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EXAMINING THE EFFECT OF INFORMATION QUALITY AND INFORMATION ADOPTION ON PURCHASE INTENTION TOWARDS LOCAL COSMETIC PRODUCTS AMONG YOUNG CONSUMERS IN SABAH

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Abstract:

The study examines the effects of information quality and information adoption on purchase intention towards local cosmetic products among young consumers in Sabah, with a specific focus on the mediating role of information adoption. The research framework is based on the Information Adoption Model (IAM), which explains how individuals process and accept information, influencing their purchasing behavior. A quantitative research approach was employed, utilizing a questionnaire to collect data from 170 respondents. The data were analyzed using SmartPLS, a software for partial least squares structural equation modeling (PLS-SEM). The findings reveal that information quality ($\beta = 0.196$, $p < 0.05$), information usefulness ($\beta = 0.369$, $p < 0.001$), and information credibility ($\beta = 0.444$, $p < 0.001$) significantly and positively influence information adoption. Furthermore, information adoption exhibits a strong positive effect on purchase intention ($\beta = 0.778$, $p < 0.001$), explaining 60.3% of its variance. The study also confirms the mediating role of information adoption in the relationships between information quality ($\beta = 0.153$, $p < 0.05$), usefulness ($\beta = 0.287$, $p < 0.001$), credibility ($\beta = 0.345$, $p < 0.001$), and purchase intention, highlighting its pivotal role in consumer decision-making. The research underscores the importance of high-quality, credible, and useful information in shaping young consumers' attitudes toward local cosmetic brands. Social media platforms, particularly Instagram and TikTok, emerge as critical channels for disseminating such information, with online reviews and influencer endorsements significantly impacting purchase intentions. Theoretical contributions include an extension of the IAM in the context of local cosmetics, addressing a gap in literature regarding young consumers in Sabah. Managerially, the study advocates for targeted marketing initiatives, leveraging influencer partnerships and educational content to improve information adoption and drive sales. Future research could expand

demographic diversity, employ longitudinal designs, and explore cross-cultural comparisons to further validate these findings.

Keywords:

Information Quality, Information Usefulness, Information Credibility, Information Adoption, Purchase Intention, Local Cosmetic Products

Introduction

The cosmetic sector in Malaysia has witnessed remarkable expansion in recent years, particularly in the realm of local beauty products. This surge can be largely attributed to the rising popularity of a variety of personal care goods, including skincare items, makeup, fragrances, and hair care products, that align with the evolving preferences of Malaysian consumers (Shukri et al., 2023). The increasing demand for makeup products such as lipsticks, mascaras, and natural cosmetics is tailored to enhance aesthetic appeal and accommodate the diverse requirements of the population (Park et al., 2018).

Consumer perceptions of beauty are significantly influenced by various elements such as cultural trends, celebrity endorsements, and the pervasive impact of social media (Kalam et al., 2023; Cooley & Park, 2019). The influence of digitalization has been especially pronounced within the cosmetics industry. As noted by Rizki and Rahmayani (2023), online content wields considerable influence over young consumers, particularly among millennials and Gen Z. A survey conducted in the second quarter of 2023 illustrated that 48% of global consumers who purchased cosmetics online were millennials, while Gen Z constituted 35% (Statista, 2023). This demographic, exhibiting a high degree of comfort with digital technologies, demonstrates a marked preference for online shopping compared to traditional methods, reflecting a more generalized shift in consumer behavior. As highlighted by Kong et al. (2020), this generation's adeptness with digital environments enhances their capability to navigate and trust e-commerce platforms. In the sphere of social media, influencers have emerged as pivotal opinion leaders, significantly shaped consumer preferences and driving product endorsements. Platforms such as Instagram, Facebook, YouTube, and TikTok act as primary venues for these influencers to promote cosmetic products, which frequently catalyses increased sales and brand loyalty (Agustin & Ali, 2022; Fitriati & Siwi, 2022; Rizqi & Riorini, 2022). The global cosmetics market, recognized as one of the fastest-growing segments in the beauty industry, has experienced a notable uptick in online consumer engagement, with 900 million consumers reportedly purchasing beauty products online in 2023 a figure anticipated to surpass 1.2 billion by 2027 (Statista, 2023).

This trend underscores the necessity of comprehending consumer behavior, particularly in distinctive markets like Sabah, where local cosmetic brands are increasingly gaining visibility. Local brands including Wardah, SimplySiti, and Duck Cosmetics have observed substantial growth, with Wardah documenting a 20% increase in sales from 2021 to 2023 (Doddy et al., 2024). The Malaysian cosmetics market, valued at RM 2.5 billion in 2022, is projected to expand at an annual growth rate of 7.5%, reaching RM 3.6 billion by 2027 (Hasbullah et al., 2023). Despite this growth trajectory, local brands encounter challenges in competing with international counterparts due to constraints in resources for digital content development and promotion (Wan et al., 2023). Moreover, there exists a notable gap in research regarding how the quality, credibility, and usefulness of information influence consumer adoption of local

brands and their purchasing intentions (Toni et al., 2023). This study seeks to bridge this gap by analysing the effects of information quality and information adoption on young consumers' purchase intentions toward local cosmetic products in Sabah. Through the investigation of the mediating role of information adoption, this research aims to furnish insights that can help local brands refine their digital strategies and enhance their competitiveness in both local and international arenas.

Information Adoption Model (IAM)

The theoretical framework utilized in this analysis is the Information Adoption Model (IAM). Investigations conducted by Elwalda et al. (2021) affirm that the Information Adoption Model (IAM) offers a robust theoretical foundation for comprehending how individuals process and integrate information, which fundamentally impacts their behavioral outcomes. Grounded in the Theory of Reasoned Action (TRA), the IAM holds particular significance for probing the effects of information on the purchasing intentions of young consumers (Lau et al., 2022), specifically regarding local cosmetic products in Sabah.

This model provides an essential framework for elucidating the influence of information on purchasing decisions among young consumers. Information quality, within the IAM, refers to the precision, clarity, and relevance of the information presented (Badran, 2017). In this research, information quality is regarded as an independent variable that directly affects young consumers' perceptions of local cosmetic products. High-Caliber information, characterized by accuracy and relevance, is anticipated to elevate the perceived value of these products (Chang & Width, 1994). According to the IAM framework, information quality is pivotal in the central processing route, where consumers scrutinize the content's substance (Kang & Namkung, 2019). Studies by Octaffiana et al. (2022) indicate that comprehensive, well-articulated information concerning local cosmetics enhances purchase intentions by reinforcing the perceived benefits and characteristics of the products. Information credibility, another independent variable, refers to the trustworthiness and reliability of the source of information (Ismagilova et al., 2020). Within this context, it significantly influences young consumers' attitudes towards local cosmetic products. As per Zha et al. (2018), credible sources affect the peripheral processing route as delineated in the IAM. This investigation delves into how the credibility of information sources about local cosmetics mediates the connection between information quality and purchasing intentions, providing valuable insights into the mechanisms behind consumer adoption of these products.

Information Quality and Information Adoption of Local Cosmetic Products among Young Consumers

Extensive research has established a critical correlation between information quality and the adoption of products. Empirical evidence suggests that high-quality information, which encompasses attributes such as accuracy, relevance, and credibility, positively influences the decision-making processes of consumers (Egi et al., 2023). Furthermore, a study by Hassani et al. (2018) indicates that comprehensive and dependable product information bolsters consumer trust, thereby facilitating its adoption, particularly within niche markets like local cosmetics. Additionally, findings from Jiang et al. (2021) demonstrate that systematically organized and transparent information enhances consumer confidence, significantly increasing the propensity for adopting new products. These observations underscore the vital importance of delivering high-quality information to promote the adoption of local cosmetic products among the youth demographic. Consequently, the hypothesis for the present study can be articulated as follows:

H1: There is a positive relationship between information quality and information adoption concerning Local Cosmetic Products among Young Consumers in Sabah.

Information Credibility and Information Adoption of Local Cosmetic Products Among Young Consumers.

Research has consistently highlighted the pivotal role that information credibility plays in influencing adoption decisions. The dimensions of accuracy, authority, and trustworthiness are critical as they significantly shape consumers' readiness to adopt new products (Zheng, 2023). For instance, Khan et al. (2022) established that consumers are more inclined to embrace new products when they perceive the information provided as credible and dependable. Furthermore, Ismagilova et al. (2020) illustrated that young consumers exhibit heightened sensitivity to information credibility, directly affecting their trust levels and the likelihood of adopting local cosmetic products. This underscores the necessity of maintaining high information credibility to facilitate the adoption of local cosmetic items among young consumers in Sabah. Hence, the current study posits the following hypothesis:

H2: There is a positive effect between information credibility and information adoption concerning Local Cosmetic Products among Young Consumers in Sabah.

The Significance of Information Usefulness in The Adoption of Local Cosmetic Products

Research has consistently demonstrated that the perceived usefulness of information plays a crucial role in the adoption of products. Evidence shows that when information is presented in a clear, relevant, and actionable manner, consumers are more inclined to embrace the product (Filiér, 2015). Study by Erkan and Evans (2016) found that in emerging markets, young consumers demonstrate a pronounced preference for practical and relevant information tailored to their specific needs and preferences. This underscores the significance of perceived information usefulness in the context of adopting local cosmetic products among young consumers in Sabah. Consequently, the following hypothesis is proposed for the current study:

H3: There is a positive correlation between information usefulness and the adoption of local cosmetic products among young consumers in Sabah.

Information Adoption and Purchase Intention of Local Cosmetic Products

Previous research establishes a clear correlation between information adoption and purchase intention among consumers. Empirical studies indicate that when consumers assimilate information regarding a product, their propensity to purchase is often amplified. For instance, research by Manik and Widodo (2023) illustrates that the adoption of comprehensive and compelling product information enhances consumers' purchasing intent. In a similar vein, Khwaja and Zaman (2020) affirm that a favourable adoption of information significantly boosts purchase intentions, particularly within specialized markets like local cosmetics. This suggests that young consumers in Sabah are more inclined to express purchase intentions for local cosmetic products when they effectively integrate pertinent product information. Consequently, the hypothesis for the current study is articulated as follows:

H4: There is a positive relationship between information adoption and purchase intention concerning Local Cosmetic Products among Young Consumers in Sabah.

Mediating role of Information Adoption

Recent studies highlight the mediating role of information adoption between information quality, usefulness, credibility, and purchase intention. Sardar et al. (2021) and Tjongirin et al. (2020) emphasize the importance of perceived usefulness in driving consumer engagement and adoption, which ultimately stimulates purchase intention. Erkan and Evans (2016) note the role

of information credibility in fostering trust, leading consumers to adopt information from authoritative sources, thereby increasing their purchase consideration. These insights reveal the essential function of information adoption and the need for effective information strategies to influence consumer behavior. As such, the current study posits the following hypotheses:

H5a: Information adoption mediates the effect between information quality and purchase intention towards Local Cosmetic Products among Young Consumers in Sabah.

H5b: Information adoption mediates the effect between information credibility and purchase intention towards Local Cosmetic Products among Young Consumers in Sabah.

H5c: Information adoption mediates the effect between information usefulness and purchase intention towards Local Cosmetic Products among Young Consumers in Sabah.

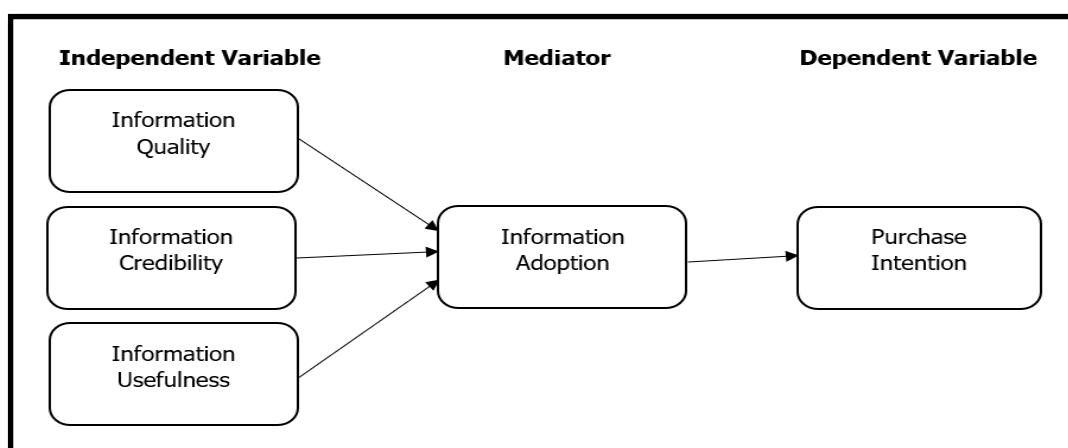


Figure 1 : Research Framework, modified from Erkan and Evans (2016)

Methodology

This research examines the influence of information quality and adoption on the purchasing intentions of local cosmetic products among professionals aged 18 to 35 in Sabah. Utilizing a quantitative correlational design, the study aims to establish relationships between various factors, facilitated by a robust sampling methodology and comprehensive questionnaire development. Key research elements include sample size determination, data collection methods, and analytical techniques designed to dissect the interplay of the identified variables. The target demographic consists of Sabahan professionals within the defined age bracket, known for their inclination towards independent purchasing and a preference for efficient online shopping avenues. Previous studies underscore that this demographic, characterized by their adeptness with technology and social media platforms such as TikTok, Facebook, and Instagram, displays distinct purchasing behaviors that merit investigation. Thus, the findings of this study are expected to yield significant insights into the drivers of local cosmetic product adoption among a digitally engaged young professional audience. This study has adapted questions from various respected studies and tailored them to suit its needs. The table below shows both the original questions used as a reference from different studies and the modified questions used in this research, as outlined in Table 1.

Table 1 : Sources of Questionnaire for the study

Variable	Source	Items
Information Quality	Alhemimah (2019)	6
Information Usefulness	Erkan and Evans (2016)	5
Information Credibility	Erkan and Evans (2016)	5
Information Adoption	Jiang et al. (2021) Filieri (2015)	4
Purchase Intention	Coyle and Thorson (2001) Alalwan (2018)	4
Total		25

Data Analysis

The target population for this study was Sabahan consumers aged 18 to 35 years, particularly those who extensively use cosmetic products. Data was collected via an online questionnaire using Google Forms distributed to social media platform in which that social group comprises members of users of cosmetics brands in Sabah. These people gather in the social media groups to share and exchange information regarding the cosmetic brands that they use and would love to encourage other new users to buy the brand they like. The respondents were selected using purposive sampling, a non-probability sampling method. To ensure accurate feedback, respondents were provided with a briefing and an explanation of the study's main objective and were guided in completing the questionnaire. Data collection began in the first week of July 2024 and took approximately three weeks to complete. A total of 170 respondents participated in the data collection process for this research, providing valuable insights for the study's analysis.

Demographic Profiling

Upon completion of data collection from the respondents, the initial criteria analyzed pertain to the demographic information of these individuals. This section elucidates various characteristics of the respondents, including gender, age, marital status, education level, occupation, and income level. Understanding these characteristics is essential for gaining insights into the respondents and deriving pertinent information relevant to the study. Frequencies and percentages are employed to outline the demographic attributes of the sample in this research. The analysis of demographic profile was based on 170 respondents. The analysis indicates that all respondents, aged between 18 to 35 years, exhibit consistent usage of cosmetic products and engagement with social media platforms, illustrating a homogeneous sample with respect to age range and participation in these domains. The gender breakdown reveals a predominant female representation, with 66.5% identifying as female and 33.5% as male. Moreover, age distribution indicates that the largest demographic segment comprises individuals aged between 24 to 29 years (50.0%), followed by those aged 18 to 23 years (32.4%). The smallest demographic group, accounting for 17.6% of the sample, consists of respondents aged between 30 to 35 years, suggesting that most participants are in their mid to late twenties.

Measurement Model

This study utilized the Partial Least Squares (PLS) technique, a robust statistical analysis method, employing Smart PLS version 4.0 (Ringle et al., 2022). The analysis encompassed a two-step process, comprising the measurement model and the structural model, in accordance with the two-step methodology advised by Anderson and Gerbing (1988). The measurement model was initially evaluated to ensure the validity and reliability of the instruments, adhering

to the standards proposed by Hair et al. (2022) and Ramayah et al. (2018). Subsequently, the structural model was analysed to test the established hypotheses. Assessing the robustness and reliability of measurement models within structural equation modelling emphasizes the significance of convergent validity. As highlighted by Hair et al. (2017), this evaluation encompasses three pivotal criteria: factor loadings, average variance extracted (AVE), and composite reliability for each construct.

The results captured in Table 4.1 focus on four constructs: Information Quality, Information Usefulness, Information Credibility, and Information Adoption. Factor loadings signify the correlation between observed indicators and their respective latent constructs, with higher values indicative of effective measurement. Hair et al. (2017) suggest a minimum factor loading of 0.60. The data reveals that most items surpass this threshold, particularly the factor loadings for Information Quality, ranging from 0.603 to 0.832, thereby validating the relevance and accuracy of the observed variables. The average variance extracted (AVE) is also critical in assessing the extent to which the construct's indicators account for variance relative to measurement error.

As per Hair et al. (2014), an AVE above 0.50 indicates that the construct substantially explains variance. Each construct in Table 2 exceeds this benchmark, with AVE values of 0.561 for Information Quality and 0.571 for Information Adoption, confirming the constructs' efficacy in capturing variance. Lastly, composite reliability (CR) gauges the internal consistency of items within a construct, where values above 0.70 are deemed acceptable. According to Hair et al. (2017), a CR value exceeding 0.708 indicates reliability. The CR values presented in Table 2, all surpass this threshold, reflecting strong internal consistency across constructs, such as a CR of 0.860 for Information Quality, 0.775 and 0.788 for both Information Usefulness and Information Credibility, and 0.811 for Information Adoption. These elevated values substantiate the reliability and consistency of the measurements.

Table 2 : Measurement Model

Constructs	Items	Loadings	AVE	CR
Information Quality	IQ1	0.672	0.561	0.860
	IQ2	0.830		
	IQ3	0.774		
	IQ4	0.832		
	IQ5	0.603		
	IQ6	0.754		
Information Usefulness	IU1	0.762	0.527	0.775
	IU2	0.686		
	IU3	0.724		
	IU4	0.693		
	IU5	0.761		
Information Credibility	IC1	0.664	0.527	0.788
	IC2	0.755		
	IC3	0.772		
	IC4	0.659		
	IC5	0.770		
Information Adoption	IA1	0.706	0.571	0.811
	IA2	0.675		
	IA3	0.759		

	IA4	0.801		
Purchase	PI1	0.745	0.575	0.764
Intention	PI2	0.796		
	PI3	0.759		
	PI4	0.733		

Discriminant Validity

Table 3 presents the Heterotrait-Monotrait Ratio (HTMT) criterion for assessing discriminant validity, following Henseler et al. (2015) and updated by Franke and Sarstedt (2019). Discriminant validity is established when HTMT values are ≤ 0.85 , indicating that constructs are distinct. The results show all HTMT values meet this criterion, such as 0.821 between Information Quality and Information Usefulness, confirming satisfactory discriminant validity. These findings suggest no multicollinearity issues, supporting the robustness of the measurement model and confirming that the constructs are both valid and reliable.

Table 3: HTMT Criterion

	IQ	IU	IC	IA	PI
IQ					
IU	0.821				
IC	0.854	0.800			
IA	0.878	0.885	0.749		
PI	0.746	0.773	0.800	0.778	

Note: : IQ = Information Quality, IU = Information Usefulness,
IC = Information Credibility, PI = Purchase Intention

Path Analysis

Table 4 presents the findings from the path analysis on Hypothesis 1, which explores the relationship between Information Quality (IQ) and Information Adoption (IA). The analysis indicates a positive significance of IQ on IA ($\beta = 0.196$, t-value = 2.729). The 95% confidence interval (LLCI: 0.083, ULCI: 0.318) excludes zero, reinforcing the significance of this relationship. Hypothesis 2 proposes a positive impact of Information Credibility (IC) on IA for the same demographic. Findings reveal IU significantly affects IA ($\beta = 0.444$, t-value = 6.125), with a confidence interval (LLCI: 0.320, ULCI: 0.562) not including zero, confirming significance. Hypothesis 3 evaluates the positive effect of Information Usefulness (IU) on IA regarding Local Cosmetic Products among Young Consumers in Sabah. Results show a positive significance ($\beta = 0.369$, t-value = 5.688) with a 95% confidence interval (LLCI: 0.259, ULCI: 0.473) excluding zero, thus supporting significance. Lastly, Hypothesis 4 asserts a positive relationship between IA and Purchase Intention (PI) towards Local Cosmetic Products among Young Consumers. The results indicate strong significance ($\beta = 0.778$, t-value = 26.671) with a confidence interval (LLCI: 0.723, ULCI: 0.821) absent of zero, thereby validating Hypothesis 4.

Table 4: Hypothesis Testing Direct Effects

Hypothesis	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL	BCI UL	F ²	R ²
H1	IQ-->IA	0.196	0.072	2.729	0.003	0.083	0.318	0.084	0.899
H2	IC-->IA	0.444	0.072	6.125	0.000	0.320	0.562	0.477	
H3	IU-->IA	0.369	0.065	5.688	0.000	0.259	0.473	0.398	
H4	IA-->PI	0.778	0.029	26.671	0.000	0.723	0.821	1.535	0.603

Note : We use 90% confidence interval with a bootstrapping of 5,000

The coefficient of determination (R^2) reflects the variance in the dependent variable explained by the independent variables. In Table 4, Information Adoption (IA) has an R^2 value of 0.899, indicating that 89.9% of its variance is explained by Information Quality, Usefulness, and Credibility. Similarly, the R^2 for the relationship between IA and Purchase Intention (PI) is 0.603, showing that 60.3% of PI's variance is explained by IA.

Mediation Assessment

To test the mediation hypotheses, we followed the suggestions by bootstrapping the indirect effect. Mediation analysis was performed to assess whether information adoption mediates the effect between the factors (information quality, information usefulness, and information credibility) and the dependent variable (purchase intention). Result in Table 5 was used to test Hypothesis 5. As shown in Table 5, H5a ($\beta = 0.153$, t-value = 2.681, $p < 0.05$), H5b ($\beta = 0.287$, t-value = 5.608, $p < 0.05$), and H5c ($\beta = 0.345$, t-value = 6.001, $p < 0.05$) were all significant. The 95% bias-corrected confidence intervals also did not straddle 0, confirming our findings. Thus, H5a, H5b, and H5c are supported.

Table 5: Hypothesis Testing Indirect Effects

Hypothesis	Relationship	Std Beta	Std Error	t-values	p-values	LLCI	ULCI
H5a	IQ->IA->PI	0.153	0.057	2.681	0.007	0.042	0.267
H5b	IC->IA->PI	0.345	0.058	6.001	0.000	0.233	0.459
H5c	IU->IA->PI	0.287	0.051	5.608	0.000	0.186	0.387

Note : We use 95% confidence interval with a bootstrapping of 5,000

PLS Predict

The PLS-Predict analysis, based on Shmueli et al. (2019), shows that both Information Adoption (IA) and Purchase Intention (PI) have predictive relevance. As detailed in Table 6, IA's Q^2 predict values range from 0.257 to 0.577, with PLS-SEM_RMSE between 0.669 and 0.901, and PLS-SEM_MAE from 0.537 to 0.861, reflecting its predictive accuracy. For PI, Q^2 predict values range from 0.384 to 0.462, with PLS-SEM_RMSE between 0.643 and 0.968, and PLS-SEM_MAE from 0.418 to 0.533. Compared to linear regression, PLS-SEM shows consistently lower prediction errors, confirming our model has a strong predictive power.

Table 6: PLS-Predict

Construct	Items	Q ² predict	PLS- SEM_ RMSE	PLS- SEM_ MAE	LM_ RMSE	LM_ MAE	IA_ RMSE	IA_ MAE
Information Adoption	IA1	0.451	0.944	0.737	0.901	0.537	1.275	1.034
	IA2	0.472	0.873	0.641	0.861	0.591	1.202	1.015
	IA3	0.577	0.927	0.706	0.836	0.538	1.425	1.233
	IA4	0.497	0.898	0.669	0.783	0.491	1.266	1.052
Purchase Intention	PI1	0.384	0.810	0.643	0.747	0.418	1.032	0.785
	PI2	0.462	0.899	0.755	0.726	0.459	1.226	1.020
	PI3	0.414	0.996	0.783	0.968	0.533	1.301	1.080
	PI4	0.257	0.927	0.672	0.882	0.613	1.075	0.872

Discussion

This research endeavors to investigate the correlation among various dimensions of information, namely information quality, usefulness, and credibility, and their influence on the purchasing intentions of local cosmetic products among the young consumer demographic in Sabah. Focusing on individuals aged 18 to 35, the study aims to elucidate the behavioral patterns and preferences of this group concerning local cosmetic offerings, encompassing those who may not currently use such products but are contemplating future acquisitions. The investigation delves into how these informational dimensions facilitate information adoption and the subsequent effect of this adoption on purchasing intentions. Furthermore, it assesses whether information adoption acts as a mediator in the linkage between the informational variables and purchasing intentions.

The outcomes of this study offer valuable insights into local cosmetic brands, enabling them to gain a deeper understanding of their market segment and enhance their marketing strategies accordingly. The path analysis executed within the scope of this study affirmed all proposed hypotheses. Results indicated that Information Quality (IQ), Information Usefulness (IU), and Information Credibility (IC) have a positive impact on Information Adoption (IA), as reflected by significant coefficients and t-values for hypotheses H1, H2, and H3. In addition, IA has a pronounced influence on Purchase Intention (PI), as corroborated by H4.

The mediating role of IA between IQ, IU, IC, and PI was substantiated, as indicated by the findings in H5a, H5b, and H5c, confirming mediation effects in these associations. The data indicates that most respondents procure cosmetic products 2-3 times per month (40.6%), with 30.0% buying once per month. This pattern suggests that cosmetic items are a frequent and consistent purchase for a considerable portion of consumers. Such frequent purchasing behavior is likely propelled by product cycles, consumer preferences for diversification, and the evolving landscape of the beauty sector where new trends and commodities frequently emerge (Riane et al., 2018).

Conversely, a smaller demographic (21.7%) engages in purchasing 4-6 times monthly, signifying a niche market segment with greater involvement in cosmetics, possibly for both professional and personal applications (Park et al., 2023). Online reviews have surfaced as a critical determinant in influencing purchasing decisions, with 40.6% of participants confirming

they consistently consult reviews prior to purchases. This highlights the significance of information quality and credibility in shaping consumer behaviors. As Jain (2024) indicates, consumers often rely on reviews for honest and comprehensive feedback, viewing them as more authentic than conventional advertisements.

Reviews offering useful and credible insights can significantly enhance the likelihood of purchase, particularly for those unfamiliar with a specific product or brand. The pronounced dependence on reviews (with 26.5% often referring to them and 12.4% occasionally doing so) signifies the esteem consumers allocate to external evaluations, as noted by Shifra et al. (2024). This infers that cosmetic brands should prioritize fostering user-generated reviews and ensuring their products garner positive feedback from reputable sources, such as beauty influencers or established reviewers. Social media platforms, particularly Instagram, are instrumental in product discovery and review dissemination due to their visual-centric nature and aesthetic allure. These platforms facilitate direct engagement between consumers and content creators, engendering trust and credibility that significantly impacts purchasing intentions (Devi et al., 2024). In contrast, while YouTube (14.1%) and Facebook (10.6%) maintain relevance, especially for consumers who appreciate long-form and in-depth product critiques or belong to older demographics (Yoon, 2023), their influence is comparatively diminished.

The findings underscore the significance of brand recognition, the caliber and credibility of online reviews, and the selection of social media platforms in shaping information adoption and purchasing intentions within the cosmetic industry. Brands must emphasize enhancing visibility and harnessing platforms like TikTok and Instagram to effectively engage their target market. Additionally, nurturing positive reviews while ensuring the perceived credibility of information will be pivotal in influencing consumer purchasing behaviors.

Theoretical Implication

This research study significantly enhances existing knowledge by providing empirical evidence on how the quality, usefulness, and credibility of information influence purchase intentions among young consumers in Sabah regarding local cosmetic products. Previous studies have addressed various factors affecting purchase intentions; however, this study addresses a notable gap by specifically examining the behaviors of young consumers in Sabah within the local cosmetics context. The study expands the theoretical framework of the Information Adoption Model (IAM), to analyze the purchasing decisions of these consumers. In investigating the interconnectedness of information quality, usefulness, credibility, and consumer adoption, the research further develops the IAM framework. A key finding highlights the mediating role of information adoption, reinforcing the model's relevance and underscoring the significance of these informational variables in shaping consumer choices. In today's digital landscape, characterized by an overwhelming presence of online content, this study provides critical insights into how information quality, usefulness, and credibility affect purchase intentions among digitally proficient young consumers. By centering on this demographic, the study broadens understanding of modern consumer behavior within the cosmetics sector and emphasizes the influence of digital contexts on decision-making processes. Ultimately, the research offers substantial contributions to consumer behavior and marketing domains by enhancing the IAM framework and illustrating the vital role of information adoption in today's digital environment.

Managerial Implications

The outcomes of this research provide critical managerial insights for professionals involved in fostering information adoption among younger demographics purchasing local cosmetic products in Sabah. Grasping the driving factors or impediments to information adoption is essential for crafting strategies that enhance consumer engagement, elevate confidence, and stimulate sales. The observation that consumers aged 18 to 35 are more inclined to embrace information presented in a credible and engaging format underscores the necessity of targeted marketing initiatives. To effectively sway the information adoption and purchasing intentions of younger consumers, marketers must prioritize the quality and credibility of information disseminated via social media, their principal platform. Furthermore, this study highlights the pivotal role of information quality in influencing purchasing intentions. Young consumers exhibit a higher propensity to connect with brands that deliver comprehensive and trustworthy product details, including high-resolution images, thorough descriptions, and authentic reviews. This insight suggests that companies should allocate resources towards developing high-quality content that resonates with their target audience. By emphasizing the creation of informative and visually appealing marketing materials, businesses can amplify the perceived value of their offerings and forge stronger connections with younger consumers. Additionally, to foster information adoption, companies should adeptly leverage social media platforms and incorporate influencer marketing strategies that align with the inclinations of younger consumers. By partnering with reputable influencers capable of genuinely endorsing local cosmetic products, the credibility of the information shared can be significantly reinforced, subsequently enhancing its adoption rate. Moreover, to refine the purchasing experience, it is imperative for industry professionals to offer educational resources and workshops that illuminate the importance of information quality, relevance, and credibility. By empowering young consumers with the capability to evaluate information sources, businesses have the potential to nurture a more informed customer base, leading to heightened engagement with local products and increased market competitiveness.

Suggestions and Conclusion

Future research should broaden its demographic focus beyond young consumers in Sabah, aiming to include a diverse age range and various geographic locations. This strategy will bolster the generalizability of findings and enhance understanding of how demographic factors influence information adoption and purchase intentions across different consumer segments. Expanding the sample population may also uncover distinctive trends and behaviors across regions, leading to a richer comprehension of consumer behavior within the cosmetics sector. Longitudinal research designs in forthcoming studies could yield profound insights into the evolution of information adoption and purchase intentions over time. Monitoring shifts in consumer behavior corresponding to changes in information quality, usefulness, and credibility especially in a rapidly evolving digital landscape which can illuminate the long-term effects of these factors.

Additionally, exploring variables such as brand loyalty, social influence, and emotional dimensions may provide a more comprehensive view of the catalysts behind consumer behavior, complementing the current emphasis on information-centric factors. Considering the pivotal influence of social media on consumer attitudes and behaviors, future inquiries should focus on dissecting the dynamics inherent in these platforms. This includes assessing the impact of diverse content types, such as influencer marketing and user-generated content. Incorporating qualitative methodologies like interviews or focus groups can enrich

understanding of consumer motivations and attitudes, yielding a nuanced portrait of the factors that sway purchasing decisions.

Furthermore, engaging in cross-cultural comparisons can reveal how cultural variances shape relationships between information quality, adoption, and purchase intentions. Such insights could be invaluable for local cosmetic brands adapting their strategies for different markets. The conclusions derived from this research highlight critical interrelations between information factors specifically quality, usefulness, and credibility and their effects on the purchase intentions of young consumers regarding local cosmetic products in Sabah. The findings firmly establish that these information factors positively influence information adoption, which in turn significantly dictates purchase intentions. This underscores the vital necessity of delivering high-quality, useful, and credible information to bolster consumer engagement and drive purchasing behavior. This research reveals that information adoption serves a crucial role as a mediator between independent and dependent variables.

The study underscores the effect of quality, usefulness, credibility, and information adoption offered by local cosmetic brands through identified mediation effects. Brands can substantially enhance the likelihood of purchase intent among young consumers by ensuring that information is perceived as reliable and pertinent. Moreover, this research contributes to theoretical frameworks by extending the Information Adoption Model (IAM) into the realm of local cosmetics in Sabah, demonstrating the model's flexibility and relevance in elucidating how various information factors collectively shape consumer decision-making in the digital landscape. It addresses a significant research gap by exploring a demographic that has remained largely overlooked, thus providing valuable insights into modern consumer behavior. From a managerial standpoint, the implications of this study are profound. Stakeholders in the cosmetics industry should prioritize strategies that elevate the perceived quality, usefulness, and credibility of their information outreach.

Engaging consumers via social media and influencer marketing is particularly potent since these platforms resonate well with the identified demographic. Furthermore, providing educational tools to help consumers evaluate information can empower them, fostering a more informed customer base. In summation, this research not only emphasizes the essential role of information factors in elucidating purchase intentions among young consumers in Sabah but also advocates for a collaborative effort between brands and consumers to enhance the quality and credibility of information. Effectively achieving this can lead to elevated levels of information adoption, subsequently driving sales and fostering a more competitive landscape for local cosmetic products.

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Appendix: Question Items

Construct	Items	Questions
Information Quality	IQ1	I feel that the cosmetic products review was credible.
	IQ2	I believe that the cosmetic products review was relevant to meet my needs.
	IQ3	I feel that the cosmetic products review was reliable.
	IQ4	I feel the cosmetic products review was sufficient and detailed.
	IQ5	I believe that the cosmetic products review was comprehensive.
	IQ6	I believe that the cosmetic products review has improved my understanding on product quality.
Information Usefulness	IU1	I found that the cosmetic products review was useful.
	IU2	I found that the cosmetic products review was advantageous.
	IU3	I found that the cosmetic products review informative.
	IU4	I found that the cosmetic products review was valuable.
	IU5	The cosmetic products review enables me to choose product quickly.
Information Credibility	IC1	I believe that the person who shared review on cosmetic products was credible.
	IC2	I feel that the person who shared review on cosmetic products was experienced.
	IC3	I perceive that the person who shared review on cosmetic products was trustworthy.
	IC4	I believe that the person who shared review on cosmetic products was reliable.

	IC5	I perceive that the person who shared review on cosmetic products was honest.
Information Adoption	IA1	I believe that the cosmetic products review made it easier for me to make my purchase decision.
	IA2	I believe that the cosmetic products review enhances my effectiveness in making purchase decision.
	IA3	The cosmetic products review has motivated me to make a purchase decision.
	IA4	I will choose the product according to the cosmetic products review information.
Purchase Intention	PI1	I desire to buy cosmetic products that are promoted.
	PI2	I will buy cosmetic products that are advertised.
	PI3	I am likely to buy cosmetic products that are recommended.
	PI4	I plan to purchase cosmetic products that are shared.