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The Influence of User-Generated Content Information Credibility and Information Adoption on Consumer Purchase Intention

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Abstract
Influencer marketing is considered one of the most significant developments in the marketing industry. Influencers use short-form content production methods such as blogging and video blogging as a way for their followers to gain insights into their personal and everyday lives, as well as their experiences and ideas. The purpose of this study is to identify the influence of information credibility and information adoption on consumer purchase intention toward cosmetic products in Malaysia. The study's unit of analysis is a woman who has prior experience watching YouTube videos on cosmetic product reviews. Structural Equation Modelling in IBM-SPSS-AMOS 24.0 was used to test the proposed hypotheses of the research. The results indicate that both information credibility and information adoption influence consumers' purchase intention toward cosmetic products in Malaysia.
Keywords: Information Adoption, Information Credibility, Purchase Intention, Social Media Influencer, User-Generated Content

Introduction

Technology and the Internet allow customers to access vast product or service information on social media. Social media has made it easier for consumers to digest product information. It offers them more comfortable and instant channels of communication with other consumers from around the world. The Internet encourages customer conversations by facilitating the transmission of information to a broader audience within a short timeframe. It is well acknowledged that user-generated content may substantially influence customer purchase decisions (Wang & Lin, 2012). In consumer feedback, user-generated content refers to the information created by consumers and made available online for others to read and learn from. It may be used for product reviews to customer service feedback (Bahtar & Muda, 2016). Consumers have begun to utilize social media sites to exchange information (Dimitriu & Guesalaga, 2017). Marketers must understand how user-generated content may assist firms in forecasting the demand for their products since it is seen to be a key determinant of customers' purchase decisions.