

Information Usefulness as a Predictor of Intention to Adopt Health Information among Young Parents

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ABSTRACT

The increasing use of social media as a platform for health communication has created opportunities for public health campaigns to disseminate health information to parents. However, exposure to online health information does not necessarily result in an intention to adopt the information. Perceived usefulness may serve as an important cognitive mechanism that determines whether individuals develop a behavioural intention towards information. This study examined the relationship between Information Usefulness and Intention to Adopt health information among young parents exposed to the *#AnakMalaysiaSihat* online campaign in Putrajaya, Malaysia. The study was grounded primarily in the Information Adoption Model (IAM), with behavioural intention informed by the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM). A quantitative survey design was employed using a structured self-administered questionnaire. A total of 400 questionnaires were distributed to parents at Klinik Kesihatan Putrajaya, with 270 effective responses retained following data screening. The constructs were measured using a seven-point Likert scale and analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings demonstrated a strong and statistically significant positive relationship between Information Usefulness and Intention to Adopt ($\beta = 0.704$, $t = 21.531$, $p < .001$). The finding supports the proposed hypothesis and indicates that parents who perceive online health campaign information as useful are more likely to develop an intention to adopt the information. The study extends the application of information adoption theory from conventional online and eWOM contexts to digital public health communication. The findings suggest that public health campaign developers should prioritise information that is relevant, informative, applicable, and capable of supporting parents' health-related decision-making.

Keywords: Information Usefulness, Intention to Adopt, Information Adoption Model, Digital Health Media, *#AnakMalaysiaSihat*

INTRODUCTION

Social media has increasingly become an important channel for disseminating health information. Digital platforms allow health organisations and campaign practitioners to communicate health messages rapidly and to reach audiences beyond traditional health communication settings. For parents, online platforms can provide information related to children's nutrition, healthy lifestyles, preventive practices, and general child health. Nevertheless, the availability of health information does not automatically mean that users will accept or act upon the information. The extent to which information is perceived as useful may determine whether individuals develop an intention to adopt it.

The issue is particularly important in the context of childhood health and stunting prevention. Parents play an important role in decisions concerning children's nutrition, health practices, and lifestyle. Consequently, health campaigns targeting parents need to provide information that is not only accessible but also perceived as relevant and useful. The *#AnakMalaysiaSihat* online campaign provides an important context for examining

how parents evaluate digital health information and whether such evaluations translate into behavioural intention.

The present study focuses specifically on the relationship between Information Usefulness and Intention to Adopt. This relationship represents an important stage in the broader information adoption process examined in the thesis. The thesis identifies the second research objective as examining the relationship between Information Usefulness and Intention to Adopt among young parents exposed to the *#AnakMalaysiaSihat* online campaign.

Information Usefulness refers to the extent to which individuals perceive information as valuable, informative, relevant, and helpful for decision-making. Within the Information Adoption Model (IAM), usefulness represents an important cognitive evaluation through which individuals assess the value of information before adopting it. Sussman and Siegal (2003) developed IAM by integrating the Technology Acceptance Model with dual-process theories of informational influence. Their model positions information usefulness as an important mechanism in the information adoption process.

The importance of usefulness is also supported by the Technology Acceptance Model (TAM). Davis (1989) identified perceived usefulness as a fundamental determinant of technology acceptance and behavioural intention. In online information environments, perceived usefulness may similarly influence whether users are willing to engage further with information and develop an intention to adopt it.

Previous studies have demonstrated the importance of information usefulness in online information adoption. Cheung et al. (2008), for example, developed and empirically tested an information adoption model in an online customer community, demonstrating the relevance of informational characteristics to information adoption. Erkan and Evans (2016) subsequently extended IAM by integrating components of the Theory of Reasoned Action to examine information adoption and behavioural intentions in social media. Their findings identified usefulness and adoption-related processes as important components of users' responses to online information.

Despite this body of research, much of the information adoption literature has developed around online consumer reviews, electronic word-of-mouth, and commercial social media contexts. The application of these relationships to public health communication, particularly information concerning children's health and healthy lifestyles, remains comparatively less developed. The present study addresses this gap by examining whether parents' perceptions of information usefulness contribute to their intention to adopt health information disseminated through an online public health campaign.

The thesis conceptualises Information Usefulness as an important contributor to information adoption and identifies previous studies supporting its role as a predictor of intention. The Information Usefulness construct in the study includes perceptions that information helps parents make healthy lifestyle decisions, improves decision-making effectiveness, keeps them updated, can be shared with others, is informative, and is useful.

Therefore, this article focuses on the cognitive-to-behavioural relationship between Information Usefulness and Intention to Adopt. The study proposes the following hypothesis: Information Usefulness has a statistically significant positive relationship with Intention to Adopt.

LITERATURE REVIEW

Information Adoption Model

The Information Adoption Model provides the main theoretical foundation for understanding how individuals evaluate and adopt information. Sussman and Siegal (2003) developed IAM by integrating the Technology Acceptance Model with dual-process theories of informational influence. The model proposes that individuals evaluate information and form perceptions of its usefulness before deciding whether to adopt the information.

IAM has subsequently been applied extensively to online information environments. Cheung et al. (2008) developed and tested an information adoption model to explain how users evaluate online opinions in customer communities. Their study demonstrated that information characteristics can influence the adoption of online opinions through information evaluation.

Erkan and Evans (2016) further extended IAM by integrating relevant components of TRA and applying the model to eWOM in social media. Their study demonstrated that information quality, credibility, usefulness, information adoption, information needs, and attitudes are important elements in explaining users' responses to social media information.

The present study applies the central usefulness component of IAM to a public health communication context. Rather than examining the complete information adoption model, this article isolates the relationship between Information Usefulness and Intention to Adopt in order to provide a focused examination of the behavioural pathway within digital health communication.

Information Usefulness

Information Usefulness refers to an individual's perception that information provides value and assists in understanding or decision-making. Within IAM, usefulness is a central cognitive evaluation because individuals are more likely to accept information that they perceive as beneficial or capable of addressing their needs (Sussman & Siegal, 2003).

The thesis operationalises Information Usefulness using six indicators. These include whether the information helps respondents make decisions about a healthy lifestyle, improves the effectiveness of healthy lifestyle decision-making, keeps them updated with new information, can be shared with others, is informative, and is useful. The measurement items were derived from previous research, including Erkan and Evans (2016), Mensah, Soneka and Phiri, Dahi and Ezziane, Feldman and Lynch, and Bailey and Pearson.

The concept is also consistent with perceived usefulness in TAM. Davis (1989) defined perceived usefulness as the degree to which an individual believes that using a particular system will enhance performance. In the present context, the relevant outcome is not technology performance but the perceived value of health information for parents' decision-making.

For digital health campaigns, information usefulness may be particularly important because audiences are exposed to large amounts of health information from different sources. Parents may evaluate information according to whether it is capable of addressing their concerns and helping them make decisions about children's health and healthy lifestyles.

Intention to Adopt

Intention to Adopt represents an individual's willingness or motivation to engage in a particular behaviour. The thesis conceptualises intention as a motivational factor in which stronger intention increases the likelihood that a behaviour will be carried out. The six indicators used in the study include intentions to practise a healthy lifestyle, practise it when necessary, recognise the need for a healthy lifestyle, introduce a healthy lifestyle, purchase nutritious food, and adopt a healthy lifestyle.

Behavioural intention has an established role in behavioural theories. The Theory of Reasoned Action proposes that attitudes and subjective norms influence behavioural intention, which subsequently contributes to behaviour. The thesis similarly incorporates TRA to explain the behavioural component of the information adoption process.

Within the context of health communication, intention is important because information exposure alone may not result in behavioural change. Parents may encounter information about healthy lifestyles without necessarily intending to apply the information. Intention to adopt therefore represents an important intermediate stage between cognitive evaluation and subsequent information adoption.

Information Usefulness and Intention to Adopt

The relationship between Information Usefulness and Intention to Adopt is theoretically supported by IAM and TAM. Sussman and Siegal (2003) identified usefulness as an important component in the information adoption process, while Davis (1989) established perceived usefulness as a fundamental determinant of behavioural intention.

The thesis specifically identifies Information Usefulness as a potential predictor of Intention to Adopt and proposes H5 to examine this relationship. It draws on previous studies indicating that perceived usefulness is a salient belief that can influence individuals' intention to adopt information.

Erkan and Evans (2016) similarly demonstrated the relevance of information usefulness within a social media information adoption framework. Their work extended IAM by incorporating TRA-related behavioural components, providing a theoretical basis for examining the relationship between information evaluation and intention.

In the context of the *#AnakMalaysiaSihat* campaign, parents who perceive campaign information as useful may be more likely to consider the information relevant to their circumstances and develop a willingness to adopt the recommended health information or practices. The usefulness of information may therefore function as the cognitive mechanism that links information evaluation with behavioural intention.

Based on this theoretical and empirical foundation, the following hypothesis is proposed: **Information Usefulness has a statistically significant positive relationship with Intention to Adopt.**

METHODOLOGY

Research Design

This study employed a quantitative research design using a structured survey questionnaire. The quantitative approach was selected because the study aimed to test a theoretically derived relationship between Information Usefulness and Intention to Adopt using statistical analysis. The thesis identifies the survey questionnaire as the principal research strategy for examining relationships among the study variables.

The unit of analysis was the individual parent. The study focused on young parents exposed to or relevant to the *#AnakMalaysiaSihat* online health campaign.

Study Setting, Population and Sampling

The study was conducted in Putrajaya, Malaysia. Putrajaya was selected because the thesis identifies the area as having a relatively high prevalence of childhood stunting. Based on the 2016 national health survey information cited in the thesis, 24.3% of stunting cases among children below five years were recorded in Putrajaya. Data collection was conducted at Klinik Ibu dan Anak/Maternal and Child Health services in Precinct 9, Putrajaya.

The thesis reports that approximately 6,000 parents attended the health clinic annually. Using the Taro Yamane approach with a 5% sampling error, an estimated sample size of 375 was obtained.

A total of 400 questionnaires were distributed to parents at Klinik Kesihatan Putrajaya. The questionnaires were self-administered. Following data screening, the thesis reports an effective response of 270 respondents, representing a 54% response rate.

Research Instrument

The questionnaire consisted of 48 questions divided into five major sections: demographic information, nature of information, Information Usefulness, Intention to Adopt, and Information Adoption. The substantive

constructs were measured using a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree.

For this article, the analysis focuses on two constructs; **Information Usefulness (IU)**: Six items measured whether health information assists healthy lifestyle decision-making, improves decision-making effectiveness, keeps respondents updated, can be shared, is informative, and is useful. **Intention to Adopt (ITA)**: Six items measured respondents' intentions to practise and introduce healthy lifestyle behaviours, purchase nutritious food, and adopt healthy lifestyle practices.

Validity and Reliability

Content validity was assessed through consultation with nine experts with backgrounds in children's health information and survey methodology. The thesis indicates that the pre-test was used to evaluate the wording, relevance, and clarity of the questionnaire items.

The reliability analysis used Cronbach's alpha. Information Usefulness, consisting of six items, recorded a Cronbach's alpha of **0.784**, while Intention to Adopt, also consisting of six items, recorded a Cronbach's alpha of **0.784**. These values indicate acceptable internal consistency for both constructs.

Data Screening and Analysis

The collected data were screened before statistical analysis. The thesis reports that two questions/respondent records were deleted because of issues involving outer loading and variance inflation factor (VIF), resulting in an effective response of 270.

Common method variance was assessed using principal component analysis. The largest variance explained by a single factor was 27.119%, which was below the 50% threshold used in the thesis, indicating that common method variance was not considered a major concern.

Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to examine the structural relationships. The measurement model was evaluated in terms of reliability and validity, while the structural model was used to test the proposed hypothesis and determine the explanatory power of the model.

RESULTS

Descriptive Findings

The thesis reports generally favourable responses for Information Usefulness. The median for the Information Usefulness indicators was 6, while the mode ranged between 6 and 7. The standard deviations ranged from 0.78072 to 0.82319. The findings indicate that respondents generally agreed that the online health information was informative and useful and that it assisted them in making healthy lifestyle decisions.

Similarly, the Intention to Adopt indicators recorded a median of 6, with modes of 6 or 7. This indicates that respondents generally expressed agreement with the intention-related statements concerning healthy lifestyle practices.

Measurement Model

The reliability assessment demonstrated satisfactory internal consistency for both constructs. Information Usefulness and Intention to Adopt each recorded a Cronbach's alpha of 0.784.

The thesis subsequently assessed the measurement model through the outer model, including construct reliability, convergent validity, and discriminant validity. The overall measurement-model assessment provided the basis for evaluating the structural relationship.

Structural Model

The structural model demonstrated a strong positive relationship between Information Usefulness and Intention to Adopt. The path coefficient was $\beta = 0.704$, with a t -value of **21.531** and a p -value of $< .001$.

Table 1: Structural Path and Hypothesis Testing

Hypothesis	Relationship	β	t -value	p -value	Decision
H1	Information Usefulness $\rightarrow$ Intention to Adopt	0.704	21.531	$< .001$	Supported

The result indicates that Information Usefulness has a statistically significant and strong positive relationship with Intention to Adopt. Therefore, **H1 is supported**.

Explanatory Power

The thesis reports an R^2 value of **0.495** for Intention to Adopt, with an adjusted R^2 of **0.494**. This indicates that approximately 49.5% of the variance in Intention to Adopt was explained by the predictors in the structural model.

For the specific relationship examined in this article, the strong path coefficient between Information Usefulness and Intention to Adopt demonstrates that perceived usefulness represents an important factor in explaining parents' behavioural intention towards health information.

DISCUSSION

The findings provide strong empirical evidence that Information Usefulness significantly influences Intention to Adopt health information among young parents exposed to the *#AnakMalaysiaSihat* online campaign. The relationship was positive and statistically significant, with $\beta = 0.704$, $t = 21.531$, and $p < .001$.

The finding supports H1 and is consistent with the central proposition of the Information Adoption Model. Sussman and Siegal (2003) conceptualised usefulness as an important mechanism through which individuals evaluate information before adopting it. Their model demonstrates the importance of information usefulness in mediated information environments.

The finding is also consistent with the Technology Acceptance Model. Davis (1989) established perceived usefulness as a fundamental determinant of user acceptance and behavioural intention. Although TAM was originally developed in the context of information technology, the principle that perceived usefulness contributes to intention is applicable to the present digital health information context.

The result is further consistent with the broader online information adoption literature. Cheung et al. (2008) demonstrated the importance of information evaluation in online opinion adoption, while Erkan and Evans (2016) extended IAM to social media by integrating behavioural components from TRA. The present finding extends this body of research by demonstrating that the usefulness–intention relationship is also relevant when the information concerns public health and children's healthy lifestyles.

The strong path coefficient suggests that parents' perceptions of information usefulness are particularly important in the transition from information evaluation to behavioural intention. When parents perceive campaign information as informative, relevant to healthy lifestyle decisions, and useful for their needs, they may be more likely to develop an intention to adopt the information.

The descriptive results provide additional support for this interpretation. Respondents generally agreed with the Information Usefulness indicators, with median scores of 6 and modes of 6 or 7. This indicates that the respondents generally viewed the campaign information positively in terms of usefulness. Such positive evaluations were accompanied by a significant relationship with Intention to Adopt.

The finding is particularly important for digital health campaigns because users are exposed to a large volume of online information. In such an environment, merely providing information may not be sufficient to influence behavioural intention. Information needs to provide perceived value to the audience. For parents, information that helps them make decisions concerning healthy lifestyles, nutrition, and children's health may be more likely to contribute to intention.

The result also supports the broader theoretical sequence proposed in the thesis. The study examines Information Usefulness as an important cognitive mechanism between information-related factors and behavioural intention, followed by the relationship between Intention to Adopt and Information Adoption. The present article therefore isolates the middle stage of this process and demonstrates that the cognitive evaluation of usefulness is strongly associated with behavioural intention.

However, the finding should not be interpreted as evidence that intention automatically results in actual health behaviour. Intention represents a behavioural predisposition, whereas actual adoption represents a subsequent stage. The thesis separately tests the relationship between Intention to Adopt and Information Adoption as Objective 3. Consequently, this article contributes specifically to understanding the transition from perceived usefulness to behavioural intention.

IMPLICATIONS

Theoretical Implications

The study contributes to information adoption research by demonstrating the relevance of Information Usefulness in predicting Intention to Adopt within a digital public health context. Previous applications of IAM have frequently examined online opinions, eWOM, and consumer-oriented information. Cheung et al. (2008) and Erkan and Evans (2016) provide important foundations for understanding information adoption in online environments.

The present study extends this literature to health communication and demonstrates that the usefulness–intention relationship remains important when individuals evaluate information concerning children's health and healthy lifestyles.

The finding also reinforces the cognitive-to-behavioural sequence underlying information adoption. Information Usefulness represents an evaluation of the value of information, whereas Intention to Adopt represents a willingness to act upon or adopt the information. The strong relationship between the two constructs provides empirical support for connecting these stages.

Practical Implications

The findings have direct implications for public health campaign practitioners. Since Information Usefulness has a strong positive relationship with Intention to Adopt, campaign designers should prioritise information that audiences can readily perceive as useful.

For campaigns such as *#AnakMalaysiaSihat*, information should be presented in ways that help parents make practical decisions about healthy lifestyles and children's health. The measurement items used in the thesis specifically emphasise decision-making, updating health knowledge, informativeness, and usefulness.

Campaign practitioners should therefore avoid relying solely on information exposure, reach, or message frequency. Instead, campaign evaluation should consider whether parents perceive the information as useful and whether this perception contributes to their intention to adopt the information.

The findings also suggest that digital health content should be audience-oriented. Parents may be more likely to develop an intention to adopt information when campaign messages are directly applicable to their everyday decisions concerning children's nutrition and healthy lifestyles.

LIMITATIONS AND FUTURE RESEARCH

Several limitations should be considered when interpreting the findings. First, the study was conducted in Putrajaya and focused on parents attending Klinik Kesihatan Putrajaya. The thesis acknowledges that this population may not fully represent parents throughout Malaysia. Future research should therefore examine parents from different states, socioeconomic groups, and demographic backgrounds.

Second, the study employed a non-probability sampling approach. Although the effective sample was sufficient for the PLS-SEM analysis reported in the thesis, probability-based sampling could improve the generalisability of future findings.

Third, the study relied on self-reported questionnaire data. Although common method variance was assessed and the largest single factor accounted for 27.119% of the variance, future research could incorporate behavioural or longitudinal measures to examine whether intention subsequently translates into actual information adoption and health practices.

Finally, this article focuses specifically on the direct relationship between Information Usefulness and Intention to Adopt. Future studies could examine additional mechanisms, including trust, perceived relevance, health literacy, social influence, and source credibility, to provide a more comprehensive understanding of health information adoption.

CONCLUSION

This study examined the relationship between Information Usefulness and Intention to Adopt health information among young parents exposed to the *#AnakMalaysiaSihat* online campaign. Grounded in the Information Adoption Model and supported by behavioural perspectives from TRA and TAM, the study focused on the transition from cognitive evaluation of information to behavioural intention.

The findings demonstrated a strong and statistically significant positive relationship between Information Usefulness and Intention to Adopt ($\beta = 0.704$, $t = 21.531$, $p < .001$), providing strong support for the proposed hypothesis. The result indicates that parents who perceive health information as useful are more likely to develop an intention to adopt it.

The study contributes to the literature by extending information adoption research into the context of digital public health communication. While previous research has demonstrated the role of usefulness in online information and eWOM contexts, the present study demonstrates that the same cognitive-to-behavioural relationship is relevant to health information directed towards parents.

Practically, the findings emphasise that public health campaigns should not merely disseminate information but should ensure that information is perceived as useful, informative, relevant, and applicable to parents' everyday decisions. Campaign messages that provide practical value may be more likely to generate behavioural intention.

Overall, Information Usefulness represents an important component in the pathway from online health information evaluation to Intention to Adopt. Future research should continue to examine whether this intention translates into actual information adoption and subsequent healthy lifestyle practices.

ETHICAL CONSIDERATION

Ethical Approval

Ethical approval was obtained prior to the commencement of data collection. The study was conducted in accordance with the ethical principles and requirements governing research involving human participants. Participation was voluntary, and respondents were informed about the purpose of the study, the nature of their participation, and their right to withdraw from the study without any negative consequences. Informed consent

was obtained from the respondents before completion of the questionnaire. The confidentiality and anonymity of respondents were maintained throughout the research process.

Conflict of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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