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Analysis of the Influence of *Electronic Word of Mouth (E-WOM)* on Social Networking Sites (SNS) on *Online Purchase Intention* on *iPhone Smartphones*

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Abstract

Electronic word-of-mouth (eWOM) on social networking sites (SNS) has become crucial in shaping consumers' online purchase intentions, reflecting the increasing reliance on the wealth of user-generated content and recommendations shared on these platforms. This study aims to investigate the relationships between eWOM information factors, including information usefulness, information adoption, attitude toward information, and their impact on online purchase intentions. This study uses a quantitative approach, utilizing a questionnaire to collect data from 340 individuals who actively engage in eWOM activities on various SNS platforms. Statistical analysis was conducted using partial least squares structural equality modelling (PLS-SEM). The findings indicate that information usefulness has a positive and significant effect on attitude toward information, information usefulness has a positive and significant effect on online purchased intention, attitude toward information has a positive and significant effect on online purchased intention, attitude toward information has a positive and significant effect on information adoption, and information adoption has a positive and significant effect on online purchased intention. This suggests that consumers may have a favourable view of eWOM content and actively adopt it. Information adoption emerges as an important determinant of online purchase intention, emphasizing the importance of promoting user engagement and trust in eWOM information. These findings contribute to a deeper understanding of online consumer behaviour and provide valuable guidance for stakeholders who wish to leverage eWOM effectively in digital marketing.

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Keywords: ***information usefulness, attitude towards information, information adoption, online purchase intention*****.**

INTRODUCTION

The development of technology today is closely related to the internet. This can provide changes in social life in society, the way a person communicates and different business opportunities (Arumsari & Ariyanti, 2017). The internet is already known to the wider community; this is evidenced by the number of Internet users in Indonesia each year. The APJII report states that of the total population of Indonesia, which reached 266.91 million people, 196.71 million of them have used the internet network throughout 2022-2023 (APJII, 2024). Compared to the previous year, the growth in internet usage in 2021 was 27.9 million, according to (APJII, 2024). This certainly opens up very profitable business opportunities because it has increased the contribution of internet user penetration by 0.2% from 2021-2022.

The presence of the internet is an impact of the digital economic transition, which is part of the Industrial Revolution 4.0, which is identical to sophisticated technology so that it changes the world's attention because it has brought major changes in the current trading patterns **(** Lavinda, 2018 **)**. The digital economy has opened up new opportunities in the field of trade, as well as an intermediary for the interests of producers, consumers, and markets without being limited by space and time. Along with the increasing ease and speed of internet access, business activities have shifted from *offline* to *online shopping* (Quora, 2017). According to research conducted by Rita et al. (2019) stated that customers prefer to shop *online* rather than go to *offline stores, so that online* -based businesses continue to develop over time. With the large number of internet users, of course, it will open up business opportunities, one of which is the very promising *e-commerce market.*

E-commerce is any buying and selling activity carried out through electronic media using the internet. The large number of *e-commerce users* is also due to the needs of the community and the lifestyle of people who have little time to shop because of their busy activities. The existence of *e-commerce* can make it easier for people and can stimulate the digital economy sector in Indonesia supported by the large number of internet users in Indonesia. So, the use of *smartphones* is not only limited to the use of information but can be used as a means of conducting trade transactions (Magdalena & Jaolis, 2018).

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Social media such as YouTube, TikTok, Instagram, Facebook, and so on are communication and marketing tools where people can share their thoughts, ideas, and experiences with others. This is a form of electronic media that allows people to create content and share it with the public. With social media, it can make it easier for consumers and producers to find information and desires regarding the products or services they need. In addition, social media also helps us to promote our business or brand effectively because it provides a platform for businesses to reach target audiences easily without having to spend too much money on advertising campaigns. The existence of the internet has changed people's consumption patterns. Before making an *online purchase*, a consumer must first have trust in the seller regarding the goods or services being marketed. To convince consumers, companies provide *a platform* for consumers to provide reviews regarding the products or services offered. Internet technology in the form of *websites* or *platforms* designed by companies not only provides a testimonial column for consumers to provide their opinions but also as a marketing channel for the company (Kaplan and Haenlein, 2010)

A consumer in reviewing a particular item or service via mobile phone, can see *reviews* or testimonials from consumers who have previously purchased the item or service. Based on its development, *word of mouth* (WOM) has shifted to *electronic word of mouth* (e-WOM). The presence of *electronic word of mouth* (e-WOM) is one of the most efficient marketing sources (Hennig Thurau et al., 2004). In a study conducted by Hidayat and Astuti (2019), it was shown that *electronic word of mouth* (e-WOM) is a form of marketing that focuses on communication between individuals via the internet.

The results of this study are supported by research by Cheung et al. (2009), which shows that *electronic word of mouth* (e-WOM) is more efficient than personal selling methods, traditional marketing and conventional media advertising. Therefore, currently more consumers are using *electronic word of mouth* (e-WOM) in making purchasing options. According to See-To and Ho (2014), the development of the internet and *e-commerce electronic word of mouth* (e-WOM) changes attitudes in decision-making**.** Reviews that previous consumers have written can influence potential consumers to make purchases.

The results of previous research conducted by (Tien et al., 2019) stated that *electronic word of mouth* (eWOM) has a significant positive effect on purchase intention. The results of other research conducted by Tariq et al. (2017) also stated that *electronic word-of-mouth* (e-WOM) affects purchase intention. This research is also supported by

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Erkan and Evans (2016) if *electronic word of mouth* (e-WOM) has a positive and significant effect on purchase intention. Research conducted by Cheung et al. (2009) revealed that a consumer's purchase intention participates in the adoption of *electronic word of mouth* (e-WOM).

Social media is useful for consumers in finding information about a product that has been given by previous consumers so that they feel safer before making a purchase of the goods or services offered. Therefore, the influence of e-WOM depends on the information provided and also consumer reviews. Social media users can also use the testimonial column provided by social media websites to create and market profiles related to certain goods and services (Knoll, 2015).

Adoption of information is a process in which a person plays a role in using information. Social media users will receive information on social media from *electronic word of mouth* (e-WOM) intentionally or just by chance so that it affects purchase intentions (Tien et al., 2019). Consumers who adopt e-WOM information will have the intention to purchase a product or service (Erkan and Evans, 2016). This is supported by Hidayat et al. (2020), who stated that the adoption of information affects purchase intentions. A message given will have a higher value of benefits if the message is more accurate so that the completeness of a message leads to the breadth and depth of information. Consumers make decisions based on *electronic word of mouth* (e-WOM) because of its informative and persuasive nature. Therefore, the more detailed the information, the wider the category of users on the user-oriented site so that they will get the possibility of a trusted and good quality source (Elseidi & El-Baz, 2016)**.**

The usefulness of information is very related to consumer decision-making to adopt information on social media (Tien et al., 2019). The study by Erkan and Evans (2016) stated that the usefulness of information has a positive effect on the adoption of information. This is supported by Sussman and Siegal (2003) who strengthen research related to the usefulness of the field of information adoption by observing the assessment of the usefulness of information as a mediator of the information adoption process. Research conducted by Erkan and Evans (2016) explains that the power of persuasive messages on social media plays an important role in shaping consumer attitudes towards information and its usefulness.

According to Engel et al. (1992), information attitude is an overall evaluation that shows where consumers respond in a consistently favourable or unfavourable manner related to a particular object. The attitude shown by consumers is used as a key aspect

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in predicting consumer purchasing intentions towards the subjective tendency to have a particular good or service. The results of Farid and Yanti's (2018) study show that information attitude has a positive value on purchasing intentions.

The rapid development of *e-commerce* also provides opportunities for companies as an impressive marketing tool. So that currently, *e-commerce* companies have emerged, such as Tokopedia, Shoppe, Lazada, Bukalapak.com, and so on (Kujur & Singh, 2017). Many factors influence customer decisions in shopping online through applications or *websites*, namely, the prices offered are usually cheaper than *offline stores* because many promos are offered (Hendratri et al., 2023), there is customer trust that online shopping will be guaranteed security (Ramadhany et al., 2023), besides that, in terms of convenience in shopping *online* because it can be done anywhere and anytime without having to come to the store (Agustini, 2017), and free shipping promotions (Aisyah et al., 2022). One of the companies that is in great demand by consumers for *smartphone products* is *Apple Inc.* with its product, *the iPhone*. So many consumers consider other people's reviews on social media and *e-commerce to find information related to iPhone* product specifications as a consideration before deciding to buy.

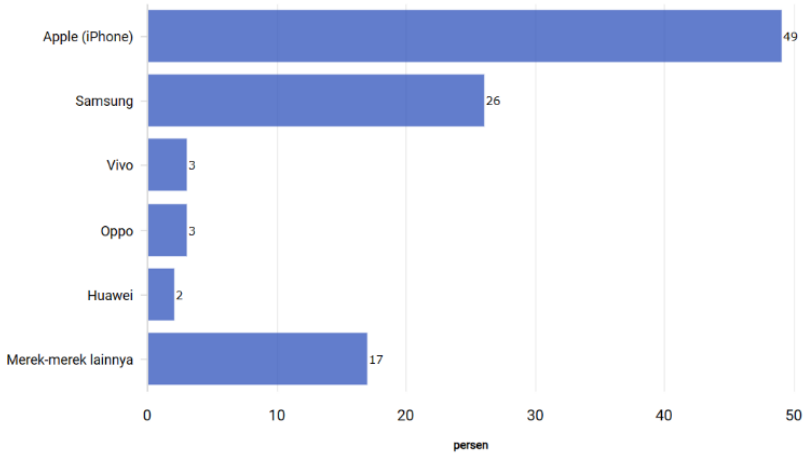
Apple Inc. itself is a multinational company based in Silicon Valley, Cupertino, California. This company focuses on the design, development, and sale of various products, including consumer electronics, computer software, and personal computers. Apple Inc. was first founded on April 1, 1976, and officially became Apple Computer, Inc. on January 3, 1977. When compared to other manufacturers that rely more on software from companies such as Google or Microsoft, Apple Inc. is one of the technology companies that has succeeded in integrating its hardware and software.

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One of the famous products of *Apple Inc.* is the iPhone, which first appeared in 2007 and created a stir around the world. *The iPhone* is very popular and dominates the sales market in various countries, including Indonesia. Apple products, such as *the iPhone*, are known by the Indonesian people for their high quality and futuristic design. Although the iPhone is known for its relatively high selling price compared to other brands, this device remains one of the best-selling *smartphones* in the world. The following is a graph of the market share of cellphone vendors that are widely used in Indonesia:

Figure 1Market Share of Indonesian Mobile Phone Vendors
Source: Databoks (2023)



The information in the graph above shows that many companies are competing to offer various benefits based on market research for each *smartphone company*. Databoks poll findings show that *Apple products (iPhone)* have the largest mobile phone market share in Indonesia. Over the past three years, the company has grown rapidly. It is increasingly in demand, as evidenced by *Apple's brand value,* which is currently at the top of the list of several categories. *Apple* has always had an advantage over other companies in its production, especially *the iPhone,* and this brand continues to be the brand of choice for customers.

In an article titled *"The Future of Brand Building," Frampton, Global CEO of Interbrand,* revealed that *Apple has succeeded in meeting the increasing demands of consumers with innovation, elegant design, and consistent creativity in each of its products. Apple* products, which offer the best quality and attractive features, continue to

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attract public attention. Forbes has also recognized Apple as the most valuable brand in the world for seven consecutive years since 2010. To maintain consumer views on the products offered by *Apple Inc.* , especially its *smartphones*. The company is trying to increase the value of the iPhone *brand* itself, which can later trigger consumer satisfaction and have an impact on purchasing interest in the products it offers.

The main orientation of a company is to provide maximum satisfaction for customers. Many factors influence the level of customer satisfaction, mainly from the experience they get from the company. Furthermore, Panjaitan and Yuliati (2016) provide an explanation that basically satisfaction is a feeling of pleasure or disappointment from an individual that arises as a result of a comparison between the impression of a product and expectations. Meanwhile, Sinaga and Kusumawati (2018) define purchasing interest as a consumer's drive to obtain a product. Purchasing interest arises when a consumer has been influenced by product quality, comparison with competing products, and the price offered. *Purchase Intention*, or consumer purchasing interest, refers to the consumer's desire to buy a product or service in the future, both in the near and long term (Alhadid & Alhadeed, 2017). In this regard, the author tries to see to what extent the influence of *electronic word of mouth* (usefulness of information, attitude towards information, and also the adoption of information) on purchasing intentions made by customers.

Objectives

This article intends

1. To explain the positive influence of Information Usefulness on Attitude Towards Information.
2. To explain the positive influence of Information Usefulness on Online Purchased Intention.
3. To explain the positive influence of Attitude Towards Information on Online Purchased Intention.
4. To explain the positive influence of Attitude Towards Information on Information Adoption.
5. To explain the positive influence of Information Adoption on Online Purchased Intention.

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METHOD

This research is a research that uses a quantitative approach. Researchers use data research methods through *Structural Equation Modeling* (SEM) modelling equations with the Smart-PLS (*partial least square*) program version 3.0. The location of the study is throughout Indonesia. The data used in this study is primary data. Primary data is data obtained from the first or direct source. The results of the questionnaire were filled out by Indonesian people who use social media as a place to find information and are interested in buying *an iPhone smartphone*; where respondents read the list of questions and answered the questions using a 5-point Likert scale model.

The population of this study is Indonesian people who are interested in iPhone smartphones. The population size is not yet known for certain. The determination of the number of samples by researchers using the method from Siregar *et al.* (2021) depends on the number of parameters used in this study. The results of the sample calculation obtained a minimum of 170 samples and a maximum of 340 samples. The sampling technique in this study is *non-probability sampling* or taking sample units based on certain characteristics determined by the researcher (Hair et al., 2017). The sample criteria in this study are Indonesian citizens who use social media to search for information, know the iPhone or Apple brand, and intend to buy an iPhone product in the near future. The sampling method used is *purposive sampling*.

RESULTS

Respondent Characteristics

Based on the research results, the characteristics of the respondents are described as follows:

Table 1. Respondent Characteristics

Category	Percentage
Gender	
Man	44.7%
Woman	55.3%
Age	
>30 years	15%
26 – 30 years	7.4%
22 – 25 years	57.4%

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18 – 21 years	20.3%
Work	
Self-employed	0.9%
Civil Servants/TNI/POLRI	10.6%
Students	52.6%
Private employees	25.6%
Average Income	
< 5 million	76.5%
5 – 10 million	13.5%
> 10 million	10%
Social Media Networking is used	
Facebook	13.5%
Instagram	52.6%
Tiktok	20%
Youtube	13.8%
Knowledge of Apple or iPhone brands/products	
Yes	100%
No	0%
Intend to buy an iPhone in the next 3 months	
Yes	100%
No	0%

Based on the characteristics of the respondents, it is known that the majority of respondents are female, aged 22-25 years, working as students. The majority of respondents' income is less than 5 million rupiahs, Instagram users, and intend to buy an iPhone product within a maximum of 3 months.

Model Evaluation

The evaluation of the measurement model was tested with several indicators, including Convergent Validity, Discriminant Validity, and Reliability. The measurement model was calculated using the PLS *Algorithm*. Based on the convergent validity test, it is known that the *loading factor value* produced by each indicator is more than 0.7, and the AVE value is more than 0.5 so that the indicators used are declared valid to measure the latent variables. The results of the discriminant validity test show that the *cross-*

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loading value on each item has a value> 0.70, and each item has the largest value when connected to its latent variables compared to when connected to other latent variables. This shows that each variable in this study has correctly explained its latent variables and proves that *the discriminant* validity of all items is valid. The final validity test is by looking at the *Heterotrait-Monotrait Ratio* (HTMT) value, namely, none of them is above 0.9, so it can be said that the research model formed from the four variables above is valid.

Reliability in PLS uses *Cronbach alpha* and *Composite reliability values.* The results of data analysis obtained *composite reliability values* for all research variables > 0.7 and Cronbach Alpha > 0.7. These results indicate that each variable has met *composite reliability and Cronbach alpha*, so it can be concluded that all variables have a high level of reliability. Further analysis can be carried out by checking *the goodness of fit* model by evaluating *the inner model.*

Inner model or structural model testing is conducted to see the relationship between constructs, significance values and *R-square* of the research model. The structural model of this study is as follows (Figure 2):

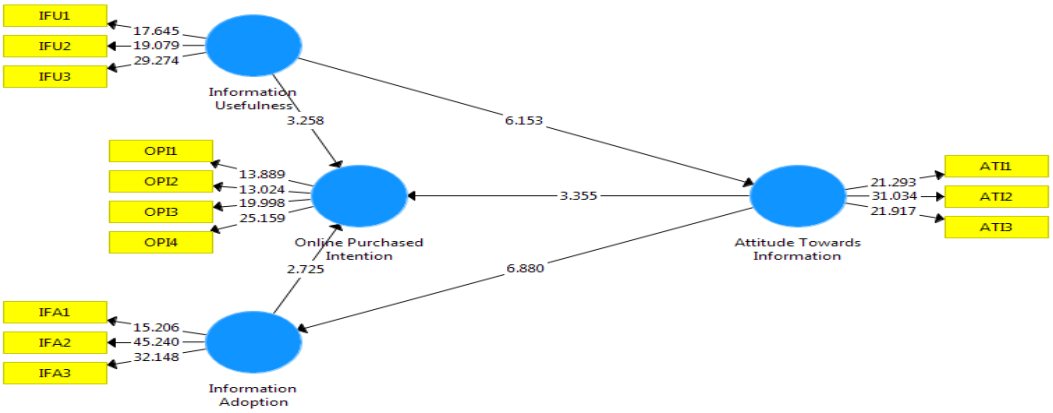


Figure 2. Structural Model

The evaluation of the PLS structural model begins by examining *the R-square* of each dependent latent variable. Table 2 shows the result of the *R-square estimate* using PLS.

Table 2. R-Square Test Results

Variables	*R-Square*	*R-Square Adjusted*
Attitude Towards Information	0.343	0.341

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Information Adoption	0.387	0.386
Online Purchase Intention	0.556	0.552

Based on Table 2 above, the R -*Square value* of the *Attitude Towards Information variable* is 0.343, meaning that the *Attitude Towards Information variable* can be explained by the independent variable of 34.3% and the remaining 65.7% can be explained by other variables not included in this study. In contrast, the R -*Square value* of the *Information Adoption variable* is 0.387. This value means that the *independent variable* of 38.7% can explain the Information Adoption variable, and the remaining 61.3% can be explained by other variables not included in this study. The R -*Square value of the Online Purchased Intention* variable is 0.556, meaning that the *independent variable* of 55.6% can explain the Online Purchased Intention variable, and the remaining 44.4% can be explained by other variables not included in this study.

Next, a Q-square test is conducted to measure how well the model generates the conservation value and also its parameter estimates. The results of the Q-square analysis are as follows:

Table 3. Predictive Relevance

Variables	Q^2(=1-SSE/SSO)	Information
Attitude Towards Information	*0.220*	*Has predictive relevance value*
Information Adoption	*0.261*	*Has predictive relevance value*
Online Purchase Intention	*0.309*	*Has predictive relevance value*

Based on the data presented in the table above, the Q square value on the dependent variable is > 0. Thus, this study has a good observation value because the Q square value is > 0 (zero).

Next, the structural relationship model test is conducted to explain the relationship between the variables in the study. The results of the structural model test are presented in Table 4 below:

Table 4. Hypothesis Testing

Variables	Sample Original (O)	T Statistics (| O/STDEV |)	P Values	Information
Attitude Towards information -> Adoption Information	0.622	6,880	0.000	Accepted
Attitude Towards information ->	0.301	3.355	0.001	Accepted

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Online Purchase Intention				
Information Adoption -> Online Purchase Intention	0.279	2.725	0.007	Accepted
Information Usefulness -> Attitude Towards Information	0.585	6.153	0.000	Accepted
Information Usefulness -> Online Purchase Intention	0.290	3.258	0.001	Accepted

In PLS, statistical testing of each hypothesized relationship is done using simulation. In this case, it is done using the *bootstrapping method* on the sample. There are five results of PL *bootstrapping analysis* as follows:

1) The results of the first hypothesis test, namely the Influence of Information Usefulness on Attitude Towards Information, show a coefficient value of 0.585, *p-values* of 0.000 <0.05 and t-statistics of 6.153> 1.960. These results indicate that Information Usefulness Influences Attitude Towards Information. So the hypothesis that states that "Information Usefulness Has a Positive and Significant Influence on Attitude Towards Information" is accepted.
2) The results of the second hypothesis test, namely the Influence of Information Usefulness on Online Purchased Intention, show a coefficient value of 0.290, p-values of 0.001 <0.05 and t-statistics of 3.258> 1.960. These results indicate that Information Usefulness Influences Online Purchased Intention. So the hypothesis that states that "Information Usefulness Has a Positive and Significant Influence on Online Purchased Intention" is accepted.
3) The results of the third hypothesis test, namely the Influence of Attitude Towards Information on Online Purchased Intention, show a coefficient value of 0.301, p-values of 0.001 <0.05 and t-statistics of 3.355> 1.960. These results indicate that Attitude Towards Information Influences Online Purchased Intention. So the hypothesis that states that "Attitude Towards Information Has a Positive and Significant Influence on Online Purchased Intention" is accepted.
4) The results of the fourth hypothesis test, namely the Influence of Attitude Towards Information on Information Adoption, show a coefficient value of 0.622, p-values of 0.000 <0.05 and t-statistics of 6.880> 1.960. These results indicate that Attitude Towards Information Influences Information Adoption. So the hypothesis that states that "Attitude Towards Information Has a Positive and Significant Influence on Information Adoption" is accepted.

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5) The results of the fifth hypothesis test, namely the Influence of Information Adoption on Online Purchased Intention, show a coefficient value of 0.279, p-values of 0.007 <0.05 and t-statistics of 2.725> 1.960. These results indicate that Information Adoption Influences Online Purchased Intention. So the hypothesis that states that "Information Adoption Has a Positive and Significant Influence on Online Purchased Intention" is accepted.

DISCUSSION

The Influence of Information Usefulness on Attitude Towards Information

Daowd et al. (2021) describe *Information usefulness* (IFU) as the level of perception at which e-WOM content can help recipients of information in decision-making or problem-solving. Huang (2023) and Liesa-Orús et al. (2023) found that the usefulness of information in e-WOM is said to be successful when it can meet the needs of recipients of information, where the information conveyed must be reliable, relevant, and comprehensive so that it can create a positive perception of the information, where the results are in accordance with the findings of this study.

Pang, Qiao, and Zhang (2024) found that the more often someone uses social media via mobile phones, it can make the more trusting of others (building social trust). Recipients of information tend to appreciate and have positive perceptions, even appreciate e-WOM that contains useful information, which can overcome doubts and uncertainties, alleviate decision-making dilemmas, and foster positive emotions (Chen, 2023). These results are in accordance with Abedi, Ghorbanzadeh, and Rahehagh (2019), who stated that the more trustworthy the person providing the information and the more valuable the information, the stronger the social relationship and trust in the review. If the message and the person delivering it are considered credible, the recipient will trust the information provided more. This strong social relationship between the recipient and the reviewer can influence the recipient's positive view of the information they receive.

The Influence of Information Usefulness on Online Purchased Intention

This result is in accordance with Matute et al. (2016), who found that e-WOM information is considered significantly useful when it can reduce the risk and uncertainty often experienced when making *online purchases*. E-WOM information also helps consumers compare products and facilitates the decision-making process, leading to more certain purchasing decisions (Athapaththu & Kulathunga, 2018).

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Ismagilova et al. (2020) conducted a study to combine various evidence related to e-WOM. They found that argument quality, sentiment, usefulness of information, and trust in messages are the main factors influencing purchase intention. Meanwhile, Chen et al. (2021) predicted the influence of e-WOM on purchase intention by taking into account factors such as willingness to help, credibility, information quality, and professionalism, using sophisticated data analysis techniques to obtain accurate results.

The Influence of Attitude Towards Information on Online Purchases

Ngo et al. (2024) define *attitude toward information* as a person's general view or feeling toward e-WOM content (*online reviews or recommendations*). This attitude includes aspects of thought, emotion, and behaviour (Doneddu, 2018). When e-WOM triggers positive emotions such as joy, trust, or enthusiasm, people tend to believe the information more and are more likely to act on the information provided (Doneddu, 2018). Hsieh et al. (2012) also found similar results, where someone will act according to information obtained from recommendations from other trusted people. Furthermore, Nofal et al. (2022) also support these results by stating that positive attitudes towards e-WOM also help form a good image of the brand or product being discussed, which ultimately increases the intention to purchase.

This finding is also supported by research by Pang et al. (2024), which shows that service quality on social media platforms affects user assessments, including satisfaction levels, brand identification, and a sense of belonging. These factors build strong emotional attachment, which is one of the important determinants of engagement with services and drives the intention to interact or purchase *online*.

The Influence of Attitude Towards Information on Information Adoption

Doneddu (2018) stated that the cognitive dimension in e-WOM is related to how consumers view the credibility, relevance, and usefulness of the information they receive. When consumers feel that e-WOM is credible and useful, this has a positive impact on their attitude towards the product and increases their intention to purchase (Serra-Cantallops et al., 2018). Ismagilova et al. (2020) support this result by stating that these thoughts and beliefs play an important role in influencing purchasing decisions because information that is considered relevant and valid is more likely to be adopted by consumers.

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In addition to cognitive, the affective dimension that includes emotions evoked by e-WOM messages also consists of positive emotions such as joy, trust, or enthusiasm, making the information more convincing and thus encouraging consumers to act on the information (Sardar et al., 2021). This emotional involvement can also strengthen a brand's positive image, linking it to good feelings and ultimately increasing the likelihood of purchase. Positive attitudes toward e-WOM strengthen the association of the product with positive emotions, which ultimately contributes to higher purchase intentions (Nguyen et al., 2022).

The Influence of Information Adoption on Online Purchased Intention

Song et al. (2021) stated that the *information adoption process* consists of gathering information, critical evaluation, and integration of e-WOM into one's personal knowledge. This integration is important because e-WOM that is consistent with personal values tends to increase consumer commitment to the product, which ultimately increases their likelihood of making a purchase.

This finding is consistent with the IFA theory based on IAM, where consumer behaviour is influenced by their attitude towards the content of e-WOM and how trustworthy the source of information is (Filieri, 2015). Factors such as information quality, consumer attitude, credibility, usefulness, and consumer needs have been identified as influencing IFA. All these factors together contribute to the adoption of e-WOM, which then influences consumer intention to purchase the product (Sardar et al., 2021). This result is also consistent with Rahaman et al. (2022), who found that the *information adoption* model enhances user perception, which in turn influences purchase intention; in other words, information quality influences *online consumer purchasing decisions*. Khwaja et al. (2020) strengthen this finding by stating that factors such as argument quality and risk perception influence how effectively the information is adopted, which then impacts the purchase decision.

CONCLUSION

Based on the results of the research analysis conducted above, it can be concluded that Information Usefulness has a positive and significant effect on attitudes toward Information and Online purchase intention. Attitude toward information has a positive and significant effect on Online Purchased Intention and Information Adoption. Information Adoption has a positive and significant effect on Online purchase intention.

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Researchers provide recommendations that can benefit organizations in the future, namely:

1. Further research requires testing by taking a wider sample, not limited to the scope of 340 respondents only, and increasing the number of variables to provide more detailed, broader and specific research results.
2. Social media users tend to be more easily influenced by information that is considered transparent and honest. So, companies need to avoid *over-claiming* or information that can seem dishonest or excessive. Instead, make sure the information provided is accurate, in accordance with other consumers' experiences, and can be accounted for.
3. Strategies to increase *information usefulness (IFU)* on social media should focus on providing relevant and easily accepted information to the audience, strengthening consumers' positive attitudes towards information (ATI), and supporting information adoption (IFA). By involving visual content, influencers, and social communities and ensuring ease in user experience and purchases, companies can effectively increase *online purchase intention (OPI).*

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