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E-WoM Engagement and Purchase Intention on Social Commerce Specialized in Beauty Products: A Perspective from Young Female Consumers

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ABSTRACT

This study intends to analyze the impact of e-WoM engagement on social commerce applications of beauty products on customer purchase intention. The Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Elaboration Likelihood Model (ELM), and Social Support Theory were employed to investigate the effect of e-WOM engagement on purchase intention. Data were collected from 356 social commerce users in Indonesia, and PLS-SEM was used to analyze the relationship between variables. This study discovered that e-WoM engagement positively affects purchase intention. All the TAM constructs, consisting of innovativeness and social support, also have a positive impact on e-WoM engagement and purchase intention. However, information characteristics have no significant impact on e-WoM engagement. Business players of beauty products and managers of online businesses should pay attention to factors that shape customers' attitudes to engage in e-WoM in order to stimulate positive e-WoM engagement. This study proposes a new model for research in the field of social commerce and becomes the first research concentrating on social commerce specializing in beauty products.

INTRODUCTION

Nowadays, consumers are becoming the center of focus as they are able to connect not only with brands but also with other consumers through social networking sites (Cho & Son, 2019). Their tendency to share opinions and reviews regarding certain products or experiences is known as word of mouth (WoM) (Arndt, 1967; Yusuf, Che, & Busalim, 2018). This exchange of information is considered necessary by the scope of marketing and can be said as a substitute for conventional communication tools; it has a considerable influence on marketing activities (Ali, Hussin, & Dahlan, 2020). As the era is transforming to where this connectivity is conducted online, WoM can be done through various online platforms. This is more popular with the term electronic word of mouth (e-

WoM) (Ali et al., 2020; Yusuf et al., 2018) and becomes an integral part of social commerce (Y. Wang & Yu, 2017).

Social commerce enables consumers to create content through online communities, forums, ratings, and reviews (Hajli, 2014; Um, 2019). In short, social commerce is where one utilizes social media or other social networking sites to perform e-WoM and stimulate purchase intention in e-commerce (Um, 2019). In a similar study of social network sites, consumers' attitudes toward the information presented in e-WoM influence their engagement to do e-WoM (Gvili & Levy, 2018). E-WoM engagement is when consumers of technology feel bound to provide information and seek information (Ali et al., 2020). As e-WoM engagement is a crucial element in social commerce, studies related to this matter are being intensively carried out. Previous studies have addressed the issue from either the consumer behavior perspective (Shu & Scott, 2014; Um, 2019; Ying, Jianqiu, Akram, & Rasool, 2021) or the characteristic of information in e-WoM (Reichelt, Sievert, & Jacob, 2014). Several previous studies have elaborated on both perspectives to gain a deeper insight into the impact of e-WoM on purchase intention in various social networking sites (Ali et al., 2020; Yusuf et al., 2018). While it was also recommended by the latest review about e-WoM conducted by Knoll (2016), the fact that social commerce is a technological platform can not be ignored. Busalim & Hussin (2016) stressed the importance of users' point of view on the technological acceptance of social commerce in future research. They concluded that the area of social commerce research is still lacking in discussing consumer engagement in social commerce (e-WoM). Erkan & Evans (2016) argued that the effectiveness of e-WoM on social media, in its relation to purchase intention, is highly supported by an easy to use application, useful features and information, and social encouragement. All of these factors were not addressed in previous social commerce literature; thus, this current study integrates the Theory of Reason Action (TRA), Technology Acceptance Model (TAM), Elaboration Likelihood Model (ELM), and Social Support Theory to cover the gap from previous research.

The Theory of Reason Action (TRA) is one of the most frequently used theories to examine e-WoM engagement with purchase intention. TRA believes that a person's attitude is the most crucial factor in human behavior. Hence, one's decision regarding a given object or matter is really affected by the intention to have that behavior, be it good or bad (Ali & Hussin, 2019). Based on previous studies, attitude toward e-WoM not only affects e-WoM engagement but also has a relationship with purchase intention (Erkan & Evans, 2016). Referring to the Technology Acceptance Model (TAM) that was first initiated by (Davis, 1989), there are two main variables that form attitudes, namely perceived ease of use and perceived usefulness. The integration between perceived ease of use and perceived usefulness will shape users' attitudes (Davis, 1989, 1993), which are presented in the form of their evaluation of how good or bad technology is in providing services and benefits (Kunja & Gvrk, 2018). On a social commerce platform, it is undoubtedly common to find persuasive messages from users who disseminate information (Giantari, Sriathi, Ekawati, Yasa, & Setini, 2020). To understand these compelling messages, this study employs the Elaboration Likelihood Model (ELM) to find out how a person or user elaborates and assesses information so that he can form an attitude toward the information (Chiu, 2022; Putra & Suprapti, 2020). The user can then assess whether the factors of quality and credibility of information get involved in e-WOM communication or vice versa (Petty & Cacioppo, 1984). Another theory used in this study is Social Support Theory. Social support refers to social values that are recognized by consumers to make various forms of encouragement based on online groups' emotional concerns and the provision of information, advice, and experiences shared within the group (Sheikh, Yezheng, Islam, Hameed, & Khan, 2019; Yahia, Al-Neama, & Kerbache, 2018). Previous research has claimed that someone who has been bounded or strongly connected to e-WoM engagement in social commerce will tend to continue to develop purchase intention on a product (Sharifpour, Khan, Alizadeh, Akhgarzadeh, & Mahmodi, 2016).

Social commerces are varied, and some serve niche markets by focusing only on one product category. Indonesia ranked number one in e-commerce and social media adoption worldwide as recorded in January 2021 (Kemp, 2021), indicating a large market for social commerce business in this country. Based on the Digital 2021: Global Overview Report, the fashion and beauty sector has the largest share of global B2C e-commerce revenue, amounting to US$ 665.6 billion in 2020 (Kemp, 2021). In Indonesia itself, the total revenue of the beauty and personal care market reached US$ 6.9 billion in 2020 and considering the ascending trend since 2017, it is estimated to reach US$ 9.6 billion by 2025 (Nurhayati-Wolff, 2021). This continuous growth can be translated as an opportunity for both local and global business players in this category. A survey conducted by Statista (2020) highlighted that 62.9% out of 2,830 female consumers preferred to buy beauty products from online shopping channels rather than from offline stores (Fishbein & Ajzen, 1975). Indonesian women prioritize review availability over product safety when buying beauty products.. On average, 64,7% of female consumers have more confidence to buy products with good online reviews (e-WoM). However, a research result emphasized that review mostly influences Gen Z (70.9%) and Gen Y (64.5%) in deciding to buy beauty products, but it does not too significantly work for Gen X (45,3%) (ZAP Clinic & MarkPlus, Inc, 2020).

The same phenomenon was also discovered in a survey result by Kemp (2021), where he mentioned that Gen Z and younger millennials (age 16-24) tend to do brand research, including reading reviews, on social networking platforms rather than search engines. Given the large growth opportunity for social commerce business and promising beauty sector performance in digital platforms in Indonesia, this study focuses only on social commerce specialized in beauty products in Indonesia. It is also emphasized on young female consumers since they tend to place great importance on e-WoM before purchasing beauty products and are the generation that prefers to make online transactions rather than offline.

Previous studies have been carried out to determine the effect of e-WoM on purchase intention in social media and other networking sites (Chiyapaparak, 2021; Erkan & Evans, 2016; Farzin & Fattahi, 2018; Gvili & Levy, 2018), two dimensions that are particularly different from e-Wom in social commerce whose main purpose is purely commercial (Yusuf et al., 2018). This reason provokes the importance to learn more about e-WoM in social commerce. However, studies related to the effect of e-WoM on purchase intention in social commerce are still scarce. Yusuf et al. (2018) conducted one research on this matter though it was limited to social commerce websites in general that integrate social media features to facilitate social activities. Whereas, different types of social commerce could have different results. Ali & Hussin (2019) conducted the same research in social commerce, but they only included information characteristics and consumer behaviors in their model. Moreover, research related to social commerce on specific age generations and gender has never been carried out previously. The only existing research that could be found was the one that discusses post-90s consumer behavior in social commerce (Lee, 2020). This study aims to complement previous studies with a focus on social commerce specializing in beauty products and to add new insight to the social commerce literature by focusing on indonesian young female.

LITERATURE REVIEW

Social Commerce

Social commerce or social business was first adopted by e-commerce in the late 1990s (Curty & Zhang, 2011), but the term 'social commerce' itself was originally introduced by Yahoo back in 2005

(Gvili & Levy, 2021; Han, Xu, & Chen, 2018). The emergence of Web 2.0 was the reason for social commerce development due to its nature that allows social aspects to create changes and improvements in technology and business (Liu, Li, Dai, & Guo, 2021). Many scholars have defined social commerce differently (Busalim & Hussin, 2016). Gvili & Levy (2021) described social commerce as a marketplace where customers' participation to promote the products is allowed. Hajli & Sims (2015) and Liu et al. (2021) believed that social commerce is a subset of e-commerce that involves using both social media and Web.20 features to generate sales. Zhang & Benyoucef (2016) mentioned that social commerce may not be formed from an e-commerce platform but rather from social networks that deliberately add shopping features. Current research mostly agrees with (Hajli, 2014) who stressed the importance of robust interactions between consumers in social commerce, as it would result in a higher chance of commercial transactions.

The growing popularity of social commerce drives many companies to expand their businesses to social commerce (Busalim & Hussin, 2016), including those in Indonesia. Research conducted by AC Ventures (2021)mentioned that in 2018, 64% of total e-commerce transactions in Indonesia occurred through social media (social commerce). Indonesia's internet population size is ranked fourth globally, with around 150 million users. Indonesia also ranks third in the world as a country with the most social media usage, making it one of the biggest potential social commerce markets in the world. McKinsey reported that in 2017, the gross merchandise value of e-commerce business in Indonesia reached at least US$ 8 billion, with US$ 3 billion from social commerce (Das, Tamhane, Vatterott, Wibowo, & Wintels, 2018).

Social commerce has been widely discussed in previous works from many different aspects due to its complexity that concerns multi-disciplinary sciences; sociology, computer science, psychology, and marketing in business (Han et al., 2018). This current study focuses on marketing knowledge. According to McKinsey's report, the top three product categories sold in Indonesian social commerce are electronics, fashion, and beauty and health, which make up approximately 70% of the total online sales. Moreover, it was discovered that online transactions are dominated by women; 35% of the total online revenue comes from them (Das et al., 2018). Past studies mostly evaluated social commerce in general, not product-specific (Busalim & Hussin, 2016; Das et al., 2018; Gvili & Levy, 2021; Liu et al., 2021; Yusuf et al., 2018). More recent research related to the specific product category of e-commerce has been conducted, where they discussed issues in fashion products (Cho & Son, 2019; Jin & Ryu, 2018; Molina-Prados, Muñoz-Leiva, & Prados-Peña, 2021) and luxury counterfeit products (Islam, Pitafi, Akhtar, & Xiaobei, 2021). However, although beauty product makes it to the top-three mostly-bought category in online platforms (Das et al., 2018), research that concentrates on social commerce for this category has never been done before. Whereas, the product-specific type of social commerce, especially the beauty product sector, has recently been developed in Indonesia (Sociolla, BeautyHaul, Female Daily, etc.).

Purchase Intention in Social Commerce

Purchase intention is a person's plan, the way he behaves towards a specific product and either ends it with a decision to buy or not to buy (Fishbein & Ajzen, 1975). Purchase intention is often seen as a measurement tool that allows consumers to buy a particular product (Morwitz & Schmittlein, 1992). In other words, the existence of purchase intention can indicate high or low symptoms of the purchase scale (Giantari et al., 2020). In today's era, with the rapid development of social commerce, it is undoubtedly useful to deeply discuss the purchase intention in social commerce since the presence of social commerce has shifted the behavior of today's consumers before they decide to make a purchase (Hajli & Sims, 2015; Ying et al., 2021).

Online and offline purchase intentions are different considering the fact that online consumers rely on technological factors to form such an intention. Generally, when a consumer uses technology, social commerce is no exception, he will be willing to purchase the product promoted through that certain technology once he gets a higher social value (Ying et al., 2021). Literature related to user acceptance of technology (TAM) (Davis, 1989) can be used to understand the psychology of consumers' acceptance of social commerce, which will affect their intention to purchase. In short, TAM is an appropriate model to investigate online consumer behaviors, one of which is purchase intention (Um, 2019). Several studies have employed TAM in the context of purchase intention in social commerce (Makmor, Aziz, & Alam, 2019; Um, 2019; Ying et al., 2021).

TAM alone will not be enough to predict customer purchase intention in social commerce since social commerce is different from e-commerce technology. Social commerce heavily relies on e-WoM (Y. Wang & Yu, 2017), and many scholars have discovered the connection between e-WoM and purchase intention (Erkan & Evans, 2016; Kunja & Gvrk, 2018; Yusuf et al., 2018). One of the most used theories to explain e-WoM engagement and its impact on purchase intention is TRA (Ali & Hussin, 2019). TRA believes that one's attitude toward social commerce will stimulate a willingness to engage in e-WoM, which will affect the intention to purchase (Erkan & Evans, 2016).

E-WoM in social commerce also generates lots of information about certain products and services, or brands (Yusuf et al., 2018). ELM is often employed to understand how consumers carefully elaborate the information to finally come out with a solid thought (Petty & Cacioppo, 1984), in this context, the purchase intention. Lastly, to create the most effective model to predict purchase intention in the social commerce context, this current study will not only discuss it from the perspectives of consumer behavior, technology, and information characteristic of e-WoM but social aspects will also be added. Therefore, Social Support Theory is also integrated to better understand the purchase intention in social commerce for beauty products. Previous studies have discovered a positive correlation between social support, e-WoM engagement, and purchase intention on social media, e-commerce, and social commerce (Ali & Hussin, 2019; Makmor, Alam, & Aziz, 2018; Yusuf et al., 2018).

Technology Acceptance Model (TAM)

First introduced by Davis (1989), TAM was developed to understand the variety of individual attitudes toward their behaviors. According to TAM, the formation of a person's behavior is influenced by two perceptions: perceived usefulness and perceived ease of use (Davis, 1993). Perceived ease of use is integrated into perceived usefulness as a correlation that simple and easy-to-use technology will produce the highest value for its users (Bai, Yao, & Dou, 2015). This integration will later result in users' attitudes (Davis, 1993), which will be presented in the form of their evaluation of how good or bad the technology is in providing services and benefits (Kunja & Gvrk, 2018). Easy-to-use technology is essential due to its ability to be an effective tool and maintain positive work performance (Cantarelli, Flyvbjerg, Molin, & Wee, 2010; Rafdinal & Senalasari, 2021; Wallace & Sheetz, 2014). Directly, perceived usefulness and perceived ease of use can be used to measure the level of consumer use of technology (Cheung & Thadani, 2012). Previous research on different objects showed that perceived ease of use and perceived usefulness influence one's attitude toward using different technologies such as social media, mobile payment applications, and websites (Das et al., 2018; Rafdinal & Senalasari, 2021; Rauniar, Rawski, Yang, & Johnson, 2014; Wallace & Sheetz, 2014). Based on the above explanation, the hypotheses are developed as follows.

H_1: Perceived ease of use has a positive impact on perceived usefulness.

H_2: Perceived usefulness has a positive impact on attitude towards E-WoM.

H_3: Perceived ease of use has a positive impact on attitude towards E-WoM.

Elaboration Likelihood Model (ELM)

Elaboration Likelihood Model (ELM) is best used to find out how a person or user processes and accepts something so that he can provide an assessment (Chiu, 2022). Generally, recipients and users will elaborate on the information obtained and give an assessment that the information contained in technology has quality and credibility (Giantari et al., 2020; Seo, Park, & Choi, 2020). The quality of information provides the foundation for a central route because it is believed to be a source of persuasive information control. Meanwhile, the level of credibility is considered a crucial factor of the peripheral route because it is a perception of the reliability of information (Cheung & Thadani, 2012). When consumers process information into something they consider credible, they are ready to contribute to all forms of communication. They can also then assess whether the quality and credibility of an information factor get involved in e-WoM communication or vice versa (Petty & Cacioppo, 1984). E-WoM engagement itself can be influenced by the information's quality and credibility (Yusuf et al., 2018). Every internet user can produce information through e-WoM; therefore, the quality and credibility of information are essential to be considered by every individual (Xu, 2014). Based on this explanation, two hypotheses are constructed.

H_4: Information quality has a positive impact on e-WoM engagement.

H_5: Information credibility has a positive impact on e-WoM engagement.

Social Support Theory

Social support can be referred to as existing social sources due to the formation of social groups (Makmor et al., 2018). In social support, Communication is based on warmth, attention to others, and belonging (Hajli, 2014). The internet has become a virtual place to interact based on intangible social support and product information in the form of emotional support (Sheikh et al., 2019). The social form can exist in some ways of giving messages within the information that can be used as a solution to help other consumers (Tajvidi, Wang, Hajli, & Love, 2021). Social support is preferred in the online scope because it focuses on providing quality information and emotional support (Yusuf et al., 2018). Based on previous research, someone who has been bounded or strongly connected in e-WoM engagement in social commerce tends to continue to develop purchase intentions on a product (Sharifpour et al., 2016). Few behavioral science concepts reveal that there is a direct relationship between innovativeness and consumer behavior (Hirschman, 1980). Innovative individuals tend to be more active in finding information about a product that is of interest and sharing their experiences with other consumers without any coercion or necessity from outside parties. Thus, innovativeness in e-WoM engagement gives a good impact on the desire to give an opinion (Yusuf et al., 2018) and in the process of finding information (Rogers, 1976).

H_6: Innovativeness has a positive impact on e-WoM engagement.

H_7: Social support has a positive impact on e-WoM engagement.

Theory of Reason Action (TRA)

TRA believes that a person's attitude is the most crucial factor in human behavior. Hence, one's decision regarding a given object or matter is strongly affected by his intention to have that behavior,

be it good or bad (Ali & Hussin, 2019). Based on previous studies, attitude toward e-WoM not only affects e-WoM engagement but also has a relationship to purchase intention (Erkan & Evans, 2016). When technology users give a positive attitude toward e-WoM communication, it is most likely to stimulate information dissemination or the intention to buy a product (Ali & Hussin, 2019; Ayeh, 2015). Attitude is indicated as one of the most influential aspects of behavior in cyberspace (Um, 2019; Yusuf et al., 2018). Thus, the hypotheses are formed as follows.

H_8: Attitude toward E-WoM has a positive impact on E-WoM engagement.
H_9: Attitude toward E-WoM has a positive impact on purchase intention.

Electronic Word-of-Mouth (E-WoM) Engagement

Nowadays, the way consumers interact with others can be conducted online, which is more popular as electronic word-of-mouth (E-WoM) (Yusuf et al., 2018). E-WoM activities carried out on social network sites have a strong influence, including affecting the effectiveness of consumer decisions (Gvili & Levy, 2018). Early studies found that engagement in E-WoM has an influence on purchase intention (Ayeh, 2015; Farzin & Fattahi, 2018; Yusuf et al., 2018). E-WoM engagement is when consumers of technology feel bound to provide information and seek information (Gvili & Levy, 2018). Positive responses from platform users can cause a feeling of involvement due to valid e-WoM activities (Yusuf et al., 2018). In other words, consumers are the main element in social commerce to develop a much higher purchase intention. A hypothesis is then developed as follows. Figure 1 presents the proposed model used in this study.

H_{10}: E-WoM engagement has a positive impact on purchase intentions.

RESEARCH METHOD

This study employed a purposive sampling technique due to its ability to concentrate on respondents with certain characteristics and understand an issue better than others (Etikan, 2016). In this case, the respondents were women who had used social commerce for beauty products. Data were collected over four weeks in June 2021. A total number of 418 responses were obtained but only 356 were qualified to be further analyzed. Although there is no specific number of samples required in the purposive sampling method (Etikan, 2016), to reach the research aims, the data analysis process requires a minimum size of the sample (Rafdinal & Senalasari, 2021). To examine the sample size using statistical power, G*Power was applied. G*Power is a program designed to anaylze the statistical power of a broad variety of tests, including determining the sample size (Carranza, Díaz, Martín-Consuegra, & Fernández-Ferrín, 2020). The value of statistical power for the current study was 0.95, exceeding the minimum value of 0,80 (Carranza et al., 2020; Hair, Risher, Sarstedt, & Ringle, 2019); therefore, the sample size was considered adequate.

   All respondents were females, which can be translated that the female domination in social commerce specializing in beauty products in Indonesia is strong. Of all the participants, 66% were between the age of 18-21, 33% were between the age of 22-25, and the rest 1% were above 25 years old. Young generation users are dominating social commerce for beauty products. In terms of educational background, 65% were undergraduate/diploma level, 17% were postgraduate level, 16% were senior high school graduates, and the rest 2% were others, representing an educated group of respondents. In terms of income, considering the domination of young generations, 74%

of the respondents earned below IDR 2,000,000 per month, and only 26% earned more than IDR 2,000,000, with only 5% of them earning above IDR 5,000,000 each month. To conclude, considering the characteristics of the respondents, this current study focused on young females in Indonesia who had used social commerce.
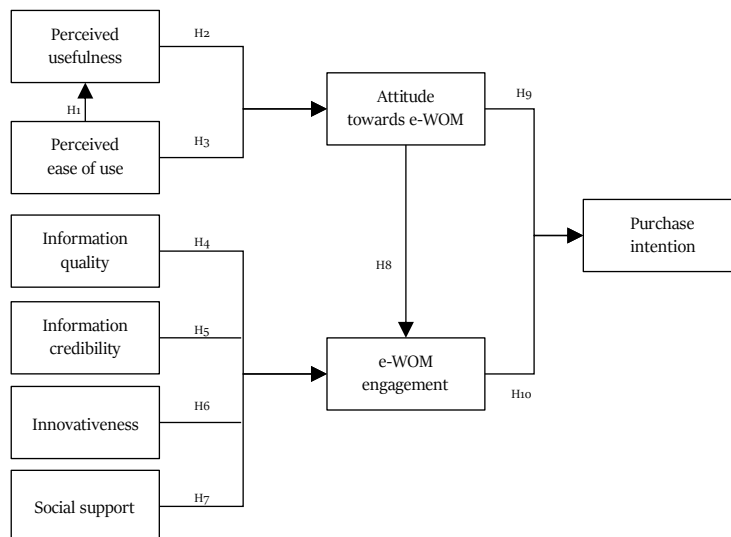

Figure 1. The proposed model

The constructs, in the form of a self-developed questionnaire, were distributed online to the Indonesian users of social commerce specialized in beauty products. We ensured that the respondents had used this kind of social commerce at least once in their lives. All constructs in the questionnaire were measured using a five points Likert scale, from 1 = "strongly disagree" to 5 = "strongly agree". Additional questions regarding participants' profiles such as gender, age, educational level, and income were included in the questionnaire. A total of nine constructs were used, with the detail shown in Table 1.

Table 1. The indicators of variables and their sources

Variable	Number of Indicators	Reference
Perceived usefulness	PU1: Using social commerce allows me to get re-connected with people that share the same interest as me PU2: I find social commerce useful for sharing information related to beauty products PU3: Using social commerce makes it easier to stay informed about beauty products	(Rafdinal & Senalasari, 2021; Rauniar et al., 2014; Wiese & Humbani, 2020)
Perceived ease of use	EU1: Social commerce is flexible to interact with fellow users EU2: It is easy to get social commerce to do what I desire EU3: I think it is easy to use social commerce EU4: I find it easy to understand how to use social commerce	(Rafdinal & Senalasari, 2021; Rauniar et al., 2014; Wiese & Humbani, 2020)
Attitude towards e-WoM	AT1: I read/write reviews about beauty products on social commerce frequently AT2: Reviews shared in social commerce help me make a purchase decision AT3: Reviews shared in social commerce convince me to purchase a product	(Wiese & Humbani, 2020; Yoo, Sanders, & Moon, 2013)

Table 1. The indicators of variables and their sources (continued)

Variable	Number of Indicators	Reference
Information quality	IQ1: The information shared on social commerce is based on facts IQ2: The information shared on social commerce is detailed and clear IQ3: The information shared on social commerce is credible	(Filieri, Alguezaui, & McLeay, 2015)
Information credibility	IC1: The information shared on social commerce is reliable IC2: The information shared on social commerce is accurate IC3: The information shared on social commerce is trustworthy	(Filieri, 2015; Filieri et al., 2015)
Innovativeness	IN1: Generally, I want to be the fastest among my friends to write a review of a product in social commerce IN2: Generally, I am the first in my circle of friends to know the latest beauty product IN3: Compared to my friends, I often read/write reviews on social commerce	(Kim & Kim, 2015)
Social support	SS1: When facing difficulties in finding product information, some social commerce users encourage and comfort me SS2: When facing difficulties in finding product information, other users express interest and concern for me SS3: On social commerce, some users offer advice when I need help SS4: When I encounter problems in the context of beauty products, some people provide information to help me solve the problems	(Hajli, 2014; Hajli & Sims, 2015)
E-WoM engagement	EE1: I frequently read and/or write beauty product reviews in social commerce EE2: I frequently read beauty product reviews in social commerce to get information about products that makes a good impression on others EE3: I often use social commerce to seek information about beauty products so I can feel confident in making my purchase decision	(Kunja & Gvrk, 2018; Yoo et al., 2013)
Purchase intention	After getting information shared by other users of social commerce for beauty products, … PI1: I am likely to buy the product PI2: I will consider buying the product in the future PI3: I will try the product I'm interested in, according to the information I get from the social commerce PI4: I will recommend the product to my friends	(Kırcova, Yaman, & Köse, 2018; Prendergast, Ko, & Siu Yin, 2010)

Note: "Social commerce" in Table 1 refers to "the one specialized in beauty products"

The data analysis was conducted using Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 3.0 software. This study employed PLS-SEM because it can examine complex research models (Hair, Ringle, & Sarstedt, 2011). PLS-SEM was used to test various hypotheses in this study by conducting a two-step approach: taking measurements on the structural model (assessing the reliability and validity of constructs used) and examining the structural model (Goodness of Fit, R^2, Q^2, and path coefficients) (Hair, Risher, Sarstedt, & Ringle, 2019).

RESULTS

Measurement Model

The measurement model was conducted to measure the reliability and validity of each construct for all latent variables. The reliability test was done by evaluating the loading factor and Composite Reliability (CR) values (Hair et al., 2011). The standardized requirement for measuring a loading factor to ensure validity is 0.708 (Hair et al., 2011), but for some cases, a loading factor of more than 0.4 is still acceptable (Chin, Peterson, & Brown, 2008). All loading factors of this analysis show a value of more than 0.70 (as shown in Table 2). Furthermore, the threshold for CR is 0.7 (Hair et al., 2011), in other words, it is considered reliable.

The next step was performing the convergent validity test using the sum of the AVE coefficient values. The required value is above 0.50 (Fornell & Larcker, 1981). Table 2 shows the value of AVE for all variables is above the cut-off level of 0.50. The Heterotrait-Monotrait (HTMT) test was also conducted, with a value of below 0.9 (Hair et al., 2019). As shown in Table 2, the HTMT value for all variables does not surpass its threshold. The model is safe and considered valid.

Structural Model

The structural model was carried out by evaluating the Goodness of Fit (GoF), coefficient of determination (R^2), and path coefficient (Hair et al., 2019). The GoF test was conducted to test structural hypotheses in a study as it functions to determine the level of accuracy and suitability of data distribution (Wang, Yeh, Chen, & Tsydypov, 2016). The GoF test is said to be appropriate if it exceeds the cut-off value of 0.36 (Henseler, Hubona, & Ray, 2016). The GoF value for this model is 0.572, exceeding the criteria of 0.36. It implies that the model proposed in this study is compatible with the research hypotheses and has been good enough to explain the research model.

Table 2. The measurement model result

Construct/item	Loading	CR	Cronbach' Alpha	AVE
Attitude (AT)		0.887	0.822	0.739
AT1	0.851			
AT2	0.902			
AT3	0.828			
E-WoM Engagement (EE)		0.874	0.777	0.690
EE1	0.830			
EE2	0.829			
EE3	0.818			
Information Credibility (IC)		0.862	0.755	0.673
IC1	0.799			
IC2	0.828			
IC3	0.829			
Information Quality (IQ)		0.904	0.811	0.731
IQ1	0.856			
IQ2	0.863			
IQ3	0.837			
Innovativeness (IN)		0.859	0.770	0.677
IN1	0.762			
IN2	0.852			
IN3	0.858			

Table 2. The measurement model result (continued)

Construct/item	Loading	CR	Cronbach' Alpha	AVE
Perceived Ease of Use (PEU)		0.859	0.783	0.598
PEU1	0.744			
PEU2	0.751			
PEU3	0.767			
PEU4	0.841			
Perceived Usefulness (PU)		0.830	0.688	0.616
PU1	0.723			
PU2	0.829			
PU3	0.821			
Purchase Intention (PI)		0.883	0.807	0.641
PU1	0.854			
PU2	0.802			
PU3	0.808			
PU4	0.731			
Social Support		0.903	0.843	0.669
SS1	0.841			
SS2	0.874			
SS3	0.785			
SS4	0.761			

Table 3. HTMT test result

Variable	AT	EE	IC	IQ	IN	PEU	PU	PI	SS
AT									
EE	0.608								
IC	0.541	0.429							
IQ	0.502	0.420	0.623						
IN	0.350	0.498	0.356	0.341					
PEU	0.529	0.451	0.491	0.620	0.324				
PU	0.547	0.511	0.494	0.607	0.403	0.588			
PI	0.719	0.664	0.502	0.548	0.463	0.541	0.556		
SS	0.581	0.556	0.532	0.527	0.529	0.508	0.540	0.638	

Table 4. Goodness-of-fit result

Variable	AVE	R^2	Q^2
AT	0.742	0.368	0.260
EE	0.688	0.476	0.308
IC	0.667		
IQ	0.731		
IN	0.680		
PEU	0.600		
PU	0.615	0.344	0.205
PI	0.642	0.592	0.372
SS	0.673		
Average Score	0.679	0.482	0.289
AVE × R2		0.327	
GoF = $\sqrt{(AVE \times R2)}$		0.572	

The value of R^2 was analyzed to determine the simultaneous effect of exogenous variables on endogenous variables. The R^2 value is divided into three assessment groups: a rating of 0.19 is

categorized as weak, 0.33 as moderate, and 0.67 as strong (Chin et al., 2008). Table 4 shows that all endogenous variables were influenced by exogenous variables with moderate criteria. Lastly, the path coefficient analysis was carried out to determine the effect of the variables specified and as an attempt to explore deeper in this study using a bootstrap test (Henseler et al., 2016). The hypotheses are accepted if the T-Statistics value in a study has a cut-off value of more than 1.96 and P-values below 0.005 (Hair et al., 2011).

Table 5. Coefficient determination

Variable	R^2	Adjusted R^2
AT	0.368	0.364
EE	0.476	0.472
PU	0.344	0.343
PI	0.592	0.589

As shown in Table 6, all hypotheses have a t-value of more than 1.96 and a p-value below 0.05, except for the relationship between information quality and information credibility to e-WoM engagement. In other words, all hypotheses developed and tested in this study are accepted, except for H_4 and H_5 which are rejected. Both hypotheses show p-value of 0.373 and 0.839 respectively, far above the threshold of 0.05. It implies that information quality and information credibility do not have a significant impact on e-WoM engagement.

Table 6. Hypotheses testing result

Hypothesis	β	t-value	p-value	Result
H_1: PEU → PU	0.589	15.697	0.000	Accepted
H_2: PU →AT	0.373	6.335	0.000	Accepted
H_3: PEU → AT	0.313	5.366	0.000	Accepted
H_4: IQ → EE	0.052	0.890	0.373	Rejected
H_5: IC → EE	0.008	0.191	0.839	Rejected
H_6: IN → EE	0.248	5.089	0.000	Accepted
H_7: SS → EE	0.146	2.802	0.000	Accepted
H_8: AT → EE	0.397	7,288	0.000	Accepted
H_9: AT →PI	0.501	13.742	0.000	Accepted
H_{10}: EE → PI	0.351	8.545	0.000	Accepted

Table 7. Indirect effect result

Variable	Indirect Effect		
	β	t-value	p-value
PEU → AT	0.214	5.305	0.000
PEU → EE	0.213	6.372	0.000
PEU → PI	0.338	10.372	0.000
PU → EE	0.149	4.293	0.000
PU → PI	0.239	5.599	0.000
AT → EE	0.143	6.878	0.000
IC → PI	0.000	0.201	0.831
IQ → PI	0.000	0.923	0.364
IN → PI	0.077	4.223	0.000
SS → PI	0.046	2.718	0.000

Lastly, this study also provides the result of the indirect effect between variables. According to Table 7, perceived ease of use has an indirect effect on attitudes toward e-WoM (β=0.214, t-value=5.305), e-WoM engagement (β=0.213, t-value=6.372), and purchase intention (β=0.338, t-value=10.372). Perceived usefulness has an indirect effect on e-WoM engagement (β=0.149, t-value=4.293) and purchase intention (β=0.239, t-value=5.599). The result also shows that attitude indirectly affects e-WoM engagement (β=0.143, t-value=6.878). Lastly, innovativeness (β=0.077, t-value=4.223) and social support (β=0.046, t-value=2.718) have an indirect effect on purchase intention.

DISCUSSION

First, this study analyzes the impact of e-WoM engagement in beauty products' social commerce applications on the purchase intention of young female consumers. It integrates four main theories/models: the Theory of Reason Action (TRA), the Technology Acceptance Model(TAM), the Elaboration Likelihood Model (ELM), and the Social Support Theory. The result of the proposed model test shows that the model fits. E-WoM engagement that is influenced by attitudes toward e-WoM positively affects purchase intention. A number of previous studies support this result, saying that attitude toward e-WoM acts as a building factor that can significantly build purchase intention and the occurrence of someone feeling involved or bound to e-WoM (Um, 2019; Yusuf et al., 2018). This result highlights that in the beauty industry, people who show a positive attitude toward e-WoM on social commerce tend to engage more in e-WoM, and are likely to have a much higher intention to buy beauty products. Consumers of beauty products in Indonesia believe that the reviews left in social commerce are helpful for them. In line with a research report from (ZAP Clinic & MarkPlus, Inc, 2020), women tend to look at reviews before purchasing beauty products. A positive attitude toward e-WoM will stimulate them to read more about the review or even write one themselves. It indicates a higher chance of participating in e-WoM, which then provokes their purchase intention of beauty products.
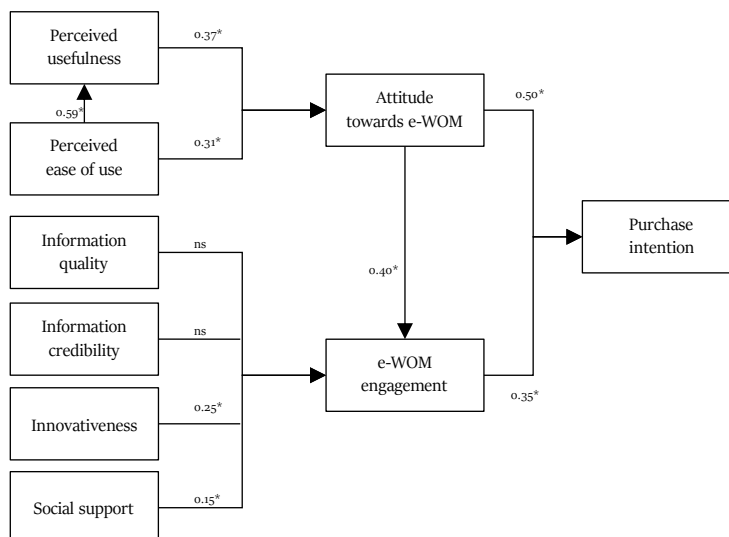

Figure 2. Result of hypotheses testing
*Significant at p<0.01; ns: not significant

Second, perceived ease of use and perceived usefulness have a positive impact on attitude; this is in line with previous studies conducted by Cho & Son (2019) and Um (2019). Once users feel that the system can increase their effectiveness in getting achievements or shortened working time, the system meets their needs, and most likely they get a lot of benefits from the system. A system that produces maximum benefits with minimal effort can easily encourage an individual's attitude toward long-term use (Cho & Son, 2019). Furthermore, this study reveals that both perceived usefulness and perceived ease of use have an indirect effect on purchase intention through attitude and e-WoM engagement (see Table 7). Technology that could enhance work effectiveness and has benefits can influence one's intention to purchase a product or use technology by showing an attitude (Ying et al., 2021). This study promotes that beauty products' social commerce that is useful for users could enhance users' effectiveness. It has features that can be easily understood, and this will form a positive attitude to engage in e-WoM (write reviews and comments) and stimulate users' intention to buy the beauty products. Because the application is easy to use, the features provided are following user needs, so users can quickly get and share information about a beauty product in a short time, with the least amount of effort. Therefore, enhancing more sophisticated features is the foundation for social commerce to be accepted by users for all time and can produce as much effectiveness and performance. It is the job of a marketer to ensure that the technology can continue to be adopted by users, and this stimulates users' intention to purchase.

Third, although not as expected, the result shows that users of beauty products' social commerce do not consider the quality and credibility of information as an important factor to engage in e-WoM and influence their intention to purchase a product. In other words, in the beauty industry, active users of social commerce are more concerned with other aspects such as attitude, consumer innovation, and social support. This result contradicts a study conducted by Seo et al. (2020) that focuses on airline consumers and Cheung & Thadani (2012). However, it supports a study by Ali & Hussin (2019). Ali & Hussin (2019) argued that e-WoM engagement does not depend on information characteristics, both quality and credibility. The recipients of the message cannot ensure that the information obtained has good quality and credibility (Chen et al., 2016). Yusuf et al. (2018) stated that to engage in e-WoM on a social commerce platform, information quality is not an important factor since the reviews published there could be produced by anyone; thus, it is hard to filter out their quality and credibility. Indonesian young female consumers of beauty products are categorized as well-educated consumers. When it comes to engaging in e-WoM (writing reviews regarding beauty products in social commerce), the characteristics of the information itself do not play any role. These consumers can write a review as soon as they try the new products. Meanwhile, when it comes to reading a review of beauty products, the information provided does not have to be credible and qualified. In the beauty industry, it is understandable that people have different skin conditions; thus, a good review written by one person does not mean that the product would suit another. For a well-educated consumer of beauty products, this would make e-WoM engagement happen regardless of the quality of reviews in social commerce.

Fourth, the result also shows that innovative consumers have quite important involvement in encouraging others to perform e-WoM activities in social commerce. This is consistent with studies by (Wang et al., 2016; Yusuf et al., 2018). Also, innovative consumers will be willing to give their ideas or become pioneers to show their loyalty to the platform by engaging in e-WoM activities. Through the e-WoM engagement variable, innovativeness indirectly affects the purchase intention of beauty products (see Table 7). This statement supports the result from previous research which proved that there is a relationship between innovative consumers and purchase intention (Erkan & Evans, 2016; Yusuf et al., 2018). This result confirms that in the online beauty industry, innovative consumers are important to create e-WoM engagement and stimulate the purchase intention of a

product. After trying new beauty products, a more innovative person would want to share her thoughts about that product with the world. In today's era, social commerce has become one of the most look-out places for these beauty product enthusiasts, both to share their thoughts and read the thoughts of others regarding beauty products. Innovative beauty products consumers also tend to be most updated with the new products, so they will search for reviews or information on certain products in social commerce, which will influence their intention to buy. Innovative consumers, then, are proven to be a significant investment for companies to continue to create value so companies must treat these innovative customers as best as they can (Friedrich, 2015).

Lastly, social support also has a significant relationship with e-WoM engagement. This is aligned with the findings from previous studies (Ali et al., 2020; T. Wang et al., 2016). Social support appears from a community that has succeeded in building relationships among its members by providing information support and emotional support. Information support can be in the form of suggestions for other users to solve problems while emotional support can be the attention given to fellow users (Tajvidi et al., 2021). This research discovers that users of beauty products' social commerce do not only get and search for information but also try to develop relationships with other users. Due to this positive relationship, active users feel increasingly involved in e-WoM. Acceptance from the surrounding environment will simultaneously encourage other users to find out new information and eventually form the purchase intention toward a product (Gottlieb & Bergen, 2010). It is also found that support between users, in the form of physical and psychological comfort, can influence e-WoM engagement and in turn indirectly affect purchase intention (see Table 7). The correlation between these variables is supported by previous research in the context of e-WoM communication (Baber et al., 2016).

THEORETICAL IMPLICATION

The results of this study are crucial for several reasons. First, they are important for marketing literature related to e-WoM engagement and purchase intention, especially for social commerce. Following the rapid development of technology, the number of social commerce platforms continues to grow. In Indonesia, one of the most used is social commerce specializing in beauty products, dominated by young female consumers. Thus, e-WoM is believed to be a more effective method to promote a product, even better than advertising (Yusuf et al., 2018). Second, this study is the first to propose a model which combines four theories to answer the main questions related to the influence of e-WoM on the purchase intention of beauty products. Those theories are TRA, TAM, ELM, and the Social Support Theory. Due to the differences between social commerce, e-commerce, and social media in terms of their operations and end-objective, the four theories are combined into a research discussion to answer complex research objectives which cannot be achieved credibly with one theory only (Ali et al., 2020; Busalim & Hussin, 2016; Yusuf et al., 2018). Therefore, this research can further explore problems in the marketing world, bridging the gaps and completing the limitations of previous research. Lastly, we discover that in the social commerce beauty industry, information characteristics are not crucial in enhancing users' intention to buy beauty products through e-WoM engagement in social commerce. Other variables supported by TAM, TRA, and Social Support Theory are proven to have an impact, both directly and indirectly, on e-WoM engagement and purchase intention.

MANAGERIAL IMPLICATION

This research is specifically important for practitioners, both beauty product companies and social commerce platforms. The TAM and TRA theories are proven in this study. The more people feel that the platform is easy to use and useful, the more they will engage in the platform. It leads to an increase in the number of users and is beneficial for the platform. The usefulness and ease of use of a social commerce platform will stimulate users' positive attitude to perform and engage in e-WoM, and in turn, affect their intention to purchase a beauty product. Social commerce businesses that focus on beauty products could try implementing mobile apps that can attract more young female consumers since apps are easier to use than web-based platforms. A total of 96% of the Indonesian population owns smartphones, and 93.3% of them access the internet from their smartphones. In February 2022, the annual consumer spending on mobile apps and in-applications purchases reached US$ 532 million, which was increased by 12% from the previous year (Kemp, 2022). However, social commerce platforms also need to ensure that they provide a good-quality user experience, not only by hiring a professional but also by surveying things that matter to their consumers (such as features to be added to the platforms, brands they should share information about, the layout of the site, etc.). This should be done on a regular basis. Improvements need to be made based on this survey in order to increase the perceived ease-of-use and perceived usefulness level in customers' minds since social commerce heavily relies on the interactions between users, and the beauty industry is no exception.

The results also show that innovativeness and social support affect e-WoM engagement and purchase intention. Innovative consumers are important for both social commerce platforms and beauty product companies. For social commerce platforms, these consumers would be the ones who attract engagement when they write reviews or comments. For beauty product companies, these consumers are critical because they can promote the company's products in a way that the company itself cannot. Thus, in today's era, companies should filter and pay extra attention to the innovative consumers they found on social commerce sites or the companies' social networking sites. Businesses in the beauty industry should hire or form a special team assigned to screen these innovative consumers, not only on social commerce platforms but also on social media such as Instagram, Youtube, etc. The ones that fit the criteria and have done a fantastic way of reviewing beauty products have a big impact on their followers, thus, they should be contacted by companies to further create any kind of partnerships. Nowadays, these innovative consumers could be more valuable than celebrities. Innovative consumers must be treated as a company's investment. Giving them special treatments such as discounts or free products might enhance the company's chance to get a better review in the future. In addition, since innovative consumers could possibly leave a bad review, following their suggestions could also affect the beauty products. Social commerce sites or platforms also have to provide a feature such as forums to support the needs of creating a community among users. Social support among users could be beneficial for the company since it has an impact on purchase intention. Therefore, companies have to ensure that it is supported and provided.

LIMITATIONS AND FUTURE RESEARCH

Several limitations of this study require further investigation by future researchers. This study was limited to social commerce for beauty products in Indonesia. Different types of products or countries could create different results since the nature of each product and consumer in different regions varies. This study focused on young female consumers in Indonesia. Future studies could test the

same model on different samples to validate the generalization of the results. Comparison within different types of social commerce could also be done to understand whether the model proposed in this study works for all types of social commerce, which will bring valuable insight to the literature and practitioners. Finally, future research could add more variables that have not been covered in this study, such as trust and perceived risk to enrich the results or differentiate the social support factors into informational and emotional support to understand which one is actually needed in the social commerce industry.

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