

## Word of Mouse Characteristics and their Outcomes A Study in the Online Context

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### Abstract

*Web-based technologies have created numerous opportunities for electronic word-of-mouth (eWOM) communication. The purpose of this paper is to examine the word of mouse characteristics and their outcome in online context i.e. argument quality and information usefulness affect purchase intention. The model was tested empirically by using a sample of 255 users. This study found that comprehensiveness, relevance, and accuracy are the most effective elements of argument quality construct. They make a key influence on purchase intention. This study offers novelty by using purchase intention as an outcome of word of mouse utilization. Secondly, it tests for mediating role of information usefulness between the word of mouse characteristics and purchase intention. This study outlines ways to promote one's business into online communities it also helps managers in decision making that which factor influence most.*

**Keywords:** *Word of mouse, relevance, timeliness, accuracy, comprehensiveness, information usefulness.*

### 1. Introduction

In an era of Web 2.0 in which web applications are penetrated and take place in almost every aspect of human life. This penetration provides opportunities to the retailers to unleash the capability/potential of this market medium. In which they can promote their products and services which they are offering. Particularly it has created opportunities and platforms for word of mouse through electronic mediums such as a newsgroup, blogs, newsgroups and through electronics mediums, word of mouse communications permit customers to obtain information which is required related to product and also a services from vast number of people. It's also provides a platform by which they can obtained information from not only limited people they know but a geographically dispersed bunch of people which are experienced to their desired product or services. Reviews and evaluations have influenced the purchase decisions of 83 percent of internet shoppers according to researches. There is no doubt that word of mouse is an impressive and powerful force of marketing. We have seen an emerging literature in recent years based on the effectiveness of eWOM communications.

For risk abatement before purchasing something customer often search information and among all the sources word of mouse is one of source of information. Since the consumer domination of word of mouse its argued that its seen as more trustworthy and reliable than communication generated by firms. Moreover, forms of traditional communication like advertisement seem to lose their effectiveness probably because customers doubt durability and trustworthiness.

Consumers will be more involved with the credibility of word of mouse than advertising due to its good reputation as it has high end information with a very strong effect. It is not mandatory for word of mouse to be communicating face-to-face. Consumers are increasingly joining web because they seen internet as informational source. Connectivity, feedback and interaction has enabled it's a real-time content. Customers have tremendous benefits from the availability of vast information on internet, sale pressure freedom,

availability of entertainment while searching, and access of 24-hour a day. While Advertisements and Company sponsored websites often provides information on internet, an incensement is seen in online word of mouse in online communities like news groups, online bulletin boards, and internet forms, they facilitate customers to express their knowledge, opinions and experiences with others. Due to the participatory nature, there is not a one-way communication and audiences are not only receivers because they can create the content with pictures, music, videos, text etc. Members of community shows enthusiasm and share knowledge about their experience of consumption when forums are related to consumption. There is a huge role of traditional word of mouse (offline) in buying decision of customers. The advent of the web made it is possible and gives opportunity to the customers to obtained reliable information and consumption related advices about the products from others costumers with the help of word of mouse. They also give advices related to their own consumption experiences to others with the help of word of mouse. Provided the distinct features of digital communication (e.g. multiple people, accessible to other customers for infinite duration of time and anonymous), word of mouse deserves some serious attention from managers and marketing researchers.

According to the recent researches and surveys most customers sees online communities and their opinions as trustworthy sources in brand websites. As per recent researches as customers see web communities as trustworthy source of information. He further proposed that companies should try to organize web communities Originally the definition of old word of mouse stated as the communication is done orally and it is non paid and interpersonal communication between acquaintances, and it advances to new communication form, called as word of mouse. Addressing the topic word of mouse from the point of view of relationship marketing discussed several threats as well as opportunities that effects the business about increase of online articulations of customers. Conceptually, he talks about the communication of customers on internet occurring when costumers interact or report about the situation which are relevant to the consumption on the web” and these articulations are subsumed under the concept of e-WOM communication. By its theoretical base categorization and definition, we refer word of mouse that a statement which is made my any actual, potential or former customer, either it’s positive about the company, product or services either negative and it’s available to mass audience and institution over internet. The communication of Word of mouse can be occur in many ways, it can be on opinion platforms which are available on internet or in news groups, in online communities on social media like on twitter, facebook, and discussion forums. In our study we mostly focus on internet based customer-opinion platforms. And reasons behind choosing web-based platforms are, among all currently used word of mouse formats it’s used most commonly and widely. Approximately there are nine to ten millions comments are available worldwide from customers to web user on these opinion platforms, it gives customers a chance to read the consumption experiences of other customers and reduce the purchase risk and post their own experience to reduce others risk. Internet based electronic word of mouse not just focuses on one area specific field or small group of consumption but this platform provides information to almost every area of consumption. The impact of web base electronic word on mouse communication is very stronger as compared to published word because customers can easily trust them, the reason behind this trust is they think share their independent opinion and they think they are one of them. And it can be easily to operate as compare to news group etc. Such studies show how significant a future effect and word of mouse have on the cycle of customer decision making.

### **1.1 Research gap**

The focus of existing studies was on those components that leads online buyers to share their expertise and information mostly, but their focus was very low on those factor that lead consumers to make use of online consumer advices and reviews while taking their purchase decision. The mediating role of information

usefulness between argument quality and purchase intention was still not tested. Therefore, a need exists for the study to investigate influence of word of mouse on purchase intention.

## **2. Literature review**

### **2.1 Relevance & Information Usefulness**

Relevance is said to the degree of congruence between what the individual requires or wants and what the information offers. To bring the effectiveness in communication effective (i.e., to have an impact on a receiver), the relevancy of the message is must. In the digital environment, the scholars suggest that there are two dimensions that underlie the message relevance: usage similarity and personal similarity. Personal similarity is the assessment of the focal user in term of character, background and perception as how the source is to them. In simple words from the perspective of a focal consumer, the main question is the individual posting this information online, such as main term of character expectation, and background. Relevance of the message is the second dimension (i.e., usage similarity) that refers to the focal customer assessment of how close the source's use of the product is to their own intended use. In other words, from the point of view of the focal consumer, the main question is, is the consumer who point this online review using the product the same manner I intend to use it? In essence, is the need of the sources similar to the receiver? Relevance on message is valuable because most users of web are aware of their time. The relevance of the digital message is imperative because the internet's users time conscious nature. Whenever confronted with the need for information, internet users quickly browse the web pages and scan it to find the information they need instead of reading anything presented in detail [1]. Relevance of message plays a vital part in customer decision making. While In finding information user always want to find quickly information and also with doing little effort . It is essential to give apropos information to the customer, therefore present only the most suitable information. In decision making relevance is an important element [2]. Relevance is the area in which the reviews are applicable and relevant. Relevance of message is observed for web users and online communities are conscious about their time, in order to match those messages that relate to the topics of interest quickly.

Therefore, it is necessary to only present the most relevant information in web communities also says that in decision making relevance is an essential element. Therefore, the more relevant the messages are, the higher the information usefulness of the message.

H1: There is a positive effect of relevance on information usefulness

### **2.2 Timeliness & Information Usefulness**

Timeliness means current and up-to-date. Information of message refer as whether the message is most recent and up-to date. The websites cannot gives expected results and cannot reach at expected level if message is not up to date and cannot deliver added value at customer [3]. If the update of the website is not performed regularly the awaited performance may not be providing by the website and also it does not provide consumer with any added value. Moreover, the impact of timeliness on the behavior of online purchase is insignificant. This paper firmly believes that when consumer buy something after passing sometime them the product will lose value. And it loses their value so quickly, they tend to assume that value of current review is quite different than the review which is left a year ago (with the same content). Based on the studies and analysis this research suggest that word of mouse information timeliness has significant influence on consumer trust.

According to The total quantity and timeliness of word of mouse information have a significant impact on customer trust, which has substantially positive impact on buying decision[4].

Timeliness of messages is identified as whether the informational messages are up-to-date, timely, and current urged that, if the web is not consistently updated the webs would not be able to deliver the desired performance thus the website will offer no additional worth to the users. Therefore, the timelier the messages are, the higher the perceived information usefulness of the message: H2: There is a positive effect of timeliness on information usefulness.

### **2.3 Accuracy & Information Usefulness**

Accuracy can be defined as the correctness in the mapping of stored information to the appropriate state in the real world that the information represents and did further refinement in the definition of accuracy to contain the plan that the information is not only reliable, factual, clear, but also trustworthy, relevant and meaningful. The key aspect of refinement in definition is correctness is an important perceptual factor to accuracy. Information should not only be correct but must so be perceived to be accurate. Consistency is little more lengthening in idea of accuracy. When judging the accuracy, we will assume that consumers should evaluate perception of the correctness of information extracted from system over a prolonged time span. Our general concept of accuracy may be formed by the underlying correctness of information, expectation of information's believability, and continuity of longitudinal experiences. Accuracy of messages concerns their reliability [5]. It also indicates the perception by the users about correctness of information. Media richness theory declared that message reliability, message accuracy, message quality, are important factors when information exchange takes place across a medium. Accuracy is described as the exactness of the information offered. Accuracy presents the perception of the online user's that information he is receiving will be accurate. Their perception is formed by skepticism concerning some claims or conformation of claims that the user knows to be either right or wrong.

According to theory of media richness, reliability of the exchanged information, accuracy and quality are worthy across a medium. Therefore, more accurate the messages are, the higher the perceived information usefulness of the message.

H3: There is a positive effect of accuracy on information usefulness.

### **2.4 Comprehensive & Information Usefulness**

Comprehensiveness of messages refers to their completeness. In addition to accuracy, completeness can also be affect the quality of information. Completeness refer to extent to which all potential users-relevant population are reflected in the stored information. It may be important to understand that the determination of completeness could only be made in relation to the user's subjective demand, and that the program may be perfect for one user but imperfect in another's eye. While the completeness is a subjective in design, the assessment f completeness is based on perception of systems user use and collective experience. A comprehensive message refers to the completeness, it covers the all information which are necessary and have enough depth and breadth. Sullivan suggested that when the availability of information is in greater detail, the orientation of the user will be more toward the website and there will be bright chances to retain the customer.

Comprehensiveness is known as the information which is informative and understandable with debth and width [6].

Sullivan recommended that if the information will be more in detail, the wider will be the categories of user and also the higher will be the user orientation of the website, and the as a result the greater will be likelihood of the attainment and retention of users. Thus, the more comprehensive the messages are, the higher the perceived information usefulness of the message:

H4: There is a positive effect of comprehensiveness on information usefulness.

## **2.5 Information usefulness & Purchase Intention**

The proliferation of internet provided a platform for web trading and online marketing where they can compete with each other. As the fame of the digital shopping increases, businesses around the globe are now trying to improve their competitive edge by putting the focus of their means on the digital business environment. The online business as a new marketing tool varies in many aspects from the traditional retail models. In online shopping customer can't touch your product either taste or smell the product, as possible in the traditional stores, so in virtual shopping the customer's judgment is based upon the information presented on the website therefore information usefulness plays a vital role in online shopping.

This construct has been shown to be a powerful determinant of the cognitive intentions of customers, so that customers will be more interested to visit again an online website to make purchase if they feel their performance will be increased by the website and purchased decision. Customers thus consider online review on retailer website as helpful in assisting them in a process of purchase decision.

Information usefulness refer to the perception of peoples that when they use the new technology their performance will be improved using this by using this [7]. People also tend to use an application to the point that they perceive it will allow them to do their job better.

Within the digital world new products and services may be articulated with innovative ideas for which the people could decide that whether this is important to them in them while making purchase decisions. Consequently, if others assume within the online community that their opinion is useful, that creates a greater probability for adopting that intention. Evidently perception of usefulness of opinions will forecast intentions towards adopting that idea. Information usefulness is vital to play a necessary part in a process of customer decision making.

Purchase intention is one of the most fundamental indicator of adoption of users, with great correlations to both modern and destiny self- reported system usage. Information usefulness is the diagnostic ability of opinions or put truly it is the helpfulness of the critiques in procedure of buyer's decision making. Information usefulness is often seen that it plays a vital role in decision making process of buyers. critiques that it might be helpful and have extra effect on customer purchase decision that the critiques which can be rated less helpful.

Within the digital world new products and services may be articulated with innovative ideas for which the people could decide that whether this is important to them in them while making purchase decisions.

Word mouse quantity provides high informational variety to the consumers, which will increase the perceived usefulness of the virtual platform and also provide facilitation in purchase decision. Therefore, the higher the number of suggestions, greater will be the number of messages processed by users, who will have experienced greater usefulness while using the website [8]. In the circumstance of online environment, electronic word of mouse quality is important; the review content should be adequately extensive and comprehensive, and provide useful and high-quality purchase decision information.

H5: There is a positive effect of information usefulness on purchase intention

## **2.6 Mediating role of information usefulness**

Marketing literature has examined the relationship between usefulness of information and argument quality. Usefulness is known as the perception of the individual which is by using this new technology his/her performance will be enhanced and it also very important predictor of their purchase decision.

We refer to this variable as information usefulness. This follows from the definition of the word useful, in definition the useful mean "capable of being used advantageously. In the organizational context individuals are generally empowered by salaries, promotion, incentives and other benefits for good performance.

As the information usefulness is extent to which a individual believes via using a particular system would improve his or her profession performance. This construct has been shown to be a powerful determinant of the cognitive intentions of customers, so there will be possibility of revisit an online website to make buy if they feel the website can advance their performance and purchase decision [9]. Customers also find that online review on the retailer website as useful to facilitate them in their decision making process for purchases.

Information usefulness refer to the perception of peoples that when they use the new technology their performance will be improved using this by using this. People tend to use and application or not use it to the point they actually think by using this application their performance will be increased and their job will be done better [10].

In virtual platform, opinions and new ideas about goods or services may be articulated. The perception of the customers is about whether these opinions will help us in making better decision. In case of their positive thinking about these opinions in shape of comments their intention of purchase will be high. Because their perception of usefulness comment or opinion would predict higher intention toward the purchasing the product.

H6: Information usefulness mediates the relation between relevance and purchase intention.

H7: Information usefulness mediates the relationship between timeliness and purchase intention.

H8: Information usefulness mediates the relationship between accuracy and purchase intention.

H9: Information usefulness mediates the relationship between comprehensiveness and purchase intentions.

### **3. Methodology**

#### **3.1. Sample size**

Sample size of this research is 252 questionnaires. This size is calculated with the help of Raosoft, an online sample size calculator.

#### **3.2. Sampling Design Population**

The population of this study is University of Haripur students. Questionnaire was distributed among 350 students of the university of Haripur. The data were collected from the students of university of Haripur. The main reason of choosing this population is the response rate of the students. The student gives you very high response rate because they are most aware segment of society. And they are currently more engaged in online buying practices in comparison to others. The data is collected from 350 people who were present in the University of Haripur. Respondents were approached in person by the researcher to ensure high response rate and for make sure the participation of gender and age group equally.

#### **3.3. Scales**

All item were on likert scale. Relevance, timeliness, accuracy, comprehensiveness, information usefulness and purchase intention are key variables. Relevance is measured using 3 items adopted from (Cheung et al., 2008). Timeliness is measured using three items adopted from (Cheung et al., 2008). Accuracy is measured using 3 items also adopted from (Cheung et al., 2008). Comprehensiveness is measured using 4 items and adopted from (Cheung et al., 2008). Usefulness is measured by using 3 items adopted from (Cheung et al., 2008). Purchase intention is measured using 3 items adopted from (Reza Jalilvand & Samiei, 2012).

### 3.4. Confirmatory Factor Analysis “CFA”

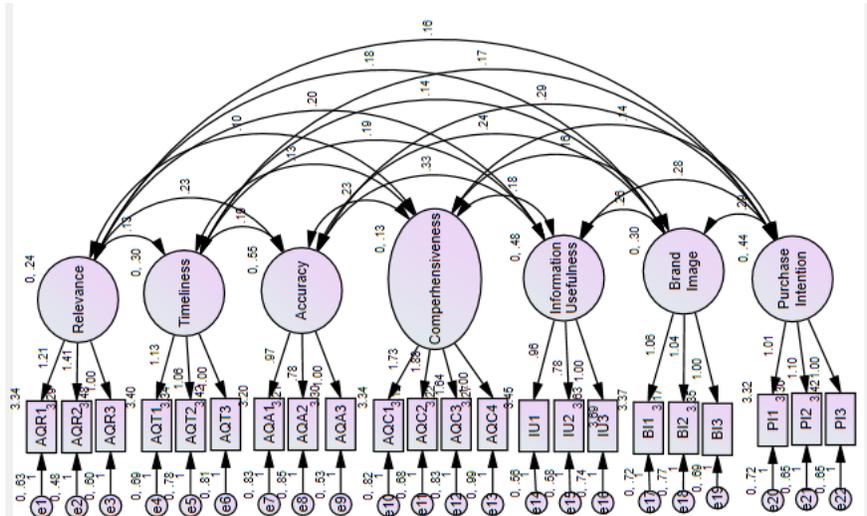


Figure 1 Confirmatory Factor Analysis

Table 1 Estimation Analysis

<b>AQR3</b>	<---	Relevance	.528
<b>AQR2</b>	<---	Relevance	.716
<b>AQR1</b>	<---	Relevance	.605
<b>AQT3</b>	<---	Timeliness	.515
<b>AQT2</b>	<---	Timeliness	.550
<b>AQT1</b>	<---	Timeliness	.621
<b>AQA3</b>	<---	Accuracy	.723
<b>AQA2</b>	<---	Accuracy	.532
<b>AQA1</b>	<---	Accuracy	.621
<b>AQC4</b>	<---	Comprehensiveness	.337
<b>AQC3</b>	<---	Comprehensiveness	.557
<b>AQC2</b>	<---	Comprehensiveness	.636
<b>AQC1</b>	<---	Comprehensiveness	.563
<b>IU3</b>	<---	Information_Usefulness	.629
<b>IU2</b>	<---	Information_Usefulness	.590
<b>IU1</b>	<---	Information_Usefulness	.660
<b>PI3</b>	<---	Purchase_Intention	.669

<b>PI2</b>	<---	Purchase_Intention	.640
<b>PI1</b>	<---	Purchase_Intention	.582

**Table 2 Model Indicators**

	<b>RMSEA</b>	<b>TLI</b>	<b>CFI</b>	<b>CMIN/df</b>
<b>This model consists of 6 indicators of, Relevance Timeliness Accuracy Comprehensiveness Information usefulness And Purchase intention</b>	.046	0.912	0.931	1.506

### 3.5. Fit Indices of (CFA)

According to rule of thumb the standard value of RMSEA is usually below 0.05 or some says it should be below then 0.08 depending on the field in our case our value of RMSEA is .045 which is very good as per according standards, the standard value of value CFI, TLI 0.95 which indicates the value is very good and 0.90 is also acceptable in our case our TLI is 0.905 and CFI is 0.924 which is also good as per standards. Our CMIN/df is 1.483 which is quite better as according to the given standards.

## 4. Data analysis

### 4.1 Correlation

The values of correlation among independent variables are important because they indicate possibilities of multi collinearity, in our case correlation among the independent variables are below the .5 so the multi collinearity will be low and there will be no issue of higher multi collinearity. The correlation among dependent and independent variables shows the possibility of direction and strength of relationship among them.

**Table 3 Correlation**

<b>Pearson Correlation</b>					
<b>AQR</b>	<b>AQT</b>	<b>AQA</b>	<b>AQC</b>	<b>IU</b>	<b>PI</b>
<b>AQR</b>					
<b>AQT</b>			.388**		
<b>AQA</b>			.366**	.266**	
<b>AQC</b>		.348**	.381**	.499**	
<b>IU</b>	.410**	.296**	.404**		.475**
<b>PI</b>	.281**	.268**	.290**	.356**	.373**

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 4.2 Regression

It is a reliable way of detecting which variables made influence on interested topic. This process takes us to the point where can make decision that which can influenced most, and which factor can be neglected, and how they make influence on both of them. As linear regression is performed during the analysis for all the independent variables for evaluating their impact on dependent variables we come to know several findings. These analyses are divided to two parts first we check the linear regression of independent variables with mediating variable and then we check the mediating with dependent variable. R and R square values are presented in above table. The value of simple correlation is represented by R which is 0.561. Here the "R" Column indicates a high degree of correlation. The R square indicates how much of the total variation in the dependent variable, here in our case our independent variables are accuracy, comprehensiveness, relevance and timeliness. In our case value of R square is 31.4%.

The next table is Coefficients which gives us the important information and give us the prediction of the price from income, it also tells us whether income contributes statistically significantly to the model (by looking at the "Sig." column). In addition, as shown below we can use the values in column "B" "Unstandardized Coefficients" column, as shown below:

**Table 4 Coefficients Model**

	<b>B</b>	<b>Std. Error</b>	<b>t</b>	<b>Sig</b>
<b>(Constant)</b>		.562	5.082	.000
<b>AQR</b>	.230	.062	3.698	.000
<b>AQT</b>	.051	.060	4.797	.000
<b>AQA</b>	.141	.057	2.477	.014
<b>AQC</b>	.214	.047	4.525	.000

Regression analysis revealed that relevance is significantly and has positive effect on information usefulness (B=.230, sig=0.000). Similarly, timeliness has also significantly and positive effect on information usefulness (B=.051, sig=0.000). The results show that relevance and timeliness has positive effect on information usefulness. Accuracy has also significantly and positive effect on information usefulness (B=.141, sig=0.14) which is still acceptable. The above table also shows comprehensiveness has significantly and positive effect on information usefulness (B =.214 sig=0.000). These above results lead us to the acceptance of H1, H2, and H3, H4 respectively.

### 4.3 Mediation Analysis

Four mediating hypothesis have been proposed in our study guided by Jamil and Qayyum (2019). Our first, the information usefulness mediates the relationship between relevance and purchase intention. The test is run on PROCESS macro which is made by Preacher and Hayes. While both the X to M and M to Y paths were significant, mediation analysis was performed. Results show us information usefulness mediates the relationship between relevance and purchase intention since the values of BootLLCI (.0708) and the value of BootULCI (.2314) and contain non zero values. This non-zero value shows us the significance of the indirect path. Thus our H6 is also accepted after performing this test. The results of the mediation analysis are as under.

**Table 5 Outcome: IU**

<i>Coefficient</i>	<i>SE</i>	<i>T</i>	<i>p</i>	
Constant	5.1416	.4738	10.8512	.0000
AQR	.4131	.0595	6.9477	.0000

<b>Outcome: PI</b>				
<i>Coefficient</i>	<i>SE</i>		<i>T</i>	<i>p</i>
Constant	3.5087	.6538	5.3666	.0000
AQR	.1739	.0736	2.3618	.0000
IU	.3480	.0731	4.7631	.0000
<b>Direct effect of X on Y</b>				
<i>Effect</i>	<i>SE</i>		<i>T</i>	<i>p</i>
.1739	.0736		2.3618	.0190
<b>Indirect effect of X on Y</b>				
<i>Effect</i>	<i>Boot SE</i>		<i>BootLLCI</i>	<i>BootULCI</i>
.1437	.0405		.0708	.2314

H7 proposed that information usefulness mediates the relationship between timeliness and purchase intention. Similar method was adopted to for performing this test. In this case the value of of BootLLCI (.0469) and BootULCI (.1743) and it also contain no zero values, it also contain the presence of mediation. This shows the acceptance of our H7 hypothesis.

H8 proposed that information usefulness mediates relationship between accuracy and purchase intention. Same process was followed to run this test the hypothesis. The result which is obtain form this test is as under in table. the BootLLCI (.0616) and BootULCI (.1960) this also not containing no zero values so it indicates the presence of mediation. Thus our H8 is also accepted.

H9 proposed that information usefulness mediates between comprehensiveness and purchase intention. Similar procedure was adopted to run this test. After running the test obtained value of BootLLCI is (.0481) and BootULCI is (.1582) and as above it also contains no zero values, which shows presence of mediation. Hence our H9 is also accepted.

## 5. Conclusion

The internet provided an opportunity to the customers that they can share and search for any option before making any purchase and also after purchase. Electronic word-of-mouth (e-WOM) corresponds to any possible favorable or unfavorable feedback given by any individual person or past client about a goods and services, that is made available through the web to a number of people and organizations. It may also be seen as continuation of mainstream face-to-face interaction into the modern digital mode of communication. A lot number of marketing and buyers research have concentrated on how e-WOM impacts purchase decision and explored the challenges and benefits that increases in digital consumer progressions for companies. Word of Mouth interaction helps users not only gather useful information from the individuals they already meet, but also from individuals who are unfamiliar to them and are scattered around the globe. For creating electronic word of mouth the motivation of customers for searching information are different they share their reviews and experiences about the products. Word of mouse is a statement which is made by actual, potential customer. The similarity of knowledge what individual requires and what the company is offering is relevance. Our hypothesis was proposed H1 was proposed that relevance has positive effect on information usefulness. The tests is run in the IBM SPSS software and the obtained result from testing this hypothesis after running the test is indeed relevance has positive effect on information usefulness. The relevance gives us a very positive impact. In our research it gives us a high impact. Timeliness men current and up-to-date information. It refers whether message is recent. This paper firmly believes that when

consumer buy something after passing sometime then the product will lose value. And it loses their value so quickly, they tend to assume that value of current review is quite different than the review which is left a year ago (with the same content). Based on the studies and analysis this research suggest that word of mouse information timeliness has significant influence on consumer trust. On the basis of this H2 was proposed that timeliness has positive effect on information usefulness. The tests is run in the IBM SPSS software and the obtained result from testing this hypothesis after running the test is indeed timeliness has a positive effect on information usefulness.

Accuracy of message is correctness of the required message. Wand & Wang (1996) referring to the correctness of the relation among or between numerous information items and information over the period. When judging the accuracy, we will assume that consumers should evaluate perception of the correctness of information extracted from system over a prolonged time span. Our general concept of accuracy may be formed by the underlying correctness of information, expectation of information's believability, and continuity of longitudinal experiences. On the basis of this H3 was proposed that accuracy has positive effect on information usefulness. And The tests are run in the IBM SPSS software and the obtained result from testing this hypothesis after running the test is indeed accuracy has a positive effect on information usefulness. Comprehensiveness refer to their completeness. The completeness is a subjective in design, the assessment of completeness is based on perception of systems user use and collective experience. A comprehensive message refers to the completeness, it covers the all information which are necessary and have enough depth and breadth (Wixom & Todd, 2005). Sullivan suggested that when the availability of information is in greater detail, the orientation of the user will be more toward the website and there will be bright chances to retain the customer (Sullivan, 1999). On the basis of this H4 was proposed comprehensiveness has positive effect on information usefulness. The tests are run in the IBM SPSS software and the obtained result from testing this hypothesis after running the test is indeed comprehensiveness have positive effect on information usefulness.

Purchase intention is one of the most fundamental indicator of adoption. Purchase intention tells us the possibility that in the future consumer is going to plan or he show willingness to purchase a particular product or services. On the basis of this H5 proposed that information usefulness has a positive effect on purchase intention The tests is run in the IBM SPSS software and the obtained result from testing this hypothesis after running the test is indeed information usefulness have positive effect on purchase intention. The proliferation of internet provided a platform for web trading and online marketing where they can compete with each other's. As the popularity of the online shopping increases, businesses around the globe are now trying to enhance their competitive edge by putting the focus of their means on the digital business environment. The online business as a new marketing tool varies in many aspects from the traditional retail models. In online shopping customer can't touch your product either taste or smell the product, as possible in the traditional stores, so in virtual shopping the customer's judgment is based upon the information presented on the website therefore information usefulness plays a vital role in online shopping on the basis of this H6, H7, H8, H9 proposed that information usefulness mediates the relationship between relevance, timeliness, accuracy and comprehensiveness. The trust was run in the PROCESS macro after the test obtained result shows that information usefulness.

#### **4.1 Implications**

This study contributes to word of mouse in different ways. The study contributions to existing word of mouse are as follows. Our research model is based on the Sussman and Siegal (2003) information adoption model. We make changes in that to make this model more up to date. We add new variable Purchase

intention in that model. This will give a new path and direction for the researchers to explore further in this area.

In a sense of the web consumer communities the current study applied the model. Research model explanatory power remain high In addition to merely applying the information adoption model in the current investigation, our elaboration of information quality into the four components of accuracy, comprehensiveness, relevance, timeliness, and added new insight into the ultimate effect these components ultimately have on Purchase intention. We discovered that there may be limitations to the model, which will help the researchers who are interested in this field. In evaluating the usefulness of information four dimensions of argument quality may play a vital and also a different role and also give the nature of desire information. Additional research could be conducted to explore different dimensions of argument quality found in other studies, which may be effective in influencing information usefulness and purchase intention. Our research will help the manager to take decision that which factor of argument quality will be more influential for while making decision. Like which factor attract customer most and by help of that factor customer make intention to purchase something. Our study found that accuracy and relevance attract the customer most while making a purchase decision.

#### **4.2 Limitations & Future directions**

Limitations of our study are as follows. First, the research model used in this research is intentionally simplified. In information adoption model consist of two independent variable argument quality and source credibility we just focus on the one argument quality. According to our knowledge and work we find that the written literature on variable use in this model, like accuracy, comprehensiveness, relevance and timeliness and information usefulness is very limited therefore a hurdle is faced when the literature review is written.

Second limitation we face in this research is that we put brand image as a moderator in regression analysis the significant values of brand image in more than 8 therefore we remove it. Due to academic research the research must be conducted in specific time so our time for conducting this research is limited. Which will reduce the quality of this research. Our sample size is also limited and limited to just one area (e.g. university) and our population of the research is also limited it will also reduce the quality.

For future direction we suggested that the population size will be increased and conduct a qualitative study the population of the study will be increase and take the data from not only the university student but from the people from diverse fields. Because the university students did not represent the whole community. This will also take more refinement in their study. Other than convenient sampling will be apply on the study for further refinement of the study.

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