The Effect of Information Quality, Information Credibility, Opinion Seeking, Information Usefulness and Information Adoption on Consumer's Purchase Intention: Prior Knowledge as Moderation Variable

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The Effect of Information Quality, Information Credibility, *Opinion Seeking*, Information Usefulness and Information Adoption on Consumer's Purchase Intention: *Prior Knowledge* as Moderation Variable

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ABSTRACT: Internet has changed consumer behavior. Most of young women nowadays are looking for information about beauty product via YouTube which then bring up a lot of beauty vloggers. Based on the review of those beauty vlogger then the audiences make the decision on purchasing beauty products. This study examines the effect of information quality, information credibility, opinion seeking, information usefulness, and information adoption towards consumer purchase intention with prior knowledge as a moderating variable. Data collected using online questionnaires via YouTube, Line and Instagram to 200 respondents. The results confirm that information quality, information credibility, opinion seeking, information usefulness and adoption of information influence consumers' purchase intentions. However, prior knowledge does not moderate the relationship between information quality and information usefulness.

Keywords: information quality, information credibility, opinion seeking, information usefulness, information adoption, consumer purchase intention, prior knowledge

1 BACKGROUND

World internet users grow 7.6 percent annually (www.wearesocial.com, 2015) and it changes consumer behavior. Today's teenager, especially young women, search information via internet and social media before purchasing certain product, for example: theywatch beauty products review via YouTube before purchasing beauty products(Coursaris*et al.*, 2016). According to survey on internet users in US in 2010, it was found that 92% of those who watch onlinereview of a certain product, 89% of them confirm that the reviewaffecttheir product choice (Freeman and Chapman, 2007). In information search activity, some variables affect consumer's information processing process before generating consumer's purchase intention, namely information quality, information credibility, opinion seeking, information usefulness, and information adoption(Erkan and Evans,2016), whileprior knowledgemoderates the relationship between information quality and information usefulness (Coursaris*et al.,* 2016).

This research is based on a phenomenon, which is the rapid emergence of *vloggers*. In Indonesia, there are numerous popular *beauty vloggers* such as Dhana Xaviera, Sarah Ayu, Rachel Goddard and Lizzie Parra. Rachel Goddard has 325.660 *subscribers* which makes her a *beauty vlogger* with the most subscribers. This has made many beauty-product companies make use of her vlog to promote their products. Although this strategy is considered the most effective in marketing products, especially to the millennial generation, an investigation about the effectiveness of a beauty vlogger as an endorser of a beauty product is still needed.

2 HYPOTHESIS DEVELOPMENT

2.1 *Relationship between Information Quality and Information Usefulness*

Information quality reflects the extent to which users think that information are relevant, on time, accurate and complete (Sussman and Siegal, 2003). The depth of information in *online review* could increase consumer's trust, while long and complete information about how to use the product itself could decrease the uncertainty about the usage of a certain product (Mudambiand Schuff, 2010).

A person who receives a higher information quality has a tendency to feel that that information is useful (Jin *et al.*, 2009). Based on information adoption model, information is the main determinant of information usefulness (Sussman dan Siegal, 2003).

H1: information quality affects consumer's information usefulness

2.2 Relationship between Information Credibility and Information Usefulness

The existence of credibility will strongly influence the effect of the message or information given, to understand how those information users decide on what to believe (Wathen and Burkell, 2002). Therefore, when information is perceived credible by consumers, then it will influence consumer's comprehension of the information given, also the usefulness of the information. Previous research by Erkan and Evans (2016) also stated that there is a positive relationship between information credibility and information usefulness.

H2: information credibility affects information usefulness

2.3 Relationship between Opinion Seeking and Information Usefulness

Opinion seeking is defined as the extent to which an individual's tendency to look for opinion and information to friends, neighbors, relatives,or acquaintances about a category of a certain product (Pompitakpan, 2004). Initially, consumer feels there is a gap between what they understand and what they need to understand on a certain situation (Marchionini, 1997). The more opinion a consumer is seeking, it will make him/her tend assume that the information they get is useful for him/her and in the end, consumer will understand the information that are given to him/her (Erkan and Evans, 2016)

H3: Opinion seekingaffects information usefulness

2.4 Relationship between Information Usefulness and Information Adoption

Information usefulness is a perception of an individual who thinks that by using the new information, it will increase the quality of consumer's decision making(Bailey and Pearson, 1983; Cheung et al., 2008).Information usefulness is used as the main predictor of information adoption. In their study, Cheung et al.(2009)stated that the higher the information usefulnessperceived by consumers, the higher their intentions in adopting that information.

H4: information usefulnessaffects information adoption

2.5 Relationship between Information Adoption and Purchase Intention

Information adoption defines as the extent to which consumer receives the content of message and believes in certain meaningful information (Zhang and Watts, 2008). When consumer adopts the information, this means that the consumer believes in the information provided. The information could affect consumers' purchase intention because of the emergence of consumers' trust (Chan dan Ngai, 2011).

H5: information adoption affects purchase intention.

2.6 Moderating Effect of Prior Knowledge

Prior knowledge possessed by the message receiver changes the possibility of elaboration by influencing the individual's ability to process information: the higher the prior knowledge and the comprehension level about a message topic possessed by consumer will increase their ability to understand that information (Ratneshwar and Chaiken, 1991). The increase in information quality and the depth of relevant issue will affect his/her respond towards new information.

H6: Prior knowledge negativelymoderatethe relationship between information quality and information usefulness

3 RESEARCH METHOD

3.1 Data Collection and Sample

Data were collected from YouTube viewer. Specifically young female who have watched videos from Rachel Goddard's vlogger less than or equal to six months and the video they watched is a makeup video review.Online questionnaires were distributed to 200 respondents.

3.2 Data Measurement and Analysis

All items in questionnaire use 5-point Likert scale. Items measuring information quality are adapted from Sussman and Siegal(2003), information credibility are adapted from McKnightand Kacmar (2006), opinion seeking are adapted from Yoo, Gretzeldan Zach (2011), information usefulness are adapted from Pengetal. (2016), information adoption are adapted from TsengandWang(2015), prior knowledge are adapted from Awasthyetal. (2012), and purchase intention are adapted from Ponteetal. (2015). Data are analyzed using Partial Least Square (PLS).

4 RESULTS AND DISCUSSION

Table 1 Summary of hypothesis and path coefficients

Hypothesis	Coefficient	t-statistics	Result
H1: Information quality→ information usefulness	0,40	1.84	Supported
H2: Information credibility → information usefulness	0,47	4.77	Supported
H3: Opinionseeking→ information usefulness	0,23	3.89	Supported
H4: Information usefulness → information adoption	0,78	21.11	Supported
H5: Information adoption → purchase intention	0,78	18.53	Supported
H6: Information quality→ Priorknowledge→ information usefulness	-0,22	0.52	Rejected

Table 1 provides a summary of the result of hypothesis testing.Supported H1 indicates that information quality affects information usefulness because when viewers perceive the information given is accurate, complete, relevant, and on time then viewers will perceive the information given is useful.

Supported H2 indicates that information credibility has positive and significant effects on information usefulness. This result is similar withErkan and Evans'(2016) which found that information credibility positively influence the information usefulness. The credibility existence will strongly influence the effect of message or information given, to understand how those information users decide what to believe (Wathenand Burkell,2002).

Supported H3 indicates that opinion seekingaffects informationusefulness. Opinion seeking affects information usefulness because when *vlog* viewers have a tendency to consider other's opinion, and they get information they need, they will perceive that the information provided is helpful information.

SupportedH4 indicates that information usefulnessaffects information adoption. When a vlog viewers evaluate information provided is helpful information, they will be willing to follow the suggested information in the video.

SupportedH5 indicates that information adoption affects purchase intention. It means when vlog viewer are willing to do the things recommended in the video, it will influence the possibility of the viewer buying the product that was reviewed.

Supported H6 indicates that prior knowledgedoes not moderate the connection between the information quality on information usefulness.The possible causethis insignificant resultoccur because one's prior knowledge could be blocked. The evaluation of new information could be blocked when prior knowledge is not active and accurate (Ambroseetal., 2010). Someone often fails to use prior relevant knowledge to logically place it on the event that they currently facing, and they have differences in remembering certain facts (Martin and Pressley, 1991), therefore respondent's knowledge about a certain product does not influence their perception about it.

5 IMPLICATION

It is important for marketers to realize that vloghas been an appropriate marketing medium to use, especially for building relationships with consumers and shaping purchasing intentions.Marketers can trust and deliver their products to be reviewed by vloggers who are able to review the product by delivering quality and credible information.On the other hand, marketers also need to monitorvlog content reviewed by the vlogger, so that the information presented by the vlogger is the correct information.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4