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INFLUENCE OF EWOM IN SOCIAL MEDIA ON PURCHASE INTENTION OF PAKISTANI YOUNG ADULTS WITH MODERATING ROLE OF SOCIAL TIES

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ABSTRACT

Social media platforms have produced beneficial opportunities for electronic word-of-mouth (eWOM) information. Everyone is discussing online products and services with their acquaintances on social media these days. This study investigates how communication on social media affects consumers' inclinations to make purchases. To achieve this, a conceptual framework was created based on the integration of the Information Adoption Model (IAM) and components of the Theory of Reasoned Action (TRA). The Information Acceptance Model (IACM) was adopted for this research by adding a new variable, social tie as a moderator. The objective of this study is also to know the impact of social ties on the Information Acceptance Model (IACM). A new model based on a survey of 250 young adults who use social media websites, was validated by structural equation modeling (SEM). The results show that the main characteristics of eWOM in social media that affect customer purchase intentions are information quality, credibility, usefulness and adoption, and information needs and attitudes. And social ties have a significant impact on all the dependent variables in the conceptual framework. Discussions of theoretical and practical ramifications and suggestions for further study are included.

Keywords

Electronic word of mouth, Information acceptance model, Information adoption model, Social ties

INTRODUCTION

Online sources provide consumers access to product information, which is crucial for their decision-making. The effect of consumer evaluations on the purchase intention or decision process online has been the subject of numerous researches. Social networking sites (SNS) have connected Internet users and developed into significant informational resources for users as they have grown in popularity. Researchers and marketers are becoming more and more interested in Social networking sites. Researchers that are only starting to explore this phenomenon in particular see it as a possible source of useful and intriguing data. Social networking sites give businesses the ability to quickly identify their target clients and promptly share information with a large number of individuals. Marketers and researchers are well aware of how crucial social interactions are for consumer purchase decisions (J.-C. Wang & Chang, 2013).

A theoretical model has been advanced to recognize the factors of Electronic Word of Mouth (eWOM) or online reviews/comments which direct consumer's buying intentions on social media sites. A conceptual model based on associated components of the Theory of Reasoned Action (TRA) and the incorporation of the Information Adoption Model (IAM) was created for this study (Sussman & Siegal, 2003a). The research model which has introduced in this research is known as IACM (Information Acceptance Model); it explains the impact of online reviews/comments or eWOM on social media or other customer review sites depends on credibility and quality of information. With the characteristics of online review/comments or eWOM information, behavior of consumer towards eWOM information also affects purchase behavior and intention of consumer. This research suggests a very unique conceptual model in which contrary to applying the TAM (Technology Acceptance Model), it strengthens IAM (Information Acceptance Model) (Davis, 1989).

A eWOM (electronic word of mouth) information can be shared via consumer's strong ties like; close friends and families, or by consumer's weak ties like; acquaintances. This concept divides eWOM information into two groups; weak-tie eWOM & strong-tie eWOM. Consumers prefer to use strong ties in showing exceptional similarities and sharing intimate information (Brown & Reingen, 1987; *Zhao.Pdf*, n.d.). besides, consumers can expose to a wide range of experience and online information of products or services (De Bruyn & Lilien, 2008). Both strong ties and weak ties provide information influence consumers purchase intent and comportment. Several researches have observed the modification of social ties in Electronic Word of Mouth (eWOM) investigation and the effect of social ties on consumer information sharing. Still, the system over which communal connections apply impact on eWOM information adoption and buying intentions, and how solid and fragile ties eWOM form consumers buying intention continue untouched and vague. This research improves a qualified model to tact the study question; the influence of online information in end-user buying intent (IACM) plus how social ties direct the relationship of usefulness and adoption of online information. This study will try to investigate the contrivance among social-ties, eWOM and consumer buying intents.

Unquestionably, social media consultations are brand oriented and naturally consequential on buyer's purchase intentions (X. Wang et al., 2012). To predict completely, the online reviews/comments as being consequential on buyer's buying intents is not possible. The mechanism between eWOM and buyer's purchase intentions hasn't been clarified yet, because consumers are exposed to vast amount of information. Consumers have to go through a process of reviewing and screening these information before relying on it (M. Y. Cheung et al., 2009). However, researchers has clarified that all reviews are not generated equivalent, and high quality reviews are the ones that are accurate, relevant, comprehensive product or service related information (C. M. K. Cheung & Thadani, 2012). High quality reviews apply significant influence on evaluation of product, services, websites and purchase intention (Park et al., 2007). In contrast to low quality reviews that imitate the reviewer's personal opinions and sentiments. Such result more or less likely to arise depending on receiver's involvement and previous knowledge (Park & Kim, 2008).
Research objective:

The objective of this research is to find out the purchase intentions of Pakistani young adults, also the effect of eWOM (Electronic Word of Mouth) in online media on buying intents of young adults in Pakistan. This research aims to explain how Social Ties affects the connection among usefulness and adoption of online information which also affect purchase intentions of Pakistani Young adults.
Social ties and eWOM:

The established of community connections between two or further people is called a “Social tie”. Previous research has shown that social connections impact how people make purchase decisions. Social ties can be classified into several categories. The term "Tie strength" was first used by earlier researchers to describe how connected people are. The strength of a link can be weak or strong. If two people are just casual acquaintances and have a weak connection, then their relationship is weak. If the relationship is considered strong, the parties involved are networks who distinguish each other fine. Much research has examined how the strength of links affects consumer behavior while making purchase decisions. . Brown and Reingen (1987) examined referral behavior to the Word of Mouth (WOM) using retrospective data collected only from effective referrals. They observed that the roles played by social relationships, both strong and weak, varied. In general, consumers believed that strong ties had more influence than weak ties when it came to making purchase decisions. Researchers describe how customers' choices about spreading or withholding word-of-mouth information affect market information flow. They showed that people are willing to disclose any type of information to people with strong social ties. Another study was conducted to determine the variables that affect a consumer's partiality to follow recommendations from strong and weak link sources.

LITERATURE REVIEW

Purchase Intentions and E-wom:

Buying intents defines the amount to which buyers are eager to buy product/service. Buying intent data is commonly used by marketers to create tactical verdicts about new and current products/services, and the advertising initiatives that backing them. In concept testing and product testing for new products, purchase intention is used to help managers decide if a concept is worth more development and if it's time to bring the product to market. Purchase intentions can help the manager determine the customer categories and geographic regions that the new product should target when planning its launch. Buying intents are recycled to predict upcoming petition for products/services that are already in the market. These forecasts can be used as information to resolve whether to decrease or increase production planes change the size of the deals force or institute a alteration in rates. Purchase intentions are also used to analyze potential promotions and pre-test advertising for new and old brands. Academic researchers frequently use purchase intentions as substitutions for actual purchase behavior. While administrators and educational investigators use measures of buying intents, they assume and anticipate that these indicators will be able to forecast future purchases. Numerous academic models of buyer purchase behavior are based on this idea.
Information adoption and purchase intention:

Along with the growing popularity of electronic word-of-mouth (eWOM) information, the question of how people adopt information online has become one of the most debated issues in consumer behavior research fields. It is essential for businesses to understand the driving forces behind how potential customers embrace information so that they can fully utilize these forces while promoting their products or services online. Of course, knowing the applicable mechanism helps a lot when using influencers to influence how consumers adopt information and make their final purchasing decisions. Studies based on the Information Adoption Model (IAM) stand out among relevant research because they are relatively interesting, recent and useful. Members of the online community are motivated enough to engage in systematic processing when they assess the accuracy of the information contained in a message relating to a specific issue. Moreover, as members engage with the community over time, they learn enough about and about it to be able to engage in systematic treatment. We consider messages to have high perceived quality when they are relevant to the problem at hand. Members of the online community are engaged in systematic processing of information as they peruse and assess the validity of a message. Members will perceive content-based arguments to be of higher quality and will be more likely to embrace this information if the information in the post is more useful, accurate and timely.

H1. Adoption of eWOM information has significant impact on consumers' buying intents

Information Adoption and Information Usefulness:

Usefulness of information consults to consumer’s opinion that adopting this information will supplement their intents (*Bailey & Pearson, 1983.Pdf*, n.d.; C. M. K. Cheung et al., 2008). In adoption of information, usefulness of information is deliberated as significant determinant (Sussman & Siegal, 2003b). usefulness of information also

deliberated as core interpreter for purchase intention (K.-T. Lee & Koo, 2015). In online media, persons receive a great quantity of online recommendation and when they think it is useful, they tend to involve with that online comments/reviews or recommendations and other information (Chu & Kim, 2011). A significant amount of information in social media sites related to brands is dispersed through advertisement to target the consumers. However, every recommendation is not powerful and its impact may vary from one consumer to another consumer (Erkan & Evans, 2016). Consumers don't believe every information they receive, in fact they evaluate the rationality of online reviews/comments or recommendation information and only accept it if they find it meaningful. Consumers might have intention to adopt online reviews/comments or online recommendations if the find the electronic Word of Mouth (eWOM) information useful.

H2. Usefulness of eWOM has significant impact on adoption of eWOM information.

Social Ties and Information Usefulness & Information Adoption:

Granovetter (1973) initially conceptualized social ties, referring it to "the emotional strength, the amount of time, mutual confiding (or intimacy) combined together with the mutual services which distinguish every tie" (Granovetter, 1973). On the basis of compactness of the connection among the consumers or the bases of social media, strong ties and weak ties has defined by Duhan (1997). If the consumer or decision maker personally knows the sources, then it will be strong tie. And if the consumer or decision maker does not know the sources, then it will be weak tie. The role of social ties has been increasingly noticed by recent electronic Word of Mouth (eWOM) studies (Steffes & Burgee, 2009). According to some electronic Word of Mouth (eWOM) studies, between individuals link strength is one of the greatest dominant determinants inspiring the electronic Word of Mouth (eWOM) communication (Zhang et al., 2014). The existing studies with a strong basis of strong tie relationships have been realized the great influence of social ties in directing consumer's preference shifts and purchase intentions (Chow & Chan, 2008). It is preferable to consider sturdy bond online review/comments or online recommendations and weak tie online reviews/comments or online recommendation both. Because, Steffes and Burgee (2009) suggested in an empirical study that sometimes weak tie electronic Word of Mouth (eWOM) evidence bases can be more useful and influential in consumer decision making process. Still, limited researches about how online review/comments or online recommendation messages from various ties mutually affect consumer purchase intentions or decision making process is available.

H3. Strong tie eWOM information has significant impact on the relationship between information usefulness and information adoption more effective.

Information Credibility and Information Quality:

McKnight and Kacmar (2007) explain that the proportion to which consumers believe that particulars they receive is believable and authentic is known as information credibility. Perception of information receivers about reliability of information tells their potency of acquiring the stance of that received message. In the information process, consumer's evaluation of information to know the credibility of information is foremost the important step (Wathen & Burkell, 2002). Smith and Vogt (1995) also realized that, any information adopted by receivers based on the reliability of that information. Readers or receivers of information will only adopt it, if they find it credible.

When the electronic Word of Mouth (eWOM) information persuades consumer's request, they started to approach services and products impatiently (Olshavsky, 1985). Previous researchers also discovered that the quality of electronic Word of Mouth (eWOM) information or online reviews positively impact consumer's purchase intentions (E.-J. Lee & Shin, 2014; Park et al., 2007). Therefore, in this study it is predicted that the the quality of electronic word of mouth (eWOM) information in social media can be considered as one of the important determinants of buyer's purchase intentions. Also, previous researchers have showed the impact of information credibility on purchase intentions and information adoption (*JMcKnight & Kacmar, 2006.Pdf*, n.d.; Nabi & Hendriks, 2003; Prendergast et al., 2010). According to Wathen and Burkell (2002), the inceptive element in the consumer's convincing power is information credibility. Based on information acceptance, it is predicted that the credibility of electronic word of mouth (eWOM) information is significantly correlated to information adoption and purchase intention.

H4. Quality of eWOM information has significant impact the usefulness of eWOM Information.

H5. Credibility of eWOM has significant impact on the usefulness of eWOM information.

Attitude towards Information and Need of Information:

Need of information has always been considered as an influence for argument on Word of Mouth (WOM) information (Sundaram, Kaushik, & Webster, 1998). Following studies have adopted this concept 'advice seeking' (Hennig-Thurau et al., 2004; Wolny & Mueller, 2013) and 'opinion seeking' (Chu & Kim, 2011) including divergent research questions. In this study, need of information is added as a dependent variable in our research model, as it is predicted that consumers seeking electronic Word of Mouth (eWOM) information in social media sites are more presumably to find useful ones and then adopt that information. In due course 'needs of information' influence consumer's purchase intention.

H6. Needs of eWOM information has significant impact on usefulness of eWOM information.

The process of deliberated engagement in Word of Mouth (WOM) information is described as information adoption (C. M. K. Cheung et al., 2008). By seeing the Theory of Reasoned Action (TRA), one more dependent variable "Attitude towards information" is added (Fishbein and Ajzen, 1975). In a lot of online reviews/comments or online recommendation, researchers have examined consumer attitudes (Park et al., 2007; Prendergast et al., 2010). In addition to Theory of Reasoned Action (TRA), Planned Transport Theory and Theory of Acceptance Model (TAM) underlined the relationship between consumer attitude and behavior. In Information Acceptance Model (IACM), Erkan and Evans (2016) explained the information seeking pattern of consumers in social media sites.

H7. Attitude towards eWOM information has significant impact on usefulness of eWOM information.

RESEARCH METHODOLOGY

Research methodology is a key part of any thesis, research paper or dissertation. It explains and discusses the study strategy, research approach, data gathering, sampling techniques and analysis procedures which have been used in research.

Research Design:

In this study, independent variables are "Information Quality", "Information Credibility", "Needs of Information" and "Attitude towards Information". Dependent variables of this study are "Information Usefulness", "Information Adoption" and "Purchase Intentions". The moderator in this research model is "Social Ties".

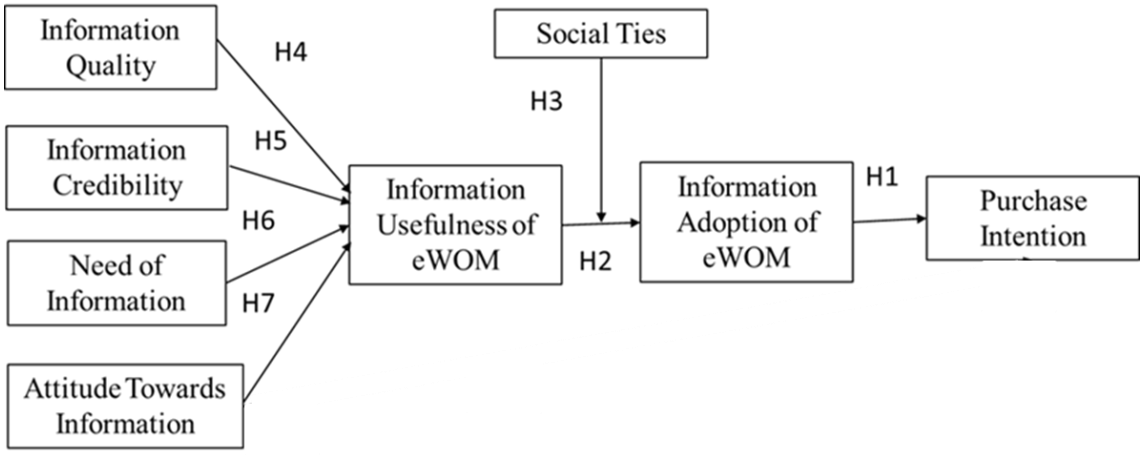

Figure 1: Conceptual Model

Research Approach:

The Research approach has adopted for this research is "Basic Research". Basic research or pure research is a type of research that seeks to better understand a topic, phenomenon, or fundamental law of nature. The gap which has filled in this research is the effect of Social ties on Information Acceptance Model (IAM) and Purchase intention.
The type of data has been collected for conducting this research is "Quantitative Data". The purpose of quantitative experimental investigation is to generate knowledge that can be applied to other phenomena. This requires a carefully planned and reproducible study that is conducted in controlled environments.

The Research instrument for data collection which has been used for conducting this research is by a Questionnaire. One of the most popular methods for collecting data, especially in social science research, is the questionnaire. The main objective of a questionnaire in research is to gather relevant statistics in the most accurate and valid way possible.

The Questionnaire was drafted using a multi-item outlook; to improve reliability and validity each construct was gauged many times. For Information quality, Information credibility and Attitude towards information three items were used. For Need of information, Information usefulness, Information adoption two items were used. For purchase intention four items were used. Five-point Likert scale ranging from strongly disagrees as 1 to strongly agree as 5 were used for all the variables.

Variables	Items
Information Quality	IQ1 The online reviews/comments about a product which is shared on social media are understandable.
(Park et al., 2007)	IQ2 The online reviews/comments about a product which is shared on social media are clear.
	IQ3 The quality of online reviews/comments about a product which is shared on social media is high.
Information Credibility	IC1 The online reviews/comments about a product which is shared on social media are convincing.
(Prendergast et al., 2010)	IC2 The online reviews/comments about a product which is shared on social media are strong.
	IC3 The online reviews/comments about a product which is shared on social media are credible.
Need of Information	NOI1 I like to search online review/comments when I consider new products.
(Chu & Kim. 2011)	NOI2 If I have have a little experience with a product I often search for online review/comments.
Attitude Towards information	ATI1 I always read online reviews/comments before buying a product.
(Park et al., 2007)	ATI2 Online reviews/comments are helpful for my decision making when I buy a product.
	ATI3 Online reviews/comments make me confident in purchasing a product.
Information Usefulness	IU1 The online reviews/comments about a product which is shared on social media are generally useful.
(Bailey & Pearson, 1983)	IU2 The onilne reviews/comments about a product which is shared on social media are generally informative.
Information Adoption	IA1 The online reviews/comments make easier for me to make purchase decision.
(Cheung et al., 2009)	IA2 The online reviews/comments enhance my effectiveness in making purchase decision.
Social Ties	ST1 Online reviews/comments shared by my friends or family in social media offer some helpful information.
(Park et al., 2007)	ST2 Online reviews/comments shared by my friends or family influence my choice when buying a product
Purchase Intention	After considering information shared by my friends or family in social media,
(Coyle & Thorson, 2001)	PI1 I will purchase the product next time, I need a product.
	PI2 It is very likely that I will buy the product.
	PI3 I will definitely try the product.
	PI4 I will recommend the product to my friends.

Table 1: Instrument

Sampling Technique:

The sample size adopted for conducting this research is 250. An online questionnaire was spread online to 250 individuals of age group 18 – 35 years. The Sampling technique which has been used in conducting this research is "Stratified Probability sampling".

For data collection, the most populated city of Pakistan namely "Karachi" with a population over 14 million was selected. Karachi is divided into five districts administratively. The names of all 5 districts are Karachi East, Karachi South, Karachi West, Karachi Central and Malir district. From each district the most populated sub-division was selected to perform this survey. The subdivisions picked from each district are; from Karachi East Gulshan-e-Iqbal,

from Karachi South Lyari, from Karachi West Mominabad, from Karachi Central New Karachi, from Malir District Ibrahim Hyderi. Then conveniently 50 responses from each district were gathered.

Data Analysis Technique:

The software which has been used for analyzing data for this research is "Smart-PLS 4". In this research, as statistical inference technique, The Partial Least Square-Structural Equation Modeling (PLS-SEM) has been used.
In this research, through PLS-SEM we have analyzed Construct reliability & validity, Discriminant Validity – Heterotrait- Monotrait ratio (HTMT), R square, Model fit & hypothesis testing.

As mentioned in table 2, the final sample includes 250 individuals in which male responded more than female.
Sample Characteristics (n=250)

Measure	Frequency	Percentage (%)
Gender		
Male	129	51.6
Female	121	48.4
Age		
18 – 23 years	104	41.6
24 – 29 years	84	33.6
30 – 35 years	45	18
Above 35	17	6.8
Current Status		
Student	51	20.4
Employed	114	45.6
Self Employed	28	11.2
Housewife	34	13.6
Unemployed	20	8
Other	3	1.2
Social Media Usage		
1 -3 hours	65	26
4 – 6 hours	103	41.2
7 – 9 hours	56	22.4
More than 9 hours	26	10.4

Table 2: Demographic Analysis

DATA ANALYSIS & RESULT

Construct Reliability and Validity:

Ideas like validity and reliability are used to consider the caliber of study. They demonstrate how well a procedure, method or test measures something. Validity concerns the accuracy of a measurement, while reliability concerns its consistency. Especially in quantitative research, reliability and validity should be considered when developing your study design, selecting your methodology, and summarizing your results.

The composite reliability (CR) and Cronbach's alpha values must be bigger than 0.70. As presented in Table 3, it was clear that each Cronbach's and Composite reliability index exceeded the suggested value of 0.70. The construction reliability was therefore established.

To justify the use of the construct, the Average Variance Extracted (AVE) value has been recommended bigger than 0.50. As presented in Table 3, The AVEs in this investigation ranged from 0.585 to 0.764; hence all latent variables met the inception value and were considered to have met the convergent validity standards.

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude Towards Information	0.794	0.797	0.831	0.621
Information Adoption	0.792	0.795	0.866	0.764
Information Credibility	0.748	0.751	0.81	0.587
Information Quality	0.722	0.732	0.843	0.642
Information Usefulness	0.732	0.734	0.81	0.681
Need of Information	0.743	0.752	0.848	0.736
Purchase Intention	0.764	0.764	0.849	0.585
Social Ties	0.78	0.79	0.825	0.703

Table 3: Construct Reliability & Validity

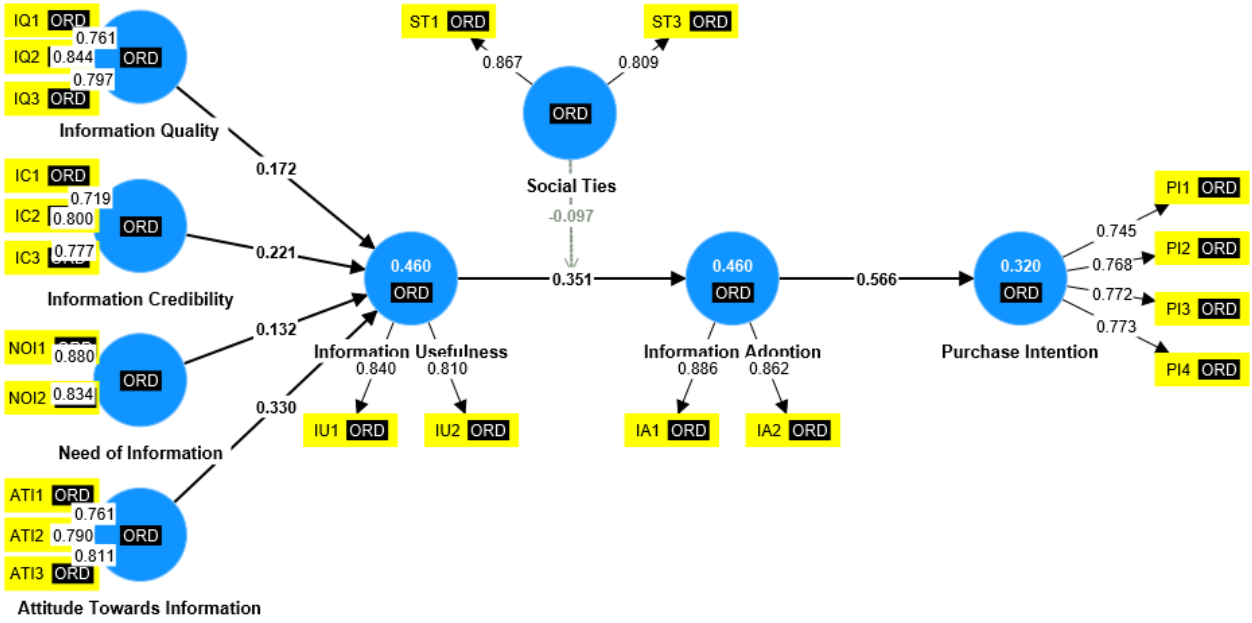

Figure 2: PLS-SEM, Construct Reliability &Validity

Discriminant Validity – Heterotrait- Monotrait ratio (HTMT):

To assess discriminant validity, Heterotrait-Monotrait (HTMT) criterion is recommended. According to Henseler's HTMT criteria, all variables should be significantly different at HTMT 0.90. As presented in Table 4, all variables are clearly different at levels below HTMT 0.90, according to the HTMT values for all variables, which range from 0.622 to 0.873. Importantly, the HTMT result suggests that the variables differ significantly from each other, supporting discriminant validity.

	Attitude Towards Information	Information Adoption	Information Credibility	Information Quality	Information Usefulness	Need of Information	Purchase Intention	Social Ties
Attitude Towards Information								
Information Adoption	0.802							
Information Credibility	0.773	0.761						
Information Quality	0.759	0.757	0.873					
Information Usefulness	0.738	0.724	0.792	0.817				
Need of Information	0.724	0.719	0.786	0.764	0.723			
Purchase Intention	0.717	0.675	0.779	0.705	0.716	0.744		
Social Ties	0.622	0.653	0.745	0.703	0.713	0.654	0.633	

Table 4: Discriminant Validity-Heterotrait-Monotrait ratio (HTMT)-List

R-Square:

The variance of the endogenous variable explained by the exogenous variable is explained by the R-squared statistics. When R-Square value is bigger than 0.75, it is considered substantial. As presented in Table 5, R-Square values for Information adoption, Information Usefulness and Purchase Intention are greater than 0.75, hence the result suggest that the values are substantial.

	R-square	R-square adjusted
Information Adoption	0.86	0.854
Information Usefulness	0.86	0.851
Purchase Intention	0.762	0.759

Table 5: R-Square

Model Fit:

A value of zero indicates a perfect fit, while the Standardized Root Mean Square Residual (SRMR) is an absolute measure of fit. No penalty for model complexity exists in the SRMR. In general, a value below 0.08 is considered a good fit. The result shows that, SRMR values range 0.29 to 0.08 which is considered somewhat a good fit. The NFI is then calculated as 1 minus the Chi2 value of the suggested model divided by the Chi2 values of the null model. The NFI ranges from 0 to 1, with values close to 1 indicating a good fit. The result shows that, NFI values range 0.831 to 0.868 which is close to 1 indicating a good fit.

	Saturated model	Estimated model
SRMR	0.029	0.08
NFI	0.868	0.831

Table 6: Model Fit

Path Coefficient- Mean- STDEV, T values, P values:

Path analysis was created as a technique to break down correlations into individual components for interpretation of effects. Techniques allow us to test causal hypotheses without changing variables, which is why they are given this term. The software which has been used in this research is Smart-PLS4.the method used for calculating P-value is Bootstrapping. P-Value less than 0.005 are usually measured to be statistically substantial. The hypothesis is accepted if P-value is less than 0.05; otherwise, it is rejected.

H1. Adoption of eWOM information has significant impact on consumers' purchase intention.

The relationship between Information adoption and purchase intention has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho1 is rejected, hence proved that adoption of eWOM information has significant impact on Consumer's Purchase intention.

H2. Usefulness of eWOM information has significant impact on adoption of eWOM information.

The relationship between Usefulness of Information and information adoption has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho2 is rejected, hence proved that Usefulness of eWOM information has significant impact on adoption of eWOM information.

H3. Social tie has significant impact on relationship between information usefulness and information adoption.

The effect of Social tie on the relationship between information usefulness and information adoption has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho3 is rejected, hence proved that Social tie has significant impact on relationship between information usefulness and information adoption.

H4. Quality of eWOM information has significant impact on usefulness of eWOM Information.

The relationship of Quality of eWOM information has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho4 is rejected, hence proved that Quality of eWOM information has significant impact on usefulness of eWOM Information.

H5. Credibility of eWOM information has significant impact on usefulness of eWOM information.

The relationship of Credibility of eWOM information and Usefulness of eWOM information has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho5 is rejected, hence proved that Credibility of eWOM information has significant impact on usefulness of eWOM information.

H6. Need of eWOM information has significant impact on usefulness of eWOM information.

The relationship between Need of eWOM information and Usefulness of eWOM information has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho6 is rejected, hence proved that Need of eWOM information has significant impact on usefulness of eWOM information.

H7. Attitude towards eWOM information has significant impact on usefulness of eWOM information.

The relationship between Attitude towards information and Usefulness of eWOM information has been evaluated through Smart PLS4, bootstrapping method. P-Value result as shown in table 7 is less than 0.05. Ho7 is rejected, hence proved that Attitude towards eWOM information has significant impact on usefulness of eWOM information.

Relationship	Original sample	Sample mean	Standard deviation	T statistics (	P values
Attitude Towards Information -> Information Usefulness	0.33	0.328	0.069	4.746	0
Information Adoption -> Purchase Intention	0.566	0.57	0.051	11.071	0
Information Credibility -> Information Usefulness	0.221	0.222	0.059	3.728	0
Information Quality -> Information Usefulness	0.172	0.17	0.064	2.668	0.008
Information Usefulness -> Information Adoption	0.351	0.355	0.057	6.155	0
Need of Information -> Information Usefulness	0.133	0.137	0.054	2.469	0.014
Social Ties x Information Usefulness -> Information Adopti	0.097	0.103	0.037	2.582	0.01

Table 7: Path Coefficient-Mean-STDEV, T Values, P Values.

CONCLUSION

Online resources give customers access to the product data they need to make decisions. Many studies have looked at the impact of customer reviews on the Internet on the buying process. As social networking sites (SNS) have grown in popularity, they have brought people together and become important sources of information for users. Social media platforms are attracting more and more interest from researchers and marketers. In particular, researchers who are just beginning to study this phenomenon see it as a potential source of insightful information. Businesses can easily identify their target customers through social networking sites and they can quickly disseminate information to a large number of people. Researchers and marketers are well aware of the importance of social connections in consumer decision-making.

The main objective of this study is to provide an in-depth assessment of the body of knowledge on eWOM information. The body of eWOM information research is large and dispersed. Market level analysis and individual level analysis are the two main levels of analysis. We synthesized previous research based on the social communication literature in this study, with particular emphasis on individual-level analysis. We found many publications using individual-level analysis in researching the impact of eWOM information in social media on online consumer behavior after an extensive search of many leading GIS and marketing journals, as well as important databases electronic data. Platform is expected to be one of the most important contextual variables influencing the adoption of eWOM in the future due to the rapid rate of change of the Internet.

In this study, we found that Social ties have a significant impact on the relationship of electronic Word of Mouth (eWOM) information usefulness and eWOM information adoption in social media. The online reviews/comments shared by family or friends in social media have positive impact on consumer purchase behavior. Nowadays majority of people seek Electronic word of Mouth (eWOM) information before making any purchase. Social ties appeared to be powerful moderator in the Information Acceptance model (IAM). If consumers receive online information from social ties in social media, it has consequential influence on their purchase behavior. If the information shared by social ties about any product/service is positive, then it is most likely that consumer will buy or consider buying that product/service. And if the information shared by social ties in social media about any product/service is negative, then it is most likely that consumer will not try or consider buying that product/service.

Recommendation:

This study can help marketers to design marketing strategies for consumers who seek information regarding a product/service via Electronic Word of Mouth information shared in social media before making any purchase. Marketers need to develop different strategies based on how consumers make purchase and what influence their purchase decision. One of the factors that influence consumer's purchase intentions is Social tie which has been discussed in this study.

Limitations of Research:

The following limitations should be kept in mind when interpreting the research's findings. First of all, the sample was conducted from Karachi city only due to convenience but it doesn't represent the whole population of Pakistan. Future researchers can work on the sample that can represent the whole population of Pakistan. This research was specifically for young adult's lies in age group 18 to 35 years; the reason behind selecting that specific age group was that young adults use the internet or social media the most. But again it doesn't represent the purchase behavior of whole population. In this research, all the sources of Electronic Word of Mouth (eWOM) information were not explained. In this study we have discussed only Facebook & instagram as source of Electronic Word of Mouth (eWOM) in social media and only these two can't explain the whole idea of Social media.

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