes toward online reviews. This is because information factors play an essential role in influencing consumer preferences. In other words, consumers believe their attitude toward online reviews is based on how helpful they find reviews of fashion products. Reviews give consumers a forum to voice their opinions on a product, which can inform their final purchase decision.

The alternative theory: Results show that people are more likely to trust online reviews if they believe that other

people's e-WOM about those reviews is credible (beta = 0.61), and the p-value is less than 0.01. The results align with those found in previous studies by Yun & Park (2010). Hsu (2021) found that consumers' perceptions of the reliability of e-WOM spread via online reviews significantly influenced their positive evaluations of those reviews (2010). Products falling into the search category are those for which consumers rely on their intuition rather than data provided by retailers or word-of-mouth recommendations from their peers in online communities (Hsu, 2021). Customers are less likely to rely on a smattering of online reviews to form an opinion on the quality of purchase in the fashion industry because these products are classified as experience goods. People in Indonesia are most interested in buying fashion-related items like clothes and accessories through online marketplaces (Katadata Insight Center, 2020). Findings from these studies suggest that search products sell well in the online marketplace. However, this does not apply to the sale of experiential goods, necessitating additional data gleaned from the first-hand accounts of other customers. Findings show that e-commerce shoppers who look for specific fashion items are more likely to form favourable opinions of the reviews listed in the stalls selling those items and to view the sellers of those items as credible. Customers have faith in the vendors of these trendy goods, so they buy from them.

Results from testing H3 show that positive attitudes toward online reviews have a positive effect on product attitudes, with a beta value of 0.15 and a p-value less than 0.01. Customers' perceptions of a product's value and word-of-mouth



promotion and purchases are positively affected by the sharing of information and experiences between customers, as found by De Vries et al., (2012). These results are in agreement with that hypothesis. Customers are in the right frame of mind regarding the fashion items for sale on the e-commerce platform of their choice because the vast majority of reviews they read before making a purchase gave that platform a positive rating.

The results support the fourth hypothesis, which states that attitudes toward online reviews have a positive influence on attitudes toward brands, with a beta of 0.1 and a p-value of 0.05. Hsu's research from 2021 shows that consumers' perspectives on online reviews affect their perspectives on brands. Therefore, brands need to use social networking sites to not only introduce consumers to their products but also to build long-term, interactive relationships with consumers. In order to make educated decisions, shoppers often consult multiple resources, especially when considering emotionally and financially significant purchases like those associated with the fashion industry. Products in the fashion industry have a reputation for being complex. This demonstrates that the presence of online reviews affects the level of liking viewers or online consumers for a product or brand.

Positive attitudes toward online reviews were found to have a positive effect on the uptake of e-WOM, as indicated by a beta value of 0.28 and a p-value less than 0.01. These results are consistent with those found in similar prior research (De Vries et al., 2012). This research shows that online review attitudes have a more significant impact on brand attitudes than online review content has on the spread of e-WOM messages. As a result, consumers who rely on feedback from other shoppers will start using e-WOM messages to choose fashionable items to buy online.

The results contradict Hypothesis 6, which suggests that consumers are more likely to purchase after reading favourable reviews of a product online. A 0.05 beta and a 0.19 probability of error is indicative of this. The data do not support the results of H7, which state that positive attitudes toward them have a positive effect on the purchase intention of online reviews. The beta value for this hypothesis is 0.06, and its p-value is 0.14. In contrast to the findings of Adis & Jun (2013), who found that positive brand attitudes lead to increased purchase intentions when consumers experience emotional reactions to advertised brands and products, this statement does not hold water. The respondents' intent to buy is influenced less by their personal feelings about the product than by what they read online. This study found that rather than a direct correlation between respondents' product attitudes and the purchase intentions revealed in their online reviews, e-WOM adoption acted as a mediator between these two factors. Since the p-value is less than 0.01% and the beta measurement results are 0.14, it follows that hypothesis 8 is correct. Users of e-commerce platforms form favourable impressions of a product or brand based on the evaluations, feelings after use, or reflections of other people after using the product or brand and use these impressions to decide whether or not to adopt the product or brand. Finally, word-of-mouth (WOM) messages can affect a customer's propensity to purchase a brand's wares.

The results show that the adoption of e-WOM has a significant and positive influence on purchase intention based on online reviews (Hypothesis 9), with a beta value of 0.17 and a p-value less than 0.01. Consistent with the results obtained by Liao & Cheung this study finds (2001). Based on their findings, they hypothesized that a greater reliance on e-WOM (a higher e-WOM adoption rate) would lead to an even more significant impact from e-WOM



on consumers' propensity to purchase after reading an e-WOM review. Consistent with the results obtained by Liao and Cheung, this study finds (2001). Participants in this study said they were influenced to make a purchase decision after reading customer reviews posted on the e-commerce website they used to buy the selected article of fashion clothing. This motivates e-commerce store owners to provide better products so that customers will want to review them on the websites of the e-commerce stores they frequent. The results of beta 0.21 and p-values below 0.01 indicate that the hypothesis that online reviews influence consumers' intentions to make a purchase is supported. Morren & Grinstein (2016) found that one of the most important predictors of actual behaviour is the individual's intention to change. There is an increased likelihood that the desired behaviour will be performed if the behavioural intention to perform the behaviour is strong enough. According to the results of this study, consumers' high levels of purchase intent significantly impact their final purchases. Proof of this can be found in the 281 users of the e-commerce sites Tokopedia, Shopee, and Bukalapak. 273.3% have purchased some fashion items from these sites. Furthermore, the results of this study show that a person's level of education correlates positively with their purchase intent.

#### **Conclusion and Suggestion**

The mechanism by which this attitude exerts its impact on one dimension has been the subject of numerous studies, including those by Hwang et al. (2011) and; Wang et al., (2012). Bartikowski & Walsh (2014) researched the ripple effect of consumer attitude processes on consumers' intent to buy. Research shows that e-WOM implementation can affect consumers' purchasing decisions even after they have made up their minds to buy. It is the purpose of this research to examine

the transmission of consumer attitudes as a concept. Perception of other people's attitudes, attitudes towards a product, and attitudes towards a brand are the three distinct dimensions that make up the process of attitude transmission. Since there were no directly relevant attitude variables in the reviewed websites, the researchers extrapolated the already established concepts to accommodate this context. In particular, "attitude towards online reviews" is a synthesis and refinement of "people's perception of attitudes" (Bartikowski & Walsh, 2014) and "attitudes toward fan-sponsored recommendation posts" (De Vries et al., 2012; Lu et al., 2014). To describe this novel idea, the term "attitude towards online reviews" was coined.

#### **Managerial implications**

The findings of this study also indicate that the adoption of e-WOM acts as a mediator between the effect of attitudes toward online reviews and the effect of intentions to make purchases based on online reviews. These findings represent a research breakthrough that incorporates information consumption and dissemination models. Previous studies have shown that the utilization of e-WOM is a powerful moderator of the relationship between a person's attitudes toward online reviews and their intentions to make purchases based on those reviews.

Two suggestions have been provided by the researcher about the personal and online factors that determine information. First and foremost, community managers ought to make it a top priority to establish e-WOM credibility from online reviews. This is because customers place a significantly higher level of trust in the experiences shared by friends and family members in their immediate vicinity than in the suggestions and shares made by well-known brands and websites. The consumer's decision to purchase can also be heavily influenced by the experiences of their online peers,



which are often shared publicly. Star ratings on stalls made available on e-commerce platforms that have been in operation for a significant amount of time have, in most cases, a certain degree of media effect. This effect attracts the attention of high-level users and increases engagement. Through interaction and exchange between replies to comments on available online reviews, the fashion on the e-commerce platform leads the audience to visit the fashion product page.

For instance, fashion stalls on the number.id e-commerce platforms at Tokopedia, Shopee, and Bukalapak that sell locally produced goods are in high demand among nursing mothers and pregnant women. This is because the goods sold at these stalls are designed specifically for these two groups of women. Number. It always responds to the online review comments available from its customers who share their experience of purchasing numbers.id products. These comments can be found on the website. As a direct consequence of this, commenters gain credibility and influence with each published review. This community platform does more than implement a reward system; it also stimulates fans' interest in a product by posting engaging, lively, and professional content on their social media accounts. This, in turn, can trigger fans' intention to purchase the product.

#### **Limitation and future research**

This research is limited in that it is conducted on fashion products; however, additional research can be applied to electronic products such as cell phones. The findings of this research cannot be extrapolated to e-commerce platforms other than Tokopedia, Shopee, and Bukalapak because those are the only platforms considered for this research. Every customer with an account on an e-commerce platform has their own unique shopping experience when using their chosen e-commerce platform. Because of this, additional research using different e-

commerce platforms, such as Alibaba, will produce different results.

#### **Disclosure statement**

No potential conflict of interest was reported by the author(s)

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