Understanding the Impact of E-Wom on Purchase behavior Using Information Acceptance Model

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ABSTRACT

Purpose: This study aims to determine the influence of information gained from electronic word of mouth (e-WOM) on the purchase behavior of customers.

Design/Methodology/Approach: The conceptual model developed for this research has been derived from the Information Acceptance Model (IAM) and the work of other researchers. The pre-existing model has been modified by increasing the factors which augment the information usefulness of e-WOM. The factor of trust inclination towards the information received through online forums has also been incorporated in the model to further develop an understanding regarding the variables in the purchase decision process. This study also highlights some aspects of theory of reasoned action and theory of planned behavior as a base for this work. Structural Equation Modelling (SEM) has been used to analyze the relationship between all existing variables in the linear model.

Findings: The results of this research show how usefulness of information obtained through social networking sites and other online media influence the adoption of this information, eventually leading to developing intention and terminal purchase behavior. However, the relationship of credibility of information, perceived risk and argument quality with information usefulness, as its antecedents, has been found insignificant, one of the primary reasons for which is the unawareness of e-WOM among the general public.

Implications/Originality/Value: The practical implications of this paper include guidance to manufacturers and service providers to understand the factors involved in influencing consumer purchase behavior when subjected to e-WOM.

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Introduction

Online social networking has become a part of our daily lives, which greatly influences our mentality and actions. Pertinent to online marketing exists a concept known as electronic word of mouth (e-WOM) which is believed to have a crucial impact on the purchase decision of a customer (Suwandee et al., 2019). Though e-WOM is not a recent term however, with social media platforms it has now been reinvigorated with newer concepts and implications (Erkan & Evans, 2016a).

e-WOM is a reflection of customer feedback (positive/negative) about a brand, regarding any of its product offering which is made public through online forums (Hennig-Thurau et al., 2004). Information disseminated through e-WOM can be in different forms such as social media posts and threads, interactions with brand posts or posting reviews regarding products and surveys (Erkan & Evans, 2016a). Online reviews are the most important and effective means of generating e-WOM (Park et al., 2007). Traditional means of communication are becoming less effective as people doubt the reliability and credibility of information provided through them (Prendergast et al., 2010). Word of mouth (or e-WOM) which directly involves customers has become much more effective in terms of credibility (Brown et al., 2007).

Though there have been researches regarding the purchase intention under the influence of e-WOM, however this study primarily aims to explore the viability of the information gained from e-WOM reflecting on customers’ purchase behavior. The underpinning conceptualization of the study is based on information acceptance model (IAM) (Sussman & Siegal, 2003).

The factors determining the usefulness of e-WOM have been derived from the works of various researchers over the years while the concept of trust has been incorporated in the model, extracted from the research work of Gefen et al. (2003).

Theoretical Background

Usefulness of Information from e-WOM

The term ‘usefulness of information’ was introduced in the technology acceptance model (TAM) of Davis in 1985. Information usefulness can be understood in terms of how valuable that information is perceived by the audience (Luo et al., 2018). Therefore, if readers consider some information regarding a brand/product as useful then they would opt for the product in case of favorable or discard the idea of buying it, otherwise (Coursaris et al., 2018). The perceived usefulness of an information influences the extent of its adoption (Gefen et al., 2003) which can have an impact on the purchase behavior.

Quality of Information

Since information on e-WOM can easily be accessed by any internet user so this demands quality and credible information. Information quality refers to consumers personal judgment regarding information attributes and whether it satisfy their demands or not (Wang & Strong, 1996). Information quality can be viewed as the caliber of the content of a consumer review being judged on the basis of information attributes (Park et al., 2007). Information quality in social media
sites/platforms is the antecedent of consumers purchase intention (Nabi & Hendriks, 2003).

**Quality of Information and Information Usefulness**
People find information useful and beneficial when they realize that the particular information will enhance their performance. A person encountering high quality information is more likely to adopt and accept the provided information than low quality information since information usefulness acts as a key predictor for information adoption/acceptance (Davis, 1989).

People incline towards information they find useful which is only possible if the information is of high quality as people face a great amount of e-WOM information on the internet; therefore good quality information will be adopted by the consumer because of its usefulness (Chu & Kim, 2011).

Therefore:

*H1: Information quality has a significant impact on information usefulness*

**Credibility of Information**
At the most simplest, credibility means believability and trustworthiness (Fogg & Tseng, 1999). In views of Wathen and Burkell (2002), information credibility acts as a first step in the convincing of an individual. Information given out by a source thought to be credible will be valuable and reliable (Cheung et al., 2008).

Research over the years have proved that there is a positive influence on product assessment by the consumers through high quality consumer reviews (Park & Lee, 2008).

**Credibility of Information and Information Usefulness**
People adopt information for its usefulness which is based on a number of factors including information credibility. A credible source positively influences the usefulness of information (Chen, 2014). The information received will be beneficial if it is from a credible source. Research shows that reviews from an expert source are perceived to be helpful and useful (González-Rodríguez et al., 2016). Similarly, opinions of expert writers are considered more useful (Jamil & Hasnu, 2013).

Thus it is proposed:

*H2: Information credibility has a significant impact on usefulness of information*

**Need of Information**
‘Need of information’ which explains why consumers engage in information seeking, is frequently used in research but the concept has some ambiguity (Savolainen, 2017). One of the early researchers to work on Information need was Taylor (1962) who defined it as a personal, psychological, inexpressible and an unconscious state. Further studies has also implied this concept as “advice seeking” and “opinion seeking” (Hennig-Thurau et al., 2003).

Taylor (1962) says that consumers are often unable to clearly define what they want but deep down they know why they need it, they cannot state their information needs but can state the situation that gave rise to their information needs.

**Need of Information and Information Usefulness**
Internet consumers usually seek information which is beneficial in their decision making (Erkan & Evans, 2016). Need of information also influences consumer’s purchase intention (Chu & Kim, 2011). People search for information so that it could satisfy their needs and wants, if the information received fulfill their demands then it leads to information adoption because of usefulness of the said information (Wolny & Mueller, 2013). Therefore, it is suggested that:

*H3: Need of information has a significant impact on information usefulness*

**Attitude towards Information**
Attitude can be defined as our negative or positive response towards an object or behavior (Ajzen
A person’s attitude towards e-WOM wholly depends on his trust on its source. Since the last decade, e-WOM is considered a powerful marketing tool (Zhang et al., 2012). So customers are focusing on social media for brand information (Barreda et al., 2015). The customers will use the information or e-WOM messages in their decision-making process after they accept it (Sussman & Siegal, 2003).

**Attitude towards Information and Information Usefulness**

Beneficial online reviews aid customers to use e-WOM data (Cheung et al., 2008). Attitude towards information greatly influences information usefulness, which further inspires information adoption (Park, 2020). This premise is also supported by Erkan and Evans (2016). So it is hypothesized that:

**H4: Attitude towards information has a significant impact on information usefulness**

**Argument Quality**

Argument quality indicates convincing element in an instructive message (Bhattacherjee & Sanford, 2006). It is a reflection of the persuasion degree considered by the message recipients (Cheung et al., 2009). Argument quality effects recipient's mentality in virtual settings (Sia et al., 1999). It is considered valid on the basis of its correctness, completeness, persuasiveness, application and being up to date (DeLone & McLean, 2003).

**Argument Quality and Information Usefulness**

Argument quality of a persuasive message influences perceptions (Bhattacherjee & Sanford, 2006) and comprehension of its usefulness (Li, 2015). In the light of such studies there clearly exists a relationship between argument quality and usefulness of information gained from e-WOM which will further be investigated in this study along with its ultimate impact on purchase behavior. Therefore:

**H5: Argument quality has a significant impact on information usefulness**

**Perceived Risk**

According to various researchers perceived risk encompasses consumers feelings, beliefs and emotions which play a very vital role in there purchase decision (Cunningham, 1967; Hussain et al., 2017). Consumers focus on managing their doubts by seeking information from a large number of alternates from different means in order to reduce or eliminate their perceived risk and make better decision about a product or service (Zhang et al., 2012). Perceived risk can be characterized as a purchaser's conviction to experience the ill effects of negative and unsure outcomes when purchasing on the web (Park & Tussyadiah, 2017). There are many division of perceived risk such as monetary, physical, functional and temporal (Forsythe et al., 2006).

**Perceived Risk and Information Usefulness**

Individuals, when experiencing high perceived risk, tend to rigorously explore different information sources (Cho & Lee, 2006; Flanagin et al., 2014). An individual when perceives the usefulness of the information source then relies heavily on it for risk reduction (Cho & Lee, 2006).

So it is proposed here that:

**H6: Perceived risk has a significant impact on information usefulness.**

**Trust Inclination**

Trust has been defined in various ways by researchers over the years. It has been expressed by Moorman (1993) as the willingness to rely on someone on whom one confides in. Similarly it is also defined in terms of confidence in reliability and integrity on another person. Therefore, trust plays an important role in gaining reliable online information (Tang et al., 2015). Trust is integral in the e-WOM context as individuals rely on the information disseminated through an online source they consider trustworthy (Khwaja et al., 2020). Trust influences the views of
information seeking customers and it is increased by high levels of interactions (Gefen et al., 2003).

**Information Usefulness and Trust Inclination**

Shen (2013) offers that information adoption is determined by two factors: information usefulness and trust. Information usefulness implies the satisfaction of objectives of the user and provides “the context in which trust is embedded” (Shen et al., 2013). Peng (2019) proposes that usefulness of online information and services have a positive impact on interaction and trust. Therefore the proposed hypothesis in this regard is:

*H7: Information usefulness significantly impacts trust inclination.*

**Information Adoption of e-WOM**

Information adoption refers to the extent of acceptance of information perceived as meaningful after validating its source (Watts et al., 2008). Information adoption is the process of purposefully engaging in utilizing information received from any source (Cheung et al., 2008). It is the internalization phase of knowledge transfer (Nonaka, 1994). Any information that is considered important in the mind of the receiver is proceeded by acceptance or adoption according to IAM (Sussman & Siegal, 2003).

**Trust Inclination and Information Adoption**

The process of adoption is a form of trusting behavior where individuals puts themselves in a position of taking risk (Kim & Prabhakar, 2000). Previous studies have indicated that trust impacts adoption of recommendation agents (Benbasat et al., 2005). Trust inclination is therefore considered to play part in the influence of e-WOM on the purchase behavior of customers. It has been included in the conceptual model as an antecedent to the adoption of information disseminated through e-WOM. Though previous researches have emphasized how information usefulness influences information adoption, this study proposes the role of trust towards information adoption. Therefore: *H8: Trust significantly impacts information adoption.*

**Purchase Intention**

Consumers will buy products reflecting emotions and attitudes (Chu & Kim, 2011). There is a strong tie between intention to purchase and customer’s preference of acquisition for the product of a brand. This indicates that relationships of a brand to its customers are grounded on attributes of a brand shaping consumers attitude (Hsu et al., 2017). In addition, Tariq et al. (2017) empirically found that the same purchase intention is also increased by price and promotion, brand recognition and increased awareness of the brand.

**Information Adoption and Purchase Intention**

According to Erkan and Evans (2016) information adoption process presented in the IAM has a direct influence on purchase intention. Their studies confirm an existing relationship between these two variables. Other studies have also shown a significant relationship between information acceptance and purchase intention (Wang et al., 2012). Consequently, it is submitted that: 

*H9: Information adoption significantly impacts purchase intention.*

**Purchase behavior**

Customer purchase behavior posits that consumers make efforts to fulfill their requirements through goods and information which leads to the formation of purchase intention which further leads to purchase behavior (Lee & Lee, 2015). Many researchers agree that purchase behavior comprises of intention of purchase and decision of purchase (Rimal et al., 1999). The subjective likelihood that a buyer wants to acquire a product but not actually purchasing the product is referred to as purchase intention (Rimal et al., 1999). This is the early phase of purchase behavior.
Decision to purchase occurs when the buyer have an intense intention to purchase and have already purchased or is ready to purchase a product/service. Culmination of shopping process occurs here (Rimal et al., 1999; Lee & Lee, 2015).

**Purchase intention and Purchase behavior**
The idea of intentions being good indicators of purchase behavior reinforces its extensive use as a forecaster of actual purchases (Armstrong et al., 2000). However, a contradictory trend is observed where individual-level purchasing behavior is concerned. This contradiction is not applicable across the board, resulting in a gap between overall mean claimed purchase intentions and the proportion of buyers. Likewise, some research merely acknowledge a fraction of these inconsistencies and produce false forecasts and skewed evaluations of the situation. (Young et al., 1998). Since purchase intention comes into play before the actual purchase, it considers the psychological factors impacting customer behavior (Armitage & Conner, 2001). It is offered here that:

\[ H10: \text{Purchase intention significantly affects purchase behavior of customer.} \]

**Theory of Planned Behavior**
Theoretically this study is being backed by a well-known psychological model by Ajzen (1991) known as Theory Of Planned Behavior. It is a refined form of theory of reasoned action (TRA) and covers up the limitations of TRA. It is a model which assumed that a rational individual converts available information into a systematic pattern and considers the action prior to implication in other words individual goes through a system to decide whether to engage in a behavior. Hence TRA is a combination of two factors effecting the behavior which are, ‘attitude’ and ‘subjective norms’. Attitude is a personal factor of an individual which is formed by the behavioral outcomes, evaluation and believes. Subjective norms arise from the social pressures (Hansen, 2008; Yousafzai et al., 2010). These factors are further elaborated by Li (2010) as attitude is an emotional state of a person having positive or negative intent with which a person is more towards performing a behavior. If the outcome of a behavior is positive it is followed by a positive intent of attitude and vice versa. On the other hand subjective norm is all about normative belief, that is, believes which is being infused by the people around to make ones perception for performing a behavior. Hence it is a social pressure that compels a person to be engaged in the behavior (Ajzen, 1991; X. Li et al., 2010; Yousafzai et al., 2010).
Methodology
Instrument Development
Deductive technique was used to apply positivist research philosophy. The survey instrument was created using metrics that have been validated in previous researches. Variables and constructs were adapted from e-WOM literature review in particular.

Table 1
Constructs of the study

<table>
<thead>
<tr>
<th>S. #</th>
<th>Construct</th>
<th>Item</th>
<th>Author</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Quality of Information</td>
<td>6</td>
<td>Park et al. 2007</td>
</tr>
<tr>
<td>2.</td>
<td>Credibility of Information</td>
<td>3</td>
<td>Davis, 1989; Prendergast et al. 2010</td>
</tr>
<tr>
<td>3.</td>
<td>Need of Information</td>
<td>5</td>
<td>Flynn et al., 1996</td>
</tr>
<tr>
<td>4.</td>
<td>Attitude towards information</td>
<td>7</td>
<td>Park et al., 2002; Prendergast et al., 2010</td>
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<tr>
<td>5.</td>
<td>Perceived risk</td>
<td>3</td>
<td>Bettman, 1973</td>
</tr>
<tr>
<td>6.</td>
<td>Argument quality</td>
<td>4</td>
<td>Cheung et al., 2008</td>
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<tr>
<td>8.</td>
<td>Trust inclination</td>
<td>4</td>
<td>Doney &amp; Cannon, 1997</td>
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<tr>
<td>9.</td>
<td>Information adoption of e-WOM</td>
<td>4</td>
<td>Cheung et al., 2009</td>
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<tr>
<td>10.</td>
<td>Purchase intention</td>
<td>3</td>
<td>Coyle &amp; Thorson, 2001</td>
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<tr>
<td>11.</td>
<td>Purchase behavior</td>
<td>3</td>
<td>Guo &amp; Barnes, 2011</td>
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</tbody>
</table>

The survey consist of 47 items (Table 1) and use a five-point Likert scale with anchors ranging from ‘completely disagree’ to ‘completely agree’.

Sampling
Data is collected, using simple random sampling, from respondents involved in online purchasing, random sampling was determined to be an appropriate method. The survey sample size for the study was 209 people who are social media users. Data was collected from various cities in Pakistan using an online medium as well as through the physical distribution of structured
questionnaires on university campuses. SPSS 24.0 software is used for initial data cleaning.

Data Analysis
Measurement Model Analysis

Figure 2 Measurement Model
Table 2 analyzes collectively the validity and reliability of indicators. Indicator reliability have been assessed through loading values and rho A. Convergent validity has been measured using average variance extracted (AVE) values. Internal consistency is measured through composite reliability (CR).

<p>| Table 2 |</p>
<table>
<thead>
<tr>
<th>Measurement Model</th>
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<tr>
<td><strong>Items</strong></td>
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<tr>
<td>Quality of Information</td>
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<td>Credibility of Information</td>
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<td>Need for Information</td>
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<td>Attitude towards Information</td>
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<td>Perceived Risk</td>
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<td>Argument Quality</td>
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<td>Information Usefulness</td>
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<td>Purchase Intention</td>
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<td>Purchase Behavior</td>
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</table>

Table 3 illustrates Cross loadings between the items and variables showing that each item is well and truly defining its designated construct.

<p>| Table 3 |</p>
<table>
<thead>
<tr>
<th>Cross Loadings Criterion Result</th>
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<tbody>
<tr>
<td><strong>Items</strong></td>
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<td>Quality of Information</td>
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<td>Credibility of Information</td>
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<tr>
<td>Need for Information</td>
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<tr>
<td>Attitude towards Information</td>
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<td>Perceived Risk</td>
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<td>Trust Inclination</td>
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<tr>
<td>Purchase Intention</td>
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<td>Purchase Behavior</td>
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</tbody>
</table>

- a All item loadings > 0.5 indicates indicator reliability (Hair, Ringle, and Sarstedt, 2017).
- b All Average Variance Extracted (AVE) > 0.5 indicates Convergent Validity (Hair, Ringle, and Sarstedt, 2017).
- c All Composite Reliability (CR) > 0.7 indicates Internal Consistency (Hair, Ringle, and Sarstedt, 2017).
- d All Rho A > 0.7 indicates indicator reliability (Hair, Ringle, and Sarstedt, 2017).
Table 4 shows how the values of the respective indicators are highest for the intended construct.

### Table 4

<table>
<thead>
<tr>
<th></th>
<th>IA</th>
<th>AQ</th>
<th>AI</th>
<th>CI</th>
<th>QI</th>
<th>IU</th>
<th>NI</th>
<th>PR</th>
<th>PB</th>
<th>PI</th>
<th>TI</th>
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<tbody>
<tr>
<td><strong>QA1</strong></td>
<td>0.784</td>
<td>0.748</td>
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<tr>
<td><strong>QA2</strong></td>
<td>0.52</td>
<td>0.421</td>
<td>0.865</td>
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<tr>
<td><strong>QA3</strong></td>
<td>0.518</td>
<td>0.356</td>
<td>0.35</td>
<td>0.76</td>
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<tr>
<td><strong>QA4</strong></td>
<td>0.432</td>
<td>0.347</td>
<td>0.35</td>
<td>0.405</td>
<td>0.502</td>
<td>0.74</td>
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<tr>
<td><strong>QA5</strong></td>
<td>0.492</td>
<td>0.332</td>
<td>0.325</td>
<td>0.145</td>
<td>0.44</td>
<td>0.396</td>
<td>0.411</td>
<td>0.474</td>
<td>0.387</td>
<td>0.462</td>
<td>1</td>
</tr>
<tr>
<td><strong>QA6</strong></td>
<td>0.649</td>
<td>0.468</td>
<td>0.521</td>
<td>0.384</td>
<td>0.341</td>
<td>0.474</td>
<td>0.274</td>
<td>0.71</td>
<td>0.334</td>
<td>0.35</td>
<td>0.35</td>
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<tr>
<td><strong>QA7</strong></td>
<td>0.539</td>
<td>0.44</td>
<td>0.325</td>
<td>0.364</td>
<td>0.394</td>
<td>0.44</td>
<td>0.387</td>
<td>0.462</td>
<td>0.145</td>
<td>0.334</td>
<td>0.35</td>
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<tr>
<td><strong>QA8</strong></td>
<td>0.548</td>
<td>0.332</td>
<td>0.405</td>
<td>0.35</td>
<td>0.385</td>
<td>0.584</td>
<td>0.394</td>
<td>0.474</td>
<td>0.363</td>
<td>0.889</td>
<td>0.35</td>
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<tr>
<td><strong>QA9</strong></td>
<td>0.536</td>
<td>0.325</td>
<td>0.335</td>
<td>0.44</td>
<td>0.47</td>
<td>0.556</td>
<td>0.353</td>
<td>0.363</td>
<td>0.366</td>
<td>0.468</td>
<td>0.858</td>
</tr>
</tbody>
</table>

### Structural Model

Structural model lays emphasis on the inner model highlighting the relationship between constructs of the model. The resultant model is obtained through SEM technique. Hypotheses are tested through t-value and p-value. The acceptable values of which are >1.96 and <0.05,
respectively. According to these criteria 7 out of 10 hypotheses have been found significant while the remaining 3 are insignificant. The results depicts that H2, H5 and H6 have been rejected which means that credibility of information, perceived risk and argument quality do not hold significant relationship with information usefulness and are not considered as necessary antecedents to information usefulness.

![Figure 3 Structural Model](image)

In Table 5 low standard error shows that values do not show much deviation form mean values (standard beta), hence indicating normality of data. According to the obtained results credibility of information, perceived risk and argument quality have insignificant relationships with respect to information usefulness whereas, all other relationships have been found significant and their respective hypotheses have been accepted.

<table>
<thead>
<tr>
<th>Hypothesis Testing Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table 5</strong></td>
</tr>
</tbody>
</table>

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Results and Discussion

This study predicts impact of e-WOM on purchase behavior using Information Acceptance Model. The results indicate that argument quality, credibility and perceived risk have insignificant relation with respect to information usefulness of e-WOM.

The research suggests that argument quality has insignificant relation with usefulness of information obtained through e-WOM aligned to the study of Cheung et al., 2009. The possible reasons for this insignificant relationship could be based on the interpretation that the majority people of Pakistan may not rely on the argument quality believing it to be paid publicity, as many online pages now a days pay respondents to make fake comments to promote their products creating a paid form of buzz marketing. Another reason for this insignificance can be the sense of self-efficacy that people have making them reluctant to gather any information regarding any product as depicted in studies conducted by Wall and Warkentin (2019).

While, credibility of information which in accordance with the views of Wathen and Burkell (2002), plays the role of the first step in compelling an individual and, is the degree to which information receiver believe an information source is truthful. Cheung (2008) also showed insignificant relation to information usefulness. Since Pakistanis, especially from Quetta are not much into gathering information before purchases as well as to know the reliable source of information could be one of the reasons of this insignificant relationship.

Perceived risk’s insignificance can be explained through the fact that the availability of variety of information makes a risk averse customer to become indifferent toward the information causing its usefulness to fade away.

Additionally, the significance found between attitude of information and information usefulness follows the findings of Park (2020). The reason of this could be that when a person finds information disseminated on online forums/platforms to be valuable or in accordance with the needs and wants of consumer, he will find it useful and the consumer would develop a favorable attitude towards information (Ajzen & Fishbein, 1975).

Moreover, the relationship between information quality and information usefulness is found significant as per pervious researches (Erkan and Evans, 2016; T. Park, 2020) because people always find information useful if that particular information enhances their knowledge in one way or another and is according to their needs and wants which is only possible if the information bears good quality content. Therefore, people’s adoption or acceptance of information is highly influenced by the usefulness that the information holds which depends on the information quality. The significant relationship of need of information with information usefulness shows that the need of information provides result and output that is of some value and usually matches the needs and wants of consumers so it is considered useful by the end consumer. Also, the fulfillment of needs and wants leads to information adoption and acceptance which also was only possible if the information was perceived to be useful by the consumer.

Furthermore, if we take a look at significant relationship between information usefulness and trust inclination we can speculate from both primary and secondary data that those consumers that find
information useful are more inclined towards that particular information in terms of trust. Trust inclination and information usefulness combine together to form purchase intention and are also important factors in the adoption and acceptance of information by the consumer.

Likewise, significant relationship between trust inclination and information adoption depicts that trust plays a vital role in consumers’ adoption process because consumers only take calculated risk. People’s adoption or acceptance of information is the result of people trusting the information and the information source, only if the source or information is considered to be credible and trustworthy will consumers adopt the information.

The significant relationship between information adoption and purchase intention is found because it is said that the willingness of a consumer to buy a product or service in the future is only possible if the consumer finds the information for that product according to his requirements. When the information adoption or acceptance takes place then the consumer forms an intention to buy. Erkan and Evans, (2016) also emphasize the relationship of information adoption with purchase intention.

Lastly, the association of purchase intention and purchase behavior is observed significant as per the findings of Armstrong et al. (2000). The significance of using purchase intention to forecast potential purchase behavior should not be undervalued. Purchase intention is a good indicator for predicting purchase behavior of current and potential customers.

Conclusion
The research aims to understand e-WOM’s effect on purchase behavior using IAM and more specifically to answer the following questions: what is the impact of perceived risk and argument quality on information usefulness of e-WOM; the relationship of information usefulness of e-WOM and trust inclination; the impact of trust inclination on information adoption; and the relationship of purchase intentions made through the following information process with purchase behavior.

The empirical research based on 201 users of social networking sites in Pakistan validated the model, supporting the integral model for the Pakistani market. This model considers only social networking sites as reference and not social media as a whole. The model combined the characteristics of additional variables such as argument quality and perceived risk. Trust inclination and purchasing behavior developed the essence of contribution of framework. The findings revealed a variety of implications, both theoretical and managerial. The primary contribution is the differences induced by added variables and the observation of their function with the information acceptance model. Pakistani buyers who are predisposed to using e-WOM information from social networking sites, have a perception of utility that lead them to use such information in their purchase decision-making process. When company’s potential audience includes all social media users then the marketers need to make the feedback available and accessible online to consumers, not only for problem reduction, but for problem solving as well.

Future Recommendations
It is proposed that research on e-WOM via IAM be conducted introducing new variables. These may be precedents of user's attitude towards information, determinants of perceived information quality, and identifying their relationships with purchase behavior either directly or with intervention of moderators and mediators. Similarly, research on the impact of extrinsic factors of online marketing strategies on information acceptance could also be considered. Furthermore, research on the effects of incentives on the credibility of information provided by social networking sites be considered as well. Future studies can involve the development of new empirical models incorporating variables, or re-examining insignificant relationships discovered.
with the addition of moderators and mediators, in order to better understand the process of information acceptance.

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