

The Effect of the Information Sidedness of Blogger-Generated Content on Consumers' Impulsive Purchase Intentions

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Abstract. Nowadays, consumers have access to increasingly diverse channels for learning about products, including product-related content generated by product-reviewing bloggers. As a type of influencer, product-reviewing bloggers often provide not only positive information about products but also negative information, thereby exerting a two-sided persuasive effect on consumers. Based on two-sided persuasion theory, this study classifies product-reviewing bloggers from the perspectives of KOLs and KOCs, and examines the effect of information sidedness in product-reviewing bloggers' generated content on consumers' impulsive purchase intentions. Using a questionnaire survey and data analysis, this study finds that information sidedness in product-reviewing bloggers' generated content has a positive effect on consumers' impulsive purchase intentions. In addition, the type of product-reviewing bloggers has a significant moderating effect on the relationship between information sidedness and consumers' impulsive purchase intentions. The findings of this study provide practical implications for product-reviewing bloggers' content creation, companies' cooperation strategies with product-reviewing bloggers, and consumers' use of product-reviewing bloggers as a reference source.

Keywords: KOL, KOC, information sidedness, impulsive purchase intention, product-reviewing bloggers

1. Introduction

With the development of the Internet and social media platforms, consumers now have more channels to learn about products. Product information has also become more open and easier to find. As online shopping becomes a common way of shopping, many consumers search for information about a target product before they decide whether to buy it. However, more information does not always make the decision easier. When consumers face too much product information at once, their cognitive load may increase. They may spend more time comparing opinions, prices, and product details. In this situation, some consumers read posts from product-review bloggers on social media platforms. These posts and opinions can help them sort out useful information and make purchasing decisions more quickly.

Product-reviewing bloggers usually collect product information, try products themselves, and write content based on their own product-use experiences. Their content may influence consumers' decision-making process and purchasing behavior. Compared with sales-oriented influencers, these bloggers are often viewed as more objective because their content is not only about promotion. In many cases, their reviews include both the advantages and disadvantages of the same product, so the content generated by product-reviewing bloggers can be regarded as a form of two-sided information and can serve as a two-sided information strategy for consumers to some extent [1]. As a persuasive strategy, two-sided information can help consumers build trust in product-reviewing bloggers. It can also make the content created by product-reviewing bloggers appear more objective, reliable, and authentic [1, 2].

Impulsive purchasing is usually seen as a purchasing process that involves little planning, immediacy, desire, and subjective enjoyment [3]. On social media, product-reviewing bloggers often act as opinion leaders. Their generated content may affect consumers' attitudes and choices, and their reviews may also stimulate consumers' impulsive purchase intentions [4]. However, the role of information sidedness in this process has not been fully discussed. In particular, existing studies have paid limited attention to how information sidedness in product-reviewing bloggers' generated content affects consumers' impulsive purchase intentions. Based on this research gap, this research draws on two-sided persuasion theory and focuses on the generated content of product-reviewing bloggers. Through a questionnaire survey, this research examines the influence of information sidedness on consumers' impulsive purchase intentions. It also gives practical suggestions on how product-reviewing bloggers can adjust the proportion of positive and negative information in their review content, so that they can recommend products more effectively or discourage consumers from buying unsuitable products.

2. Literature review and hypothesis formulation

2.1. Two-sided persuasion theory

Two-sided Persuasion Theory suggests that people are more likely to be persuaded by messages that contain both positive and negative information. Compared with one-sided information that only presents product-related messages from a single perspective, two-sided information can increase consumers' purchase intentions by improving their acceptance of negative evaluations [2]. In the content generated by product-reviewing bloggers, in order to avoid the effect of "unrealistic perfection" and to demonstrate objectivity, bloggers may also provide negative evaluations of products. As a result, the credibility of their generated content is also enhanced [5]. In product-reviewing bloggers' generated content, the simultaneous presence of positive and negative information indicates information sidedness. The more similar the proportions of positive and negative evaluations are, the higher the degree of information sidedness. However, at present, relatively few studies have focused specifically on product-reviewing bloggers as a type of blogger, or on information sidedness in the content generated by different types product-reviewing bloggers. Therefore, from the perspective of information sidedness in the content generated by different types of product-reviewing bloggers, this study examines its effect on consumer behavior.

2.2. Impulsive purchase intention

Impulsive purchasing is defined as an unplanned and immediate purchase, while impulsive purchase intention refers to consumers' psychological thoughts or tendencies [3]. Since impulsive purchase

behavior is transformed from impulsive purchase intention, this study mainly focuses on impulsive purchase intention. At present, relatively few studies have integrated product-reviewing bloggers, two-sided persuasion theory, and impulsive purchase intention into one research framework. As information sidedness increases, that is, as the proportions of positive and negative information in generated content become closer to being equal, the persuasive effect of two-sided information becomes more obvious. Consumers will perceive the content generated by product-reviewing bloggers as more credible, and their acceptance of negative product information will also increase, thereby having a positive effect on consumers' impulsive purchase intention [2]. Therefore, this paper proposes the following hypothesis:

H1: Two-sided information has a positive effect on impulsive consumption behavior. When the information sidedness generated by the product-reviewing blogger increases, consumers' impulsive purchase intentions increase.

2.3. Product-reviewing bloggers

Influencers generate content based on product information and actual user experiences, thereby influencing consumers' purchasing behavior [6]. In influencer-generated content, the information sidedness of "product recommendation" videos can also influence consumers' purchasing behavior [7]. At the same time, product-reviewing bloggers can be divided into Key Opinion Leaders (KOLs) and Key Opinion Consumers (KOCs) based on their review perspectives. KOLs usually have professional product knowledge and rich product-use experience, while KOCs are more likely to evaluate products from the perspective of ordinary consumers [8]. When product-reviewing bloggers act as KOLs, they often evaluate products through their professional knowledge and actual product-use experience, and these evaluations may influence consumers' purchasing behavior. If consumers are influenced by opinion leaders, they may slowly develop recognition of and trust in the products introduced by them. This may strengthen the positive effect of information sidedness on impulsive purchase intention [9, 10]. However, when product-reviewing bloggers act as KOCs, their follower base is usually smaller than that of Key Opinion Leaders, and their product evaluations are more closely related to personal use experiences and feelings. In this case, consumers may think these evaluations are less professional or less suitable for their own situation. As a result, the positive effect of information sidedness on impulsive purchase intention may be reduced. Existing studies have examined the effects of influencers and KOLs on consumer behavior separately, but there is still not enough specialized research on product-reviewing bloggers as a specific type of blogger. Therefore, this research proposes the following hypothesis:

H2: When the product-reviewing blogger type is KOL, the positive effect of information sidedness on impulsive purchase intention increases.

H3: When the product-reviewing blogger type is KOC, the positive effect of information sidedness on impulsive purchase intention decreases.

In summary, the research model proposed in this paper is shown in Figure 1.

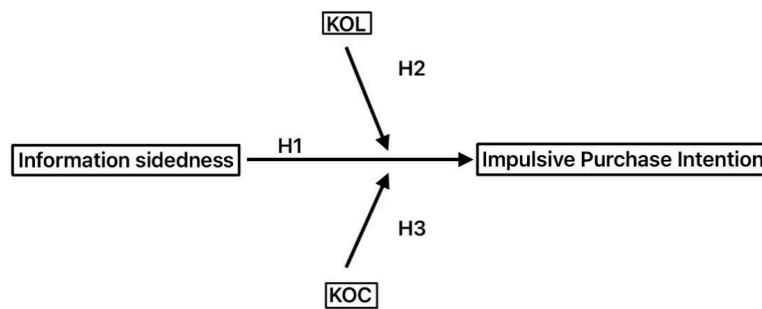


Figure 1. Research model

3. Research methods

3.1. Survey design

The survey aimed to examine the positive effect of the information sidedness in the content generated by the product-reviewing bloggers on consumers' impulsive consumption intentions, and the moderating effect of the product-reviewing bloggers being KOLs and KOCs respectively. The survey was conducted through a questionnaire, which was shared between friends on Wenjuanxing and WeChat.

The questionnaire items were all derived from scales developed from relevant mature studies. Among them, the information sidedness was taken from the study of Filieri et al., consisting of three items such as "After watching the review, I think the evaluation of the product in the review content is both positive and negative" [11]; the impulsive purchase intention was taken from Beatty and Ferrell, consisting of three items such as "After watching the review, I will have an unplanned and unthinking purchase impulse" [12]. The reliability of the scale was tested using Cronbach's α coefficient. The reliability test results are shown in Table 1. The α of information sidedness was 0.789, and the α of impulsive purchase intention was 0.829, both greater than 0.7, indicating that the scale has good reliability. All items were evaluated using a seven-point Likert scale. Factor analysis showed that the scale's Bartlett sphericity was less than 0.01, indicating significance, and the KMO value was 0.732, greater than 0.5.

Table 1. Test results of the scale

Cronbach's α coefficient	
information sidedness	impulsive purchase intention
0.789	0.829

In both the information sidedness and impulsive purchase intention dimensions, the absolute value of the factor loading coefficient for each item exceeded 0.6, indicating that the variables have good validity, as shown in Table 2 below.

Table 2. Rotated component matrix

		Element	
		1	2
I1	After watching the review videos, I feel the product evaluations are both positive and negative.	0.864	
I2	After watching the review videos, I feel the ratio of positive to negative feedback is roughly equal.	0.891	
I3	After watching the review videos, I have a comprehensive understanding of both the positive and negative aspects of the product.	0.821	
IB1	After watching the review videos, I might experience an unplanned and impulsive purchase.		0.819
IB2	After watching the review videos, I might experience an irrational purchase.		0.823
IB3	After watching the review videos, I might experience a reckless purchase.		0.845

3.2. Results analysis

First, the sample overview. A total of 212 valid questionnaires were collected. Among them, 177 were female (83.49%), primarily aged 35 and above (45.75%), with most holding a bachelor's degree (65.09%), and most having a monthly income of over 8,000 yuan. 41.04% of respondents chose KOLs as the most memorable type of review blogger. Next, the hypotheses were tested.

First, linear regression analysis showed that the higher the information sidedness of the content generated by the product-reviewing blogger, the more likely consumers were to have impulsive purchase intentions ($p < 0.01$), as shown in Tables 3 and 4 below, validating H1. For consumers, compared to only receiving positive or negative information, receiving both positive and negative information about the product in the product-reviewing blogger's content increases the authenticity of the product information and reduces the unreliability of the "perfect product" claim. The reliability of the content generated by the product-reviewing blogger also increases. Therefore, consumers are more likely to believe the content generated by the product-reviewing blogger and have impulsive purchase intentions.

Table 3. Model fit test

R	R-squared	Adjusted R-squared	Standard Error of the Estimate	Significance
0.294	0.087	0.082	1.36184	<0.01

Table 4. Regression model coefficients

	Unstandardized coefficients		Standardized coefficients		
	β	Standard error	β	t	Significance
(constant)	2.169	0.436		4.972	<0.01
two-sidedness of the information	0.374	0.084	0.294	4.461	<0.01

Secondly, the data were divided into two groups based on the type of review blogger chosen: KOLs and KOCs. With information sidedness as the independent variable and impulsive purchase intention as the dependent variable, linear regression analysis was used to examine the moderating effect of product-reviewing blogger type on the positive effect of information sidedness on

impulsive purchase intention in both groups. According to the linear regression analysis results, when the product-reviewing blogger type was KOL, the positive effect of information sidedness on impulsive purchase intention increased ($p < 0.01$), as shown in Tables 5 and 6 below, validating H2. When product-reviewing bloggers introduce products from an expert or professional perspective, the persuasiveness of the generated content is further enhanced, and consumers' trust in the product-reviewing bloggers increases accordingly. Their acceptance of negative information about the product also strengthens, thus making consumers more likely to have impulsive purchase intentions.

Table 5. Model fit test

	R	R-squared	Adjusted R-squared	Standard Error of the Estimate	Significance
Main Effect	0.395	0.156	0.146	1.29583	<0.01
KOL Model	0.395	0.156	0.146	1.29583	<0.01
KOC Model	0.213	0.045	0.038	1.40248	0.017

Table 6. Regression model coefficients

		Unstandardized Coefficients		Standardized Coefficients		
		β	Standard Error	β	t	Significance
Main Effect	(Constant)	2.169	0.436		4.972	<0.01
	Information Sidedness	0.374	0.084	0.294	4.461	<0.01
KOL Model	(Constant)	1.948	0.592		3.293	0.01
	Information Sidedness	0.447	0.113	0.395	3.969	<0.01
KOC Model	(Constant)	2.458	0.633		3.885	<0.01
	Information Sidedness	0.297	0.123	0.213	2.421	0.017

When the product-reviewing blogger type is KOC, the positive effect of the information sidedness of the content generated by the product-reviewing blogger on impulsive purchase intention is significantly reduced ($p < 0.05$). This result is significantly different from the situation where the product-reviewing blogger type is KOL, as shown in Tables 5 and 6 above. Therefore, H3 is supported. When product-reviewing bloggers introduce products from the perspective of consumers, their evaluations are usually based on personal usage experiences, feelings, and perceptions. Compared with KOLs, KOCs usually have a smaller audience. Consumers may also think that the evaluation of a product-reviewing blogger as a KOC is not fully applicable to their own situation. As a result, their trust in the information sidedness may decrease. Therefore, consumers are less likely to form impulsive purchase intention.

4. Research results and discussion

4.1. Research results

This research uses a questionnaire survey to explore the effect of the information sidedness in content generated by product-reviewing bloggers on consumers' impulsive purchase intentions, and the moderating effect of product-reviewing blogger type. The main conclusions are as follows:

First, two-sided information has a positive effect on impulsive consumption behavior; as the information sidedness in content generated by product-reviewing bloggers increases, consumers' impulsive purchase intentions increase.

Second, when the product-reviewing blogger type is KOL, the positive effect of the information sidedness in the content generated by product-reviewing bloggers on consumers' impulsive purchase intentions increases.

Third, when the product-reviewing blogger type is KOC, the positive effect of the information sidedness in the content generated by product-reviewing bloggers on consumers' impulsive purchase intentions decreases.

4.2. Theoretical significance

The findings of this research demonstrate the positive effect of the information sidedness in the content generated by product-reviewing bloggers on consumers' impulsive purchase intentions. This research also shows the moderating effect of product-reviewing blogger type. By combining information sidedness with product-reviewing bloggers, this research classifies product-reviewing bloggers into KOLs and KOCs based on their generated content. In this way, this research provides a useful reference for future research on product-reviewing bloggers. It also shows how two-sided persuasion theory can be applied to the content generated by product-reviewing bloggers. At the same time, this research also broadens the research scope on the relationship between information sidedness and consumers' impulsive purchase intentions.

4.3. Practical significance

Firstly, based on the positive effect of information sidedness on consumers' impulsive purchasing intentions, this research gives suggestions for the content creation of product-reviewing bloggers. Product-reviewing bloggers should have genuine product experience before creating review content. Based on their actual experience, these bloggers can adjust the ratio of positive reviews to negative reviews in their generated content. A proper ratio can help them recommend a product more effectively, or discourage viewers from purchasing it when the product is not suitable. By improving the information sidedness of their reviews, they can provide viewers with more authentic product information. Viewers may then understand the product more completely, instead of only seeing its advantages. This process can also improve the credibility and reliability of product-reviewing bloggers. Over time, a more balanced review style may help them build a better reputation among consumers.

Secondly, based on the positive effect of information sidedness on consumers' impulsive purchasing intentions, this research gives suggestions for consumer purchasing behavior. When consumers read content generated by product-reviewing bloggers, this type of information may lead to impulsive consumption. In some cases, consumers may buy products they do not really need, which can cause unnecessary spending. For this reason, consumers should not depend on only one source of information when reading product reviews. They can compare information from different channels and different bloggers before making a decision. By doing so, consumers may make more rational judgments and reduce unnecessary waste.

Finally, based on the moderating effect of different types of product-reviewing bloggers, this research gives suggestions for marketers on how to choose and work with them for promotion. After reading product-reviewing content, consumers may have different feelings and information acceptance levels. For this reason, brands can choose suitable types of product-reviewing bloggers according to different product types. Brands can also decide the amount of positive and negative product information in promotional content. With this arrangement, consumers may understand the

product more clearly, form a positive impression of the product, and develop a willingness to purchase.

5. Conclusion

The results of this study indicate that the higher the information sidedness in the content generated by product-reviewing bloggers, the more likely consumers are to have impulsive purchase intentions. When the product-reviewing blogger type is KOL, consumers are more likely to have impulsive purchase intentions, while when the product-reviewing blogger type is KOC, consumers are less likely to have impulsive purchase intentions. Further conclusions suggest that the information sidedness in the content generated by product-reviewing bloggers has a positive effect on consumers' impulsive purchase intentions, and the type of product-reviewing blogger has a significant moderating effect on the relationship between information sidedness and consumers' impulsive purchase intentions. When the product-reviewing blogger type is KOC, the positive effect of information sidedness on consumers' impulsive purchase intentions is reduced. This research provides valuable references for future research in this area, primarily influencing the definition and classification of product-reviewing bloggers and introducing two-sided persuasion theory to combine information sidedness with the content generated by product-reviewing bloggers. Future research should focus more on the effect of different proportions of positive and negative information in the two-sided information on consumers' impulsive purchase intentions, and the moderating effects of consumer age and gender, among other areas.

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