

A STUDY ON EFFECT OF EWOM INFORMATION ON GREEN PURCHASE INTENTION

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DECLARATION

I, hereby declared that the presented work in the thesis entitled “**A Study on Effect of eWOM Information on Green Purchase Intention**” in fulfillment of degree Doctor of Philosophy (**Ph.D.**) is the outcome of research work carried out by me under the supervision of **Dr. Shabnam Gulati** working **Assistant Professor** in the **Mittal School of Business** of Lovely Professional University, Punjab, India. In keeping with the general practice of reporting scientific observations, due acknowledgments have been made whenever the work described here has been based on the findings of another investigator. This work has not been submitted in part or full to any other University or Institute for the award of any degree.

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CERTIFICATE

This is to certify that the work reported in the Ph.D. thesis entitled “**A Study on Effect of eWOM Information on Green Purchase Intention**” submitted in fulfillment of the requirement for the reward of the degree of **Doctor of Philosophy (Ph.D.)** in **Mittal School of Business**, is a research work carried out by **Rajashekar Reddy P**, Registration No. **41800790**, is a bonafide record of his/her original work carried out under my supervision and that no part of the thesis has been submitted for any other degree, diploma or equivalent course.

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ABSTRACT

With Web 2.0 applications and technology development, eWOM replaced traditional WOM. In addition, because of the growth of social media and the growing number of people using it, users may now create and share their content. The increasing use of different SNSs has allowed users to share information. Social media has thus become an essential component of everyday internet usage. India's Social media users will reach 862.05 million by 2023. Social media users who want to create and share product information to help other users. Social media users research products and services before making a purchase. Users often depend on other people's advice, guidance, views, opinions, and recommendations before making a buying decision. Internet users all over the world are now able to communicate with one another online, thanks to the development of various social networking sites. Unlike other online platforms, social media users can discuss with people and provide feedback about the products, brands, and services they use.

Further study on eWOM is needed since information usage and acceptance continue to be difficult and challenging on various social media platforms. In addition, generation Y and Generation Z are major contributors to social media usage in India. As a result, the purpose of this study is to "A Study on the Effect of eWOM Information on Green Purchase Intention."

The proposed model was used to investigate the qualities of information, namely the quality of information, the credibility of information, the needs of information, an attitude towards information, the usefulness of information, and acceptance of information as potential determinants of customer intention to purchase environmentally friendly products. In addition, this research aims to investigate the moderating effect that age (Generation Y and Generation Z) has on the relationship between information acceptance and the intention to purchase environmentally friendly products. This will be achieved by looking at both generations.

For the present study data has been collected among the four SNSs (Facebook, Instagram, YouTube and Twitter). Data was collected from them through a structured questionnaire by applying judgmental and snowball sampling techniques. The present study is descriptive in

nature. The proposed model was validated through Smart PLS 3.3 based on the survey of 1041 social media users' who consider eWOM information for purchasing green products.

PLS-SEM makes it possible for Smart-PLS 3.3 to easily handle enormous amounts of non-normal data, which is beneficial given that Smart-PLS 3.3 employs non-normal data. According to the study's findings, the quality of the information, its credibility, the information needs, and attitudes toward information all significantly impact the information's usefulness and positively influence information acceptance. They are the significant parts of the word-of-mouth information disseminated via social networking sites. Such information plays a major role in deciding whether or not customers intend to purchase environmentally friendly products.

The study findings revealed that the "quality of information, credibility, information needs, and the attitude towards information are all interrelated." In addition, it was found that there is a significant moderation effect of the age of the respondents between the quality of the information and the credibility of the information to the usefulness of the information and the acceptance of the information to purchase intention of green products. This was found by looking at the relationship between both the quality of the information and the usefulness of the information to the acceptance of the information. On the other hand, it has been found that age does not have a significant moderating effect on the relationships between the need for information and attitude towards information to the usefulness of information, attitude towards information with green purchase intention, and usefulness of the information with acceptance of information. Study on the information acceptance demonstrates that generation-Z users behave differently than generation-Y.

The results are discussed after examining the data, and both academic and managerial implications are drawn from the study. When viewed from an academic standpoint, the study's results will contribute to the construction of a theory related to the formation of a desire to make environmentally responsible purchases. The validity and reliability of the measurement scale are supported further by this research, which gives more information in this regard. Therefore, academics may utilize the current verified scale in future research to better understand the factors that determine their desire to make a purchase. As they go on, marketing managers need to keep in mind that the results of this study might be helpful to them in more ways than one, and it's something they should keep in mind as they continue. As a result of the vast number of

individuals who use these services, social media platforms and services are of great significance to marketing professionals and practitioners.

For this reason, marketers may develop more effective marketing strategies via social media to improve the confidence of generation-y customers. Specifically, this may enhance the possibility of repeat purchases from generation-y customers. This research will assist academicians and marketers in understanding the reasons behind the purchase intentions of consumers in India who are of the Generation Y and Generation Z generations and are interested in purchasing environmentally friendly products because it will obtain an understanding of the motivations behind those purchase intents. This study provides insights for marketers regarding customer attitudes, behaviors, and purchase intentions, which can efficiently target customers.

Even though there is a growing market and the integration of IACM and green purchasing intention as variables in a single model, this area has not been given much attention in the Indian context. This study contributes significantly to the body of research that has already been done on the relationship between eWOM and consumers' purchase intention.

Findings will help marketers who offer green products to create suitable marketing strategies which align with the mindset of this new demographic segment and within India through SNSs. This study also gives a better understanding of the effect of age on the acceptance of information and the intention to purchase environmentally friendly products.

Keywords: Age, electronic word of mouth, green product, Information Acceptance, purchase intention, social media.

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I want to convey my sincere thanks to Lovely Professional University for offering all the support required to concentrate on my research.

I want to thank everyone who offered me time and help when I collected the data required for the thesis.

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A Study on Effect of eWOM Information on Green Purchase Intention

CHAPTER – 1

INTRODUCTION

Customers have, for a considerable amount of time, placed a high level of importance on WOM (also known as word-of-mouth) when purchasing products as one of the most significant sources of information, and it is one of the most common ways in which people share information (Verma & Yadav, 2021). In addition, customers have greater trust in its quality and reputation because it was suggested to them by their friends and family (Cai et al., 2021). As a direct result of this, customers were given the option to learn more about the products, brands, and services that companies had to provide. Customers were encouraged to share their experiences and opinions because of this, which is a kind of marketing often referred to as "word-of-mouth." In addition, this encouraged consumers to share their word-of-mouth (WOM) recommendations, which is another term for their opinions, viewpoints, and experiences (Woodside and Delozier, 1976). On the other hand, WOM was considered significant for research and was shown to affect consumers' perceptions of products (Brown et al., 2005; Fitzgerald, 2017). It also influenced customers' intentions to purchase the product (Maxham, 2001; Herr et al., 1991). Word-of-mouth (WOM) communication has existed since the beginning of time, but the introduction of the internet has given it a new outlook. Consumers used to have one-on-one interactions with one another to spread WOM, but today, thanks to the internet, customers have access to a platform where they can express their opinion to a larger audience. In the past, WOM was spread between customers. Customers increasingly turn to online forums to discuss their experiences, views, opinions, and emotions surrounding a business, brand, products, and services and research the companies that provide them. This pattern is expected to persist in the years to come (De Veirman et al., 2017; Sokolova & Kefi, 2020). Because of this, digital platforms have significantly impacted people's day-to-day activities and relationships between businesses and the individuals who purchase their products (Erkan & Evans, 2016). However, this is a direct consequence of digital platforms directly affecting how people go about their day-to-day lives.

The Internet has developed into an incredible piece of technology in the present era. As a result, it has changed how customers communicate with businesses, products, or services. In addition,

the Internet has become an important medium for marketers today (Garg & Pahuja, 2020). India's promising growth of internet users has allowed many businesses to reach out to the global market using internet platforms (Ex. Amazon, Netflix, Youtube, Paypal, etc.). "Furthermore, because of the increased number of customer comments, reviews, and recommendations available on SNSs and the fact that consumers can participate in eWOM marketing due to the proliferation of the internet, consumers today have greater access to product information than they ever have before."

As a result, it is a very reliable and valuable marketing source for a user. On the other hand, communication through word-of-mouth has expanded in scope and become more complex due to the rapid growth of the internet and the variety of channels provided by social networking sites. On the one hand, the internet has made it easier for people to share information; on the other hand, it has made it more difficult for people to share information. As a direct result of this development, consumers are now able to communicate via a number of online platforms, share their information and opinions with one another, and participate in the conversation about products, services, and brands.

Therefore, the concept of personal effect has emerged in cyberspace as an online interpersonal influence is referred to as eWOM. As a result, WOM has taken the form of e-WOM. According to Hennig-Thurau et al. (2004), the term "electronic word of mouth" (eWOM) refers to "any favorable or unfavorable remark made by prospective, existing, or past consumers about a product, brand, or firm that is made accessible to many people and institutions over the Internet." It offers the opportunity for many customers who already own or are familiar with the product to communicate with one another and share their experiences with the product. People considering purchasing something should read reviews of the product or service posted on the internet earlier by other customers before making their decision. As a result, eWOM helps customers feel more confident about their understanding of products, lowering the chances that they will make a poor purchase (Bronner & de Hoog, 2014; Cheng & Loi, 2014).

Social networking sites, which are rapidly growing online communities, provide eWOM with a new dimension. These days, social networking sites, known as SNSs, have become essential to daily life. According to the research conducted by Kaplan & Haenlein (2010), "they have created new platforms for companies to participate in communication with, improve their understanding

of, and communicate their opinions to users." SNSs are platforms on the internet that allow users to communicate with one another and exchange information, views, opinions, and other forms of expression with others organized into networks or groups.

Product consumer-to-consumer discussions are made possible by social networking sites' interactive elements (Chu & Kim, 2011). The growth of SNSs and online promotion has altered the nature of business (Appel et al., 2020). In addition, users of social networking sites (SNSs) that are supported by web 2.0 technologies, such as Wikipedia, Facebook, Instagram, Twitter, and Youtube, have access to a community that is interactive. Examples of such SNSs are Facebook, Instagram, Twitter, and Youtube. In addition, the rise of e-marketing activities on social media has allowed customers to communicate and make collaborative purchase decisions (Appel et al., 2020; Husain et al., 2016). Thus, social media significantly impacts brand awareness, perceptions, and attitudes among customers (Bruhn et al., 2012). As a result, the companies and groups create several pages on SNSs to discuss the features of products. Companies' use of SNSs as a channel for communication not only with their existing users but also with prospective new customers is becoming increasingly common (Michaelidou et al., 2011).

Researchers suggest that SNSs is the most effective medium for electronic word-of-mouth marketing (eWOM) because it reaches thousands of consumers and motivates them to engage in social interactions by sharing their preferences and comments on product information (Chu & Kim, 2011; Kudeshia & Kumar, 2017). Consequently, social media platforms suit eWOM (Verma & Yadav, 2021). Furthermore, conversations on social media are crucial for businesses that have a significant effect on the purchasing decisions of their customers since customers are now able to share and discuss their experiences with various types of consumption on a variety of social media platforms (Pandey et al., 2018; Ceyhan, 2019). In today's world, environmental and green issues such as excessive consumption of natural resources, climate change, the depletion of the ozone layer, and water and air pollution are receiving a growing amount of attention. Other issues that threaten human existence include the lack of natural resources and the destruction of the ozone layer. Moreover, over the last few decades, consumption of goods and services has resulted in a drastic change in consumer behavior toward environmentally friendly products (Arli et al., 2018; D'Souza et al., 2007; Pereira & Chatzidakis, 2012; Han, 2020). As a

result, consumers have become more interested in buying green products (Chen & Chang, 2013). Furthermore, as green products become more popular, organizations compete to develop products and services that meet customers' environmental needs with minimizing environmental damage (Chen & Chang, 2013; Ihemezie et al., 2018). Therefore, companies' marketing communication could be used to effectively change consumers' perceptions and purchase intentions toward environmentally friendly or green products (Liobikiene & Bernatoniene, 2017; Mostafa, 2006; Ricci et al., 2018).

In addition, a customer's choice on whether or not to purchase a product is directly influenced by psychological factors and the purchasing procedure that the customer uses (Najib et al., 2021)—eWOM information is influenced by the consumers' behavior and perception. The results highlighted by Knoll J (2016) indicated that the effect of eWOM is dependent not only on information but also on consumers. This conclusion was made possible by the fact that eWOM depends on consumers. To provide a new model that combines their prior studies, Erkan and Evans (2016) integrated the "Theory of Reasoned Action" (TRA) and the "Information Adoption Model" (IAM) into a single theory. The two researchers produced this model. This considers many aspects about customers in addition to information. Their study recommended that future research consider the intention and behavior components of the recommended information acceptance model. This study intends to investigate how eWOM Information shared through social media influences consumer purchasing intention.

The proposed model examined information acceptance, usefulness, quality, credibility, information needs, and information attitudes as significant determinants of customers' intention to purchase green products.

1.1 Electronic Word Of Mouth (E-WOM)

1.1.1 Word of Mouth (WOM)

Research on word-of-mouth (WOM) has traditionally concentrated on social interactions due to the widespread notion that WOM sources are decision-makers, close friends, or members of their families. Because of this, the focus of WOM research has traditionally been on interpersonal relationships within families and communities (Park et al., 2021). The advent of technology such as the Internet has made it possible for users' opinions on companies, products,

or services to be shared with a far wider audience than just their friends. As a result of developments in technology, such as the Internet and Web 2.0, customers now have the opportunity to participate in various online communities. These communities provide customers with a platform to discuss their opinions and experiences regarding their purchased products (Tran & Strutton, 2020). According to the definition provided by Wang et al. (2016), WOM may be described as "informal, person-to-person communication about a brand, product, service, or organization." This communication takes place between a perceived communicator and a receiver. Furthermore, WOM significantly influences a customer's product selection and post-purchase perceptions (Mahadin & Akroush, 2019). The internet environment has not only increased the number of individuals who can meet through WOM in this manner, but it has also widened the range of people who can do so. "Word-of-mouth (WOM) has been discussed extensively as word-of-mouth communication that takes place online (King et al., 2014)." Generally speaking, speedy assistance from the Internet, minimal effort tasks, focused segment, accessibility, and affordability have provided new significance to the WOM framework. That is why marketers are still keen to engage in WOM activities.

1.1.2 Electronic Word of Mouth (E-WOM)

E-WOM has changed due to the Internet's acceptability. According to Hennig-Thurau et al. (2004), the Electronic Word of Mouth refers to "any positive or negative statement made by prospective, existing, or old customers about a product or organization and made publicly available to many customers and organizations via the Internet." This definition emphasizes both reviews regarding a product or company. Consequently, by giving consumers increased access to information and networks, eWOM assists them in making better decisions. In addition, it's worth noting that eWOM includes online customer feedback and web 2.0 engagement behaviors. Existing studies have looked at the efficiency of eWOM communication, the motivations for sharing, and the understanding of eWOM communication. After using a product, the information may be very generic, as shared by any other consumer. However, marketers have admitted that the users' information shared on SNSs significantly affects customer purchase intention. eWOM has become one of the emerging communication channels in that people express their opinions, insights, views, and recommendations about various brands, products, and services they use by transmitting and receiving information through the SNSs. eWOM communication

makes several platforms accessible for customers to share information, talk about their feelings, and spread recommendations about products and brands using social media (Zhang et al., 2017).

Therefore, word-of-mouth marketing should be considered when obtaining pre-purchase information (Abubakar & Ilkan, 2016; Zhang et al., 2017) and figuring out how consumers feel about a product or service (Lee et al., 2009; Jalilvand et al., 2012). Additionally, according to Lee et al. (2009), Lin et al. (2013), and Torlak et al. (2014), eWOM affects how consumers feel about a company's reputation and how likely they are to make a purchase. Because of this, the information about a product, service, or brand that is available on social networking sites (SNSs) has a significant effect on the intentions of customers to purchase that particular product, service, or brand. In other words, customers are significantly more likely to buy something if they can find positive information on the internet. Earlier, Customers take part in eWOM through different platforms, such as web-based business sites, texting platforms, virtual networks, chat rooms, instant messaging platforms, internet forums, review sites, web journals, and electronic mail (Cheung & Thadani, 2012). Therefore, Researchers have recommended that Social networking sites are the perfect device for eWOM. Because person-to-person communication attracts a large number of customers and encourages them to participate by sharing their opinions, reviews, and experiences. as well as commenting about their willingness to acquire product information (Chu & Kim, 2011; Kudeshia & Kumar, 2017), consumers these days prefer to take other people's opinions and reviews aside before committing to purchasing certain products and services. The studies have found that 93% of customers indicated online product and service reviews (such as eWOM information) directly influenced their purchasing decision (Fullerton et al., 2017; Ruiz-Mafe et al., 2018; Waluya et al., 2019). Because it gives customers information about their direct and indirect interactions with the marketer, this consumer-generated information is beneficial for online purchases (Wandoko & Panggati, 2022). Consequently, the information that customers obtain about a company, its products, and services through SNSs significantly affects the consumers' intentions to purchase.

1.2 Evolution of Social Media

The legendary philosopher Aristotle once said, "The human being is a social animal." Since ancient times, it has been observed that man makes social relationships with people wherever he/she goes. These relationships are made possible through networks that are influenced by

various factors. These networks were formed in previous centuries to establish societies or communities wherever he/she was. The connections or networks helped him/her become socialized, helping one another whenever needed, and therefore social networking supported him/her in stabilizing their lives. This type of social networking existed even before the invention of technology. Social networking expanded from one region to another and from one area to another. The network development process established many societies throughout the region, town, state, country, and world. Depending on how these societies were formed, the qualities or characteristics of each network varied from one another.

On the other hand, these networks work together to help one another, develop diverse rituals and traditions, and feel a sense of humanity. The inventions of the computer and related internet technological innovations have changed things drastically in the progress of social media. In previous eras, emailing and blogging were the unofficial form of social networking. The practice of sending messages to others with the help of electronic mail (email) instead of regular mail seemed to fascinate people. An earlier instance of social networking was sending an email to many, which was not possible in the regular postal mail—especially the speed and accessibility of the internet booms the growth of social networking. Over time, blogging was the major revolution. People started to connect and express emotions, thoughts, views, etc. They began to post their opinions and experiences, which could be publicly shared with the people. Blogging allows people to create their profiles and identify individuals on these sites. It gathered people of the same views, opinions, and experiences and provided a place where they could easily communicate with each other. Social networking has become more active due to the incorporation of blogs resulting from computer-mediated and related internet technological inventions.

The Internet, launched in 1962, is a worldwide network connecting billions of devices and is used for communication and data sharing. In today's technology-driven world, social media has emerged as a platform through which businesses may expand their marketing efforts to reach a more significant proportion of the large audience (Erkan & Evans, 2016). Social media significantly affects customers' intentions to make purchases. Due to technological improvements, social media has made it possible for customers to obtain reliable information from home. They may thus make comparisons and exercise better control from any global

location. In addition, the use of mobile phones, personal computers, or any other device makes it possible for users of this social media to access convenience stores and public bathrooms whenever and wherever they choose to do so (Berger & Milkman, 2012). According to Tsai & Bui (2021), social media is "a form of electronic communication or websites for social networking sites and blogs through which users create online forums to share information, views, personal messages, and other content." In a nutshell, the term "social media" refers to online platforms such as social networking blogs and forums.

Networking is "the sharing of information among individuals, groups, or institutions; specifically: cultivating useful relationships to find career opportunities or business."

According to Boyd & Ellison (2007), social media platform is "understood in the broader term and defined as any online service that helps users to generate and share different types of information with friends and extended family members." Although social media has been present since 1981, it didn't start gaining widespread popularity until 2003 (Boyd & Ellison, 2007). UGC (User-generated content) include:

- Social networking sites(SNSs)
- Blogs
- Websites for video sharing
- Websites for online reviews and ratings
- Online communities
- Virtual reality gaming environments
- Online review and rating sites

All the examples of User-generated content can also be found on websites.

Additionally, individuals can develop, update, generate, and share their unique content (Krishnamurthy & Dou, 2008). Because of social media, companies can now interact with their customers online, promote their brands, and extend their reach into new markets. Moreover, they can also expand their reach into existing markets. The three elements of different social media—concept, media, and interface—are described in the reference (Kaplan & Haenlein, 2010). Users from various categories are actively online to satisfy their needs (Foster et al., 2011). These types

of electronic media, which were not previously accepted for their usefulness, have made it possible for customers to determine their requirements and establish relationships with the most appropriate companies (Barreda et al., 2015). There are instances when consumers have more faith in these SNSs than in the typical advertisements sponsored by businesses (Barreda et al., 2015).

1.2.1 Social Media in India

India has over 65% of its population below 35 years (ourworldindata.org, 2019). Therefore, it implies that more potential social media users are present in India than in any other country. Social media has drawn the attention of the Indian community like a duck to water. On average, people in India spend 2.36 hours each day using various forms of social media (theglobalstatistics, 2022). Because of improvements in connections across India, the country is projected to have 755.47 million social media users by the year 2023 (Statista report, 2022). As a result, India now boasts a remarkable 658 million Internet users or around 47% of the country's entire population. Social media has thus become an essential component of India's everyday internet usage (theglobalstatistics.com, 2021). However, in 2019, India's social media users remained at 395.87 9million due to Internet connectivity difficulties. But On the other hand, India's social networking users will reach 862.08 million by 2023. The major contributors to social media usage in India are Generation Y (Millennials) and Generation Z (Statista, 2020). Millennials account for 52.3% of social media usage (talkwalker.com, 2021). Meanwhile, Generation Z is responsible for 28.4% of all conversations that take place on social media (Statista, 2020).

Generation Y or Millennials arrived at adulthood in the mid-21st century, including people born between 1980 and 1994. These were the first digital natives, which mean they grew up using digital technology. As a result, millennials hold the most keys to unlocking retailers' revenue streams (Business today, 2018).

Year	Number of users in millions
2023* (estimated)	862.08
2022* (estimated)	755.47
2021	639.47
2020	518.92
2019	395.87
2018	269.62
2017	197.85
2016	168.1
2015	142.23

Table: 1.1 India: Number of Social Network Site users 2015-2023, Source: Statista (2022)

1.2.2 Usage of Internet and Social Media

Since 2000, the number of SNSs has steadily increased, allowing users to discuss and have fun with various topics, such as education, news, music, and movies. In terms of transactions, ads, products, brands, and service information, social media began to affect the environment of the business world. According to Tsai & Bui (2021), the term "social media" refers to "a form of electronic communication such as websites for social networking and blogs and Users building online communities to share information, opinions, personal messages, and other information." Sharing information with others, groups, or organizations might lead to highly beneficial professional or financial connections. The most 15 successful kind of advertising is WOM, which refers to sharing information from one person to another (Tien et al., 2019). It is now considered by experts to be the foundation of interactive marketing (Tjongirin et al., 2020).

The trend is also changing in India; ads are not yielding the desired outcome. From the perspective of company managers and marketers, the Internet is an effective tool for bringing customers and businesses together more personally (Lee & Shin, 2014). Digital marketing has also been implemented successfully in India because it results in cost savings and appeals to customers. In addition, customers like to use information obtained from various sources before making any purchase, whether a product or service. A survey of 28,426 respondents online customers of the age group 16 years and old by Statista (July 2021) showed that 40 percent of

the consumers preferred to use search engines to search for product-related information, and 27 percent chose to use Social Media Sites (Figure 1.1).

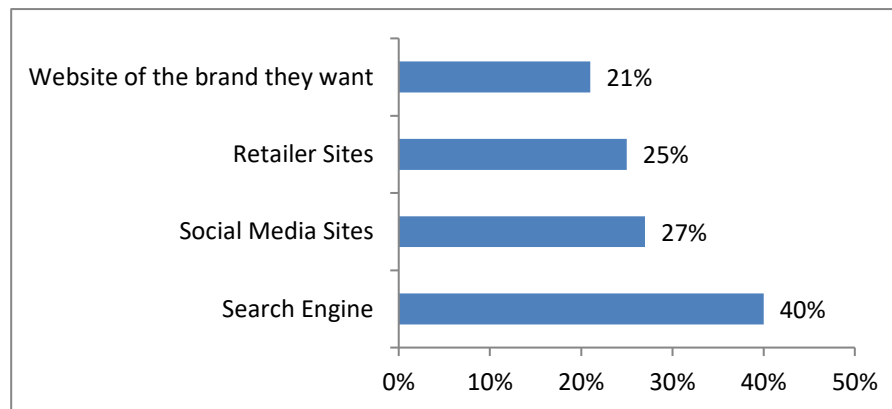


Figure.1 .1 Source of product-related information, Source: Statista (2021)

People (customers or users) spend more time connecting through social media, which changes the social environment and relationships (Fuller et al., 2012). People may connect, communicate, and enjoy social relationships and trust much as they do through online communities. Therefore, companies build Facebook pages (FAN), Twitter accounts, blogs, and other SNSs accounts because they recognize the importance of these platforms and WOM branding (Parveen et al., 2015). "Social networking sites, often SNSs, enable companies to enhance their brand image and boost customer engagement, and this is made possible by the increased accessibility, efficiency, and flexibility of customer purchases." However, because it is hard to identify such supporters, it is challenging to successfully promote WOM through traditional media through influential campaigners. This is because finding such supporters is difficult. Instead, customers can interact with one another and gain momentum through different online communities, including blogs, social networking sites, and other online communities (Colvin, 2013).

It is accepted that word-of-mouth (WOM) communication may influence the decisions made by customers (Chevalier & Mayzlin, 2006; King et al., 2014; Sen & Lerman, 2007). YouTube will be India's most popular social media network in 2021, with 85.80% of social media users enrolled. After the United States of America, India is now YouTube's second-largest market in terms of its number of views and subscribers. Many YouTubers have become well-known as a result of YouTube.

Several well-known companies have used Facebook to connect with their customers. However, with 70.60 percent of social media users in India, Facebook faces stiff competition from Instagram. Moreover, young people, particularly teenagers, make up a significant portion of Instagram's customer base.

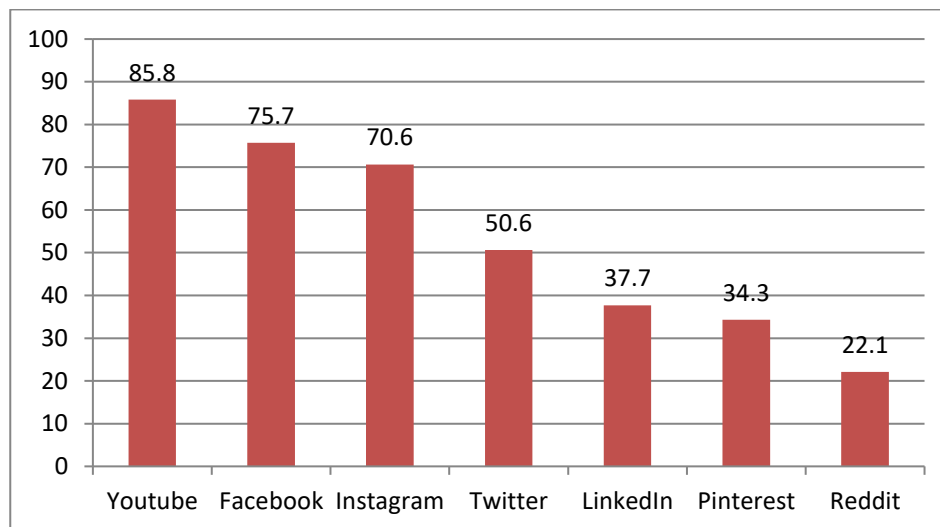


Figure 1.2: Most Used Social Media Platforms in India, Source: globalstatista (2021)

The parent corporation, Facebook, paid up one billion dollars to acquire Instagram. Consequently, it has become a reliable source of revenue for creators and a significant sales channel for businesses. Continuous development and rapid growth of internet users and social networks mean people spend a necessary measure of their lives on the Internet (Duffett and Wakeham, 2016). A report called ICUBE (2020), published by the Internet and Mobile Association of India (IAMA), found that just under two-thirds of people who use the internet in India do so daily. This information was gathered from the people using the internet in India. Internet users in India spend approximately 2.4 hours per day, slightly less than the global average of 2.5 hours per day. Moreover, the number of female users makes up almost half the number of male users.

1.3 Emergence of Social Networking Sites (SNSs)

In today's world, social networking sites (SNSs) have turned into an integral part of everyday life. The advancement of social networking sites has changed people's way of life worldwide. Everyone nowadays is aware of and uses social media. Even the most remote regions of the

world are aware of Facebook, Youtube, Twitter, and Whatsapp, and most use them daily. It wasn't like this a few years back, though. At the time, not many people had access to the Internet. Smartphones were yet to be brought to the market. However, most of us now can't imagine our lives without social media. Every hour, we check Facebook, Twitter, Instagram, or Whatsapp at least three times. Marketers' use of social networking websites has evolved into a powerful tool that enables them to maintain a stronger relationship with consumers, as well as to educate, correctly understand, and communicate with those customers and create purchase intentions inside the minds of customers. In addition, the synergistic and interactive character of SNSs helps to encourage conversations relating to brands and between customers and businesses (Chu and Kim, 2011). According to Matook et al. (2015), consumers go to the online space while looking for brand, product, and service information and regularly refer to different buyers' opinions before purchasing.

Therefore, social networking sites are considered virtual platforms for eWOM communication. Without a doubt, further evidence delineates that more than two-thirds of people check online reviews before buying a product and selecting a brand. Customers can frequently recommend an in-person gives effect and brand-related reviews or leave comments about their web utilization experience. Such development and brand-related assessments can remarkably affect different shoppers – from making awareness and building brand image about various brands to molding their attitudes towards them, in this way assuming a significant role in customers' intention purchase to make a purchase (López & Sicilia, 2014; Vermeulen & Seegers, 2009). Therefore, this Social media is considered suitable for eWOM communication (Evans and Erkan, 2014; Knoll & Proksch, 2017; Nuseir, 2019). According to Baker et al. (2016), eWOM recommendations focused on and around restaurant gatherings, telecommunications, fashion design, marriage, the tourism business, and cinema. As a result, with the use of information gathered through observations, this study aimed to identify and investigate the factors that influence eWOM on purchase intention on retail products, in connection with and with the help of eWOM, SNSs.

SNSs are web-based and allow users to communicate through platforms such as Facebook, Instagram, YouTube, and Twitter, amongst others. SNSs, including new information and communications technology such as connectivity, photo/video/sharing, and blogs, are different. People's daily lives are deeply ingrained with SNSs. Youngsters spend much time on social

network sites, which have become an integral part of their daily lives. Therefore, it's necessary to understand the nature of youngsters' social network site usage and its influence on purchase decisions. According to Boyd & Ellison (2007) SNSs have gained popularity and integrated into societal norms.

1.4 Social Networking Sites and eWOM

The rapidly growing internet forums give a new dimension to eWOM and make Social Networking Sites. According to the previous research, information obtained through social networking sites is the most widely accepted source of eWOM information. These studies support a growing body of research that emphasizes the relevance of SNSs. SNSs benefit consumers and provide marketers with valuable data for improving operational efficiency. SNSs are helpful communication tools to create awareness and interact with an unlimited audience. Additionally, it directs marketers on their customers' current and future needs, allowing them to develop the right products and services to fulfill those needs. Information sources such as SNSs are used by customers to decide. Consumers also commonly rely on offline decisions on information they obtain online. EWOM information has different effects on different people. In other words, people may respond differently to the same piece of information depending on their beliefs and past experiences. As a result, investigators have concentrated their attention on the information adoption process to understand better how consumers decide what to purchase and how they process information.

1.5 Green Products and Customer Purchase Intention

1.5.1 Green Products

With the increased awareness of ecological issues, corporations have started to study the environmental impact of their daily operational activities. Eco-friendly products are also referred to as green products. It is less damaging to humans or the environment than traditional products. Because more people are becoming aware of the importance of environmental concerns, businesses have started looking at their day-to-day operations' effects on the external environment. Products that are good for the environment are also sometimes called "green" products. This one is better for people and the environment than traditional products.

Products such as hybrid automobiles are examples of green goods.

- Materials and products that can recycle
- Hybrid vehicles
- Gadgets that have a low overall energy consumption
- Organic tea
- Products used for personal hygiene

Due to the increasing worldwide energy crisis and related environmental issues, the usage of "green" products has greatly interested society and corporations. According to Chen & Lin (2015) studies, consumers nowadays need to find more environmentally friendly products. Rehman & Dost (2013) and Chang (2015) suggested that online communication and word-of-mouth might provide insight into green buy intentions and boost customers' attitudes about green product purchases and intentions. According to Al-Gasawneh & Al-Adamat (2020), Customers share their positive experiences through eWOM, which increases the interest of other customers in green products. Hence, consumers increasingly seek more information about these green products and their benefits. This study investigates how electronic eWOM information disseminated via SNSs influences consumers' intentions to make green products (environmentally conscious products).

1.5.2 Customer Purchase Intention

According to (Peña-García et al., 2020) research, consumers' buying behavior may be predicted based on their intentions to purchase. Customers have a purchase intention when they want to purchase the product or service soon or in the long run and are willing to purchase it. When consumers have a favorable attitude or opinion toward a brand's products or services, it will increase the chance they will purchase from that brand.

The term purchase intention refers “to a consumer's readiness to purchase a product or service” (mbaskool.com, 2021). The dependent variable, known as purchase intention, is influenced by various internal and external factors. First, it examines the respondent's perspective on purchasing a service or product. When it comes to marketing, determining whether or not a customer intends to make a purchase is one of the most important signs to study. Marketing is based on the foundation of choices, often known as intent. Convincing customers to accept, buy,

or consume products or services that a company or brand may or may not have identified as desirable on the market is what marketing is all about (Aji et al., 2020). When developing marketing strategies or promotional activities, it is helpful to research and analyze consumers' intentions to make purchases. For instance, the buyer's preferences can direct the content selection that should be presented in advertising (Evans & Erkan, 2014). Intentions can represent the buyer's understanding levels at various buying processes. In addition, this analysis can be used as the basis for planning marketing activities. One method for creating a thorough plan for conducting a marketing campaign is to investigate the possible future purchases of a consumer base. That's why word-of-mouth impacts purchasing intentions since it sets a good example and shows good manners.

E-WOM has an effect on buyer Purchase Intention (Evans & Erkan, 2014). It is much more complicated than the real world. Many companies pay experts to create commercial information that spreads through word-of-mouth. Customers now are more likely to believe fake e-WOM than in the past as a direct consequence of this change. Informal WOM has a higher level of credibility than paid WOM, which is promoted by businesses but kept confidential by public relations teams. The customer's can't tell which is genuine or fake is, nevertheless, the most crucial aspect. Customers are primarily concerned with the particular brand, product, or service that they seek out on the internet (Bickart & Schindler, 2001). Customers, therefore, prefer to use e-WOM information as part of their everyday experience when purchasing products or services that are difficult to review (Harrison-Walker, 2001).

1.5.3 Green Purchase Intention

It has been demonstrated that environmentally friendly (green products) products are better for consumers' health and the well-being of the environment as a whole than traditional ones. Producing minimal emissions, supporting sustainability, and being recyclable are the three pillars upon which green products, also known as eco-friendly products, are built (Baines et al., 2012). Recycling, using less packaging than conventional products, or using less hazardous ingredients in manufacturing or packaging are standard practices that fall under this category. Each of these approaches effectively lowers any adverse effect on the surrounding environment. In addition, green products are often seen to be safer for the environment, and examples include:

- Electric Vehicles (e.g., two-wheeler, three-wheeler, and EV cars).

- Products that can recycle
- Energy-efficient electronics.
- Organic tea.
- Personal care products are made from natural ingredients.

The term "customer purchase intention" (PI) refers to "the decision of a consumer to purchase a product or service because it satisfies their needs and meets their overall outlook" (Hasan et al., 2013, pp.361-371). When buying, a person may intentionally choose an ecologically friendly product over more conventional ones. For example, if customers find a green product attractive, they wish to buy it.

1.6 Generation Y (Millennial) and Generation Z

Generational interconnectivity comes from their shared experiences in various aspects, such as life experiences, shared experiences, and some shared values. Decision-making is one of the leading aspects that play a significant role in today's generations, differentiating themselves among generations. Generation Y (Millennial Generation) exerts a peculiar attraction with managers and academicians. As a result, Generation Y is now known as "digital natives" instead of "digital immigrants" (Kumar et al., 2018). This is because Generation Y (also known as Millennials) is reaching adulthood, and they hold most of the keys to unlocking revenue streams. Generation Y or Millennials arrived at adulthood in the mid-21st century, including people born between 1980 and 1995 (Prasad et al., 2019). These were the first digital natives, which mean they grew up using digital technology. By 2022, India's Gen-Y population will have reached 450 million (business today. in, 2018). Generation Y (millennials) account for 34% (at 440 million people) of India's total population (timesofindia.indiatimes.com, September 6, 2021). As a result, India has overtaken the US as the world's largest millennial market. As a result, we are attracting worldwide attention to Indian millennials (timesofindia.indiatimes.com, September 6, 2021).

The major contributors to social media usage in India are Generation Y (Millennials) and Generation Z (Statista reports, 2020). Millennials account for 52.3% of social media usage and 28.4% of social media discussions are with representatives of Gen Z (Statista reports, 2020).

Following generations, like Generation Z, are even more accustomed to living with the Internet and all its functions and applications. People who were born between 1997 and 2010 are referred

to as Gen-Z (Dimock, 2019). The oldest members of Generation Z—those born after 1996—are presently in college or working in entry-level employment. As a result, Gen-Z is more familiar with and accepting digital technologies than previous generations. Word-of-mouth and online reviews significantly influence Generation Y and Generation –Z (forbes.com, January 9, 2020). They mainly use YouTube, Facebook, and Instagram as social media platforms, which allow marketers to reach consumers, especially through social media, to conduct product research before making a purchase decision (forbes.com, January 9, 2020). Social networking sites also have a significant impact on Generation Z since these sites enable users to communicate with one another and exchange reviews, opinions, and comments on various products and services (Aziz et al., 2019). This indicates that these generations are majorly technologically advanced. In addition, these generations (Gen-Y and Gen-Z) are more brand conscious than earlier generations and are significantly different; as a result, knowing the group interests is essential when targeting these generations. The moderating role of age (specifically, Generation Y and Generation Z) is being examined to examine the effects on customers' intentions to make green purchases.

CHAPTER-2

LITERATURE REVIEW

A literature review is an important and necessary component of research that shows the researcher's subject area and allows the researcher to understand the breadth and depth of the relevant topic. In this study, we examine how consumers' access to eWOM information on SNSs affects their purchase decision (purchase intention). The emergence of eWOM from WOM is the subject of the following part, which takes up most of this chapter. In this section, we will discuss the benefits and disadvantages of both "word-of-mouth" and "electronic word-of-mouth" and then compare the two. In the next part, we will examine the relationship between WOM, eWOM, and the intention to purchase. Consequently, the next part will emphasize "the effect of eWOM information on the intention to purchase environmentally friendly products."

2.1 From traditional word-of-mouth to electronic word of mouth (e-WOM)

2.1.1 WOM Definitions

Consumers have seen advertisements on a multitude of platforms. Television, radio, and other media and the Internet have provided consumers with much information in addition to newspapers and magazines. In addition, customers may use their mobile phones to get information about brands, products, and services. Because of the growth of advertisements, consumers have found it increasingly difficult to make decisions as information has grown. Because of this, word-of-mouth, also known as WOM, is regarded as among the most reliable and valuable sources of information for customers. It includes the reflections and observations of those who have previously utilized a brand's products or services (Arndt, 1967).

The two components that comprise the WOM communication process are the information sender and receiver. The information sender is the party that communicates their opinions, and the receiver is the individual who takes in information. The information sender is the party that conveys their views. The person who transmits their thoughts and ideas is known as the sender of the information. The relationship that exists between the sender (transmitter) and the receiver is the element that contributes the most significantly to the level of trustworthiness that may establish. Let's say the person who is sending the information and the one who is receiving it

have strong relationships with one another. “In such situation, the trustworthy, reliability, believability, authenticity, credibility and consistency of the information will be reasonably more for the receiver to have the perception that the marketer is dependable (Kwak et al., 2010).”

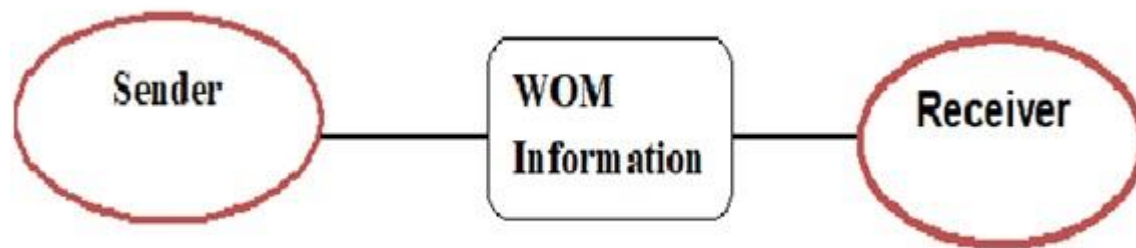


Figure 2.1: Process of WOM information, Source: Erkan & Evans (2016).

Word-of-mouth marketing, often known as WOM, has been given a new perspective due to the increased number of users engaging in activities online (King et al., 2014). Customers can more freely share their personal opinions and experiences due to the information online, which has increased word-of-mouth communications. This has increased the number of customers who communicate with one another through word-of-mouth (Erkan and Evans, 2018). Additionally, it enables simple access to relevant information. By using this method, customers get quick access to the data created on companies, products, and services by other customers. Word of Mouth (WOM) has been widely regarded as one of the most successful marketing practices (Ennew et al., 2000; Mangold & Brockway, 1999). It's no surprise, therefore, that a variety of researchers has studied it (Anderson, 1998; Godes & Maayzlin, 2004; Knoll & Proksch, 2017; Lin & Lu, 2010; Cheung & Thadani, 2012).

Arndt (1967) offered one of the definitions of word-of-mouth that is among the most widely understood. According to Arndt (1967), the word "word of mouth" refers to "a verbal, person-to-person communication channel between a receiver and a sender that is not driven by economic motivation." As WOM interactions happen between senders and receivers, their relationships are the most critical elements affecting WOM outcomes, which are increased by strong relationships between receivers and senders (Bansal & Voyer, 2000). Firstly, other parameters determine WOM's effect in addition to this one. Likely, word-of-mouth and other informal communication

channels that already exist among consumers are the ones that have the most significant effect on shaping customers' expectations (Bolton et al., 2013). Second, WOM for brief is a method of communication that takes the form of a conversation and allows people to share information on the review of products, services, and brands. This form of communication is also known as the WOM technique (Baker et al., 2016; Berger, 2014).

Third, De Veirman et al. (2017) found that customers place a higher level of trust in the opinions and experiences of other customers than in the advertisements marketers produce. This is in contrast to the first two points, which found that customers place a lesser level of trust in the advertisements. Furthermore, as Baker et al. (2016) point out, customers become less affected by advertising due to reliability issues. This is something that marketers need to be aware of. The marketing department has to be mindful of this particular fact. When word-of-mouth communication occurs between persons with no intention of selling something, on the other hand, reliability is typically not an issue (Erkan & Evans, 2016; Sen & Lerman, 2007).

Allsop et al. (2007) made a similar point when they argued that word-of-mouth developed by consumers rather than marketers might be more trustworthy. Customers give more importance to word-of-mouth communication, which plays a more significant role than other marketing tactics. Therefore, customers' value word-of-mouth advertising more (De Angelis et al., 2012; Erkan & Evans, 2016; Herr et al., 1991). Traditional WOM communication frequently occurs within the context of people's relationships with their friends and family members, whom they trust. This is because persons in these kinds of relationships are more inclined to believe one another than in other types of relationships (King et al., 2014).

People report on their own experiences and have no motivation to lie about them (Erkan and Evans, 2016). WOM is a good approach for minimizing the consequences of perceived risks and uncertainties, as stated by Erkan & Evans (2016). This was found to be the case in their research. King et al. (2014) highlight the significance of being aware of the origin of the WOM and bringing awareness to its source (sender). WOM sources might be individuals or networks; however, the degree of expertise that is maintained by each is crucially significant. If a person believes that the information they are getting comes from a reliable source, it is much simpler to convince them of something.

"To put it another way, the amount of information provided is directly related to the credibility (trustworthy) of the WOM sources, and the WOM will affect the customers' intentions to make a purchase depending on how reliable the source is (Berger, 2014)." When it comes to marketing, word-of-mouth relies heavily on the senders that are chosen to communicate with customers. This critical element can't be ignored for any reason (Erkan & Evans, 2018). Consumers try to avoid what is known as "hidden advertising" when they receive the impression that the sender plans to promote anything of some kind. In conclusion, one of the most significant advantages of WOM marketing is that it is natural. This is one of the most important selling factors. This is evident by the fact that buyers prefer to learn about the accurate opinions and experiences of other people instead of receiving suggestions based on the company itself. The term "word of mouth" refers to communication in which the actions and behaviors of individuals who acquire the information also play a significant role. This communication style is also known as word of mouth communication. The actions and behaviors of people who receive the information also have a crucial role. According to Filieri & McLeay (2014), word-of-mouth (WOM) communication might be more useful when the user wants to understand the information to reduce risks. Because the receiver has shown that they are interested in receiving this information, WOM information is more successful than information sent by marketers. In addition, the information conveyed by word-of-mouth is more significant than the information disseminated by word-of-mouth supplied by marketers (Moran & Muzellec, 2017). Last, the importance of sharing experiences cannot be overstated when evaluating the value of the information obtained by word of mouth (Alalwan et al., 2017; Erkan & Evans, 2016). In addition, Tien et al. (2019) found that consumers create relationships using the information supplied by senders. Therefore, Word-of-mouth significantly influences customers, primarily attributed to a particular component's presence. Therefore, the presence of this component is the primary reason for the success of word-of-mouth communication in marketing.

2.1.2 Advantages and Dis-advantages of Word of Mouth (WOM)

Erkan & Evans (2016) called attention to a strategy customers use to deal with various marketing communications. To filter through all the advertisements and choose the best one, consumers research their options as much as possible for products, services, and brands before making the final decision to purchase. Word-of-mouth, which includes both genuine product

reviews and important information regarding a variety of products and services, is considered by a large number of individuals to be one of the characteristics that are among the most beneficial ones. Word-of-mouth is one of the qualities that are considered to be one of the most beneficial qualities (Kozinets et al., 2010). The information shared through word-of-mouth has a high level of credibility than the information that marketers create since it is generated from the actual experiences customers have had with a product or service (Berger & Milkman, 2012). "Customers would also like to acquire information about a product or service from more personal sources, such as members of their own families, friends, and acquaintances" (Chu & Kim, 2011) in addition to the experts close to them, rather than from commercial advertisements. WOM is also useful for marketers because it helps them quickly communicate marketing messages to consumers without incurring costs (Bolton et al., 2013).

In addition, it may be advantageous for marketers to achieve positive outcomes if consumers communicate favorably about their experiences with others in their surroundings. These conversations might be noticed by people who are in the same area as the customers. This may help in the development of positive WOM advertising. However, in contrast to this, effectively implementing WOM communication in a marketer setting may be a challenging task.

For instance, WOM can damage businesses when dissatisfied customers share negative comments. As a result, individuals may reject products, services, brands, and companies negatively portrayed. In addition, various studies have shown that customers are far more responsive to being influenced by negative conversations than by positive ones (Berger & Milkman, 2012; Trusov et al., 2009). Another disadvantage of WOM is the managing of the information. According to Sharifpour et al. (2016), it is impossible to maintain complete control over information spread by word-of-mouth due to the information source's basic structure. It is something that comes up in customers' daily conversations with one another.

As a result, information that is possibly incorrect or unclear may be spread across these conversations. It offers another challenge for marketing experts who are trying to develop a strategy that will be successful in the field of marketing. WOM is challenging to measure because it happens during private conversations between consumers (Erkan & Evans, 2016; Godes & Mayzlin, 2004). However, even though it is difficult to assess the effects of WOM marketing, this type of marketing continues to be widely used by marketers and investigators'

because its effect on the influence that it has on the consumers' intent to make a purchase, which is well known.

Advantages	Disadvantages
Access to a diverse audience through social contacts	Potential negative impact
Reaches audience within a short period	Uncontrollable nature
Inexpensive	Difficult to measure

Table 2.1: "Advantages and Disadvantages of WOM" Source: Adapted from Woerdl et al. (2008)

2.1.3 Electronic Word of Mouth

Word of mouth (WOM) has been replaced by electronic word of mouth (eWOM), which refers to information spread via the internet. This change has come as a result of the expansion of new technologies. Because of its reach, consumer opinion via eWOM is more influential than traditional WOM (Jansen et al., 2009; Sparkset al., 2013; Zhu & Zhang, 2010). When customers gather information about various products or services, this enhances the variety of choices available to consumers (Litvin et al., 2008). In addition, the effect of eWOM is more significant because it is more closely linked and positioned in connection to the decision-making processes that consumers go through in relation to the purchases that they make. This makes the effect of eWOM more significant. It is another reason why eWOM has a more significant amount of power than traditional WOM does. EWOM effect is more substantial for several reasons (Erkan & Evans, 2016; Litvin et al., 2008).

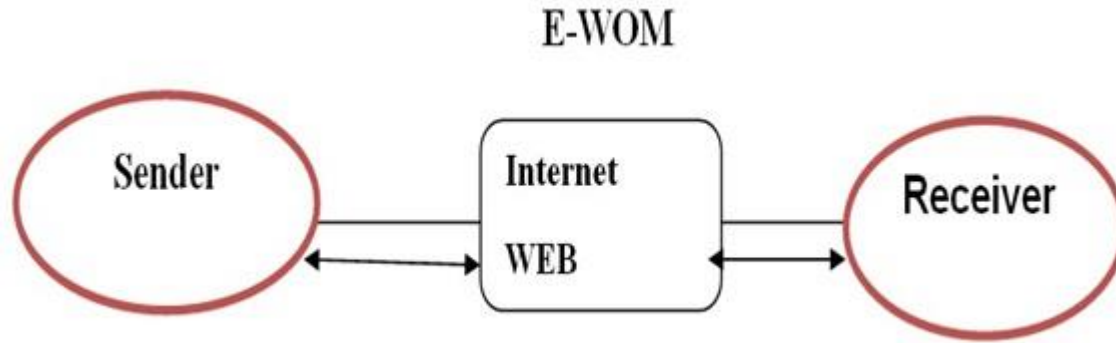


Figure 2.2: E-WOM information process, Source: Erkan & Evans (2016).

E-WOM is "any good or negative comment made by prospective, current, or previous consumers about a product or organization, which is made publicly accessible to many customers and organizations over the Internet" (Hennig-Thurau et al., 2004, pp. 38-52). EWOM may be either positive or negative. According to Dachyar & Banjarnahor (2017), "the fast expansion of Internet technology (online) throughout the 1990s gave birth to a new form of WOM" in the early phases of the research. This new kind of WOM was referred to as "eWOM." Electronic communications, as opposed to more traditional word-of-mouth, defined this new type of WOM. The expression of this theory was stated that time about the initial stages of the Internet's development. Like traditional word-of-mouth marketing, customers and businesses can participate in eWOM. On the other hand, marketers frequently update information on the Internet through company-generated websites. Online communities make it possible for users to discover subjects of interest with one another through the creation of various types of media content, such as photographic images, video content, and written posts. This is accomplished through the process of online community members sharing their own media creations. Online blogs (also known as blogs), online communities (also known as forums), online markets (also known as shopping websites), and SNSs are all examples of platforms. That can be used for electronic word-of-mouth communication. Customers have realized that EWOM is a valuable source of information; consequently, it has developed into the most useful source of information about products and services (Tien et al., 2019). In addition, this is one of the reasons why most decisions made in real life are based on online information (Pei & Mayzlin, 2021). In addition, eWOM provides a multitude of choices for exchanging information.

2.1.4 Advantages and Disadvantages of eWOM

One of the most significant elements that resulted in the development of eWOM, a name that stands for "electronic word of mouth," was the increase in the number of individuals who use the internet as a medium of communication. Word-of-mouth communication strategies are now both easier to use and more effective due to technological advancements, especially the proliferation of the Internet (Yang, 2017). Furthermore, the emergence of mobile devices enables eWOM to be more available through the Internet, they allow people to access it whenever they want and wherever they are. When using word-of-mouth communication in marketing from a new perspective, there are advantages and disadvantages for customers and company owners, just as there are when using WOM via more traditional methods. One of the earliest developments that can follow back to the introduction of the Internet is a significant rise in the amount of WOM interaction (Chatterjee, 2011).

Before deciding to purchase, customers can obtain information about products and services either through the marketers who sell them or through other customers. Visual instruments, such as photographs and videos, can also be posted on the Internet by both customers and advertisers. Customers are given the option to acquire information that is supported visually, which will help them enhance their decisions. On the one hand, this provides companies with an opportunity to market their products, brands and offerings in a profitable and cost-efficient manner. On the other side, companies are given a chance to promote the products and services they offer. Therefore, the Internet can fulfill the function of an appropriate communication medium for businesses and the customers that they serve. As a direct result of the above factor, the Internet has emerged as a helpful communication platform for companies and the customers they manage. Customers can interact with businesses through their official websites, but in today's world, corporations can also interact with customers through social media platforms. In addition, customers can connect with companies via their official websites. This opportunity for interaction may be advantageous for both consumers and marketers; for example, customers may communicate their needs, requirements, expectations, and issues. In addition, marketers may gather feedback on their newly developed products, reviews, and performance-related information before making them available to the general public.

On the other hand, eWOM commonly possesses two more fundamental characteristics, and each can view from the marketing perspective as having both advantageous and disadvantageous characteristics. These aspects may be considered as having both advantageous and disadvantageous characteristics because of the nature of marketing. EWOM, for example, has the potential to communicate with a large audience because a significant number of users have the possibility of sending messages to tens, hundreds of thousands, or even millions of individuals over the internet. This feature enables eWOM to communicate with a large audience. EWOM also has the potential to share with a large audience (Filieri & McLeay, 2014; Liu & Park, 2015). Second, it can spread information relatively quickly via WOM and eWOM, which are enhanced by this (Filieri & McLeay, 2014; King et al., 2014). Marketers may make use of these two opportunities. For example, in 1997, Hotmail, an email service provider, became famous and successful due to positive eWOM spread by its users (Montgomery, 2001). On the other hand, negative comments can quickly spread among many consumers; in such cases, eWOM can damage a company's reputation (Ferguson & Johnston, 2011). Although eWOM allows marketers to follow customer perceptions and interfere if necessary, its impacts, like those of traditional WOM, are challenging to manage (Godes & Mayzlin, 2004). With these two critical features of eWOM, companies' reputations can be negatively influenced. Overall, eWOM also has positive and negative aspects. Nonetheless, it is still an effective marketing tool (Sweeney et al., 2012; Voyer & Ranaweera, 2015).

2.1.5 Difference between WOM and eWOM

According to a study by Trusov et al. (2009), customers feel that eWOM offers a significant chance for higher long-term value compared to traditional marketing channels. Traditional and online word-of-mouth marketing have their positives and negatives, as discussed in the prior section. In a head-to-head comparison, however, some characteristics of WOM give it an edge over eWOM. In contrast, other aspects of eWOM give it an appearance of superiority and the perception of being more effective. To get things started, traditional word-of-mouth (WOM) usually involves those with strong opinions or relationships, such as their family members, neighbors and friends. However, on the other hand, WOM communication through electronic means often occurs between people unfamiliar with one another or who have minimal relationships with one another (Bronner & de Hoog, 2014; Fine & Petrescu, 2017). Because of

this, eWOM has a disadvantage in the view that individuals who share information via online platforms feel no accountability for their comments. This is a disadvantage of eWOM. Indeed, the receiver can use word-of-mouth to determine whether or not the senders of information are credible sources by asking other individuals for their feedback. EWOM information is still delivered by unknown senders; therefore, the receiver is responsible for making decisions and ensuring the messages' credibility (Erkan & Evans, 2018). Word-of-mouth is spread through verbal discussions that take place in face-to-face or interpersonal interactions. These interactions are the second most significant communication method of WOM (Ismagilova et al., 2020).

According to Jin et al. (2014), WOM communication in marketing is more successful and credible since it often involves face-to-face interaction with individuals who already know each other. This makes word-of-mouth communication more likely to be successful. Examples include close friends, members of the same family, and other relatives. According to Wang et al. (2016), “WOM marketing on the other hand most commonly includes the transfer of information of comments online, which does not include any nonverbal cues.”

Thirdly, eWOM communication is accessible to many users throughout a more significant geographic spread than traditional WOM communication, which is limited to exchanging information between comparatively small communities of people. This makes eWOM communication more advantageous than conventional WOM communication. Due to this, eWOM communication is superior to traditional WOM communication (Erkan & Evans, 2016). When it comes to the Internet, eWOM can overcome geographic limitations. For instance, the comments made by a single reviewer and then published on a website are read by millions of people worldwide, and they are kept available for a long time (Hussain et al., 2016). In addition, eWOM utilizes a wide range of electronic technologies that facilitate information sharing. Such technologies include blogs, online review websites, social media platforms, and forums (Nam et al., 2020).

eWOM platforms	Examples
Blogs	Blogger.com
Social Media Websites	Facebook.com
Shopping Websites	Amazon.com
Discussion Forums	Quora

Table 2.2: Different Types of eWOM Platforms. Source: Adapted from Erkan & Evans (2016)

Traditional WOM is more challenging to access than eWOM, which is made possible by expanding the internet. However, it is quicker, more recoverable, quickly gets information, and does not rely on the time that has passed (Hennig-Thurau et al., 2004). Customers can easily communicate with one another and express their opinions and perspectives to one another (Verma & Yadav, 2021). Customers can access any information that is made available to anybody and everyone via the internet at any time (Hennig-Thurau et al., 2004; Ismagilova et al., 2017). In addition, users will have access to EWOM for an exceptionally extended period sometime in the future. Customers can post comments on websites, which may be viewed and reviewed by other users later, which might be as little as a few months or as many years in the future. Customers can post comments on websites (Godes & Mayzlin, 2004).

In addition, the structure and content of eWOM that can be found on the internet may be viewed, rated, recorded, and subjected to a variety of other activities, which makes it much easier to analyze than traditional WOM (Khammash & Griffiths, 2011; Kim et al., 2018). Written comments or review information seem more official and are communicated more interactively. WOM and eWOM are both types of communication that provide customers with their opinions regarding products, services, and brands. Despite this, several studies have established that WOM and eWOM has some common features and characteristics because they are both methods of communication that deliver customers' information (Kim et al., 2018). Whether they have had genuinely positive or negative experiences motivates them to communicate with others about it (Ismagilova et al., 2017; Lin & Lu, 2010; López & Sicilia, 2014). Furthermore, various studies have shown that WOM & eWOM significantly impact decision-making more than traditional

marketing (Karakaya & Barnes, 2010; Kudeshia & Kumar, 2017; Schivinski & Dabrowski, 2016). As discussed above, eWOM can overcome WOM's limitations due to communication methods that traditional WOM poses (Kong et al., 2021; Sweeney et al., 2014). As a direct consequence of this, many studies on eWOM have been conducted in the subject areas of information systems and marketing (Verma & Yadav, 2021). For tracking eWOM conversations, social networking sites, discussion forums, and review sites are useful platforms. In addition, marketers should keep track of their customer's and potential customers' opinions because they may use that information to better shape their strategies.

The differences between WOM and eWOM are discussed and summarized in Table 2.3.

	WOM	eWOM
Audience	Person-to-person	Person-to-people
Speed	Slow	Fast
Type	Spoken	Written
Tracking	Very difficult	Relatively possible
Accessibility	Not Always	Always
	Time-limited	Time independent
	Scope limited	Not limited to geography
Size of the network	Information is shared between small groups of individuals and societies.	Consumers all over the world can have access to it via the Internet.
Privacy	Conversations are primarily private.	Conversations are more visible.

Table 2.3: Differences between WOM and eWOM, Source: Adapted from Erkan & Evans (2016)

2.2 WOM, eWOM. SNSs and Purchase Intention

When analyzing the influence of both WOM marketing and eWOM marketing (WOM & eWOM, respectively), a significant amount of emphasis has been placed on the consumer's intention to buy (Cheung & Thadani, 2012; Farzin & Fattahi, 2018; Park et al., 2007). “As a result, this section studies the relationship between “WOM” and “eWOM” concerning the intention to purchase.”

2.2.1 Word of Mouth and Purchase Intention

Several advertising techniques can influence customer behaviors; however, word-of-mouth influences consumer decisions significantly more than other promotion types (Day, 1971; Park et al., 2008; Trusov et al., 2009). The findings of research carried out by Nascimento and Da Silveira (2017) were similar to those of earlier studies. However, this study concentrated on acquiring new customers through social media platforms as its primary subject.

They analyzed the number of new sign-ups and compared the effects of referrals acquired through word-of-mouth communication to those obtained through more traditional marketing methods. According to the findings of this empirical research, word-of-mouth referrals had an effect that was twenty times greater than that of marketing events, and it had an effect that was thirty times greater than that of media appearances. These findings indicate that word-of-mouth referrals are significantly more effective than other types of marketing. Customers want to know that the products they are considering have been well studied to reduce the risk (Maslowska et al., 2017). WOM, which is a reliable source of information for users, plays a significant role not only in the purchasing decisions that the majority of consumers make but also in the overall decisions they make as a direct result of this. Again, this is because word-of-mouth is a reliable source of information for users, and WOM is crucial in the decision-making process (Kwak et al., 2010; Lee & Youn, 2009; Tabassum et al., 2018). The study by Ismagilova et al. (2017) states, “word-of-mouth has an effect on the decision-making processes of consumers and has the potential to result in changes in the behaviors of such customers.” WOM may affect customer decisions, as shown by this study and the other studies discussed above; this is one of the reasons why it has always been such a good issue for marketing researchers to explore. According to the researchers' findings, EWOM significantly influences the extent to which customers are likely to

make a purchase (Chan & Ngai, 2011; Ismagilova et al., 2017; Park et al., 2007; Tien et al., 2019). It's also seen as a quick approach for customers to clear up any questions about their decisions (Cheung and Thadani, 2012; Erkan and Evans, 2016; Park et al., 2007). Additionally, almost all eWOM engagement occurs online, where buyers decide the products to purchase. Therefore, researchers are interested in how eWOM may affect a consumer's intention to purchase because it is such an essential kind of WOM marketing.

2.2.2 EWOM and Purchase Intention

Researchers believe that electronic word of mouth significantly impacts consumers' purchase intentions (Aji et al., 2020; Erkan & Evans, 2016; King et al., 2014; Park & Kim, 2008; Poturak & Softic, 2019). In addition, because of the growing use of various social media platforms, researchers believe that eWOM significantly impacts consumers' purchase intentions. Purchase intention, according to Merle & Schachner (2003) is an effective tool for understanding and predicting buying patterns. Park & Kim (2016) support Schachner's statement by saying that an individual's action or behavior can be understood and predicted by their intentions. The importance of eWOM has increased as people spend more time on social media (Aji et al., 2020; Sulthana & Vasantha, 2019; Yadav & Rahman, 2018). EWOM significantly impacts customer purchase intentions among many researchers (Chan & Ngai, 2011; Ismagilova et al., 2017; See-To and Ho, 2014; Tien et al., 2019; Verma and Yadav, 2021). EWOM is a quick approach for customers to clear up any questions about their decisions (Chan & Ngai, 2011; Erkan and Evans, 2016; King et al., 2014). Additionally, most eWOM activities take place online, where customers make their decisions regarding which products to purchase. Therefore, customers who pay even a little attention to the information they acquire from eWOM have the opportunity to make quick purchases through businesses or online shopping websites. Again, this is because of the accessibility of eWOM.

Because eWOM is such a powerful force, researchers are trying to understand how it influences customers' decisions regarding their purchases. Consumers can also eliminate doubts about their decisions more quickly and easily due to the efficiency of eWOM communication (Erkan & Evans, 2014; Hung & Li, 2007; Nam et al., 2020). Bickart & Schindler (2001) were among the first researchers to investigate the "effect of eWOM on consumers' purchase intentions." During their investigation, a comparison was made between the information generated by marketers and

that created by consumers using eWOM. Then, after providing the participants with information about comparable products acquired from various sources, they investigated the participants' intentions to purchase the products. Therefore, the eWOM that users made had a significantly more significant influence than the eWOM that marketers generated on the consumers' intentions to make a purchase. In addition, consumers thought that eWOM, which other users developed, was more credible since it encouraged them to feel empathy towards the product.

Customers' decision-making processes are significantly affected by the information that takes place via eWOM, which play a significant role. For example, research carried out among 305 travelers revealed that electronic word of mouth is the more practical option when making shopping decisions, preceded by recommendations from friends and relatives (Tsai & Bui, 2021). In addition, data from other studies reveal that 70 percent of people are attracted to eWOM (Santosa & Wandebori, 2019). Sixty-five percent of prospective customers believe that eWOM communications have influenced them to select a brand they had not previously considered (Chu & Chen, 2019). Similarly, Tsai & Bui (2021) argue that consumers might reduce risk in their decision-making process by using eWOM communications. As a result, customers may perceive the product as favorable or unfavorable based on negative and positive eWOM information. Therefore, marketers need to have a strong understanding of the concept of eWOM to improve their ability to interact with their customers and to get a deep understanding of the factors that influence consumers' intentions to make purchases. EWOM can be broken down into two categories: Electronic Word-of-Mouth and WOM marketing. In addition, Babic Rosario et al. (2020) examined the link between eWOM in online forums and customers' purchase intentions. The questionnaire survey investigated participants' forum usage and behavioral intentions. This empirical study's authors concluded that the relationship between the discussions of forums and customer interests directly impacts the consumers' intentions to make purchases. Furthermore, this relationship was found to directly impact the consumers' intentions to make purchases as a direct result of this relationship. Therefore, the researchers studied the relationship between these two elements, and as a consequence of that analysis, they concluded. Cheung et al. (2020) investigated eWOM interactions' impact on consumers' intentions to make purchases. First, the researchers explored the eWOM conversations across social media platforms by surveying 214 respondents.

"The research indicates that eWOM interactions in social media significantly influence purchasing intentions in two different ways. First, they have a direct impact on acceptance, and second, they have an indirect effect on maintaining product involvement."

In addition, the outcomes of prior research that was conducted utilizing eWOM platforms support the idea that electronic word-of-mouth (eWOM) influences customers' intentions to make online purchases. Customers take into consideration information related to eWOM when making offline decisions, which indicates that eWOM has a favorable effect on customers' intentions to buy a product or service (Erkan & Evans, 2016; Kudeshia & Kumar, 2017; Santosa & Wandebori, 2019; Tsai & Bui, 2021). Similarly, Park et al. (2007) argue that consumers might reduce risk in their decision-making process by using eWOM communications. As a result, customers may perceive the product as favorable or unfavorable based on negative and positive eWOM information. As a result, marketers need to understand the theory of eWOM to improve communication with their customers and better understand the factors influencing consumers' purchasing intentions. Researchers did not limit how eWOM impacts online purchase intentions; they also examined how traditional WOM influences buying intentions. As a result, while there are distinctions in how eWOM and WOM impact the market, they cannot be considered individually.

2.2.3 Determinants of Purchase Intention

The concept of "intention to purchase" has become an important focus of interest among researchers as a potential study area. However, they have spent much of their time and attention on the effort. During the same period, Dehghani & Tumer (2015) researched how customer interactions with SNSs affect the user's intention to purchase. Specifically, they were interested in how these interactions influence customers. In addition, Chu et al. (2013) studied the link between advertising and the intention to make a purchase. In contrast, the research that Dehghani & Tumer (2015) carried out focused on the relationship between familiarity with a brand and the intention to buy a product. In addition, previous studies have revealed various factors that affect consumers' intentions to make purchases, such as the information quality presented to the customers (Al-Ja'afreh et al., 2020; Hsuet al., 2012; Prakash & Pathak, 2017; Wen, 2012; Zarei et al., 2019), Information credibility (Al-Ja'afreh et al., 2020; Atika et al., 2016; Bataineh, 2015; Rao & Rao, 2019), Needs of information (Erkan & Evans, 2016; Dedek, 2016; Zahratu &

Hurriyati, 2020) and Information usefulness (Cho & Sagynov, 2015; Erkan & Evans, 2016; Tien et al., 2019) and Information acceptance (Erkan & Evans, 2016; Tjongirin et al., 2020; Wei et al., 2018). To be more specific, Erkan & Evans (2016) conducted an experimental study "to examine the relationship between information quality and prospective consumers' purchase intentions." The findings revealed that participants' purchasing intentions were affected by the quality of information they received (Erkan & Evans, 2016). Finally, Rao & Rao (2019) have studied the credibility of information shared on Facebook. Rao and Rao (2019) concluded that there is a significant link between the trustworthiness of the information (also known as "credibility") and the customers' intention to purchase as a direct result of the findings they obtained. This conclusion was reached as a direct result of the research conducted by Rao & Rao (2019). Additionally, Dachyar & Banjarnahor (2017), Erkan & Evans (2018), and Tien et al. (2019) conducted a study using internet reviews to evaluate the relationship between "the usefulness of the information" and "the intention to make a purchase." All three of these concluded that there is a positive link between the two factors. As a result, this set of characteristics and others similar to them were employed in this study to investigate the impact that eWOM information generated through SNSs has on customers' purchase intentions. To give a more observable explanation, Prakash & Pathak (2017) investigated the methods by which the behaviors of 204 respondents influenced their intention to make a purchase. The purpose of this study was to provide a more concrete example. On the other hand, the characteristics of the information that influence a particular user's intention to make a purchase are the primary emphasis of the factors addressed earlier in this section. On the other hand, Knoll and Proksch (2017) emphasize that one of the critical drivers might be consumers' attitudes toward the information, and they mention this as an indicator. They say that this could be one of the key drivers. To establish the relationship with this need, the information must have been used in the past to "seek advice" (Kose, 2017; Marchand et al., 2017). A prospective indicator of purchase is the information needs. When using social media platforms, acceptable users have a better chance of getting found by other users searching for information related to eWOM.

In addition, the concept of "attitude" was also investigated in this research as a relevant variable in purchasing intention that could be highly significant. This factor has been shown to impact previous studies significantly. Therefore, within the parameters of this investigation, this was carried out. Several theories, such as the "Theory of Reasoned Action" (TRA) (Scherer et al.,

2019, pp. 13-35), the “Theory of Planned Behavior” (TPB) (Tornikoski & Maalaoui, 2019, pp. 536-550), and the “Technology Acceptance Model” (TAM), have previously proposed that there is a relationship between purchase intentions and attitude (Granic & Marangunic, 2019, pp. 2572-2593). Finally, this study aimed to investigate whether or not the acceptance of information may serve as a reliable indicator of purchasing intentions. Even if the link between the two has not yet been proven, there is a relationship between customers who accept the eWOM information and have more purchase intentions. This is the case even though the correlation between the two has not yet been established. As a result, the study suggested a framework to examine the electronic word-of-mouth information to interact with consumers' intentions (i.e., quality, credibility, information needs, attitude, usefulness, and acceptance).

2.3 EWOM in Social Networking sites

Internet technology advancements allow businesses to interact with prospective and current customers (Erkan & Evans, 2018). Social media has created new chances for connecting customers and companies through platforms (Facebook, Instagram, Twitter, and YouTube). As a result, a social networking site is one of the most important innovations for expanding the Internet. Furthermore, EWOM on social networking sites has drawn the attention of a variety of studies related to the effect it has on influencing consumers' intent to purchase, and this is because EWOM can (Ananda et al., 2019; Erkan & Evans, 2018; See-To & Ho, 2014; Wang, 2016). As a result, social networking sites are viewed as inherently appropriate eWOM channels (Ananda et al., 2019; Canhoto & Clark, 2013; Erkan & Evans, 2018). Companies have seen social media platforms as an ideal eWOM advertisement medium (Canhoto & Clark, 2013; Erkan & Evans, 2014; Erkan and Evans. 2018; Hendrayati & Pamungkas, 2020; Kim et al., 2014; Toder Alon et al., 2014). Through the growth of SNSs, customers have been connected to a vast amount of eWOM information and influenced by information, either purposely or inadvertently, while making buying decisions (Erkan and Evans, 2014; Moran and Muzellec, 2017; Tapanainen et al., 2021). Furthermore, through regular discussions with consumers, these platforms often allow individuals to create and encourage profiles for brands, products, and services. Customers may exchange opinions through written messages, images, videos, or apps (Chu & Kim, 2011; Erkan & Evan, 2016). The effect of eWOM on customer beliefs and attitudes may vary depending on the user's attributes, and contents. Visually updated information enables

eWOM to be more engaging and attractive. SNSs promote eWOM information distribution too many individuals (Chu & Kim, 2011; Park, 2020; Wang, 2016). People may also express their opinions by submitting only particular messages on which they agree. Of these factors, customers frequently utilize social networking to access brand details (Barreda et al., 2015). The systematically related to EWOM will come in many forms via the various social media platforms. Customers can make honest comments about the brands, products and services offered by respective businesses. In addition, individuals may accidentally express their preferences on their network by interacting with brand information by liking and commenting on it, or sharing information that is delivered in a product without any marketing. Marketers can also share content on social networking sites by using the official pages of their company (Alboqami et al., 2015; Ana, 2019; Jansen et al., 2009). Both the consumer and the marketer have the potential to be the creator of content that is posted on social networking sites; any form of the post has the power to spread among users quickly. In general, the information posted on social networking sites might have come from two sources: the user or the company itself (Alboqami et al., 2015; Wolny & Mueller, 2013). Some content spreads quickly and reaches many people, while others receive unfavorable feedback (Aji et al., 2020; Ana, 2019). This indicated that the influence of information differed from person to person, even though the same information generated various emotions, feelings, experiences, attitudes, perspectives, and opinions in other people. This was shown by the fact that the same content developed different sets of results. This is even though the information is the same. Users who experience eWOM via social media must, in this case, study the information in its whole and accept it for consideration when they make purchasing decisions. As a result, to better understand consumers' intention to accept information on SNSs for decision-making in purchasing green products, during the investigation, the Information Acceptance Model (IACM), developed by Erkan & Evans (2016), was used.

2.4 Theoretical Model

Information technology and information systems evolve rapidly and have become essential in people's lives. Individuals begin to share various information online and search for necessary and valuable information online with the emergence of internet platforms. Consequently, how customers accept new information is one of the areas that is addressed the most often and attracts the most significant level of attention within the area of consumer behavior research. Marketers

must be aware of the factors influencing how potential customers adopt information. As a result, businesses may fully use these elements for marketing their products or services online.

This section discusses the theoretical model developed while conducting a study into the context. Through this research, a conceptual framework has been designed to discover the factors determining eWOM information on social networking sites and how it affects customers' intentions to make purchases. It has been shown that the factors described above affect the consumers' intentions to purchase a service or product. This may be either a physical or digital product. Sussman & Siegal (2003) proposed the "Information Adoption Model." The connected components of the "Theory of Reasoned Action" (TRA) are brought together in this model (Fishbein & Ajzen, 1977). This research provides a model adapted as the information acceptance model. It emphasizes that the features of the eWOM content examine the impact that it will have on social media and that this effect is dependent on the factors of the eWOM information. These characteristics include "quality of information," "credibility of information," "needs of information," "attitude towards information," "usefulness of information," and "acceptance of information."

2.4.1 "Theory of Reasoned Action" (TRA)

Cognitive theories such as the "Theory of Planned Behavior" (TPB) (Ajzen, 1991, pp. 179-211) and the "Theory of Reasoned Action" (TRA) (Fishbein & Ajzen, 1977; Chang, 1998; Fishbein & Ajzen, 1977; Zhang et al., 2014) assume that human behavior can be explained by behavioral intention specific contexts." Therefore, these theories also provide a conceptual framework. Such theories include the TRA, and TPB These theories also provide a conceptual framework.

In particular, the "Theory of Planned Behavior," also known as TPB, has been used extensively to help explain and predict a wide variety of consumer behaviors. This adoption has been significant. This has been achieved by the use of a variety of approaches all that interact with one another. According to the "Theory of Reasoned Action," the intention of a person to participate in a specific activity is considered to be the primary determinant of whether or not that individual would genuinely engage in that behavior. This is the case even if the individual has no previous experience with the particular activity. In other words, if a person intends to engage, they are more likely to engage in that behavior. Attitudes, in addition to the subjective standards that

people norms, can, in turn, be used to predict intentions (Ismagilova et al., 2017; Ajzen & Fishbein, 1977; Zhang et al., 2014). The more likely a user will engage in a behavior or action, the more positively they assess that behavior or activity. Tsai and Bui (2021) found that “the more positively they believe it is necessary to their friends, family, or society, the greater the probability they will participate in that event or action.” Therefore, it is mainly used to explain the relationships between attitudes and behaviors (Ismagilova et al., 2017; Tsai & Bui, 2021). This study has been used in a significant amount of earlier research. Research along similar lines has been done to analyze the relationship between eWOM and purchasing intention. This study aimed to find out more about the relationship. Therefore, the study has been carried out to determine whether there is a relationship between the two (Cheung & Thadani, 2012; Ismagilova et al., 2017; Ismagilova et al., 2020; Prendergast et al., 2010; Reichelt et al., 2014).

Only the attitudes of individuals and their intentions towards their behavior were taken into account as part of the TRA for this research. These components are equally significant in their respective way. Because this study aims to investigate how eWOM information affects the intention to purchase, we decided to focus on customers' intentions rather than behaviors as the variable. The “Theory of Reasoned Action” (TRA), the “Theory of Planned Behavior” (TPB) and the “Technology Acceptance Model” (TAM) are a few of the various theories that consider behavioral intention (Ajzen, 1991; Fishbein & Ajzen, 1977; Venkatesh & Davis, 2000). Therefore, previous and more contemporary studies have concluded that consumer behavior is challenging because it is exposed to various factors, such as sudden shifts in one's financial condition and unexpected promotional offers (Arts et al., 2011; Khwaja et al., 2020; Sun & Morwitz, 2010). In other words, even when customers have the intention of purchasing the products or services, there is still a probability that they will not do so. This is the situation even if they have every intention of accomplishing this. This is the case even in situations in which customers are wholly committed to making a purchase of the product or service in issue.

In the previous studies that have been done on the subject of the link between eWOM and purchase intention, this idea has been used rather frequently (Lo & Yao, 2019; Reichelt et al., 2014; Reichelt et al., 2016). Subjective norms are an individual's opinions about how others would perceive them depending on their behavior. These views are formed through the individual's interactions with other people. These perspectives developed as a result of the

individual's interaction with the opinions and experiences of others. In addition, the TPB recommended that we continue having this relationship shortly (Ajzen, 1991). Weber et al. (2007) suggested that if other people's opinions do not influence a person's personality, then normative beliefs will not be significant when seeking to predict the intention or behavior of the people. This statement is based on the assumption that a person's behaviors and how they present themselves to the outside world are unaffected by the ideas, emotions, feelings, sentiments, and perspectives that other individuals hold. This is because the individual's personality will not be influenced in any way by the feelings and thoughts of other individuals. As a result, the only concepts accepted as relevant and implemented in the research are those linked with attitudes toward information and purchase intention. In addition, the research model includes the most recent findings that emerged as a direct result of this study; these findings serve as an additional component to the model. The result may be explained in the literature based on the research carried out. In addition, it is possible to study how consumers experience eWOM to learn more about the characteristics of the shared information (Chu & Kim, 2011; Harris & Prideaux, 2017; Ismagilova et al., 2017; Wolny & Mueller, 2013; Zhou et al., 2020). To explain the research model and all of its subcomponents are presented in the subsection that follows.

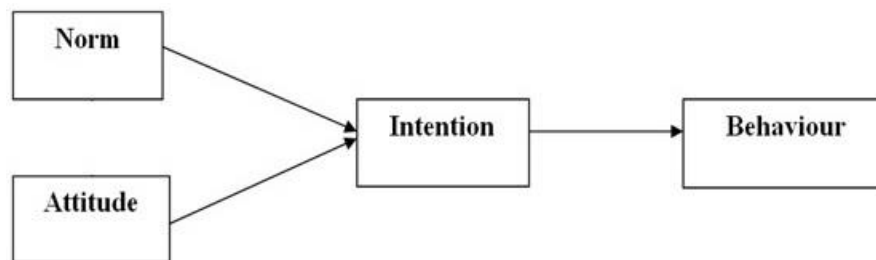


Fig. 2.3 TRA, Source: Fishbein & Ajzen (1975).

2.4.2 “Technology Acceptance Model (TAM)”

Davis (1989) proposed TAM, which identifies any problems or issues that arise as a result of the actions of customers when it comes to the process of adopting new technology (Erkan & Evans, 2016; Taylor & Todd, 1995; Venkatesh & Bala, 2008) and it is the point at which people interact and communicate with technology. The Technology Acceptance Model, sometimes shortened as just TAM, is a model that is used in the process that is used to assess how well new technologies are accepted. This model considers consumers' attitudes, which determines how consumers get

new technologies. Davis (1989) sought to predict and explain system use to vendors and when computers were first introduced into the organization. Users use technology for a wide variety of reasons. One of these reasons is their intention to use it. However, in contrast to TRA, the primary focus of TAM is on information systems. TAM is an adaptation of TRA (Fishbein and Ajzen, 1977). The 1980s were significant in the development of TAM. TAM was developed and made available in 1989. On the other hand, the "Theory of Reasoned Action" (TRA) emphasizes a wide variety of behavioral theories as its primary research area interest (Erkan & Evans, 2016; Ozcan et al., 2010).

TAM consists of 2 primary concepts, "Perceived Usefulness" and "Perceived Ease of Use," around the concept. Unfortunately, these constructs are entirely subjective due to their nature (Davis, 1989). Therefore, these models were developed to determine an individual's opinion on the adoption of particular technology advancement into their day-to-day life to better plan for its adoption (Khwaja et al., 2020; Tarhini et al., 2015; Tarhini et al., 2019).

As a direct result of this, researchers use it extensively in various contexts, including the internet (Laukkanen, 2016; Porter & Donthu, 2006) and other social media platforms (Erkan & Evans, 2018; Rauniar et al., 2014). The TAM has also been used to explain how people accept information based on their "Attitude", "Normative Beliefs" (also known as normative views), "Perceived Usefulness", "Usefulness and Ease Of Use", and environmental influences. The TAM technique now has an additional implementation thanks to this change. Again, this is done within the framework of eWOM. The phrase "information adoption model" is what TAM refers to when discussing this process of adopting information (Agag et al., 2017; Ayeeh, 2015; Elwallda et al., 2016; Yusuf & Busalim, 2018). Based on the concept of 'perceived usefulness', TAM concentrates its attention primarily on individual computer usage. Still, it ignores important aspects of social processes, such as the creation and implementation of information. This is because TAM focuses on personal computer usage (Riffai et al., 2012; Shachak et al., 2019).

Researchers have also criticized TAM for failing to consider the relationship between intentions and people's actions or behaviors while maintaining its primary emphasis on usage (Ayeh, 2015; Assaker, 2020; Bagozzi, 2007; Venkatesh et al., 2012). According to Davis (1989) TAM is the fundamental perceptions an individual has about a system, such as how useful the system is

thought to be and how easy it is to use, determine how that individual considers using a particular conversation. The feelings an individual has as a result of their actions, whether positive or negative, affect the individual's attitudes, which are the result of those feelings. This is irrespective of whether the individual has opinions regarding their behavior. Due to the time gap that takes place between intentions and behavior, it is also possible for external factors, such as psychological and instrumental processes, to influence behavior (Bagozzi, 2007; Venkatesh et al., 2016).

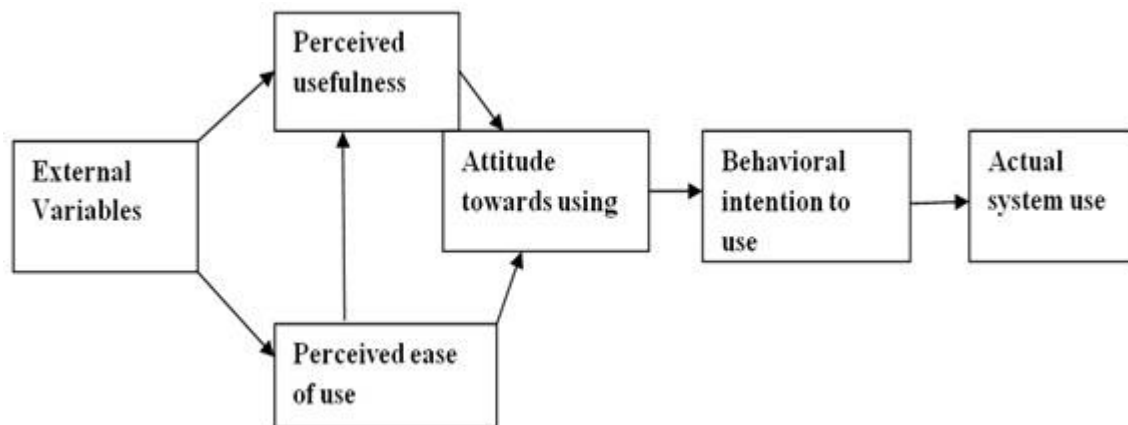


Fig. 2.4 TAM, Source: Davis (1989)

2.4.3 “Elaboration Likelihood Model (ELM)”

The Elaboration Likelihood Model (ELM) is the name of one of the ideas developed in the last thirty years that has gotten the most attention. This model, which is concerned with the processing of information and makes a significant contribution to an understanding of how people react to online consumer reviews, is one of the most well-known theories that has been established. In 1986, Cacioppo et al. developed what came to be known as the Elaboration Likelihood Model. This model presented a conceptual framework for investigating the effectiveness of persuasive communication as well as the information processing of consumers. The individual's levels of motivation, as well as their capacity to understand information, affect the likelihood of elaboration being performed by the individual (Cacioppo et al., 1986). Petty & Cacioppo (1986) stated that the ELM has the theory of modeling persuasive communication as its foundation. Therefore, this theory is regarded as the ELM's foundation. But on the other hand, it is crucial to go through several stages. The first step to convincing someone of anything is

providing relevant information (Fishbein & Ajzen, 2011). Figure 2.2 is a persuasive communication model found on the assumption that information influences the ability to convince, regardless of whether it is considered or extended. This assumption supports the argument that information affects the ability to persuade. Furthermore, this assumption gives support to the fundamental idea behind the framework (Petty & Wegener, 1999).

The ELM is a theory of information processing used to participate in persuasive communication by using the effects of information on consumers after they have acquired it. This is done by using the impact of information on consumers after they have obtained it (Petty & Cacioppo, 1986). The central and peripheral routes were proposed as significant elaboration routes.

On the other hand, the peripheral route is taken whenever it is possible to change attitude, with only a small amount of cognitive effort. This is because the central path is used if a change in attitude calls for significant amounts of cognitive processing.

The central route is primarily activated in detail in two distinct scenarios, which are as follows: (1) when consumers spend a significant amount of time considering about the statement, and (2) when the person receiving the information is capable of doing analysis and assess the information that is presented by making the use of information and expertise. The time a consumer spends developing an evaluation of the information is a significant factor that plays a part in how the consumer receives the information that has a vital role in the people and communities (Metzger & Flanagin, 2013). Because of this, customers who choose the central route, participating in critical thinking with a high likelihood of elaboration, have a greater chance of learning the facts and being convinced by the strength of the argument that is put out to them.

On the other hand, individuals cannot think analytically and critically about all the information they take in on a consistent basis. This is a problem since such thinking is necessary for efficient decision-making. As a direct consequence, consumers who are incapable of critical thinking and tend to be more likely to depend on circumstantial evidence (peripheral cues). As a direct consequence of this, customers evaluate the persuasive information gained through the circumstantial evidence or peripheral route primarily based on the signals obtained rather than the information itself (Petty & Wegener, 1999).

The difference between the central and periphery routes is studied from three perspectives. The first thing to consider is the level of cognitive effort necessary; taking the central route will

demand more logical action than taking the peripheral route. To put it another way, the path in the central requires a more in-depth reading and evaluation of the strength of the arguments. And decision-making considers both opinions that agree with and disagree with each other. If, on the other hand, one opts for a more peripheral method, the attention paid to the relevance of the primary argument is reduced (Petty & Wegener, 1999). Second, information processing in the central route is driven by arguments, whereas cues drive the information in the periphery. This distinction is essential. Because the individual has been involved in careful and thoughtful discussions before, the individual pursuing the central route has a perception and behaviour that is more stable over the long term. On the other hand, using a peripheral path requires less attention from such an individual and is less dependable in predicting long-term actions (Petty & Cacioppo, 1986). However, the ELM is often used while researching eWOM. The extent, to which a situation motivates a person to elaborate or think about the situation, as well as to engage in necessary actions to achieve an attitude change, is the subject of the ELM (Cheung & Thadani, 2012; Erkan & Evans, 2016; Tien et al., 2019).

Furthermore, according to Lee and Moscardo (2005) the elaboration process often increases one's capacity to remember information over a long period. In addition, it helps develop attitudes and offers guidance for behavior that will develop in the future.

2.4.4 Information Adoption Model and ELM

It has been identified that both ELM and the Information Adoption Model give an awareness of theories for the behavior related to information acceptance (Cheung et al., 2008; Filieri & McLeay, 2014; Charband & Jafari Navimipour, 2016). For example, Cheung et al. (2008) “studied various variables of “Information Quality” and “Credibility of Information.” Therefore, determining how information usefulness affects the acceptance of information is vital because both factors are significant. In addition, the ELM and the IAM can understand the information of considerable use to the customer. Tseng and Kuo (2014) concluded that the best way to explain consumers' intentions about the information they obtained from online platforms would be to use the approach Sussman & Seigal (2003) developed. Filieri and McLeay (2014) stated that how "Adoption of Information" affected the online reviews provided by customers." The Information Adoption Model is most widely used and accepted in the field of "Information Systems" (IS) and marketing research (Cheung et al., 2008; Filieri & McLeay, 2014)." In addition, IAM applies to

eWOM studies to explain "how users perceive information and consider buying decisions" (Zhu et al., 2016).

Finally, Filieri & McLeay (2014) looked into the impact of social media content, argument quality, or source credibility on tourism destinations. They argued that understanding information acceptance in social media might be aided by the ELM and IAM approaches.

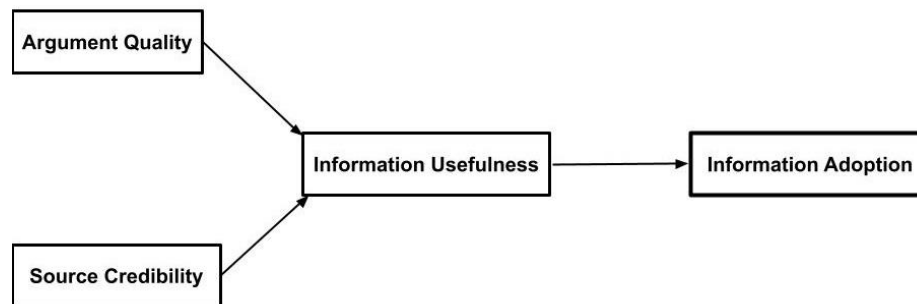


Figure 2.5 Information adoption model, Source: Sussman & Siegal (2003)

2.4.5 "Information Acceptance Model (IACM)"

Because of the expansion of social media, users have been provided with a significant amount of eWOM information. As a result, this information has either intentionally or unintentionally affected them. This is because consumers have been exposed to this information (Erkan & Evans, 2016). How eWOM influences consumers' behaviors and attitudes is influenced by various factors, including the characteristics of the receivers and senders of the information and the information itself. These factors have the opportunity to have a significant influence on the wide range of outcomes that are possible (Kim & Lee, 2013). As a result, "previous studies focused on various eWOM characteristics as prospective predictors of customer attitudes and behaviors of customers." Among the many techniques that have been taken to explain the impact of eWOM information, the Information Adoption Model was employed to describe the influence of eWOM information. "The Adoption Model" combines the models developed from the "TRA," "TAM," and "ELM."

Although TRA and TAM give helpful theoretical explanations for adapting messages, these models need to address how the information changes the people they get (Erkan & Evans, 2016; Sussman & Siegal, 2003). Sussman & Siegal (2003) made significant contributions to this

finding by using the ELM in their research. According to the ELM model proposed by Petty and Cacioppo (1986), “People can process information in two unique ways: the central and the peripheral.” Cacioppo & Petty (1984) and Teng et al. (2015) found that “people who choose the core route concentrate on information and opinions that are relevant to the actual issue, compared to those who prefer the peripheral route, who are influenced by other factors such as the attractiveness or competence of the communicators.” As a consequence, “information quality (also known as argument quality or the central route) and source credibility were represented as two components in the information adoption model to allow both ways to process information similarly (peripheral route). As a consequence, the “Information Adoption Model” assumes that the “Usefulness of the Information” depends upon the “Quality of the Information” and the “Credibility of the Source” (Erkan & Evans, 2016; Sussman & Siegal, 2003). This model successfully explains how customers adopt information; nevertheless, it cannot explain how that information changes the customers' behavioral intentions. Because of this, Erkan and Evans (2018) in their study considered how the information acceptance process and influences customers' behavioral intention by considering the purchase intention. To put it another way, Erkan & Evans (2016) stated that it was not a suitable method for determining how eWOM influenced customers' purchase intentions. Consequently, they included consumer behavior based on information obtained through eWOM. This study extends on the four fundamental components that make up the Information Adoption model to achieve its stated purpose: to explore consumers' intentions to make purchases. The IAM is based on the foundation of the following four different constructs:

1. “Argument quality”
2. “Credibility of the sources”
3. “Usefulness of Information”
4. “Adoption of Information”

Argument quality refers to “the extent to which the arguments conveyed in an informative communication can convince the audience that is addressed in this context, the consumers” (Tien et al., 2019, pp. 238-249). Source credibility refers to “the extent to which information consumers view a particular information source to be trustworthy, competent, and reliable” Rao & Rao (2019). Users are more likely to be convinced when a credible source increases the chance that they will trust it. The word ‘information usefulness’ refers to “the reader's perception

of the value of the information received, and this perspective is referred to here" Rao & Rao (2019). This perspective may help the reader decide on the products they want to purchase that are more well-informed (Sussman & Siegal, 2003). Within system (computer) mediated communication platforms, "information adoption" refers to understanding how people accept information and shape their behavioral intentions. In other words, "information adoption" refers to understanding how people adopt information. "Information adoption" is the term used to describe this approach (Cheung et al., 2008; Tien et al., 2019).

In their study, Sussman & Siegal (2003) investigated the factors that users consider when deciding whether or not to accept information obtained through computer-mediated communication. They discovered that the ELM had a positive effect on the relationships that exist between the creation of information and adoption. They also discovered that the "Usefulness of Information" has a favorable and significant impact. In the fields such as "Information Systems" and marketing, the "Information Adoption Model" is widely accepted as a model for understanding how individuals obtain persuasive information in eWOM studies (Cheung et al., 2008; Jin & Phua, 2014; Martins et al., 2019; Zhang & Lee, 2014; Zhu et al., 2016).

The IACM Model, also known as the Information Acceptance Model, combines the "consumers' behavior intention model" and the "Information Adoption Model." According to the findings of Erkan & Evans (2016), "eWOM significantly influences customers' behavioral intentions when adopting the Acceptance model." This study also investigates how consumers accept product information on social networking sites based on the "Quality of Information," "Credibility of Information," and how received information affects consumers' intentions to purchase environmentally friendly products on social networking sites.

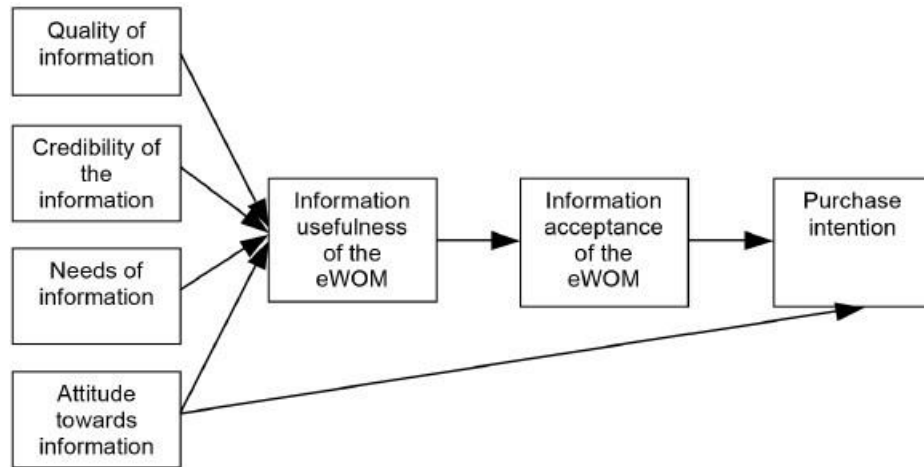


Figure 2.6: Information Acceptance Model (IACM), Source: Erkan & Evans (2016)

2.5 The Proposed Research Model

According to this study, “the attributes of electronic word-of-mouth information are adequate to investigate the effect of eWOM on customers’ purchase intentions.” However, to properly perform such an analysis, it is essential to consider consumers’ attitudes about eWOM information. Therefore, it should consist of consumers’ attitudes regarding eWOM information. While developing the proposed model, it was necessary to consider both the elements of eWOM content and the activities of consumers (Erkan & Evans, 2016; Ismagilova et al., 2020). This model improves upon the Information Adoption Model by including relevant TRA components, as discussed at the beginning of this chapter (Fishbein & Ajzen, 1977). While the interconnected components of the TRA provide such a representation of the behavior of consumers concerning eWOM information, the adoption model offers a description of the attributes of eWOM information. The proposed model used for this study can examine the IACM from a different perspective thanks to the integration of this element. The technique of information adoption is the sole component incorporated in this most recent iteration of the “Information Acceptance Model” which is also the most improved of all previous iterations. On the other hand, the IACM extends the definition of acceptance by including consumer behavior and explaining how these affect user’s intention to act or behave in a specific manner. In

addition, this model analyses the relationship between taking in information and creating precise plans for how that information will be used.

As a supporting theory for this research, the Information Adoption Model (Sussman & Siegal, 2003), the Theory of Planned Behavior (Ajzen, 1991), and related components of the Theory of Reasoned Action (Fishbein & Ajzen, 1977) would investigate the factors that are likely to affect consumer purchase intention. 2003, 1991, and 1977, related publications were made on these theories. According to Erkan & Evans (2016), the following elements can affect customers' preferences to purchase environmentally friendly products.

- “The quality of information”
- “The credibility of information”
- “The need for information”
- “The Attitude towards information through information usefulness of eWOM information”
- “The Acceptance of information”

As a direct result of this, the proposed model aims to investigate the relationships that may or may not exist between the different aspects of the information listed below: “Information Quality” (IQ), “Information Credibility” (CI), “Needs of Information” (NI), and “Attitude towards Information” (ATTI), “Information Usefulness” (UI), “Information Acceptance” (ACCI), and “Green Purchase Intention” (GPI). Figure 2.7 illustrates the conceptual framework that would support the proposed research for this study.

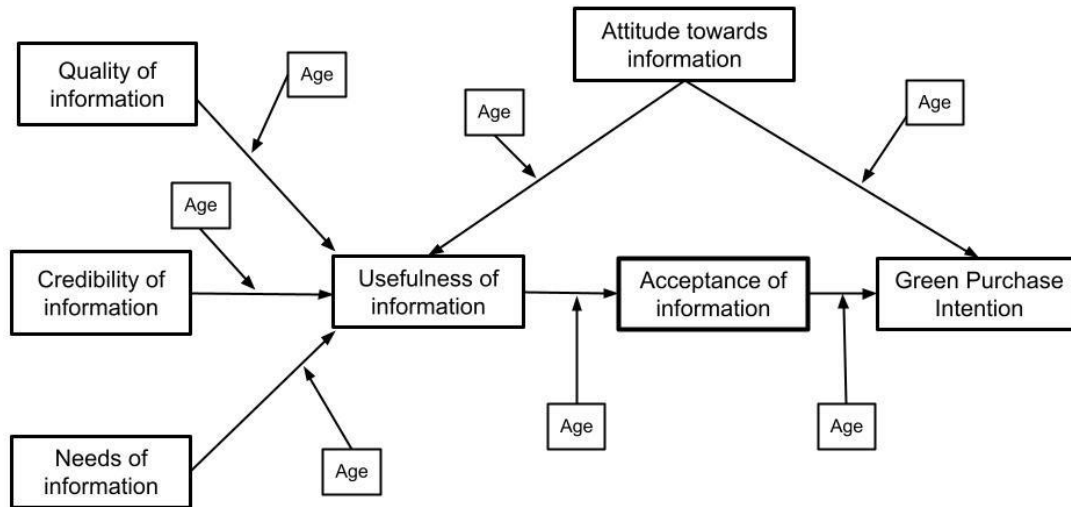


Figure 2.7: The Study's Proposed Research Model. Source: The author developed.

2.5.1 Information Quality and Information Usefulness

Al-Rahmi et al. (2021), Bhattacharjee & Sanford (2006) and Erkan & Evans (2016) defined information quality as "the power of the content to convince someone or something." Furthermore, information quality is defined by Park (2020) as "the power of the information in a message and the appropriateness of the use of the information conveyed." Customers are more likely to feel that the information they are provided is helpful, practical, and valuable if they perceive that the data is of good quality and if it meets up to the expectations that customers have set for the information (Cheung et al., 2008; Sussman & Siegal, 2003). This, in turn, leads to people having a greater interest in the products that are being offered (Krishnamurthy & Kumar, 2018). Furthermore, almost every online user can generate information from eWOM; thus, the quality of information is becoming more relevant now (Mumuni et al., 2020; Reichelt & Frank Jacob, 2014). The quality of information will therefore decide how reliable eWOM information is. Because it is now possible for nearly anyone to generate eWOM information, businesses need to provide customers with up-to-date, dependable, and high quality (Tandon et al., 2020). Furthermore, customers are more likely to adopt services, brands and products whenever they match their expectations (Hansen, 2005). However, Erkan and Evans (2016), Ismagilova et al. (2020), Lin et al. (2012) and Tandon et al. (2020) have examined the "Quality of Information" within the framework of eWOM context. The quality of

the information has also been examined within the framework of eWOM (Erkan & Evans, 2016; Ismagilova et al., 2020; Lin et al., 2012; Tandon et al., 2020). In addition, earlier research has shown that the quality of the customers' opinions stated in online reviews significantly impacts the customers' intentions to purchase the product or service (Erkan & Evans, 2016; Ismagilova et al., 2020; Lin et al., 2012; Tandon et al., 2020). As a consequence, we make sure that the quality of the WOM information that can be found on SNSs is considered. This is because the information influences the purchase choices made by consumers and the extent to which the information is helpful to those customers. Both of these factors contribute to this result. In addition, during the first stage of this research study, it was determined that "Quality of the information" was one of the factors that affected the eWOM content posted through SNSs and how it affected the consumers' intentions to make a purchase. On the other hand, this part of the research aims to "analyze the effects of eWOM information obtained from various social media platforms."

2.5.2 "Information Credibility" and "Information Usefulness"

Information Credibility is defined by Corrêa et al. (2020) as "the degree to which the information that is provided may be believed, trusted, free from bias and backed up with evidence." We're talking about the extent to which it is backed up by either objective or observable evidence or has been confirmed by at least one community member. According to the studies of Cheung et al. (2008), consumers have high expectations about the accuracy, reliability, and value of the information they receive since they see it as more credible. Information is considered credible when both the origin of the information and the environment in which it is presented (Flanagin et al., 2020). It supports a good comment that a particular event has occurred or will occur in the future. Because of this, the company's credibility has a significant impact on the probability that a customer would go through with purchasing a particular product (Erkan & Evans, 2018). Potential customers have shown interest in buying products and services which are offered by marketers when they have a favorable attitude towards the products or services marketer are offering, which ultimately leads to a more significant number of sales (Erkan & Evans, 2018; Ismagilova et al., 2017; Ismagilova et al., 2020). When it comes to making decisions, one of the most significant factors for customers to take into account is the accuracy of the data provided to them.

There are three elements to credibility, namely:

- Clarity (how easily it can be understood).
- Accuracy (how well documented the information is).
- Transparency and reliability (how credible the information is).

As a result, previous researchers have put significant importance on information credibility. For example, Cheung & Thadani (2012), when it comes to customers' decision-making process, the credibility of the information should be considered the most crucial factor.

Studies conducted in the past have shown, among other things, that the trustworthiness (credibility) of the information affects both the information's usefulness (Erkan & Evans, 2016; Hussain et al., 2017; Kang & Namkung, 2019) and the consumers' intentions to make a purchase (Yusuf & Busalim, 2018).

"The extent to which consumers consider the information they have received valuable, reliable, accurate, trustworthy, and believable is what is meant" by the term information usefulness. It is a significant factor in both the dissemination of information and the following purchase intentions. Based on IAM, the researchers that carried out this investigation believe that the credibility of the information obtained via eWOM has a significant bearing on its use of the information obtained through eWOM. This is a natural consequence of the statement that came before it. In light of this, the credibility of the eWOM information communicated via various SNSs is one of the aspects determining the consumers' intentions to make a purchase in this research. When conducting research, it is necessary to assess the credibility and usefulness of the information at your fingertips. One of the most important aspects to consider while establishing credibility is whether or not another person can be believed (Moravec et al., 2018). It is predicted that the "Credibility Information" shared through SNSs will significantly affect the customers' intentions to make a purchase. Precisely, this effect is predicted to impact the chances that customers will make a purchase significantly.

2.5.3 “Needs of Information and Information Usefulness”

The word ‘Needs of Information refers’ “to the desire of an individual or group to search for and gain information to satisfy a conscious or subconscious requirement” (Erkan & Evans, 2016).

This desire may come from either the individual or the group. According to Moravec et al. (2018), it has a significant connection to the concept of relevance. If something is relevant for a person regarding a particular product, then we may argue that the person needs the information for that product. Previous studies examined the significance of information needs as a driver of WOM interaction (McCartney, 2004). It is widely known that humans can process information systematically and use the results of that analysis in an informative way regarding the formation of behavior. This ability to process information systematically and use that analysis's results is universally acknowledged. During the period when Fishbein and Ajzen (1977) were working hard on the "Theory of Reasoned Action" (TRA), they offered evidence that backed up their theory. After that, this concept was used for "advice-seeking" (Wolny & Mueller, 2013, pp. 562-583) and "opinion-seeking" (Erkan & Evans, 2016) by following studies in various study areas. Then finally, those studies were carried out in light of what came before. On the other hand, the informational needs of the respondents are one of the dependent variables included in the research model for this specific study. In addition to examining the possible impact, that word of mouth (WOM) may have, research has been carried out to investigate the information needs of people (Hussain et al., 2018).

As a direct result, it is reasonable to expect that users interested in eWOM information on SNSs will more likely find these technologies adaptable and useful to their needs. Furthermore, this is a reasonable expectation because it is probably expected that these technologies will continue to develop. In addition, Fu et al. (2020) discovered that customers involved in online interaction to get relevant information were more likely to make purchases online. This was shown to be the case for customers. Furthermore, it showed that this is the case for consumers who took part in the conversation online.

According to the findings of this research, a significant relationship would exist between the "Need for Information" on eWOM and the "Usefulness of the Information," which should increase "Purchase intention." This should increase the number of people who intend to buy the product. It is anticipated that there is considerable potential for consumers to view information discovered via social media as valuable, and as a consequence, they adopt it. This prediction is based on the possibility that customers will adopt information acquired through social media.

On the other hand, throughout our investigation, we included 'information needs' as a dependent variable in the proposed model. This is a result of the fact that we work on the assumption that people who look for information on social networking sites would come across and accept more useful information. In conclusion, "information needs" is a term that refers to a factor that would lead to a person's desire to purchase a product.

2.5.4 "Attitude towards Information" and "Information Usefulness"

This study includes attitude as one of its core elements, with the other two being beliefs and intentions (Fishbein & Ajzen, 1977). A person's basic tendency toward how they feel about a given situation is referred to as their "attitude," and the term "attitude" is used to describe that fundamental tendency (Petty & Cacioppo, 2018). The word "attitude" also refers to how a person approaches a particular scenario (Abubakar et al., 2018; Fishbein & Ajzen, 1977; Jalilvand et al., 2013). Another factor that was taken into consideration in this research as one of the drivers of eWOM information that is communicated through social media and how it affects customers' purchasing intentions is the attitude that customers have toward the information that is shared through social media (Fishbein & Ajzen, 2011). A person's perception may be divided into three key components: opinions about specific objects, emotions toward those items, and intentions to behave in a particular manner concerning those objects (Sharma et al., 2021). Belief is a highly significant component of customer behavior since a buyer's attitude towards a product may either be favorable or negative towards the brand, service and product (Ismagilova et al., 2020). It is possible for a buyer to have either a favorable or an unfavorable attitude about the product, service or brand depending on how they feel about it (Sharma et al., 2021). This component (attitude) is derived from TRA theory, which was published in 1977.

EWOM has been the subject of a variety of studies that have been carried out to find out what consumers think and how they feel (attitude) about eWOM (Erkan & Evans, 2016; Wolny & Mueller, 2013). For example, suppose a consumer has a favorable attitude toward the eWOM content posted on social media. In that case, it is more likely that they will consider the information supplied on such platforms valuable and relevant to their particular requirements (Zafar et al., 2021). This is because users trust the information provided on social media platforms. In addition, customers have a greater chance of discovering word-of-mouth content on

SNSs if they have a positive attitude. Consequently, we have included an additional dependent variable, which is an attitude toward the information.

2.5.5 "Attitude towards Information" and "Purchase intention"

According to (Ajzen, 1991), an attitude refers to "the degree to which an individual has a favorable or unfavorable opinion or appraisal of the behavior in question."

In their study, Erkan & Evans (2016), Sharma et al. (2021), and Zahratu & Hurriyat (2020) highlighted that "Customers who have a favorable attitude toward the eWOM information accessed from social networking sites are more likely to have high buy intentions." This is because customers who have a good attitude are more inclined to share their opinions with others. This is because favorable attitudes lead to improved customer retention levels, resulting in increased customer satisfaction (Petty & Cacioppo, 2018). Other indications of the link between attitude and behavioral intention include "Theory of Planned Behavior" (TPB) (Ajzen, 1991) and "Theory of Reasoned Action" (TRA) (Fishbein & Ajzen, 1977). According to the TRA, a person's attitude is one of the significant factors that may help improve the quality of predicting that individual's future behavior (Ismagilova et al., 2020). Previous research has focused a significant amount of attention on investigating the influence that a person's attitude has on the way they process information and the decisions they make (Erkan & Evans, 2016; Tamilmani et al., 2021). The outcomes of this research indicate, as reported by IAM, demonstrates that "Attitudes towards Information" positively connect with purchase intention and that this link is good. EWOM information attitudes have a positive association with purchase intention. This was found by comparing attitudes with purchase intention. In addition, examining the nature of the connection between the two variables also led to this finding. This is because of the reason stated above. This was discovered by analyzing the relationship between purchasing intention and attitudes toward eWOM information. A person who perceives the world with an optimistic perspective has a greater chance of purchasing a product, which leads to the possibility that they will either like or dislike the brand, product, or service they bought (Ismagilova et al., 2020; Sharma et al., 2021). It is predicted that users of social media with favorable opinions on the information offered by eWOM would have an intention to purchase

due to their favorable opinions. Consequently, we have included an additional dependent variable in the model: attitudes towards information.

2.5.6 Usefulness of Information and Acceptance of Information

The degree to which individuals who have been given information consider it to be helpful and valuable to their varying situations, as well as how individuals apply information to make sense of their lives and the circumstances in which they find themselves, are referred to as the "Usefulness of Information" (Cheung et al., 2008; Ismagilova et al., 2020).

It is a commonly accepted understanding that the usefulness of information is the essential factor in deciding whether or not it will be adopted (Ismagilova et al., 2017; Tamilmani et al., 2021) and purchase intention information (Erkan & Evans, 2018; Farzin & Fattahi, 2018). When customers find useful information, they are more likely to engage with it (Lee & Koo, 2012). In addition, previous research on eWOM found that eWOM information's usefulness influences eWOM information's acceptance (Cheung & Thadani, 2012; Erkan & Evans, 2018; Ismagilova et al., 2020). According to Sussman & Siegal (2003), Information Adoption Model is "the degree to which the information is useful is one of the primary factors considered when determining whether or not to adopt information." Customers who find helpful information are more likely to accept information (Erkan & Evans, 2016), mainly through social media platforms. This is because people who come into touch with a significant amount of eWOM information may be more likely to do so if they think the eWOM information to be beneficial (Chu & Kim, 2011). Customers can share their views, ideas, opinions, and experiences on a company's products and services via various platforms, including online forums and social networking sites (SNSs). These may contain both positive and negative experiences, depending on their perception. Because of this, there is a more significant possibility that prospective consumers may include these evaluations in their decision-making processes if they are seen as providing data that is relevant to the issue that is now being discussed (Cheung et al., 2008). Customers who consider the information they have been given will benefit them are more likely to follow and accept the information given to them.

2.5.7 Acceptance of Information and Purchase Intention

The term "acceptance" refers to the belief that the receiver must observe, identify, welcome, and develop a connection with the individual customer as they are and not as we desire for them to be or as we think they should be (Alalwan et al., 2017). EWOM is recognized on SNSs as a type of influence that can affect customers' intentions to make a purchase. This possibility exists because EWOM is known as "word of mouth" (Cheung & Thadani, 2012). Customers with stronger purchase intentions are likelier to engage with and accept eWOM information (Yusuf and Busalim, 2018). Previous studies have shown that providing consumers with such information has a beneficial impact on the chances that they will make a purchase (Park, 2020; Wang, 2016). Furthermore, the strength that information contains when it is exchanged among consumers through word-of-mouth is not necessarily the same capacity it possesses when disseminated through social media platforms. In other words, the information's strength when exchanged among consumers is not necessarily the same; instead, customers may experience varying degrees of impact depending on the information they share (Erkan & Evans, 2018). Customers are more likely to "Accept the Information" if it improves the chance that they will purchase as a direct result of the information that they acquire via eWOM (Alalwan et al., 2017; Yusuf and Busalim, 2018). Customers are more likely to "Accept the Information" if it increases their purchase probability (Park, 2020). Previous researchers have suggested that consumers' adoption of eWOM information influences their intention to make environmentally friendly purchases, but empirical studies still need to verify this theory (Cheung et al., 2020; Erkan & Evans, 2018).

Table 2.4: Operational Definition

Term	Definition	Source
WOM	“Word of mouth, also known as viva voce, refers to transmitting information from one individual to another via oral communication.”	Cheung et al. (2008).
eWOM	“Any statement, whether favorable or unfavorable, provided by previous, present, or potential consumers regarding a product, service, or business and sent online to many individuals and organizations.”	Tandon et al. (2020), Wang (2016),
Social Media	“To a group of interactive technologies that, via online communities and networks, make it easier for people to create and share information, ideas, hobbies, and other kinds of expression.”	Kaplan & Haenlein, 2010
Quality of Information	“Information quality on social media can be considered the perceptions resulting from the evaluation of any content generated by any user (a consumer or an organization) on social media based on understandability, clarity, up-to-datedness, and appropriateness.”	Luo et al., (2018);
Credibility of Information	“eWOM information credibility can be considered the ability to be trusted and believed in based on the parameters such as convincing, trustworthy, reliable, accurate, and factual.”	Liu and Park (2015) ; Wang (2016)
Needs of Information	"Needs of Information on Social Media may be understood to be the facts that a person or organisation wants, needs, or expects in an information source, such as comfortability, appropriate information, consideration, and competence."	Wang (2016); Hussain et al. (2018)
Attitude towards Information	“Attitude toward information is the tendency to respond positively or negatively towards information and its effective use in buying decisions.”	Sharma et al. (2021); Zahratu and Hurriyati (2020)

Information's usefulness	Information's usefulness is "the extent to which users perceive the information they have received to be useful, valuable, helpful, and informative."	Luo et al., (2018); Wang (2016)
Information Acceptance	"Information acceptance refers to how users receive or adopt information that motivates them to purchase a product."	Luo et al., (2018); Wang (2016)
Purchase Intention	A consumer's purchasing intention refers to the "attitude toward a specific purchasing behavior and the consumer's degree of willingness to pay."	Park (2020)
"Green Purchase Intention"	"The willingness of a buyer to purchase an ecologically friendly or environmentally friendly product is known as green purchase intention."	Chen and Chang (2013); Han (2020).
Green Product	"Green products are harmless to both people and the environment, do not waste resources, produce minimal waste, and do not involve cruelty to animals."	Chen and Chang (2013); Han (2020).

Table-2.5: Literature survey

s. no	Details of the book/journal/book chapter/website link	Authors	Main findings or conclusion
1	"Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations"	(Masuda et al., 2022)	"According to the study, as the use of social media has increased, people have been exposed to a lot of eWOM information." "They have been motivated by it—whether knowingly or unknowingly."
2	"The impact of service attributes and category on eWOM helpfulness: an investigation of extremely negative and positive ratings using latent semantic analytics and regression analysis"	(Filieri et al., 2021)	"The study's result shows that eWOM can reach a large audience through the Internet." "This research uses a sample of 490 highly negative and 3757 incredibly positive reviews together with latent semantic analysis and regression analysis."
3	"A study of antecedents and outcomes of social media WOM towards luxury brand purchase intention"	(Park et al., 2021)	"The study's results explain that WOM on social media and quality of information positively influence consumer purchase intention." "The data is analysed by using SEM in AMOS against 282 samples, and for moderating effect chi-square test is applied." "Additionally, this research demonstrates how age-related customer characteristics are crucial for creating personalized marketing strategies"

			to advertise brands on SNSs."
4	"The influence of electronic word-of-mouth adoption on brand love amongst Generation-Z consumers"	(Pillay, 2021)	"By interviewing 222 users, this study examines the link between the extended IACM and purchase intention concerning eWOM. PLS-SEM has been used for data analysis." "The findings show that usefulness is explained by quality, credibility, and attitudes toward information. Furthermore, information usefulness predicts information adoption, which determines purchase intention."
5	"Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model. Young Consumers"	(Song et al., 2021)	"The findings show that quality and credibility of information significantly affect the usefulness of information." "Furthermore, perceived usefulness positively influences the adoption of eWOM information, which predicts the young buyers purchase intentions." "Study collected data through a survey from 405 respondents who are young hotel customers in Malaysia. The data were analyzed using SEM."
6	"Electronic word-of-mouth in travel social networking sites and young consumers' purchase intentions: an extended information adoption model"	(Song et al., 2021)	"The results demonstrate that eWOM's usefulness is positively influenced by quality and reputation." "Additionally, the quality of eWOM information influences adoption, which forecasts generation Y's purchasing intentions." "SEM is used to assess the data gathered through a questionnaire from 405 young consumers who had used SNSs."

7	"Examining the Influence of Customer-to-Customer Electronic Word of Mouth on Purchase Intention in Social Networking Sites"	(Anggraeni et al., 2020)	"The results of this study indicate that SNSs could be a reliable source of C2C eWOM information and, as a result, have a positive impact on consumer purchasing." "As a result, it used multiple regression analysis techniques to examine how eWOM affected the purchase intentions of 120 respondents."
8	"The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention"	(Al-Gasawneh and Al-Adamat, 2020)	"The study's findings indicated that the E-WOM regulated the link between content marketing and intentions to make green purchasing." "This quantitative study explores how E-WOM mediates the connection between Jordanian consumers' aspirations to buy green products and content marketing. PLS-SEM was used to analyze the data."
9	"Young people's priorities for support on social media: "It takes trust to talk about these issues, Computers in Human Behavior102 (2020): 238-247"	(Gibson and Trnka, (2020)	"The study found that the Internet has allowed people to maintain familiar and anonymous relationships and develop the Internet and web-based business." "An ever-increasing number of individuals have started to shop on the web. Thematic analysis collects data from 21 young people aged 16–21 years."

10	"The effect of electronic Word of mouth communications on intention to buy: A meta-analysis"	(Ismagilova et al., 2020)	"The results of this study suggest that customers' opinions about eWOM information should be taken into account when analyzing the effect of eWOM on buyers' purchase intentions." "It, therefore, creates a new model known as the Information Acceptance Model (IACM)." "By integrating relevant TRA elements, this model expands upon the IAM. It also illustrates how this affects the intention behind conduct."
11	"How information acceptance model predicts customer loyalty? A study from perspective of eWOM information"	(Park, 2020)	"The study found that Customers frequently utilize social networking to access product and brand details. This study collected data from 771 respondents." "SPSS and AMOS 24 were used for data reliability, descriptive and correlation analysis, confirmatory factor analysis (CFA), and structural equation modeling (SEM)." "Furthermore, the findings showed that credibility, quality, utility, adoption of information, the need for information, and attitude toward information are essential characteristics of eWOM in social media that affect consumers' purchase intention."

12	"Influence of eWOM Information on consumers' behavioral intentions in mobile social networks: Evidence of Iran"	(Abedi et al., 2019)	"The study's findings indicate that the quality and credibility significantly impact the usefulness of information." "Also, attitude toward information has a positive effect on purchase intention." "The proposed information adoption model (IAM) was validated in the study using Smart PLS software and 394 respondents."
13	"Facebook—A Boon or Bane towards Social Media Marketing"	(Ayswarya et al.,2019)	"This study found that People read feedback or opinions made on SNSs by various people regarding the benefits or demerits of products." "After obtaining information from eWOM forums, it influences consumer buying behavior and encourages them to choose a product." "The researcher uses empirical research and data collected from 100 respondents using the convenience technique."
14	"How smartphone advertising influences consumers' purchase intention"	(Martins et al.,2019)	"The research examined how people are influenced to accept information given via computer-mediated communication." "The study found that the usefulness of information has a significant and positive effect and this study uses PLS SEM to test the model from 303 responses."
15	"An analysis of the factors affecting mobile commerce adoption in developing countries: Towards an integrated model. Review of	(Tarhini et al.,2019)	"TAM has also been used to describe how people adopt information based on their attitudes, subjective norms, usefulness, ease of use, and external circumstances, according to the researcher who forecasted and explained this." "The findings of the SEM proved that quality and credibility significantly affect

	International Business and Strategy"		customers' intentions. Information was gathered from 530 Omani m-commerce users through a cross-sectional survey."
16	"Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites"	(Tien et al., 2019)	"This study revealed that it becomes the essential source of product and service information, as customers realized it provides rich information" "Using paper-based questionnaires, the researchers analyzed using the SPSS and Smart PLS software and data gathered from 314 Taiwanese respondents."
17	"Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions"	(Erkan and Evans, 2018)	"The study found that Internet has helped WOM communications by providing users to share their personal views, opinions, feedback and experiences in ever-increasing amounts of Information."
18	"Electronic word-of-mouth and the brand image: Exploring the moderating role of involvement through a consumer expectations lens"	(Krishnamurthy and Kumar, 2018)	"The study's findings indicated that the quality of internet reviews significantly influences consumers' intentions to purchase." "More than 1000 customers in the USA and India provided the data."
19	"Use of social media applications for supporting new product development processes in multinational corporations"	(Bashir et al., 2017)	"According to the research, SNSs hold special promise for influencer targeting, cost-effective, customized message delivery, and connecting with various customer segments differently." "Additionally, it may be seen as a non-formal resource for learning about consumer preferences, competitors' actions,

			market dynamics, and product reviews."
20	"Electronic Word of mouth (eWOM) in the marketing context: A state of the art analysis and future directions Cham"	(Ismagilova et al., 2017)	"According to the study, WOM impacts customers' decision-making processes and can change their behavior. In addition, when it comes to the Internet, eWOM can overcome geographic limitations." "Furthermore, eWOM also employs various electronic technologies to share information." "As a result, EWOM has a positive effect on customer purchase intentions by many researchers."
21	"Electronic Word-of-Mouth (eWOM) In Electronic Word of Mouth (eWOM) in the Marketing Context"	(Ismagilova et al., 2017)	"According to the researcher, TRA is mainly used to explain how behaviors and attitudes are related to one another." "The probability of someone engaging in a behavior or action is also examined, along with how positively they perceive it and how much they think it is essential for their friends, family, or society."
22	"Social eWOM: does it affect the brand attitude and purchase intention of brands"	(Kudeshia and Kumar, 2017)	"By surveying 311 respondents, the study assessed eWOM communication on SNSs and looked at how eWOM interactions affected users' purchasing intentions." "The results indicate how eWOM communication through SNSs influences purchasing intentions significantly."
23	"EWOM credibility on social networking sites: A framework"	(Moran and Muzellec, 2017)	"The study's implications show that through the growth of social networking sites, customers have been connected to a vast amount of eWOM information and affected by information, either purposely or inadvertently, while making buying decisions."

24	"Influence of electronic Word of mouth on purchase intention of fashion products in social networking websites"	(Saleem and Ellahi, 2017)	"This study examines the impact of eWOM on Facebook users' purchase intentions." "The results show that eWOM impacts consumers' intention to purchase." "Additionally, companies that promote their products on social networking sites like Facebook might benefit from the study's findings."
25	"Examining the mediating effect of attitude towards eWOM on the relation between the trust in eWOM source and intention to follow eWOM among Malaysian travelers"	(Zainal et al., 2017)	"In this study, which looked at how customers make decisions, 280 responses were gathered to examine the impact of credibility." "According to the results, credibility greatly influences public perceptions regarding eWOM and their intentions to follow it."
26	"The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption"	(Erkan and Evans, 2016)	"The study's outcomes show that the main elements of eWOM in SNSs influencing purchase intentions are quality, credibility, information needs, and attitude toward information, usefulness, and information adoption." "Furthermore, this study is validated through SEM based on surveys of 384 university students who use social media websites." "Additionally, it is shown social media is becoming more and more popular; researchers believe that eWOM significantly impacts customer purchase inclinations."

27	"The role of the brand in driving online loyalty for multichannel retailers"	(Frasquet et al., 2015)	"According to a study that used survey responses from 1533 multichannel retail customers who purchased garments and consumer electronics in two different nations (the UK and Spain), age influences purchase intention."
28	"Customer loyalty to C2C online shopping platforms: An exploration of the role of customer engagement"	(Cheung et al., 2014)	"According to the study's findings, TRA assumes intentions and behavior, and its development TPB are theories that present a framework for understanding how people behave in certain situations." "The TPB has been extensively used to estimate and explain various consumer behaviors. With 385 customers, the researcher conducted an empirical study."
29	"What we know and don't know about online word-of-mouth: A review and synthesis of the literature"	(King et al., 2014)	"The findings revealed that extensive Internet use had given WOM a fresh perspective." "This study's multi-dimensional analysis of ewom is based on a comprehensive review of 190 papers."
30	"Why are you telling me this? An examination into negative consumer reviews on the web"	(Sen and Lerman, 2007)	"The researcher studies two laboratory experiment types of research through observation and investigates this negative effect in e-WOM consumer reviews and the study found that customers trust previous customers' opinions and experience more than marketers' advertisements."

CHAPTER-3

RESEARCH METHODOLOGY

In the context of doing research, the term "research methodology" refers to a systematic process for collecting data to make managerial decisions (Snyder, 2019). The study investigates several research techniques and the relevance of adopting a specific strategy in the planned research to gain an accurate assessment of the problem. The research methodologies that are investigated include both qualitative and quantitative research methods. A research methodology is a research plan that provides the researcher with a means of systematically approaching the research problem that is currently being studied (Snyder, 2019). Therefore, the study contains the research methods and explores the significance of using the particular technique for the proposed analysis to develop a proper evaluation. The earlier section proposed a model to "examine the characteristics of eWOM information that can be found on social networking sites and how it affects the consumer's green purchase intentions."

This chapter presents in-depth information on the research hypothesis, procedure, methodology, design, instrument development, pilot study, sampling strategy, and data collection. A research method of analysis was used to examine the impact that eWOM information found on social media has on the customer's intention to make a purchase. Furthermore, data collection and sampling methodology have been discussed. Finally, PLS-SEM models based on respondents' responses have been described.

3.1 Objectives of the proposed work

The title of the present study is "A Study on Effect of eWOM Information on Green Purchase Intention." The primary objective of this study is to determine the "effect of eWOM Information on Green Purchase Intention." The researcher has reviewed enormous literature associated with the eWOM information, SNSs, Information Acceptance model, and purchase intention to identify a wide variety of contributing elements to enhance this study's effectiveness and effectiveness.

As a result, the following objectives were developed to conduct a thorough and systematic analysis of the study: As a result, the following objectives were developed to conduct a thorough

and systematic analysis of the study: "A Study on the Effect of eWOM Information on Green Purchase Intention."

- To analyze the "effect of the quality of electronic word of mouth (eWOM) information on the usefulness of eWOM information."
- To analyze the "effect of the credibility of eWOM information on the usefulness of eWOM information."
- To analyze the "effect of the needs of eWOM information on the usefulness of eWOM information."
- To analyze the "effect of attitude towards eWOM information on the usefulness of eWOM information."
- To determine the "effect of attitude towards eWOM information on green purchase intention."
- To determine the "effect of eWOM information usefulness on eWOM information acceptance."
- To determine the "effect of eWOM information acceptance on green purchase intention."
- To study the "moderating effect of age on the relationship proposed in the integrated model of eWOM information acceptance and green purchase intention."

3.2 Scope of the Study

With the rise in the percentage of people who have internet access, "Electronic Word of Mouth" (eWOM) has been playing an increasingly significant role in influencing customers' purchasing decisions. In today's internet-driven business environment, the study of eWOM has become quite important. "The Internet has completely transformed consumers' search for information before purchasing products or services." As a result, the digital form of WOM, or eWOM, has obtained great importance and is considered a relatively new area of research. Consumers are well-informed and do not fear expressing themselves on social media sites. Since it is possible to monitor eWOM, it is far more believable than the more traditional forms of WOM. Word of mouth in its traditional form cannot. The study focuses on customers of green products (between 18- 40 years) and social media users. It involves all those searching on social media

before making a purchase or attempting to do so and considering eWOM information before making purchase decisions. India is highly diverse, so it was interesting to see how consumers behave in this changing context of eWOM.

3.3 Significance of the Study

In today's highly competitive market, marketers attempt to quickly influence their prospective customers' purchase decisions at relatively low cost using eWOM information. This research aims to investigate, using a systematic approach, how the "effect of eWOM information shared on social networking sites influences customers' intention to purchase green products." This research study examines the characteristics of the information that comprises eWOM. These characteristics include usefulness, acceptance, and attitude toward information, information needs, credibility, and quality. Furthermore, this study compares Generation Y (Millennials) and Generation Z on SNSs, referring to their intention to buy eco-friendly products (green products). Thus Millennials (Generation Y) have adopted innovation, technology, and internet-based life more than Generation X (older generations).

Then again, Generation Zs were naturally introduced to an online networking society, emphatically affecting key factors identified with automatic and social media acceptance, including perceived ease of use, trust, and risk reduction. However, few studies have investigated how the presence of eWOM information on SNSs influences the customers' intentions to make a purchase. Therefore, most of the research was carried out within well-established market contexts to complete the study. The purpose of this study is to significantly add to the existing body of knowledge on SNSs in terms of eWOM information and the effect that these sites play in determining intentions to purchase environmentally friendly products in the internet era. In addition, this research study would help marketers offer green products. From this study, the marketer would know what to improve to increase revenue and customer visits. The marketer should better understand eWOM information and how it affects purchasing intentions. It provides insights for marketers regarding customer attitudes, behaviors, and purchase intentions, which can efficiently target customers.

3.4 Research approach, Research Design, and Sampling

3.4.1 Research approach

The study is using the quantitative research approach; according to Bryman and Bell (2011) the quantitative research strategy has been stated to employ a deductive approach that emphasizes the quantification of data collection and analysis. Therefore, the study's objectives are that the quantitative research method is the most appropriate. This methodology has been explained in subsequent paragraphs. The study examines "the effect of electronic word of mouth (eWOM) information on purchase intention through Social Networking Sites." This research, which takes a deductive approach, proceeds in the following path:

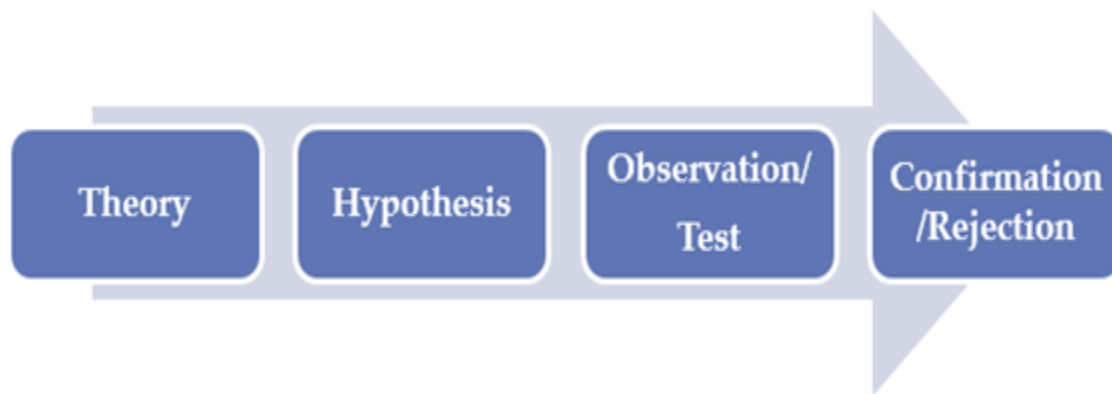


Figure 3.1: Deductive approach, Source: Wilson (2010)

3.4.2 Research Design

According to Rojon & Saunders (2012), "Research design is the general plan of research that helps obtain answers to research questions." According to Collis & Hussey (2013), the research design is "about organizing activities, including data collection, in ways most likely to achieve research objectives." Researchers may use a detailed plan that outlines their research aim and objectives, logical research objectives and questions, collecting data methods, and analysis tools as a roadmap for their work (Rojon & Saunders, 2012). The procedures and designs of the research that were used for this study are outlined by the research design. The research design, however, is similar to the overall plan, which explains how the study will be carried out. Therefore, it must be simple, clearly defined, and written in the form. In the present research,

quantitative analysis and descriptive research techniques were used as appropriate approaches. Descriptive research (Y. K. Singh, 2006) "is a type of research used to describe the characteristics of a population and collects data that is used to answer a wide range of what, when, and how questions about a particular population or group." In descriptive research, one observes and measures without attempting to influence the variables. It can identify characteristics as well as trends and correlations. The sample survey reveals that the research is a component of quantitative research or a social research study by incorporating and carrying out a survey using quantitative variables (Y. K. Singh, 2006).

In descriptive survey research, data collection on a variety of topics is often accomplished via the use of surveys. A descriptive study is aimed to systematically and comprehensively describe a population, situation, or phenomenon. After that, a research strategy was decided upon, along with developing a theoretical model and hypotheses. This study will develop the research design as indicated in Figure 3.2. The research design for this study has been composed of the following four stages: the stage for the research design, the stage for the collection of data, the stage for the data analysis, and the stage for the outcomes (results).

To begin, a pilot study that served as an initial examination of the "reliability and validity" of the questionnaire was carried out. Following this, the final questionnaire was prepared, and gathering the primary data began. The data were then evaluated by applying the PLS-SEM 3.3 technique and derived implications from those analyses.

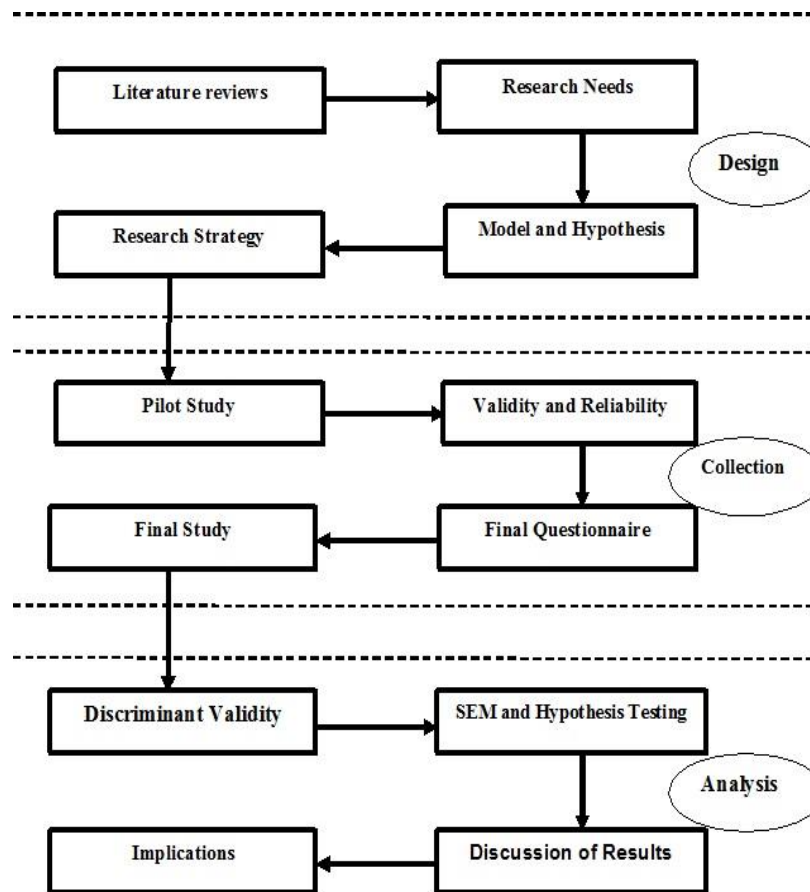


Figure-3.2: Research Design Process

3.4.3 Sampling and the study population

To investigate the whole of the universe for research and analysis is almost impossible. As a result, it is essential to move on to the technique of sampling as an alternative. As per Banerjee et al. (2010), a sample is a part of the population studied to make inferences about the whole population.

3.4.3.1 Sampling

It is possible to claim that sampling is the essential method for increasing the validity of the data gathered and ensuring that a sample is representative of a population. This is because sampling allows one to ensure that a sample is representative of a population. It is a strategy that concludes a whole people based on the findings of a sample that comprises just a small portion of the entire

population (Banerjee et al., 2010; Cavana et al., 2001). Specifically, this process is done before the data collection. The researcher must choose a sample design that should be reliable and appropriate for the study. So, a complete description of the sampling design decision is needed to properly implement the sampling process. For this purpose, a Non-random sampling method was employed. When using a sampling technique known as non-probability sampling, the sample is chosen using criteria that are not picked at random. This means that not every member of a population has a chance of being included in the sample. Among the non-probability sampling strategies, this study applied Purposive sampling (Banerjee et al. 2010) and Snowball sampling. These sampling techniques are appropriate for the individual researcher, as it is of limited resources of money and time. According to the Banerjee et al. (2010) the target population is referred to “as the entire group of individuals from whom the researcher collects data for conducting research”. For example, the target population for the study comprises social media users in India who purchase green products. Therefore, the studies emphasized Social Media users. The study needs to choose the sample based on the availability of the existing data to be a part of the research. Therefore, relied on the data collected by the survey of the judgment made through the available data. "The main reason for the adoption of purposive sampling as there is no specific data available on the target population." As a result, the emphasis of the research is on the target population, defined as the individuals who use social media (Kivunja, 2015), who are active participants in social networking sites, and who like and comment on content shared on those platforms. Therefore, the data has been gathered and considered the relevant sample as these individuals are the perfect fit for the Study (Abzari et al., 2014).

Purposive sampling is sometimes called by the name “judgmental sampling” which is another name for the practice. The term purposive sampling (Abzari et al., 2014), refers to a category of non-probability sampling techniques in which units are selected because they contain the characteristics you want in your sample and focus on the judgment of the researcher. For example, identifying and selecting the participants, situations, or events may give the optimal information to meet the study's objectives. It comes as an option when the study needs to include selection based on existing data (Ardiansyah & Sarwoko, 2020). Purposive sampling is often used when a challenging-to-reach population needs to be measured.

The snowball technique may be used for both quantitative and qualitative research, and it uses the participants' already-established social networks to enlarge the scope of the study (Parker et al., 2019). The "snowball effect" is another name for this technique that you may use. Using a snowball sample is essential to networking and chain referral or reputation sampling, which are characteristics of snowball sampling (Woodley & Lockard, 2016). Most of the time, the researchers would begin with a small handful of initial contacts, usually called "seeds". These individuals will meet the criteria for the study, and the researchers will ask others to take part in the research (Handcock & Gile, 2011). Following this, those participants who expressed that they are ready to participate in the research are approached with a request to suggest other contacts who meet the study's criteria and who also have the potential to participate (Baltar & Brunet, 2012). After that, we ask these participants to indicate others who may be willing to participate.

The sampling method known as snowball sampling, also known as referral sampling, includes choosing initial participants who will help identify and share the questionnaire with other members of the population being studied. This is an important aspect of the snowball sampling method (Parker et al., 2019). This procedure is repeated a few times until the required samples have been collected. On the other hand, snowball sampling is suitable for this investigation since it enables flexible data collection within a specific period. This makes it an ideal choice. Because of this, it is an excellent tool for research. As a result of this, it is an ideal option for this research. Specifically, snowball sampling helps capture the effect of informal communication on SNSs. Moreover, when it comes to attracting a large number of people to participate in research, it is also an approach that is not only fast but also quite efficient (Matook et al., 2015).

According to Matook et al. (2015), Population refers to "the entire population of units from which a representative sample is drawn." The population members whose measurements are taken as part of the sampling process are referred to as sample units (Bryman, 2012, p. 187). This is because the sample units themselves are people from the population. Individuals who are active on various social media platforms in India were selected to participate in the research sample for this study. It is impossible to research the entire population as there are limitations on the amount of money and time may spend. Because of this, when researchers conduct studies, they try to choose samples representative of the whole population. When doing research that relates to the whole population, a sample is a subset of the people selected to be representative of

the attributes of the population being studied (Bell et al., 2018). Because the sample is representative of the whole population under investigation, choosing who and what to examine becomes much more manageable. The term "sample" refers to this particular subset of the total population. When carrying out quantitative research, selecting the sample that will be studied is one of the most important things to consider establishing the degree of reliability that can be expected from the results (Bell et al., 2018). This is because a good sample should be representative of the whole population that is being researched. For these reasons, thus, before conducting a survey, one should clarify the survey method. Because this study focuses on eWOM information in Social Networking sites green purchase intention, the sample has been narrowed down to Social Media Users who have considered eWOM information. Only those individuals were selected for the study by searching on social media before making a purchase or attempting to do so and considering eWOM information before making purchase decisions.

3.5 The study sample size

In statistical analysis, one of the most important issues is determining the sample size that will produce the most accurate results. Suppose the study does not have a large enough sample size. In that case, the findings will not be reliable and will not accurately represent the population's actual characteristics (Collis & Hussey, 2013). On the other hand, having an overly high sample size might significantly increase the money necessary to carry out the study and the amount of time required to finish it. Therefore, both of these factors need to consider. On the other hand, larger sample sizes result in reduced margins of error and achieved results. Although the large sample size used for the research gives more reliable results, it is not compulsory to consider the whole population to get the best results.

Therefore, data from a sample have been collected among Social Media Users in this research. For the present study, data has been collected among the four SNSs (Facebook, Instagram, YouTube, and Twitter). Sample design and sample size are essential for setting up the representativeness of the population.

The sample size of a population may be determined by using Slovin's formula (developed by Robert Slovin in 1960.), which also gives a specified confidence interval. When there is not enough information about the behavior of a population (or the distribution of behavior), which

makes it difficult to establish the appropriate size of the sample to use, this Slovin's formula is applied. This formula is used when it is hard to determine the appropriate size of the sample to use.

$$n = N / (1 + Ne^2)$$

Where: n represents the number of samples, N represents the total population, and e stands for the tolerable error margin (level).

$N=518000000$ (518 million); $e=0.05$

$n=518000000 / (1+518000000*(0.05*0.05))$

$n=399.99$

As per Slovin's formula, the minimum sample size should be 399.99

As a result, the ideal number of respondents to include in this study's sample should be at least 399.99.

The previous studies have considered a sample size range from 394-771 (Abedi et al., 2019; Cheung et al., 2014; Filieri et al., 2021; Song et al., 2021; Park, 2020).

Considering the both the statistical sample size and the previous sample sizes this study decided to have a large sample size so as to minimize the respondent's biasness and sampling error. The sample size chosen for the study was 1200 out of which 1041 are valid responses. This sample is large enough to represent the population. Therefore, we used those data for statistical analysis.

3.6 Measurement and Instrument

A questionnaire that was both well organized and constrained in its scope was used to obtain primary data. The Questionnaire comprises the items of "Quality of Information, Credibility of Information, Needs of Information, and Attitude towards information, Usefulness of Information, Acceptance of Information, and purchase intention." In addition, the respondents have been

requested to rate the statements on a Likert scale from one (1) to five (5), anchored with 1= "strongly disagree" to 5= "strongly agree," supposed to be an interval scale.

Questionnaire Design:

The questionnaire is divided into two distinct sections (as shown in Table 3.1).

The Likert scale, according to Malhotra (2007), "is a commonly used rating scale that requires respondents to express their degree of agreement with each series of statements about a particular variable."

For example, a five-point rating scale is used where

1 = "strongly disagree"

2 = "disagree"

3 = "neutral"

4 = "agree"

5 = "strongly agree" broadly used in marketing and business research. Thus, the Questionnaire is divided into two parts.

Table 3.1: Summary of Research Instrumentation

	Part A	Part B
	Demographic Profile	Antecedents of Acceptance of Information
Total No. of Questions	8	28
Scale of Measurement	Nominal	Interval Scale
Scale Type	Multiple Choice Questions	Likert

The study's Questionnaire is divided into two parts. First part, Part-A consists of the demographic profile of Social Media Users, including age, education, gender, social media usage, and internet usage. Part B consists of 28 multi-item, scaled questions related to "Quality

of Information, Credibility of Information, Needs of Information, attitude towards information, Usefulness of Information, Acceptance of information, and purchase intention.

Table 3.2: The measurement items and their sources

Construct	Measurement items	Source
Quality of Information (QI)	“I think they are clear.”	(Torres et al., 2018; Erkan & Evans, 2018)
	“I think they are understandable.”	
	“I think they are helpful.”	
	“I think they are up-to-date.”	
Credibility of information (CI)	“I think they are convincing.”	(Torres et al., 2018; Lkhaasuren & Nam, 2018; Tapanainen et al., 2021)
	“I think they are accurate.”	
	“I think they are trustworthy.”	
	“I think they are reliable.”	
Needs of e WOM Information (NI)	“I like to apply them when I consider new products.”	(Chu & Kim 2011; Filieri & McLeay, 2014; Erkan & Evans 2016)
	“To assess them, if I have little experience with a product, they have already tried it.”	
	“I frequently gather them before making a purchase.”	
	“I feel more comfortable when I find relevant information.”	
Attitude towards information(ATTI)	“When I buy a green product, I always read reviews presented on the SNSs.”	(Erkan & Evans , 2016; Filieri & McLeay, 2014; Poturak & Softic, 2019 Torres et al., 2018)
	“When I buy a green product, the reviews presented on the SNSs are helpful for my decision-making.”	
	“When I buy a green product, the reviews presented on the SNSs make me confident in purchasing the product.”	
	“I always have a positive opinion about the advice/information obtained on social media.”	
Usefulness of information	“I think they are generally helpful.”	(Filieri & McLeay 2014; Matute et al., 2016; Zhu et al.,
	“I think they are generally informative.”	

(UI)	"I think they are generally valuable."	2016)
	"I think the information I obtain is relevant to what I am looking for."	
Acceptance of information (ACCI)	"They make it easier for me to make purchase decisions."	(Erkan & Evans, 2016; Matute et al., 2016; Hussain et al., 2017)
	"They contribute to my knowledge about the product."	
	"The information motivated me to take purchasing action."	
	"I agree with the opinion suggested regarding green products."	
Purchase intention (PI)	"I will closely follow the suggestions of the positive comments made by the users on social media is favorable."	(Erkan & Evans, 2016; Kudeshia & Kumar, 2017; Vahdat et al., 2020)
	"It is very likely that I will buy the product."	
	"I will definitely try the product."	
	"I will recommend the product to my friends."	

Source: Adapted by researcher

3.6.1 Reliability and Validity

Reliability (dependability) refers to how a measurement is free of random errors (Hair et al., 2014). As a result, there is no such thing as a reliable measure that does not contain any random measurement errors. Consequently, a reliability test needs to be carried out on each instrument to verify the appropriateness of the questions and the variables scale that follows. Researchers commonly use coefficient alpha in social science research: this measure shows how the various items plan to examine a measured construct's features. For example, the construct in question is being measured.

Cronbach's alpha (α) is applied to conclude the amount of reliability represented by the measurement scale (George & Mallery, 2019). This measurement may determine the degree to which all items measure the same. Cronbach's alpha (α) is a measure applied to a set of data to evaluate the dependability of a measuring scale. Whenever there is a high degree of connection between elements that make up the scale, then the value of the coefficient alpha will likewise be

increased. This is because alpha measures the strength of the connection. Cronbach's alpha (α) "is a reliable index that can be determined by computing the average of all possible split-half coefficients that result from splitting different scale items using specialized software." This provides an accurate representation of the reliability of the scale as a whole. The value for Cronbach's alpha (α), sometimes referred to as the alpha coefficient, may be found by doing this computation. Cronbach's alpha values greater than 0.9 are regarded as excellent; Cronbach's alpha values of 0.7- 0.9 are considered as high; Cronbach's alpha values that fall between 0.5 - 0.7 are regarded as moderate; Cronbach's alpha values that are less than 0.5 are regarded as being low (George & Mallery, 2019). On the other hand, Cronbach's alpha value is a measurement that determines the internal consistency of a number of different instrument constructions that have been calculated with statistical software such as SPSS 21.0. Cronbach's alpha values for each of the constructs in this research fall between 0.80 and 0.90. As a result, the Questionnaire's constructs have been validated for reliability and used for future studies. In addition, all types of validity and reliability have been systematically compiled to ensure that measuring scales are accurate. The following measures were used to establish validity and reliability.

- “Composite Reliability (CR)”
- “rho_A”
- “Cronbach’s alpha”
- “Average Variance Extracted (AVE)”
- “Heterotrait-monotrait (HTMT) ratio”

Table 3.3: Reliability Analysis of the Instrument

Construct	Scale Item(s)	Cronbach’s alpha(α)
Quality of Information	QI1: “I think they are clear.”	0.849
	QI2: “I think they are understandable.”	
	QI3: “I think they are helpful.”	
	QI4: “I think they are up-to-date”	
Credibility of information	CI1: “I think they are convincing.”	0.787
	CI2: “I think they are accurate.”	
	CI3; “I think they are trustworthy.”	
	CI4: “I think they are reliable.”	

Needs of e WOM Information	NI1: "I like to apply them when I consider new products."	0.852
	NI2: "To assess them, if I have little experience with a product, they have already tried it."	
	NI3: "I frequently gather them before making a purchase."	
	NI4: "I feel more comfortable when I find relevant information."	
Attitude towards information	ATTI1: "When I buy a green product, I always read reviews presented on the SNSs."	0.864
	ATTI2: "When I buy a green product, the reviews presented on the SNSs are helpful for my decision-making."	
	ATTI3: "When I buy a green product, the reviews presented on the SNSs make me confident in purchasing the product."	
	ATTI4: "I always have a positive opinion about the advice/information obtained on social media."	
Usefulness of information	UI1: "I think they are generally helpful."	0.850
	UI2: "I think they are generally informative."	
	UI3: "I think they are generally valuable."	
	UI4: "I think the information I obtain is relevant to what I am looking for."	
Acceptance of information	ACCI1: "They make it easier for me to make purchase decisions."	0.835
	ACCI2: "They contribute to my knowledge about the product."	
	ACCI3: "The information motivated me to take purchasing action."	
	ACCI4: "I agree with the opinion suggested regarding green products."	
Purchase intention	PI1: "I will closely follow the suggestions of the positive comments made by the users on social media is favorable."	0.849
	PI2: "I will likely buy the product."	
	PI3: "I will try the product."	
	PI4: "I will recommend the product to my friends."	

3.6.2 Validity

Academicians and marketing experts with in-depth expertise in this field validated the questionnaires. In addition, recommendations are made based on the development of a scale to obtain more reliable results by increasing the scale, giving guidelines for selecting the parameters and suggestions to keep the language simple, removing repeated questions and grammatical mistake which is simple for the respondents to understand and get it fulfilled.

Tale: 3.4-Validity analysis

S.No	Name of the Respondent	Affiliation	Remarks
1	Dr. Sunitha Gauri	Assistant Professor, MBA Department, Vaagdevi Degree & PG.College. Hanamkonda, Warangal	Remove unnecessary (, and.) Add they are in the question sentence Give numbering to all options for every question
2	Dr.P.Sugunakar Reddy	Associate Professor, MBA Department, Vaagdevi Degree & PG.College. Hanamkonda, Warangal	I am suggested removing the repeated questions and The Second part of the Questionnaire, which seems reasonable.
3	Dr. Nagraja P	Principal, Professor, Dr. B R Ambhedkar MBA College, Hyderabad.	I was suggested to change the order of questions in Part-A. The overall Questionnaire is good.
4	Dr. M.Jogarao	Assistant Professor MBA Department, Indian Maritime University. Visakhapatnam. AP	I was suggested to modify the questions, and some questions were repeated and changed it.
5	Dr. E.Hari Prasad Sharma	Associate Professor, MBA Department, Vaageswari College of Engineering Karimnagar	Some statements provide similar meanings. See the possibility of reducing the repetitions.
6	Prof Appalaiah Meesala	Director, Dr. B R Ambedkar MBA College, Hyderabad.	Too many categories in Q.No.-5 Remove those statements that are

			repeated and convey the same meaning.
7	Dr. Rohith AbhiMalla	Assistant Professor, School of Management, Mallareddy University, Hyderabad.	Remove those statements that are repeated and convey the same meaning. Correct grammatical errors
8	Dr. Amloak Singh	Director, Vaniniketan Institute of Management Studies, Karimnagar	Remove repetitions and add a few questions.
9	Dr. Rajanikanth M	Associate Professor, Symbiosis Institute of Business Management, Hyderabad	Remove those statements that are repeated and convey the same meaning. Correct grammatical errors.
10	Dr. S Nayamath Basha	Professor, MBA Department, Shadan MBA College, Hyderabad.	Some statements provide similar meanings. See the possibility of reducing the repetitions. Correct grammatical errors

According to Hair et al. (2014), Construct validity is "how the measure behaves consistently with theoretical assumptions and indicates how effectively the instrument shows the theoretical construct." The existence of evidence of construct validity guarantees that the item measurements collected from a sample will accurately reflect the actual value of the population when applied to the whole. This is done by providing that the sample accurately represents the population. As a result, construct validity was used in this study to ensure that the construct measurement adequately represented the concept of interest. There are two distinct types of construct validity: "convergent construct validity and discriminant construct validity." Both of these forms of construct validity are important in their ways. So those are the two categories available. According to Hair, J. F. et al. (2014), the concept of "convergent validity" describes "how closely the new scale is related to other variables & other measures of the same construct." Throughout our research, we focused on the value of "composite dependability" (CR) and the "Average Extracted Variance" (AVE) when analyzing convergent validity. These two metrics were essential to our analysis. The study's consistency and reliability were evaluated using tested

composite reliability (CR). In addition, the AVE was used to place the average in a more appropriate perspective. Finally, AVE was used to understand an item's loading average variance better. On the other side, the discriminant validity concept describes how a construct is differentiated from other constructs. As a result, for a measurement to be considered valid, it is necessary to show a greater degree of correlation with other measures of the same construct than is required by the criteria for different constructs. Therefore, the "square root of AVE" must be more than the various "correlation coefficients" before the validity is considered acceptable. This is essential for authenticity to be acknowledged and recognized (Hair et al., 2014).

3.6.3 Pre-testing: Pilot study

During the pilot testing, the validity of each question is evaluated and analyzed. The focus here is on establishing whether or not the question accurately measures the information it intends to examine. Therefore, in addition to achieving the targets and objectives of the research study, an analysis of the many components of the full questionnaire must be done. One of these features is an analysis of the question flow. The researchers need to do pilot studies using the questionnaire before using it in the data collection process (Blumberg et al., 2014). It is essential to choose a small number of participants who represent the entire study population to carry out a pilot study (Bryman, 2012).

The aim of the pilot testing is to identify challenges and difficulties with the content's readability, find unclear directions, and find questions that make participants feel uneasy (Kistin & Silverstein, 2015). However, along the same lines, before developing the final questionnaire for the main participants, during the pilot testing period, any potential errors in the initial draught of the questionnaire should be found and addressed, and the measurements should be fine-tuned and refined. This will ensure that the questionnaire is as accurate as possible. Again, this should be done before developing the final questionnaire for the main participants (Bryman, 2006). As a direct consequence, the researchers decided to conduct a pilot study with 102 respondents, accounting for 10% of the total sample size. It was requested that each respondent finish filling out the questionnaire. In addition, they provide feedback regarding the organization and flow of the document, as well as the readability and correctness of the questions.

As a direct result, I obtained useful information from the respondents who participated in the pilot study and subsequently updated the questionnaire in response to my input. In addition to that, I changed the language of some of the questions. And I modified the structure of some of the questions. The suggestions that helped the researcher to clear the different kinds of doubts are as follows:

- Time is taken to fill out the complete Questionnaire.
- Identification of uncertain questions.
- Identification of difficulty level of the Questionnaire.
- Identification of objections to any particular question.
- Recognition to add something to the Questionnaire.

In addition, I altered the layout of the questions and the sequence in which they were given so that the participants would not have any difficulty responding to the questionnaire. Appendix A contains the filled-out form of the Questionnaire, in addition to including the following information which also provides that document.

3.7 Summary of Reliability and Validity Process

Considering the above discussion, content validity, face validity, and reliability have been elaborated in an elaborated way. As a result, the reported reliability and validity results are satisfactory.

3.7.1 Sources of Data

The present study uses descriptive study, which means that data is collected using a research instrument such as a "self-administered questionnaire." The hypothesis was either supported by the findings of the data study or rejected by the investigation results. In order to collect data, the primary and secondary techniques of data collection were chosen as the collection approaches to use. The primary data used in the research represents the first-hand facts and estimates that are originated by adopting the sampling technique from the target population. The secondary data was collected from various books, journals, and publications available online in addition to traditional print resources.

3.7.2 Analysis Technique

Data analysis is not simply the end part of the research. Instead, it aims to generate information that will assist the researcher. An appropriate statistical tool has been used to analyze and interpret the data. The Structural Equation Model (SEM) was applied with the Smart PLS 3.3 program's assistance to accomplish this research's objectives and test the hypotheses. Lastly, hypothesis testing has been conducted to determine whether the hypotheses have been made after reviewing existing literature. Interpreted the data analysis to obtain relevant information about social media users who consider eWOM information on purchase intention among customers of green products. However, for a better understanding of the characteristics of each variable, descriptive analysis was used to illustrate frequencies, demographics analysis, and the means of each variable.

3.8 Hypothesis Formulation

The term "hypothesis" refers to a statement that makes an accurate prediction as to what the results of a study could be (Kistin & Silverstein, 2015). Regarding the experiment, one may argue that this is an assumption or a claim. When it is time to formulate a hypothesis, ensuring that one's statements are clear and accurate is of the highest significance. This is because the hypothesis not only sets out the requirements for the information that must be collected and the questions that must answer in the questionnaire, but it also specifies the scope of the study. The hypothesis is an untested suggestion for a decision problem that may be empirically explored based on facts gathered throughout the research (Singh, 2006). This can be done based on the findings that were obtained.

In addition, the hypothesis is formulated to explain behaviors or correlations involving two or more variables. The null hypothesis (H_0) formulation is based on the statement of no difference or no effects.

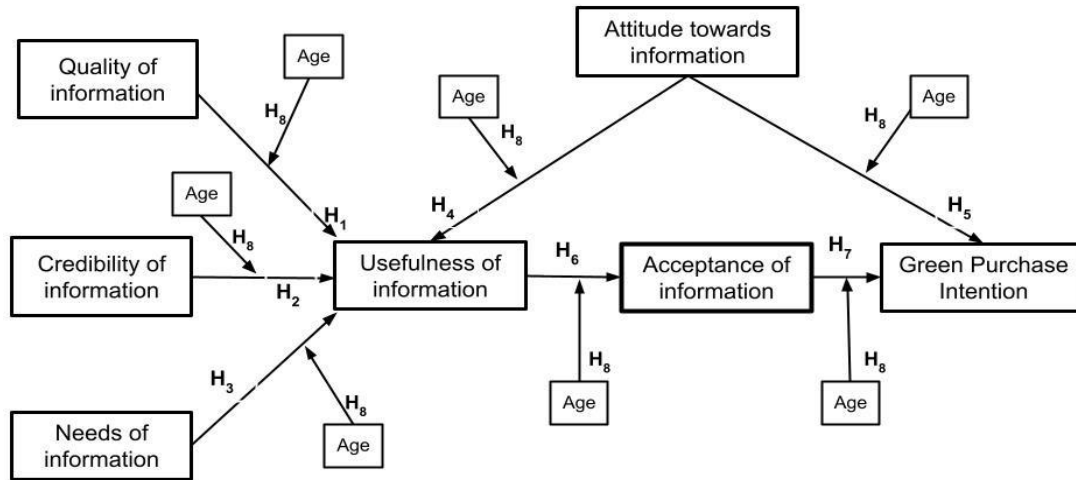


Figure 3.3: Conceptual Model Source: The author developed.

The research hypotheses were developed using input from various sources, including the conceptual framework, the literature review, discussions on previously published work, and practical knowledge gained from working in the field. These ideas, theories, and concepts, in addition to the findings and inferences obtained from a wide range of investigations and experiments by nature of their involvement in the research, participants provided input toward formulating the hypothesis being tested.

The following is a list of the hypotheses that were developed for the investigation to conclude the population that was being researched:

H₁: "Quality of Information" positively affects the "Usefulness of Information."

H₂: "Credibility of Information" positively affects the "Usefulness of Information."

H₃: "Needs of Information" positively affect the "Usefulness of Information."

H₄: "Attitude towards Information" positively affects the "Usefulness of Information."

H₅: "Attitude towards Information" positively affects "Green purchase intention."

H₆: "Usefulness of Information" positively affects "Acceptance of Information."

H₇: "Acceptance of Information" positively affects "Green purchase intention."

H₈: "Age's moderation effect positively affects social media users Green Purchase Intention."

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

A detailed analysis of the quantitative study, together with an analysis of the data and an interpretation of the results, are presented in this chapter. The study proposed that eWOM information affects customer purchase intention as discussed above. In this study, we have used Age as a moderator, which consists of Generation Y and Generation Z. The data analysis has been done using appropriate statistical tests with the help of statistical tools such as Smart PLS 3.3 to validate the theoretical model. The first section of this chapter is focused on providing an initial analysis of the data, particularly on outliers and normalcy. After that, an investigation into the dependability and validity of the measuring scale is offered, followed by the presentation of the demographic profile of the participants in the research. Thus, appropriate statistical techniques ensure that all the framed hypotheses are considerably supported or not. Finally, however, data analysis is done to examine whether the research objectives are achieved or not. However, this chapter primarily deals with validating the model using more advanced statistical techniques and tools such as PLS Sem-3.3.

4.1 Preliminary Examination of the Data

A survey questionnaire was distributed to participants in order to collect the information required for this research. However, according to Howell (2008) when survey approaches are used, it is common to leave certain questions unanswered, which might lead to missing data. This is something that has the chance of taking place if a respondent does not answer at least one of the items on the questionnaire; because of this particular circumstance, the results of the questionnaire cannot be examined.

However, Banerjee & Chaudhury (2010) suggested that the challenge can be overcome if the researcher collects more genuine questionnaires than the permissible number of respondents to achieve accurate and reliable survey information. This would allow the researcher to understand better the population being studied. This would allow for more accurate statistical analysis. The current study employed a sample size of 1244 questionnaires; however, the analysis could only use 1041 questionnaires. In addition, I did not evaluate any of the questionnaires that were missing any responses since I felt they were invalid. Therefore, the number of questionnaires that

were gathered was enough to complete what needed to be done in the study to meet its objectives. As part of making the data ready for analysis, I analyzed data outliers and conducted tests to determine whether or not the data followed a normal distribution.

4.2 Demographic Profile

Furthermore, frequency distribution analysis is used based on the demographic profile of Customers of green products, such as age distribution, gender, education, Frequency of Social Media, and Internet Familiarity. To collect background information from respondents, I created multiple-choice questions. Table 4.1 shows respondent demographics. This study collected data from 1041 social media users in India between Jan 2022 to April 2022. Demographic profiles of this research are provided (Table 4.1).

Table 4.1 Details of Social Media Users Profile (N=1041)

	Items'	Frequency	Percentage (%)
Gender	Male	584	56.1
	Female	457	43.9
	Total	1041	100%
Age	Generation-Y	298	28.6
	Generation-Z	743	71.4
	Total	1041	100%
Education	Bachelor	387	37.17
	Masters	508	48.79
	PhD	146	14.02
	Total	1041	100%
Social Networking Sites	Facebook	228	21.9
	Twitter	36	3.5
	YouTube	366	35.2
	Instagram	411	39.5
	Total	1041	100%
Frequency of Social Media	Everyday	931	89.4
	once 4-5 days	76	7.3
	once or twice a week	34	3.3

	Total	1041	100%
Internet Familiarity	less than 1 year	70	6.7
	1 to 3 years	182	17.5
	4 to 6 years	302	29
	more than 6 years	487	46.8
	Total	1041	100%

During the period January 2022 to April 2022, this study gathered responses (data) from a total of 1041 respondents who were social media users in India. The complete demographic details of the respondents are presented in Figure 4.1, which is explored further in this section. The descriptive data revealed that there are more male respondents (56.1%) than female respondents (43.9%). According to this survey, male and female social media users are slightly different.

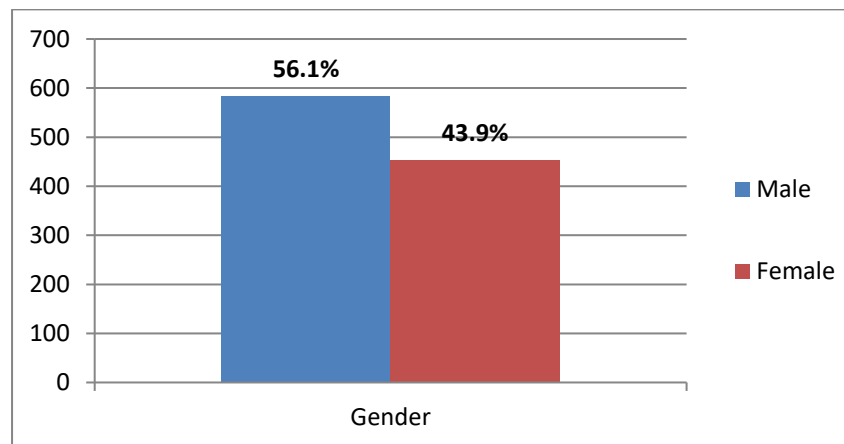


Figure 4.1: Gender

In addition, Figure 4.2 presents the Age of the respondents. According to the characteristics shown above, 28.6% of the population comprises members of generation Y, between the ages of 27 and 42. In comparison, 71.4 % of the population comprises generation Z members between the ages of 18 and 26. Therefore the number of social media users who belong to Generation Z is significantly higher than that of Generation Y.

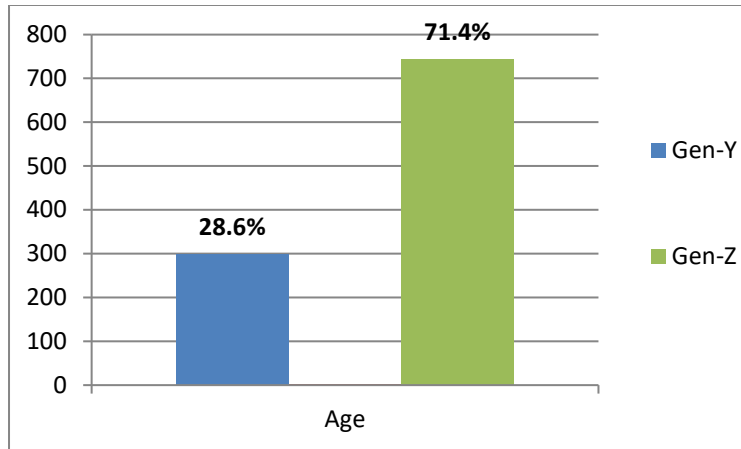


Figure 4.2: Age

Figure 4.3 illustrates the statistics that relate to the respondents' levels of education as a whole. Again, most respondents indicated that they had a Master's degree, which was 48.79%, followed by a Bachelor's degree, which was 37.17%, and then a Ph.D., which was 14.02%. In other words, Social Media users with a Master's degree constitute 48.79% of respondents, while 37.17% comprise Bachelor's degree.

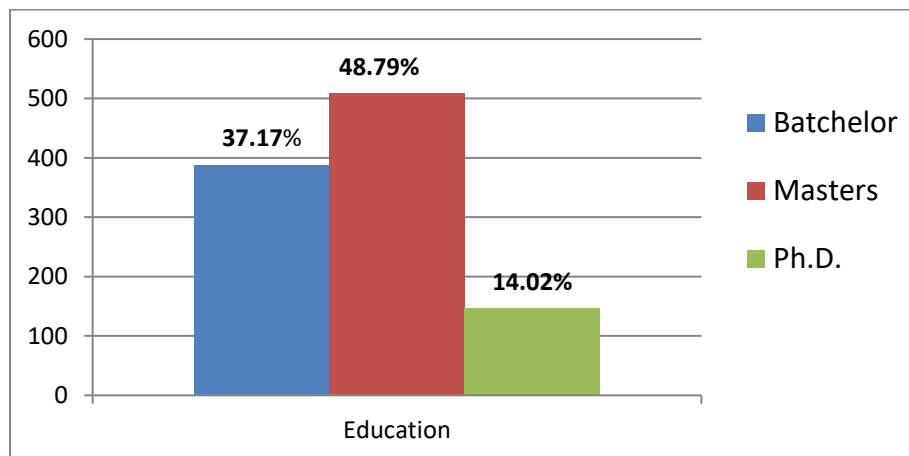


Figure 4.3: Education

The respondents use the type of social networking sites introduced in Figure 4.4. Most (39.5%) of the respondents use Instagram and Youtube (35.2%), Facebook (21.9%) followed by Twitter (3.5%). Therefore, Instagram is the most popular SNSs for keeping connection with other people, followed by Youtube, Facebook, and Twitter in that order of popularity.

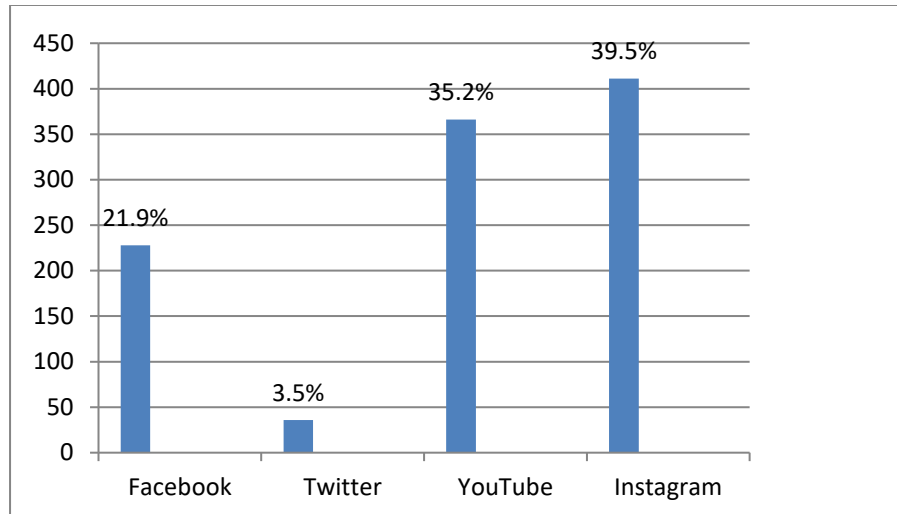


Figure 4.4: Social Networking sites

The respondents' participation in various social media platforms is categorized in Figure 4.5. Most respondents, which accounts for 89.4%, use social networking sites daily.

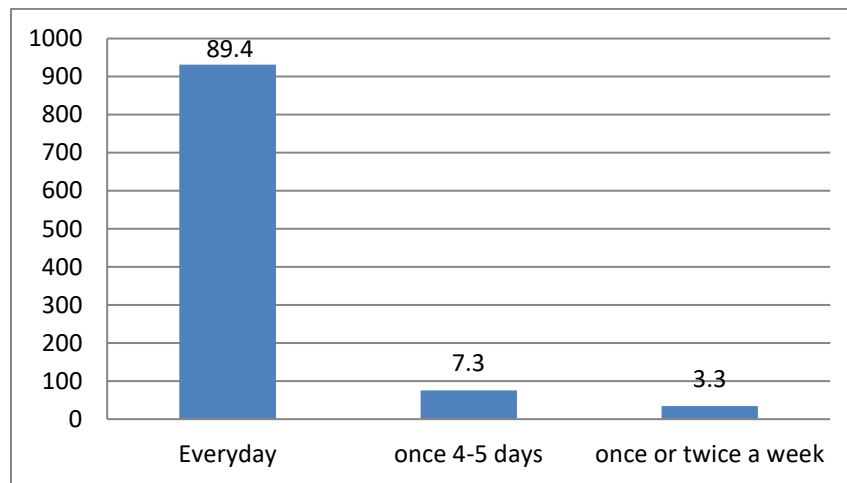


Figure 4.5: Social media usage

From this, we can say that people use social media daily, which has become part of their lives. People use social media regularly, evidence that it has been part of their daily lives. On the other hand, 7.3% of participants access social media 4 or 5 times per week, whereas just 3.3% only use it once or twice weekly.

According to the respondents' level of Internet familiarity, 46.8% of participants had been familiar with the Internet between the ages of four and six years, while the level of Internet

familiarity for 29% of respondents was for more than six years. Furthermore, figure 4.6 also reveals that 17.5% of respondents have had experience with the Internet for one to three years, while just 6.7% have had experience with the Internet for less than one year. As a result, based on the numbers presented in Figure 4.6, it can be deduced that 76 % of the respondents had been using the Internet for more than 4 years.

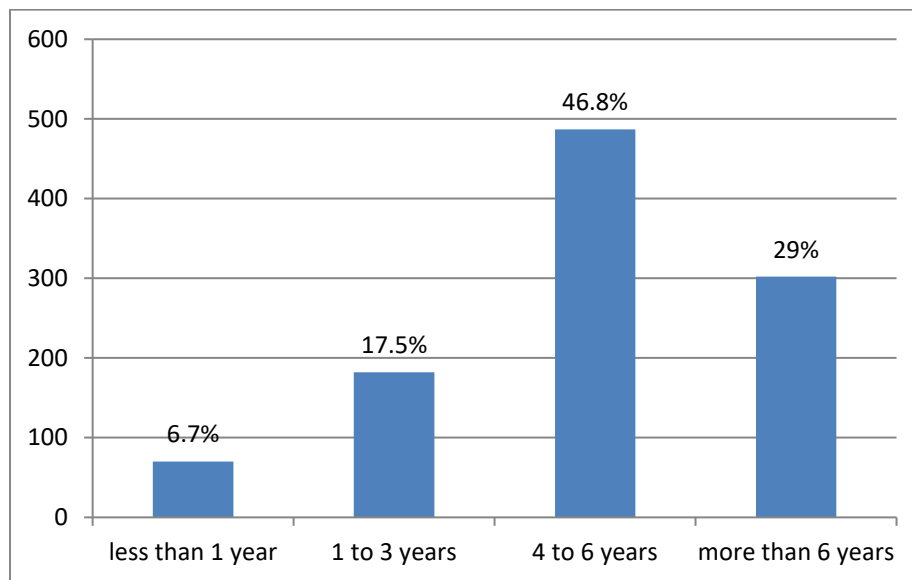


Figure 4.6: Familiarity with the internet

4.3 Descriptive Statistics

The first stage in the process of data analysis is to compile descriptive statistics about the respondents. On the other hand, the main objective or purpose of this section is to provide the respondents some basic information. The purpose is to provide some basic information on the target respondents for this study. The Likert scale (Five-Point) was used to measure every one of the measurements. According to Table 4.2 the following is the mean score for each of the 7 variables:

- The quality of the information (QI) ranges between 3.64 and 3.77.
- The credibility of the information (CI) ranges between 3.69 and 3.79.
- The needs for the information (NI) range between 3.71 and 3.81.
- The attitude towards the information (ATTI) ranges between 3.73 and 3.79.
- The usefulness of the information (UI) ranges between 3.74 and 3.85.

- The acceptance of the information (ACCI) ranges between 3.75 and 3.91.
- The intention to purchase the green product (PI) ranges between 3.74 and 3.81.

According to the descriptive statistics, it appears that, in general, individuals had positive responses to the constructs.

As a direct result, the majority of respondents gave each of the constructs' elements a mean score higher than 3.5 and a standard deviation greater than 0.5. The results of this study may be summarized as follows: it is possible to conclude that most respondents agreed with the items (seven variables). This is because the mean score is more significant than 3.5. Furthermore, given that there was also a standard deviation; one may conclude that this is the case. The researcher of this study concluded that the mean scores might depend on them since the large sample size did not include any outliers. In addition, the mean value is the measurement of the central tendency used most of the time when conducting research into the interconnections between statistical data. This is because the mean value provides the most accurate representation of the average of the data (Saunders et al., 2012). The corresponding means of the measurements are shown in table 4.2 and their respective standard deviations.

Table 4.2: Descriptive Statistics of Survey Measurements

Variable's	Measures	Mean	Standard error	Std. Deviation
Quality of Information	QI1	3.64	0.023	0.75
	QI2	3.67	0.025	0.8
	QI3	3.73	0.024	0.79
	QI4	3.77	0.024	0.77
Credibility of Information	CI1	3.69	0.025	0.8
	CI2	3.72	0.024	0.79
	CI3	3.79	0.025	0.81
	CI4	3.79	0.024	0.77
Needs of Information	NI1	3.75	0.024	0.78

	NI2	3.71	0.024	0.77
	NI3	3.81	0.025	0.8
	NI4	3.75	0.024	0.77
Attitude towards information	ATTI1	3.78	0.026	0.85
	ATTI2	3.73	0.025	0.82
	ATTI3	3.77	0.025	0.8
	ATTI4	3.79	0.024	0.78
Usefulness of information	UI1	3.74	0.024	0.78
	UII2	3.76	0.025	0.8
	UI3	3.85	0.023	0.75
	UI4	3.79	0.025	0.81
Acceptance of information	ACCI1	3.82	0.024	0.79
	ACCI2	3.82	0.023	0.75
	ACCI3	3.75	0.024	0.78
	ACCI4	3.91	0.024	0.77
Purchase intention	PI1	3.77	0.024	0.79
	PI2	3.74	0.023	0.73
	PI3	3.81	0.022	0.71
	PI4	3.78	0.023	0.75

4.4. Model assessment

We relied on SmartPLS to analyze the data (C. Jamie, 2021). We used a method that is known as the PLS Algorithm "to extract outer loadings, composite reliability (CR), Average Variance Extracted (AVE), and discriminant validity" to conduct an analysis that was designed to determine the validity of the model.

PLS-SEM gives causal predictive solutions to problematic approaches. The main function of PLS-SEM is a prediction in estimating statistical models (Hair et al., 2019). The PLS-SEM approach is being able to work with multiple constructs. It is well-known that one advantage of structural equation modelling is being able to work with multiple constructs (C. Jamie, 2021). The main reasons for the increasing popularity of PLS-SEM are its capability to estimate very complex models and its relaxed data requirements (Hair et al., 2019). PLS-SEM also works very well with large sample sizes.

4.4.1 Reliability Assessment

The degree to which a particular approach to doing research yields dependable and consistent findings is referred to as the reliability of that technique (Bryman & Bell, 2011). Stability, internal reliability, and consistency among observers are three essential characteristics that help determine whether or not a measurement can be relied upon. Internal reliability “refers to the degree to which one measurement may be relied upon by another measurement” (Bryman & Bell, 2011).

The term "stability" refers to whether or not a measure remains stable over time. Researchers put considerable importance on the ability to measure data that is remarkably consistent at two different points of time in time. This is because the ability to measure such data is challenging to achieve (Bryman & Bell, 2011). Internal reliability is the examination of several indicators that assess a particular construct; the indications must be consistent and relevant to the measured construct (Bryman & Bell, 2011). Last but not least, observers must maintain consistency; when several observers participate in an activity, the probability that their decisions will be inconsistent increases. Due to the wide range of implications and variables being measured, this study uses the concept of internal reliability. Cronbach's alpha is one of the criteria used in measuring the internal degree of dependability of a sample, and it is employed most of the time (Hair et al., 2010). The internal consistency of the scale was analyzed from the point of view of this study to provide an evaluation of the overall reliability of the scale. The coefficient alpha, sometimes referred to as Cronbach's alpha, is a technique that may be used to determine the internal consistency of samples (Hair et al., 2010). The threshold for acceptance of Cronbach's alpha should have been set at 0.7 (Nunnally & Bernstein, 1994). It suggests that a value of 0.7 is a standard typically considered to indicate a high degree of scale consistency. This is shown by

the fact that this value is frequently viewed as suggesting this. According to Hinton et al. (2014) an acceptable level of reliability is characterized by a Cronbach's alpha score of more than 0.9. Therefore, Cronbach's alpha scores between 0.7 and 0.9 are seen as having high reliability. In contrast, scores between 0.5 and 0.7 are regarded as having a moderate degree of reliability, and scores lower than 0.5 are considered poor. For this reason, Cronbach's alpha values need first to be accepted. Then they need to have a high degree of internal consistency reliability in order to be considered dependable for this study. Cronbach's alpha scores for each of the seven variables' Table 4.3 displays the results of the reliability analysis.

Table 4.3: the results of the reliability test

Construct	No. of measures	Cronbach's alpha	Type
Acceptance of Information(ACCI)	4	0.835	'High-Reliability'
Attitude towards information (ATTI)	4	0.864	'High-Reliability'
Credibility of Information (CI)	4	0.787	'High-Reliability'
Needs of Information(NI)	4	0.852	'High-Reliability'
Purchase of Information(PI)	4	0.849	'High-Reliability'
Quality of Information(QI)	4	0.849	'High-Reliability'
Usefulness of Information(UI)	4	0.850	'High-Reliability'

According to the data shown in Table 4.3, we are able to determine that the degree of scale consistency is high since each of the seven variables has a threshold value that is more than 0.7.

4.4.2 Validity Test

When we talk of a measure's reliability, we are referring to the degree to which it maintains its consistency over time; when we speak of a measure's validity, we are referring to the degree to which it produces accurate results. Especially in quantitative research, it is essential to keep in mind the importance of reliability and validity while developing the research study design,

organizing the methods, and writing up the results. This is especially the case when ensuring that the results are accurate and trustworthy.

4.4.2.1 Assessment of the Construct's Validity

On the other hand, to ensure the validity of the results, it is necessary to do CFA result confirmation (Hair et al., 2010). Finally, construct validity, which can be referred to as "the degree to which the measures the theoretical framework or behavior patterns it is supposed to examine," is the most accurate measure of accuracy (Nunan al., 2020, p250). The construct validity of the scales was examined, and as a direct result, convergent and discriminant validity tests were explicitly designed for this specific research.

When it comes to determining the reliability of the findings of the CFA, Hair et al. (2019) highlight the importance of considering construct validity as a significant component to take into consideration. Evaluations of scales and measures for their construct validity are carried out to identify whether or not they accurately reflect the concept of interest (Bryman, 2011).

As a result, in this research, two different kinds of tests were used to analyse and understand the construct validity:

- "Convergent validity."
- "Discriminant validity."

In the process of convergent validity, measurements are proved to be related to one another. More precisely, this test determines whether or not the measurements are able to be put on the same scale. The degree to which a newly developed scale is connected to both other variables and other evaluations of the same concept is referred to as the scale's convergent validity, and the theory of convergent validity characterizes it.

When examining convergent validity, it is helpful to understand the concepts of component loading, "composite reliability" (CR), and the "Average Variance Extracted" (AVE) (Bryman, 2011, pp. 97-113).

- Factor loading, which has to be more than 0.50 in order to meet the criteria for this study's investigation of convergent validity.

- In order to have composite dependability, you are required to have a composite reliability (C.R.) rating of at least 0.70. This is a need for having composite dependability.
- The average variance of the data set (AVE) has to be more than 0.50.

Hair et al. (2006,) are the ones who came up with the word "convergent validity," and they defined it as "the degree to which indicators of a certain notion converge or share a considerable proportion of its variance." This is how the term came to be used. The reliability of the constructs as well as their convergent validity is shown in Tables 4.3 and 4.4, respectively. The minimum values for Cronbach's alpha, rho A, and C.R. that are considered to be acceptable should all be more than 0.70 (Sarstedt et al., 2019).

In this particular research study, the values of Cronbach's alpha, rho_A, and CR were all greater than the threshold used in this specific study. In addition to this, the value of the AVE, or average variance extracted, should be more than 0.50. According to the statistics, there was neither reliability nor a validity problem with the constructions. On the other hand, the findings of this investigation are shown in table 4.2, and they reveal that every factor loading is more than 0.50 (0.60 to 0.92). All of the CR values in Table 4.3 are more than 0.70 (ranging from 0.852 to 0.925), all of the AVE values are larger than 0.50 (ranging from 0.793 to 0.875), and all of the rho A values are higher than 0.70 (0.822 to 0.866).

Table 4.4: Convergent Validity results

VALIDITY						
Construct	Item	Outer loading	AVE	CR	Cronbach's alpha	rho_A
ACCI	ACCI1	0.800	0.851	0.925	0.835	0.836
	ACCI2	0.818				
	ACCI3	0.843				
	ACCI4	0.810				
ATTI	ATTI1	0.801	0.892	0.907	0.864	0.866
	ATTI2	0.873				
	ATTI3	0.840				
	ATTI4	0.855				

CI	CI1	0.702	0.793	0.889	0.787	0.822
	CI2	0.889				
	CI3	0.715				
	CI4	0.822				
NI	NI1	0.856	0.875	0.900	0.852	0.856
	NI2	0.817				
	NI3	0.866				
	NI4	0.789				
PI	PI1	0.803	0.871	0.852	0.849	0.850
	PI2	0.816				
	PI3	0.845				
	PI4	0.855				
QI	QI1	0.782	0.826	0.903	0.849	0.850
	QI2	0.776				
	QI3	0.833				
	QI4	0.818				
UI	UI1	0.811	0.871	0.898	0.850	0.855
	UI3	0.843				
	UI4	0.799				
	UI2	0.865				

**Note: "CR stands for composite reliability, while AVE stands for extracted average variance."

4.5 Discriminant Validity

According to the definition of discriminant validity provided by Hair et al. (2006, page 771), "the degree to which one construct is distinctive from another" is the crucial component of this type of validity. To get an estimate of the discriminant validity, we need to calculate the AVE. It is necessary for the square root of the AVE to be more significant for every one of the constructs than the correlation that may be discovered between the analyzed construct and any other construct. According to Table 4.5, the research findings demonstrated that it had met all of the criteria for discriminant validity. This was shown to be the case. It is now commonly accepted that a basic prerequisite for the investigation of the relationships between latent variables is the assessment of the discriminant validity of the variables. The results of an examination of the

discriminant validity of the test are shown in Table 4.5. These results may be derived via an investigation.

These two approaches might be used to evaluate the discriminant validity of a test:

- Fornell and Larcker Criteria (FLC).
- Heterotrait-Monotrait discriminant ratio (HTMT).

4.5.1 Fornell and Larcker Criterion: Variable Correlation

A second technique for testing the discriminant validity of a test is the Fornell-Larcker criterion, which was developed in 1981. It is generally agreed that this approach is the more practical one. In establishing whether or not measurement models have discriminant validity, one of the most popular ways employed is the Fornell-Larcker criteria. Fornell and Larcker developed this criterion. For a construct to pass this test, the square root of the average variance it extracts from the data has to be higher than the relationship between the two constructs with a correlation of concern and any other construct. This test was designed to ensure that no two different constructs significantly impact one another. After this criterion has been met, the test's discriminant validity may be established. To do this, "it researches the correlations that may or may not exist between the variables that are hidden from view (latent variables) and the square root of the values of the AVE." "For clarity, the square root of the average value of each construct's AVE has to have a value greater than the highest correlation that construct has with any other construct." This is required to avoid confusion (Hair et al., 2014).

Furthermore, the diagonal values that Fornell and Larcker computed should be higher than those found for the other variables (Hair et al., 2019). It was observed that there was a correlation between the constructions and the values of the FLC ratios that were left behind. The findings of the Fornel and Larcker criteria are shown in the following table 4.5

Table 4.5: The findings of the Fornell and Larcker criterion

FLC							
Latent Variable correlation							
	ACCI	ATTI	CI	NI	PI	QI	UI
ACCI	0.922						
ATTI	0.765	0.944					
CI	0.652	0.752	0.890				
NI	0.572	0.694	0.681	0.935			
PI	0.687	0.740	0.593	0.662	0.933		
QI	0.635	0.652	0.638	0.751	0.624	0.903	
UI	0.741	0.725	0.648	0.580	0.713	0.549	0.932

(Note: ACCI stands for "acceptance of information," ATTI stands for "attitude toward information," CI stands for "credibility of information," NI stands for "needs of information," PI stands for "purchase intention," QI stands for "quality of information," and UL stands for "usefulness of information.")

In both FLC, the values of the diagonals are as follows: The use of diagonal values (which are shown in bold font) suggests that the square root of AVE for each component needs to be more than the values presented for the other components. Therefore, the values eliminated after computing the Fornell and Larcker ratio were used to estimate the correlation between the various constructs.

After looking at Table 4.4, it was discovered that the value of the latent variable known as Acceptance of information (ACCI) AVE was equal to 0.851. As a direct result of this conclusion, we could compute that this value's square root equals 0.922. The correlation values provided in the ACCI column come in at a lower total than this number, which has a higher value (0.765, 0.652, 0.572, 0.687, 0.635, and 0.741). Based on the evidence that has been provided, it would seem that the discriminant validity of Acceptance of Information (ACCI) has been successfully established.

After looking at Table 4.4, it was discovered that the value of the latent variable known as Attitude towards Information (ATTI) AVE was equal to 0.892. As a direct result of this conclusion, we could compute that this value's square root equals 0.944. The correlation values provided in the ATTI column come in at a lower total than this number, which has a higher value

(0.752, 0.694, 0.740, 0.652, and 0.725) and this value is greater than the correlations that are found in the row of ATTI (0.765). Based on the evidence that has been provided, it would seem that the discriminant validity of Attitude towards information (ATTI) has been successfully established.

After looking at Table 4.4, it was discovered that the value of the latent variable known as credibility of information (CI) AVE was equal to 0.793. As a direct result of this conclusion, we could compute that this value's square root equals 0.890. The correlation values provided in the CI column come in at a lower total than this number, which has a higher value (0.681, 0.593, 0.638, and 0.648) and this value is greater than the correlations that are found in the row of CI (0.625). Based on the evidence that has been provided, it would seem that the discriminant validity of credibility of information (CI) has been successfully established.

After looking at Table 4.4, it was discovered that the value of the latent variable known as Needs of INFORMATION (NI) AVE was equal to 0.875. As a direct result of this conclusion, we could compute that this value's square root equals 0.935. The correlation values provided in the CI column come in at a lower total than this number, which has a higher value (0.662, 0.751, and 0.580) and this value is greater than the correlations that are found in the row of NI (0.572). Based on the evidence that has been provided, it would seem that the discriminant validity of Needs of information (NI) has been successfully established.

After looking at Table 4.4, it was discovered that the value of the latent variable known as Purchase Intention (PI) AVE was equal to 0.871. As a direct result of this conclusion, we could compute that this value's square root equals 0.933. The correlation values provided in the CI column come in at a lower total than this number, which has a higher value (0.624 and 0.713) and this value is greater than the correlations that are found in the row of PT (0.687). Based on the evidence that has been provided, it would seem that the "Discriminant Validity" of "Purchase intention" (PI) has been successfully established.

After looking at Table 4.4, it was discovered that the value of the latent variable known as Quality of Information (QI) AVE was equal to 0.826. As a direct result of this conclusion, we could compute that this value's square root equals 0.908. The correlation values provided in the QI column come in at a lower total than this number, which has a higher value (0.549) and this

value is greater than the correlations that are found in the row of QI (0.635). Based on the evidence that has been provided, it would seem that the discriminant validity of Quality of information (QI) has been successfully established.

After looking at Table 4.4, it was discovered that the value of the latent variable known as Usefulness of (UI) AVE was equal to 0.870. As a direct result of this conclusion, we could compute that this value's square root equals 0.932 and this value is greater than the correlations that are found in the row of UI (0.741). Based on the evidence that has been provided, it would seem that the discriminant validity of Quality of Information (QI) has been successfully established.

4.5.2 Heterotrait-Monotrait discriminant ratio (HTMT)

In the research conducted by Henseler et al. (2015) presented a unique method for determining whether or not discriminant analysis may be considered reliable. The ratio of correlations between heterotraits and monotraits is the term for this specific method (HTMT). A measure that may be used to determine the degree to which two latent variables are equal is made available by the HTMT. If it can be shown that the HTMT is considerably lower than one, then the discriminant validity of the test may be said to have been established (0.9 by Sarstedt et al., 2019). In addition, the HTMT may be computed with a manageable amount of work, given that the only inputs it takes are the correlations between the variables that have been observed. This makes the computation of the HTMT a very straightforward task. Because of this, they are doing the calculation as an effortless task. Therefore, an exploratory or a confirmatory factor analysis is unnecessary; hence there is no use in carrying out either.

The Heterotrait-Monotrait discriminant ratio is a technique for finding the measure of the correlation between two latent variables. It is also often known as the HTMT. If the HTMT is less than one, validity for use as a discriminant may be ascertained (Henseler et al., 2015). It was a different method for determining whether or not discriminant analysis was legitimate. The HTMT technique may be used in two ways when evaluating the discriminant validity. First, when utilizing it as a criterion for the first time, there is a problem with the discriminant validity of the test if the value of the HTMT is more than 1.

Second, when using the statistical test for HTMT inference, there is a lack of discriminant validity when the confidence interval of "HTMT" values for the structural routes reveals a value of 1. This is because the value 1 implies that there is no difference between the structural routes.

This implies that the confidence interval does not adequately capture the HTMT values. On the other hand, if the value of 1 is outside the interval range, the constructions differ from one another from an empirical perspective. Therefore, it is required that the HTMT ratio be less than one (Henseler et al., 2015). The findings of the "HTMT" are presented in Table 4.6.

Table 4.6: Results of the Heterotrait Monotrait Ratio (HTMT)

	ACCI	ATTI	CI	NI	PI	QI	UI
ACCI							
ATTI	0.852						
CI	0.786	0.752					
NI	0.702	0.825	0.692				
PI	0.825	0.872	0.789	0.825			
QI	0.692	0.652	0.802	0.689	0.786		
UI	0.789	0.825	0.799	0.735	0.677	0.654	

According to the criteria of the HTMT, the values highlighted in Table 4.6 showed that there were discriminant validity issues based on the HTMT results.

According to the data that is shown in Table 4.6, not a single one of the HTMT values is more than the minimum permissible threshold value of 0.90 for HTMT (Henseler et al., 2015). Consequently, discriminant validity between several reflective constructs has been established.

4.6 Path Coefficient of Research Hypothesis

The direct influence that one variable, which is presumed to be a cause, has on another variable, which is thought of as an effect, is what a path coefficient reflects. Path coefficients are used in regression analysis to analyze the relationships between variables. Because route coefficients are

derived from correlations, those coefficients must be standardized. Therefore, those coefficients must be standardized (a path regression coefficient is unstandardized).

In order to establish whether or not the hypothesis developed for this investigation was valid, the bootstrapping method with a resample size of 5000 was used. This was done according to the instructions provided by Hair et al., (2014). The results are presented in Table 4.7, along with the path coefficients of the relevant constructions and their degrees of significance.

Table: 4.7: Path Coefficient of Research Hypothesis

Hypothesis'	Path	Path Coefficient	S.E.	t-statistics	p-values	Decision
H ₁	QI→UI	0.264	0.021	2.362	0.001	supported
H ₂	CI→UI	0.512	0.253	3.215	0.000	supported
H ₃	NI→UI	0.415	0.021	12.850	0.018	supported
H ₄	ATTI→UI	0.896	0.009	13.520	0.000	supported
H ₅	ATTI→ PI	0.342	0.207	6.890	0.000	supported
H ₆	UI→ACCI	0.096	0.006	15.960	0.000	supported
H ₇	ACCI→ PI	0.552	0.221	8.570	0.011	supported

4.7 Structural Equation Assessment Model

A structural model is a conceptual model that characterizes the relationship between manifest and latent variables. It is also known as the inner model. Another name for the structural model is the internal model. This paradigm is also referred to as “the inner model in certain circles.”

It is often described as the components of a complete model that relate one construct to another using the parameter values or the path coefficient determined for the given hypotheses. In particular, the statistical significance of each observed path coefficient (β), which also considers standard errors and t-statistics, is examined to determine the degree to which the various hypotheses are connected. This is done to determine the extent to which one hypothesis influences another. In addition, Hair et al. (2010) demonstrated that the basic condition for the structural model estimate is the substantial level of both β and R^2 measures. This was one of the

fundamental requirements for the structural model estimate. This information was discovered throughout their research. During their investigation, they came upon this piece of information. This is valid because the prediction-directed Partial Least Square (SEM) method's purpose is to describe the "variance of the dependent variables," on which the relevant construct must be highly dependent. The below section discusses the bootstrapping and path modeling techniques and how these techniques can be associated with testing the proposed hypothesis (Hair et al., 2019). Consequently, the structural model gives a required and suitable description for the path relationships among the whole range of latent constructs in its characterization of those interactions.

In addition, the inner model may be used to characterize the direct, indirect, and mixed direct and indirect impacts of the exogenous construct on the endogenous latent variables. These effects can be any of the following: direct, indirect, or mixed direct and indirect. When we speak about the whole impacts of the external construct, we are referring to this particular concept. The development of measurement models has assisted in reducing the data to an appropriate number of relevant and consistent variables that could use in the final step of evaluating the structural model. This was made possible thanks to the fact that the variables were standardized. The measurement model results suggest that a satisfactory level of accuracy and reliability, in addition to Convergent Validity (CV) and Discriminant Validity (DV) were achieved. In addition, it makes it possible for the researcher to work on the structural (interior) model, the moderating effect, and the testing of hypotheses. In addition, we have covered in this part the testing of hypotheses and the validation of the structural model. The structural model explains the causal connections between the constructs and investigates the direct or indirect effect each construct has on the values of the others and the degree to which the importance of other constructs is affected by the proposed model. In addition, the model determines the extent to which the values of other constructs are affected by the structural model. Therefore, the following section elaborates on the structural model in which seven constructs are taken as endogenous for the present study. The procedure for determining whether or not the structural model can be considered valid includes evaluating the model fit and testing the structural relationships between green purchase intention and six latent constructs, observed variables, and hypotheses. This process also includes testing the structural relationships between green purchase intention and observed variables.

4.7.1 Bootstrap Simulation

The bootstrap method can generate several subsamples from the original data (Sarstedt et al., 2019). In addition, one can estimate statistical results using this method, such as the mean and the standard deviation. The bootstrap technique's importance is analyzing parameter distributions to each created sample. Thus, these distributions provide the bootstrapping sampling statistics related to parametric inferential statistics. Using a bootstrapping technique, random samples (with replacements) are obtained from the data, and the path model is then estimated multiple times for various data constellations with modest variations. "In every bootstrap sample, there should be the same number of instances as there were in the original dataset" (Hair et al., 2014).

Furthermore, the bootstrapping approach is accurate and enables the examination of parametric values within the repetitive samples obtained by replacing the original sample, which is impossible in traditional statistical methods (Sarstedt et al., 2019). As a result, a non-finite number of hypothetical samples from a specific population have been used to compare traditional methods. The inferential approach to sample distribution essentially depends on existing analytical equations in which normality assumption is required. At the same time, the bootstrap method is considered to be free from this type of limitation. Therefore, the bootstrapping method calculates the t-statistic and checks its significance. For generating a bootstrap sample and providing standard errors for the hypothesis test, PLS uses a non-parametric statistics-based bootstrapping approach. This method includes carrying out many rounds of random sampling, each time selecting a replacement from the pool of directly contacting individuals. The bootstrapping technique generates a significant, predetermined number of bootstrap samples (Hair et al., 2014).

The standard parameters used in the bootstrap modeling technique are presented in Table 4.8. To confirm the statistically significant relationship among the variables, the t-values >1.96 and statistically significant at the commonly used 5% significance level is used (Tenenhaus et al., 2005). In addition, the t-statistics and path coefficients that were examined (Table. 4.8). As per the Table 4.8, we can also explore that t-values and p-values (at a 5% significance level), using the bootstrap technique, revealed that all the relationships are significant. Here we considered Quality of Information as (QI), Credibility of Information as (CI), Needs of Information as (NI), Attitude towards Information as (ATTI), Usefulness of Information as (UI), Acceptance of

Information as (AI) and Purchase Intention as (PI). As shown in Table 4.8, all the direct hypothesis paths are as follows: $QI \rightarrow UI$, $CI \rightarrow UI$, $NI \rightarrow UI$, $ATTI \rightarrow UI$, $ATTI \rightarrow PI$, $UI \rightarrow ACCI$, and $ACCI \rightarrow PI$.

Table 4.8: Standardized Parameters through the Bootstrap Technique.

Hypothesis	Hypothesized Relationship	Path Coefficient (β)	S.E.	t-statistics	p-values
H ₁	$QI \rightarrow UI$	0.264	0.021	2.362	0.001
H ₂	$CI \rightarrow UI$	0.512	0.253	3.215	0.000
H ₃	$NI \rightarrow UI$	0.415	0.021	12.850	0.018
H ₄	$ATTI \rightarrow UI$	0.896	0.009	13.520	0.000
H ₅	$ATTI \rightarrow PI$	0.342	0.207	6.890	0.000
H ₆	$UI \rightarrow ACCI$	0.096	0.006	15.960	0.000
H ₇	$ACCI \rightarrow PI$	0.552	0.221	8.570	0.011

* Significant if > 1.96

All paths exhibit p-values less than 0.05, which indicates that the hypothesis has been accepted.

4.7.2 Hypotheses Testing

The results of the model's analysis, which tests the hypothesis and statistically validates the significance of the hypotheses' relationships, may be found in the "path coefficients" (β) and the R^2 values. Therefore, these numbers include the findings of the model. Path coefficients (dependent variables) are a representation of the strength and explanation of the relationships between exogenous variables (variables that are independent) and endogenous variables (dependent variables).

In addition, R^2 measures how well the estimated model forecasts the future. The t-values are calculated using the bootstrap resampling data approach to determine the significance of the path. To ensure the relationship's predictive potential and a statistically acceptable t-value > 1.96 , the constructed value of R^2 should be higher. The theoretical framework discussed in chapter 3 provides the basis for the hypothesized relationships. The hypothesized relationships for this particular study are detailed in Table 4.9.

Table 4.9: Hypotheses testing relationships

Relationship	Hypotheses	
QI → UI	H ₀₁	No significant effect of "Quality of Information" on the "Usefulness of Information."
	H _{A1}	Significant effect of "Quality of Information" on the "Usefulness of Information."
CI → UI	H ₀₂	No significant effect of "Credibility of Information" on the "Usefulness of the Information."
	H _{A2}	Significant effect of "Credibility of Information" on the "Usefulness of the Information."
NI → UI	H ₀₃	No significant effect of "Needs of Information" on the "Usefulness of the Information."
	H _{A3}	Significant effect of "Needs of Information" on the "Usefulness of the Information."
ATTII → UI	H ₀₄	No significant effect of "Attitude towards Information" on the "Usefulness of the Information."
	H _{A4}	Significant effect of "Attitude towards Information" on the "Usefulness of the Information."
ATTI → PI	H ₀₅	No significant effect of "Attitude towards Information" on the "Green Purchase Intention."
	H _{A5}	Significant effect of "Attitude towards Information" on the "Green Purchase Intention."
UI → ACCI	H ₀₆	No significant effect of the "Usefulness of Information" on the "Acceptance of Information."
	H _{A6}	Significant effect of the "Usefulness of Information" on the "Acceptance of Information."
ACCI → PI	H ₀₇	No significant effect of "Acceptance of Information" on the "Green Purchase Intention."
	H _{A7}	Significant effect of "Acceptance of Information" on the "Green Purchase Intention."

4.7.3 Hypotheses Testing on Path Co-efficient

The research models' standard parameters, as determined by the bootstrap method, are shown in Table 4.8. A description of the relationship between the latent constructs may be confirmed in the t-statistics. If the calculated t-value is greater than or equal to 1.96, this finding is statistically significant when the standard significance level is fixed at 5%. Thus, the results showed all seven hypotheses were statistically significant.

The proposed hypotheses are offered as follows:

The null hypotheses (H_{01} - H_{07}) and alternative hypotheses (H_{A1} - H_{A7}) are related to measuring the "Effect of eWOM Information on Green Purchase Intention among Social Media Users."

Null H_{01} : There is no significant effect of "Quality of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, the "t-value of $QI \rightarrow UI$ is more than 1.96, and the p-value is less than 0.05 ($t=2.362 > 1.96$, $p=0.00 < 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{01} rejected the hypothesis and concluded that the quality of the information significantly affects how useful the information is.

Alternative H_{A1} : There is a significant effect of "Quality of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, the "t-value of $Q.I. \rightarrow U.I.$ is more than 1.96, and the p-value is less than 0.5 ($t=2.362 > 1.96$, $p=0.00 < 1.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. Furthermore, the fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A1} accepted the hypothesis and concluded that the quality of the information significantly affects how useful the information is.

Null H₀₂: There is no significant effect of "Credibility of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of CI→UI is more than 1.96, and the p-value is less than 0.05 ($t=3.215>1.96$, $p=0.000<0.05$)."

This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₂ rejected the hypothesis and concluded that the CI significantly affects how useful the information is.

Alternative H_{A2}: There is a significant effect of "Credibility of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of CI→UI is more than 1.96, and the p-value is less than 0.05 ($t=3.215>1.96$, $p=0.000<0.05$)."

This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A2} accepted the hypothesis and concluded that the CI significantly affects how useful the information is.

Null H₀₃: There is no significant effect of the "Needs of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of NI→UI is more than 1.96, and the p-value is less than 0.05 ($t=12.850>1.96$, $p=0.018<0.05$)."

This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₃ rejected the hypothesis and concluded that the Needs of the Information significantly affect how useful the information is.

Alternative H_{A3}: There is a significant effect of "Needs of the Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of NI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 12.850 > 1.96$, $p = 0.018 < 0.05$)."

This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A3} accepted the hypothesis and concluded that the Needs of the information significantly affect how useful the information is.

Null H₀₄: There is No significant effect of "Attitude towards Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of ATTI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 13.520 > 1.96$, $p = 0.000 < 0.05$)."

This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₄ rejected the hypothesis and concluded that the Attitude towards Information significantly affects how useful the information is.

Alternative H_{A4}: There is a significant effect of "Attitude toward Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of ATTI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 13.520 > 1.96$, $p = 0.000 < 0.05$)."

This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A4} accepted the hypothesis and concluded that the Attitude towards information significantly affects how useful the information is.

Null H₀₅: There is No significant effect of "Attitude towards Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of ATTI → PI is more than 1.96, and the p-value is less than 0.05 ($t = 6.890 > 1.96$, $p = 0.000 < 0.05$).". This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₅ rejected the hypothesis and concluded that the ATTI has a significant effect on the purchase intention.

Alternative H_{A5}: There is a significant effect of "Attitude towards Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of ATTI → PI is more than 1.96, and the p-value is less than 0.05 ($t = 6.890 > 1.96$, $p = 0.000 < 0.05$).". This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A5} accepted the hypothesis and concluded that the ATTI has a significant effect on the Green Purchase Intention.

Null H₀₆: There is No significant effect of the "Usefulness of Information" on "Acceptance of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of UI → ACCI is more than 1.96, and the p-value is less than 0.05 ($t = 15.960 > 1.96$, $p = 0.000 < 0.05$).". This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₆ rejected the hypothesis and concluded that the UI has a significant effect on the Acceptance of Information.

Alternative H_{A6}: There is a significant effect of the "Usefulness of Information" on the "Acceptance of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, the t-value of UI → ACCI is more than 1.96, and the p-value is less than 0.05 ($t = 15.960 > 1.96$, $p = 0.000 < 0.05$). This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A6} accepted the hypothesis and concluded that the UI has a significant effect on the Acceptance of Information.

Null H₀₇: There is No significant effect of "Acceptance of Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of ACCI → PI is more than 1.96, and the p-value is less than 0.05 ($t = 8.570 > 1.96$, $p = 0.011 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₇ rejected the hypothesis and concluded that the ACCI has a significant effect on the Green Purchase Intention.

Alternative H_{A7}: There is a significant effect of "Acceptance of Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.8, "the t-value of ACCI → PI is more than 1.96, and the p-value is less than 0.05 ($t = 8.570 > 1.96$, $p = 0.011 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A7} accepted the hypothesis and concluded that the ACCI has a significant effect on the Green Purchase Intention.

Table 4.10: Summary of Hypothesis Testing

Hypotheses		Accepted? (Yes/No)
H₁	"Quality of Information" positively affects the "Usefulness of Information."	Yes
H₂	"Credibility of Information" positively affects the "Usefulness of Information."	Yes
H₃	"Needs of Information" positively affects the "Usefulness of Information."	Yes
H₄	"Attitude towards Information" positively affects the "Usefulness of Information."	Yes
H₅	"Attitude towards Information" positively affects "Green Purchase Intention."	Yes
H₆	"Usefulness of Information" positively affects "Acceptance of Information."	Yes
H₇	"Acceptance of Information" positively affects "Green Purchase Intention."	Yes

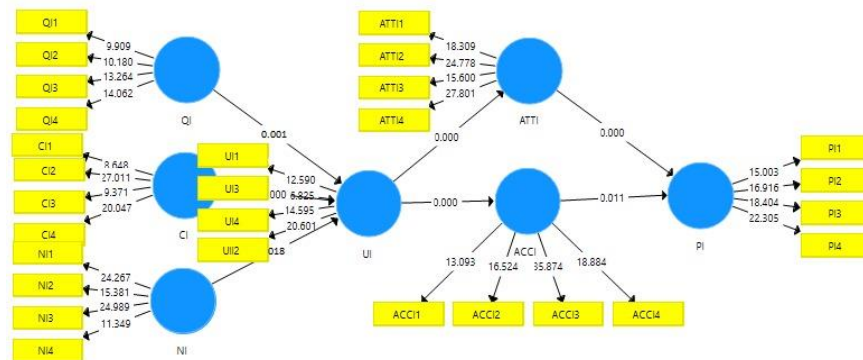


Figure 4.7: Analysis model

To conduct a more in-depth analysis of the results obtained from the model, I extracted the significance of the "Path Coefficient" (Sharma et al., 2021), the R^2 , the predictive relevance of the Q^2 prediction, and the effect size (f^2). F-square measured variance explains each exogenous

variable in the models. The following is an illustration of how the impact of the f^2 value presents itself: $f^2 = 0.02$ indicates that there is no effect, $f^2 = 0.15$ indicates that there is a moderate effect and $f^2 = 0.35$ indicates that there is a significant effect.

Q-square is predictive validity. It measures whether a model has predictive validity or not (> 0 indicates a good and well-constructed model). The predictive validity of the endogenous constructs is further established using Q-square. When the Q-square is higher than zero, the model is predictively meaningful, and those values have been reconstructed accurately.

The values of Root Mean Square Error or Root-mean-square deviation (RMSE or RMSD) are more than zero, and values ranging from 0.2 to 0.5 shows that the model can reasonably accurately predict the data. However, values lower than 0.2 suggest that the model cannot predict the data. Therefore, it is generally considered more acceptable to have a number that is more than 0.4, and a value of 0.75 is an extremely good indicator of accuracy.

Predictive relevance is measured by Q-square, which indicates whether a model is predictively relevant or not (>0 is excellent). Q^2 further establishes the predictive significance of the endogenous constructs. When the Q-square exceeds zero, the model is predictively relevant, and values have been accurately reconstructed.

According to the study's findings, Q^2 predicted values are more than expected, and the fact that the model has a high Q^2 value indicates that it is reliable (Sarstedt et al., 2019). In addition, the results of the R^2 prediction, the f^2 prediction, the RSME prediction, and the Q^2 prediction (Sharma et al., 2021) (Table 4.11).

Table 4.11: the Table of R^2 , R^2 adjusted, f^2 , Q^2 , RSME, and Q^2_{predict}

Endogenous latent constructs	R-Square	R-Square Adjusted	Q^2	Q^2_{predict}	RMSE	F-Square
ACCI	0.412	0.454	0.337	0.368	0.846	0.705
ATTI	0.478	0.513	0.528	0.462	0.804	0.902
PI	0.603	0.615	0.498	0.473	0.873	0.397
UI	0.524	0.528	0.512	0.434	0.876	0.273

As a result, one can conclude from Table 4.11 that the predictive power of variance (R^2) of endogenous variables was at 0.412 for the Acceptance of information (ACCI), 0.478 for the Attitude towards information (ATTI), 0.524 for the usefulness of information (UI), and 0.603 for purchase intention (PI), and that the "Path Coefficients of the Structural Model" have a substantial predictive power of R^2 values of the construct. This is because the path coefficients have a significant predictive power of R^2 values of the construct.

Acceptance of the information (ACCI) had a Q^2 of 0.337, Attitude toward the information (ATTI) had a Q^2 of 0.528, usefulness of the information (UI) had a Q^2 of 0.512, and the Q^2 for purchase intention was 0.498. As a result, the structural model's path coefficients have important predictive value, and the values of these coefficients have been successfully recreated. Therefore, it is possible to conclude that the model accurately predicts the data because the values of the root mean square error for ACCI (0.846), ATTI (0.804), the UI (0.876), and PI (0.873) are all presented in the table 4.11. Since all of these data are shown in the table, it is possible to derive this conclusion.

4.8 Moderation analysis

In this research, a multigroup analysis is carried out to verify the validity of hypothesis H₈. According to (Hair et al., 2017), between-group analysis, also referred to as MGA (also called a priori), is referred as "A method for determining whether there are significant differences between estimates of parameters that are particular to several groups of data that have been specified and Outer weights, external loadings, and route coefficients are some components that go into these estimations."

The moderating variable is "one form of variable that might influence how a dependent variable and an independent variable." So we did a bootstrapping analysis with 5000 different subsamples and took a moderating variable. Then, we applied "Moderation analysis to study the relationships in the proposed model of eWOM Information Acceptance and Purchase Intention." This was done by taking the moderating variable from such a study and we applied it to Age (Quantitative variables).

The multigroup analysis enables testing to assess whether or not pre-defined data groups have significant variances in the estimations of their group-specific parameters. This may do by

determining whether or not the multigroup analysis is used. It is possible to carry out these tests to determine whether or not the multigroup offers any advantages. The findings that SmartPLS provide are developed in three distinct ways, and they are based on the bootstrapping results collected from each group. These findings are based on the results acquired from each group. Both Sarstedt et al. (2019) and Hair et al. (2019) provide a comprehensive and in-depth overview of the multigroup analysis methodologies found in their respective works.

Table 4.12: Results of PLS-MGA with Age as a Moderator Variable

Parameters	path-coefficient		PLS-MGA	Parametric test	Welch-Satterwait test	Remarks
	Gen(z)	Gen(y)	P-value Gen(z) vs Gen(y)	P-value Gen(z) vs Gen(y)	P-value Gen(z) vs Gen(y)	
QI → UI	0.810	0.292	0.000	0.045	0.000	Supported
CI → UI	0.380	0.291	0.000	0.030	0.000	Supported
NI → UI	0.183	0.051	0.060	0.000	0.001	Not Supported
ATTI → UI	0.145	0.090	0.078	0.256	0.003	Not Supported
ATTI → PI	0.797	0.002	0.060	0.056	0.120	Not Supported
UI → ACCI	0.372	0.337	0.040	0.059	0.060	Not Supported
ACCI → PI	0.830	0.211	0.000	0.002	0.001	Supported

The categories H_{8a} – H_{8g} in Table 4.12 indicate the moderating impact of Age, which may be found in the table. In addition to this, the results of the multigroup analysis have shown that the gen-z and gen-y subgroups are significantly different from the general hypothesis (H_{8a} – H_{8g}). The results were based on the PLS-MGA, Parametric test and Welch-Satterthwait Test.

In table 4.12 above, we can see that the path coefficient values for route QI→UI, the path coefficient values for gen-z (0.810) and gen-y (0.292). Further analyzing the p values = 0.000, 0.045, and 0.000, there is a significant difference between the path coefficients of gen-z and gen-y. Hence, it demonstrates that age has a considerable moderating influence on the link between the relationship of QI and UI. Hence, H_{8a} was supported.

In table 4.12 above, we can see that the path coefficient values for route CI→ UI, the path coefficient values for gen-z (0.380) and gen-y (0.291). Further analyzing the p values = 0.000, 0.030 and 0.000, there is a significant difference between the path coefficients of gen-z and gen-

y. Hence, it demonstrates that age has a considerable moderating influence on the link between the relationship of CI and UI. Hence, H_{8b} was supported.

In table 4.12 above, we can see that the path coefficient values for route NI→UI, the path coefficient values for gen-z (0.183) and gen-y (0.051). Further analyzing the p values = 0.060, 0.000 and 0.001, there is no significant difference between the path coefficients of gen-z and gen-y. Hence, it demonstrates that age has no moderating influence on the link between the relationship of NI and UI. Hence, H_{8c} was not supported.

In table 4.12 above, we can see that the path coefficient values for route ATTI→UI, the path coefficient values for gen-z (0.145) and gen-y (0.090). Further analyzing the p values = 0.078, 0.256 and 0.003, there is no significant difference between the path coefficients of gen-z and gen-y. Hence, it demonstrates that age has no moderating influence on the link between the relationship of ATTI and UI. Hence, H_{8d} was not supported.

In table 4.12 above, we can see that the path coefficient values for route ATTI→PI, the path coefficient values for gen-z (0.797) and gen-y (0.002). Further analyzing the p values = 0.060, 0.056 and 0.120, there is no significant difference between the path coefficients of gen-z and gen-y. Hence, it demonstrates that age has no moderating influence on the link between the relationship of ATTI and PI. Hence, H_{8e} was not supported.

In table 4.12 above, we can see that the path coefficient values for route UI→ACCI, the path coefficient values for gen-z (0.372) and gen-y (0.337). Further analyzing the p values = 0.040, 0.059 and 0.060, there is no significant difference between the path coefficients of gen-z and gen-y. Hence, it demonstrates that age has no moderating influence on the link between the relationship of UI and ACCI. Hence, H_{8f} was not supported.

In table 4.12 above, we can see that the path coefficient values for route ACCI→PI, the path coefficient values for gen-z (0.830) and gen-y (0.211). Further analyzing the p values = 0.000, 0.002 and 0.001, there is a significant difference between the path coefficients of gen-z and gen-y. Hence, it demonstrates that age has a considerable moderating influence on the link between the relationship of ACCI and PI. Hence, H_{8g} was supported.

4.9 Additional hypothesis supporting the study on Generation Y and Generation Z

4.9.1 Data assessment of Generation Y

The research models' standard parameters are shown in Table 4.13. A description of the relationship between the latent constructs may be confirmed in the t-statistics. If the calculated t-value is greater than or equal to 1.96, this finding is statistically significant when the standard significance level is fixed at 5%. Thus, the results showed all seven hypotheses were statistically significant.

Table 4.13: Path Coefficient of Research Hypothesis (GEN-Y)

Hypothesis	Path	Path Coefficient	SE	t-statistics	p-values	Decision
H ₈	QI → UI	0.850	0.021	1.239	0.060	not supported
H ₉	CI → UI	0.121	0.056	0.015	0.154	not supported
H ₁₀	NI → UI	0.564	0.021	6.321	0.000	supported
H ₁₁	ATTI → UI	0.784	0.001	6.235	0.000	supported
H ₁₂	ATTI → PI	0.324	0.203	5.287	0.001	supported
H ₁₃	UI → ACCI	0.096	0.102	12.456	0.000	supported
H ₁₄	ACCI → PI	0.555	0.221	9.452	0.011	supported

The proposed hypotheses are offered as follows:

The null hypotheses (H₀₈ – H₀₁₄) and alternative hypotheses (H_{A8} – H_{A14}) are related to measuring the "Effect Of eWOM Information on Green Purchase Intention among Social Media Users."

Null H₀₈: There is no significant effect of "Quality of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.13, "the t-value of QI→UI is less than 1.96, and the p-value is less than 0.05 (t=1.239<1.96, p=0.060<0.05)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, **H₀₈** accepted the hypothesis and concluded that the quality of the information not significantly affects useful of the information.

Alternative H_{A8}: There is a significant effect of "Quality of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.13, "the t-value of QI→UI is less than 1.96, and the p-value is less than 0.05 ($t=1.239 < 1.96$, $p=0.060 > 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H_{A8} rejected the hypothesis and concluded that the quality of the information not significantly affects how useful the information.

Null H₀₉: There is no significant effect of "Credibility of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of CI→UI is less than 1.96, and the p-value is less than 0.05 ($t=0.015 < 1.96$, $p=0.154 > 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H₀₉ accepted the hypothesis and concluded that the CI not significantly affects useful of the information.

Alternative H_{A9}: There is a significant effect of "Credibility of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, the "t-value of CI →UI is less than 1.96, and the p-value is less than 0.05 ($t=0.015 < 1.96$, $p=0.154 > 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H_{A9} rejected the hypothesis and concluded that the CI not significantly affects useful of the information.

Null H_{010} : There is no significant effect of the "Needs of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of NI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 6.321 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{010} rejected the hypothesis and concluded that the NI significantly affects how useful the information is.

Alternative H_{A10} : There is a significant effect of "Needs of the Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of NI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 6.321 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A10} accepted the hypothesis and concluded that the Needs of information significantly affect how useful the information is.

Null H_{011} : There is No significant effect of "Attitude towards Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of ATTI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 6.235 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{011} rejected the hypothesis and concluded that the ATTI significantly affects how useful the information is.

Alternative H_{A11}: There is a significant effect of "Attitude toward Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of ATTI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 6.235 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A11} accepted the hypothesis and concluded that the ATTI significantly affects how useful the information is.

Null H₀₁₂: There is No significant effect of "Attitude towards Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of ATTI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 5.287 > 1.96$, $p = 0.001 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₁₂ rejected the hypothesis and concluded that the ATTI has a significant "Effect on the Green Purchase Intention."

Alternative H_{A12}: There is a significant effect of "Attitude towards Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of ATTI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 5.287 > 1.96$, $p = 0.001 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A12} accepted the hypothesis and concluded that the ATTI has a significant "Effect on the Green Purchase Intention."

Null H_{013} : There is No significant effect of the "Usefulness of Information" on "Acceptance of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of $UI \rightarrow ACCI$ is more than 1.96, and the p-value is less than 0.05 ($t = 12.456 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{013} rejected the hypothesis and concluded that the UI has a significant effect on the ACCI.

Alternative H_{A13} : There is a significant effect of the "Usefulness of Information" on the "Acceptance of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of $UI \rightarrow ACCI$ is more than 1.96, and the p-value is less than 0.05 ($t = 12.456 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A13} accepted the hypothesis and concluded that the UI has a significant effect on the ACCI.

Null H_{014} : There is No significant effect of "Acceptance of Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of $ACCI \rightarrow PI$ is more than 1.96, and the p-value is less than 0.05 ($t = 9.452 > 1.96$, $p = 0.011 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{014} rejected the hypothesis and concluded that the ACCI has a significant "Effect on the Green Purchase Intention."

Alternative H_{A14}: There is a significant effect of "Acceptance of Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table- 4.13, "the t-value of ACCI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 9.452 > 1.96$, $p = 0.011 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A14} accepted the hypothesis and concluded that the ACCI has a significant "Effect on the Green Purchase Intention."

Table 4.14: Summary of Hypothesis Testing (GEN-Y)

Hypotheses		Accepted? (Yes/No)
H₈	"Quality of Information" positively affects the "Usefulness of Information."	No
H₉	"Credibility of Information" positively affects the "Usefulness of Information."	No
H₁₀	"Needs of Information" positively affects the "Usefulness of Information."	Yes
H₁₁	"Attitude towards Information" positively affects the "Usefulness of Information."	Yes
H₁₂	"Attitude towards Information" positively affects "Green Purchase Intention."	Yes
H₁₃	"Usefulness of Information" positively affects "Acceptance of Information."	Yes
H₁₄	"Acceptance of Information" positively affects "Green Purchase Intention."	Yes

4.9.2 Data assessment of Generation Z

The research models' standard parameters are shown in Table 4.15. A description of the relationship between the latent constructs may be confirmed in the t-statistics. If the calculated t-value is greater than or equal to 1.96, this finding is statistically significant when the standard significance level is fixed at 5%. Thus, the results showed all seven hypotheses were statistically significant.

Table 4.15: Path Coefficient of Research Hypothesis (GEN-Z)

Hypothesis	Path	Path Coefficient	SE	t-statistics	p-values	Decision
H ₁₅	QI → UI	0.264	0.034	3.362	0.032	supported
H ₁₆	CI → UI	0.562	0.451	5.624	0.000	supported
H ₁₇	NI → UI	0.785	0.002	12.850	0.000	supported
H ₁₈	ATTI → UI	0.896	0.009	15.896	0.000	supported
H ₁₉	ATTI → PI	0.456	0.107	5.642	0.001	supported
H ₂₀	UI → ACCI	0.096	0.005	9.482	0.000	supported
H ₂₁	ACCI → PI	0.256	0.221	7.562	0.000	supported

The proposed hypotheses are offered as follows:

The null hypotheses (H₀₁₅ – H₀₂₁) and alternative hypotheses (H_{A15}–H_{A21}) are related to measuring the "Effect of eWOM information on Green Purchase Intention among Social Media Users."

Null H₀₁₅: There is no significant effect of "Quality of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of QI → UI is less than 1.96, and the p-value is less than 0.05 (t=3.362>1.96, p=0.032<0.05)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H₀₁₅ rejected the hypothesis and concluded that the "Quality of Information" is significantly affects the "Useful of Information."

Alternative H_{A15} : There is a significant effect of "Quality of Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were used to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of $QI \rightarrow UI$ is less than 1.96, and the p-value is less than 0.05 ($t=3.362 > 1.96$, $p=0.032 < 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H_{A15} accepted the hypothesis and concluded that the "Quality of Information" significantly affects how useful the information is.

Null H_{016} : There is no significant effect of "Credibility of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of $CI \rightarrow UI$ is less than 1.96, and the p-value is less than 0.05 ($t=5.624 < 1.96$, $p=0.000 < 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H_{016} rejected the hypothesis and concluded that the CI is significantly affects UI.

Alternative H_{A16} : There is a significant effect of "Credibility of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of $CI \rightarrow UI$ is less than 1.96, and the p-value is less than 0.05 ($t=0.015 < 1.96$, $p=0.154 < 0.05$)." This suggests that the difference between the two variables can be reliably measured using statistics. The fact that the t-value is less than 1.96 provides evidence for this statement. As a result, H_{A16} accepted the hypothesis and concluded that the CI is significantly affects how useful of the information is.

Null H₀₁₇: There is no significant effect of the "Needs of Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of NI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 12.850 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₁₇ rejected the hypothesis and concluded that the NI significantly affects how useful the information is.

Alternative H_{A17}: There is a significant effect of "Needs of the Information" on the "Usefulness of Information."

According to what was covered in part before this one the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of NI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 12.850 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A17} accepted the hypothesis and concluded that the NI significantly affects how useful the information is.

Null H₀₁₈: There is No significant effect of "Attitude towards Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of ATTI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 15.896 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₁₈ rejected the hypothesis and concluded that the ATTI significantly affects how useful the information is.

Alternative H_{A18}: There is a significant effect of "Attitude toward Information" on the "Usefulness of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of ATTI→UI is more than 1.96, and the p-value is less than 0.05 ($t = 15.896 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A18} accepted the hypothesis and concluded that the ATTI significantly affects how useful the information is.

Null H₀₁₉: There is No significant effect of "Attitude towards Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of ATTI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 5.642 > 1.96$, $p = 0.001 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H₀₁₉ rejected the hypothesis and concluded that the ATTI has a significant "Effect on the Green Purchase Intention."

Alternative H_{A19}: There is a significant effect of "Attitude towards Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of ATTI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 5.642 > 1.96$, $p = 0.001 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A19} accepted the hypothesis and concluded that the ATTI has a significant "Effect on the Green Purchase Intention."

Null H_{020} : There is No significant effect of the "Usefulness of Information" on "Acceptance of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of UI→ACCI is more than 1.96, and the p-value is less than 0.05 ($t = 9.482 > 1.96$, $p = 0.001 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{020} rejected the hypothesis and concluded that the UI has a significant effect on the ACCI.

Alternative H_{A20} : There is a significant effect of the "Usefulness of Information" on the "Acceptance of Information."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of UI→ACCI is more than 1.96, and the p-value is less than 0.5 ($t = 9.482 > 1.96$, $p = 0.001 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A20} accepted the hypothesis and concluded that the UI has a significant effect on the ACCI.

Null H_{021} : There is No significant effect of "Acceptance of Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of ACCI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 7.562 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{021} rejected the hypothesis and concluded that the ACCI has a significant "Effect on the Green Purchase Intention."

Alternative H_{A21}: There is a significant effect of "Acceptance of Information" on "Green Purchase Intention."

According to what was covered in part before this one, the "t-value and the p-value" were to determine the hypothesis ("Accepted level of significance at 5 %"). According to Table 4.15, "the t-value of ACCI→PI is more than 1.96, and the p-value is less than 0.05 ($t = 7.562 > 1.96$, $p = 0.000 < 0.05$)." This provides evidence that the disparity between the two variables can be accurately determined via the use of statistical methods. The fact that the t-value is more than 1.96 provides evidence for this statement. As a result, H_{A21} accepted the hypothesis and concluded that the ACCI has a significant "Effect on the Green Purchase Intention."

Table 4.16: Summary of Hypothesis Testing (GEN-Z)

Hypotheses		Accepted? (Yes/No)
H₁₅	"Quality of Information" positively affects the "Usefulness of Information."	Yes
H₁₆	"Credibility of Information" positively affects the "Usefulness of Information."	Yes
H₁₇	"Needs of Information" positively affects the "Usefulness of Information."	Yes
H₁₈	"Attitude towards Information" positively affects the "Usefulness of Information."	Yes
H₁₉	"Attitude towards Information" positively affects "Green Purchase Intention."	Yes
H₂₀	"Usefulness of Information" positively affects "Acceptance of Information."	Yes
H₂₁	"Acceptance of Information" positively affects "Green Purchase Intention."	Yes

CHAPTER – 5

FINDINGS, MANAGERIAL IMPLICATION, AND LIMITATIONS

This chapter provides a summary of the findings of the study that were obtained as a result of using SEM with Smart PLS 3.3 to achieve the stated objectives. After then, there was a discussion on the findings of the research, its implications, and the study's limitations.

5.1 Research Findings

This section summarizes the results of the study titled "A Study on Effect of eWOM Information on Green Purchase Intention," which is presented in the next section. In addition, the empirical findings related to the "Effect of eWOM Information in SNSs on green purchase intention (GPI) and the moderating effect of Age on that relationship has been highlighted." These findings are connected to the proposed model about the acceptance of information and the desire to buy environmentally friendly products. In addition, the findings of the current study's research are intended to provide valuable insights to marketers about people who use social media. As a consequence of this, the following findings have been collected from the results of the SEM to validate the objectives of the present study:

5.1.1 Information Quality and Information Usefulness

Objective-1: To analyze the "Effect of the Quality of eWOM information on the Usefulness of eWOM Information."

The most recent research findings indicate a significant link between the "Quality of the eWOM Information" that can access on SNSs and the "Usefulness of the eWOM Information." Because of the valuable information provided to us by eWOM, we arrived at this conclusion (H_1). As a result, the "Usefulness of Information" in the Proposed Model is positively affected by the "Quality of Information" on SNSs. In addition, the study revealed that the t-value of $QI \rightarrow UI$ is statistically significant ("At the level of significance of 5 %"), as shown by the fact that it is more than 1.96 ($t = 2.362 > 1.96$, $p > 0.01$). As a consequence of this, the researcher came to the conclusion that the "null hypothesis" (H_{01}) cannot be supported, there is a statistically significant influence of QI on UI among social media users. Therefore, let's assume that the quality of the information on SNSs is of a sufficiently high standard to fulfil your needs and that this is the case. For instance, the information is clear, useful, and not difficult to understand. When this occurs, customers have the impression that the information is useful and informative, which

motivates them to look at the products and services in further detail (Abedi et al., 2019; Cheung et al., 2008). Researchers in the past have investigated the effect of the "Quality of the Information" provided by eWOM on customers' decisions to make a purchase based on what they see in online reviews (Lee & Shin, 2014; Park et al., 2007), as well as mobile social networks (Abedi et al., 2019), and they found that the "Quality of Information" affects consumers' decisions to make a purchase. In other words, eWOM information influences consumers' decisions to make purchases.

5.1.2 Credibility of Information and Usefulness

Objective-2: To analyze the "Effect of the Credibility of eWOM Information on the Usefulness of eWOM Information."

The results of this research motivated the researchers to propose a second hypothesis (H₂), which signifies that the CI found on SNSs has a significant effect on the UI. According to the findings of this study, CI found on SNSs has a significant impact on the UI when applied using the proposed model. These findings come from the empirical research that was conducted. Therefore, this result is based on the study's empirical research findings. Because of this, H₂ is accepted. In addition, the results demonstrate that the t-value of CI→UI is statistically significant ("At the level of significance of 5 %"), as indicated by the fact that it is more than 1.96 ($t=3.215 > 1.96$, $p > 0.00$). The researcher concludes that the null hypothesis (H₀₂) is rejected, and there is evidence of a significant effect of CI on UI among social media users. This finding suggests that when individuals post convincing, accurate, and reliable information about green products on social networking sites, customers consider that information on social media to be useful. According to the study's findings, customers are highly concerned about convincing, genuine, and pertinent information, which affects the overall credibility of that eWOM information. Prior studies have highlighted the significance of the credibility of the information found on SNSs, which is widely recognized as the primary determinant of a customer's purchasing decisions (Cooley & Parks-Yancy, 2019; Ismagilova et al., 2020). This study outcome is supported even further by Daowd et al. 2020. They demonstrated the influence of CI on ACCI and showed the "Effect of information on customers' intentions to make a Purchase." On the other hand, this study identifies the features that define the "Credibility of eWOM Information", which in turn affects the "Information's Usefulness" its Acceptance, and the Customer's intention to make a Purchase.

5.1.3 Needs of Information and Usefulness

Objective-3: To analyze the "Effect of the Needs of eWOM Information (NI) on the Usefulness of eWOM Information."

According to our empirical research findings, the "Needs of eWOM Information" on SNSs significantly favor the "Usefulness of Information." These findings reveal evidence of this relationship between the two. The hypothesis is that there is a significant relationship between the NI and the UI on SNSs. The empirical results of this investigation, which support the hypothesis that there is a relationship between the NI and UI, have resulted that the Third hypothesis (H3) being accepted.

In addition, the findings demonstrated that the t-value of NI→UI is statistically significant ("At the level of significance of 5 %"), as indicated by the fact that it is more than 1.96 ($t=12.850 > 1.96$, $p > 0.018$). This was demonstrated by the fact that the value was greater than 1.96. As a result of this finding, the researcher concludes that the null hypothesis (H_{03}) is rejected and demonstrates a significant effect of NI on UI among social media users.

This finding of this study suggests that when users share information from experts in the field about green products on SNSs, customers consider that the information on SNSs is useful. In addition, this study finds consumers' ATTI ("Attitudes toward eWOM information") and the features of information on SNSs that affects customers' intentions to make a purchase. Because of this, the needs for information on eWOM were added to the proposed model as an independent variable. Santosa and Wandebori (2019) further support this study result, which used this concept in a wide range of research contexts as "Advice Seeking" (Hennig Thureau et al., 2004; Wolny & Mueller, 2013) and "Opinion Seeking" (Santosa & Wandebori, 2019). In addition, customers believe that the information provided by eWOM is helpful since it gives users information based on the consumers' experience using the products. Users assess the quality of the eWOM information found on the degree to which it is complete, the clarity with which it is presented, the accuracy with which it is viewed, and whether or not it is up to date. The result of the testing of the hypotheses indicates that "Customers who Need eWOM Information on Social Media are more likely to find that Information Useful and Acceptable." In the end, it is one factor that determines the eWOM information on SNSs, which in turn affects

the customers' intentions to make a purchase. On the other hand, this study analyzes the variables that determine the needs for eWOM information, which affect the UI its acceptance, and the customer's intention to make a purchase.

5.1.4 Attitude towards Information and Information Usefulness

Objective-4: To analyze the "Effect of Attitude towards eWOM Information on the Usefulness of eWOM Information."

The findings of our empirical study provide evidence that the ATTI on SNSs has a significant positive effect on the UI. This finding was supported by the fact that the attitude was positively correlated with higher levels of usefulness. This result was attained as a consequence of the research that we carried out using quantitative techniques (H₄). Therefore, "the customer's attitude toward information is yet another variable that added to the customer's decision to purchase based on eWOM information on Social Networking Sites." This is because the customer's attitude toward eWOM information directly affects the customer's decision to make a purchase.

The theory Fishbein & Ajzen (1977) developed and referred to as TRA was modified to include an attitude towards information that was provided in eWOM. This expansion was made possible because of the development of the theory. The theory was updated in light of this new information on the context. However, in contrast to this, the empirical findings of this study suggested that a positive ATTI on SNSs positively affects the UI in the proposed model. This was shown to be the case based on the study's results. Because of this, the H₄ hypothesis is accepted. In addition, the results showed that the t-value of ATTI→UI is statistically significant ("At the level of significance of 5 %"), as evidenced by the fact that it is more than 1.96 ($t=13.520 > 1.96$, $p > 0.00$). This was proved by the fact that it is greater than 1.96. The findings of the study indicate that the null hypothesis (H₀₄) cannot be accepted, and users of SNSs do indicate a significant effect of ATTI on UI. The research found that customers examine reviews on social networking sites before purchasing environmentally friendly products. In addition, customers believe that the information provided on social networking sites is helpful and have confidence in the reliability of the information when making decisions regarding their purchases. Customers with a favorable opinion (attitude) toward the information they could get on SNSs are more

likely to find this information useful. Moreover, it can be molded to fit their specific requirements, increasing the likelihood that they will purchase the product or service in inquiry.

5.1.5 Attitude towards Information (ATTI) and Green Purchase Intention (GPI)

Objective-5: To determine the "Effect of Attitude towards eWOM Information on Green Purchase Intention."

This study's results indicate a significant relationship between customers' attitudes about eWOM information posted on SNSs and their intention to purchase environmentally friendly products. The findings supported that attitude toward eWOM information on SNSs is favorable to customers' intentions to purchase green (environmentally friendly) products. This was found by looking at how customers' intentions to purchase products transformed over time (GPI). Therefore, H_5 is accepted. Furthermore, the results revealed that the t-value of $ATTI \rightarrow GPI$ is more than 1.96 ($t = 6.890 > 1.96$, $p > 0.00$) and statistically significant ("At a 5% level of significance"). Thus, the null hypothesis (H_{05}) is rejected and indicates a significant effect of ATTI on GPI among SNSs. The findings suggest that customers with higher purchase intentions (about eco-friendly products) are likelier to have a favorable "Attitude Toward eWOM information" on SNSs. In addition, several theories have been statistically tested and found to be accurate regarding the effect of customers' attitudes toward eWOM information on behavioral intentions. TRA (Al-Suqri & Al-Kharusi, 2015) claims that attitude is one of the key indicators of behavioral intention. TPB (Ajzen, 1991; Al-Suqri & Al-Kharusi, 2015) and TAM (Marangunić & Granić, 2015) also highlight the relation between intention to buy and attitude in addition to the TRA (Bueno & Gallego, 2021; Farzin & Fattahi, 2018; Santosa & Wandebori, 2019). According to the research, customers who read reviews on SNSs before buying a green product believe that the information helps make decisions and are likely to purchase the product. According to the findings, the attitudes consumers have about eWOM information significantly impact the customers' perceptions of the usefulness of eWOM. It is also essential to note that the outcomes of this study suggest that the quantity of eWOM information consumers accept affected by customers' attitudes regarding eWOM. People with a positive attitude can concentrate their attention more carefully and process the information they are exposed to clearly and concisely. These results can be better explained by considering that people are more open to sharing with a positive attitude. Customers who have a favourable attitude toward the information on SNSs are more likely to effectively assess the content they are provided and pay

close attention to what they receive. On the other hand, these findings strongly suggest that buyers do not pay the same amount of attention to all of the information; instead, they concentrate on the information or recommendations that are relevant to their beliefs. As a result, the findings of this study imply that there may be a significant connection between how a customer feels about eWOM data posted on SNSs and the degree to which they want to buy a product or service. This could be because eWOM information significantly impacts customers who are already highly interested in a particular product. Specifically, the findings suggest a significant connection between these two factors. These findings are in line with those found in the past study and are not inconsistent with them.

5.1.6 Usefulness and acceptance of information

Objective-6: To determine the "Effect of eWOM Information Usefulness on eWOM Information Acceptance."

According to the study's sixth hypothesis (H_6), the usefulness of the information (UI) on SNSs significantly affects "Acceptance of Information" (ACCI). According to the study, the proposed model's "Usefulness of the Information" (UI) on SNSs positively influences acceptance of information. Therefore, H_6 is accepted. Furthermore, the results revealed that the t-value of $UI \rightarrow ACCI$ is more than 1.96 ($t=15.960 > 1.96$, $p > 0.00$) and "statistically significant at a five percent level of significance." Thus, the null hypothesis (H_{06}) is rejected and indicates a significant effect of UI on ACCI among social media users. When consumers find information on SNSs useful, they have a greater chance of connecting with it. Therefore from these results, we can say that if the user has perceived information as helpful, reliable, useful, the intention of accepting it by prospective customers is likely higher (Cheung et al., 2008). This study shows that one factor influencing information acceptance of eco-friendly products is information usefulness (UI) on SNSs (Erkan & Evans, 2016; Leong & Woon, 2022; Sussman & Siegal, 2003). Finally, the results suggest that customers who consider the information useful, helpful and reliable for their decision-making on SNSs likely accept it and make the purchase easier.

5.1.7 Acceptance of Information and Customer Purchase Intention

Objective-7: To determine the "Effect of eWOM Information Acceptance on Green Purchase Intention."

The study's final hypothesis (H₇) states that customers' intentions to purchase green products (eco-friendly products) are positively related to their willingness to accept eWOM information on SNSs. According to the study, the proposed model's acceptance of information (ACCI) on SNSs positively influences customer green purchase intention. H₇ is hence accepted. Furthermore, the results revealed that the t-value of ACCI→ GPI is more than 1.96 (t= 8.570>1.96, p>0.011) and "statistically significant at a five percent level of significance." Thus, the researcher rejects the null hypothesis (H₀₇) and indicates a significant effect of ACCI on GPI among social media users. Therefore, this study argues that when customers accept eWOM information on SNSs, they will closely follow the useful suggestions made by the users. The H₇ result supported this hypothesis by showing that they are more likely to buy and refer the eco-friendly products to all others. These findings are expected from past studies, previous researchers who had worked in a variety of study settings suggested to the present researchers that they make use of statistical testing in their investigations. The testing allowed the researchers to confirm the relationship between the two parameters they had hypothesized existed (Cheung & Thadani, 2012; Erkan & Evans, 2016; Park, 2020).

5.1.8 Moderating Effect of Age (Gen-y and Gen-Z)

Objective-8: To study the "Moderating Effect of Age on the relationship proposed in the model of eWOM Information Acceptance and Green Purchase Intention."

According to research, age is a basic demographic variable that significantly affects (moderates) the information's credibility, usefulness, and quality. Additionally, the multigroup analysis has shown a significant variance from the overall hypothesis for the gen-z and gen-y (H_{8a}– H_{8g}). The results revealed that the p-values of QI→ UI, CI→ UI and ACCI→ PI are less than 0.05 and statistically significant. Hence, H_{8a}, H_{8b} and H_{8g} are accepted. Furthermore, the results revealed that the p-value of NI→ UI, ATTI→ UI, ATTI→ PI and UI→ ACCI are more than 0.05 and statistically not significant. Hence, H_{8c}, H_{8d}, H_{8e} and H_{8f} are rejected.

Therefore, age has shown moderation influence on path routes of QI→ UI, CI→ UI and ACCI→ PI and age has not shown moderation influence on path routes of NI→ UI, ATTI→ UI, ATTI→ PI and UI→ ACCI.

Age strengthens the quality of information and credibility and, in turn, moderates acceptance of information to purchase intention of green products (GPI). Similarly, studies on the information acceptance (ACCI) demonstrate that generation-Z users behave differently than generation-Y. Generation-Y is less likely to be rigid while using SNSs to understand green products because they are skeptical of social media and rely more on one-to-one interactions. Age and familiarity with social media are linked; hence, traits such as quality and credibility play an increasingly significant role. There is a correlation between age and having a more significant familiarity with social media. Research that has been carried out on the acceptance of new technologies has suggested that younger users do so in a manner that is similar to how younger users behave differently than their older counterparts. This research was carried out in a way that is comparable to how younger users accept new technologies. Social media experience grows with age, and factors like usefulness, attitude, and needs of information, credibility and quality become more important. Studies on the acceptance of technology have also shown that younger users act differently from their elders.

5.1.9 Additional findings supporting the hypothesis (Gen-Y)

5.1.9. 1 Information Quality and Information Usefulness

The most recent findings indicate a "Significant relationship between the Quality of the eWOM Information that can access by SNSs and the Usefulness of the eWOM Information." As a result of this, "Usefulness of eWOM Information" in the Proposed Model is negatively affected by the "Quality of eWOM Information" on SNSs. In addition, the study revealed that the t-value of $QI \rightarrow UI$ is statistically not significant ("at the level of significance of five percent"), as shown by the fact that it is less than 1.96 ($t=1.239 < 1.96$, $p=0.060 < 0.5$). As a consequence of this, the researcher came to the conclusion that the "null hypothesis" (H_8) be supported, which implies that there is no statistical significant influence of QI on UI among social media users of Gen-Y.

5.1.9. 2 Information Credibility and Information Usefulness

The most recent findings indicate a "Significant relationship between the Credibility of the eWOM information that can access on SNSs and the Usefulness of the eWOM Information."

As a result of this, the "Usefulness of Information" in the Proposed Model is negatively affected by the "Credibility of Information" on SNSs. In addition, the study revealed that the t-value of $CI \rightarrow UI$ is statistically not significant ("At the level of significance of five percent"), as shown by the fact that it is less than 1.96 ($t=0.015 < 1.96$, $p=0.154 < 0.5$). As a consequence of this, the

researcher came to the conclusion that null hypothesis (H_9) is accepted. This implies that there is no statistical significant influence of CI on UI among social media users of Gen-Y.

5.1.9. 3 Needs of Information and Usefulness

According to our empirical research findings, the NI on SNSs has a "Significant positive effect on the UI." These findings reveal evidence of this relationship between the two (H_{10}). The hypothesis is that there is a significant relationship between the NI and the UI on SNSs. In addition, the findings demonstrated that the t-value of NI→UI is "statistically significant "at the level of significance of five percent," as indicated by the fact that it is greater than 1.96 ($t=6.321>1.96$, $p=0.000<0.05$). This was demonstrated by the fact that the value was greater than 1.96. As a result of this finding, the researcher concludes that the null hypothesis (H_{010}) is rejected and demonstrates a significant effect of NI on UI among social media users.

This finding of this study suggests that when users share information from experts in the field about green products on SNSs, customers consider that the eWOM information on SNSs is useful. In addition, this study finds consumers' ATTI and eWOM information on SNSs that affects customers' intentions to make a purchase. Because of this, the needs for information on eWOM were added to the proposed model as an independent variable.

According to the findings of the testing of the hypotheses, before making a purchase, customers who show high levels of behavior indicative of seeking opinions and advice from others are likely to search for information on SNSs and recommendations from others. In addition, customers believe that the information provided by eWOM is helpful since it gives users information based on the consumers' experience using the products. Users assess the quality of the eWOM information found on the degree to which it is complete, the clarity with which it is presented, the accuracy with which it is viewed, and whether or not it is up to date. The results indicate that customers who "Need eWOM information" on SNSs are more likely to find that "Useful and Adaptable." In the end, it is one factor that determines the eWOM information on SNSs, which in turn affects the customers' intentions to make a purchase. On the other hand, this study analyzes the variables that determine the NI, which affect the UI, its acceptance, and the Gen-Y customer's intention to make a purchase.

5.1.9. 4 Attitude towards Information and Information Usefulness

The findings of our empirical study provide evidence that the ATTI on SNSs has a significant positive effect on the UI. This finding revealed that the attitude was positively correlated with higher levels of usefulness. This result was attained as a consequence of the research that we carried out using quantitative techniques (H_{11}). Therefore, the customer's ATTI is yet another variable that added to the Gen-Y customer's decision to purchase based on eWOM information on SNSs. This is because the customer's attitude toward eWOM information directly affects the customer's decision.

The Theory Fishbein and Ajzen (1977) created and referred to as TRA was expanded to include an ATTI that was given as eWOM. This expansion was made possible because of the development of the theory. The theory was updated in light of this new information on the context. The empirical findings of this study suggested that a positive ATTI on SNSs positively affects the UI in the proposed model. Because of this, the H_4 hypothesis is accepted. In addition, the results showed that the t-value of $ATTI \rightarrow UI$ is "statistically significant at the level of significance of five percent," as evidenced by the fact that it is more than 1.96 ($t = 6.235 > 1.96$, $p = 0.000 < 0.05$). This was proved by the fact that it is greater than 1.96. Therefore, the null hypothesis (H_{011}) cannot be accepted, and users of SNSs do indicate a significant effect of ATTI on UI. The research found that customers examine reviews on social networking sites before purchasing environmentally friendly products. In addition, customers believe that the information provided on social networking sites is helpful and have confidence in the reliability of the information when making decisions regarding their purchases. Gen-Y Customers who have a positive attitude toward the information they could get on SNSs are much more likely to find this helpful information. Additionally, it may be shaped to match their particular needs, which increases the possibility that they will purchase the product or service.

5.1.9.5 Attitude towards Information (ATTI) and Customer green Purchase Intention (GPI)

According to the findings of this research, there is a "Significant relationship between customers' Attitudes towards eWOM Information posted on SNSs and their intentions to Purchase Green Products." The study's findings revealed that the proposed model "Attitude toward eWOM Information on SNSs is favorable to Gen-Y Customers' Intentions to Purchase Green Products."

This was found by looking at how customers' intentions to purchase “green products” transformed over time. H_{12} is it is therefore accepted. Furthermore, the results revealed that the t-value of $ATTI \rightarrow GPI$ is more than 1.96 ($t=5.287 > 1.96$, $p=0.001 < 0.05$) and statistically "significant at a five percent level of significance." Thus, the researcher rejects the null hypothesis (H_{012}) and indicates a significant effect of ATTI on PI among SNSs users. The findings suggest that customers with higher purchase intentions are likelier to have a positive "Attitude towards eWOM Information on SNSs." In addition, several theories have been statistically tested and found to be accurate regarding the effect of customers' attitudes toward eWOM information on behavioral intentions. According to the research, customers who read reviews on SNSs before buying a green product believe the information helps make decisions and are likely to purchase the product. According to the findings, the attitudes consumers have about eWOM information significantly impact the customers' perceptions of the usefulness of eWOM. People with a positive attitude can concentrate their attention more carefully and process the information they are exposed to clearly and concisely. These results can be better explained by considering that people are more open to sharing with a positive attitude. Customers who have a favorable ATTI on SNSs are likely to effectively assess the information they are provided and pay close attention to what they receive. On the other hand, these findings strongly suggest that buyers do not pay the same amount of attention to all of the information; instead, they concentrate on the information or recommendations that are relevant to their beliefs.

5.1.9. 6 Usefulness and Acceptance of Information

According to the study's sixth hypothesis (H_{13}), the usefulness of the information (UI) on SNSs significantly affects acceptance of information (ACCI) of Gen-Y customers. According to the study, the proposed model's usefulness of the information (UI) on SNSs positively influences acceptance of information. Therefore, H_{13} is accepted. Furthermore, the results revealed that the t-value of $UI \rightarrow ACCI$ is more than 1.96 ($t= 12.456 > 1.96$, $p= 0.000 < 0.05$) and statistically "significant at a five percent level of significance." Thus, the researcher rejects the null hypothesis (H_{013}) and indicates a significant effect of UI on ACCI among social media users of Gen-Y. When consumers find information on SNSs useful, they have a greater chance of connecting with it. Therefore from these findings, we can say that if the user has perceived information as helpful, reliable, useful, the intention of accepting it by prospective customers is

likely higher (Cheung et al., 2008). This study shows that one factor influencing information acceptance of eco-friendly products is information usefulness (UI) on SNSs (Erkan & Evans, 2016; Leong & Woon, 2022; Sussman & Siegal, 2003). Finally, the results suggest that Gen-Y customers who consider the information useful, helpful and reliable for their decision-making on SNSs likely accept it and make the purchase easier.

5.1.9. 7 Acceptance of Information and Customer Purchase Intention

The study's final hypothesis (H_{14}) states that customers' intentions to purchase “green products (eco-friendly products)” are positively related to their willingness to accept eWOM information on SNSs. According to the study, the proposed model's acceptance of information (ACCI) on SNSs positively influences Gen-Y customer green purchase intention. H_7 is hence accepted. Furthermore, the results revealed that the t-value of ACCI→ GPI is more than 1.96 ($t=9.452>1.96$, $p=0.011<0.05$) and statistically "significant at a five percent level of significance." Thus, the researcher rejects the null hypothesis (H_{014}) and indicates a significant effect of ACCI on PI among social media users. Therefore, this study argues that when customers accept eWOM information on SNSs, they will closely follow the useful suggestions made by the users. The H_{14} result supported this hypothesis by showing that they are more likely to buy and refer the eco-friendly products to all others. These findings are expected from past studies, previous researchers who had worked in a variety of study settings suggested to the present researchers that they make use of statistical testing in their investigations. The testing allowed the researchers to confirm the relationship between the two parameters they had hypothesized existed (Cheung & Thadani, 2012; Erkan & Evans, 2016; Park, 2020). Finally, the results suggest that Gen-Y customers who accept the information for their decision-making on SNSs likely purchase.

5.1.10 Additional findings supporting the hypothesis (Gen-Z)

5.1.10.1 Information Quality and Information Usefulness

The study's findings indicate a significant relationship between the "Quality of the eWOM information that can access by SNSs and the Usefulness of the eWOM Information." This conclusion (outcome) was reached because the eWOM information was useful. As a result of this, UI in the Proposed Model is positively affected by the QI on SNSs. In addition, the study revealed that the t-value of QI→UI is statistically "Significant at the level of significance of five

percent," as shown by the fact that it is more than 1.96 ($t = 3.362 > 1.96$, $p > 0.05$). As a consequence of this, the researcher came to the conclusion that the "null hypothesis" (H_{015}) cannot be supported, which implies that there is significant influence of QI on UI among social media users. Therefore, let's assume that the quality of the information on SNSs is of a sufficiently high standard to fulfil your needs and that this is the case. For instance, the information is clear, useful, and not difficult to understand. When this occurs, customers have the impression that the information is useful and informative, which motivates them to look at the products and services in further detail (Abedi et al., 2019; Cheung et al., 2008). Previous researchers have examined the effects of QI on "Purchase Intention" in online reviews (Lee and Shin, 2014; Park et al., 2007) and on mobile social networks (Abedi et al., 2019), and they found that the Quality of Information affects consumers' decisions to make purchase decisions. In other words, eWOM information influences Gen-Z consumers' decisions to make purchases.

5.1.10. 2 Information Credibility and Information Usefulness

The findings of this research motivated the researchers to propose a second hypothesis (H_{16}), which states that the CI found on SNSs has a significant effect on the UI. The results indicate that the "Credibility of eWOM Information found on SNSs has a significant Impact on the UI" when applied using the proposed model. These findings come from the empirical research that was conducted. Therefore, this result is based on the study's empirical research findings. In addition, the results demonstrate that the t-value of $CI \rightarrow UI$ is statistically significant ("at the level of significance of five percent"), as indicated by the fact that it is more than 1.96 ($t = 5.624 > 1.96$, $p > 0.000$). The researcher concludes that the null hypothesis (H_{016}) is rejected, and there is evidence of a significant effect of CI on UI among social media users. This finding suggests that when individuals post convincing, accurate, and reliable information about green products on social networking sites, customers consider that information on social media to be useful. According to the study's findings, customers are highly concerned about convincing, genuine, and pertinent information, which affects the overall credibility or reliability of that information. Previous research has highlighted the importance of the CI found on SNSs, which is widely recognized as the primary determinant of a customer's purchasing decisions (Cooley and Parks-Yancy, 2019; Ismagilova et al., 2020). This study outcome is supported even further by Daowd et al. (2021). On the other hand, this study identifies the features that define the CI, which in turn affects the IU, its ACCI, and the Gen-Z customer's intention to make a purchase.

5.1.10. 3 Needs of Information (NI) and Usefulness of Information (UI)

According to our empirical research findings, the NI on SNSs has a "Significant positive effect on the UI." These findings reveal evidence of this relationship between the two (H_{17}). The hypothesis is that there is a significant relationship between the NI and the UI on SNSs. H_{17} is accepted as a result of the empirical findings of this study, which support the assumption that there is a relationship between the two.

In addition, the findings demonstrated that the t-value of NI→UI is statistically "Significant at the level of significance of five percent," as indicated by the fact that it is greater than 1.96 ($t=12.850>1.96$, $p=0.000<0.05$). This was demonstrated by the fact that the value was more than 1.96. As a result of this finding, the researcher concludes that the null hypothesis (H_{017}) is rejected and demonstrates a significant effect of NI on UI among social media users of Gen-Z customers.

This finding of this study suggests that when users share information from experts in the field about green products on SNSs, customers consider that the information on SNSs is useful. In addition, this study finds consumers' ATTI and the eWOM information on SNSs that affects customers' intentions to make a purchase. Before making a purchase, customers who show high levels of behavior indicative of seeking opinions and advice from others are likely to search for eWOM information on SNSs and recommendations from others. In addition, customers believe that the information provided by eWOM is helpful since it gives users information based on the consumers' experience using the products. Users assess the quality of the eWOM information found on the degree to which it is complete, the clarity with which it is presented, the accuracy with which it is viewed, and whether or not it is up to date. In the end, it is one factor that determines the eWOM information on SNSs, which in turn affects the customers' intentions to make a purchase. On the other hand, this study analyzes the variables that determine the needs for eWOM information, which affect the "Usefulness of the Information," its acceptance, and the Gen-Z customer's intention to make a purchase.

5.1.10.4 Attitude towards Information (ATTI) and Information Usefulness (UI)

The findings of our empirical study provide evidence that the "ATTI on SNSs has a significant positive effect on the UI." This finding was supported by the fact that the attitude was positively correlated with higher levels of usefulness. This result was attained as a consequence of the research that we carried out using quantitative techniques (H_{18}). Therefore, the customer's ATTI is yet another variable that added to the Gen-Z customer's decision to purchase based on eWOM information on SNSs. This is because the customer's attitude toward eWOM information directly affects the customer's decision to purchase a product or service.

The theory Fishbein and Ajzen (1977) created and referred to as TRA was expanded to include an ATTI that was given as eWOM. This expansion was made possible because of the development of the theory. The theory was updated in light of this new information on the context. From the findings of this study suggested that a positive ATTI on SNSs positively affects the UI in the proposed model. This was shown to be the case based on the study's results. Because of this, the H_{18} hypothesis is accepted. In addition, the results showed that the t-value of $ATTI \rightarrow UI$ is statistically "Significant at the level of significance of five percent," as evidenced by the fact that it is more than 1.96 ($t = 15.896 > 1.96$, $p = 0.000 < 0.05$). This was proved by the fact that it is greater than 1.96. Therefore, the null hypothesis (H_{018}) cannot be accepted, and users of SNSs do indicate a significant effect of ATTI on UI. The research found that customers examine reviews on social networking sites before purchasing environmentally friendly products. In addition, customers believe that the information provided on social networking sites is helpful and have confidence in the reliability of the information when making decisions regarding their purchases. Gen-Z Customers who have a favorable opinion (attitude) toward the "eWOM information they might receive on SNSs are more likely to find this information Informative."

5.1.10.5 Attitude towards Information (ATTI) and Customer Green Purchase Intention (PI)

According to the findings of this research, there is a "Significant relationship between customers Attitudes Towards eWOM information posted on SNSs and their Intentions to Purchase Green Products." The study's findings indicate that the proposed models' "Attitude toward eWOM Information on SNSs is favorable to Gen-Z Customers' Intentions to Purchase Green or environmentally friendly Products." This was found by looking at how customers' intentions to

purchase “green or environmentally friendly products” transformed over time. H_{19} is it is therefore accepted. Furthermore, the results revealed that the t-value of $ATTI \rightarrow GPI$ is more than 1.96 ($t = 5.642 > 1.96$, $p = 0.001 < 0.05$) and statistically "Significant at a five percent level of significance." Thus, the researcher rejects the null hypothesis (H_{019}) and indicates a significant effect of ATTI on GPI among social media users. The findings suggest that customers with higher purchase intentions (about eco-friendly products) are likelier to have a positive ATTI on SNSs. These results are in line with other research. In addition, several theories have been statistically tested and found to be accurate regarding the effect of customers' attitudes toward eWOM information on behavioral intentions. TRA (Al-Suqri and Al-Kharusi, 2015) claims that attitude is one of the key indicators of behavioral intention. TPB (Ajzen, 1991; Al-Suqri and Al-Kharusi, 2015) and TAM (Bagozzi et al., 2002; Marangunić and Granić, 2015) also highlight the relation between purchase intention and attitude in addition to the TRA (Bueno and Gallego, 2021; Farzin and Fattahi, 2018; Santosa and Wandebori, 2019). According to the research, customers who read reviews on SNSs before buying a green product believe the information helps to make decisions and are likely to purchase the product. According to the findings, the attitudes consumers have about eWOM information significantly impact the customers' perceptions of the usefulness of eWOM. It is also interesting to note that the findings of this study indicate that the attitudes of customers regarding eWOM impact the amount of eWOM information that customers accept. People with a positive attitude can concentrate their attention more carefully and process the information they are exposed to clearly and concisely. These results can be better explained by considering that people are more open to sharing with a positive attitude. Customers who have a favorable ATTI on SNSs are more likely to effectively assess the information they are provided and pay close attention to what they receive. On the other hand, these findings strongly suggest that buyers do not pay the same amount of attention to all of the information; instead, they concentrate on the information or recommendations that are relevant to their beliefs. Accordingly, the findings of this study imply that there may be a significant connection between how a customer feels about eWOM information that is shared on SNSs and the degree to which they want to buy a product or service. Specifically, the findings suggest a significant connection between these two factors. These findings are in line with those found in the past study and are not inconsistent with them.

5.1.10.6 Usefulness and Acceptance of Information

According to the study's sixth hypothesis (H_{20}), the UI on SNSs significantly affects ACCI of Gen-Z customers. According to the study, the proposed model's UI on SNSs positively influences ACCI. Therefore, H_{13} is accepted. Furthermore, the results revealed that the t-value of $UI \rightarrow ACCI$ is more than 1.96 ($t=9.482 > 1.96$, $p=0.000 < 0.05$) and statistically "Significant at a five percent level of significance." Thus, the researcher rejects the null hypothesis (H_{020}) and indicates a significant effect of UI on ACCI among social media users of Gen-Z. When consumers find information on SNSs useful, they have a greater chance of connecting with it. Therefore from these results, we can say that if the user has perceived information as helpful, reliable, useful, the intention of accepting it by prospective customers is likely higher (Cheung et al., 2008). This study shows that one factor influencing information acceptance of eco-friendly products is information usefulness (UI) on SNSs (Erkan & Evans, 2016; Leong & Woon, 2022; Sussman & Siegal, 2003). Finally, the results suggest that Gen-Z customers who consider the information useful, helpful and reliable for their decision-making on SNSs likely accept it and make the purchase easier.

5.1.10.7 Acceptance of Information and Customer Green Purchase Intention

The study's final hypothesis (H_{14}) states that customers' intentions to purchase "green products" are positively related to their willingness to accept eWOM information on SNSs. According to the study, the proposed model's acceptance of information (ACCI) on SNSs positively influences Gen-Z customer green purchase intention. H_{21} is hence accepted. Furthermore, the results revealed that the t-value of $ACCI \rightarrow PI$ is more than 1.96 ($t= 7.562 > 1.96$, $p= 0.000 < 0.05$) and statistically "Significant at a five percent level of significance." Therefore, null hypothesis (H_{021}) is rejected and indicates a significant effect of ACCI on PI among social media users. Therefore, this study argues that when customers accept eWOM information on SNSs, they will closely follow the useful suggestions made by the users. The H_{21} result supported this hypothesis by showing that they are more likely to buy and refer the eco-friendly products to all others. These findings are expected from past studies, previous researchers who had worked in a variety of study settings suggested to the present researchers that they make use of statistical testing in their investigations. The testing allowed the researchers to confirm the relationship between the two parameters they had hypothesized existed (Cheung & Thadani, 2012; Erkan & Evans, 2016;

Park, 2020). Finally, the results suggest that Gen-Z customers who accept the information for their decision-making on SNSs likely purchase.

5.2 Conclusion

The faster advancement of web 2.0 technology has moved traditional WOM online, changing consumer purchasing decisions. The proposed model in this study is to "Examine the Effect of eWOM Information on Consumer Intentions to Purchase Green Products on SNSs." Furthermore, the "Impact of various eWOM information characteristics toward eWOM information on Purchase intention via SNSs is investigated in this research study." From the study's proposed model, the attributes of eWOM information influence how it appears on SNSs. Validated the research model by surveying 1041 customers of green products who are social media users. The present study proposed and tested the model to give a clear understanding of purchase intention. First, the proposed model is tested with PLS-SEM. In addition, the proposed relationships and the moderation of Age have been measured. Besides this, specific questions have been framed to know the respondents' tastes, preferences, and demographic profiles. Following that, the data analysis results were performed using descriptive statistics, construct tests (reliability 'r' and validity), discriminant validity tests, model assessment tests, testing of hypotheses, and moderation tests. Moreover, the present study is carried out with seven objectives. The foremost objective is to study eWOM Information Quality's effect on eWOM information's usefulness among SNSs.

First, the present study raises the question is if the "Credibility of eWOM Information" is affected by the "Quality of the Information." The results showed that eWOM on social networking sites would become more credible due to high-quality information positively influencing eWOM on these sites. The second objective is to study CI ("Credibility of eWOM Information") effect on eWOM UI among SNSs. The third objective is to study NI ("Needs of eWOM Information") effect on eWOM UI among SNSs. The fourth and fifth objective is to study the effect of ATTI on the UI and "Green Purchase Intention" among SNSs. The results demonstrated that when consumers have a favorable opinion of eWOM, they are likely to pay attention to and carefully process information. These adjustments indicate that customers should pay attention to the information or recommendations that match their attitudes rather than the whole of the online content that people have posted.

The results indicated that the UI (Usefulness of eWOM Information) is favorably influenced by the information's quality, credibility, needs, and attitude. The sixth and seventh objectives are to study "the effect of the usefulness of information on acceptance of Information and acceptance of Information on green purchase intentions (GPI) on SNSs." This study's other important theoretical outcome is the link between usefulness, acceptance, and green purchase intention. The result indicates that the UI for eWOM information significantly affects customers' perceptions of eWOM acceptance. The best explanation for these findings is that individuals pay greater attention to and examine information more attentively when they perceive it will be helpful to increase their chance of connecting. As a consequence of these findings, we can conclude that potential consumers are more likely to accept information if they believe it to be valuable, relevant, helpful, and advantageous. Studies on the information acceptance demonstrate that generation-Z users behave differently than generation-Y. However, their moderation effect of age differs between gen-z and gen-y consumers.

The findings to show that the relationships between the H_{8a}, H_{8b} and H_{8g} outcomes were moderated by age, with stronger relationships found in gen-z rather than gen-y users. However, no such moderating effects of age were found in H_{8c}, H_{8d}, H_{8e} and H_{8f}. It has been found that there exist significant moderation effect of age of the respondents between "quality of information and credibility of information to usefulness of information and acceptance of Information to purchase intention of green products." However, it has been found that no significant moderation effect of age exists between "Needs of Information," and "Attitude Towards information," to "Usefulness of Information," "Attitude Towards information," to PI and usefulness to ACCI.

The results indicate that Social media experience grows with age, and factors like usefulness, attitude, and needs of information, credibility and quality become more important. As a consequence of these findings, we can conclude that acceptance of technology has also shown that younger users act differently from their elders. In light of the objectives mentioned earlier, empirical research has been employed; the data have been collected from users of SNSs.

5.3 Implications of the Study

5.3.1 Academic Implications

The findings of the research, when examined from an academic perspective, the research findings will contribute to the development of a theory associated with the establishment of a desire to make ecologically responsible purchases. This study's findings led to several significant discoveries, the first of which was the possibility of applying proposed model to the "influence that eWOM information has on customers' intentions to buy environmentally friendly products through SNSs." This was the first of several important discoveries made as a result of this research. Ours was only one of the many important things that came to light throughout this research. After that, the model was established by merging and linking several TRA components using the Information Acceptance model paradigm. The associated components of the TRA reflect customers' behavior toward eWOM Information (Fishbein & Ajzen, 2011), whereas the adoption model describes the attributes of the eWOM Information (Sussman & Siegal, 2003). The proposed model suggests a more thorough approach to combining customer behaviour and information attributes in one model. Therefore, by developing the model, gives new perspectives on information systems (IS) and suggests a new technique for information acceptance.

This study established the link between QI, CI, NI, and ATTI, UI, ACCI, and Green Purchase Intention (GPI) from an academic perspective, in addition to the previously mentioned aspects affecting information acceptance.

In addition, the moderating effect of age contributes to the growing body of research on how demographic variations affect purchasing intention. The model also emphasizes the acceptance of information as an antecedent of purchase intention, a significant finding in the current literature. Future research might thus create new models by considering how the process of information acceptance and behavioural intention interacts. To better understand how social media platforms are adopted, researchers and academicians can utilize this study to strengthen adoption theories and conceptual models. More importantly, the results indicate that SNSs eWOM information significantly affects consumers' intentions to purchase "green products." However, Age has a moderating effect on the purchase intention of "green products." The test results of the research validate the model. Therefore, by understanding the significance of consumers' purchase intention toward eWOM information and the characteristics of

information, future studies may start with a perspective that takes into account more of the full view.

Finally, by identifying the variables affecting consumers' purchase intentions, the findings of this research help to improve understanding of the information on eWOM on SNSs. Therefore, researchers examining purchase intention in different research contexts and researchers in the same field should use validated determinants. In other words, marketers seek to create value in which traditional marketing practices like marketing research, advertising, promotion, etc., have become less important.

Because of this, for marketers to effectively evaluate customers' intentions to purchase, they need to understand the extent to which individuals who use social media have such purposes. Specifically, they need to know the percentage of people who use social media with such intentions. The current study emphasizes the antecedents and consequences of purchase intention among SNSs users. This study also supports the measuring scale's validity and reliability. Therefore, academicians can use the present validated scale in future studies to understand the determinants of purchase intention.

5.3.2 Managerial Implications

The findings of this research may be helpful to marketing managers in more ways than one, and that's something to bear in mind as they follow on. This study emphasizes the significance of quality, credibility, information needs, acceptance, and purchasing intention among SNSs (Facebook, Instagram, Youtube, and Twitter) from a management perspective. This research study gives sellers, marketers and practitioners with a framework for assessing the influence that eWOM information on SNSs have on consumers' intentions to make environmentally friendly purchases (Green Purchase). This research study's context analysis provides marketers with helpful information. SNSs are significant for marketers and practitioners due to their vast number of social media users; moreover, they are believed to be appropriate platforms for eWOM information (Karunamoorthy et al., 2021). The study's findings have significant management implications as well. First and foremost, this study helps businesses understand consumers' purchasing intent toward electronic word of mouth content posted on SNSs and how eWOM information acceptance develops. To develop their marketing strategy based on customer feedback, businesses must first encourage their customers to post and share positive information about products or services on social media and then create a separate department within the

organization concerned with eWOM information. Two, as these studies revealed, consumer acceptance of eWOM information on SNSs is significantly influenced by information quality, credibility, information needs, attitude, and usefulness. Therefore, marketers should encourage users to share relevant, up-to-date, valid, appropriate, accurate, factual, informative, truthful, and highly trustworthy information. Marketers may achieve this by creating a platform that provides a high level of a two-way interaction with their customers, encouraging them to post truthful, reliable, and quality reviews.

Thirdly, the findings from this research show that "Customer Purchase Intention" is affected by the "Acceptance of eWOM Information." These results suggested that when developing marketing strategies, businesses should consider eWOM information acceptance variables (QI, CI, NI, ATTI and UI). The need for information (NI) is supported by features like quality, credibility, and usefulness, whereas attitude and usefulness are the primary forces behind developing eWOM information acceptance.

The final finding is based on the moderation of Age (Gen-Y and Gen-Z) relation to both the determinants of eWOM information acceptance and the desire to make green purchases. In addition, the study found that the path coefficients of gen-z are more than gen -y for the acceptance of information on SNSs. Thus, companies offering green products should create strategies to strengthen Y generation customer confidence.

5.4“Limitations of the Study and Future Research Direction”

Despite the results revealed above, this research study's design had a few limitations that should be considered when similar studies are conducted in the future. So, first of all, the sample comprises consumers of green products (eco-friendly) and SNSs users. Hence, it could not capture the opinions of the other customers. This study has taken four major social media platforms (Facebook, Instagram, Twitter, and YouTube). But there are other social media platforms. Future study can be done on those platforms.

Second, this study is on social media sites, whereas many more online platforms are available. Therefore, in order to further develop the theoretical framework, it would be beneficial for future research to replicate and extend this study to additional online review platforms, such as websites and mobile apps. In the future, researchers may be able to compare the social media acceptance behavior of one group to that of another group using a different anonymous eWOM platform.

Third, we used non-probability techniques such as purposeful and snowball sampling to acquire data from questionnaire responses. Therefore, although the respondents come from the age range that contains most people who use social media (Gen-Y and Gen-Z), they can only partly reflect the community. This had a role in the replies' containing some biases. If the sample size of the research is smaller, but there are no restrictions placed on the budget, a random sampling approach could be used. In addition, future research may use qualitative analysis to investigate the social media users' further marketing and the relevant factors associated with the subject area. Fourth, the development of this proposed model explains the acceptance of eWOM Information on Social networking sites (SNSs). Model could be upgraded in future studies by adding new variables or putting the model to the test in other research settings. Furthermore, the moderating effect of age is examined in this study (Generation Y and Generation Z). Additionally, research may be undertaken to see whether additional demographic factors like gender and education moderate the causal relationship.

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APPENDICES

Questionnaire

A Study on Effect of eWOM Information on Green Purchase Intention

Part (1): Please select your answer for the following questions:

1. Do you search and use social networking sites to purchase green products?

Yes () No ()

If your answer is "Yes," please continue.

If your answer is "No," Please discard this Questionnaire. Thank you!

2. Which is the social networking site that you use frequently?

Facebook () Twitter ()

YouTube () Instagram ()

3. What is your current level of education?

Bachelor's () Master's () PhD ()

4. What is your gender?

Male () Female ()

5. What is your Age?

18 - 22 () 23 – 26 ()

27 - 34 () 35 - 42 ()

6. How often do you use social media?

Everyday () 4 – 5 days per week ()

Once or twice a week () Very rare ()

7. How often do you read reviews before making the purchase?

Always ()

Frequently ()

Sometimes ()

Rarely ()

8. How long have you been using the Internet?

Less than 1 year ()

1 to 3 years ()

4 to 6 years ()

More than 6 years ()

Part (3): This section is concerned with asking questions about the research variables.

Instructions:

- 1) Please consider your friends` posts about products on social media. Then give your answers.
- 2) Please circle the Number that indicates your level of agreement or disagreement with the following statements.

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

1

2

3

4

5

1. Quality of Information

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	SA
I think they are clear.	1	2	3	4	5
I think they are understandable.	1	2	3	4	5
I think they are helpful.	1	2	3	4	5
I think they are up-to-date.	1	2	3	4	5

2. Credibility of Information

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	SA
I think they are convincing.	1	2	3	4	5
I think they are accurate.	1	2	3	4	5
I think they are trustworthy.	1	2	3	4	5
I think they are reliable.	1	2	3	4	5

3. Needs of e WOM Information

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	SA
I like to apply them when I consider new products.	1	2	3	4	5
To assess them, if I have little experience with a product, they have already tried it.	1	2	3	4	5
I frequently gather them before making a purchase.	1	2	3	4	5
I feel more comfortable when I find relevant information.	1	2	3	4	5

4. Attitude towards Information

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	SA
When I buy a green product, I always read reviews	1	2	3	4	5
When I buy a green product, the reviews presented on Social Networking Sites are helpful for my decision-making.	1	2	3	4	5

Items Description	SD	D	N	A	SA
When I buy a green product, the reviews presented on the Social Networking Sites make me confident in purchasing the product.	1	2	3	4	5
I always have a positive opinion about the advice/information obtained on social media	1	2	3	4	5

5. Usefulness of Information

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	S A
I think they are generally useful.	1	2	3	4	5
I think they are generally informative.	1	2	3	4	5
I think they are usually valuable	1	2	3	4	5
I think the information I obtain is relevant to what I am looking for	1	2	3	4	5

6. Acceptance of Information

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	SA
The information makes it easier for me to make purchase decisions.	1	2	3	4	5
They contribute to my knowledge about the product.	1	2	3	4	5
The information motivated me to take purchasing decision.	1	2	3	4	5
I always agree with the opinion suggested regarding green products.	1	2	3	4	5

7. Purchase intention

When I think about the eWOM information about green products that social media users share on social networking sites_____

Items Description	SD	D	N	A	SA
I will closely follow the suggestions of the positive comments made by the users on social media is favorable.	1	2	3	4	5
It is very likely that I will buy the product.	1	2	3	4	5
I will definitely try the product.	1	2	3	4	5
I will recommend the product to my friends.	1	2	3	4	5

Publication Details

Paper Presentations:

- Presented a Paper Titled “ The role of Social Media in Enhancing Knowledge Base” in the International Conference on “ Industry 5.0: Human Touch Innovation and Efficiency” held on January 28th, 2022, organized by Mittal School of Business Lovely Professional University Punjab.
- Presented a Paper Titled “ The Impact of C2C E-WOM on Customer Purchase Intention” in the Three-Day International Conference on Contemporary Issues in Business Management (ICCIBM-2022) held during 21st-23rd February 2022 organized by the Dr. B R Ambedkar Institute of Management and Technology, Hyderabad, TS.
- Presented a Paper Titled “ The Impact of C2C EWOM on Consumer Purchase Intention in Social Networking Sites” in the two day National Seminar on Digital India: A Road Map to achieve Self-Reliant India in view of the Covid-19 held on 20th & 21st May 2022, organized by Vishwa Vishwani School of Business, Hyderabad.

Paper Publications:

- I have published a Paper Titled "The Impact of C2C Electronic Word-of-Mouth on Consumers' Purchase Intention in Social Networking Sites" in JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN: 0972-0766, Vol. XCV, No.16 2022.
- I have published a Paper Titled "Impact of ewom information via social media influencers in Indian retail business sector: a qualitative study" in Journal of the Oriental Institute, ISSN: 0030-5324, UGC CARE LIST NO. 135, Vol. 71, Issue. 02, No.13, 2022, pp. 71-90.
- I have published a Paper Titled “A study on effect of eWOM information on purchase intention for electric vehicles” in International Journal of Health Sciences, ISSN: 2550-6978, 6(S8), 3056–3068, <https://doi.org/10.53730/ijhs.v6nS8.12767>
<https://sciencescholar.us/journal/index.php/ijhs/article/view/12767>.