

The Role of Ownership and Attention Drives Buying

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ABSTRAK

Studi ini mengeksplorasi bagaimana kredibilitas ulasan yang dirasakan memengaruhi niat untuk membeli, dengan memperhatikan peran mediasi dari keterhubungan yang dirasakan serta peran moderasi dari kebutuhan akan kognisi. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif, dengan pengumpulan data melalui survei online dari 233 konsumen e-commerce. Hasil studi menunjukkan bahwa kredibilitas ulasan yang dirasakan dan kebutuhan akan kognisi memiliki pengaruh yang signifikan terhadap niat membeli. Selain itu, kredibilitas ulasan berperan dalam meningkatkan perasaan keterhubungan, yang selanjutnya berdampak positif pada niat pembelian. Kebutuhan akan kognisi juga memoderasi hubungan antara keterhubungan dan niat membeli, terutama di kalangan individu yang memiliki kebutuhan kognisi yang tinggi. Faktor psikologis seperti kebutuhan akan kognisi dan rasa keterhubungan sangat penting dalam mempengaruhi niat membeli. Oleh karena itu, pemasar harus memperhatikan ulasan yang dianggap kredibel dan membangun komunitas yang solid untuk meningkatkan niat pembelian, serta merancang strategi komunikasi yang efisien bagi konsumen yang memiliki kebutuhan kognisi tinggi.

This study investigates how perceived review credibility affects purchase intention, with an emphasis on the mediating effect of perceived belongingness and the moderating effect of need for cognition. This research employed a quantitative method, gathering data from 233 online retail customers via an online survey. The study demonstrated that the need for cognition and perceived review credibility had a substantial impact on purchase intention. The increased sense of belongingness from credible review also boosted the desire to buy. It was discovered that the need for cognition moderated the connection between belongingness and purchase intent, particularly among those with a strong desire for cognition. Purchase intention is significantly influenced by psychological factors like the need for cognition and the sense of belongingness. To enhance purchase intention, marketers should prioritize trustworthy reviews, strengthen community

development, and create successful communication tactics for consumers with a strong need for cognition.

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INTRODUCTION

Consumer behaviors in seeking information prior to purchases have been significantly impacted by the advancement of information and communication technology. Online reviews have emerged as a vital source of information that greatly impacts consumers' buying choices in the current digital environment. According to Majali et al. (2022), 70% of consumers trust online reviews nearly as much as personal recommendations. This conclusion highlights the relevance and urgency of the review credibility topic within digital marketing. As reviews that are viewed as credible can impact consumer attitudes and, eventually, their intentions to buy, review credibility is becoming more and more important (Dwidienawati et al. , 2020; Filieri et al. , 2021; Yang & Gong, 2023). Consumers' perceptions of the reliability and authenticity of the reviews they read is referred to as perceived review credibility (Pooja & Upadhyaya, 2024). According to recent research, credible reviews considerably affect purchasing choices while also boosting consumer trust (Fernandes et al. , 2022). In a business context, improving and comprehending perceived review credibility can help companies create better marketing plans and foster customer loyalty (Racherla & Friske, 2012). In addition to review credibility, perceived belongingness, which refers to the emotional connection consumers have to online communities or social groups, is an important factor in this research. Belongingness indicates a sense of inclusion and emotional connection for consumers. The desire to feel connected to and accepted by groups is a basic human need in social psychology (Pang & Zhang, 2024). In marketing, reviews that convey a positive and supportive community can enhance consumers' feelings of belonging, which

which in turn affects their intention to buy (Zhao et al. , 2012).

Despite extensive research by Zhu et al. (2020), Daowd et al. (2021), and Siddiqui et al. (2021) on the link between review credibility and purchase intention, there is still a theoretical gap about how a sense of belonging mediates this connection. The majority of prior studies have concentrated on the cognitive facets of review credibility, ignoring the social and emotional factors that might also influence buying choices. The elements that affect the trustworthiness of online reviews and their effect on buying intentions were studied by Thomas et al. (2019).

They discovered that peripheral cues and argument quality have a substantial impact on review credibility, which subsequently affects purchase intentions. In developing countries, Ventre and Kolbe (2020) studied how review usefulness, trust, and perceived risk affect online purchasing intent, and they demonstrated that trust and purchase intention are both influenced by the usefulness of reviews. Yang and Gong (2023) discovered that in travel ecommerce, trust in the platform and information quality are critical determinants of purchase intent and review credibility.

Additionally, this study highlights a literary gap concerning the moderating role of

the need for cognition in the link between perceived belongingness and purchase intention. Need for cognition refers to a person's inclination to engage in and take pleasure in thinking activities, which can affect how consumers process information and make decisions (Park & Kim, 2021; Esfahani & Reynolds, 2021). However, there has been little research on the moderating effect of this variable on purchase intention and review credibility. Need for cognition was found to influence the accuracy of review recognition and perceived valence by Schreck and Chin (2019). In a similar vein, Hong and Pittman (2020) demonstrated that need for cognition affects purchase intention following the reading of reviews. As a result, this study aims to fill the current theoretical void by examining how the need for cognition moderates and perceived belongingness mediates the connection between review credibility and purchase intention.

Consumers primarily look for reviews on e-commerce sites like Tokopedia, Shopee, and Bukalapak before making a purchase. As a result, it will offer important practical insights into digital marketing tactics in Indonesia to comprehend the interactions between perceived review credibility, perceived belongingness, and need for cognition in this context. The primary aim of this research is to investigate how perceived review credibility affects purchase intention, with perceived belongingness acting as a mediator and need for cognition acting as a moderator in the relationship between perceived belongingness and purchase intention. By improving the comprehension of the psychological processes that influence consumer purchasing choices in relation to online reviews, the study is anticipated to provide theoretical contributions as well as practical ones to marketers in creating more successful communication tactics that boost review credibility and enhance consumers' sense of belonging.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Effect of Need for Cognition

According to Oiknine et al. (2021), the psychological term "Need for Cognition" describes a person's propensity to participate in and take pleasure in activities that require extensive and challenging thought. The Need for Cognition is associated

with a range of personality traits and the propensity of people to engage in and appreciate challenging mental tasks. People with a strong need for cognition are more likely to analyze product information in depth and detail, which can eventually affect their intent to buy the item (Obiedat, 2013; Rathore et al. , 2022; Pradana et al. 2022). As a result, marketers may create more successful advertising plans to target customers with varying levels of Need for Cognition by understanding this construct. In the context of Purchase Intention, the need for cognition has a considerable impact (Indrawan et al. , 2022). According to Levin et al. (2000) and Putrevu (2008), people with a strong desire for cognition are more engaged in the decision-making process and more careful when assessing product information. Additionally, these people invest more cognitive effort in seeking external information before deciding what to buy. Transaction ease also has a significant positive impact on purchase intention, according to Malinda et al. (2023) and Indiani and Fahik (2020).

H1: Need for cognition has a positive and significant impact on Purchase Intention.

The Effect of Perceived Review Credibility

Purchase intention is a crucial factor that motivates customers to make online transactions on e-commerce platforms in today's digital age (Law et al. , 2016; Mahyuzar & Kholifah, 2023). According to Arli et al. (2018) and Saskara and Achmad (2024), purchase intention indicates consumers' preparedness and desire to purchase goods or services online. Trust, perceived risk, and online shopping experience are among the many variables that Ling et al. (2011) claim affect this intention. Trust and perceived risk, in particular, significantly influence consumers' behaviors when making purchases online (Hong & Cha, 2013; Ariffin et al. , 2018; Ferdianto, 2022; Thamanda et al. , 2024). Trust is affected by perceived risk and perceived ease of use, both of which foster favorable attitudes among consumers toward online buying.

Perceived review credibility is also crucial in online shopping decisions (Chih et al. , 2013; Chakraborty & Bhat, 2018; Fitriyani et al. , 2024). Key factors influencing consumers' perceptions of review credibility include the review's content, consistency, and the reviewer's expertise or trustworthiness (Verma & Dewani, 2021). Review source credibility, which is defined as the consumer's perception of the review author's reliability, has a significant impact on how reviews are received and trusted (Fileri et al. , 2018; Hsieh & Li, 2020). Furthermore, perceived review credibility demonstrates its significance in the decision-making process by acting as a mediator between social influence and review adoption (Fang, 2014; Xia & Ha, 2022; Khairunisa et al. , 2024). Additionally, the visual and textual presentation of reviews can enhance source credibility and trust, thereby raising the likelihood of a purchase (Kim et al. , 2020). Trust is positively impacted by the shopping experience, even though it does not greatly affect purchasing intent (Yoo et al. , 2012). While

social risk is relatively unimportant, security risk continues to be a significant obstacle. Overall, the usefulness and trustworthiness of online reviews increase their persuasive impact and are essential in influencing consumer behavior (Filiari et al. , 2021).

H2: Perceived Review Credibility has a positive and significant impact on Purchase Intention.

H3: Perceived Review Credibility has a positive and significant impact on Perceived Belongingness.

The Effect of Perceived Belongingness

Perceived belongingness is a mental state in which a person feels like a vital and essential member of a community, organization, or group. Jung et al. (2022) highlight that, particularly in enhancing purchase intentions, this idea has a major impact on consumer behavior in the field of marketing. In marketing, perceived belongingness relates to how emotionally connected and engaged consumers feel with a brand or its customer community. This sentiment may be fostered through a variety of marketing techniques, including targeted advertising that takes into account consumer identity and values, loyalty programs, and the creation of brand communities (Shin et al. , 2020; Santos et al. , 2022).

Furthermore, the perceived utility and trustworthiness of online reviews affect consumers' intentions to buy things online. When customers find online reviews to be credible and valuable, it boosts their confidence in the item or service. This consumer trust is inversely related to perceived risk, indicating that increased trust leads to decreased perceived risk and increased likelihood of purchase (Qalati et al. , 2021). As a result, marketing tactics that focus on boosting the trustworthiness of online reviews might be a useful way to influence customers' buying choices. The credibility of reviews not only boosts trust but can also enhance consumers' emotional ties to the brand (Zhu et al. , 2020; Noviana, 2023). The combination of trust and perceived belongingness in reviews is essential for fostering long-term purchasing intentions and brand loyalty.

H4: Perceived Belongingness has a positive and significant impact on Purchase Intention. H5: Need for cognition and Perceived Belongingness interaction has a positive and significant impact on Purchase Intention.

H6: Perceived Review Credibility and Perceived Belongingness. interaction has a positive and significant impact on Purchase Intention.

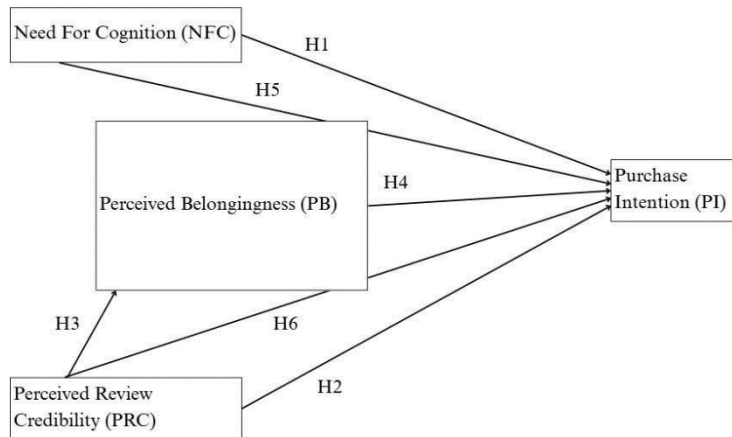


Figure 1. Conceptual Framework

Figure 1 shows the research framework that describes the relationship between Need for Cognition (NFC), Perceived Review Credibility (PRC), Perceived Belongingness (PB), and Purchase Intention (PI). NFC and PRC are assumed to have a positive and significant direct influence on PI. PRC also influences PB, which in turn has an impact on PI. In addition to the direct relationship, this study also tests the interaction effects between NFC and PB and between PRC and PB on PI. This framework suggests that sense of belonging can strengthen the relationship between cognitive factors and review credibility with consumers' overall purchase intention.

RESEARCH METHOD

This research employs a quantitative approach, using surveys as the main tool for gathering data. The survey was carried out via an online questionnaire sent to 233 ecommerce purchasers in Kendari City. Respondents were chosen using a purposive sampling technique, with the requirement that they be over 18 years old and have made at least one online purchase in the previous three months. This method guarantees that the chosen participants are appropriate for the study context. Data was collected via an online survey platform, with voluntary participation and guaranteed anonymity to promote honest questionnaire responses. In this study, indicators were assessed using a 5-point Likert scale that ranged from "strongly disagree" to "strongly agree." Data analysis was carried out using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, which enables the concurrent examination of relationships between latent variables. The analysis procedure consists of two steps: first, assessing the measurement model for reliability and construct validity; second, assessing the structural model to evaluate the relationships between variables in line with the research hypotheses. The SEMPLS method was selected because it can manage complicated models and performs well even with smaller sample sizes. This study also examines whether the need for cognition moderates the connection between perceived belongingness and purchase intention.

RESULTS

Table 1 shows the demographic distribution of 233 respondents based on their last education, gender, and age group. The education category consists of high school graduates, bachelor's degrees, and master's degrees with their respective numbers and percentages. Gender is divided into male and female, indicating the gender composition of the respondents. Age groups are grouped into 22-28, 29-35, 35-35, and 36-42 years. This data briefly describes the demographic profile of the respondents.

Table 1. Characteristics of participants

Characteristics		Count	Percentage
Last Education	High School	46	19.74
	Bachelor's Degree	98	42.06
	Master's Degree	89	38.20
Gender	Man	77	33.05
	Woman	156	66.95
Age	22-28	76	32.62
	29-35	90	38.63
	35-35	40	17.17
	36-42	27	11.59

Table 1 Characteristics of participants provides a profile of the sample respondents, totaling 233 individuals, categorized by highest education level, gender, and age range. Based on their highest education level, 46 individuals (19.74%) have a high school education, 98 individuals (42.06%) hold a bachelor's degree, and 89 individuals (38.20%) have a master's degree. By gender, there are 77 men (33.05%) and 156 women (66.95%). Regarding age, 76 individuals (32.62%) are between 22-28 years old, 90 individuals

(38.63%) are between 29-35 years old, 40 individuals (17.17%) are between 35-36 years old, and 27 individuals (11.59%) are between 36-42 years old. This profile provides a demographic overview of the 233 e-commerce buyers who were part of this study or survey sample.

Table 2. Assessment of PLS-SEM

Variables	Items	Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Perceived Review Credibility (PRC)	PRC1	<u>0.905</u>	0.934	0.953	0.835
	PRC2	<u>0.909</u>			
	PRC3	<u>0.909</u>			
	PRC4	0.931			
Perceived Belongingness (PB)	PB1	<u>0.891</u>	0.961	0.969	0.861
	PB2	<u>0.924</u>			
	PB3	<u>0.956</u>			
	PB4	<u>0.925</u>			
	PB5	0.941			
Need for Cognition (NFC)	NFC1	<u>0.922</u>	0.939	0.950	0.793
	NFC2	<u>0.873</u>			
	NFC3	<u>0.896</u>			
	NFC4	<u>0.883</u>			
	NFC5	0.879			
Purchase Intention (PI)	PI1	<u>0.923</u>	0.938	0.954	0.837
	PI2	<u>0.947</u>			
	PI3	<u>0.892</u>			
	PI4	0.898			

Table 2 presents the reliability and validity analysis results of various items measuring four constructs: Perceived Review Credibility (X), Purchase Intention (Z),

Need for Cognition (M), and Perceived Belongingness (Y). Each item shows a high loading value, indicating strong correlation with the measured construct. Cronbach's Alpha values for each construct exceed 0.7, indicating good internal reliability. Composite Reliability for all constructs is above 0.9, demonstrating high internal consistency. The Average Variance Extracted (AVE) values for all constructs are over 0.7, indicating strong convergent validity. Thus, this table confirms that the instruments used in this study are valid and reliable for measuring the intended constructs.

Table 3. Predictive relevance analysis of Purchase Intention

Variable	R Square	Q²
Perceived Belongingness	0.638	0.854
Purchase Intention	0.597	

Table 3 shows that the variables studied include the influence of Perceived Review Credibility on Perceived Belongingness and Purchase Intention. The findings indicate R Square values of 0.638 and 0.597, suggesting that the research model explains the variability in Z and Y quite well. Adjusted R Square values show a slight decrease but still reflect a high level of certainty. The Q² value calculated from the Stone-Geisser formula is 0.854.

Table 4. Discriminant Validity with HTMT

Variable	NFC	PRC	PI	PB
NFC				
PRC	0.426			
PI	0.495	0.761		
PB	0.486	0.814	0.791	

Discriminant validity was assessed using the HTMT (Heterotrait-Monotrait Ratio) method. Discriminant validity on Table 4 measures the extent to which a construct is distinct from other constructs in the research model. In this table, the HTMT ratios between the various measured constructs are presented. Values below 0.85 or 0.90 indicate good discriminant validity. All HTMT values in this table are below the 0.85 threshold, indicating adequate discriminant validity for the constructs. The

measured constructs include Perceived Review Credibility, Purchase Intention, Need for Cognition, and Perceived Belongingness.

Table 5. Path Coefficient and Hypotheses Testing

Path	Original Sample	Standard Deviation	T Statistics	P Values
Need for cognition -> Purchase Intention	0.180	0.054	3.302	0.001
Perceived Review Credibility -> Purchase Intention	0.293	0.098	2.978	0.003
Perceived Review Credibility -> Perceived Belongingness	0.772	0.047	16.605	0.000
Perceived Belongingness -> Purchase Intention	0.423	0.117	3.621	0.000
Need for cognition -> Perceived Belongingness -> Purchase Intention	0.096	0.041	2.368	0.018
Perceived Review Credibility -> Perceived Belongingness -> Purchase Intention	0.327	0.089	3.658	0.000

The hypothesis analysis results on Table 5 show that there is a positive and significant effect of Need for Cognition on Purchase Intention with an original sample of 0.180, standard deviation of 0.054, T statistic of 3.302, and P value of 0.001. This means that individuals with a higher need for cognition tend to have higher purchase intentions. Additionally, Perceived Review Credibility also positively and significantly affects Purchase Intention with an original sample of 0.293, standard deviation of 0.098, T statistic of 2.978, and P value of 0.003. When reviews are perceived as credible, it increases the likelihood of purchase intention.

Moreover, there is a very strong and significant positive effect of Perceived Review Credibility on Perceived Belongingness with an original sample of 0.772, standard deviation of 0.047, T statistic of 16.605, and P value of 0.000. Credible reviews significantly enhance the sense of belonging. Perceived Belongingness itself has a positive and significant impact on Purchase Intention with an original sample

of 0.423, standard deviation of 0.117, T statistic of 3.621, and P value of 0.000. A higher sense of belonging increases purchase intention.

The interaction between Need for Cognition and Perceived Belongingness significantly affects Purchase Intention with an original sample of 0.096, standard deviation of 0.041, T statistic of 2.368, and P value of 0.018. This indicates that the combined effect of these two factors enhances purchase intention. In this context, Need for Cognition moderates the influence of Perceived Belongingness on Purchase Intention, meaning that an individual's cognitive need can strengthen or weaken the impact of the sense of belonging on purchase intention.

Finally, the indirect effect of Perceived Review Credibility on Purchase Intention through Perceived Belongingness is significant with an original sample of 0.327, standard deviation of 0.089, T statistic of 3.658, and P value of 0.000. This indicates that credible reviews not only have a direct impact on purchase intention but also indirectly through enhancing the sense of belonging, which in turn increases purchase intention. Thus, each hypothesis is supported by the data, showing significant effects on purchase intention, both directly and indirectly through mediating variables such as the sense of belonging.

CONCLUSION

The hypothesis analysis reveals a strong positive correlation between Purchase Intention and Need for Cognition, or the desire for deep thought. This implies that people who enjoy deep thinking are more likely to intend to purchase a good or service. This validates the significance of psychological elements in shaping consumer behavior. This study also discovered that Perceived Review Credibility has a noteworthy favorable impact on buying intention. Consumers' purchase intention increases with the trustworthiness of product reviews. Review credibility influences both product perception and actual behavior. In addition, review credibility is closely related to perceived belongingness, which is the user's sense of belonging to the community, and this relationship eventually influences purchase intention. When consumers view reviews as reliable, they experience a bond with the user community that enhances their intention to buy. The Need for Cognition also interacts with Perceived Belongingness, increasing its impact on purchase intention. In conclusion, this research emphasizes the significance of social and psychological elements in influencing consumer buying behavior.

There are a number of restrictions in this investigation. Initially, participants were limited to a single location, specifically

Therefore, caution must be exercised when generalizing to a larger population. Second, data were gathered through an online survey method that depends on respondents' subjective opinions and is vulnerable to social bias and judgment mistakes. To enhance the generalizability of the findings, future research should include participants from various cities or nations. Furthermore, a mixed methods strategy that includes both quantitative surveys and qualitative interviews can

enhance comprehension of the social and psychological factors involved in online buying decision making. Trust in the platform, brand loyalty, or the impact of digital influencers are among other factors that researchers may take into account.

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