

# Influencer Review Effect on Customer Purchase Intention: An Extension of TAM

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## ABSTRACT

Presently, the web is the fundamental product information source for some customer goods, for the most part on account of the irruption of customer reviews dependent on blogging. The purpose of this study is to explore the factors affecting customer attitude toward blogs; to examine the influence of perceived usefulness and perceived trust on customer attitude toward blogs and purchase intention; to understand the impact of reputation, sponsorship disclosure, and brand awareness on perceived usefulness and perceived trust; and to analyze the relationship between customer attitude toward blogs and purchase intention. Based on technology acceptance theory, a model was proposed in this paper. A survey including 330 college students as participants were analyzed in the empirical study. Data are examined with structural equation modelling technique using Smart PLS 2.0. Discoveries of the present investigation have noteworthy ramifications for advertisers and associations.

## KEYWORDS

Blog, Brand Awareness, Customer Attitude, Perceived Trust, Perceived Usefulness, Purchase Intention, Reputation, Reviews, Sponsorship Disclosure, Technology Acceptance Model

## INTRODUCTION

Modern age of online instruments, applications and tactics, for example, weblogs, virtual media, online networks and customer recommendation websites, regularly alluded toward as Web 2.0 has changed the web from a broadcasting channel to a communicative one permitting the wide innovation mediated social support (Chua & Banerjee, 2015). Genuine beliefs and encounters for items and services as web reviews have gotten one of the most important sources of data helping readers when settling on purchase intent (Chua & Banerjee, 2015). Blogs have more than caught the media world's consideration. Truth be told, web journals have existed for quite a while however were not broadly known until Jorn Barger first coined the expression "Weblog" in 1997, which characterized it as an approach to exhibit individual logs on site pages (Wright, 2006). To "blog" is to constantly post one's very own thoughts, suppositions, weblinks, and different components all on the webpage, which is known as a "weblog" (Smudde, 2005), frequently joined into the abbreviation "blog." Thus, blogs are online diaries in which the content is turned around in a reversed chronological direction (Blood,

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2002; Walker, 2003). The communications in the blog's appearances are generally comprehended to be the blogger's opinions and may have important influential power (Huang & Lin, 2009; Zhu & Tan, 2007). Blogs are consequently seen as a solid and autonomous source of data (Chu & Kamal, 2008).

Past research on powerful communications in blogs has referenced various key elements related with their viability in rappings of customer attitude and behavior, for example, the message content, the foundation of the communication (blogger), the gathering of people, and the setting in which the correspondence activity is created (Chu & Kamal, 2008; Fu & Chen, 2012; Huang & Lin, 2009; Zhu & Tan, 2007). A prevalence of blog-related investigations analyzed the components impacting user's acceptance of readers aim to use blogs (Du & Wagner; Hsu & Lin, 2008; Keng & Ting, 2009; Yu, Lu, & Liu, 2010). Existing study on blogging has investigated a few areas in particular factors that impact blogging intention and continue on blogging (Miura & Yamashita, 2007); behavioral contrasts among female and male bloggers (Pedersen & Macafee, 2007) on channel, individual diaries, and notebooks; drivers that move users to visit websites; blog stickiness (Lu & Lee, 2010); blog protection concerns; blog believability (Mackay & Lowrey, 2011; Metzger, Flanagin, & Medders, 2010; Sweetser, Porter, Chung, & Kim, 2008); and qualities of A-type blogger (Ko, 2012; Trammell & Keshelashvili, 2005).

Studies have demonstrated that users' recommendations on web journals can be an amazing marketing device to influence customers or, on the divergent harm a firm's reputation. Naturally so, since online activities are not led eye to eye, customers need helpful and reliable data to help their purchase intentions and build up a superior understanding of the items advertised. A recent study on just how customers read reviews and are influenced by them appears there is a positive pattern in users' acceptance of another person's recommendations preceding their purchase and that customers trust and acknowledge online recommendations (Marchant, 2013). Different online reviews do influence the purchase decisions of the customers (Lee & Hong, 2016). As of now, it is a typical prodigy that customers look into online product reviews before purchasing any item (Zhang, Zhao, Cheung, & Lee, 2014). Customers, for the most part, look for the trustworthiness of online reviews before the acceptance of reviews (Shan, 2016). Bro (2017) shows the quantity of 84% of advertisers have moved toward holding no less than one influencer promotion in the approaching times. Those surprising numbers, definitely, believe the solidly held confidence in the predominance and advantages produced by this habit on passing by the name of influencer marketing. Influencer marketing stresses the utilization of influencers to push a brand's communication to influence the target division (Raza, 2017).

In light of the fundamentals of influencer marketing, organizations by and large welcome web-based influencers, for example, bloggers with a huge number of supporters in their online networking accounts as their image representative (TapInfluence, 2017). Messages broadcasted by influencers are frequently seen as increasingly solid and persuading to customers and have remained validated by 82% of readers surveys, through which customers are accounted for to be bound to follow their preferred influencers reviews (Adweek, 2015). The utilization of influencers is viewed as progressively trustworthy, dependable and proficient because of their congeniality in building compatibility with customers (Berger & Keller Fay Group, 2016), particularly for organizations that focus on the more youthful ages. In a trivial range, a solid act of influencer marketing is by means of the distribution of blog entry by bloggers is viewed as the irreplaceable distinct advantage helping advertisers to advance their products these days (Luo, Gu, Zhang, & Phang, 2017). Accordingly, blogging is viewed as a major aspect of the marketing procedure received by professionals because of its open viability (Li & Du, 2017).

In this manner, in our study, it is induced that a larger part of blog readers settles their purchasing decisions by reading reviews, connecting with bloggers or consenting to a blogger's suggestion. From the technology acceptance model, we get the idea of usefulness and trust to clarify why blog readers aim to pursue reviews. We increase to our predictors (attitude and usefulness) past blogging practices, for example, the times they spent reading blog reviews, commenting and sharing blog reviews, etc.

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