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The Effect Of Product Knowledge And WOM On Purchase Decision Through Attitude Of Farmers Using Pesticides

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Abstract

This research aims to identify the effect of product knowledge and wom on purchase decision through attitude of farmers using pesticides. The sample for this study was composed of 190 respondents. The data analysis method used is Partial Least Square (PLS) with SmartPLS 4.0 software. The results of this study indicate that 1) product knowledge through farmer meeting and farmer field day has a significant effect on attitude 2) WOM has a significant effect on attitude 3) product knowledge through farmer meeting and farmer field day has a significant effect on purchase decision 4) WOM has a significant effect on purchase decision 5) attitude has a significant effect on purchase decision 6) product knowledge through farmer meeting and farmer field day has a significant effect on on purchase decision through attitude 7) WOM has a significant effect on purchase decision through attitude.

Keywords: *Product Knowledge; WOM; Purchase Decision; Attitude*

INTRODUCTION

Marketing management plays a critical role in determining firm performance, particularly in industries where consumer behavior and market information dynamics strongly influence purchasing decisions (Kotler & Keller, 2021; Nuryani et al., 2022). In increasingly competitive markets, effective marketing strategies are not solely dependent on product quality but also on a deep understanding of consumers' psychological processes, including how knowledge, social influence, and attitudes shape purchase decisions.

The Stimulus–Organism–Response (SOR) theory provides a relevant framework for explaining consumer behavior in this context. According to the SOR model, external and internal stimuli influence consumers' cognitive and affective processes, which subsequently generate behavioral responses (McQuail, 2010). In purchasing contexts, stimuli such as product knowledge and word of mouth (WOM) are processed by consumers and shape their attitudes, ultimately leading to purchase decisions. Strong, positive, and relevant stimuli are more likely to foster favorable attitudes and increase the likelihood of purchasing behavior.

Product knowledge represents an important internal stimulus that enhances consumers' confidence and reduces uncertainty in decision-making (Chen & Zhang, 2022). In the agricultural sector,

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product knowledge is often developed through educational activities such as farmer meetings and farmer field days, which allow farmers to acquire both conceptual understanding and hands-on experience with products. Higher levels of product knowledge have been shown to positively influence consumer attitudes and purchase decisions (Meutia et al., 2025; Ramadhani et al., 2025). However, purchasing decisions are not shaped by product knowledge alone, as social influences also play a significant role.

Word of mouth (WOM) functions as a powerful external stimulus in shaping consumer perceptions and behavior. Recommendations and shared experiences from peers, family members, or fellow farmers are often perceived as more credible than firm-generated communications, as they lack direct commercial intent (Bakti, 2021). Prior studies have demonstrated that WOM can significantly influence attitudes and purchase decisions; however, empirical findings across contexts remain inconsistent.

Attitude plays a central role in translating stimuli into behavioral responses. Consumer attitudes are formed through direct product experience, information obtained from others, and exposure to marketing communications, and they serve as a key determinant of purchase decisions (Winarti, 2015; Dossey & Keegan, 2009). Despite its importance, previous studies report mixed results regarding the mediating role of attitude in the relationships between product knowledge, WOM, and purchase decisions, suggesting that these relationships are highly contextual.

Although numerous studies have examined the effects of product knowledge and WOM in consumer goods sectors, empirical research within the agricultural and agrochemical context remains limited. This gap is particularly evident in developing countries such as Indonesia, where farmers' purchasing decisions are shaped by both structured product education and strong interpersonal communication networks. Moreover, few studies have integrated product knowledge obtained through farmer meetings and farmer field days with WOM within a single SOR-based framework.

Therefore, this study aims to examine the effects of product knowledge and word of mouth on purchase decisions, with attitude as a mediating variable, within the context of pesticide products used by farmers in East Java, Indonesia. By applying the SOR framework, this research seeks to contribute to the literature by clarifying the roles of cognitive and social stimuli in shaping farmers' attitudes and purchase decisions, as well as providing practical insights for agrochemical companies in designing more effective marketing strategies.

LITERATURE REVIEW

Product Knowledge Through Farmer Meeting

This refers to knowledge acquired by farmers through direct interactions with agricultural extension officers or through meetings specifically organized to disseminate information about pesticide products. Several scholars emphasize the importance of this form of knowledge for farmers. According to Wang and Yu (2021), direct experience gained through farmer meetings constitutes one of the primary means by which farmers obtain in-depth knowledge about products.

Product Knowledge Through Farmer Field Day

Product knowledge acquired through farmer field days refers to the knowledge gained by farmers through activities involving hands-on field practices, in which agricultural products are learned and evaluated under real-world conditions. According to Zhang and Li (2022), direct experience obtained during field-based activities is highly effective in enhancing farmers' understanding of products, particularly through practical demonstrations.

WOM

Word of mouth (WOM) is defined as information shared by consumers or other members of the public regarding their experiences after purchasing and using a product, communicated through interpersonal, face-to-face channels (Sari & Farhani, 2025).

Attitude

Attitude refers to a relatively stable and enduring psychological evaluation held by an individual toward an object, person, or behavior, which is reflected in a tendency to respond either positively or negatively (Ajzen, 2020).

Purchase Decision

A purchase decision is a process in which consumers recognize a problem, search for information about specific products or brands, and evaluate how well each alternative can solve the problem, ultimately leading to a purchasing decision (Kotler & Keller, 2022)

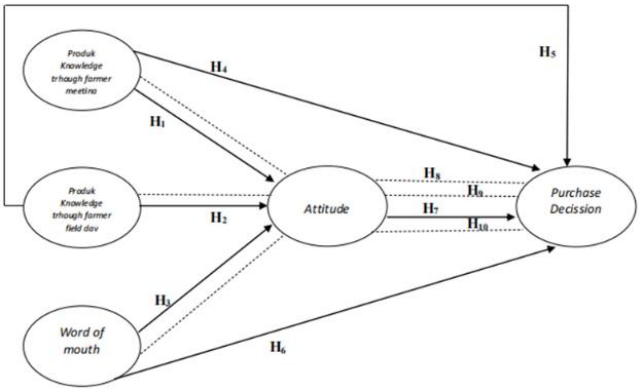

Figure 1. Conceptual Model

METHODOLOGY

This study employs an explanatory research design, which seeks to examine the relationships and causal effects among the variables under investigation. The population of this study consists of all pesticide-using farmers located in the Malang Regency to Banyuwangi region who have obtained information about pesticide products through product education activities such as farmer meetings and farmer field days, as well as through word-of-mouth communication from fellow farmers. The sample selection in this study employs a non-probability sampling method because the population cannot be fully identified or accessed, making it necessary to impose specific criteria in determining the respondents. The sampling technique used is purposive sampling, which involves selecting respondents based on predetermined considerations., resulting in a total of 190 respondents. The type of data used in this study consists of qualitative data that are transformed into quantitative data. The qualitative data are derived from respondents' answers to the questionnaire, which are measured using a Likert scale, thereby generating numerical data that can be statistically analyzed. The questionnaire was administered using a hybrid approach, combining face-to-face (offline) and online data collection methods.

Data analysis using the Partial Least Square or PLS approach. Ghozali & Latan (2015:5) stated that the purpose of PLS is to explain the relationship between latent variables. SmartPLS 4.0 software was used for data analysis in this study. Hypothesis

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testing is by using statistical values, so for alpha 5%, the t-statistic value used is 1.96. So, the criteria for accepting/rejecting the hypothesis are Ha is accepted and H0 is rejected when the t-statistic> 1.96. For hypothesis testing using probability, Ha is accepted if the p value <0.05.

RESULTS

Outer Model Evaluation or Measurement Model

a. Convergent Validity

Table 1. Convergent Validity Test Results

	X1_	X2_	X3_	Y_	Z_
X1_1	0.866				
X1_2	0.775				
X1_3	0.860				
X1_4	0.812				
X2_1		0.868			
X2_2		0.847			
X2_3		0.826			
X2_4		0.831			
X3_1			0.872		
X3_2			0.882		
X3_3			0.879		
Y_1				0.835	
Y_2				0.857	
Y_3				0.853	
Y_4				0.845	
Z_1					0.875
Z_2					0.857
Z_3					0.880
Z_4					0.865

Based on Table 1, the outer loading value on the indicators of all variables has a value above 0.5, which means that all indicators are considered valid.

b. Discriminant Validity

Table 2. Cross Loading Value Results

	X1_	X2_	X3_	Y_	Z_
X1_1	0.866	0.264	0.111	0.466	0.525
X1_2	0.775	0.280	0.078	0.381	0.457
X1_3	0.860	0.218	0.018	0.372	0.471
X1_4	0.812	0.245	0.086	0.406	0.457
X2_1	0.311	0.868	0.268	0.532	0.564
X2_2	0.173	0.847	0.199	0.461	0.476
X2_3	0.189	0.826	0.239	0.461	0.468
X2_4	0.341	0.831	0.191	0.425	0.541
X3_1	0.045	0.247	0.872	0.323	0.333
X3_2	0.103	0.219	0.882	0.344	0.382
X3_3	0.086	0.240	0.879	0.386	0.349
Y_1	0.431	0.432	0.340	0.835	0.580
Y_2	0.402	0.485	0.296	0.857	0.583
Y_3	0.428	0.531	0.316	0.853	0.608
Y_4	0.410	0.445	0.407	0.845	0.590
Z_1	0.482	0.583	0.383	0.614	0.875
Z_2	0.490	0.504	0.384	0.598	0.857
Z_3	0.516	0.529	0.358	0.595	0.880
Z_4	0.522	0.502	0.280	0.613	0.865

Source: Processed Primary Data (2025)

Based on Table 2, the cross-loading value of each variable is greater than the other variable items, so that all variables are valid discriminants.

c. Composite Reliability

Table 3. Composite Reliability Value Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1_	0.847	0.852	0.898	0.687
X2_	0.865	0.869	0.908	0.711
X3_	0.851	0.854	0.910	0.771
Y_	0.869	0.870	0.911	0.718
Z_	0.892	0.892	0.925	0.755

Source: Processed Primary Data (2025)

Based on Table 5. value composite reliability each variable own mark above 0.7, so that can show that all variable is reliable.

Evaluation Inner Model

a. Coefficient Determination (R^2)

Table 4. Values Coefficient Determination (R^2)

	R-square	R-square adjusted
Y_	0.552	0.543
Z_	0.602	0.596

Source: Processed Primary Data (2025)

Based on the data in Table 6, the influence of the product knowledge and WOM on purchase decision has a value of 0.552 so that the variable is able to explain 55.2%. Furthermore, the variables product knowledge and WOM on attitude have a value of 0.602 so that this variable explains 60,2% while the rest is explained by other variables not examined in this study.

b. Predictive Relevance (Q2

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Calculation results from Q-Square with General purpose of Stone-Geisser Q Square Test:

Q Square $= 1-[(1-R^2_1) \times (1-R^2_2)]$

$= 1-[(1-0.552)\times(1-0.602)]$

$= 0.822$

Based on the calculation results above, the Q-Square value is 0.822 or 82,2% that the magnitude of the influence of the independent variable is 82.2%. These results can be concluded that this study has good Predictive Relevance.

c. Hypothesis Testing

1) Testing Influence Direct

Table 5. Hypothesis Test Results through Path Coefficient Bootstrapping Technique

Variables	Original Sample(O)	T Statistics	P Values
X1_ -> Y_	0.353	6.598	0.000
X1_ -> Z_	0.430	9.244	0.000
X2_ -> Y_	0.380	6.625	0.000
X2_ -> Z_	0.410	8.509	0.000
X3_ -> Y_	0.267	5.357	0.000
X3_ -> Z_	0.256	5.722	0.000
Z_ -> Y_	0.383	4.903	0.000

Source: Processed Primary Data (2025)

Based on the table results, value of <0.05 and a T statistic value of >1.96 so that all variable has a direct influence.

2) Testing Indirect Influence

Table 6. Indirect Test Results

Variables	Original Sample(O)	T Statistics	P Values
X1_ -> Z_ -> Y_	0.165	4.274	0.000
X2_ -> Z_ -> Y_	0.157	4.309	0.000
X3_ -> Z_ -> Y_	0.098	3.639	0.000

Source: Processed Primary Data (2025)

Based on the results of the direct influence test table between variables, it can be explained has a significance value of <0.05 and T statistic >1.96 so that all variables have an indirect influence.

CONCLUSION

Based on the results of data processing, the following conclusions were obtained: *1) product knowledge through farmer meeting and farmer field day has a significant effect on attitude 2) WOM has a significant effect on attitude 3) product knowledge through farmer meeting and farmer field day has a significant effect on purchase decision 4) WOM has a significant effect on purchase decision 5) attitude has a significant effect on purchase decision 6) product knowledge through farmer meeting and farmer field day has a significant effect on on purchase decision through attitude 7) WOM has a significant effect on purchase decision through attitude.*

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