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The Influence of E-WOM on Goodreads Toward Book Purchase Intention Using the IACM Model

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Abstract

The rapid expansion of information technology has strengthened electronic word-of-mouth (eWOM) as a key information source shaping consumers' purchasing decisions. In the book market, Goodreads facilitates the exchange of reader reviews and recommendations; however, the mechanisms through which users accept such information and develop online purchase intentions remain insufficiently understood. This study aims to examine the influence of eWOM on Goodreads users' online book purchase intention using the Information Acceptance Model, which comprises information credibility, information usefulness, attitude toward information, information adoption, and online purchase intention. A quantitative survey was conducted involving 406 Goodreads users selected through purposive sampling. Data were analyzed using partial least squares structural equation modeling with SmartPLS. The findings indicate that eight of the nine proposed hypotheses were supported. Information credibility positively influenced information usefulness, information adoption, and online purchase intention. Information usefulness positively influenced attitude toward information and information adoption but did not significantly influence online purchase intention. Attitude toward information positively

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influenced information adoption and online purchase intention, while information adoption positively influenced online purchase intention. These results demonstrate that information credibility, attitude toward information, and information adoption are the principal determinants of Goodreads users' online book purchase intention, whereas information usefulness contributes indirectly through the information acceptance process. The study concludes that credible and positively evaluated eWOM is more likely to be adopted and translated into purchase intention. These findings extend the application of the Information Acceptance Model to digital book consumption and provide practical implications for authors, publishers, booksellers, and platform managers seeking to strengthen the credibility, relevance, and persuasive value of online book reviews.

Keywords: Electronic Word-of-Mouth; Goodreads; Information Acceptance Model; Online Purchase Intention; PLS-SEM

INTRODUCTION

The rapid growth of digital technology has made the internet an integral part of daily life, with internet penetration in Indonesia reaching 80% of the population, or 229.42 million users, and social media usage accounting for 24.80% of internet activity. This shift has transformed social media into a multifunctional space where consumers not only interact socially but also search for and evaluate product-related information that shapes their purchase decisions (Yusup et al. 2023).Within this landscape, electronic word-of-mouth (eWOM) has emerged as an evolution of traditional word-of-mouth communication, characterized by wider reach, faster distribution, and persistent accessibility. eWOM encompasses any positive or negative statement made by actual, potential, or former consumers about a product, service, or company, disseminated to a wide audience via the internet (Sari et al., 2016) and can be found across social media, blogs, forums, and specialized review sites (Qurrota A. et al., 2021).

Goodreads represents a distinctive manifestation of this phenomenon. Launched in January 2007, it is a social network dedicated to readers worldwide, distinguished from typical e-commerce or social media platforms by the depth and quality of its user-generated content reviews on Goodreads tend to be long-form, analytical essays covering themes, writing style, character development, and moral or philosophical messages, reflecting a community that

engages with books as objects of intellectual and emotional appreciation rather than mere consumer products.



Figure 1. Increase of Indonesia's reading interest (2020–2024)

Figure 1. Increase of Indonesia's Reading Interest (2020–2024) illustrates the steady growth of reading interest in Indonesia, reaching 72.44% in 2024 based on a survey of 174,226 respondents across 38 provinces. This upward trend reflects the growing engagement of Indonesian society with reading activities and suggests that books are becoming increasingly relevant as a source of information, education, and entertainment. The continuous increase in reading interest also indicates a greater opportunity for digital platforms and online communities to influence consumers' reading preferences and purchasing decisions through the dissemination of information and recommendations.



Figure 2. Content that encourages interest in reading and buying books in 2025

Figure 2. Content that Encourages Interest in Reading and Buying Books in 2025 shows that 77% of 1,000 respondents were encouraged to buy and read books after encountering online reviews or recommendations. Compared with traditional recommendation sources, such as bookstore staff and mass media advertising, online reviews and recommendations generated by fellow readers have become a more influential source of information. These findings indicate that user-generated content meaningfully shapes reading decisions and highlights the growing role of participatory digital platforms, such as Goodreads, in influencing consumers' purchase intentions. Explaining the mechanism behind this influence requires a theoretical framework capable of describing how consumers receive, process, and adopt information. The Information Acceptance Model (IACM) was developed as an integration of the Information Adoption Model (IAM) and the Theory of Reasoned Action (TRA) (Erkan & Evans, 2016). The model provides such a framework by identifying information quality, credibility, relevance, need, and attitude toward information as determinants of perceived usefulness, which in turn drives information adoption and purchase intention. The model has been validated in various contexts, including a study on boba drink consumers in Malaysia, where information credibility, quality, relevance, and attitude were shown to enhance perceived usefulness and subsequently purchase intention (Leong et al., 2022).

However, IACM's application to book-specific platforms such as Goodreads remains limited, particularly in Indonesia. This gap is significant given three key distinctions from prior eWOM research: (1) books carry symbolic and emotional value that shapes more intensive pre-purchase information-seeking behavior; (2) Goodreads' community-based structure produces deeper, more engaged eWOM dynamics than general social media; and (3) Indonesia's geographic and cultural context may uniquely influence how consumers process eWOM information. Addressing this gap contributes both theoretically by testing IACM's applicability in a niche, community-driven platform and practically, by offering strategic guidance for publishers, authors, online bookstores, and platform managers seeking to optimize eWOM-based marketing strategies.

Accordingly, this study aims to examine the influence of eWOM information characteristics on Goodreads, namely information credibility, attitude toward information, information usefulness, and information adoption on Indonesian consumers' online purchase intention for books, using the IACM framework. The study is limited to Goodreads users in Indonesia who have written book reviews and made online book purchases, using a

quantitative survey approach analyzed through Structural Equation Modeling (SEM); it does not address the technical development of Goodreads' recommendation algorithms, focusing instead on user perceptions and behavior toward review information. As a behavioral-approach study within the information systems discipline, this research is expected to enrich the empirical understanding of eWOM's role in digital consumer behavior and inform more effective, eWOM-based promotional strategies within the book publishing and marketing industry.

Literature Review

The method section should be written systematically, comprehensively, and transparently so that the research procedures can be understood, evaluated, and replicated by other researchers. Authors should present the following five main components. Goodreads and Electronic Word-of-Mouth. Goodreads, launched in January 2007, is an international reading community that had accumulated 50 million reviews by 2016. Beyond cataloging and rating features (e.g., My Books, reading challenges), Goodreads generates the type of rich, community-driven review content central to electronic word-of-mouth (eWOM) research. eWOM is defined as any positive or negative statement made by potential, actual, or former customers about a product or company, disseminated to a wide audience via the internet (Sari & Sinay, 2016). occurring across social media, blogs, forums, and dedicated review platforms (Qurrota Aynie et al., 2021). Compared to short, promotional reviews typical of e-commerce, Goodreads reviews tend to be narrative and experience-based, reflecting a community that engages with books as objects of intellectual appreciation rather than mere consumer goods making it a distinct, underexplored eWOM context.

Purchase intention reflects a consumer's tendency to respond favorably toward a product, signaling the likelihood of completing a transaction (Mudambi & Schuff, 2010). It is widely regarded as one of the strongest predictors of actual purchase behavior, although this relationship can be moderated by the attitudes of others, (Kotler & Keller, 2012) as well as external and internal factors, such as prior product experience and financial capacity (Susanto & Keni, 2022). In this study's context, purchase intention captures how far reader exposure to Goodreads reviews and ratings translates into an intention to purchase a given book.

Information Acceptance Model (IACM). To explain how consumers process and act on eWOM, this study adopts IACM, through the integration of the Information Adoption

Model (IAM) with the Theory of Reasoned Action (TRA) (Erkan & Evans, 2016). IACM addresses IAM's limitation of focusing solely on information characteristics (quality, credibility) without accounting for the psychological dimensions attitude and subjective norms that shape behavioral intention. Prior structured review confirms IACM as the dominant framework explaining eWOM's effect on purchase intention across social media and e-commerce contexts (Leong et al., 2022). However, its application to niche, community-based book-review platforms such as Goodreads remains limited, particularly in Indonesia. This study adapts the model structure proposed by Ngo et al. (2024), originally tested on general social networking sites in Vietnam as its conceptual base, comprising five constructs: Information Credibility (IC), Information Usefulness (IU), Attitude Towards Information (ATI), Information Adoption (IA), and Online Purchase Intention (OPI).

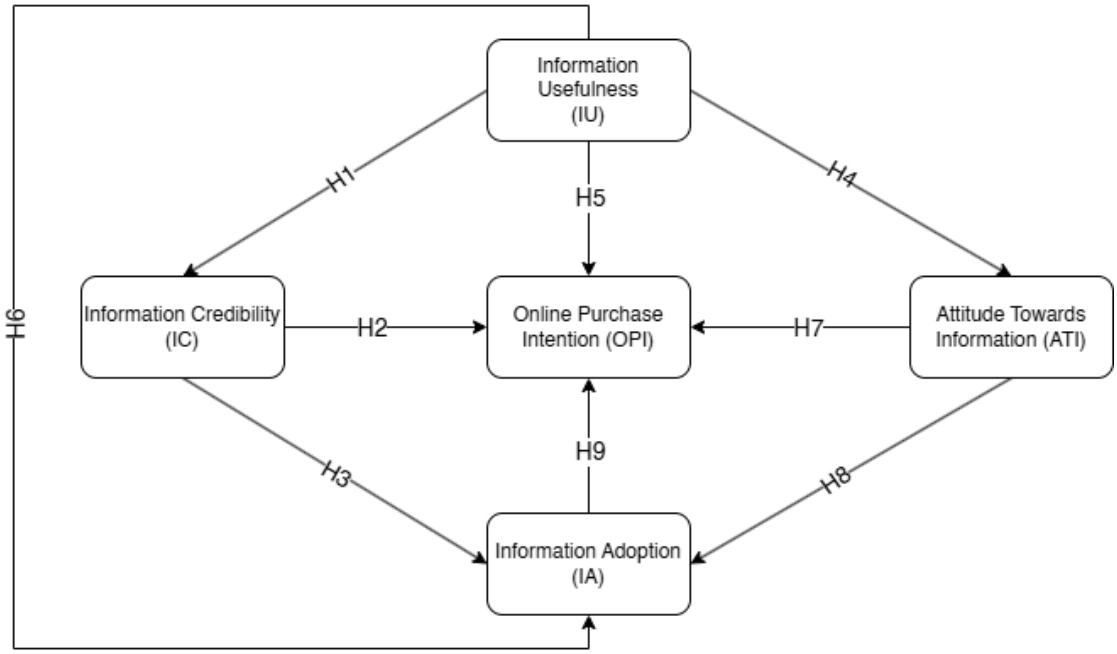

Figure 3. Research Framework

Figure 3. Research Framework illustrates the conceptual model adopted in this study. The framework proposes that Information Credibility directly influences Information Usefulness, Information Adoption, and Online Purchase Intention. In addition, Information Usefulness is hypothesized to influence Information Adoption, Attitude Towards Information, and Online Purchase Intention, while Information Adoption is expected to positively affect Attitude Towards Information and Online Purchase Intention. Finally, Attitude Towards Information is proposed to positively influence Online Purchase

Intention. Based on this framework, nine research hypotheses were formulated and empirically tested using PLS-SEM.

Information Credibility (IC). On Goodreads, review credibility is shaped by reviewer reputation, review activity, rating consistency, and preference alignment with other readers. Credible information has been shown to enhance perceived usefulness (Kurniawati & Widodo, 2017), (Harahap et al., 2023) strengthen purchase intention directly (Veronita et al., 2025), (Dwi Azhari et al., 2025) and encourage information adoption by giving readers confidence to rely on it as a decision basis (Sardar et al., 2021) and (Puspa W. & Roostika, 2025)

H1: Information Credibility positively influences Information Usefulness.

H2: Information Credibility positively influences Online Purchase Intention.

H3: Information Credibility positively influences Information Adoption.

Information Usefulness (IU). Perceived usefulness reflects how far received information such as plot summaries, writing-style descriptions, or fit with reader preference supports decision-making. Useful information has been found to shape a favorable attitude toward it(Ngo et al., 2024), (Mulyani et al., 2021) to drive purchase intention directly by reducing uncertainty (Moslehpour et al., 2018), (Athapaththu & Kulathunga, 2018) and to promote information adoption (Leong et al., 2022) and (Pracoyo & Sharif, 2023).

H4: Information Usefulness positively influences Attitude Towards Information.

H5: Information Usefulness positively influences Online Purchase Intention.

H6: Information Usefulness positively influences Information Adoption.

Attitude Towards Information (ATI). Attitude reflects a reader's evaluative stance toward eWOM, shaped by prior platform experience and trust in the reader community. A positive attitude has been linked to greater purchase intention (Hidayat et al., 2020), (Limowa & Sihombing, 2024) and facilitates information adoption, since favorably viewed information is more readily accepted as a decision reference, whereas a negative attitude hinders adoption even when the information is relevant (Gunnoo et al., 2023) and (Sinambela et al., 2025).

H7: Attitude Towards Information positively influences Online Purchase Intention.

H8: Attitude Towards Information positively influences Information Adoption.

Information Adoption (IA). Information adoption are the process by which consumers accept and apply received information to form a decision has been shown to significantly predict purchase intention in eWOM contexts (Leong et al., 2022) (Kohler et al., 2023). On Goodreads, the more readers adopt the reviews, ratings, and recommendations of other users, the greater their likelihood of forming an intention to purchase the recommended book.

H9: Information Adoption positively influences Online Purchase Intention.

METHODS

Participants

The population of this study consists of Goodreads users who have written at least one book review on the platform and have made an online book purchase. Since the exact number of Goodreads users in Indonesia meeting these criteria is unknown, the minimum sample size was determined using Cochran's formula for large or undefined populations, applying a 95% confidence level ($Z = 1.96$), a 5% margin of error ($e = 0.05$), and $p = q = 0.5$, yielding a minimum requirement of 385 respondents. This study ultimately collected data from 406 respondents, exceeding the minimum threshold.

Participants were selected through purposive sampling, a non-probability technique based on criteria relevant to the research objective, since not all Goodreads users in Indonesia meet the specific characteristics required for this study. Eligible respondents were required to be at least 18 years old, to have written at least one book review on Goodreads, and to have made at least one online book purchase.

Table 1. Respondents Information

Respondents' Information (N = 406)		Frequency	Percentage
Gender	Male	131	32
	Female	275	68
Age	18-21	142	35
	22-25	162	40
	Over 25	102	25

source: Data processed by the author, 2026

Table 1. Respondents Information summarizes the demographic characteristics of the 406 respondents included in this study. In terms of gender, the sample was predominantly

female, with 275 respondents (68%) identifying as female and 131 respondents (32%) identifying as male. Regarding age distribution, the largest proportion of respondents was between 22 and 25 years old, accounting for 40% of the sample (162 respondents), followed by respondents aged 18–21 years at 35% (142 respondents) and those older than 25 years at 25% (102 respondents).

Instrument and Data Collection

Data collection combined primary and secondary sources. Primary data were obtained through an online questionnaire distributed via Google Forms, while secondary data were drawn from books, journal articles, and prior studies relevant to electronic word-of-mouth and purchase intention.

The questionnaire was adapted from established English-language instruments used in prior IACM-based research and translated into Indonesian to fit respondents' context. It was structured in two parts. Respondents first received a brief explanation of the study's purpose, a confidentiality assurance, and a consent statement; only those who explicitly agreed to participate could proceed. The first part contained screening questions confirming age eligibility, prior review-writing activity on Goodreads, and prior online book purchase experience, ensuring respondents met the study's sampling criteria. The second part consisted of 17 statement items measuring the five constructs in the research model Information Credibility, Information Usefulness, Attitude Towards Information, Information Adoption, and Online Purchase Intention adapted from the same reference study (Ngo et al., 2024). All items were rated on a five-point Likert scale ranging from strongly disagree to strongly agree, a psychometric scale commonly used in survey-based research to measure attitudes, opinions, and perceptions, with equal intervals between response options.

Data Analysis

Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS software. SEM-PLS was chosen over covariance-based SEM because it accommodates the sample size and data characteristics of this study without requiring strict multivariate normality, and because it supports both the evaluation of measurement instruments (outer model, validity and reliability of indicators) and the testing of structural relationships among constructs (inner model, analogous to regression-based hypothesis testing via a bootstrapping procedure).

Hypothesis testing in this study used a one-tailed significance test rather than a two-tailed test. This choice follows directly from how the hypotheses were formulated: all nine hypotheses (H1–H9) specify a positive directional effect between constructs (e.g., Information Credibility is hypothesized to positively influence Information Usefulness, not merely to have "some effect," positive or negative). Because the direction of the relationship is already theoretically established prior to testing rather than left open, a one-tailed test is the statistically appropriate choice, as it concentrates the rejection region on one side of the distribution matching the hypothesized direction. Under a one-tailed test at a 95% confidence level, the critical t-value used as the threshold for support is 1.645, compared to 1.96 for a two-tailed test at the same confidence level. A hypothesis is supported when the resulting t-statistic from bootstrapping exceeds 1.645 and the path coefficient is positive, consistent with the hypothesized direction.

RESULTS

Measurement Model Analysis

In evaluating the measurement model, this study examined outer loadings and Average Variance Extracted (AVE) to assess convergent validity, the Heterotrait-Monotrait ratio (HTMT) to assess discriminant validity, and Cronbach's Alpha and Composite Reliability (CR) to evaluate internal consistency reliability. Indicators were considered valid if their outer loadings exceeded 0.70, while constructs were considered valid if their AVE values exceeded 0.50 and reliable if both Cronbach's Alpha and Composite Reliability exceeded 0.70 (Hair et al., 2021).

Table 2. Measurement Model Assessment

Construct (Ngo et al., 2024)	Loadings	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Information Credibility (IC)		0.833	0.888	0.666
IC1: "I think the book review information on Goodreads is convincing."	0.852			
IC2: "I think the book review information on Goodreads is credible."	0.780			
IC3: "I think the book review information on Goodreads is trustworthy."	0.799			

Construct (Ngo et al., 2024)	Loadings	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
IC4: "I think the book review information on Goodreads is reliable."	0.831			
Information Usefulness (IU)		0.797	0.880	0.710
IU1: "The book review information on Goodreads is generally useful for me in evaluating books."	0.862			
IU2: "The book review information on Goodreads generally helps me in evaluating books."	0.835			
IU3: "The book review information on Goodreads generally provides the information I need."	0.830			
Attitude Towards Information (ATI)		0.833	0.899	0.747
ATI1: "I always read book reviews on Goodreads before buying a book."	0.821			
ATI2: "I feel that book reviews on Goodreads help me in making book purchase decisions."	0.901			
ATI3: "I feel that book reviews on Goodreads make me more confident in buying a book."	0.869			
Information Adoption (IA)		0.853	0.911	0.773
IA1: "I obtain new information about books through reviews on Goodreads."	0.880			
IA2: "I accept the information about books conveyed through reviews on Goodreads."	0.892			
IA3: "I accept the book recommendations conveyed through reviews on Goodreads."	0.865			
Online Purchase Intention (OPI)		0.878	0.916	0.733
OPI1: "I am very likely to buy this book."	0.863			
OPI2: "I will buy this book on the next occasion."	0.878			
OPI3: "I intend to try reading this book."	0.870			
OPI4: "I will recommend this book to my friends."	0.812			

source: Data processed by the author, 2026

Table 2. Measurement Model Assessment summarizes the results of convergent validity and internal consistency reliability for all constructs. All 17 indicators across the five constructs achieved outer loadings above the recommended threshold, ranging from 0.780 (IC2) to 0.901 (ATI2), confirming satisfactory indicator reliability. Likewise, all constructs

recorded AVE values above 0.50, ranging from 0.666 for Information Credibility to 0.773 for Information Adoption, demonstrating satisfactory convergent validity. Cronbach's Alpha values ranged from 0.797 to 0.878, while Composite Reliability values ranged from 0.880 to 0.916. Since both reliability coefficients exceeded the recommended threshold of 0.70 for all constructs, the measurement model demonstrated satisfactory internal consistency reliability. Discriminant validity was subsequently assessed using Heterotrait-Monotrait rasio (HTMT), with a construct pair considered to have adequate discriminant validity if its value falls below 0.90 (Hair et al., 2021).

Table 3. HTMT Discriminant Validity Results

	ATI	IA	IC	IU	OPI
ATI					
IA	0,377				
IC	0,109	0,330			
IU	0,236	0,331	0,547		
OPI	0,391	0,666	0,446	0,344	

source: Data processed by the author, 2026

Table 3. HTMT Discriminant Validity Results presents the HTMT values for all construct pairs. All HTMT values ranged from 0.109 to 0.666, remaining well below the recommended threshold of 0.90 (Hair et al., 2021). The highest HTMT value was observed between Online Purchase Intention and Information Credibility (0.666), whereas the lowest was between Information Adoption and Information Credibility (0.109). These findings confirm that all constructs are empirically distinct from one another, indicating satisfactory discriminant validity. Overall, the results indicate that the measurement model satisfies the recommended criteria for convergent validity, discriminant validity, and internal consistency reliability, allowing the analysis to proceed to structural model evaluation.

Structural Model Analysis

Table 4. Collinearity and Effect Size (f^2) Results

Construct Relationship	VIF	f-square	f^2 Category
ATI → IA	1.041	0.094	Small
ATI → OPI	1.138	0.042	Small
IA → OPI	1.223	0.283	Medium
IC → IA	1.263	0.037	Small
IC → IU	1.000	0.263	Medium
IC → OPI	1.309	0.066	Small
IU → ATI	1.000	0.041	Small

Construct Relationship	VIF	f-square	f² Category
IU → IA	1.303	0.016	Small
IU → OPI	1.324	0.002	Small

source: Data processed by the author, 2026

Structural model (inner model) evaluation was conducted to assess the model's explanatory power and the relationships among constructs by examining collinearity statistics (VIF), effect size (f^2), coefficient of determination (R^2), and predictive relevance (Q^2). Multicollinearity was first assessed using the inner Variance Inflation Factor (VIF), where values below 5.0 indicate the absence of multicollinearity among predictor constructs (Hair et al., 2021). Table 4. Collinearity and Effect Size (f^2) Results summarizes the VIF and effect size (f^2) values for all hypothesized relationships. All nine construct relationships satisfied the recommended VIF threshold, with values ranging from 1.000 to 1.324, confirming that the structural model was free from multicollinearity issues and suitable for hypothesis testing. Regarding effect size, Information Adoption (IA) → Online Purchase Intention (OPI) (f^2 = 0.283) and Information Credibility (IC) → Information Usefulness (IU) (f^2 = 0.263) demonstrated medium effects, while the remaining relationships exhibited small effect sizes, ranging from 0.002 to 0.094. These findings indicate that although most relationships contributed modestly to explaining the endogenous constructs, the effects of IA on OPI and IC on IU were comparatively more substantial.

The f-square test was subsequently used to measure the contribution of each exogenous variable to its corresponding endogenous variable if that variable were removed from the model. As shown in Table 4 Collinearity and Effect Size (f^2) Results, the highest f square values were found for IA to OPI at 0.283 and IC to IU at 0.263, both falling into the moderate effect category, indicating that Information Adoption contributes substantially to Online Purchase Intention and that Information Credibility contributes substantially to Information Usefulness relative to other paths in the model. The lowest f square value was found for IU to OPI at 0.002, categorized as negligible. Several other paths, including IC to IA (0.037), IU to ATI (0.041), ATI to OPI (0.042), and IU to IA (0.016), likewise fell into the small effect category, indicating that the individual contribution of these variables to their respective endogenous constructs was relatively limited compared to the two paths with moderate effects noted above.

R-square (R^2) and Q-square (Q^2) were subsequently examined to evaluate the model's explanatory power and predictive relevance. R^2 measures the proportion of variance in each endogenous construct explained by its predictor constructs, whereas Q^2 assesses the model's

predictive capability, with values greater than zero indicating predictive relevance (Hair et al., 2017).

Table 5. Explanatory and Predictive Power (R^2 and Q^2) Results

Endogenous Variable	R^2	R^2 Category	Q^2	Q^2 Remarks
Attitude Towards Information (ATI)	0.039	Weak	0.007	Predictive relevance
Information Adoption (IA)	0.182	Weak	0.072	Predictive relevance
Information Usefulness (IU)	0.208	Weak	0.200	Predictive relevance
Online Purchase Intention (OPI)	0.413	Weak to moderate	0.140	Predictive relevance

source: Data processed by the author, 2026

Table 5. Explanatory and Predictive Power (R^2 and Q^2) Results presents the coefficients of determination (R^2) and predictive relevance (Q^2) for all endogenous constructs. Online Purchase Intention (OPI) recorded the highest R^2 value (0.413), indicating that Information Credibility, Information Usefulness, Attitude Towards Information, and Information Adoption jointly explained 41.3% of its variance, representing weak to moderate explanatory power. Information Usefulness (0.208), Information Adoption (0.182), and Attitude Towards Information (0.039) recorded weak explanatory power. Nevertheless, these values remain acceptable in behavioral and social science research when supported by statistically significant structural relationships.

Regarding predictive relevance, all endogenous constructs recorded Q^2 values greater than zero, ranging from 0.007 to 0.200. Information Usefulness demonstrated the highest predictive relevance ($Q^2 = 0.200$), followed by Online Purchase Intention ($Q^2 = 0.140$), Information Adoption ($Q^2 = 0.072$), and Attitude Towards Information ($Q^2 = 0.007$). These findings confirm that the proposed model possesses satisfactory predictive relevance for all endogenous constructs.

Hypotesis Testing

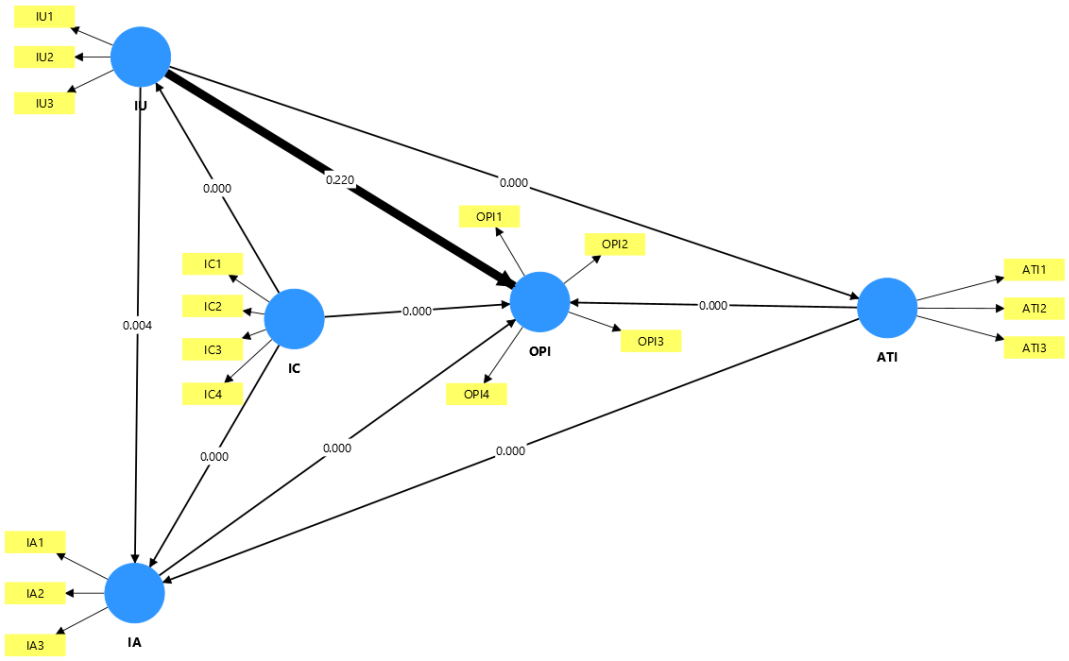

Figure 4. PLS-SEM Bootstrapping Results

Hypothesis testing was conducted through bootstrapping with a one-tailed significance test, given that all nine hypotheses specify a positive directional effect, using a critical t-value of 1.645 at the 95% confidence level. Figure 4. PLS-SEM Bootstrapping Results presents the bootstrapped structural model, including the standardized path coefficients and p-values for all hypothesized relationships. The visualization indicates that most structural paths are statistically significant ($p < 0.05$), while one path does not reach the required significance level.

Table 6. Results of Testing Hypothesis

Hypothesis	Relationship Between Variables	Original Sample (β)	T-Statistics	P-Values	Decision
H1	IC → IU	0.456	9.226	0.000	Supported
H2	IC → OPI	0.224	4.780	0.000	Supported
H3	IC → IA	0.195	3.926	0.000	Supported
H4	IU → ATI	0.197	4.119	0.000	Supported
H5	IU → OPI	0.035	0.790	0.430	Not Supported
H6	IU → IA	0.129	2.674	0.008	Supported
H7	ATI → OPI	0.167	3.747	0.000	Supported
H8	ATI → IA	0.283	5.802	0.000	Supported
H9	IA → OPI	0.451	10.152	0.000	Supported

These results are reported in detail in Table 6. Results of Testing Hypothesis, eight of the nine hypothesized relationships recorded *t*-statistics above 1.645 and *p*-values below 0.05, confirming statistical significance, while the Original Sample values were positive across all nine paths, including the one non-significant relationship, indicating that every relationship in the model was directionally consistent even where the effect was not strong enough to reach significance. Information Credibility exhibited a positive and significant effect on Information Usefulness (β = 0.456, *t* = 9.207, *p* = 0.000), on Online Purchase Intention (β = 0.224, *t* = 4.786, *p* = 0.000), and on Information Adoption (β = 0.195, *t* = 4.000, *p* = 0.000), supporting H1, H2, and H3, respectively.

. Information Usefulness exhibited a positive and significant effect on Attitude Towards Information (β = 0.197, t = 4.018, p = 0.000), supporting H4, and on Information Adoption (β = 0.129, t = 2.658, p = 0.008), supporting H6, but its effect on Online Purchase Intention was positive yet not significant (β = 0.035, t = 0.772, p = 0.440), leading H5 to be rejected. Attitude Towards Information exhibited a positive and significant effect on Online Purchase Intention (β = 0.167, t = 3.802, p = 0.000), supporting H7, and on Information Adoption (β = 0.283, t = 5.787, p = 0.000), supporting H8. Finally, Information Adoption exhibited a positive and significant effect on Online Purchase Intention (β = 0.451, t = 10.107, p = 0.000), supporting H9. Taken together, these results confirm that eight of the nine hypotheses, namely H1, H2, H3, H4, H6, H7, H8, and H9, were supported, while H5 was rejected.

DISCUSSION

The empirical findings of this study underscore the substantial role that information credibility plays in shaping how Goodreads readers evaluate and act on book review content. The confirmed influence of information credibility on information usefulness suggests that when readers regard a review as trustworthy, they are more inclined to extract genuine value from it, using it as a meaningful input in judging whether a book is worth reading. This pattern echoes prior evidence on bubble tea consumers and social media users more broadly, where credible information consistently translated into a stronger sense of usefulness(Leong et al., 2022) as well as findings among Generation Z skincare shoppers, where the same credibility-usefulness link held even in a markedly different product category (Harahap et al., 2023). Beyond shaping how useful information is perceived, credibility was also found to

carry a direct influence on purchase intention itself, extending its relevance beyond the evaluative stage of information processing into the behavioral stage of the decision. This suggests that Goodreads readers who trust the reviews they encounter do not merely process that trust internally, but translate it into a tangible inclination to buy, a pattern consistent with what has been observed among consumers responding to promoted products on TikTok and in research linking factual accuracy and relevance of information to purchase intention in unrelated service contexts (Veronita et al., 2025), indicating that the credibility-to-intention pathway is not unique to any single product category but reflects a broader tendency in digital consumer behavior.

An equally notable dimension of the findings concerns credibility's role in driving information adoption, where readers who perceived Goodreads reviews as trustworthy were significantly more likely to incorporate that information into their own decision-making rather than simply reading it in passing. This mirrors evidence from online consumers in Pakistan, where credible eWOM was similarly shown to be decisive in whether information was adopted at all (Sardar et al., 2021) and from e-commerce buyers evaluating Somethinc products, where credibility strengthened both usefulness and adoption simultaneously (Puspa W. & Roostika, 2025). Taken together, these three credibility-related findings position information credibility as the entry point of the acceptance process on Goodreads: it is the quality that determines whether a review is engaged with meaningfully in the first place, before usefulness, attitude, or adoption can meaningfully develop.

Usefulness itself, however, tells a more layered story. While it was found to positively shape readers' attitudes toward the information they encountered, consistent with the original social-media-based IACM study this model draws from (Ngo et al., 2024) and conceptually anchored in the broader perceived-usefulness literature (Mulyani et al., 2021) and while it also encouraged readers to adopt that information as a decision reference, in line with findings among Avoskin and Kahf Skincare consumers (Pracoyo & Sharif, 2023), (Harahap et al., 2023) its direct link to purchase intention did not hold. Readers who found Goodreads reviews useful were not, on that basis alone, more inclined to buy, a result that closely parallels the original Vietnamese social media study (Ngo et al., 2024) as well as findings among marketplace shoppers evaluating Somethinc (Dwi Azhari et al., 2025). Rather than undermining the construct's relevance, this non-significant result reinforces that usefulness operates indirectly: its influence on purchase intention appears to be channeled through the

more attitudinal and adoptive stages of the model rather than acting as an independent driver of the decision to buy.

The remaining relationships in the model further reinforce this layered structure. A more favorable attitude toward review information was shown to meaningfully increase purchase intention, echoing patterns seen among TikTok audiences evaluating Richeese products (Roberta & Rachmawati, 2025) and YouTube viewers responding to promotional content (Subekti & Susilo Nugroho, 2023) suggesting that how readers feel about the information they consume is just as consequential as whether they find it useful. That same positive attitude was also shown to encourage adoption of the information, a relationship that may be particularly pronounced on Goodreads given the depth of engagement readers typically have with review content such as plot summaries and reviewer commentary, consistent with findings among tourists in Batam (Sinambela et al., 2025) and Facebook users in Pakistan (Sardar et al., 2021). Finally, information adoption emerged as the most consequential link in the entire model, translating directly and strongly into purchase intention in a manner consistent with findings among Vietnamese Gen Z social media users (Ngo et al., 2024) and cosmetics buyers responding to Instagram content (Kohler et al., 2023). This suggests that the true turning point in the purchase decision is not simply encountering credible or useful information, but the moment a reader actively accepts that information and folds it into their own judgment, underscoring that on a platform like Goodreads, where reviews are read closely and often deeply considered, adoption functions as the critical bridge between information exposure and the intention to buy.

CONCLUSION

This study set out to examine how electronic word-of-mouth on Goodreads shapes online book purchase intention through the lens of the Information Acceptance Model, and the results confirm that most of the hypothesized relationships hold in this context. Information Credibility was found to positively influence Information Usefulness, Attitude Towards Information, and Information Adoption, while Information Usefulness in turn positively influenced Attitude Towards Information and Information Adoption, though its direct effect on Online Purchase Intention was not supported. Attitude Towards Information was shown to positively influence both Information Adoption and Online Purchase Intention, and Information Adoption emerged as a strong positive predictor of

Online Purchase Intention. Taken together, these findings indicate that a Goodreads reader's intention to purchase a book online is shaped not merely by how credible or useful they find a review, but by the attitude that review cultivates and, most critically, by whether the reader ultimately adopts that information as part of their own judgment. This provides empirical evidence that the quality of the information acceptance process, rather than information exposure alone, plays a central role in forming purchase intention within a book-review context.

These findings carry both theoretical and practical implications. Theoretically, the study extends the applicability of the IACM beyond general social media and e-commerce settings into a niche, community-driven literary platform, demonstrating that the model's core mechanisms hold even where the product under discussion, a book, carries symbolic and emotional value distinct from more conventional consumer goods. Practically, the results suggest that publishers and book marketers stand to benefit from treating reviewer credibility as a deliberate lever in promotional strategy, for instance by cultivating relationships with reviewers who have built trust within the reader community, since credibility was shown to be the entry point that determines whether a review is engaged with at all. At the same time, the non-significant path between usefulness and purchase intention suggests that simply supplying informative content is not sufficient; publishers should also consider how a review is likely to shape reader attitude and, ultimately, whether readers are positioned to adopt that information as a genuine decision input.

This study is not without limitations. The sample was restricted to Goodreads users in Indonesia who met specific screening criteria, which may limit the generalizability of the findings to other reader populations or book-review platforms with different community dynamics. Additionally, several endogenous constructs, particularly Attitude Towards Information, showed relatively weak explanatory power, indicating that other variables outside the IACM framework may also contribute to how readers form attitudes toward review content. Future research could address these limitations by testing the model across other book-focused or literary platforms, incorporating additional constructs such as social influence or reviewer expertise, or employing a longitudinal design to capture how the relationship between information adoption and purchase intention evolves over time.

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