

E-WOM Referral: A New Factor to Influence Your Customer To Purchase

Angela Novianti Gea¹, Vian Utami Tjhin²

¹Information Systems Management Department, BINUS Graduate Program - Master of Information Systems Management, Bina Nusantara University, Jakarta, Indonesia

²*Information Systems Management Department, Bina Nusantara University,
Jakarta, Indonesia*

E-mail: ¹angela.gea@binus.ac.id, ²vtjhin@binus.edu

Abstract

Instagram has been the place to exchange information for years. Now businesses can work with influencers to influence their followers to try their endorsement products by using eWOM referral. Every post that talks about a product/service is called eWOM, whether it is out of free will or paid, and a referral means to refer someone else to purchase something. This research will examine factors that can significantly influence purchase intention. A questionnaire will be given to determine the tendencies and calculate using SEM-PLS. The result shows that purchase intention is significantly influenced by information quality and eWOM referral.

Keywords: *eWOM, Instagram, influencer, purchase intention, information adoption*

Abstrak

Instagram telah menjadi tempat bertukar informasi selama bertahun-tahun, dan sekarang bisnis dapat bekerja dengan influencer untuk memengaruhi pengikut mereka untuk mencoba produk dukungan mereka dengan menggunakan rujukan eWOM. Setiap postingan yang membahas tentang suatu produk/layanan disebut eWOM, apakah itu atas kehendak bebas atau berbayar, dan rujukan berarti merujuk orang lain untuk membeli sesuatu. Dalam penelitian ini akan diteliti faktor-faktor yang secara signifikan dapat mempengaruhi niat beli. Kuesioner akan diberikan untuk mengetahui kecenderungan tersebut, dan akan dihitung menggunakan SEM-PLS. Hasil penelitian menunjukkan bahwa niat beli dipengaruhi secara signifikan oleh kualitas informasi dan Referral eWOM.

Kata kunci: *eWOM, Instagram, influencer, purchase intention, information adoption*

1. Introduction

As a business supporter, Instagram is widely used for business purposes. [1] stated that marketing strategy can be explained in two ways: offline marketing and online marketing. One aspect of marketing, including promotion, plays a significant role in communicating restaurant products to consumers. As the type of promotion becomes more digital, social media makes it easier for people to share pictures, locations, comments, and short videos in real-time. This opinion is also supported by [2] from the research results, which states that images in advertisements are an important element that can attract consumers' attention. Product photos can attract the attention of internet users.

More and more collaborations are being carried out by a business with influencers as a marketing strategy. However, from the results of this collaboration, the company found it challenging to record marketing success with influencers. Therefore, it is necessary to learn more about marketing and methods to check success. Businesses could determine which aspect is crucial for increasing purchase intention in advertising with Instagram Influencer through social media by examining various variables.

Usually, an influencer or celebrity can post a sponsored review on their Instagram account. However, referral codes have been increasingly used to support endorsement activities in recent years.

A customer referral program is a form of WOM stimulation that incentivizes existing customers to bring in new customers. An important requirement for such a program is that individual purchase or service history is available to ascertain whether the referred customer is a new customer rather than an existing customer or an existing customer [3]. The referral program has three distinct characteristics. First, they are intentionally initiated, actively managed, and continuously controlled by the company, which is impossible or very difficult with ordinary WOM activities such as spontaneous customer conversations and blogs. Second, the key idea is to use the social relationships of existing customers with noncustomers. Third, to make this conversion happen, companies offer rewards to existing customers for bringing in new customers [3]. Therefore, the program providing a referral code when collaborating with influencers can be a good choice because of the promotion success data. The following is an example of using an influencer's referral code on Instagram. For example, from a verified culinary influencer @anakjajan's post, 'ANAKJAJANTAPAS01' is used for customers directly to the Tapas Club Indonesia restaurant in Setiabudi. With this promo code, customers who come can enjoy the buy one get one promo. Another example is a verified beauty influencer @tasyafarasya who promote the referral code 'BIOOTASYA' for the company Bio-Oil for her followers to get additional discount when purchasing through official websites/stores. The use of source credibility, information quality, and eWOM referral in an endorsement post containing a referral code will be determined. The research will help businesses decide how to do their eWOM strategies and which factor to focus on.

2. Research Methodology

2.1. eWOM

eWOM is defined as a positive or negative statement made by a current or previous customer about a product, service, or company, which is made available to a broad audience via the internet [4]. This type of communication is considered to have great persuasive power because of the perceived credibility and trustworthiness.

[5] defines word-of-mouth as all informal communication addressed to other consumers about the ownership, use, or characteristics of specific goods and services or their sellers. The word of mouth process allows consumers to share information and opinions that direct buyers towards and away from certain products, brands and services. [6]

In his book [7] defines word of mouth marketing as giving people a reason to talk about your stuff and making it easier for the conversation to occur.

2.2. Referral

Customer referrals can be customer or company initiatives. Customer-initiated referrals come from current or previous customers who have been satisfied/happy with their experience. [8]

When entrepreneurs encourage consumers to share and spread marketing messages through their social contacts, this is called Referral marketing. In short, referral marketing spreads the word about a product or service through existing customers, rather than traditional advertising. This type of marketing uses referrals or word of mouth to promote services or products, and businesses can control this through appropriate strategies and create viral referral campaigns. Therefore, the strategic use of referral marketing allows marketers to leverage the power of consumer recommendations to achieve the desired results. [9]

For eWOM referrals, potential consumers can quickly identify the occurrence of eWOM, the source's identity, expertise, and credibility of the information because the source is a known person or friend. [4]

2.3. Information Quality

Information Quality is a function of the output value produced by a system as perceived by the user [10]. The term Information Quality indicates the level of excellence in communicating knowledge or intelligence. This level of excellence can be analyzed in various dimensions such as accuracy, reliability, validity, comprehensiveness, and currency [11].

2.4. Source Credibility

The credibility of a communicator or message source is an important factor in persuasion. Previous researchers used source credibility to measure the influence of sources on the effectiveness of persuasive messages [12].

[13] proposed two determinants of source credibility: expertise and trustworthiness. [14] proposed a third component of source credibility: attractiveness, referring to the source's physical attractiveness or liking. Source expertise is the source's competence or qualification, including the source's knowledge or skills to make certain claims relating to a particular subject or topic [15]. Meanwhile, according to (Giffin, 1967), trustworthiness of the source concerns the recipient's perception of the source as honest, sincere, or honest.

2.5. Brand Awareness

Brand Awareness refers to the ability of potential buyers to recognize or remember that a brand is a member of a particular product category. [17]

Dabbous & Barakat (2020) explained that Brand awareness consists of brand memory and brand recognition. The former represents the customer's ability to remember the brand name, while the latter is the customer's ability to identify the brand in the presence of brand cues.

2.6. Purchase Intention

Kotler & Keller (2012) explains that the purchase decision is an action taken by consumers to buy a product. The decision to buy or not to buy is part of the elements inherent in consumers or behavior.

This research will further examine how people adopt information, such as a referral post endorsement. The referral technique, accompanied by a famous source, might or might not influence brand awareness and purchase intention. Furthermore, we could inspect the variables to find out which indicators are the ones to influence brand awareness and purchase intention.

2.7. Methodology

To find out the factors influencing purchase intention implementing referral code as eWOM, the type of research that will be used for this research is Quantitative Method Research. The research will emphasize on testing the measurement of research variables numerically. From the results obtained, statistical analysis and procedures were carried out. This research category is survey research, which means conducting research that will take samples from the population and use questionnaires to obtain accurate information. The model proposed by the researcher is a combined model from several previous studies. The following are the sources and final results of the proposed model: Research from [20] in the Journal of Information Systems Research. [20] proposed the Model of Information Adoption and Moderated Model of Information Adoption.

Figure 1 Model of Information Adoption

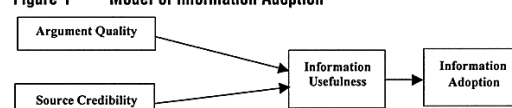


Figure 1. Model of Information Adoption by [20]

[20] proposes a conceptual model that departs from integrating theories about the influence of information and the Technology Acceptance Model (TAM). The beginning of the formation of the Information Adoption Model comes from the Theory of Reasoned Action (TRA) from [21] and derivative theory, namely the Technology Acceptance Model (TAM) from [22]

Therefore, the researcher decided to use a model that refers to the research conducted by [20] by adding the eWOM referral variable then the brand awareness variable as a mediating variable.

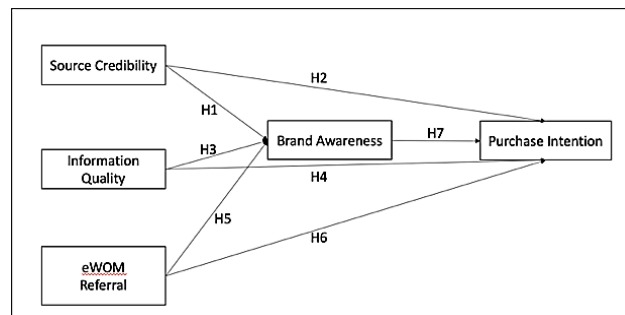


Figure 2. Research Model

Research on the use of Instagram's referral code as indirect marketing by influencers will use the research model in Figure 2. First, respondents will be asked for their opinion about the post review that contains a referral code that is carried out by the influencer who is followed. The research focuses on relevance, accuracy, understanding, completeness, and clarity. Then it is also necessary to discuss the source who does the Instagram postcode referral by assessing the source's expertise, trustworthiness, and attractiveness. eWOM referral's effectiveness will be discussed.

2.8. Source Credibility to Brand Awareness and Purchase Intention

Previous studies have discussed the influence of source credibility on brand awareness and purchase intention. [23] examines how advertising disclosure and source credibility affect buying intentions on social media. Other studies, such as that conducted by [24] discussed how higher source credibility would positively affect purchase intention towards something.

The purpose of the research conducted by [25] is to determine the effect of the credibility of a celebrity on brand equity. Brand awareness is one part of brand equity. In addition, the empirical research on the effect of celebrity endorsement on brand equity by [26] also explains how a famous person can influence people's assessment of a brand.

H1. Source credibility will have a significant effect on brand awareness

H2. Source credibility will have a significant effect on purchase intention

2.9. Information Quality to Brand Awareness and Purchase Intention

In addition to studying the impact of information's source, many studies study the effect of information quality on several aspects. Information quality is an assessment of the quality of the content received (adopted). [18] examined the effect of information quality on brand awareness. From the results obtained, it is stated that information quality has a positive effect on brand awareness.

The effect of information quality on various variables is also discussed by [27] and [28], which come in various forms, such as websites and others.

H3. Information quality will have a significant influence on brand awareness

H4. Information quality will have a significant influence on purchase intention

2.10. eWOM Referral to Brand Awareness and Purchase Intention

In his research, [4] found that eWOM Referrals affect brand image and purchase intention. However, electronic referrals (e-referrals) are often difficult to distinguish from eWOM. eReferrals are onymous and occur between individuals with strong social ties.

Instagram, a Social Networking Sites (SNS), is a very influential tool in conducting eWOM [29]. Fang (2014) focused on finding out the influencers of eWOM in reviews given by other users.

EWOM communication is advantageous for customers to build their purchasing decisions about a particular brand [30]. This research attempts to explore the effect of eWOM on brand equity, and [30] confirm the significance of the effect of eWOM on brand equity and purchase intention.

H5. eWOM Referral will have a significant influence on brand awareness

H6. eWOM Referral will have a significant influence on purchase intention

2.11. Brand Awareness to Purchase Intention

Empirical research from [31] confirms the significance of the four brand equity factors in interpreting consumer purchase intentions. The study results stated that various variables in the study, including brand awareness, had a positive influence on purchase intention.

H7. Brand awareness will have a significant influence on purchase intention

2.12. Data Collection

Data will be collected using a questionnaire to measure the effect of source credibility, information quality, and eWOM referral on brand awareness and purchase intention. The target population of this study are people who have an Instagram account and are following at least one Instagram Influencer from Indonesia. The ones categorized as Instagram Influencers have more than 50000 followers [32]. The questionnaire was spread through social media, especially Instagram to ease filtering out respondents without an Instagram account.

Table 1. Variable construct

Variable	Indicator	Source
Source Credibility	Expertise	(Wang & Scheinbaum, 2018)
	Trustworthy	
	Attractiveness	
Information Quality	Clarity	(Mahadin et al., 2020), (Khwaja et al., 2020)
	Understandable	
	Accuracy	(Mahadin et al., 2020)
	Completeness	
	Relevant	
eWOM Referral	Recommendation credibility	
	Referability	(Abubakar et al., 2016)
	Usefulness	
Brand Awareness	Recognition	(Dabbous & Barakat, 2020), (Seo & Park, 2018)
	Recall	
Purchase Intention	Recommended purchase	(Lin et al., 2013)
	Intention to purchase	(Khwaja et al., 2020)

The original questionnaire items are initially 26 items with a 7-point Likert scale to examine the effects of the variable discussed in Table 1.

3. Results and Discussion

3.1. Profile of the Sample

Of the 137 valid respondents, 65,69% were female. The majority of the respondents (73%) were between 17-24 years old. According to the responses, two widely followed categories are Lifestyle (39,42%) and Food (21,63%). They follow these influencers' reasons are interesting, information quality, and inspirational. Most of them (86%) realize that when the Instagram Influencer follows an endorsement post with a referral code. At the same time, only 63% of the respondents are interested in purchasing the endorsed product accompanied by a referral code.

3.2. Structural Equation Modelling (SEM)

The data were analyzed using structural equation modeling (SEM) in SmartPLS. SEM combines multiple regression with confirmatory factor analysis (CFA) to simultaneously examine the dependent relationship with the hypothesized model. This multivariate technique has two mechanisms: the measurement and structural models. The measurement model is designed to ensure the reliability and validity of the variables (latent and observed). The structural model is meant for the relationship between the latent variables and path strength. The maximum likelihood (ML) method was applied in the measurement model for parameters estimations and the overall fit-index [30].

The sample was enough to determine the effects between variables, according to [33], as the sample size should be 100 or larger. Generally, the minimum is to have at least five times as many observations as the number of variables to be analyzed. The more acceptable sample size would have a 10:1 ratio. Some researchers even propose a minimum of 20 cases for each variable. Thus, this research has a minimum of 100 (5 variables x 20) respondents to determine the variables that are studied safely.

There are three primary measures for evaluating the convergent validity of a measurement model [33]: (1) The factor loadings of the indicators, which must be statistically significant and with values greater than 0.6. (2) The composite reliability (CR), with values greater than 0.6. (3) The average variance extracted (AVE) estimates, with values greater than 0.5.

1) Outer Model

From the calculation run in SmartPLS, some indicators have loadings value less than 0,7. These indicators are SC4 (0,571) and SC6 (0,673). These factors are excluded from the research model.

Table 2. Analysis of Factor Loading, Reliability, and Validity of the Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Source Credibility	SC1	0,738	0,790	0,856	0,543
	SC2	0,769			
	SC3	0,750			
	SC5	0,701			
	SC7	0,726			
Information Quality	IQ1	0,813	0,854	0,894	0,629
	IQ2	0,802			
	IQ3	0,849			
	IQ4	0,758			
	IQ5	0,739			
eWOM Referral	ER1	0,730	0,774	0,844	0,520
	ER2	0,714			
	ER3	0,706			
	ER4	0,702			
	ER5	0,752			
Brand Awareness	BA1	0,800	0,770	0,852	0,591
	BA2	0,804			
	BA3	0,757			
	BA4	0,711			
Purchase Intention	PI1	0,720	0,804	0,864	0,560
	PI2	0,804			
	PI3	0,703			
	PI4	0,808			
	PI5	0,700			

As seen in Table 2, all loadings are 0,7, with Cronbach's Alpha greater than 0,7 (ranging from 0,770 to 0,854). In addition, the Composite Reliability values (ranging from 0,844 to 0,894) are more significant than 0,6, meaning the model is considered reliable. Also, AVE values range from 0.520 to 0.629, which are all greater than 0.5, indicating that the model is valid and can be used for the research.

2) Inner Model

a) R-Square

The R Square adjusted for variable brand awareness is 0,262, which means that 26,2% of the variable can be explained by source credibility, information quality, and eWOM referral. As for the purchase intention, the value of R Square adjusted is 0,439, meaning that the three independent factors can explain 43,9% of purchase intention.

b) F2 effect

The f2 effect result shows that the value of information quality and eWOM referral to brand awareness are 0,005 and 0,077, respectively, meaning that they have a small effect. On the other hand, Source credibility has a moderate effect on brand awareness as the f2 value is 0,127. Meanwhile, source credibility, information quality, eWOM referral, and brand awareness have a small effect on purchase intention, as the result values are 0,011, 0,091, 0,115, and 0,083.

c) Predictive Relevance (Q2)

From the result of blindfolding, brand awareness and purchase intention each has a value of 0,147 and 0,228, indicating that they can predict outcomes.

3.3. Hypothesis Test

A structural equation model using SmartPLS was utilized to examine the outcome of the proposed hypothesis. In Table 3, a summary of the study result is presented. From seven hypotheses, two are not supported, meaning two independent variables do not significantly influence the dependent variable.

Table 3. Result of Hypothesis

Path	Hypothesis	Original Sample (O)	Sample Mean (M)	T Statistics	P Values	Result
Source Credibility → Brand Awareness	H1	0,375	0,378	3,879	0,000	Supported
Source Credibility → Purchase Intention	H2	0,103	0,108	1,296	0,195	Not Supported
Information Quality → Brand Awareness	H3	-0,069	-0,079	0,577	0,564	Not Supported
Information Quality → Purchase Intention	H4	0,259	0,262	3,527	0,000	Supported
eWOM Referral → Brand Awareness	H5	0,272	0,281	3,639	0,000	Supported
eWOM Referral → Purchase Intention	H6	0,300	0,308	4,089	0,000	Supported
Brand Awareness → Purchase Intention	H7	0,250	0,241	3,067	0,002	Supported

Source credibility significantly influences brand awareness, meaning H1 is supported. This finding aligned with the previous study from [26] that found that endorser (influencer) credibility positively influences brand equity. However, from the path, it is found that source credibility does not influence respondents' purchase intention. The interesting result was also observed in a previous study done by [34] which found out that

source expertise, source trustworthiness, accuracy, and timeliness do not impact information usefulness, in our case, purchase intention. H2 was not supported.

H3 was not supported as a result shows that information quality does not influence brand awareness. This finding does not go in line with previous studies like the one from [18], which shows that content quality has a significant impact on brand awareness. On the other hand, information quality to purchase intention (H4) was supported. This aligns with [27] that quality has a positive effect on online purchase intention.

H5 and H6, eWOM Referral to brand awareness and purchase intention has shown significant positive influence. The previous study also found that eWOM positively influences purchase intention [4]. Furthermore, a study by [35] also confirms the path result.

Brand awareness positively influences purchase intention is hypothesis H7 in this study. This finding aligns with [31] study, determined that brand loyalty, perceived quality, brand awareness, and brand associations directly affected customers' purchase intention.

3.4. Priority Factor

Determining the priority factor means finding out the level of ability of each variable influencing followers' purchase intention. eWOM Referral is the main factor that significantly influences followers' intention to try the product mentioned in the endorsement post (4,089)—followed by information quality (3,527) and brand awareness (3,067), which also has a significant influence on followers' purchase intention.

3.5. Discussion

In this study, the factors that significantly influence purchase intention are information quality and eWOM referral. With the highest T-stat value of 4.089, eWOM referral is the most important factor in influencing purchase intention. Therefore, it can be implied that when an entrepreneur or company collaborates with an influencer, the eWOM referral delivered in the form of a referral code will increase followers' interest.

As a variable that significantly affects purchase intention, eWOM referrals have several indicators: recommendation credibility, referrability, and usefulness. According to the study results, out of these four indicators, followers pay the most attention to usefulness, followed by recommendation credibility. A referral needs to be useful, which means that users can understand and use the referral made. In addition, followers also pay attention to referrals whose credibility can be guaranteed. The credibility of a recommendation can be seen from who the recommendation comes from, for example people who are close to users, or famous people who are experts in their fields. To meet the criteria for a good indicator, eWOM Referrals that are given in the form of a referral code need to be well designed to represent the aspects that want to be highlighted.

There are several ways to design a referral code. Referral codes that are generally used consist of an indication of the influencer's name, the brand that is offering the product, and the promo that is being run.

Another factor that is proven to influence purchase intention is information quality. Entrepreneurs and companies collaborating with Instagram influencers can pay more attention to the quality of photos and captions used to convey promo information with a referral code. Based on the results obtained from the research, the aspect that users pay the most attention to is accuracy, followed by clarity. By meeting the information criteria considered important by users by adjusting the content submitted, entrepreneurs and companies can increase purchase intention.

4. Conclusion

The trend to use Instagram Influencer as a media to promote is rising. To secure a good value from social media advertising, businesses need to determine what factors influence users' purchase intention.

From this study, the result shows that information quality and implementing eWOM Referral significantly influence purchase intention. Brand awareness can act as a mediator to affect purchase intention as well.

The result confirms the purpose of this study, to find out whether using referral code will affect purchase intention or not. As it turns out, both brand awareness and purchase intention are positively influenced by eWOM referral. It might be because Instagram Influencers' followers can benefit by paying attention to the endorsement post. Thus, this study recommends that businesses start applying this strategy when advertising online. Social media is an excellent place to promote the brand with its products. In addition, businesses may increase purchases by focusing on good content (information quality) and implementing referral codes (eWOM Referral).

For future research, many aspects could be explored more. It could be conducted on a broader scope, for example, influencers from other platforms other than Instagram such as YouTube, Twitter, or discussing influencers from abroad. It will also discuss the effect of eWOM referral on various constructs other than brand awareness and purchase intention and research the role of brand awareness in specific product categories in more detail.

References

- [1] R. T. Sari and P. E. Wirawan, "Analysis on Promotion and the Influence of Social Media in Restaurant Industry, Ubud, Bali, Indonesia," *J. Bus. Hosp. Tour.*, vol. 3, no. 1, p. 80, 2017, doi: 10.22334/jbhost.v3i1.93.
- [2] M. H. A. Bakar, M. A. M. Desa, and M. Mustafa, "Attributes for Image Content that Attract Consumers' Attention to Advertisements," *Procedia - Soc. Behav. Sci.*, vol. 195, pp. 309–314, 2015, doi: 10.1016/j.sbspro.2015.06.349.
- [3] P. Schmitt, B. Skiera, and C. Van Den Bulte, "Referral programs and customer value," *J. Mark.*, vol. 75, no. 1, pp. 46–59, 2011, doi: 10.1509/jmkg.75.1.46.
- [4] A. M. Abubakar, M. Ilkan, and P. Sahin, "Marketing Intelligence & Planning Article information :," *Mark. Intell. Plan.*, vol. 34, no. 5, pp. 692–710, 2016.
- [5] R. A. Westbrook, "Product/Consumption-Based Affective Responses and Postpurchase Processes," *J. Mark. Res.*, vol. 24, no. 3, pp. 258–270, 1987, doi: 10.1177/002224378702400302.
- [6] S. W. Litvin, R. E. Goldsmith, and B. Pan, "Electronic word-of-mouth in hospitality and tourism management," vol. 29, pp. 458–468, 2008, doi: 10.1016/j.tourman.2007.05.011.
- [7] A. Sernovitz, *Word of mouth marketing : how smart companies get people talking*. 2012.
- [8] F. A. Buttle, "Word of mouth: Understanding and managing referral marketing," *J. Strateg. Mark.*, vol. 6, no. 3, pp. 241–254, 1998, doi: 10.1080/096525498346658.
- [9] D. Lacitignola, "Handling hysteresis in a referral marketing campaign with self-information. Hints from epidemics," *Mathematics*, vol. 9, no. 6, 2021, doi: 10.3390/math9060680.
- [10] S. Negash, T. Ryan, and M. Igbaria, "Quality and effectiveness in Web-based customer support systems," *Inf. Manag.*, vol. 40, no. 8, pp. 757–768, 2003, doi: 10.1016/S0378-7206(02)00101-5.
- [11] R. Taylor, *Value-added processes in information systems*. 1986.
- [12] C. I. Hovland and W. Weiss, "The influence of source credibility on communication effectiveness," *Public Opin. Q.*, 1951, doi: 10.1086/266350.
- [13] M. W. Riley, C. I. Hovland, I. L. Janis, and H. H. Kelley, "Communication and Persuasion: Psychological Studies of Opinion Change.," *Am. Sociol. Rev.*, 1954,

doi: 10.2307/2087772.

- [14] W. J. McGuire, "The nature of attitudes and attitude change," in *Handbook of Social Psychology: The Individual in a Social Context (Vol. 3)*, 1969.
- [15] J. C. McCroskey, "Scales for the measurement of ethos," *Speech Monogr.*, 1966, doi: 10.1080/03637756609375482.
- [16] K. Giffin, "The Contribution Of Studies Of Source Credibility To A Theory Of Interpersonal Trust In The Communication Process," *Psychol. Bull.*, 1967, doi: 10.1037/h0024833.
- [17] D. a Aaker, "Managing Brand Equity," *J. Mark.*, 1991.
- [18] A. Dabbous and K. A. Barakat, "Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention," *J. Retail. Consum. Serv.*, vol. 53, no. October 2019, p. 101966, 2020, doi: 10.1016/j.jretconser.2019.101966.
- [19] P. Kotler and K. L. Keller, *Marketing Management*, 14th ed. 2012.
- [20] S. W. Sussman and W. S. Siegal, "Informational influence in organizations: An integrated approach to knowledge adoption," *Inf. Syst. Res.*, vol. 14, no. 1, pp. 47–65, 2003, doi: 10.1287/isre.14.1.47.14767.
- [21] M. Fishbein and I. Ajzen, "Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research," *Contemp. Sociol.*, vol. 6, no. 2, p. 244, 1975, doi: 10.2307/2065853.
- [22] F. D. Davis, R. P. Bagozzi, and P. R. Warshaw, "User Acceptance of Computer Technology: A Comparison of Two Theoretical Models," *Manage. Sci.*, vol. 35, no. 8, pp. 982–1003, 1989, doi: 10.1287/mnsc.35.8.982.
- [23] J. Weismueller, P. Harrigan, S. Wang, and G. N. Soutar, "Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media," *Australas. Mark. J.*, vol. 28, no. 4, pp. 160–170, 2020, doi: 10.1016/j.ausmj.2020.03.002.
- [24] B. Zhang, B. Ritchie, J. Mair, and S. Driml, "Is the Airline Trustworthy? The Impact of Source Credibility on Voluntary Carbon Offsetting," *J. Travel Res.*, vol. 58, no. 5, pp. 715–731, 2019, doi: 10.1177/0047287518775781.
- [25] A. Spry, R. Pappu, and T. B. Cornwell, "Celebrity endorsement, brand credibility and brand equity," *Eur. J. Mark.*, vol. 45, no. 6, pp. 882–909, 2011, doi: 10.1108/03090561111119958.
- [26] S. Sivanandamoorthy, "Impact of Celebrity Endorsement on Brand Equity," *Int. J. Manag. Inf. Technol.*, vol. 10, no. 3, pp. 1953–1960, 2013, doi: 10.24297/ijmit.v10i3.1659.
- [27] I. Wen, "An empirical study of an online travel purchase intention model," *J. Travel Tour. Mark.*, vol. 29, no. 1, pp. 18–39, 2012, doi: 10.1080/10548408.2012.638558.
- [28] M. G. Khwaja, S. Mahmood, and U. Zaman, "Examining the effects of ewom, trust inclination, and information adoption on purchase intentions in an accelerated digital marketing context," *Inf.*, vol. 11, no. 10, pp. 1–12, 2020, doi: 10.3390/info11100478.
- [29] Y. H. Fang, *Beyond the credibility of electronic word of mouth: Exploring eWOM adoption on social networking sites from affective and curiosity perspectives*, vol. 18, no. 3. 2014.
- [30] D. Kala and D. S. Chaubey, "The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India," *Int. J. Serv. Econ. Manag.*, vol. 9, no. 2, pp. 143–157, 2018, doi: 10.1504/IJSEM.2018.096077.
- [31] W. T. Wang and H. M. Li, "Factors influencing mobile services adoption: A brand-equity perspective," *Internet Res.*, vol. 22, no. 2, pp. 142–179, 2012, doi: 10.1108/10662241211214548.
- [32] A. Ruiz-Gomez, "Digital Fame and Fortune in the age of Social Media: A

- Classification of social media influencers,” *Adres. ESIC Int. J. Commun. Res.*, vol. 19, no. 19, pp. 08–29, 2019, doi: 10.7263/adresic-019-01.
- [33] F. Joseph, H. Jr, B. J. Babin, R. E. Anderson, and W. C. Black, *on Multivariate Data Analysis . Hair Jr. William C . Black Seventh Edition*. 2014.
- [34] C. M. K. Cheung, M. K. O. Lee, and N. Rabjohn, “The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities,” *Internet Res.*, vol. 18, no. 3, pp. 229–247, 2008, doi: 10.1108/10662240810883290.
- [35] C. Lin, Y.-S. Wu, and J.-C. V. Chen, “Electronic Word-of-Mouth: The Moderating Roles of Product Involvement and Brand Image,” *Proc. 2013 Int. Conf. Technol. Innov. Ind. Manag.*, pp. 29–47, 2013.