

# The Influence of Social Media on Consumers' Purchasing Choices of Tourism Related Products

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Social media has generated a huge buzz in today's world. At present, internet users spend more 4.5 hours per week on social networking sites globally. This indicates how people interact and connect with each other to share their ideas, and engage with products, brands and organizations. It is generally only popular among younger generations who get touched by the trend of social media not so much the middle-aged and the older generation. Initially, the purpose of using social media was socializing whereby the user was able to connect with their friends and relatives. Later on, it developed widely as the tool of professional marketing to increase brand awareness among consumers as this was relatively cost effective. The world of digital communication creates many ways to promote the product consciousness and with the support of social media, it becomes one of the fastest ways to reach consumer's knowledge since consumers are nearly always connected and contributing to a variety of online events. In addition, social media has become a dominant online platform of consumer knowledge of their online shopping activities. The reason behind this research is to observe the influences of social media network on consumers' purchasing choices through available social commerce in Indonesia.

**Key words:** *Social Media, Online Purchase Intention, Tourism Related Products, Tourism in Indonesia.*

## Introduction

The second generation of Internet-based application (Web 2.0) is "a term widely used to refer to Internet services that foster collaboration and information sharing" (Hajli, Sims, Zadeh, & Richard, 2017). Social media not only encourages product contents it spreads the focus on the customers (Jermsittiparsert, Sutduean, & Sriyakul, 2018, 2019). The most identifiable advantages of social media are:– (a) to take of the time constraints where traditional communication method cannot; (b) to provide the multiple sharing contents using the online

tools; and (c) to employ with ease the use of interfaces for sharing and connection purposes. Social media sites are a great platform to spread information to the public and gain feedback while keeping up to date interaction which each end. It is the ideal medium for marketing products and services. Social media provides greater values to business firms by magnifying brand awareness, and working as an additional source of word of mouth communication (Di Pietro & Pantano, 2013), increase sales (S.-E. Kim, Lee, Shin, & Yang, 2017), dissemination of information and creating social support for consumers (M. J. Kim, Lee, & Bonn, 2016).

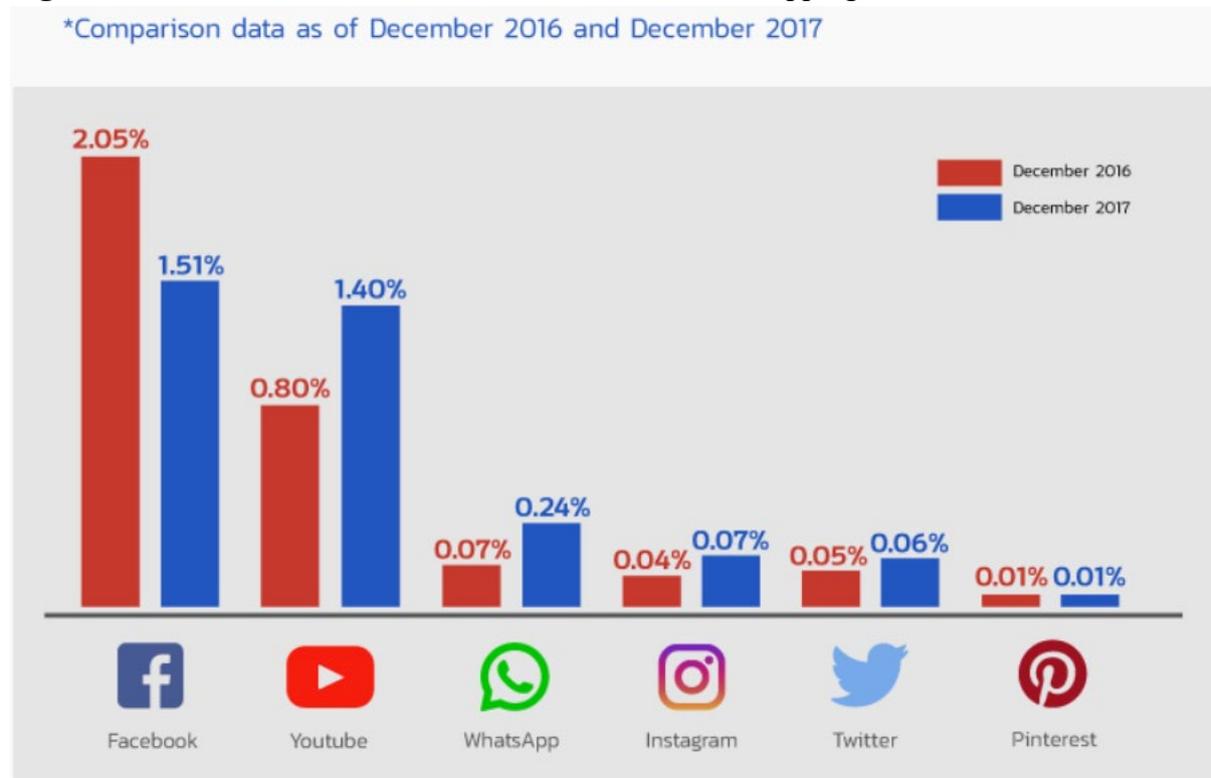
**Table 1:** The Role of Social Media and Generated Revenue Worldwide

<b>Social Media</b>	<b>Audience (2012)</b>	<b>Revenue, 2012 (USD)</b>
Facebook	955 Million	3.7 Billion
Twitter	500 Million	260 Million
LinkedIn	202 Million	1 Billion
You Tube	800 Million	3.6 Billion
TripAdvisor	800 Million	763 Million
Flickr	4.5 Million	110 Million

Table 1 shows total audiences attracted by social media and revenue generated through social media in 2012. According to the statistics, highest revenue generated by Facebook (3.7 billion). Besides that, LinkedIn (1 billion), Twitter (260 million), Flickr (110 million), You Tube (3.6 billion), and TripAdvisor (763 million) also have decent numbers of revenue. As shown their attracted audiences and revenue, it can be observed that customers from all over the world has a huge influence of social media.

This social media and social networking sites generates the platform of studying consumer behaviour for the researchers (Nadeem (Nadeem, Andreini, Salo, & Laukkanen, 2015). Indeed, for global marketing communication, social media become the fundamental tool. And thus, social media share the large amount advertising budgets. Given the facts, marketing by social media for example Facebook, Twitter, Instagram and YouTube have greater values and attracts the great attention to the organization, managers and academics (M. J. Kim et al., 2016).

**Figure 1.** Traffic Referrals of 6 Social Medias to 10000 Shopping Sites in Indonesia



As shown in figure 1, among the traffic referrals of six social medias, Facebook consists of highest percentage in 2016 (2.05%) and 2017 (1.51%). The performance of YouTube was also very good for both years compared to other medias, as of 2016 (0.80%) and 2017 (1.40%). Other social medias also shown the influence on online shopping in Indonesia. WhatsApp is showing third major role for both years along with Instagram, Twitter and Pinterest.

In the recent times, academicians have discovered the attitudes and perceptions of online advertising such as on social media. Several earlier studies were focused on consumer purchase decision making under social media context and the conceptual model that been applied is consumer buying decision which developed by J. V. Chen, Su, and Widjaja (2016). Bai, Yao, and Dou (2015) investigated consumer purchase decision making by examined consumer buying decision and they found out that post purchase activities trigger purchase intention among their peers, family and friends through their post purchase experiences. These studies give insight to the researcher that post purchase experiences is a very crucial and essential to do further investigation which could increase or stimulates purchase intention among online consumers (Rondán-Cataluña, Arenas-Gaitán, & Ramírez-Correa, 2015).

In additional, Harvard Business Review revealed that only 16% of companies are focused on consumer retention, even though it costs at least five minutes more to acquire a new customer than to keep existing one (J. Chen & Shen, 2015). Lim, Osman, Salahuddin, Romle, and

Abdullah (2016) examined consumer purchasing decision process models in order to discover out what is the actual role of influence demonstrated by Social Media.

The research discovers that most of consumers did not value or write comments on Social Media after buying, only 3% of them often involve in post purchase activities, while 50% never do it. This may indicate that most of product details is being provided by the business firms instead of individual consumers. If business firms are somehow able to discover a way to encourage their online consumers to participate and share their user experience online, more sales and profits will be gained. Providing a positive purchasing experience is a tremendous opportunity for business marketers to deepen their relationship with customer and build loyalty for their brands (Rondán-Cataluña et al., 2015). As stated by Choi, Seo, and Yoon (2017), post purchase experience is actually crucial for consumers, as it will affect their upcoming purchase patterns which will not only influence their own patterns but also their peers.

During post purchase stage, consumer will start measure their impression of the products with their expectations (Pereira, de Fátima Salgueiro, & Rita, 2016). As stated above, online purchase activities are rapidly growing in Indonesia and it is a golden opportunity for tourism service providers to utilize social media as the platform to engage with the consumer through their post purchase experience which could drive repeat purchase and loyalty. With the well-established Network 2.0 expertise, almost everyone around the globe is able to keep in touch through social media as long as they are connected by digital devices to the Internet. The reason for this study was to observe the part of five characteristics in social media – community, connectedness, accessibility, participation, and openness – and discover how these characteristics influence online purchase intention in Indonesia.

## **Literature Review**

### ***The Classification of Social Media***

Social media includes different types of application and platforms. To differentiate the social media from other media, the previous studies identified some common types of social media (Wang & Yu, 2017). As stated by Choi et al. (2017), in general, seven types of social media which includes podcasts, forums social network sites, blogs, content communities, wikis and microblogging.

### ***Social Networking Sites (SNSs)***

Social networking sites refers to the podiums in where allows user to establish personal webpages to connect with another user to share information and communication (Choi et al., 2017). Social interacting are non-specific terms for sites that are used to interact with users



(Hua, 2016). These platforms, make a list with friends who share a connection, and view and traverse with their connected people within the system (Ayeh, Au, & Law, 2013).

### ***Blogs***

A blog is an online publication run by individual or group for a large group of visitors related to chronological content, text, images, data, and other media-related topics, and through it you can access a web browser (Zeng & Gerritsen, 2014). In addition, you can integrate blogs into video, photo platforms and publications, which makes them a good hub for other social media marketing tools such as photos, videos, hyperlinks and more. Furthermore, the blog has various social features such as comments, trackbacks, and subscribers. In addition, anyone using the blog can post and manage multiple conversations on the Internet. Sometimes, some bloggers give everyone access to the entire site without any systemic obstacles. As a result, their purpose can adversely affect personal photos, product or brand (J. Chen & Shen, 2015).

### ***Wikis***

Wikipedia is the most well-known as Wikis. Wikis refers to the website by which an individual can delete, revise, and add the content in association with others (Patwary & Omar, 2016). With a backup with database, any changes in Wikis kept records, and therefore users can compare the changes and resume to earlier versions. With the help of Wikis, all earlier contributions stored permanently, while other action can be detectible and reversible. The key criteria for wikis are collaborative authorship and revision control.

### ***Podcasts***

Podcasts defined as a digital recording of music, news or other media that can be downloaded from the internet to user own local portable media player. Video and audio files are available in the Internet that give permission users to subscribe to it. The feature of subscription truly symbolizes the sociability and community traits of social media where each user is interacting with other users by notifying on their updates and this is direct marketing strategies. This feature aid everyone to form their own audiences and community as one of the fundamental formations of social media.

### ***Microblogs***

Microblogging is a mini version of blogs for a real-time information. Furthermore, microblogging gives users permission to spread the short-text messages with the functions of instant messaging system and social networking from other social media platforms. For instance, Twitter launched in 2006, is one of the leading players in the micro-bog field with

over 200 million lively users and handles over 1.6 billion search queries per day. Nowadays, many business firms use Twitter to tap into the business by showing their prospects, influencing the customers. This ultimately helps to build business relationship, attaining online and offline brand building (Patwary & Rashid, 2016).

### **The Characteristic of Social Media**

Business firm employ social media as one of their marketing techniques without any initial understanding of how social media works successfully or fail. To my delight, few publications give great outline of social media characteristics. Stephen (2016) identified five fundamental characteristics such as community, connectedness, conversation, participation, and openness that are public to entire social media sites. Bilgihan, Barreda, Okumus, and Nusair (2016), pointed five features include longevity, speed, accessibility, interactive, and reach that differentiate the social media from the traditional media. Five appearances of social media such as, connectedness, community, accessibility, participation, and openness would be encapsulated as follow:

#### ***Online Community***

Social media allows communities to share similar characteristics with other online and virtual communities who possess the similar interest, for example, interest in favourite TV show or a political issue, photography (Zhang & Mao, 2016). The article “Consumer perception of knowledge-sharing in travel-related online social networks” (2016) explained how humans can use social media and tackle the user in the social media. There is two-way marketing approach push and pull by which can reach consumers via social media (Schuckert, Liu, & Law, 2015). By using the pull method, companies build relationship with social media users, while by using push method, companies communicate with their brand (Schuckert et al., 2015). By offering stability, diversity, and possibility, it will benefit for online communities (Agag & El-Masry, 2016).

#### ***Connectedness***

Social connectedness is the integration of individuals who associated through links to other customers from different social media platform (Baker, Donthu, & Kumar, 2016). Social media provides permission its users to move from one point to another in virtual world by providing the respective web links of other network, resources and people (Kaur & Khanam Quareshi, 2015). Active and trustful interpersonal behaviour is called social connectedness (Amaro & Duarte, 2015; Amaro, Duarte, & Henriques, 2016). A study by Hsu and Lin (2016) found that perceived connectedness is positively associated with closeness and identification with others.

### ***Openness***

Maximum social media services are open for everyone to participate and share information. Anyone can join and utilize social media to create, edit, communicate, and comment contents with free of charge (Aluri, Slevitch, & Larzelere, 2016). With few barriers, most of the social media application have the openness that allows and encourages user to provide feedback, comment, and share information. Social media which is two-way communication provides opportunities conversations among user, while one-way information communication of traditional media includes broadcasts does not have this opportunity.

### ***Accessibility***

The expansion of Web 2.0 technologies and user generated content promotes ease of use where its user can sign in to social media no matter where and when as long as it is connected to Internet (Hajli, 2015). There were studies recommending that perceived ease of use may be the underlying antecedent to perceived usefulness (Xi et al., 2016).

### ***Participation***

By using the social media everyone can provide input and feedback. The contents and post that public on the platform purposes to stimulate the attention of other party to dynamically contribute and provide feedbacks. Due to availability of social media, dream of becoming creators ,readers, consumers of contents and communicators on the platform (Song & Yoo, 2016).

### ***Consumer Online Purchase Intention***

Consumers purchase intention is known as the predictor for future buying trend. As per Agag and El-Masry (2016) the purchase intention denotes the probability of consumer's willingness to buy the products or services. In other word, intention is consumers purchase preference to act toward an object (M. J. Kim et al., 2016). Apart that, Bai et al. (2015) also stated purchase intention as the attempts of an individual intentionally plans to buy the products of certain brand. According to Gunawan and Huarng (2015) they elaborated purchase intention as the number of clients that has a suggestion to buy the products in future and make recurrence purchases and keep in touch with the specific products or services.

Moreover, purchase intention is the transaction after consumer evaluates the overall products choices. In additional with what stated by Mouakket (2015) that purchase intention is measured with the extents of willing to purchase, value for buying the products, and recommends the products other customers to purchase. Bilgihan et al. (2016) describes that purchase intention

involves four behaviours of consumer includes the exact plan to purchase the product, thinking clearly to buy the product, future buying intention of the product and to purchase the specific product completely. Perceived price, quality and value more likely to influence the consumer's purchase intention. In addition, internal and external motivation will influence consumer during buying process (Hajli, 2015). Consumer buy the products following six stages includes awareness, knowledge, interest, preference, persuasion and purchase (Berbegal-Mirabent, Mas-Machuca, & Marimon, 2016).

According the theory of reason action, the behaviour of consumer could be presumed from its corresponding intentions. For example, online consumer purchase intention describes the paradigm that gives the strength of a consumer's intention to purchase online. To explain the consumer purchase intention, the theory of reasoned action states that consumer will behave in certain way related to buying intention. Therefore, to assess the behaviour of consumers buying behaviours, person attitudes toward the specific behaviour such as subjective norm influential people and group could be the impact factors.

Attitudes effect consumer's online intention to buy the certain products. Kudeshia and Kumar (2017) mentioned that consumer attitude towards online shopping impacts if consumer intent to purchase online. Furthermore, online shopping is another forecaster of consumers' attitude toward the products. Consumers' attitude toward the behaviour of buying online is a motivator of behavioural intention. Thus, the consumer must perceive the benefits of shopping online compared to the buying products from the store directly to establish online purchase intentions (Abdullah, Jayaraman, & Kamal, 2016).

When a consumer determined to buy things from an e-commerce business, online purchase intention is established. Consumers are more probably to stopover an online website with the intention to purchase due to their previous experience in buying in e-commerce businesses (Munar & Jacobsen, 2013). To access online consumer behaviour, online consumers' purchase intention has been observed to be more relevant to measure intention to use a website. Furthermore, online consumers' purchase intention will rely on many factors since online transaction involves information sharing and buying action. Online consumers' purchase intention is the pointer to grasp the goal of actual purchase (Moro, Rita, & Oliveira, 2018). Consumers' actual purchase actions is divided into two portions either have to buy or not to buy the item. whenever customer want to buy any product from online, they need to trust on online supplier. Trust demonstrates positively towards the accomplishment of online transaction. Furthermore, online trust is comprised both impression of the risk and benefits of doing transaction online. Many research's findings have summarized that the higher the consumer online trust, the higher the customer online purchase intention (Balakrishnan, Dahnil, & Yi, 2014).

This study will observe five fundamental characteristic of social media online communities' features describe group of people who shares same interest or background and it allows marketer to develop substantial relationship with consumer who have interest on their product or services. Building these relationships can not only give marketer positive brand image which create purchase intention but also increase revenue as these people may become return shopper Next, it could improve and establish relationship with consumers by staying connected in the online worlds will gain marketers trust and loyalty (Sin, Nor, & Al-Agaga, 2012).

User's acceptance of new technology has been constantly examined and stretched by many scholars by using the technology acceptance model (TAM) where this model argues that there is strong influence on their behavioural purpose. Under usability feature, three sub items play important roles to ensure the usability of social media which is speed, accessibility and openness. Openness of social media where it means the specific social networking sites available for use without any payment required and consumer is allowed to use the platform to share their feedback or comment freely about the product or service. Meanwhile, accessibility where it means consumer able to access social media with no boundaries as long it connected to Internet. All above features of social media plays important roles leads consumer to share their knowledge or experience which later it create 8 purchase intention among peers, friends and family members. With this direction, this study will focus on how those mentioned features influences consumer to have intention to purchase through social media(A. J. Kim & Ko, 2010).

## **Methodology**

This study intended to examine the influence of social media community, social media openness, social media connectedness, social media accessibility and social media participation on online purchase intention of tourism products. A total of 24 items used for all items, social media community (4 items), social media openness (4 items), social media connectedness (4 items), social media accessibility (4 items), social media participation (4 items), on online purchase intention (4 items). For collecting data, initially 350 respondents were approached, and 317 respondents were usable questionnaires proceeded for further analysis. The measurements items were adapted from previous studies. Descriptive statistics was conducted using SPSS and inferential analysis was conducted using Partial Linear Square tool which is one of tools for Structural Equation Modelling.

## Data Analysis and Findings

### *Descriptive Statistics*

In Table 2, descriptive statistics is showing the mean value, minimum score, maximum score, sample size and standard deviation of the variables.

**Table 2:** Descriptive Statistics of the Variables

<b>Variables</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Online Community	317	1.00	7.00	3.1325	1.20624
Connectedness	317	1.00	7.00	5.7405	.93832
Openness	317	1.00	7.00	4.6025	1.33880
Accessibility	317	1.00	7.00	5.0733	.94485
Participation	317	1.00	7.00	5.3207	1.19209
Online Purchase Intention	317	1.00	7.00	5.2471	1.01298
Valid N (listwise)	317				

As shown in Table 2, highest mean value consists of connectedness (5.7405), followed by participation (5.3207), online purchase intention (5.2471), accessibility (5.0733), openness (4.6025) and least mean score for online community (3.1325). Minimum values for all variables are 1.00 and maximum is 7.00 as this study is using seven-point Likert type scale for getting the opinions from the respondents about six variables for the study. Highest standard deviation is conceded for openness (1.33880), followed by online community (1.20624), participation (1.19209), online purchase intention (1.01298), accessibility (0.94485) and connectedness (0.93832).

**Table 3:** Mean Scores from T-test for Respondents Purchased Tourism Products Through Online or Not

Variables	Purchased Online	N	Mean	Std. Deviation	Std. Error Mean
Online Community	Yes	82	2.8902	1.18832	.13123
	No	235	3.2170	1.20347	.07851
Connectedness	Yes	82	5.6433	.73181	.08081
	No	235	5.7745	.99957	.06520
Openness	Yes	82	5.0927	1.16288	.12842
	No	235	4.4315	1.35604	.08846
Accessibility	Yes	82	5.3506	.72951	.08056
	No	235	4.9766	.99249	.06474
Participation	Yes	82	5.3902	.78008	.08614
	No	235	5.2965	1.30619	.08521
Online Purchase Intention	Yes	82	5.4350	.60788	.06713
	No	235	5.1816	1.11405	.07267

In Table 3, t-test was conducted to identify the mean difference among independent and dependent variables in terms respondents purchased tourism products through online or not. For online community, those respondents purchased through online before scored 2.8902, and did not purchase through online before scored 3.2170. For second independent variable connectedness, those respondents purchased through online before scored 5.6433, and did not purchase through online before scored 5.7745. For openness, those respondents purchased through online before scored 5.0927, and did not purchase through online before scored 4.4315. For fourth independent variable accessibility, those respondents purchased through online before scored 5.3506, and did not purchase through online before scored 4.9766. For participation, those respondents purchased through online before scored 5.3902, and did not purchase through online before scored 5.2965. While looking into the dependent variable of the study, online purchase intention, those respondents purchased through online before scored 5.4350, and did not purchase through online before scored 5.1816.

**Table 4:** T-test for Respondents Purchased Tourism Products through Online or Not

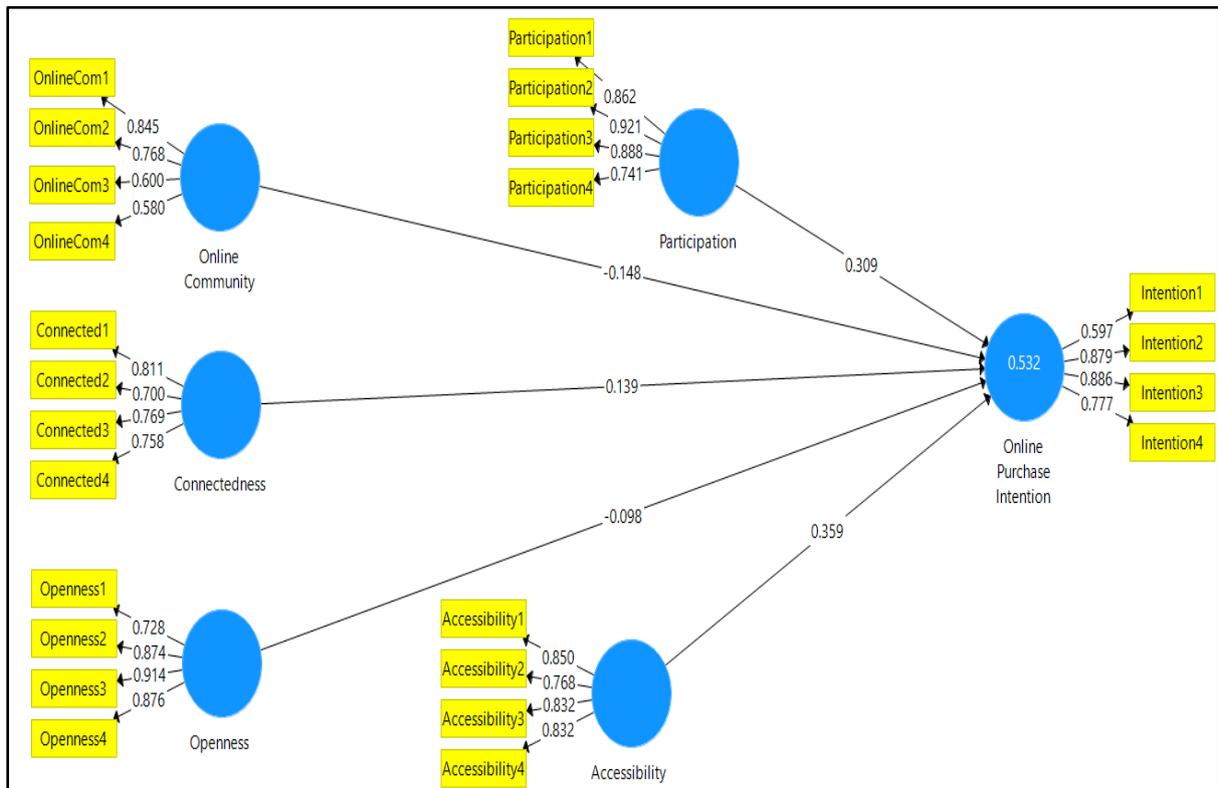
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Online Community	Equal variances assumed	.387	.534	-2.124	315	.034	-.32678	.15386
	Equal variances not assumed			-2.137	143.013	.034	-.32678	.15292
Connectedness	Equal variances assumed	13.530	.000	-1.090	315	.276	-.13118	.12031
	Equal variances not assumed			-1.263	192.543	.208	-.13118	.10384
Openness	Equal variances assumed	7.531	.006	3.938	315	.000	.66119	.16790
	Equal variances not assumed			4.240	163.370	.000	.66119	.15594
Accessibility	Equal variances assumed	4.845	.028	3.129	315	.002	.37401	.11953
	Equal variances not assumed			3.619	191.730	.000	.37401	.10335
Participation	Equal variances assumed	20.756	.000	.613	315	.540	.09379	.15305
	Equal variances not assumed			.774	238.124	.440	.09379	.12117
Online Purchase Intention	Equal variances assumed	14.273	.000	1.959	315	.051	.25340	.12934
	Equal variances not assumed			2.561	258.983	.011	.25340	.09893

The level of significant differences among independent and dependent variables are shown in Table 4. Significant differences are shown in terms of respondents purchased tourism products through online or not for online community (0.034), openness (0.00), accessibility (0.002) and online purchase intention (0.051). Significant differences were not found for connectedness (0.276) and participation (0.540).

### Assessment of Measurement Model

In the measurement model of the study, the outer loadings are good enough to fit into the construct (Figure 2). Outer loadings of the study for Online community are 0.845, 0.768, 0.600 and 0.580 respectively, for Connectedness are 0.811, 0.700, 0.769 and 0.758 respectively, for Openness are 0.728, 0.874, 0.919 and 0.876 respectively, for Accessibility 0.850, 0.768, .0832 and 0.832 respectively and for Participation .0862, 0.921, 0.888 and 0.741 respectively.

**Figure 2.** Measurement Model of the Study



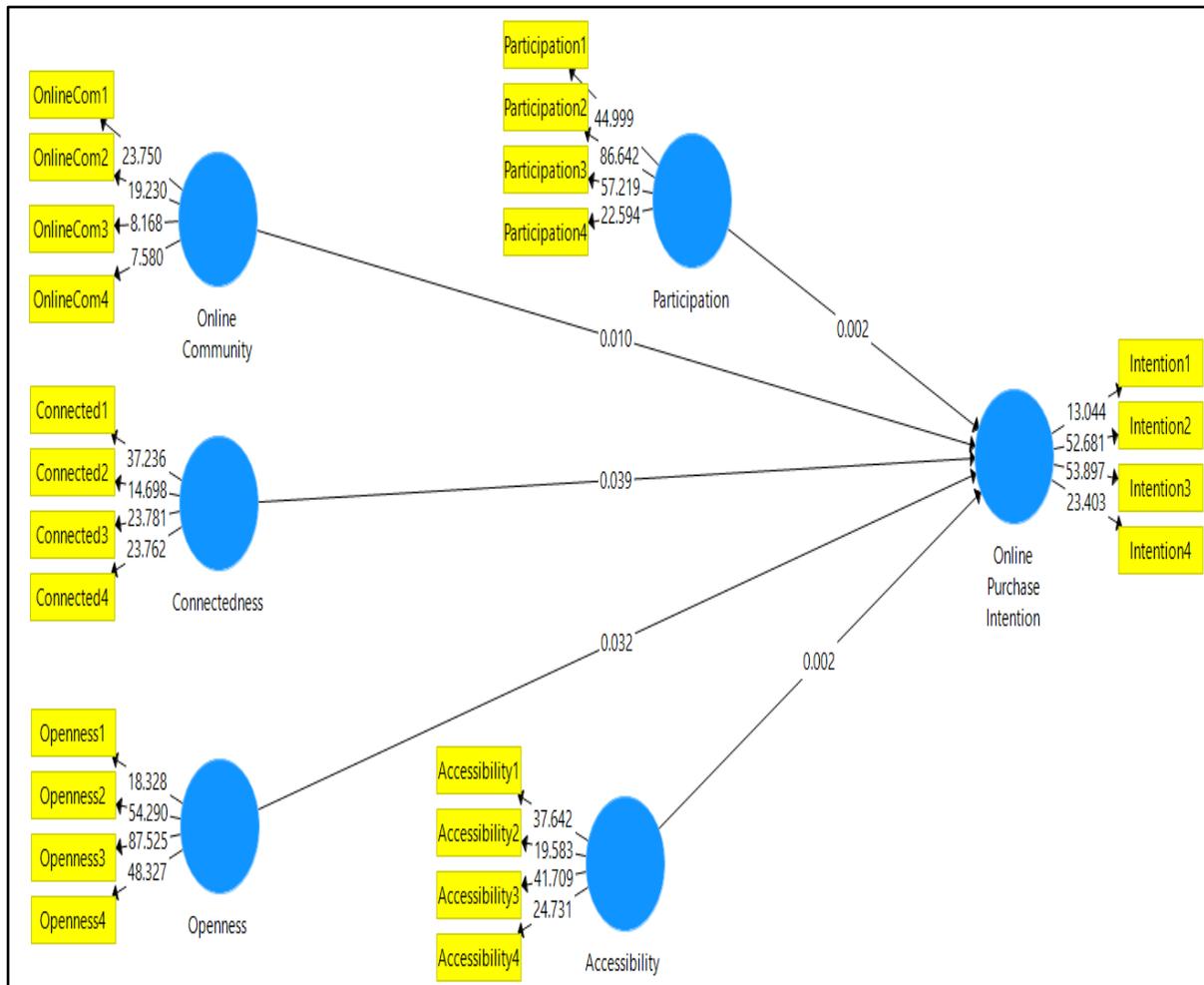
**Table 5:**

Construct	Items	Loadings/ Weight	Cronbach's Alpha	rho_ A	Composit e Reliabilit y	AVE
Online Community	OnlineCom1	0.845	0.688	0.780	0.796	0.500
	OnlineCom2	0.768				
	OnlineCom3	0.600				
	OnlineCom4	0.580				
Connectedness	Connected1	0.811	0.757	0.765	0.845	0.578
	Connected2	0.700				
	Connected3	0.769				
	Connected4	0.758				
Openness	Openness1	0.728	0.875	0.918	0.913	0.725
	Openness2	0.874				
	Openness3	0.914				
	Openness4	0.876				
Accessibility	Accessibility1	0.850	0.841	0.858	0.892	0.674
	Accessibility2	0.768				
	Accessibility3	0.832				
	Accessibility4	0.832				
Participation	Participation1	0.862	0.876	0.887	0.916	0.732
	Participation2	0.921				
	Participation3	0.888				
	Participation4	0.741				
Online Purchase Intention	Intention1	0.597	0.796	0.833	0.869	0.629
	Intention2	0.879				
	Intention3	0.886				
	Intention4	0.777				

### Assessment of Structural Model

The diagram in figure 3 is shown to demonstrate structural model of the study. T-values of the model are showing high efficiency in the construct. The influence of independent variable to dependent variable is positively significant.

**Figure 3.** Structural Model of the Study



**Table 6:** Results of Structural model of the study

Relationships	Direct/indirect Effect	t-value	p value	Effect Size ( $f^2$ )	Supported
Online Community → Online Purchase Intention	-0.148	2.602	0.010	2.025	Yes
Connectedness → Online Purchase Intention	0.139	2.073	0.039	1.014	Yes
Openness → Online Purchase Intention	-0.098	2.153	0.032	1.214	Yes
Accessibility → Online Purchase Intention	0.359	3.040	0.002	1.044	Yes
Participation → Online Purchase Intention	0.309	3.056	0.002	1.047	Yes

As shown in Table 6, the effect size among independent and dependent variable is higher ( $f^2$ = Online Community 2.025, Connectedness 1.014, Openness 1.214, Accessibility 1.044, Participation 1.047, which shows good fitness of the model. The p value shows a higher significant level 0.010, 0.039, 0.032 and 0.002 respectively. While considering direct/indirect effects of the model, path coefficient of the direct relationship is for Online Community -0.148, Connectedness 0.139, Openness -0.098, accessibility 0.359, Participation 0.309, which shows positive relationship among the constructs. Although, online community and openness is showing significant relationship with online purchase intention, but it is negatively significant with online purchase intention.

## Conclusion

In order to succeed in the marketplace, an individual should understand the features of social media due to its critical importance to business. Social media has had an impact on almost everyone – who has an electronic device to connect with Internet – around the globe with the advancement of Web 2.0 technologies. Social media is already incorporated into our daily life. With a well grasp knowledge of social media skills and features consumer life will be made easier and give additional value such as personal advertising, product information browsing and job search. Consumer buying decision is a multifarious process. Consumers' purchase intention generally is linked to the behaviour, perceptions and attitudes of consumers where buying behaviour is a key determinant for consumers to access and weigh up the specific product. This study aims to examine the role of the five characteristics of social media –



community, connectedness, accessibility, participation, and openness – and how these characteristics influences on online purchase intention in Indonesia. While looking into the levels of these social media characteristics, connectedness was mostly agreed by the respondents in Indonesia. Online community, connectedness, openness, accessibility and participation have significant influence on online purchase intention. Online community and openness is showing significant relationship with online purchase intention, but it is negatively significant with online purchase intention. The result of this study concludes that the social media participation is a strong predictor in influencing online purchase intention.

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