
Social Media Marketing Toward Perceptual Consciousness and its Impact on Online Purchasing Intention

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Abstract:

Social media marketing has become very popular nowadays along with the rapid growth of internet users. The research aims to analyze the influence of social media marketing on brand consciousness, value consciousness, and price consciousness, and its impact on online purchasing intention.

Data were collected from 200 samples that became observation units, and were chosen by using purposive sampling technique, namely consumers who have purchased fashion products through Facebook, Instagram, and YouTube, at least once in the last year.

Further data is processed with Structural Equation Modeling technique. All hypotheses proposed in the study are supported and consistent with previous research, where there is a positive influence of social media marketing on brand consciousness, value consciousness, and price consciousness, and also positively impact on online purchasing intentions. Furthermore, price consciousness is found as the factor that predominantly influence online purchasing intention and the most important factor to form perceptual consciousness.

The study examines Indonesian consumers as a country with the largest number of internet users in the world. In addition, price consciousness is added as a new dimension to the proposed perceptual consciousness variable.

For further research it is advisable to research online-based shopping with other media, other product categories, as well as an addition of attitude towards online shopping that can affect online purchasing intention.

Keywords: *Social media marketing, Brand consciousness, Value consciousness, Price consciousness, Online purchasing intention*

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1. Introduction

Dissemination of information both in knowledge and issues are so rapid today and inseparable from the phenomenon of rapid growth of social media (Van der Bank and Van der Bank, 2015). Many companies use social media to connect consumers with corporate marketing programs (Okazaki and Taylor, 2013). The development of internet technology also encourage the increasing number of social media users in Indonesia every year. Social media is utilized to communicate via online among other internet users as well as with companies (Hennig-Thurau *et al.*, 2004). In 2016, Indonesian social media users reached 132.7 million users, an increase of more than 100% over the last 5 years. This makes Indonesia a country with the largest number of internet users in the world (<https://www.apjii.or.id>). It makes social media a good marketing medium.

For some people, online purchase is considered more effective and efficient, and can solve problems in terms of buying a product. But behind the benefits of an online purchasing system there is a risk that raises concerns for online consumers. The Nielsen Global Survey of e-commerce released consumer concerns about online shopping, namely; (1) the distrust of providing credit card information via online, (2) the dislike of buying products via online due to shipping costs, (3) social media is often very confusing, and (4) never thought of using social media for shopping (Nielsen, 2014). In addition, online shopping through social media has weaknesses, namely security issues and customer privacy that affect consumers in re-purchasing through social media (Belanger *et al.*, 2002), where it is in line with the most common risks in Indonesia by using social media, namely related to security issues, fraud, and consumer dissatisfaction (Ministry of Communications and Informatics, 2013). Such concerns can have significant impact on online purchasing intention. Many companies are still experiencing problems in creating online purchasing intention through social media due to consumer concerns (Fournier and Lee, 2009). Every company should be able to create an online purchasing intention that will benefit the company, since online purchasing intention indicates the customer's intention to buy a company product again (Morison and Crane, 2007). Purchase intention in online marketing is also very important to create relationship marketing that can impact on corporate marketing performance (Myftaraj and Nexhipi, 2014).

Online behavior is the impact of consumer attitudes on information technology (Teo, 2002). Chen *et al.*, (2002) and Zarrad and Debabi (2012) found a direct influence of attitudes toward online shopping to online purchasing intention. Consciousness is a form of attitude (Zimmerman, 2006). The research is conducted to develop perceptual consciousness with brand consciousness, value consciousness and price consciousness that give impact to online purchasing intention. Ismail (2017) explained that brand consciousness significantly affects consumer's concern for a brand compared to other similar product brands. If consumer awareness of brands is high, consumers tend not to care about relatively expensive prices, since they use the brand as a symbol of status and prestige (Escalas and Bettman, 2005).

Consumers who are aware of the value of the product and they want to purchase are said to have value consciousness (Schiffman and Wisenblit, 2015). Consumers who have value consciousness traits tend to look for products with a superior combination of price and quality, because the focus of consumers who have value consciousness in purchasing is to get a low price and good quality, so that consumers will check the prices and compare them with other brand prices to gain the best value for money (Ailawadi *et al.*, 2001). Weinstein (2012) introduced SQIP (Service, Quality, Image, Price) approach as a factor assessed by consumers that will create consumer awareness of value. Each factor can affect the level of satisfaction and dissatisfaction of consumers to the product, company's service or business, which will eventually lead to consumer's purchase intention.

Consumers are said to be price consciousness are consumers who tend to buy at a relatively cheaper price. Generally they do not pay attention to the advantages of the product, but only look for prices that have a high difference. To date, most consumers with lower incomes are consumers who pay attention to price consciousness in making decisions. For that, they will generally try to find information about price and high selection process. Low price is a very important factor for consumers to choose store brand products. Consumers who have high price consciousness will better match their store brand product choices to their needs (Pepadri, 2002). Price consciousness in this study is added as a new dimension that will form a variable perceptual consciousness.

Social media marketing can create a perceptual consciousness before purchasing. Social media has a role to help consumers seek references (Kim and Ko, 2012), since the source of information from social media is more reliable than the traditional media used by companies (Foux, 2006). Information will create consumer awareness prior to the purchase. Jin (2012) said that consumer awareness of luxurious brand relates to the intention to use social media for online shopping. Social media can assist companies to market their products widely. This can reduce the costs incurred by the company on the marketing side. Companies can also use consumers as marketing for their products by providing references to other consumers and providing opinions on products that can be disseminated in social media (Ismail, 2017). Therefore, the purpose of this study is to analyze the influence of social media marketing to online brand, value, and price consciousness and its impact on purchase intention.

2. Theoretical, Empirical, and Methodological Grounds of the Research

2.1. Theoretical, Hypothesis and Conceptual Model

Social media marketing, brand consciousness and online purchasing intention:

Tools and approaches to communicate with customers have greatly changed with the advent of social media (Mangold and Faulds, 2009). Social media marketing is a marketing technique using internet-based applications that are easy to be accessed

and used as a marketing medium for a user generated content exchange, a personal liaison between brands and consumers, as well as to empower individuals and communities to promote websites, products or company services (Kaplan and Haenlein, 2010; Chi-Hsun, 2008; Weinberg, 2009; Keisidou *et al.*, 2013).

Brand consciousness is an important part of consumer knowledge about a brand and describes a strength of brand presence on consumer's mind (O'Guinn and Albert, 2009). The general purpose of marketing communications is to create brand consciousness, since the consumers have a high brand consciousness, they will be able to recognize and recall a brand. Consumers with high brand consciousness tend to believe that brands are a symbol of status and prestige so they are very aware of the brand and are more willing to pay the price (Liao and Wang, 2009). Purchase intention refers to the consumer's intention to re-purchase the same product of the company by considering the current situation and circumstances (Gounaris *et al.*, 2010). Online purchasing intention is still a rare research subject (Zarrad and Debabi, 2012). Purchasing intention is a component of cognitive behavior and refers to the propensity of individuals to intend to buy a specific brand (Huang and Su, 2011). Online purchasing intention indicates consumers' readiness to conduct online transactions (Ling *et al.*, 2010) and buy products from certain websites (Childers *et al.*, 2001).

Today, consumers have shifted from traditional media to the use of social media for information (Mangold and Faulds, 2009) due to more reliable source of information (Foux, 2006). In addition, social media-based communications can facilitate consumers with relevant information and reduce the efforts of consumers to seek information (Laroche *et al.*, 2013). The information one received may lead to his/her consciousness (Dunne and Jahn, 2005). Many companies use social media to provide information and increase consumer awareness of the brand. Sending photos through social media is a good way to increase consumer awareness of brands and inspire other consumers to spread the brand to make it famous (Manrai *et al.*, 2001). A brand can become famous if consumers share references about its products (Gensler *et al.*, 2013). When consumers already have brand consciousness, they will share experiences and provide references through social media to other consumers (Ismail, 2017). Yoo *et al.*, (2000) found a positive effect of traditional marketing communications tools (radio, TV, magazine) on brand loyalty, brand association and brand awareness. While research on the positive influence of social media marketing on brand consciousness of apparel in Pakistan found by Siddique and Rashidi (2015), as well as shopping product in Malaysia (Ismail, 2017).

Brand consciousness refers to the mental orientation of the consumer to select a known product and has a strong advertising branding (Ismail, 2017). Shimp (2007) revealed that at some stage, consumers will search information and evaluate information from available brand alternatives that can create brand consciousness, then make purchasing decisions which start with the intention or tendency to buy a particular brand. Consumers often reveal their personal characteristics through

a brand (Manrai *et al.*, 2001), hence becoming a commitment of a brand to make consumers intend to re-purchase the same company's goods or services in the future (Sriram *et al.*, 2007). Chi-Hsun (2008) and Kiseol (2010) has conducted a study and found a positive effect of brand consciousness on purchase intention. Based on the theory and previous research, the hypothesis to be tested is formulated as follows:

H₁: There is a positive influence of social media marketing toward brand consciousness.

H₂: There is a positive influence of brand consciousness toward online purchasing intention.

Social media marketing, value consciousness and online purchasing intention:

Social media has become a mean of promoting the value of goods and services offered by the company, as well as changing the method of previously one-way communication into two-way communication that enables more customer involvement (Evans, 2012). Value is a guiding concept for consumers in choosing and deciding which products to be bought and consumed (Pura, 2005), which can create consumer satisfaction (Lin *et al.*, 2005). Consumers who possess value consciousness tend to be more sensitive to the cheap price and best product quality, and they often use social media to shop for the best price. They also believe that the use of social media will provide benefits in the form of savings since they get the cheapest price, get the product as needed, and able to compare prices from several brands before purchasing (Sharma, 2011). Ismail (2017), in his study has also found a positive influence of social media marketing toward value consciousness shopping product.

Value consciousness is a concept that reflects the concern of consumers in buying products at low prices for the best quality (Lichtenstein *et al.*, 1993). The study found that consumers looking for a balance between price and quality were more positively and significantly affected toward purchase intention. As for the company, value becomes an important factor to stimulate market share and profit optimization through purchasing intention (Rajagopal, 2005). Rakesh and Khare (2012) found a positive influence between value consciousness in online shopping toward online shopping behavior in India. The research hypothesis to be tested based on previous theory and research is as follows:

H₃: There is a positive influence of social media marketing toward value consciousness.

H₄: There is a positive influence of value consciousness toward online purchasing intention.

Social media marketing, price consciousness and online purchasing intention:

The use of the internet to seek information can generate time and cost efficiencies for consumers, because consumers can easily find the cheapest prices for acceptable quality products through the internet (Brashear *et al.*, 2009). Cui and Liu (2001) said

that in purchasing decision, getting goods and services at the cheapest price is relatively important compared to brand image or product quality. Price consciousness is defined as the reluctance of consumers to pay higher prices for a product, in other words, consumers focus on lower prices and override other businesses such as time and effort spent (Lichtenstein *et al.*, 1993). When consumers have a price awareness, consumers tend to look for price differences. Based on findings of Huang *et al.*, (2004) research, price consciousness is a negative price role, that is, when consumers focus only on lower prices so that consumers are no longer care about the quality of the product.

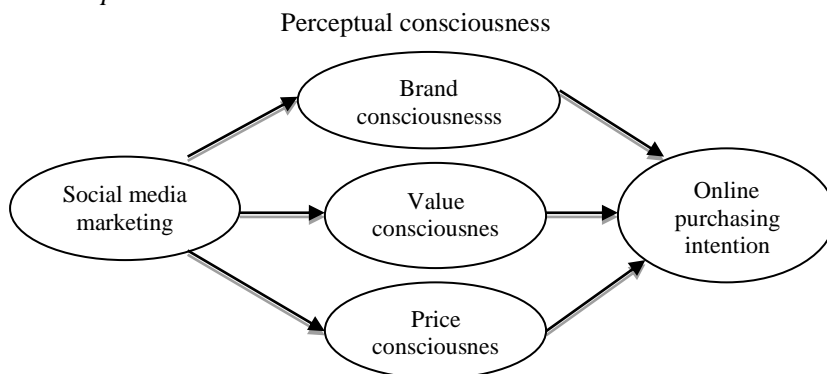
Lichtenstein *et al.*, (1993), used price consciousness to measure consumer search rates towards lower prices before making a purchase. Consumers who are price conscious will use online sites to compare prices (Kukar-Kinney *et al.*, 2007), since online purchases promise cheap prices. Consumers will be actively seek high discounted product. Products with high discounts will increase consumers' purchase intentions (Ren-Fang and Ping-Chu, 2016). Xie and Chaipoopirutana (2014) in their research proved that price consciousness has a positive and significant influence on purchasing intention of buying Xiaomi mobile phone in China. Several other studies have found the impact of price consciousness on purchase intention (Chi-Hsun, 2008; Hansen, 2013; Konuk, 2015). Based on the description above, the hypothesis proposed in this study is as follows:

H₅: There is a positive influence of social media marketing toward price consciousness.

H₆: There is a positive influence of price consciousness toward online purchasing intention.

To solve the problems in this study, the research model is developed as Figure 1. This model is developed based on theories that explain the direct influence of social media marketing toward brand consciousness, value consciousness and price consciousness and their respective impacts toward online purchasing intention.

Figure 1. *Conceptual Framework*



2.2 Methodological grounds of the research

The design used in this study is hypothesis testing. Each variable is measured using a number of statement items and a scale size technique that is Likert scale from 1=very disagree to 5=very agree. Testing validity by using confirmatory factor analysis method and reliability by using internal consistency reliability method, initially performed to 50 consumers to ensure that research instrument used is good. The result of the test in Table 1 shows that the measuring instrument is a statement item used to measure each variable of social media marketing, brand consciousness, consciousness value, consciousness price, and online purchasing intention is valid (all factor loading>0.6). While testing reliability of each research variable also shows that each research variable used is reliable (Cronbach's coefficient alpha>0.6). This explains that each measuring tool is suitable and appropriate to measure each variable and consistent to collect research data.

Social media which become research objects are 3 favourite social media or the most visited in Indonesia in 2016 according to APJII survey (2016), namely: (1) Facebook (71.6 million users, 54% of the total), (2) Instagram (19.9 million users, 15% of the total), and (3) YouTube (14.5 million users, 11% of the total). The data were collected by questionnaire, during February 2017, a total of 200 that became observation units being selected using purposive sampling technique. The chosen sampling criteria are consumers who have made the purchase of fashion products through social media at least once in the previous year. Brand fashion trend in Indonesia is currently growing very rapidly, although it is still influenced by international fashion. It is because the clothing worn is indeed modern, originally from the West (<http://www.sinarharapan.co/>).

In this study, from the data obtained we observe: (a) the majority of the respondents use Instagram (82%) to collect the information, to choose and to buy fashion products where products purchased are clothing (81%), female (75%), age of<20 years (84.2%), latest education of senior highschool (78%), monthly income of Rp 1.000.000-Rp 2.999.999 (62%); (b) the minority buy fashion products through YouTube (2%), buying bag products (2.4%), male (25%), age of>50 years (0.8%), latest education of master degree (1.7%), with monthly income of>Rp 5.000.000 (10.8%).

The data analysis method uses SEM (Structural Equation Modeling) with the support of AMOS program. SEM is a statistical technique that allows testing of a series of relations simultaneously. The relationship is a double relationship of a number of free and bound variables. Prior to performing hypothesis testing, it is necessary to previously test the model used as a prerequisite. The model suitability test or goodness of fit test was conducted to measure the suitability of the model used in the study (Hair *et al.*, 2010).

Table 1. Summary of measurement scale

Construct/measurement	Factor loading	Cronbach's coefficient alpha
<i>Social media marketing (Source : Kim and Ko, 2012)</i>		0.75
1.I find interesting content that is displayed in social media about fashion products that I am considering to buy	0.70	
2.Easy to express my opinion about fashion products that I am considering to buy through social media	0.72	
3.I use social media to find information about the latest brand fashion products that I am considering to buy	0.74	
4.I will pass information about the brand, product, or service from social media to my friends	0.75	
<i>Brand consciousness (Source : Ismail, 2017)</i>		0.74
1.I pay attention to the brand of fashion product that I buy	0.63	
2.The brand name of the fashion product I buy tell me something about the quality of the product	0.61	
3.Sometimes I am willing to pay more expensive fashion products that I buy because of its brand	0.63	
4.The fashion products I buy are good quality	0.68	
<i>Value consciousness (Source : Ismail, 2017)</i>		0.73
1.I really want the price of fashion product that I buy is cheap, but with good product quality, because these are equally important	0.71	
2.I compare prices from different brands when shopping, to make sure that I get the best value for my money	0.68	
3.When I shop for fashion products, I always try to get good quality products according to the money I spend	0.67	
4.When I buy fashion products, I like to make sure that I get a good/proper price	0.70	
<i>Price consciousness (Source : Sinha and Batra, 1999)</i>		0.78
1.I tend to buy brands of fashion products with the cheapest price that suits my needs	0.73	
2.When I buy fashion products, I see the cheapest prices of all brands available	0.75	
3.When buying fashion products, I am very concerned about the price	0.72	
4.I am looking for the cheapest brand of fashion products when buying	0.73	
5.Price is the most important factor when I choose various brands of fashion products	0.71	
<i>Online purchasing intention (Source : Zarrad and Debabi, 2012)</i>		0.72
1.I want to buy fashion products through internet	0.65	
2.I might buy fashion products via the internet in the future	0.62	
3.I want to buy fashion products through the internet in the future	0.67	
4.I am going to buy fashion products via internet in the future	0.68	

3. Results

3.1 Structural model

The test results of goodness of fit statistics indicate that the proposed model fits to the data. Several criteria of measurement used along with cut-off-value indicating the goodness of fit of the model (Hair *et al.*, 2010). From the data processed, Chi-square value=335,475; Prob=0.000; Cmin/df=1.833 are obtained. Furthermore, other value of goodness test of fit obtained are TLI=0.947; GFI=0.936; AGFI=0.919; CFI=0.954; and RMSEA= 0.043 (TLI=Tucker-Lewis Index; GFI=Goodness-of-Fit statistic; AGFI=Adjusted Goodness-of- fit statistic; CFI=Comparative Fit Index; RMSEA=Root Mean Square Error of Approximation). These results indicate that the proposed model fits quite well with the data obtained.

After the fitted model is obtained, then hypothesis testing can be performed. The following in Table 2 is a summary of data processing results of hypothesis testing.

Table 2. *Result of hypothesis test*

Hypothesis	Path estimation	p-value	Decision
H ₁ :There is a positive influence of social media marketing toward brand consciousness	0.324	0.000	H ₁ Supported
H ₂ :There is a positive influence of brand consciousness toward online purchasing intention	0.211	0.011	H ₂ Supported
H ₃ :There is a positive influence of social media marketing toward value consciousness	0.549	0.000	H ₃ Supported
H ₄ :There is a positive influence of value consciousness toward online purchasing intention	0.507	0.010	H ₄ Supported
H ₅ :There is a positive influence of social media marketing toward price consciousness	0.643	0.000	H ₅ Supported
H ₆ :There is a positive influence of price consciousness toward online purchasing intention	0.668	0.000	H ₆ Supported

Notes: *p-value <0.05 ; Ho rejected.*

From H₁ test result, it was found the positive influence of social media marketing toward brand consciousness ($\beta=0.324$; p-value=0.000). Meanwhile from H₂, there was a positive influence of brand consciousness toward online purchasing intention ($\beta=0.211$; p-value=0.011). Furthermore, for H₃ and H₄ test results found the positive influence of social media marketing toward value consciousness ($\beta= 0.549$; p-value=0.000), and positive influence of value consciousness toward online purchasing intention ($\beta=0.507$; p-value=0.010). Similarly, from H₅ and H₆ it was

also found a positive influence of social media marketing on price consciousness ($\beta=0.643$; $p\text{-value}=0.000$), and the positive influence of price consciousness toward online purchasing intention ($\beta=0.668$; $p\text{-value}=0.000$). From the test results, there is consistency in the direction of interrelationships between variables formed between theory and fact. Furthermore, by using H_0 decision-making criteria is rejected if $p\text{-value}<0.05$ (Hair *et al.*, 2010), then all proposed hypothesis are supported. Furthermore, it can be seen that price consciousness is the strongest factor affecting online purchasing intention, and also price consciousness is the most important factor to form perceptual consciousness influenced by social media marketing.

3.2 Discussion

Based on H_1 test result, it was found that the more interesting content in social media and the easier the consumer is looking for, convey his opinion through social media, then consumers will pay more attention to the brand of products purchased and are willing to pay higher prices. This is consistent with the research by Siddique and Rashidi (2015) and Ismail (2017). Gensler *et al.*, (2013) said that social media allows consumers to provide references about a company's brand, the brand can become famous since the consumers distributes references about the company's brand. The consumer reference level in social media can increase curiosity and awareness of other consumers. Consumers will find out about the brand prior to make a purchase by looking for reviews from consumers who are more familiar with the brand. Consumers with high brand consciousness prefer to buy more expensive items since they use the brand as a symbol of status and prestige (Escalas and Bettman, 2005). In addition, consumers who respond positively to advertising and corporate promotions through social media, enable the creation of relationships between consumers and brands to create brand consciousness (Ismail, 2017). From the results of H_2 test, it was found that if consumers increasingly pay attention to the brand of products purchased and willing to pay more expensive prices, then consumers are more likely to buy fashion products through the internet in the future. This result is in line with the research by Kiseol (2010). Consumers who are brand consciousness will appreciate more information about the latest fashion and fashion trends with their brand and celebrity. Brand also reflects individual character and self image (Manrai *et al.*, 2001). Consumers with high brand consciousness consider brand as a symbol of image, identity and status that reflects their personality and more committed to making consumers buy brands without any encouragement (Sriram *et al.*, 2007).

H_3 and H_4 test results explain that the easier the consumer to find, convey his opinion through social media, then consumers will increasingly want to get the product with cheap price with the best quality, which eventually lead to the higher consumer desire to buy fashion products through the internet in the future. The findings of this study are consistent with the results of Ismail's (2017) and Rakesh and Khare (2012) studies. Social media-based communications facilitate consumers with relevant information including information about products and prices (Laroche

et al., 2013). According to Palazo'n and Delgado (2009), price quality association is a belief that the price level is a benchmark of product quality. Many consumers use price as a benchmark in assessing the quality of a product (Völekner and Hofmann, 2007), largely because of the consumer experience that explains that expensive products and brands are of better quality than inexpensive products. According to Russo (2014), as many as 78% of consumers say they are not loyal to the brand. In a dynamic market (where products can be accessed by the internet) and price competitive, customers with value consciousness are more attached to the brands they buy with low price. When consumers buy through the web, value-conscious consumers are more motivated to buy products based on price. If the price is too high they will reject it and look for another brand alternative at a better price, and this also makes them not intended to buy in the future.

Furthermore, the test results of H₅ and H₆ explain that the easier the consumer to find, convey his opinion through social media, the more consumers want the cheapest price, which in turn led to the increasing desire of consumers to buy fashion products through the internet in the future. This study supports the Chi-Hsun (2008), Hansen (2013), and Konuk (2015) studies. In this study, the majority of consumers are young adults, aged between 18 and 35 years old (Hilaludin and Cheng, 2014). The highest level of social media adoption is the young adults group, as these consumers are generally considered to be spending more time in social media, indicating that the main target of social media marketing is the young adults group (Rohm *et al.*, 2013). Y Generation, commonly born in the 1970s and 1990s, has a tendency to behave consumptively in purchasing giving more emphasis on price consciousness. Consumers with higher price consciousness will use price as a standard in making purchasing decisions, and they also think they are getting good quality (Lichtenstein *et al.*, 1993). For high-priced consciousness consumers, low prices are a very important factor to suit their needs. However, if consumers get price unfairness in their perception, then they will not intend to repurchase (Sinha and Batra, 1999).

4. Conclusions and recommendations

Social media nowadays has become a very important sales medium in marketing that can provide many benefits for consumers. Perceptual consciousness variables developed with the dimensions of brand consciousness, value consciousness, and price consciousness in this study are important factors that can contribute to the theory literature. The study found that there is a positive influence of social media marketing on brand consciousness, value consciousness, and price consciousness, which in turn also definitely affects the online purchasing intentions. Furthermore, it was found that the price consciousness added as a new dimension in this study is the strongest factor affecting online purchasing intention, and also the most important factor forming perceptual consciousness.

Information obtained from the results of this study is expected to be beneficial for marketing managers, especially those who apply online sales. As for some suggestions that can be given are: (1) to increase the use of social media marketing, therefore marketing managers should: (a) To increase consumer satisfaction in using social media by creating experience in using social media. For that purpose, the manager must create perceived ease of use and perceived enjoyment toward the use of social media, by encouraging consumers to spend time to use social media to provide a practice when shopping and convince people that using social media to shop is more productive and costless; (b) providing discount or vouchers for consumers who provide reviews on social media when they have purchased products, so the more reviews consumers get the more well-known and trusted products will be. (2) To increase consumer awareness of the brand, value, and price of the goods purchased, it is recommended that the manager should provide informative and attractive news about the product and the price offered, such as using endorsements from famous artists for uploaded photos, dare to provide guarantee that the price is the cheapest, and give rewards for consumer dissatisfaction if it happens. (3) To improve online purchasing intention, the manager should create community groups in social media, and apply customer loyalty program for consumers who purchase through social media.

Studies conducted in this issue have limitations that can be used as a suggestion for future research. First, this research is only applied to purchases through social media, so it is advisable to research online-based shopping with other media, such as mobile shopping and e-mail marketing. Second, the research is only performed to fashion products purchase. For further research, it could be applied to other product categories, such as artificial products or purchasing services through social media. Third, online purchasing intention is influenced by attitude towards online shopping, where factors influencing attitude towards online shopping are the experience with internet use, the perceived ease of use, the gender, and the perceived usefulness (Zarrad and Debabi, 2012) are not included in this study, therefore it is advisable to include them in a subsequent research.

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