



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



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ISSN: 2222-6990

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Nurashikin Nazer Mohamed, Norizan Jaafar, Kartinah Ayupp

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v13-i1/15920>

DOI:10.6007/IJARBSS/v13-i1/15920

**Received:** 12 November 2022, **Revised:** 16 December 2022, **Accepted:** 30 December 2022

**Published Online:** 10 January 2023

**In-Text Citation:** (Mohamed et al., 2023)

**To Cite this Article:** Mohamed, N. N., Jaafar, N., & Ayupp, K. (2023). The Mediating Effect of Information Adoption on The Association Between Social Media Influencer Information Credibility and Purchase Intention. *International Journal of Academic Research in Business and Social Sciences*, 13(1), 198 – 208.

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**Vol. 13, No. 1, 2023, Pg. 198 – 208**

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## The Mediating Effect of Information Adoption on The Association between Social Media Influencer Information Credibility and Purchase Intention

Nurashikin Nazer Mohamed<sup>1,2</sup>, Norizan Jaafar<sup>2</sup>, Kartinah  
Ayupp<sup>2</sup>

<sup>1</sup>Faculty of Economics, Business, and Accounting, I-CATS University College, <sup>2</sup>Faculty of  
Economics and Business, Universiti Malaysia Sarawak (UNIMAS)

Corresponding Author's Email: nurashikin.nazerm@icats.edu.my

### Abstract

As social media continues to gain popularity, people are increasingly turning to various social media websites to engage with one another and exchange information. Consequently, the flow of information has shifted from a one-direction communication process to interactive communication in which people exchange and obtain information from various online platforms. The primary purpose of this study is to examine the mediating effect of information adoption on the relationship between information credibility and purchase intention. An online questionnaire was used to collect data. The questionnaire was made available to respondents by sharing a link to a Google Form across several social media sites, including Facebook, Telegram, and WhatsApp. Responses from 384 respondents were used for further analysis. The results revealed that information credibility significantly influenced information adoption, and information adoption significantly influenced purchase intention. Further, information adoption partially mediated the relationship between information credibility and purchase intention. Results of the study imply that social media influencers must provide credible information to convince customers to adopt the information, thus influencing their purchase intention.

**Keywords:** Information Adoption, Information Credibility, Purchase Intention, Social Media Influencer

### Introduction

As a direct result of the increase in internet usage and development of new technologies, consumers are being flooded with an overwhelming amount of information regarding the goods and services available in the marketplace. Due to the proliferation of online discussions that have been made possible by the internet, consumers can now share information with a vast number of people within a short amount of time. Consumers' feedback is considered to be a part of user-generated content. Consumers publish their experiences on the internet so that others, including prospective purchasers, can read about and gain knowledge from those encounters (Bahtar & Muda, 2016). With the growth of social media, consumers are increasingly turning to social media websites to communicate with one