

## **Evaluating the Impact of eWOM Adoption on Consumer Purchasing Intentions**

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### **Abstract**

*This research aims to understand better the factors that motivate customers to use eWOM and how that usage impacts their subsequent purchasing decisions. Study findings provide a framework for rearranging the factors that affect consumers' purchasing decisions in the online marketplace. The constantly expanding world of digital information transmission is the subject of this research. The proliferation of social media platforms has increased consumers' exposure to false and accurate information. The quick spread of information is thanks partly to the eWOM capabilities of social media networks. For this qualitative research project, we surveyed a convenient sampling of Karachi college students. Smart PLS was used to analyze the data. Insights like these may help promoters design campaigns like wildfire and encourage customers to spread trustworthy word-of-mouth (eWOM) that could sway consumers to purchase. The data shows that eWOM adoption acts as a mediator between other factors (such as trust propensity, information quality, information usefulness, argument quality, information credibility, and information adoption) and the consumer's propensity to purchase.*

**Keywords:** Social media; Electronic word of mouth (eWOM); trust; online buying; consumer purchase intentions

## **Introduction**

It was prophesied over twenty years ago that firms would concentrate not only on the business but also on the market space and would need a radical reorganization of organizational structures. Yao et al., (2019) hence discovered that modern marketing efforts make a noticeable impact on consumer psychology, with positive outcomes in the form of increased online sales for businesses. Customers need help accessing factual information provided online due to the large amount of available information (Abedi, 2019). It is mentioned that, in order for consumers to make informed judgments, there must be widespread dissemination of information. However, this paradox has been completely revised as it gets harder to identify reliable information (Bronner & De Hoog, (2010), Keisidou et al., (2009) and Lee & Youn, 2014). Lever et al., (2017) noted that consumers need clarification due to authenticity and credibility issues. Mahmood et al (2019) added that customer confusion made the argument that the decision-making process has been severely hampered. Bilal et al., (2020) added that, online platforms have given customers ample access to know about products and services. Electronic word-of-mouth is the dissemination of online information about experiences and opinions (Hu & Kim, 2018). Over the years, information platforms have changed (Khan et al., 2022). Customer review websites, purchasing platforms, blogs, and discussion forums are some of the main online information delivery channels (Khwaja, et al., (2019). In the meantime, social media platforms have been regarded as the primary portals for processing internet information in the past few years (Akbar et al., 2017).

### **Electronic word of mouth (eWOM)**

The term eWOM is related to spreading positive feedback about a service or product using social media platforms (Khan et al., 2022). The customer adopts an EWOM practice, which emphasizes the value, authenticity, as well as relevance of the information for purchasers to adopt when they post a review of a service or product on a consumer reviews platform (like Tripadvisor) and include their own words, photos, and videos to back up their claims about the product or service. According to research (Furner et al., 2014), It has been noted that customers who are on the fence about a purchase are making an optimization choice while facing a high degree of uncertainty and that the evaluations written by other consumers can play a role in alleviating some of that anxiety (Miao et al., 2019).

Furthermore, consumers are more likely to buy online due to impulsive eWOM remarks on social networking platforms (Zhang, 2019). Previous research has taken eWOM as the main focus, exploring firm-generated and user-generated features in various ways (Poulis et al., 2018). Meanwhile, it is important to evaluate what aspects of eWOM foster client trust, which finally leads to them adopting the information and, as a result, purchasing items and services (Jiang et al., 2018). Forty-four percent of millennials and generation Z engaged in online purchasing using their cell phones. The study seeks to uncover the increasing significance of eWOM by explaining its aspects and analyzing how it fosters customer trust. The notion of planned behavior serves as the foundation for the theoretical model. Attitudes, subjective standards, motives, and behaviors are all thoroughly examined—Trust Building of Customers through EWOM (Zafar, D., et al., 2022). As stated by Roy et al., (2020); Prantl & Micik, (2019) and Zhang et al., (2017), social media platforms are more significant and valuable as two-way eWOM communication operates more effectively. Two-way communication and quick responses are among the main advantages of eWOM conversations. According to researchers, eWOM on social media spreads rapidly to a larger audience in the shortest possible time (Erkan & Evans, 2016). Wu & Lin (2017) and Matute et al., (2016) explained that online purchasing trends are now influenced by the feedback and ideas given by previous clients.

### **Trust Dimensions**

EWOM factors enhance customer confidence, leading to the acceptance of knowledge and, consequently, the acquisition of services and products. This confidence sphere ultimately results in using knowledge and buying intents (Miao et al., 2021). A comprehensive literature review provided the theoretical underpinnings used here. Trust is a factor that is key to the success of many business transactions conducted online (Kwak, 2019). In this vein, it was shown by reference (Pyle, 2021) that customers examine all of the reviews, reviewers, and sites they come across in the market space while evaluating a series of confidence characteristics for purchasing decisions. EWOM elements help develop consumers' trust, which as a result, improves the tendency the adoption of new knowledge and ultimately make a purchase; the trust-building sphere serves as a bridge between the adoption of new knowledge and consumer intent to buy. These theoretical underpinnings were gleaned by thoroughly examining the relevant literature (Miao et al., 2021).

Trust is among the most crucial criteria for extensive internet trade relationships (Kwak, 2019). Pyle, (2021) demonstrated that shoppers explore a variety of reviews, reviewers, and shopping websites before deciding on a final purchase. Important implications for theory, practice, and future studies are noted in the result of this research. The research suggests that boosting eWOM operations can help online companies boost their brands, increase sales, and develop promotional strategies to satisfy market needs and actively engage customers (Khan et al., 2022).

### **Research question**

The research answers the following research questions:

1. What is the role of purchase intention in light of being mediated by eWOM
2. As per the literature, what process does EWOM follows?
3. eWOM adoption is influenced by which antecedents?
4. What factors influence consumer purchase intention?

### **Research Objective**

The objectives of the study are:

- Analyzing how much eWOM is created and how it affects consumers' trust and loyalty to a brand.
- To provide a holistic model for rearranging the variables that influence shoppers' decisions in the online marketplace.
- To describe a major effort put forward toward creating a complete database for eWOM study.

Customers' experiences at every stage of the customer journey can be impacted by the more mainstream adoption of cutting-edge technologies (Lemon & Verhoef, 2016). Through the proliferation of social media sites, customers may now publish product evaluations, how-to videos, and other kinds of eWOM (electronic word of mouth) directly to the web (Khan et al., 2022).

### **Research problem**

While prior studies focused on eWOM's upsides, examining the medium's potential drawbacks is still important. In this study, we dissect the elements of trustworthiness that contribute to eWOM credibility. This study looks at how the quality of eWOM information influences customers' desire to make a purchase, which is important for building a positive image of

eCommerce in consumers' perceptions. Consumers' past adoption rates of eWOM information for purchasing choices across SNS should be compared in future research. This also applies to other similar platforms. This research fills a need in the existing literature by investigating the impact of EWOM Adoption as a mediator between trust in the source, information quality, information usefulness, argument quality, information credibility, and consumer purchase intent.

## **Literature Review**

### **Theory of Reasoned Action (TRA)**

How individuals process and implement new information is the subject of a theory called the Information Adoption Model (IAM) (Ma & Liu, 2005). The IAM model, which builds on a robust model from the Theory of Reasoned Action (TRA), postulates that two primary factors influence the consumer's decision to purchase. Ultimately, everything comes down to the attitudes of consumers and the expectations they bring into the transaction with them. In this context, "consumer attitude" refers to an individual's felt positive or negative attitude toward carrying out the conduct, while "subjective norms" refers to the experienced social pressure when carrying out the activity (Fishbein & Ajzen, 1975). Several factors contribute to whether or not someone will use the information provided by eWom, including its utility (IU), adoption (IA), quality (IQ), credibility (IC), and strength of argument (AQ).

### **Argument Quality effect and EWom Adoption**

As defined by Zhu (2016), an argument is a set of consumer suggestions considered in the context of a purchase. Tien(2019) identifies two criteria in this way: (1) the persuasiveness of the gathered information and (2) its comprehensiveness, timeliness, and relevance. Attitude shifts are more likely to occur as a result of the debate. Yap (2013) noted that both positive and negative messages might be found in eWOM. These writers theorized that the administration of an e-commerce platform would inspire the dissemination of even more positive information and categorize it by subject (Khan et al., 2022). To those who hold this view, a high-quality argument is directly proportional to the persuasiveness of one's message. Researchers claim that sales forecasts are based on user evaluations of business pages or websites. When customers complain frequently, a company's profits will inevitably fall. If only positive comments are accessible from purchasers, skepticism may develop among potential buyers. Consumers'

openness to eWOM is thought to be significantly influenced by the quality of the arguments presented.

H<sub>1</sub> (H<sub>1a</sub>): Argument quality significantly affects EWom Adoption.

H<sub>1</sub> (H<sub>1b</sub>): EWom Adoption significantly mediates the relationship between Argument Quality and Customer Purchase Intention.

### **Information adoption and eWOM adoption on CPI**

Erkan(2016) added that eWOM communications, a basic amount of information is exchanged. However, the impact of that knowledge would differ depending on the individual. Certain people may be alarmed by the same content, while others may take it casually and many factors can influence information adoption by consumers(Zhang, 2017). The usefulness of information is one of the most important criteria (Ghauri, S., et al., 2022). Consumers only embrace information that is relevant and valuable to them. That is why Cheung & Thadani (2012) predicted that the usefulness of information is a strong predictor of eWom adoption.

The idea that knowledge adoption leads to a verdict for or against something has gained widespread recognition. According to the idea behind the dissemination of knowledge, the quality of an argument, the reliability of a source, and the practicality of a piece of data are all necessary components in the decision to acquire it. Nabi and Hendriks (2003) found that if consumers perceive that new information would improve their lives, they are more likely to accept it with optimism. As a result, consumers' buying decision is affected by their acceptance of knowledge (Agha et al., 2021). As a result, the following theory is put forth: The adoption of eWomen positively correlates with the adoption of information (H3).

H<sub>2</sub> (H<sub>2a</sub>): Information adoption has a significant effect on EWom Adoption.

H<sub>2</sub> (H<sub>2b</sub>): EWom Adoption significantly mediates the relationship between Information adoption and Customer Purchase Intention.

### **Information Credibility and EWom Adoption**

The extent to which people believe a piece of information is reliable has been connected to its credibility in this setting (Iyer et al., 2017). Customers evaluate the usefulness of data through a filter of "credibility" (Wathen and Burkell, 2002). The consumer's opinion of the sender's information's reliability and trustworthiness is known as information credibility (Awad & Ragowsky, 2008). Every customer has a unique perspective on the message he or she receives, making the message's reliability questionable (Khan et al., 2013). According to Awad and

Ragowsky, the most important factor in buying decision-making is the information's credibility. According to the literature, there is a link between online customer purchasing intent and information credibility (Dou et al., 2012). The credibility of information influences consumer choices, particularly those connected to purchase intentions. As a reason, consumer acceptance of eWOM is strongly influenced by information credibility.

H<sub>3</sub> (H<sub>3a</sub>): Information Credibility has a significant effect on EWom Adoption.

H<sub>3</sub> (H<sub>3b</sub>): EWom Adoption significantly mediates the relationship between Information Credibility and Customer Purchase Intention.

### **Information Quality and eWom adoption**

A customer's willingness to change their mind, the likelihood that they will absorb new knowledge, and the likelihood that they will take some action are all influenced by the quality of the information they get. Quality of information may be defined as "the persuasive strength of reasoning inherent inside an informative message" (Bhattacharjee & Sanford, 2006). Quality of information, as defined by (Yeap, 2014), is the ability of words to represent one's understanding of the matter. Numerous studies have examined how information quality affects eWom (Byung-Kwan, 2018). As a result, the following hypothesis is created:

H<sub>4</sub> (H<sub>4a</sub>): Information Quality has a significant effect on EWom Adoption.

H<sub>4</sub> (H<sub>4b</sub>): EWom Adoption significantly mediates the relationship between Information Quality and Customer Purchase Intention.

### **Information Usefulness and eWom adoption.**

Conveying necessary details was also a source of worry for customers. Information is beneficial if individuals believe they may enhance their performance by applying what they have learned (Nabi & Hendriks, 2003). Similarly, if the information comes from an authoritative figure, the recipient is more likely to accept it and have their beliefs altered. More weight is given to the perspectives when they are seen as trustworthy, whereas less weight is given when they are not seen as credible. Information usefulness inside an online platform, as anticipated by Sussman and Siegal (2003) and Cheung and Lee (2012), is a matter of subjective opinion based on the incorporation of novel ideas and perspectives that enhance the articulation of product or service benefits. The confidence of consumers and the likelihood of their acceptance of a product or service increase when customers have access to relevant information (Khwaja et al., 2020).



People believe that more knowledge will help them do better (Bailey & Pearson, 1983). As a result, the research puts out the following hypotheses:

H<sub>5</sub> (H<sub>5a</sub>): EWom adoption is significantly affected by Information Usefulness.

H<sub>5</sub> (H<sub>5b</sub>): The relationship between Customer Purchase Intention and Information Usefulness is significantly mediated by EWom Adoption

### **Trust inclination and eWom adoption**

Buyers behave differently depending on their level of trust in eWOM adoption. Consumer trust behavior is influenced by perceived risk. Consumers try to resist getting themselves into risky conditions. When consumers are looking for a high level of risk, they often turn to eWOM for further information. When customers think they are about to step into a risky environment, they are most likely to use eWOM as per (Zhang, 2019) view. Consumer reviews are deemed credible since they share product insights without bias. Customers' perception of danger in purchasing the company's wares remains even if they are consistently shown to be in a positive light (Abedi, 2019). Therefore, information shared via an eWOM system is more credible in customers' eyes since it conveys users' experience directly and without filters (Shaikh et al., 2013).

H<sub>6</sub> (H<sub>6a</sub>): EWom Adoption is significantly impacted by Trust inclination.

H<sub>6</sub> (H<sub>6b</sub>): The relationship between Customer Purchase Intention and Trust inclination is significantly mediated by EWom Adoption.

### **Mediating Effect of eWOM Adoption on Customer Purchase Intention**

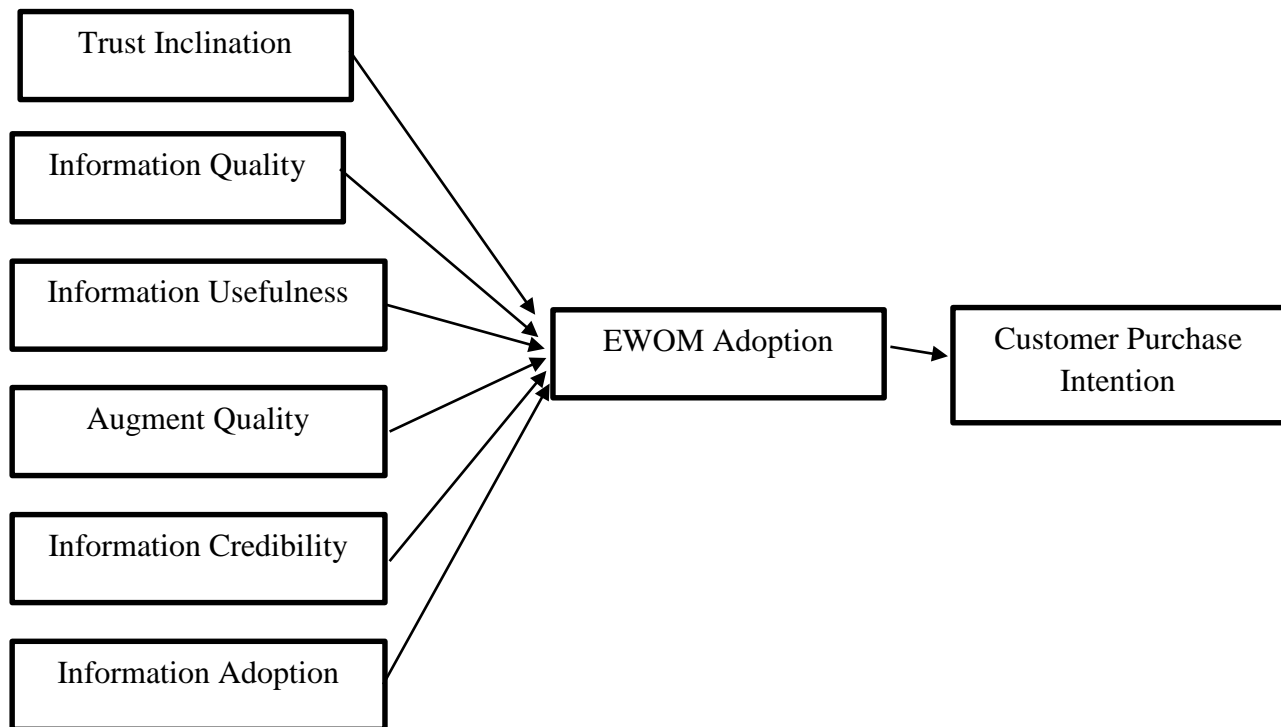
The impact of eWOM trustworthiness on customer purchase intention is determined and connected via eWOM adoption, as stated by Tien et al. (2018). McKnight and Kacmar (2006) claim that trust is the most important factor in determining whether or not a given eWOM initiative is successful. As defined by Sussman and Siegal (2003), eWOM adoption is implementing a compatible review's suggestions. People who believe eWOM communications are credible are more likely to consider that data when making a final purchase choice (Khan, FA., 2016). Information adoption, or the extent to which people use information, is the source of eWOM adoption, as stated by Cheung et al. (2018). Adoption of e-word-of-mouth marketing and its moderating effect on intent to buy According to the available literature, eWom adoption is crucial in predicting consumer intent to buy. Using eWom data readily available on SNS can help turn purchase recommendations into actual purchases, claim Erkan and Evans (2016).



Intentional purchases of products offered on social media sites can be boosted by viral messages that recipients find useful. Adoption of eWom may mediate the influence of informativeness determinants on consumers' purchase propensity (Jamil et al., 2022).

H7: EWOM predictors on consumer's purchase intention is mediated by the adoption of eWOM by consumer

Figure 1  
*Research Framework*



## RESEARCH DESIGN

### Instrument of data collection

The many measuring items incorporated in the research instrument were taken from the literature. The elements and their sources are listed in Table 1. A five-point Likert scale was employed in this study.

Table 1

Instrument Measurement

S.no	Variables	Source
1	Trust Inclination	Park et al. (2007)
2	Argument Quality	Park et al. (2007)
3	Information Quality	Prendergast et al. (2010)
4	Information Usefulness	Chu and Kim (2011)
5	Information Credibility	Prendergast et al. (2010)
6	Information Adoption	Cheung et al. (2008)
7	eWom adoption	Hsiao-Ching Kuo & Chinintorn Nakata (2019)
8	Customer Purchase intention	Coyle and Thorson (2001)

Researchers included both positive and negative items to ensure that respondents read the whole survey before answering (Saunders, 2011). The samples were chosen at random rather than randomly. This methodology is effective and efficient regarding the time, energy, and resources expended during data collection. 200 college students from Karachi are surveyed. The most recent data from the Global Digital Report shows that between 18- and 29-year-olds make up 89% of active users of social networking sites. This is according to (Closson & Bond, 2019). More reliable and representative student samples are needed, according to some experts. However, there were studies where adopting an undergraduate sample was considered appropriate and preferred. This was especially the case when college students made up most of the target market. Yoo and Donthu (2001).

Standards for the reliability and validity of research instruments were applied to the model. Both convergent and discriminant validity of the instrument is included in this category. Table 3 displays the results of these analyses. The composite dependability scale has a minimum value of 0.839 and a maximum value of 0.934. AVE typically fluctuates between 0.591 and 0.813. Loadings on the various factors varied from 0.456 to 0.911, with 0.911 being the highest value. This means that the reliability and validity requirements for the instrument have been satisfied.

**Data Collection**

This study used a self-administered questionnaire survey for the empirical work to validate hypotheses and the theoretical model. This approach had several advantages. Data collecting for bigger samples is difficult; questionnaires are the most significant data collection instrument (Saunders, 2011). A good survey instrument could save time and money; thus, the questionnaire design is suitable for the study's objectives (Bryman & Bell, 2011). Questionnaires speed up the

research process by allowing participants to answer questions quickly and readily and researchers to code data for analysis (Gray, 2014). The questionnaire's measuring elements were derived from previous consumer behavior and e-commerce research. Two hundred-two participants participated in the study. According to (Hair et al., 2016), it is sufficient to do a route analysis with a sample size above 200. To check our assumptions, we used structural equation modeling (SEM). For structure equation modeling on a homogenized data set, (Muthen, 2002) shows that a sample group of 150 responders is acceptable. Sample sizes above 200 are recommended for structural equation modeling by both (Hair Jr., 2010) and (Lowry & Gaskin, 2014).

### **Data analysis**

Data analysis was carried out for two reasons. First and foremost, we needed to ensure that our study instrument's numerous metrics were accurate and dependable. Second, we had to analyze the research model's numerous hypothesized relationships. This study followed Anderson and Gerbing's (1988) and Chin and Newsted's two-step process to achieve these two goals (1999). The first step was to analyze the measurement model, and the second was to evaluate the model's hypothesized relationships.

Table 2  
Descriptive Statistics for the Constructs

Construct	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AQ	0.623	0.788	0.557
CPI	0.672	0.821	0.605
EWOM Adp	0.529	0.76	0.514
IA	0.682	0.824	0.61
IC	0.707	0.803	0.579
IQ	0.406	0.798	0.445
IU	0.329	0.789	0.432
TI	0.651	0.813	0.688

### **Measurement model assessment**

The research employed different established reliability and convergent/discriminant validity criteria to determine whether our measurement model was suitable. CR data were calculated to determine the research instrument's reliability. Table 2 shows that all CR values are higher than

the 0.7 cutoff values. We used two criteria proposed by Fornell and Larcker to determine whether our study instrument has convergent validity (1981). The AVE value for each construct should exceed 0.5, as per the first requirement. We can observe that this requirement was fulfilled by looking at Table 2.

Table 3  
 Measurement Scale Results.

Argument Quality	AQ1	0.795	0.783
	AQ2	0.716	
	AQ3	0.812	
Customer Purchase intention	CPI1	0.794	0.906
	CPI2	0.734	
	CPI3	0.804	
eWom Adoption	EWOMA1	0.709	0.862
	EWOMA2	0.769	
	EWOMA3	0.769	
Information Adoption	IA1	0.748	0.881
	IA2	0.773	
	IA3	0.821	
Information Credibility	IC1	0.745	0.811
	IC2	0.840	
	IC3	0.879	
Information Quality	IQ1	0.772	0.825
	IQ2	0.719	
	IQ3	0.770	
Information Usefulness	IU1	0.794	0.770
	IU2	0.722	
	IU3	0.726	
Trust Inclination	TI1	0.740	0.744
	TI2	0.910	

All factor loadings should have values more than 0.7, per the second criterion. These numbers should be meaningful and load on their respective structures. We can observe that this requirement was met by looking at Table 3. As a result, both convergent validity criteria for the research instrument were met. Table 3 shows the Cronbach's alpha values of the variables, which are greater than 0.7 and meet the standard criteria of Hair et al., (2011).

Table 4  
 Fornell-Larcker Criterion.

**Fornell-Larcker Criterion**

	<b>AQ</b>	<b>CPI</b>	<b>EWOM Adp</b>	<b>IA</b>	<b>IC</b>	<b>IQ</b>	<b>IU</b>	<b>TI</b>
<b>AQ</b>	0.746							
<b>CPI</b>	0.688	0.778						
<b>EWOM Adp</b>	0.564	0.572	0.717					
<b>IA</b>	0.612	0.546	0.623	0.781				
<b>IC</b>	0.596	0.706	0.502	0.547	0.761			
<b>IQ</b>	0.543	0.51	0.554	0.552	0.696	0.667		
<b>IU</b>	0.52	0.547	0.59	0.539	0.513	0.532	0.657	
<b>TI</b>	0.656	0.518	0.538	0.67	0.556	0.528	0.526	0.829

Two criteria developed by Chin (1998) & Fornell and Larcker were employed to assess the convergent validity of our study instrument (1981). In the first step, we determined the object cross-factor loadings. None of the assessed variables had loadings on any other constructs lower than the cross-factor's total loadings. After that, we calculated the square root of the AVE for each structure. Each value surpassed the correlation between that particular concept and all others. Thus, the conditions for discriminant validity were fulfilled on both counts (See Table 4).

Table 5  
VIF.

AQ1	1.279
AQ2	1.115
AQ3	1.319
CPI1	1.676
CPI2	1.129
CPI3	1.725
EWOMA1	1.125
EWOMA2	1.111
EWOMA3	1.197
IA1	1.285
IA2	1.303
IA3	1.452
IC1	1.376
IC2	1.139
IC3	1.453
IQ1	1.13
IQ2	1.059
IQ3	1.069
IU1	1.2
IU2	1.018
IU3	1.199
TI1	1.183
TI2	1.183

You may see the VIF data in Table 5. We used two criteria to assess the amount of multicollinearity in the model. Each construct's VIF was determined initially. The results of the Harman test are supported by the VIF's examination of the model's CMBs (Harman, 1976). All VIF values are no higher than 3. Table 5 demonstrates that this condition has been met.

### **Evaluation of a structural model**

Structural equation modeling was used to investigate the established hypotheses based on the model. The research employed the Smart PLS program's bootstrapping method to obtain the significant values used to test the hypotheses and other critical statistics of the study model. The route coefficients of our structural mode are shown in Table 6. The path coefficients were all statistically significant.

Figure 2  
 Shows the path model

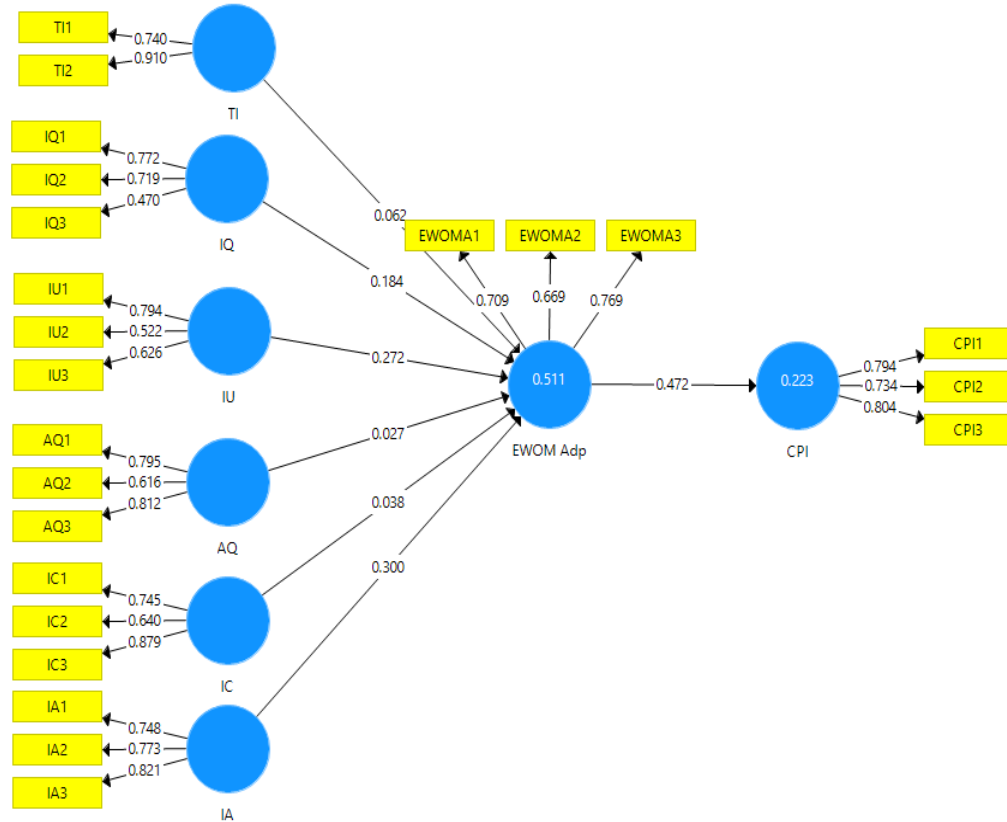


Table 6 displays the empirical data, showing that the AQ is significantly different from zero ( $p < .05$ ). The results demonstrate that there is no causal link between Argument Quality & Ewom Adoption, therefore refuting the very first hypothesis H1 (AQ → EWOM Adp). The H2 is acceptable (IA → EWOM Adp). The data confirm a clear correlation between IA and Ewom IA ( $p > .01$ ). According to data analysis, the IC is significant ( $p > .05$ ). This study's findings contradict H3 (IC → EWOM Adp) and suggest that the two concepts are unrelated. It is agreed that H4 (IQ = EWOM Adp) holds. It confirms a significant favorable correlation ( $p > .01$ ) between Information Quality & Ewom Adoption. As a result, we accept H5 (IU → EWOM Adp) and confirm that there is a positive correlation between Information Usefulness & Ewom Adoption ( $p > .01$ ). We find no evidence to support H6 (TI → EWOM Adp). Hence this hypothesis is rejected. H7 (EWOM Adp > CPI) is supported ( $p < .05$ ). This provides evidence in favor of hypothesis H7.



Table 6  
 Hypotheses testing

Hypothesis	Regression Path	Sample	Sample M	T Statistics	P Value	Result
H1	AQ -> EWOM Adp	0.027	0.044	0.091	0.299	<b>0.765</b> Not supported
H2	IA -> EWOM Adp	0.300	0.295	0.118	2.539	<b>0.011</b> Supported
H3	IC -> EWOM Adp	0.038	0.062	0.1	0.378	<b>0.706</b> Not supported
H4	IQ -> EWOM Adp	0.184	0.172	0.106	1.735	<b>0.043</b> Supported
H5	IU -> EWOM Adp	0.272	0.243	0.12	2.272	<b>0.024</b> Supported
H6	TI -> EWOM Adp	0.062	0.078	0.117	0.529	<b>0.597</b> Not supported
H7	EWOM Adp -> CPI	0.472	0.485	0.121	3.919	<b>0</b> Supported

Table 7  
 In-Direct Hypotheses testing

Hypotheses	Regression Path	Sample	Sample M	T Statistics	P Value	Result
H1	AQ -> EWOM Adp -> CPI	0.013	0.025	0.28	<b>0.78</b>	Not Supported
H2	IA -> EWOM Adp -> CPI	0.142	0.14	2.352	<b>0.019</b>	Supported
H3	IC -> EWOM Adp -> CPI	0.018	0.036	0.328	<b>0.743</b>	Not Supported
H4	IQ -> EWOM Adp -> CPI	0.087	0.085	1.524	<b>0.012</b>	Supported
H5	IU -> EWOM Adp -> CPI	0.128	0.114	2.168	<b>0.031</b>	Supported
H6	TI -> EWOM Adp -> CPI	0.029	0.041	0.483	<b>0.042</b>	Supported

As shown in Table 7, the first hypothesis, H1 (AQ -> EWOM Adp -> CPI), is not supported by the data, and instead, there is no correlation between Argument Quality & EWom adoption at all. Hypothesis 2 is accepted (IA > EWOM Adp > CPI). It confirms that EWom Adoption mediates the favorable link between information adoption & Customer purchase intent ( $p > .01$ ). The results reveal no mediating link between Information Credibility and Customer purchase intention using EWom Adoption, therefore rejecting H3. Acceptance of H4 (IQ -> EWOM Adp -> CPI) confirms the favorable correlation between IQ and EWOM Adoption and, by extension, IQ and CPI ( $p > .01$ ). As a result, we accept H5 (IU -> EWOM Adp -> CPI) and confirm that there is a positive association among Information Usefulness & Customer purchase intention as mediated by EWOM Adoption ( $p > .01$ ). The H6 is Accepted (TI > EWOM Adp > CPI). The results demonstrate that the connection between Trust Propensity and the intent of customers to make a purchase is significantly mediated by EWom Adoption.

### Discussion

The study's findings examined the influence of four main eWOM components on people's tendency to trust others: information quality, usefulness, credibility, adoption, and argument

quality. Previous research has studied how eWOM affects customers' buying decisions. Erkan & Evans (2018) proposed an information acceptance model by combining an information adoption model with a technological acceptance model to examine eWOM. Information quality and trustworthiness lead to utility and engagement to the opposite effect. Consumers found Amazon and Epinions reviews most helpful. Websites that review products and services benefit from authentic, educated reviewers. Customers with a common scenario, pronouns, honesty, component length, emotional reaction, unusual occurrence, age, gender, interest, and way of assimilation embrace it. Up-to-date, accurate, intelligible, suitable, and trustworthy information from others helps people satisfy their informational needs and absorb vital values. Buyers believe that eWOM material accepted through the Internet is more useful, informative, and valuable, improving its efficacy and accessibility. This boosts eWOM data uptake. Attitude towards information has a good influence on whether customers adopt eWOM information. eWOM content's utility was a crucial element in consumers' social media adoption, according to studies (Chu & Kim, 2011). The study showed that the usefulness of eWom content contributed by others was the least important factor. Customers value excellent products and services. According to this study, using eWom data on SNS is key to a room's success in acquiring new users (Cheung & Thadani, 2012).

Table 8  
R2 of the Structural Model

<b>Construct</b>	<b>R Square</b>
<b>EWOM Adp</b>	0.133
<b>CPI</b>	0.145

The R2 for purchase intention was.133 (Table 8), showing that eWom antecedents account for 13.3% of purchase intention variance. eWom adoption has a significant positive influence on purchase intention (beta=0.472, t-statistic=7.305, p.000), supporting the theory that eWom antecedents indirectly affect purchase intention through eWom adoption. R2 was.145, greater than unmediated models' .133. The mediated model matches the data better than the real model (See Table 8). Following Baron and Kenny's (1986) methodology, we studied eWom's mediation impact. All eWom antecedents were mediated. eWOM adoption mediates the link between eWOM antecedents and customer purchase intent. H7 is acceptable. This result shows

eWom's social media business worth. Brand managers should use eWom on social media. This would help firms increase customer purchase intent.

### **Theoretical Implications**

This section summarizes our findings and contributions. This research presents a theoretical framework for understanding how eWom adoption affects consumer purchasing inclination. Thus, our knowledge of IAM and TRA has advanced. This study adds to the IAM model to explain how eWom messages' informativeness affects consumer purchase intent. Examining eWom prerequisites, trust tendency, and consumer behavior is a contribution. This information can examine consumers' purchasing tendencies in various settings. Its findings add to the eWom literature. Studies show that eWom on social media affects sales.

### **Limitations And Areas Of Future Research**

Firstly, the data for this study was gathered from Jinnah University students in Karachi, Pakistan, using a suitable sample. The questionnaire must be translated and distributed to the respondents in the regional context. This method allows for a comprehensive comprehension of the topic matter. Future research should establish the appropriate framework in a different cultural situation and undertake a longitudinal approach. Secondly, we analyzed the potential mediating role of six eWom predictors in this study design. Because there are multiple predictors of eWOM, the whole may be made up of disparate structures and linkages. Future research could improve this model by looking at the individual eWom predictor connection with purchase intent. Furthermore, in the relevant study, the intentional component of customers, i.e., purchase intentions, is configured. Consumer purchase and post-purchase behavior should be the subject of further study.

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