



Purchasing Decisions Effect of Social Media Marketing, Electronic Word of Mouth (eWOM), Purchase Intention

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Abstract: This research aims to examine the effect of social media marketing and e- word of mouth on purchasing decisions; social media marketing and e-word of mouth influence purchase intention; social media marketing and e-word of mouth influence purchasing decisions by mediating purchase intention. This study uses a quantitative descriptive research approach using data obtained from a sample of the study population and analyzed according to statistical methods. The population in this study uses an infinite population, where the infinite population in this study is taken from consumers who have purchased Zoya's hijab products. The sampling technique used was accidental sampling with a total sample of 70 respondents. The analysis technique used is path analysis technique. by collecting data through research instruments, by distributing questionnaires to consumers. The results of the study found that based on the results of the study found that social media marketing and e-word of mouth had a positive effect on purchasing decisions; social media marketing and e-word of mouth have a positive effect on purchase intention; social media marketinghas a positive effect on purchasing decisions through mediation of purchase intention; e-word of mouth has a positive effect on purchasing decisions through purchase intention. social media marketinghas a positive effect on purchasing decisions through mediation of purchase intention; e-word of mouth has a positive effect on purchasing decisions through purchase intention. social media marketing has a positive effect on purchasing decisions through mediation of purchase intention; e-word of mouth has a positive effect on purchasing decisions through purchase intention.

Keywords: Social Media Marketing, e-Word of Mouth, Purchase Intention, Purchasing Decisions

INTRODUCTION

The development of increasingly advanced technology and the use of the internet in the marketing process makes it easier for users to interact with each other. The emergence of

internet service providers has brought great benefits to the people of Indonesia. The convenience that online services offer has changed the way people see and live (Strover et al., 2020). Various areas of life can be managed electronically. Now people can easily get complete and varied information about writing, computer programs, databases, pictures, music, videos, films and much more on the Internet. Even people can buy the desired goods just by opening a computer anywhere and make transactions online (Djakasaputra et al., 2021). Consumers' desire to buy and understanding consumer behavior have many influences behind a person's decision to buy a product (Nuttavuthisit & Thøgersen, 2017).

According to Stankevich (2017), purchasing decisions are steps in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is directly related to the acquisition and use of the goods offered (Alavi et al., 2016). Marketers must examine the different effect on buyers and develop an understanding of how consumers actually make purchasing decisions (Yang & Lee, 2016). Consumer purchasing decisions are decisions to buy the most popular brand among several existing choices, but there are two factors that can influence purchase intentions and decisions (J. Chen et al., 2016).

Social media marketing has strong content power as a consumer reference for product information. The power of content and conversation on social media marketing encourages many businesses to use social media marketing as a communication and marketing tool (Farook & Abeysekara, 2016). In addition, efforts need to be made to stimulate consumer interest in products that are produced and productive and generate positive feedback through online reviews so that they become one of the factors that influence interest and purchase decisions (Mathwick & Mosteller, 2017).

Instagram is a social media used to share photos and short videos which can also be shared on Facebook from Instagram. Some people use this feature to upload images of online shop products along with product classifications and product prices (Aljukhadar et al., 2020). Thus, anyone using Instagram can immediately see the products being sold on social media, as well as the prices and ratings of these products. This makes it easier for consumers to choose the desired product (Duarte et al., 2018).

The variety of products available on Instagram makes it easier for someone to find the item or product they want. In addition, articles posted on Instagram can also convince users about Instagram, because there is a detailed classification of goods or products. This allows consumers to instantly see the quality of products posted on Instagram (Habibie et al., 2021). Meanwhile, it turns out that many products sold in the Online Shop are fashion products that are often sought after or purchased by consumers from online stores. This can be confirmed by the idEA (Indonesian E-Commerce Association) report in June 2022, which shows that fashion products are among the products most purchased online, with a share of 17.3 percent, compared to other products.

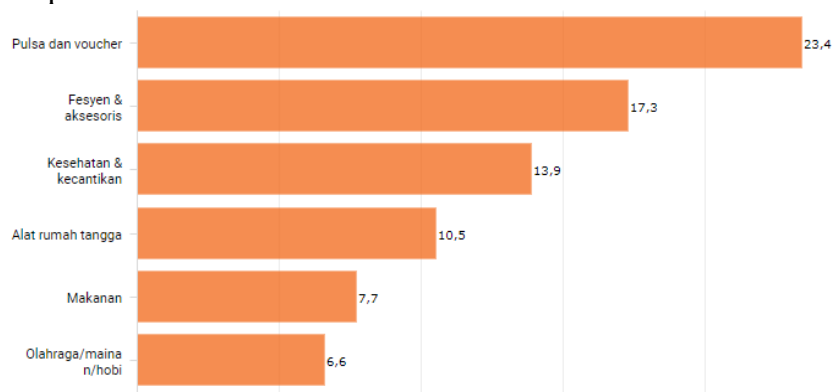


Figure 1. Classification of Products that are Frequently Purchased through E-Commerce
Source: idea, June 2022 (Indonesian E-commerce Association)

Indonesia is predicted to be the center of the world's Muslim fashion trends. As a country with the largest Muslim population in the world population of 237.56 million people. The Muslim population is equivalent to 86.7% (Source: The Royal Islamic Strategic Studies Center (RISSC), 2022). That way it will directly support the hijab Muslim fashion industry in Indonesia. The large number of Muslim people who are aware of wearing the hijab has made many Indonesian Muslim fashion brands compete for the "top" position in the Indonesian market as proof of the existence of the best Muslim fashion actors.

Table 1. Top brand index for the hijab category in Indonesia in 2018-2022

| Nama Brand | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------|-------|-------|-------|-------|-------|
| Azzura | 4.60 | 2.00 | 3.70 | 4.50 | 4.90 |
| Elzatta | 19.80 | 15.50 | 19.30 | 28.60 | 32.10 |
| Rabbani | 24.50 | 22.30 | 22.50 | 22.60 | 21.90 |
| Zoya | 24.90 | 27.20 | 27.40 | 21.10 | 21.80 |

Source: <https://www.topbrand-award.com>, 2022

The Top Brand Award is an award for brands that are classified as well-known brands. To receive the Top Brand Award, three parameters must be achieved: excellence, market share and engagement. Judging from Table 1, it is known that several Muslim fashion brands won the Top Brand Award in Indonesia, while one of the Muslim fashion brands, namely Zoya, which was popular in Indonesia until 2020, has actually experienced a decline in popularity in the last two years, so 2021-2022. Zoya is an Indonesian-born Islamic fashion brand that always innovates in design and is smart in choosing good technology for textiles and designs. Zoya's success over the past few years is certainly based on many factors.

Word of Mouth (WOM) is an important part of marketing research because verbal communication can influence customer purchasing decisions. According to Stein & Ramaseshan (2016), word of mouth is messages about company products or services, or about the company itself as suggestions about product functionality, ease of use, honesty, speed of service and other things that you feel, and experienced by someone. who pass it on to others. Electronic word of mouth (eWOM) through various online media such as Facebook, Twitter, Blogs, My Space, etc. has become a big phenomenon (Pour & Lotfiyan, 2020). According to Sulthana & Vasantha (2019), eWOM is a positive or negative statement made by a consumer about a company's product or service that is shared with other consumers through online media. The existence of eWOM helps consumers avoid difficulties in finding information about products, especially Elzatta Hijab branded products.

Previous studies examining purchase intention and purchasing decisions include Lim et al., (2017) and Hermanda et al., (2019) found that social media marketing has a positive and significant effect on purchase intention. Different from Hermanda et al., (2019) found that social media marketing has a negative effect on purchase intention. Then, Kudeshia & Kumar (2017) and Hasan & Sohail (2021) found that e-WOM has an effect on purchase intention, Tien et al., (2019) and Büyükdağ, (2021) found that e-WOM has an effect on purchasing decisions. However, Tjhin & Aini (2019) found that e-WOM has no effect on purchasing decisions. Based on the phenomena and inconsistencies of previous research, this study aims to examine the effect of social media marketing and e-WOM on purchasing decisions; social media marketing and e-word of mouth influence purchase intention; social

media marketing and e-word of mouth influence purchasing decisions by mediating purchase intention.

LITERATURE REVIEW

Social Media Marketing relationship to purchasing decisions

Sulthana & Vasantha (2019) states that advertising is one of the determining factors for the success of marketing programs in providing information about product existence. Social media marketing is currently one of the tools that is widely used by marketers to share product information with consumers (H. Chen, 2018). These social media networks are a new form of “consumer-consumer” and “business-consumer” dialogue with important implications for marketers (Kotler et al., 2018). Kotler et al., (2019) uses the term red to describe the great opportunities for marketers to market on the Internet. Social media marketing is also an online community where people can connect and share information with the aim of building relationships and building loyalty with consumers (Pham & Gammoh, 2015). Social media marketing makes it possible to build more personal and dynamic social relationships compared to traditional marketing strategies. Social media marketingads influence purchasing decisions. This is consistent with the results of Priansa & Suryawardani (2020) that social media marketing advertising has a positive and significant effect on consumer purchasing decisions and the promotion strategy implemented through social media marketing influences purchasing decisions.

E-Wom relationship to purchasing decisions

Ilhamalimy & Ali (2021) found that consumers gain trust and perceptions regarding products or services through e-WOM. In addition, Kang et al., (2020) consumers prefer to read product reviews before making purchase decisions rather than relying solely on advertisements. According to Choi (2020), E-WOM such as comments and ratings are important factors when consumers make purchasing decisions. This statement is supported by the research results of Prasad et al., (2017) that electronic word of mouth has a significant effect on purchasing decisions.

Social media marketing relationship to purchase intention

Wang & Yu (2017), the indicators used in this study are relationships, communication, post-purchase interactions in information formats. In this developing modern era, social media marketing is not only used as a medium of communication, but also as a promotional medium because it offers many advantages (Gümüs & Kütahyalı, 2017). Husain et al., (2016) said that social media marketing is the most powerful media to be used as promotional media. Chu & Chen (2019) examined the relationship between advertising on social media marketing and purchase intention, and the results showed that there was a significant positive relationship between advertising on social media marketing and consumer purchase intention.

The relationship between E-Wom and purchase intention

Kotler et al., (2018) argues that word of mouth (WOM), or word of mouth, is a communication process that involves making recommendations for a product or service, either individually or in groups, to provide personal information. According to Poturak & Turkyilmaz (2018), consumers are interested in reading good and bad experiences about a product in online media, where consumers consider recommendations that lead to their purchase intentions. This statement is supported by the research of Sa’ait et al., (2016), that e-WoM communication has a strong positive effect on purchase intention.

Relationship between Purchase Intention and Purchase Decision

At a certain point in the purchase decision process, consumers must stop evaluating and making purchase decisions (Yang & Lee, 2016). In addition, A. Chen et al., (2017) found that appraisal results can generate purchase intention. When someone has not made a real purchase decision, this behavior is referred to in marketing as purchase intention (Kusumawati et al., 2021). Purchasing is the desire to buy a product or service that is in the minds of consumers in the long or short term (Sa'ait et al., 2016). This is reinforced by the findings Prasad et al., (2019) that purchase intention has a positive and significant effect on purchasing decisions. Based on the results of the literature search and the relationship between variables, the research model can be presented as shown in Figure 2 .

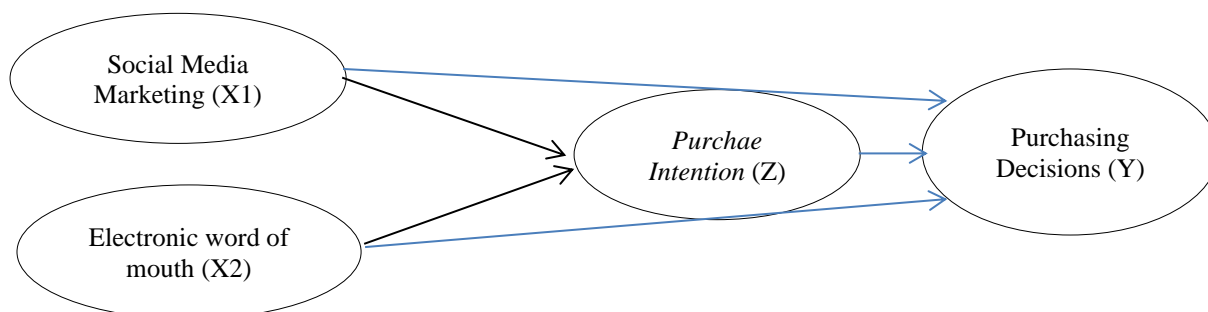


Figure 2. Contextual Framework

The hypothesis in this study is:

- H1: Social media marketing has a positive and significant effect on Purchase Decisions.
- H2: E-Wom has a positive and significant effect on purchasing decisions.
- H3: Social media marketing has a positive and significant effect on Purchase Intention.
- H4: E-Wom has a positive and significant effect on Purchase Intention.
- H5: Purchase intention has a positive and significant effect on purchasing decisions.
- H6: Social media marketing has a positive and significant effect on purchasing decisions through purchase intention.
- H7: E-Wom has a positive and significant effect on Purchase Decisions through Purchase Intention.

RESEARCH

This study uses a quantitative descriptive research approach using data obtained from a sample of the study population and analyzed according to statistical methods. The population in this study uses an infinite population, where the infinite population in this study is taken from consumers who have purchased Zoya's hijab products. The sampling technique used was accidental sampling. Maximum sample = (11 + 3) x 5 = 70 respondents. The analysis technique used is path analysis technique, with data collection carried out through research instruments.

RESULT AND DISCUSSION

Research result

Table 2. Instrument Test Results

| | PD | PI | E-WOM | BC |
|----------|----|----|-------|-------|
| SM. 1 | | | | 0.742 |
| SM. 2 | | | | 0.715 |
| SM. 3 | | | | 0.762 |
| SM. 4 | | | | 0.742 |
| E-WOM. 1 | | | 0.738 | |

| | |
|----------|-------|
| E-WOM.2 | 0.741 |
| E-WOM. 3 | 0.752 |
| E-WOM. 4 | 0.704 |
| PI.1 | 0.746 |
| PI.2 | 0.704 |
| PI.3 | 0.764 |
| PI.4 | 0.718 |
| PD. 1 | 0.783 |
| PD. 2 | 0.716 |
| PD. 3 | 0.763 |
| PD. 4 | 0.726 |

Source: PLS output, 2022

Based on Table 2, all indicators in the latent variable have a high level of validity, therefore testing can be carried out to the next stage. The discriminant validity assessment was carried out by comparing the square root of average variance extracted (AVE) value for each variable. The output results of the AVE value in this study can be seen in Table 3.

Table 3. Variable AVE Value

| Variable | Average variance extracted (AVE) | Results |
|--------------------------------------|----------------------------------|---------|
| Social media marketing(X1) | 0.638 | Valid |
| Electronic Word Of Mouth (E-WOM)(X2) | 0.625 | Valid |
| Purchase Intention (Z) | 0.694 | Valid |
| Purchasing Decisions (Y1) | 0.712 | Valid |

Source: PLS output, 2022

Based on Table 3, it can be seen that the variables social media, e-word of mouth, purchase intention and purchasing decisions each have a value of 0.638; 0.625; 0.694 and 0.712 (0.5). This is in accordance with the model assessment criteria, so that it can be continued in further testing. This means that the variance of the indicator can be explained by 50% or more. Then, Composite reliability is an index that shows the extent to which a measuring instrument can be trusted or relied on (reliable). A variable can be declared reliable if it has a composite reliability value above 0.60.

Table 4. Composite Reliability Value on Instrument Test

| Variable | Composite Reliability | Results |
|--------------------------------------|-----------------------|----------|
| Social media marketing(X1) | 0.706 | Reliable |
| Electronic Word Of Mouth (E-WOM)(X2) | 0.700 | Reliable |
| Purchase Intention (Z) | 0.739 | Reliable |
| Purchasing Decisions (Y1) | 0.716 | Reliable |

Source: PLS output, 2022

Based on Table 3, it can be seen that the measurement results of all variables in the instrument test have high reliability, meaning that the statements in the questionnaire are consistent. So that all measurement variables can be trusted or relied upon in this study. The output value of the loading factor indicator with Smart PLS 3.0 can be seen in the following model path.

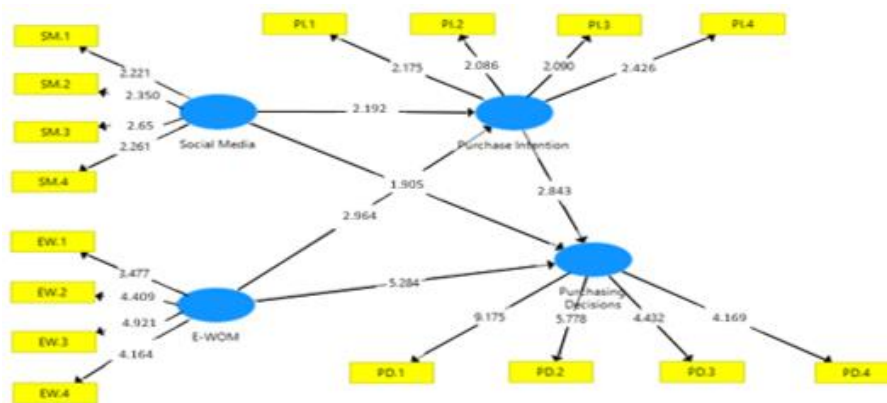


Figure 3. PLS Modeling Results Path Diagram Construction
Source: PLS output, 2022

The output results of the composite reliability value from SmartPLS can be seen in Table 4.

Table 4. Composite Reliability Value

| Variable | Composite Reliability | Results |
|--------------------------------------|-----------------------|----------|
| Social media marketing(X1) | 0.750 | Reliable |
| Electronic Word Of Mouth (E-WOM)(X2) | 0.852 | Reliable |
| Purchase Intention (Z) | 0.788 | Reliable |
| Purchasing Decisions (Y1) | 0.802 | Reliable |

Source: PLS output, 2022

Based on Table 4, it can be seen that the composite reliability value for all variables is greater than 0.60. The output results of the R-square value in this study can be seen in Table 5.

Table 5. R-square value

| Construct | R Square | Adj. R Square |
|---------------------------|----------|---------------|
| Purchase Intention (Z) | 0.470 | 0.443 |
| Purchasing Decisions (Y1) | 0.618 | 0.649 |

Source: PLS output, 2022

The range of R square values is categorized into 3 levels, namely the low category with an R-square value of 1– 40%, the medium category with an R-square value of 41 – 70% and the high category with an R-square value of 71 – 100%. Based on the results of structural model testing, it was found that the R-square value on the dependent variable purchase intention and purchase decision was in the high and medium categories, respectively.

The following is an explanation of the results of the significance of the hypothesis proposed based on the results of Bootstrapping with Smart PLS.

Table 6. Hypothesis Test Results

| Iner Variable | Original Sample | T Statistics | P Values | Results |
|---|-----------------|--------------|----------|-----------------------|
| Social media marketingon purchasing decisions | 0.353 | 2,192 | 0.046 | Hypothesis 1 Accepted |
| e-word of mouthon purchasing decision | 0.369 | 2,964 | 0.036 | Hypothesis 2 Accepted |
| Social media marketingon Purchase Intention | 0.287 | 1905 | 0.049 | Hypothesis 3 Accepted |

| | | | | |
|--|-------|-------|-------|--------------------------|
| e-word of mouthon Purchase Intention | 0.621 | 5,284 | 0.000 | Hypothesis 4 Accepted |
| Purchase Intention on purchasing decision | 0.362 | 2,843 | 0.038 | Hypothesis 5 Accepted |
| Social media marketingon purchasing decisions through Purchase Intention | 0.339 | 2,530 | 0.040 | Hypothesis 6 Accepted |
| e-word of mouthon purchasing decision through Purchase Intention | 0.308 | 2.135 | 0.047 | Hypothesis 7 Accepted |

Source: PLS output, 2022

Hypothesis 1 test social media marketing (X1) has a positive effect on purchasing decisions made by Zoya consumers (Y1), it is known that the estimated parameter value is 0.353 which indicates that the direction of the influence of social media marketing on purchasing decisions is positive. The t-statistic value is 2.192 (> 1.669) and the p-value is 0.046. This value indicates that the p-value is significant at the 5% significance level. Thus the first hypothesis proposed in the study is accepted.

Hypothesis 2 test e-word of mouth (X2) has a positive effect on purchasing decisions made by Zoya consumers (Y1), it is known that the estimated parameter value is 0.369 which indicates that the direction of the influence of e-word of mouth on purchasing decisions is positive. The t-statistic value is 2.964 (> 1.669) and the p-value is 0.036. This value indicates that the p-value is significant at the 5% significance level. Thus the second hypothesis proposed in the study is accepted.

Hypothesis 3 test social media marketing (X1) has a positive effect on consumer purchase intention by Zoya (Z), it is known that the estimated parameter value is 0.287 which indicates that the direction of the influence of social media marketing on purchasing decisions is positive. The t-statistic value is 1.905 (> 1.669) and the p-value is 0.049. This value indicates that the p-value is significant at the 5% significance level. Thus the 3rd hypothesis proposed in the study is accepted.

Hypothesis 4 Test e-word of mouth (X2) has a positive effect on consumer purchase intention by Zoya (Z), it is known that the estimated parameter value is 0.621 which indicates that the direction of the influence of e-word of mouth on purchasing decisions is positive. The t-statistic value is 5.284 (> 1.669) and the p-value is 0.000. This value indicates that the p-value is significant at the 5% significance level. Thus the 4th hypothesis proposed in the study is accepted.

Hypothesis 5 test purchase intention (Z) has a positive effect on purchasing decisions made by Zoya consumers (Y1), it is known that the estimated parameter value is 0.362 which indicates that the direction of the influence of purchase intention on purchasing decisions is positive. The t-statistic value is 2.843 (> 1.669) and the p-value is 0.038. This value indicates that the p-value is significant at the 5% significance level. Thus the 5th hypothesis proposed in the study is accepted.

Hypothesis 6 test social media marketing (X1) has a positive effect on purchasing decisions made by Zoya consumers (Y1) through purchase intention (Z), it is known that the estimated parameter value is 0.339 which indicates that the direction of the influence of social media marketing on purchasing decisions is positive. The t-statistic value is 2.530 (> 1.669) and the p-value is 0.040. This value indicates that the p-value is significant at the 5% significance level. Thus the 6th hypothesis proposed in the study is accepted.

Hypothesis 7 test e-word of mouth (X2) has a positive effect on purchasing decisions made by Zoya consumers (Y1) through purchase intention (Z), it is known that the estimated parameter value is 0.308 which indicates that the direction of the influence of e-word of mouth on purchasing decisions is positive. The t-statistic value is 2.135 (> 1.669) and the p-value is 0.047. This value indicates that the p-value is significant at the 5% significance level. Thus the 7th hypothesis proposed in the study is accepted.

Discussion

The influence of social media marketing on purchasing decisions

The results of social media marketing a positive and significant influence on purchasing decisions. Social media marketing is a sales promotion tool that has an important role in conveying information about company products to consumers. Planning and managing an appropriate sales promotion program can be expected to provide significant benefits to both consumers and the company itself. Marketers must develop an understanding of how consumers actually make their decisions when buying something. The decision-making process consists of problem recognition, information search, evaluation of alternatives, post-purchase behavioral decisions. This is important for companies because with promotions through Social media marketing consumers can decide to buy and use these products and company goals will be achieved. Research result McClure & Seock, (2020) and Hasan & Sohail (2021) found that social media marketing on purchasing decisions. However, Okadiani et al., (2019) found that social media marketing has no effect on purchasing decisions.

Effect of electronic word of mouth (e-WOM) on purchasing decisions

The results of electronic word of mouth was an effect of on purchasing decisions. That is, the higher/positive electronic word of mouth on Zoya products obtained by consumers, the consumer's purchasing decisions will increase. Purchasing decisions are influenced by electronic word of mouth, because a person believes in positive or negative comments written by consumers of national film on social media marketing with the aim of obtaining information when they want to buy something before finally deciding to buy an item or service. Research result (Tien et al., 2019) and (Büyükdag, 2021) found that e-WOM has an effect on purchasing decisions. However, (Gultom et al., 2022) found that electronic word of mouth has no effect on purchasing decisions.

The influence of social media marketing on purchase intention

The results of social media marketing a positive and significant influence on purchase intention. That is, the more frequent and attractive sales promotions through Social media marketing will increase consumer purchase intention. The use of social media marketing to market products, both goods and services, is the main choice at this time, considering that there are so many social media marketing users and the reach that can be obtained through social media marketing is very wide. People who rarely use other media such as print media and TV because they have switched to social media marketing make the marketing process through social media marketing a significant influence on consumer purchase intention. Research result (Lim et al., 2017) and (Hermada et al., 2019) found that social media marketing has a positive and significant effect on purchase intention. Different from (Hermada et al., 2019) found that social media marketing has a negative effect on purchase intention.

Effect of electronic word of mouth (e-WOM) on purchase intention

The results of electronic word of mouth effect on purchase intention. That is, the higher/positive electronic word of mouth on Zoya products obtained by consumers, the higher the purchase intention. Purchase intention is influenced by electronic word of mouth, because a person believes in positive or negative comments written by consumers of Zoya products on social media marketing with the aim of getting information when they want to buy something before finally deciding to buy an item or service. The Instagram social media marketing application that features photo or image sharing is proven to have a strong correlation in influencing consumer purchase intention. And also the research that has been done by Weismueller et al., (2020). The results show that social media marketing has a

significant direct effect on consumer purchase intention. Research result (Kudeshia & Kumar, 2017) and (Hasan & Sohail, 2021) found that e-WOM has an effect on purchase intention. However, (Saputra, 2020) found that e-WOM has no effect on purchase intention.

Effect of purchase intention on purchasing decisions

The results of purchase intention is an influence on purchasing decisions. Purchase intention is an impulse that arises in consumers of Zoya products which contributes to making decisions. According to Amri & Prihandono (2019) stated that purchase intention is consumer behavior that represents the desire to buy, then take action related to purchasing a product/service. The higher the purchase intention in a person, the higher the purchasing decision to buy. The results of this study are in line with research conducted by (Al Hafizi & Ali, 2021) and (Saputri & Guritno, 2021) found that purchase intention has an effect on purchasing decisions.

The Influence of Social media marketing on Purchasing Decisions with Purchase Intention as a mediating variable.

The results of social media marketing an influence on purchasing decisions with purchase intention as a mediating variable. That is, to increase the influence of social media marketing on consumer purchasing decisions through purchase intention, the company is taking steps to clarify the information provided on social media marketing by adding information about prices and parcel contents and improving service quality by responding to questions asked by consumers within a certain period of time. 1 x 24 hours. Research result (Saputri & Guritno, 2021) found that Social media marketing on Purchase Decision with Purchase Interest as a mediating variable.

Effect of Electronic Word of Mouth on Purchasing Decisions with Purchase Intention as a mediating variable.

The results of electronic word of mouth an effect on purchasing decisions with purchase intention as a mediating variable. That is, if electronic word of mouth is not able to directly influence consumer purchasing decisions, it is expected that the purchase intention that exists in consumers of Zoya products can mediate and increase the influence of electronic word of mouth on purchasing decisions. According to (Ekawati, et al 2014) previously word of mouth communication occurred face to face with people who were already known, but now word of mouth can be done in cyberspace with a wider scope, namely in seconds what we share can be read by others . This is what makes the paradigm of word of mouth shift to electronic word of mouth. According to Schiffman and Kanuk (2007) stated purchase intention, namely consumer behavior that represents the desire to buy, then take action related to purchasing a product/service. The results of this study are in line with previous research conducted by (Goswami, 2016) Electronic Word of Mouth on Purchasing Decisions with Purchase Intention as a mediating variable.

CONCLUSION

Based on the results of the study found that social media marketing and e-word of mouth have a positive effect on purchasing decisions; social media marketing and e-word of mouth have a positive effect on purchase intention; social media marketing has a positive effect on purchasing decisions through mediation of purchase intention; e-word of mouth has a positive effect on purchasing decisions through purchase intention.

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