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The Influence of Information Quality, Convenience, and Customization on Purchase Intention through Perceived Value: A Study of Customized Cake Purchases via Social Media

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ABSTRACT

This study aims to examine the effects of information quality, convenience, and customization on purchase intention, with perceived value as a mediating variable, in the context of food and beverage SMEs using social media. The research focuses on Instagram users who have seen, interacted with, or purchased customized cakes. Data will be collected through a survey of 240 respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. This study is expected to contribute theoretically by extending the Theory of Planned Behavior to the domain of digital consumer behavior and methodologically by demonstrating the application of Importance-Performance Map Analysis (IPMA) in PLS-SEM. Practically, the research is anticipated to provide insights for SMEs in enhancing perceived value through accurate information, seamless convenience, and personalized services to strengthen purchase intention in competitive online markets. In addition, the findings are expected to guide digital marketing strategies for SMEs in building sustainable customer relationships and long-term competitiveness.

Keywords – Information Quality, Convenience, Customization, Perceived Value, Purchase Intention, PLS-SEM

INTRODUCTION

The rapid advancement of digital technology has transformed consumer behavior, particularly in the food and beverage (F&B) industry, where purchasing decisions are increasingly influenced by online platforms (Kotler et al., 2021). Internet adoption among small and medium enterprises (SMEs) has expanded beyond promotional activities to include online ordering and transaction processes, with 25.70% of businesses utilizing digital platforms to receive orders and 18.59% for promotional purposes (BPS, 2024). Social media, especially Instagram, has become a dominant marketing channel that integrates visual engagement with interactive communication, shaping consumer purchase intention in digital commerce (Hamami et al., 2025). One emerging phenomenon in this digital landscape is the growing popularity of Korean-style cakes, characterized by minimalist aesthetics, pastel colors, and personalization, which resonate with evolving consumer preferences (Google Trends, 2025). SMEs such as Layca. Cake use Instagram to promote customized cakes by highlighting both aesthetic appeal and personalized design, aiming to capture consumer interest in niche markets (Nugraha, Santoso, & Aditya, 2023). However, despite having a substantial follower base, Layca. Cake struggles with relatively low engagement and slower audience growth compared to competitors like Mint Patisserie, illustrating challenges in maintaining effective digital marketing strategies (Kim & Park, 2023). These market discrepancies emphasize the importance of digital marketing attributes such as information quality, convenience, and customization in shaping consumer perceptions (Molinillo, Anaya-Sánchez, & Liébana-Cabanillas, 2021). Accurate and reliable product information reduces consumer uncertainty, while seamless access and personalized offerings enhance functional and emotional value (Yoo, 2023). Together, these factors contribute to perceived value, a construct widely recognized as a key determinant of consumer purchase intention, yet one that is often under-optimized in social commerce contexts (Luc & Le, 2023).

1.1 Research Gaps

Although digital consumer behavior has been widely studied, most prior research tends to investigate information quality, convenience, and customization separately rather than in an integrated framework

(Perdana & Listyorini, 2024). Studies focusing only on single or partial variables fail to explain the combined mechanisms that shape consumer purchase intention in digital commerce (Molinillo et al., 2021). Furthermore, perceived value has often been examined as a direct antecedent of purchase intention, but its mediating role between multiple digital marketing factors remains underexplored (Luc & Le, 2023). In the context of SMEs, particularly custom cake businesses on Instagram, limited empirical research has addressed how digital strategies influence consumer perceptions and purchase decisions despite their increasing reliance on social commerce (Rodríguez-Ardura et al., 2024). Existing studies also highlight that information quality and convenience affect consumer trust, yet little is known about how these factors interact with customization to jointly enhance perceived value and purchase intention (Yoo, 2023). Therefore, this study addresses these research gaps by testing a comprehensive model that integrates all three factors with perceived value as a mediator, offering both theoretical and practical contributions to the field of digital marketing and social commerce (Cao et al., 2025).

1.2 Significance of Research

This research is significant because it integrates information quality, convenience, and customization into a unified framework with perceived value as a mediator, thereby extending the Theory of Planned Behavior (Ajzen, 1991) into the context of social commerce. Previous studies often examined these variables separately, but this study addresses the gap by offering a more comprehensive model that explains how digital marketing factors simultaneously shape purchase intention (Perdana & Listyorini, 2024). The findings also reinforce the role of perceived value as a psychological mechanism linking marketing attributes to consumer decision-making, providing a stronger theoretical contribution to digital consumer behavior research (Molinillo et al., 2021). Practically, the study benefits SMEs in the food and beverage sector, especially custom cake businesses on Instagram, by showing that accurate information, seamless convenience, and personalized products are essential strategies to enhance purchase intention (Yoo, 2023). Therefore, the research holds both theoretical relevance and managerial implications for improving competitiveness in the evolving digital marketplace (Rodríguez-Ardura et al., 2024).

LITERATURE REVIEW

2.1 Research Variable

2.1.1 Purchase Intention

Purchase intention has long been recognized as a central construct in consumer behavior studies, serving as a reliable predictor of actual purchasing behavior (Fishbein & Ajzen, 1975). It refers to consumers' willingness or tendency to buy a product or service based on rational and emotional considerations, reflecting their cognitive and affective evaluations before making purchase decisions (Kotler & Keller, 2016). Prior studies confirm that purchase intention consistently correlates with real purchasing behavior, although situational factors such as price and product availability may affect its realization (Morwitz, 2014). In digital contexts, it is influenced by both internal factors such as perceived value and trust and external ones, including information quality, convenience, and social influence (Nguyen et al., 2022). In this study, purchase intention is positioned as the dependent variable, shaped by the mediating role of perceived value.

2.1.2 Information Quality

Information quality has long been recognized as a critical factor in shaping consumer evaluations, as accurate and reliable content reduces uncertainty and supports better decision-making (Zeithaml, 1988).

High-quality information enables consumers to assess products more effectively, enhances the credibility of digital platforms, and increases perceived value, which in turn fosters purchase intention (Lu et al., 2024). Empirical findings further confirm that accurate and comprehensive information positively strengthens perceived value and mediates its effect on purchase intention (Anjelita et al., 2023).

2.1.3 Convenience

Convenience has been a foundational concept in consumer behavior, traditionally defined as the reduction of time and effort required in purchasing and consumption processes (Berry et al., 2002). It reflects consumers' perception of ease and efficiency across stages such as access, transaction, and delivery (Zeqiri et al., 2023). By minimizing non-monetary costs, convenience enhances perceived value and directly strengthens purchase intention. Recent studies further emphasize that ease of access, flexible payment options, and efficient delivery are among the most critical determinants of online purchase behavior (Wang et al., 2023).

2.1.4 Customization

Customization was first popularized by Pine (1993) through the concept of mass customization, which emphasized tailoring products and services to meet individual customer preferences without sacrificing efficiency. Building on this foundation, customization allows consumers to personalize offerings according to their needs, thereby enhancing functional, emotional, and social value (Molinillo et al., 2021). In social commerce, customization often occurs through direct interaction, such as requests via comments or private messages, which increase satisfaction and loyalty. Personalized features not only enhance perceived value but also significantly reinforce purchase intention (Trentin, 2024).

2.1.5 Perceived Value

Perceived value was first conceptualized by Zeithaml (1988) as the consumer's overall assessment of a product's utility based on the trade-off between benefits received and sacrifices made. Building on this foundation, perceived value is consumers' overall evaluation of the benefits they receive relative to the sacrifices they make, encompassing functional, emotional, and social dimensions (Kotler & Keller, 2022). In digital consumption, perceived value is multidimensional and serves as a key predictor of purchase intention (Phan & Le, 2023). It also acts as a mediating variable, explaining how information quality, convenience, and customization shape purchase intention. Clear information, seamless transactions, and personalized offerings consistently enhance perceived value, thereby driving stronger purchase intentions (Molinillo et al., 2021).

2.2 Propositions Development

2.2.1 The Propositions between Information Quality and Perceived Value

Information quality has been widely recognized as a key antecedent of perceived value, as accurate, transparent, and relevant information reduces uncertainty and enhances consumers' functional and emotional evaluations of products (Yoo, 2023). In online contexts, high-quality information increases trust and strengthens consumer confidence, which ultimately raises perceived value (Nguyen & Bui, 2024).
P_1: Information quality positively influence perceived value

2.2.2 The Propositions between Convenience and Perceived Value

Convenience also plays an essential role in shaping perceived value. By minimizing transactional friction, such as simplifying ordering, offering flexible payment methods, and ensuring efficient communication, convenience enriches consumer experiences and increases perceived value (Zeqiri, Berisha-Shaqiri, & Gashi, 2023). Prior studies confirm that convenience not only improves perceived value but also directly fosters purchase intention (Wang et al., 2023)

P_2: Convenience positively influence perceived value

2.2.3 The Propositions between Customization and Perceived Value

Customization further enhances perceived value by allowing consumers to tailor products and services to personal preferences, thereby strengthening both functional and emotional benefits (Molinillo et al., 2021). Personalization has been shown to foster psychological ownership and uniqueness, which in turn stimulate purchase intention (Li, 2022).

P_3: Customization positively influence perceived value

2.2.4 The Propositions between Perceived Value and Purchase Intention

Perceived value itself is considered a robust predictor of purchase intention, as it reflects the trade-off between benefits received and sacrifices made (Lu, Fan, & Zhang, 2024). Studies in digital commerce consistently demonstrate that when consumers perceive greater value, they exhibit stronger willingness to purchase (Wang et al., 2023).

P_4: Perceived value positively influence purchase intention

2.2.5 The Mediating role of Perceived Value in the relationship between information Quality and Purchase Intention

Beyond direct effects, perceived value has been identified as a key mediator linking information quality to purchase intention. High-quality information enhances perceived value, which then drives consumer purchase decisions (Liu, Chen, & Lin, 2023). Evidence suggests that without sufficient perceived value, improvements in information quality alone may not translate into purchase intention (Nguyen & Bui, 2024).

P_5: The Influence of Perceived value in the relationship between Information Quality and Purchase Intention

2.2.6 The Mediating role of Perceived Value in the relationship between Convenience and Purchase Intention

Convenience exerts its impact on purchase intention primarily through perceived value. By reducing time, effort, and uncertainty, convenience strengthens perceived value, which subsequently increases the likelihood of purchase (Sun, Wang, & Lee, 2023). This mediation mechanism has been consistently observed across digital platforms and consumer segments (Sae-tae, 2024).

P_6: The Influence of Perceived value in the relationship between Convenience and Purchase Intention

2.2.7 The Mediating role of Perceived Value in the relationship between Coustomization and Purchase Intention

Customization has also been shown to influence purchase intention through perceived value. By enhancing both utilitarian and hedonic benefits, customization creates higher perceived value, which explains why personalized offerings increase consumer purchase likelihood (Nobile, 2023). The mediation

effect is particularly strong when outcome quality and customization processes meet consumer expectations (Trentin, 2024).

P7: The Influence of Perceived value in the relationship between Customization and Purchase Intention
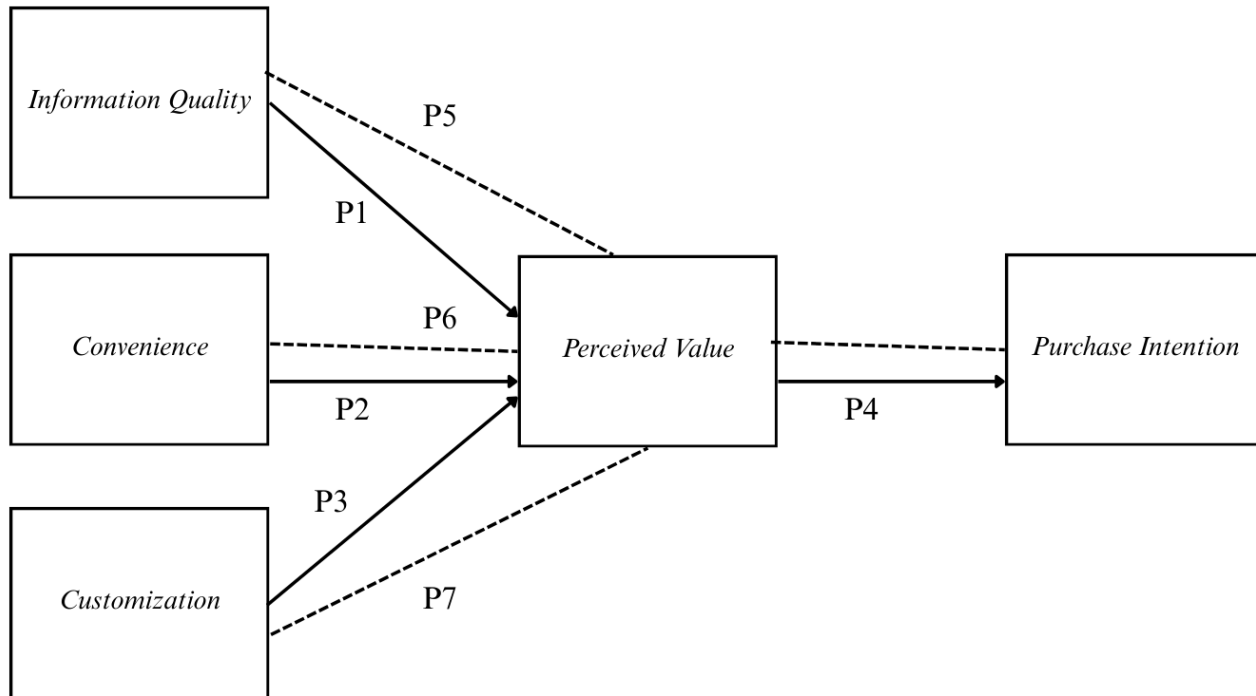
2.3 Conceptual Framework

Fig. 1. Research Model

METHODOLOGY

This study employed a quantitative research design to examine the relationships between information quality, convenience, customization, perceived value, and purchase intention in the context of customized cake purchases through social media (Creswell & Creswell, 2022). A quantitative approach was considered appropriate because it enables hypothesis testing and generalization of findings through statistical analysis (Hair et al., 2021). The target population of this study comprised individuals residing in the Greater Jakarta area (Jabodetabek) who had either purchased or interacted with customized cake products through the Instagram account @layca.cake (Etikan & Bala, 2023). Since it was not feasible to cover the entire population due to limitations of cost, time, and access, a sampling strategy was applied to obtain representative data (Sekaran & Bougie, 2020). A non-probability sampling technique, specifically purposive sampling, was adopted because it allows researchers to select respondents who meet specific criteria relevant to the research objectives (Creswell & Creswell, 2022). The key criteria included being Instagram account holders within Jabodetabek who had seen, interacted with, or purchased customized cakes from @layca.cake (Taherdoost, 2022). This approach ensured that the sample reflected individuals who were familiar with the context under investigation (Saunders et al., 2019).

The minimum sample size was determined following the guidelines of Hair et al. (2021), which recommend a sample size of 5–10 times the number of indicators in the model. As this study employed 24 indicators, the minimum sample size required was 240 respondents. This number was considered sufficient to ensure statistical validity and reliability of the Partial Least Squares Structural Equation

Modeling (PLS-SEM) analysis (Hair et al., 2022). Data collection was conducted through a structured online questionnaire consisting of measurement items adapted from prior validated studies (Podsakoff et al., 2022). Each construct was assessed using a five-point Likert scale ranging from "strongly disagree" to "strongly agree" (Sekaran & Bougie, 2020). Prior to distribution, the questionnaire was pre-tested to ensure clarity, validity, and reliability of items (Hair et al., 2022). The collected data were analyzed using SmartPLS 4 with the PLS-SEM approach, which is suitable for predictive analysis, handling complex models, and accommodating data that do not meet strict normality assumptions (Henseler et al., 2022). The measurement model was evaluated through outer loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE) (Hair et al., 2022). The structural model was assessed using path coefficients, R^2, f^2, and Q^2, with bootstrapping procedures of 5,000 resamples employed to test the significance of hypothesized relationships (Sarstedt et al., 2021).

CONCLUSION

The rise of social media has significantly transformed consumer purchasing behavior, particularly in the food and beverage sector where visual appeal and digital interaction strongly shape consumer decisions (Kotler et al., 2021). Within this context, customized cake businesses on Instagram will face opportunities for growth but also challenges in sustaining engagement and purchase intention, highlighting the relevance of digital marketing attributes such as information quality, convenience, and customization (Molinillo et al., 2021). This study will aim to examine the roles of information quality, convenience, and customization in shaping purchase intention, with perceived value proposed as a mediating factor. The conceptual model will extend the Theory of Planned Behavior (Ajzen, 1991) into the context of social commerce by integrating perceived value as a key psychological mechanism in digital purchasing decisions. To achieve this, data will be collected through surveys of Instagram users and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the support of Importance-Performance Map Analysis (IPMA), which will provide both predictive accuracy and managerial insights.

Through this approach, the study will offer a comprehensive model to better understand consumer decision-making in digital markets and provide practical guidance for SMEs in the food and beverage sector to enhance purchase intention and strengthen competitiveness in the social media landscape. Furthermore, the findings will be expected to enrich theoretical discussions on digital consumer behavior, validate methodological approaches in analyzing complex models, and generate actionable strategies for SMEs to sustain long-term growth in increasingly competitive online marketplaces.

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