



Factors Influencing the Information Adoption from Social Media review Platform: Extending Information Adoption Model (IAM) with Information Diagnosticity

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ABSTRACT

Online reviews sufficiently influence the behavioural intention of the individual. The evolution of social media has added a new dimension to online reviews. The user can discuss about the products and services or any brands with their networks through social media. The current study aims to identify the influence of information quality and information source credibility on information adoption from social media review platforms with the mediating role of information diagnosticity and information usefulness. The current study is a quantitative correlational study. Data were collected by conducting a survey on 225 Bangladeshi social media users, and all the data was analysed by SPSS and Smart-PLS software. The outcomes of the present study revealed that the association between information quality and source credibility with information adoption is mediated by information diagnosticity and information usefulness. The user would likely adopt the information if they can evaluate the information quality and information source credibility and perceive that information as useful and having the diagnostic ability. The current study contributes both theoretically and practically. From the theoretical perspective, this study contributes to a conceptual research framework that was developed by extending Information Adoption Model (IAM) by adding information diagnosticity. Practically, the findings contribute to both marketers and consumers by providing a clear understanding of the social media review and information. Finally, several limitations and future research directions were indicated at the end of the study.

Keywords: Online Review, Social Media, Information Diagnosticity, Information Adoption Model (IAM)

1. Introduction

The online review has been perceived as a powerful marketing tool in the digital era (Lim et al., 2021; Nikbin et al., 2022). Consumers seek out the information provided by the prior consumers to develop confidence prior to making any purchase decision (Erkan& Evans, 2016). The Internet provides several suitable platforms for sharing online reviews (e.g., blogs, discussion platforms, review platforms, e-commerce platforms, and social media platforms) (Bhaiswar et al., 2021; Hsu, 2022). The influence of online reviews in these channels on adopting information with the

provision of purchasing in numerous prior studies (Almajali et al., 2021; Liu et al., 2022; Park et al., 2021; Rani et al., 2022; Siddiqui et al., 2021; Zhang et al., 2022).

Social media platforms have included a unique dimension to online reviews by allowing users to connect with their networks (Casado-Díaz et al., 2020). Social media platforms enable users to share their experiences regarding goods and services with their peers (Kong et al., 2020; Park et al., 2021). This diminishes anonymity and increases the trustworthiness and reliability of review

information (Bugshan & Attar, 2020; Li et al., 2020; Ventre & Kolbe, 2020). Social media marketing has changed the marketing culture in the present era (Upadhyay et al., 2022). Both consumers and marketers depend on social media platforms for buying, selling, and promoting products and services (Virgilio, 2022; Ebrahimi et al., 2022; Gurjar et al., 2022). The marketers share the content about their products and brand for promotion, whereas, consumers want to seek knowledge about the products and services from the marketers' content and previous consumers' review (Bu et al., 2021).

A statistical report revealed that there are almost 49.55 million social media users in Bangladesh, which is increasing each day though the report does not provide any confirmation about the fake or multiple profiles (Kemp, 2022). Sundararaj and Rejeesh (2021) mentioned that user can share their experience on social media platforms very easily, increasing the number of online reviews. Marketers and sellers post advertisements for their products on social media platforms to draw consumers' attention (Carah & Brodmerkel, 2021; Mu & Zhang, 2021; Yeo et al., 2022). The consumer also provides reviews about the products or services they have consumed. Wu et al. (2020) stated that the number of fake and marketer-generated reviews also increased simultaneously with the growth of online reviews. Because of the abundance of fake reviews, users face difficulties assessing and adopting the actual and real information from reviews (He et al., 2022; Kauffmann et al., 2020). The Information Adoption Model (IAM) was developed by Sussman and Siegal (2003), which is a systematic process. Erkan and Evans (2016) stated that individuals would adopt the information from social media if they found the quality of the information is good and the source of the information is credible. IAM theory indicated that the relationship between information quality and source credibility with information adoption is mediated by information usefulness (Sussman & Siegal, 2003). In contrast, Jiang et al. (2021) mentioned that information diagnosticity is a strong indicator of information adoption, as well as it is significantly associated with information quality and source credibility. IAM theory did not provide any insight into

the role of information diagnosticity (Sussman & Siegal, 2003).

The present study will examine the factors influencing individuals to adopt information from social media platforms. This research aims to determine the role of information quality and source credibility in adopting information from social media review platforms with the mediating role of information diagnosticity and information usefulness. The present study will provide a clear insight into how an individual adopts social media review. Moreover, it will extend the Information Adoption Model (IAM) with information diagnosticity.

2. Theoretical Background and Hypotheses Development

2.1 Information Adoption Model

A similar type of information can be received differently based on the experience and perspective of the recipient about the source (Ismagilova et al., 2020). Hence, the actual influence of each recipient can be different. An interest in comprehending how consumers adopt and digest information has arisen due to this (Elwalda et al., 2021). Sussman and Siegal (2003) proposed the Information Adoption Model (IAM) by assimilating the technology acceptance model (TAM) (Davis, 1989) and the elaboration likelihood model (ELM) (Petty et al., 1981). IAM theory indicates that consumers are triggered by information received via two paths; the central and the peripheral (Sussman & Siegal, 2003). The characteristics of the information are referred to as the central route, while the factors not associated directly with the information are considered the peripheral route (Cheung et al., 2008; Elwalda et al., 2021). IAM considers argument quality as the central route and source credibility as the peripheral route (Cheung et al., 2008; Elwalda et al., 2021; Sussman & Siegal, 2003). Information quality has been used as the argument quality in the prior study (Alhemimah, 2019; Elwalda et al., 2021).

Numerous prior studies have acknowledged the importance of information quality and source credibility in information adoption (e.g., Alhemimah, 2019; Cheung et al., 2008; Erkan et al., 2019; Erkan & Evans, 2016; Sarkar et al., 2020). The persuasiveness of a message included in the information is considered

information quality, whereas the reliability, expertise, and trustworthiness of the source are regarded as source credibility (Bhattacharjee & Sanford, 2006; Petty et al., 1981). IAM theory indicates that the adoption of information is influenced by information quality, and source credibility with the mediating role of information usefulness (Sussman & Siegal, 2003). Whereas information usefulness is perceived as a determinant of information adoption and information quality, source credibility is a strong predictor of information usefulness (Erkan & Evans, 2016; Haldar, 2022; Sussman & Siegal, 2003). In the current study, information diagnosticity will be utilized as a mediator along with information usefulness as Jiang et al. (2021) found information diagnosticity as a determinant of information adoption.

2.2 Information Quality (IQ) and Information Diagnosticity (ID)

Users' assessment of the overall quality of the social media online review information is considered information quality (Leong et al., 2022). Filieri et al. (2021) mentioned that the consumers' decision-making and behavioural intention are significantly influenced by the social media review's information quality. Social media user evaluates the quality of the review information based on its comprehensibility, completeness, timeliness, accuracy, and sidedness (Chen et al., 2021; Gesell et al., 2022; Li et al., 2021; Shin, 2022).

Information diagnosticity is a characteristic of the information that helps the user to completely understand the true quality of the information (Jiang et al., 2021). Online review information with high-quality assists the prospective consumer in determining whether the review information is helpful or not to comprehend the actual quality of any products or services (Bilal & Almazroi, 2022; Kashyap et al., 2022; Li et al., 2022). Whereas Leong et al. (2022) stated that inaccurate, incomplete, fraudulent information in online reviews is considered low-quality review information and hinders the users' decision-making process. In addition, it is very complicated to understand the actual quality of the products and services with low-quality reviews. Several previous researchers have acknowledged that IQ positively relates to ID (Filieri, 2015; Jiang et al., 2021).

Therefore, the study proposes that,
H1: Information quality has a significant relationship with information diagnosticity.

2.3 Source Credibility (SC) and Information Diagnosticity (ID)

The overall credibility of the review provider in the social media platform assessed by the user is considered source credibility (Dedeoglu, 2019). The source credibility of the information is determined based on source trustworthiness and source expertise (Ismagilova et al., 2020). Numerous prior studies revealed that source trustworthiness and source expertise have a significant influence on how a user will behave while making a decision (Gurjar et al., 2022; Kang & Namkung, 2019a; O'Reilly et al., 2016; Weismueller et al., 2020). Jiang et al. (2021) coined that the users determine the helpfulness of an online review based on the credibility of the review provider. The procedure of diagnosing the quality of information is not complicated. Several authors acknowledged that the user could not understand whether anonymous information obtained from social media review platforms would assist them in assessing the products' quality (Jaidka et al., 2021; Salminen et al., 2022; Sharma & Shafiq, 2022). Flanagina et al. (2020) found that users perceive the review information as helpful if a trustworthy source provides the review. Review derived from a trustworthy source reduces the uncertainty and perceived risk of the online review (Maslowska et al., 2020).

Moreover, expert reviewers have adequate knowledge about the products and services (Hong & Pittman, 2020; Woiceshyn & Daellenbach, 2018). If an expert reviewer provides the review, then the user will perceive the review information as helpful in assessing the quality of the products (Sarkar & Ahmad, 2021). Several previous articles denote that the user will perceive the review information as less helpful if the review is provided by a less expert reviewer and from a less trustworthy source (Jiang et al., 2021; Lopes et al., 2021; Singh et al., 2017). Thus, the study proposes that,

H2: Source credibility has a significant relationship with information diagnosticity.

2.4 Information Quality (IQ) and Information Usefulness (IU)

Sharing reviews on social media platforms has become very convenient and gained popularity in the present era (Appel et al., 2020; Vrontis et al., 2021). Jain et al. (2021) mentioned that users can share reviews on social media platforms anonymously, which makes it difficult for the rest users to evaluate the information quality of the reviews. Information quality can be defined as the power of persuasiveness of the information (Kumar et al., 2021). Evan and Erkan (2016) and Sussman and Siegal (2003) found information quality as the main predictor of information usefulness. Users believe that high-quality information produces useful information (Jiang et al., 2021; Mensah et al., 2021). Leong et al. (2022) mentioned that the quality of the information can be assessed through accuracy, completeness, and timeliness. Elwalda et al. (2021) found that information quality significantly impacts information usefulness. In addition, Alhemimah (2019) also indicated that if the user perceives the information as accurate, complete, and recent, they will consider it useful. A positive association between IQ and IU was indicated in numerous previous research (Elwalda et al., 2021; Erkan & Evans, 2016; Leong et al., 2022). Therefore, the current study proposes that,

H3: Information quality has a significant relationship with information usefulness.

2.5 Source Credibility (SC) and Information Usefulness (IU)

Sussman and Siegal (2003) indicated source credibility as a strong predictor of information usefulness. Erkan and Evans (2016) mentioned that users' perception of the usefulness of any information is significantly influenced by source credibility. Ismagilova et al. (2020) stated that information shared by an extremely credible source is considered valuable and useful. Moreover, the credibility of the information source is considered a key predictor in the decision-making procedure of users, and the positive relationship between source credibility and users' behavioural intention was found significant when the information was seen as useful (Abedi et al., 2019; Hsieh & Li, 2020; Lăzăroiu et al., 2020; Xue Hui, 2017). As previously mentioned, Source trustworthiness and expertise are two major predictors of source credibility.

González-Rodríguez et al. (2016) found that information is perceived as useful when an expert source shares it. In addition, Filieri et al. (2018) mentioned that high expertise reviewer provides a more useful review and low expertise reviewer provides a less useful review. Moreover, when the individuals believe that the shared information has been derived from a very trustworthy source, then the individual will perceive the information as useful (Ismagilova et al., 2020; Weismueller et al., 2020). Kang et al. (2019) and Tien et al. (2019) found that source trustworthiness significantly affects information usefulness. Several previous studies indicated a positive association between SC and IU (Alhemimah, 2019; Erkan & Evans, 2016; Ismagilova et al., 2020). Thus, this study proposes that,

H4: Source credibility has a significant relationship with information usefulness.

2.6 Information Diagnosticity (ID) and Information Adoption (IA)

Perceived diagnosticity refers to users' perceptions of how internet reviews help them comprehend and assess a product's quality (Guo et al., 2020). Information diagnosticity concerning social media review platforms refers to the amount to which users believe a review platform to be capable of transferring product-related information that assists them in comprehending and assessing the efficacy of products (Filieri et al., 2018; Liu et al., 2017; Liu & Hu, 2021; Saremi & Montazemi, 2022). Jiang et al. (2021) mentioned that users would assess the actual quality of the review information to ensure they comprehend the proper usefulness of the review and consider whether or not to adopt the information. Filieri et al. (2018) revealed that if the user believes the social media review has the diagnostic ability and assists them in assessing the products' quality, they would likely adopt that review. Moreover, Zhu et al. (2020) mentioned that the greater the extent to which purchasers perceive the helpfulness of the information, the higher their likelihood to adopt review information. Moreover, several existing literature have indicated a positive association between ID and IA (Huang, 2016; Jiang et al., 2021; Qu et al., 2021). Therefore, the present study proposes that,

H5: Information diagnosticity has a significant relationship with information adoption.

2.7 Information Usefulness (IU) and Information Adoption (IA)

When users perceive that the utilization of new information would enhance their performance is known as information usefulness (Daowd et al., 2020; Kamal et al., 2020; Kripesh et al., 2020; Tam et al., 2018). Several prior researchers indicated that information usefulness is a significant determinant of information adoption (Alkhowaiter, 2020; Davis, 1989; Erkan & Evans, 2016; Leong et al., 2022; Sussman & Siegal, 2003). Chen and Dermawan (2020) coined that individuals can share their experiences and reviews on social media frequently due to the advancement of technology, and others will be inclined to adopt the review information based on its usefulness. Leong et al. (2022) and Khwaja et al. (2020) found that social media users would likely adopt the information included in the review if they consider the review information useful. Numerous previous studies also found a positive relationship between IU and IA (Dachyar & Banjarnahor, 2017; Erkan & Evans, 2016; Nadlifatin et al., 2022; Tyagi et al., 2022). Hence, the current study proposes that,

H6: Information usefulness has a significant relationship with information adoption.

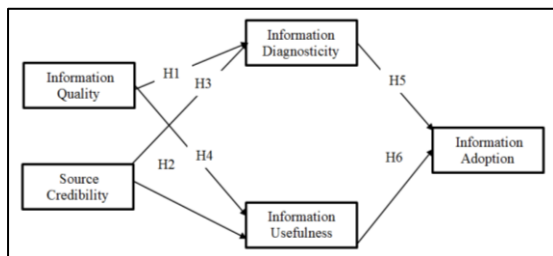


Figure 1: Conceptual Research Framework

3. Methodology

3.1 Research Design

The present study aimed to identify the impact of information quality and source credibility on information adoption with the mediating relationship of information diagnosticity and information usefulness, which influenced the present study's design as a survey-based quantitative correlational study. A correlational study determines the relationship between two or more variables, and a quantitative study is considered suitable as it assists in working on a large sample size (Curtis et al., 2016).

3.2 Sample Size and Sampling Technique

The residents of Bangladesh who use social media and are familiar with social review platforms were considered the population of the present study. The statistical report revealed almost 49.55 million social media users in Bangladesh, but it does not provide evidence of duplicate or fake users (Kemp, 2022). Moreover, no statistical evidence exists about the number of individuals familiar with the social media review platform. Several prior researchers recommended power analysis to estimate the minimum sample size of the study based on the number of predictors when the research population is unknown (Hair et al., 2021; Hair et al., 1998, 2019; Kline, 2015; Ringle et al., 2020; Uttley, 2019). The present study utilized the G Power analysis to estimate the minimum sample size, and 129 samples were estimated as the minimum number of samples for the current study with a medium effect size, 95% of confidence level, 0.5% of estimated error, and 4 predictors (Figure 2) (Memon et al., 2020).

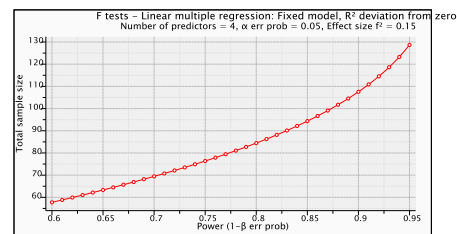


Figure 2: Estimated Minimum Sample Size (G Power Output)

A blend of purposive and snowball sampling methods was utilized for data collection from the respondents, and both are nonprobability sampling techniques. Purposive sampling assisted in collecting the data from the target research population, and the snowball sampling method assisted in quickly collecting a large amount of data (Audemard, 2020; Etikan, 2016). The Snowball sampling technique was utilized as it is a cost-effective way to collect the data, and it assists the researcher in collecting data from the appropriate population with diverse characteristics (Naderifar et al., 2017). Biernacki and Waldorf (1981) mentioned that it is necessary to verify the respondents' eligibility to avoid response errors. To minimize the margin of error, the respondents were asked a screening question to check their

eligibility for participating in the study. A positive response to the screening question allowed the individual to participate in the study.

3.3 Data Collection Tools and Procedure

Data were collected from both primary and secondary sources in the present study. Secondary data was used to develop the hypothesis, and primary data was utilized to test the hypothesis and assess the structural model. The secondary data includes the literature from previously published articles, reports, books, etc. A structured close-ended

self-administered paper-based questionnaire was utilized to collect from the primary sources as it helps to collect the response conveniently from the respondents without the presence of the researchers (Sreejesh et al., 2014). The questionnaire consisted of two parts; the first part contained the questions related to the respondents' demographic profile, and the second part contained the questions related to the variables. The measurement items of the variables were adapted from the previous literature, as mentioned in Table 1.

Table 1: Source of the Measurement Items

Variables	Measurement Items	Source
Information Quality (IQ)	IQ1 I feel that the information on social media platforms was credible. IQ2 I believe that the information on social media platforms was relevant to meet my needs. IQ3 I feel that the information on social media was based on facts. IQ4 I feel the information on social media platforms was sufficient and detailed. IQ5 I believe the quantity of information on social media platforms was good enough. IQ6 I believe that the social media platform information regarding products and services has improved my understanding of the quality of the product's features.	(Alhemimah, 2019)
Source Credibility (SC)	SC1 I believe that the person who shared the review on social media was credible. SC2 I feel that the person who shared the review on social media was experienced. SC3 I perceive that the person who shared the information on the social media review platform was trustworthy. SC4 I believe that the person who shared the information on the social media review platform was reliable SC5 I perceive that the person who shared the review on social media was honest	(Erkan & Evans, 2016)
Information Diagnosticity (ID)	ID1 I believe that the information available on social media platforms about a specific product or service was helpful for me in evaluating that product or service. ID2 I found that the information available on social media platforms about a specific product or service was helpful in familiarizing me with that product or service. ID3 I think that the information available on social media platforms about a specific product or service was helpful for	(Jiang et al., 2021)

	<p>me to understand the image of that product and service.</p> <p>ID4 I feel that the information available in social media reviews about a specific product or service was helpful for me to understand the quality and characteristics of that product and service.</p> <p>ID5 I believe that the information available in social media reviews about a specific product or service helped me to reduce uncertainty regarding that particular product and service.</p>	
Information Usefulness (IU)	<p>IU1 I found the social media review information very useful in decision-making.</p> <p>IU2 I found that the information on the social media review platform was informative.</p> <p>IU3 Using social media review information regarding any specific products or services enables me to accomplish my product-choosing tasks more quickly.</p> <p>IU4 Using social media information regarding any specific products or services would make it easier for me to make the appropriate choice.</p> <p>IU5 I found that the information on social media was very advantageous.</p>	(Erkan & Evans, 2016)
Information Adoption (IA)	<p>IA1 I believe that the information on social media platforms made it easier for me to make a proper purchase decision.</p> <p>IA2 I believe that adopting the information on social media usually enhances my effectiveness in decision-making.</p> <p>IA3 The information on social media regarding a product has motivated me to make the product purchase decision.</p> <p>IA4 The last time I watched a product review on social media, I adopted the review information and purchased that product.</p> <p>IA5 The last time I watched a product review on social media, I adopted the review information and declined to purchase that product.</p>	(Jiang et al., 2021)

A 5-point Likert scale was utilized to identify respondents' agreement level towards the statements included in the questionnaire, where 1 was the minimum value, and 5 was the maximum value (1= strongly disagree, and 5 = strongly agree). A 5-point Likert scale assists the respondents in responding conveniently and without being confused (Dawes, 2008). A pre-testing was conducted with the help of two academicians with expertise in social media review, and a pilot study was performed by collecting data from 30 respondents to minimize the error and maximize the quality of the questionnaire (Reynolds et al., 1993; Teijlingen & Hundley,

2002). The final questionnaire was modified according to the outcome derived from the pre-test and pilot study. The data was collected physically from the 15th of April 2022 to the 30th of May 2022, making the present study a cross-sectional study. A total of 237 data was collected, and after screening the data, 225 data were found eligible and taken for analysis.

3.4 Data Analysis Tools and Technique

Three software was used to conduct the full data analysis procedure. MS Excel was used to code the data and deal with missing responses. SPSS (v.28) was utilized to conduct

the respondents' demographic profile, data distribution normality test, and correlation analysis. Smart PLS (v.3.3.8) was utilized to determine the measurement items' reliability and validity, assess the structural equation modeling, and finally test the hypotheses. Structural equation modelling will be conducted through SmartPLS as it assists in handling the complex research model and constructs with single- and multi-measurement items (Hair et al., 2021).

4. Data Analysis and Result

4.1 Respondents' Demographic Profile

The demographic profile of the respondents is presented in Table 2. The demographic data found that there were 78 female and 147 male respondents. Most respondents were from the age group 18-24 years old and 50.67% of the total population. In addition, 38.67% of respondents claimed that their level of education was till undergraduate degree. In terms of respondents' occupations, 81

respondents were students, and the percentage was 36%. Most of the respondents claimed that they have been familiar with social media for more than 5 years, and they are 30.22% of the entire respondents. Whereas, 33.33% of respondents stated that their daily social media use frequency is 3-4 hours.

4.2 Data Distribution Normality Test

Table 3 indicates the present study's Skewness and Kurtosis value, which will determine whether the data was normally distributed. George (2011) mentioned that the data would be distributed normally when the skewness and kurtosis values are found between ± 2 . Whereas Hair et al. (2019) stated that data is perceived as normally distributed if skewness and kurtosis values are between ± 2 and ± 7 , respectively. Therefore, the skewness and kurtosis value of the present study denotes that the data were normally distributed as it satisfies the condition of the previous researchers.

Table 2: Demographic Profile of the Respondents

Category	Type/ Group	Frequency	Percent
Gender	Female	78	34.67
	Male	147	65.33
Age	18-24 Years	114	50.67
	25-34 Years	67	29.78
	35-44 Years	41	18.22
	45 Years and Above	03	1.33
Level of Education	Primary	07	3.11
	Secondary	23	10.22
	Higher Secondary	48	21.33
	Undergraduate	87	38.67
	Postgraduate	58	25.78
	Others	02	0.89
Occupation	Business	32	14.22
	Govt. Service	27	12.00
	Private Service	68	30.22
	Student	81	36.00
	Others	17	7.56
Familiar With Social Media	Less than 1 year	16	7.11
	2- 3 years	39	17.33
	3-4 Years	40	17.78
	4-5 Years	62	27.56
	More than 5 Years	68	30.22
Daily Usage Frequency of Social Media	Less than 1 Hour	19	6.44
	2- 3 Hours	36	16.00
	3-4 Hours	75	33.33
	4-5 Hours	58	25.78
	More than 5 Hours	37	16.44

Table 3: Data Distribution Normality Test

	N	Mean	Std. Deviation	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
IQ	225	3.5696	0.88827	-1.033	0.162	1.081	0.323
SC	225	3.5982	0.86499	-0.951	0.162	0.962	0.323
ID	225	3.5724	0.87492	-1.037	0.162	1.174	0.323
IU	225	3.6569	0.94376	-0.903	0.162	0.401	0.323
IA	225	3.6151	0.88979	-0.946	0.162	0.816	0.323

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

4.3 Construct Reliability and Validity

Cronbach’s alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) were utilized to evaluate the construct reliability and validity, as indicated in Table 4. Gliem et al. (2003) suggested that a CA value higher than 0.9 is excellent, between 0.8 to 0.9 is good, between 0.7 to 0.8 is acceptable, between 0.6 to 0.7 is questionable, higher than 0.5 is poor, and a value below 0.5 is considered unacceptable. The statistical value of CA in the present study was found above 0.8, which indicates good reliability. Hair et al. (2021) indicated that a CR value greater than 0.7 is

acceptable, and all the CR values were found above 0.9. Whereas Hair et al. (2013) recommended that an AVE value should be above 0.5, and in the present study, all the AVE values were found above 0.7, which denotes the acceptance of the AVE value. In addition, the statistical outcome revealed that all the values of item loading were above 0.7.

4.4 Discriminant Validity

Fornell-Larcker Criterion, Cross Loading Matrix, and Hetero trait- Mono trait (HTMT) analysis was performed to examine the discriminant validity of the current study.

Table 4: Construct Reliability and Validity

Construct	Items	Items Loading	CA	CR	AVE
IA	IA1	0.802	0.901	0.927	0.718
	IA2	0.759			
	IA3	0.899			
	IA4	0.868			
	IA5	0.899			
ID	ID1	0.884	0.907	0.931	0.731
	ID2	0.884			
	ID3	0.876			
	ID4	0.812			
	ID5	0.815			
IQ	IQ1	0.865	0.933	0.947	0.750
	IQ2	0.906			
	IQ3	0.846			
	IQ4	0.838			
	IQ5	0.871			
	IQ6	0.870			
IU	IU1	0.911	0.949	0.961	0.831
	IU2	0.924			
	IU3	0.901			
	IU4	0.906			
	IU5	0.916			
SC	SC1	0.866	0.894	0.923	0.706
	SC2	0.900			
	SC3	0.882			
	SC4	0.768			
	SC5	0.773			

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

Table 5: Fornell-Larcker Criterion

	IA	ID	IQ	IU	SC
IA	0.847				
ID	0.87	0.855			
IQ	0.766	0.798	0.866		
IU	0.915	0.82	0.78	0.911	
SC	0.851	0.877	0.76	0.777	0.84

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

Fornell Lacker's value of the present study has been indicated in Table 5. Fornell Larcker's formula denotes that the square root value of the AVE of one construct should be higher than the value of the inter-correlations between constructs (Fornell & Larcker, 1981). The square root of the AVE value in the present study is found between 0.76 to 0.915, which is acceptable because all the values were higher than the constructs' intercorrelations with the other constructs in the model. The value of cross loading matrix was found above 0.7 (Table 6), and Henseler et al. (2015) denoted that a cross-loading value of more than 0.5 is acceptable.

Table 6: Cross Loading Matrix

	IA	ID	IQ	IU	SC
IA1	0.802	0.76	0.562	0.669	0.798
IA2	0.759	0.717	0.524	0.6	0.738
IA3	0.899	0.765	0.711	0.863	0.718
IA4	0.868	0.707	0.719	0.85	0.668
IA5	0.899	0.749	0.702	0.858	0.709
ID1	0.772	0.884	0.623	0.738	0.769
ID2	0.778	0.884	0.621	0.73	0.789
ID3	0.789	0.876	0.606	0.708	0.81
ID4	0.684	0.812	0.789	0.65	0.678
ID5	0.691	0.815	0.791	0.675	0.695
IQ1	0.679	0.706	0.865	0.703	0.668
IQ2	0.685	0.698	0.906	0.725	0.675
IQ3	0.654	0.709	0.846	0.673	0.647
IQ4	0.597	0.608	0.838	0.585	0.608
IQ5	0.662	0.719	0.871	0.673	0.669
IQ6	0.696	0.7	0.870	0.682	0.679
IU1	0.814	0.741	0.735	0.911	0.725
IU2	0.823	0.732	0.707	0.924	0.697
IU3	0.863	0.782	0.725	0.901	0.716
IU4	0.822	0.717	0.679	0.906	0.705
IU5	0.847	0.763	0.706	0.916	0.699
SC1	0.75	0.762	0.54	0.64	0.866
SC2	0.768	0.802	0.59	0.676	0.900
SC3	0.749	0.762	0.564	0.641	0.882
SC4	0.642	0.667	0.728	0.621	0.768
SC5	0.656	0.681	0.786	0.684	0.773

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

Table 7 shows the Hetero trait- Mono trait (HTMT) value of the current study. The maximum and minimum HTMT values were 0.981 and 0.826, respectively, and Henseler et al. (2015) mentioned that discriminant validity is achieved when the HTMT value ranges from -1 to 1.

Table 7: Hetero trait- Mono trait (HTMT)

	IA	ID	IQ	IU
ID	0.966			
IQ	0.828	0.87		
IU	0.981	0.883	0.826	
SC	0.956	0.972	0.837	0.845

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

4.5 Assessment of the Structural Model

The assessment of the structural model has been performed by evaluating the value of the coefficient of determinants (R^2), multicollinearity (Inner VIF), effect size (f^2), and predictive relevance (Q^2).

Table 8: Coefficient of Determination (R^2)

Construct	R Square	R Square Adjusted
IA	0.881	0.88
ID	0.810	0.808
IU	0.689	0.686

Note: ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

The coefficient of determination (R^2) value is indicated in Table 8. The R^2 values of the current study are respectively 0.881 (88%), 0.810 (81%), and 0.689 (69%) respectively. Cohen (2013) indicated R^2 values less than 0.02 as very weak, 0.02 to 0.13 as weak, 0.13 to 0.26 as moderate, and above 0.26 as substantial. Hereby, the statistical outcome of the present model is substantially acceptable (Cohen & Levin, 1989).

Table 9: Multicollinearity (Inner VIF)

	IA	ID	IU
ID	3.054		
IQ		2.369	2.369
IU	3.054		
SC		2.369	2.369

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

Table 9 indicates the inner VIF value of the present study, and it assists in quantifying the presence of multicollinearity in the current study. The statistical value indicates that all the inner VIF values are between 2.369 to 3.054. Pallant (2020) mentioned that the VIF value between 10 and 0.1 denotes the absence of multicollinearity.

Table 10: Effect Size (f^2)

	IA	ID	IU
ID	0.369		
IQ		0.217	0.273
IU	0.946		
SC		0.909	0.259

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

Table 10 shows the f^2 value of the present study and the f^2 value assists in assessing the effect size of the predictor variables. Cohen (2013) denoted that an f^2 value above 0.34 indicates a large effect size, an f^2 value between 0.14 to 0.34 indicates a medium effect size, and an f^2 value below 0.14 and above 0.01 represents a small effect size. The statistical outcome of the current study shows that ID and IU have a large effect on IA, IQ has a medium effect size on ID and IU, and SC has a large and medium effect on ID and IU, respectively.

Table 11: Predictive relevance (Q^2 value)

	SSO	SSE	$Q^2 (=1 - \frac{SSE}{SSO})$	Relevance
IA	187.068	73.38	0.608	Yes
ID	172.523	67.136	0.611	Yes
IU	158.788	64.41	0.594	Yes

Note: ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

Table 11 presents the Q^2 value of the current study, and the Q^2 value represents whether a path model contains predictive relevancy or not. Chin (1998) stated that Q^2 values above zero (0) indicate the presence of predictive relevancy in the model. The Q^2 value of the current study indicates that all the values are between 0.594 to 0.611, which indicates that the model contains predictive relevance.

Table 12 indicates the result of the hypotheses test of the current study. There are six hypotheses in the current study, and the statistical outcome of the hypotheses test result indicates that all the t values are more than 4.537 and the p values are 0 (As mentioned in Table 12 and Figure 3). Greenland et al., (2016) mentioned that the hypothesis is accepted when the t-value is above 1.96 and the p-value is below 0.05. Hereby, all the hypotheses of the current study are accepted.

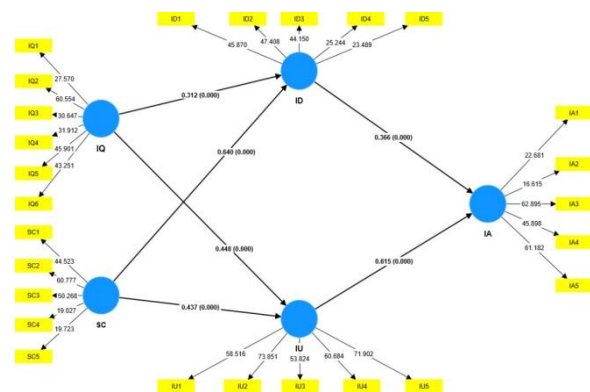


Figure 3: Structural Equation Model Output (p-Value, t-Value, and Path Coefficient Value)

5. Discussion

The present study was conducted to identify the role of IQ and source SC of social media review on IA with the mediating role of ID and IU. Hence, six hypotheses were developed

Table 12: Hypotheses Test Result

Relationship	Original Sample	Sample Mean	Standard Deviation	t Value	p Value	Result
IQ -> ID	0.312	0.315	0.073	4.283	0.000	Accepted
SC -> ID	0.640	0.637	0.070	9.073	0.000	Accepted
IQ -> IU	0.448	0.452	0.099	4.537	0.000	Accepted
SC -> IU	0.437	0.432	0.093	4.707	0.000	Accepted
ID -> IA	0.366	0.368	0.059	6.222	0.000	Accepted
IU -> IA	0.615	0.613	0.059	10.459	0.000	Accepted

Note: IQ = Information Quality; SC = Source Credibility; ID = Information Diagnosticity; IU = Information Usefulness; IA = Information Adoption

in the present study, and all the hypotheses were found significant and accepted. More specifically, the direct association between IQ and ID ($t < 4.283$, $p > 0.000$), SC and ID ($t < 9.073$, $p > 0.000$) was found significant, hence H1 and H2 were accepted. Filieri (2015) and Jiang et al. (2021) indicated similar findings. Jiang et al. (2021) mentioned that the diagnostic capability of the information is affected by IQ and SC. The high quality and more credible information about a product will incline the users' perception towards perceiving the information as very helpful to understand the product's quality completely. Moreover, H3 and H4 were accepted. The direct association between IQ and IU ($t < 4.537$, $p > 0.000$), SC and IU ($t < 4.707$, $p > 0.000$) was found significant, and similar findings were indicated by the previous researchers (Elwalda et al., 2021; Leong et al., 2022). Erkan and Evans (2016) revealed that IQ and SC are strong and significant predictors of IU. Ismagilova et al. (2020) mentioned that users would perceive information as useful based on the quality and credibility of online review information. In addition, the direct association between ID and IA ($t < 6.222$, $p > 0.000$), IU and IA ($t < 10.459$, $p > 0.000$) was found significant, therefore, H5 and H6 were accepted. Similar findings were identified in several previous studies (Erkan & Evans, 2016; Jiang et al., 2021; Nadlifatin et al., 2022). Jiang et al. (2021) mentioned that when users perceive the social media review has the diagnostic ability and help them to assess the quality of the product, then they will tend to adopt that review.

Arumugam (2016) and Erkan and Evans (2016) mentioned that users would adopt the information if they perceived the review information as useful. The present study indicates that the individual will adopt the information from social media review if they can perceive the information is useful and it has the diagnosticity ability. The information diagnosticity and information usefulness are perceived by the individual based on their perception of the information quality and information source credibility. The individual's adoption of social media review information is triggered by the information quality and information source credibility with the mediating role of perceived information diagnosticity and usefulness.

6. Implications of the Study

6.1 Theoretical Implications of the Study

The present study provides numerous theoretical implications. First of all, the research provides literature on the information management system to academicians. In addition, the findings provide an insight into the understanding of IQ and SC of social media review information and IA. Whereas the major theoretical contribution of the current study is to develop a conceptual research framework that will evaluate the impact of the determinants of online review information on adopting information from the social media review platform.

The conceptual framework was developed by extending Information Adoption Model (IAM). IAM explained the influence of determinants of online information on adopting information. IAM denoted that argument quality and source credibility influence information adoption with the mediating role of information usefulness. In several studies, information diagnosticity was found to be a significant indicator of information adoption. Moreover, information quality and source credibility also influence information adoption with the mediating role of information diagnosticity. The conceptual framework was formed by adding information diagnosticity by extending Information Adoption Model (IAM).

6.2 Practical Implications of the Study

The present study contributes with several practical implications. From the practical point of view, the current research contributes to the marketers and consumers by indicating the importance of IQ and SC in adopting information. To gain knowledge about a product or service, the consumer usually obtains information from marketers' advertisements and consumer-generated reviews. While making a purchase, consumers evaluate the IQ and SC to determine whether the information is useful and helpful to adopt for making the appropriate purchase decision.

The findings suggest that marketers must be more conscious and mindful in developing marketing strategies. The result also suggests that marketers should maintain the quality of the products and promote their brands through social media, as the negative review will influence the users' perception to perceive

the brand and products negatively. Ultimately, the users' perception will influence them to determine whether or not to purchase. Moreover, the findings indicated that consumers need to be aware of and evaluate the social media review's quality, credibility, usefulness, and helpfulness before adopting the information.

7. Limitation and Future Research

Along with the several contributions, the current research also contains a few limitations. Firstly, in the present study, nonprobability sampling was used. Hence the limitations of the findings are based on nonprobability sampling. First of all, 225 respondents were selected based on the nonprobability sampling technique to conduct the current study, which does not represent the entire population. So, further study can be conducted with more respondents to get a complete result. Secondly, the context of this study was in Bangladesh; different demographic variables should be studied in the future to determine if it affects the findings. Thirdly, the research framework was examined on Bangladeshi social media users so further studies can be performed in the context of other countries to evaluate the applicability of the current research framework. Fourthly, the study focused on all types of social media instead of any specific social media platform. Further research can be conducted on the specific social media platform to get more specific insights on the information adoption by the individual from social media. Moreover, future studies can be conducted by adding new variables.

8. Conclusion

The present study assessed the influence of social media review information's quality and source credibility on adopting information with the mediation of information usefulness and information diagnosticity. The data was collected from 225 Bangladeshi social media users who are familiar with social media reviews. The findings indicated that IU and ID mediate the relationship between social media review IQ and SC with ID. When the user finds that the quality of the information included in the social media review is high and the source of that information is credible, they will perceive that information as useful and helpful, which will lead the user to adopt that information.

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