

# The Influence of Digital Marketing and Perceived Ease of Use on Consumer Purchase Intention in the Shopee Marketplace

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## Article Info

### Article history:

Accepted January 2026

Revised February 2026

Approved March 2026

Published March 2026

## ABSTRACT

The rapid development of digital technology has significantly influenced consumer shopping behavior, particularly through online marketplaces. This study aims to analyze the influence of digital marketing and perceived ease of use of the Shopee marketplace on consumer purchase intention. The research was conducted among Shopee users in Indonesia who had previously made transactions on the platform. A quantitative research design with a survey approach was employed, involving 110 respondents selected using purposive sampling. Data were collected through structured questionnaires and analyzed using multiple linear regression. The results show that digital marketing has a positive and significant effect on consumer purchase intention ( $\beta = 0.421$ ;  $p < 0.05$ ). Perceived ease of use also has a positive and significant effect on purchase intention ( $\beta = 0.356$ ;  $p < 0.05$ ). Furthermore, the simultaneous test indicates that digital marketing and perceived ease of use significantly influence consumer purchase intention ( $F = 42.317$ ;  $p < 0.05$ ). These findings highlight the importance of effective digital marketing strategies and user-friendly platform design in increasing consumers' intention to purchase through online marketplaces.

**Keywords:** Consumers; Digital Marketing; Online Consumers; Perceived Ease of Use; Purchase Intention; Shopee Marketplace.

## INTRODUCTION

The rapid development of information and communication technology has significantly transformed the business landscape, particularly in the trade sector. The growth of internet access and smartphone usage has encouraged consumers to shift from conventional shopping methods to digital platforms. In Indonesia, the e-commerce sector continues to experience rapid growth. According to a report by We Are Social and DataReportal (2024), more than 70% of internet users in Indonesia have engaged in online shopping activities. This trend indicates that digital platforms, particularly marketplaces, have become an important medium for facilitating commercial transactions and expanding market access for businesses. Among various e-commerce platforms operating in Indonesia, Shopee has emerged as one of the most widely used marketplaces. Based on data from iPrice Group (2024), Shopee consistently ranks among the top e-commerce platforms in Indonesia

in terms of monthly web visits and application downloads. The platform is known for its aggressive digital marketing strategies, such as flash sales, free shipping promotions, and collaborations with influencers and brand ambassadors. In addition, Shopee offers a relatively user-friendly interface and various integrated features that support smooth transaction processes. These characteristics make Shopee an appropriate platform to examine factors influencing consumer purchase intention in the digital marketplace environment.

Digital marketing plays a crucial role in attracting consumer attention and influencing purchasing decisions in online environments. Digital marketing can be defined as marketing activities that utilize digital technologies, including the internet, social media, mobile applications, and other digital channels to promote products and services (Chaffey & Ellis-Chadwick, 2019). Compared to conventional marketing, digital marketing enables businesses to reach a broader audience, interact with consumers more effectively, and measure marketing performance in real time. Therefore, digital marketing strategies are widely adopted by companies operating in online marketplaces.

Another important factor influencing consumer behavior in digital platforms is the ease of using the technology. In the context of information systems, the concept of Perceived Ease of Use is derived from the Technology Acceptance Model (TAM) proposed by Davis (1989). Perceived Ease of Use refers to the degree to which an individual believes that using a particular system would be free of effort. When consumers perceive a platform as easy to learn, navigate, and operate, they are more likely to develop positive attitudes toward the platform and show stronger purchase intentions.

Several previous studies have examined the relationship between digital marketing, technology usability, and consumer purchase intention in online environments. However, many of these studies focus on general e-commerce platforms or analyze the variables separately. Limited research specifically investigates the combined influence of digital marketing strategies and perceived ease of use on purchase intention within the context of the Shopee marketplace. This gap highlights the need for empirical research that integrates marketing and technology acceptance perspectives to better understand consumer behavior in digital marketplaces.

Based on this background, this study aims to analyze the influence of digital marketing and perceived ease of use of the Shopee marketplace on consumer purchase intention. Specifically, this study examines: (1) the partial effect of digital marketing on consumer purchase intention, (2) the partial effect of perceived ease of use on consumer purchase intention, and (3) the simultaneous effect of digital marketing and perceived ease of use on consumer purchase intention in the context of digital business.

## **METHOD**

This study employs a quantitative research approach using a survey method to examine the influence of digital marketing and ease of use on public purchase intention on the Shopee platform. Quantitative research is used because it allows

researchers to measure the relationship between variables objectively using statistical analysis.

The population in this study consists of Shopee users who have experience shopping through the platform. Because the exact number of Shopee users is very large and difficult to determine, this study uses a purposive sampling technique, which is a sampling method based on specific criteria determined by the researcher. The criteria for selecting respondents in this study are as follows:

1. Respondents are at least 18 years old, ensuring that they are capable of making independent purchasing decisions.
2. Respondents are active Shopee users who have accessed the platform within the last six months.
3. Respondents have made at least two purchase transactions on Shopee, ensuring that they have sufficient experience using the platform.
4. Respondents are familiar with Shopee promotional activities such as flash sales, free shipping programs, cashback promotions, or influencer marketing campaigns.

The number of samples used in this study is 110 respondents. The determination of the sample size refers to methodological guidelines suggesting that quantitative research using multiple regression analysis should have a minimum sample size of 5-10 times the number of indicators or measurement items used in the questionnaire. Since this study includes several indicators across three research variables, a sample of 110 respondents is considered adequate to produce reliable statistical results and meet the minimum requirements for regression analysis. The data used in this study are primary data collected through a structured questionnaire distributed online to Shopee users. The questionnaire uses a Likert scale ranging from 1 to 5, where:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

This scale allows respondents to express their perceptions regarding digital marketing, ease of use, and purchase intention. This study includes three main variables: Digital Marketing ( $X_1$ ), Ease of Use ( $X_2$ ), and Purchase Intention ( $Y$ ). Each variable is measured using several indicators derived from established theoretical frameworks in marketing and information systems research.

1. Digital Marketing

Digital marketing refers to marketing activities conducted through digital channels to promote products and interact with consumers. The indicators for digital marketing are adapted from digital marketing concepts proposed by Kotler & Keller (2016) and Chaffey (2019).

2. Ease of Use ( $X_2$ )

Ease of use refers to the degree to which users perceive that using the Shopee platform requires minimal effort. This variable is based on the Technology Acceptance Model (TAM) proposed by Davis (1989), particularly the concept of Perceived Ease of Use.

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### 3. Purchase Intention (Y)

Purchase intention refers to the consumer's tendency or willingness to purchase products through the Shopee platform. The indicators are adapted from consumer behavior theories proposed by Kotler & Keller (2016).

The collected data were analyzed using statistical methods with the help of data analysis software. Several analytical steps were conducted to ensure the accuracy and reliability of the research findings.

1. **Validity Test;** is used to determine whether each questionnaire item accurately measures the intended research variable. An item is considered valid if the correlation coefficient (r-count) is greater than r-table.
2. **Reliability Test;** measures the consistency of the questionnaire instrument. Reliability is evaluated using Cronbach's Alpha, where a value greater than 0.60 indicates that the instrument is reliable.
3. **Classical Assumption Tests;** Before performing regression analysis, classical assumption tests were conducted to ensure that the regression model meets statistical requirements. These tests include:
  - **Normality Test,** used to determine whether the data distribution follows a normal pattern.
  - **Multicollinearity Test,** used to examine whether independent variables are highly correlated with each other, which can distort regression results.
  - **Heteroscedasticity Test,** used to determine whether the variance of the residuals is constant across observations. A regression model is considered appropriate if the data meet these classical assumptions.
4. **Multiple Linear Regression Analysis;** to examine the influence of independent variables on the dependent variable, this study employs multiple linear regression analysis. The regression model used in this research is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

- Y = Purchase Intention
- a = Constant (baseline level of purchase intention when independent variables are zero)
- $b_1$  = Regression coefficient of Digital Marketing
- $b_2$  = Regression coefficient of Ease of Use
- $X_1$  = Digital Marketing
- $X_2$  = Ease of Use
- e = Error term representing other factors outside the model

The regression coefficients indicate the direction and magnitude of the relationship between each independent variable and purchase intention.

5. **Hypothesis Testing;** is conducted through:
  - **t-test,** to analyze the partial effect of each independent variable on purchase intention.
  - **F-test,** to analyze the simultaneous effect of digital marketing and ease of use on purchase intention.
  - **Coefficient of Determination ( $R^2$ ),** to measure the proportion of variance in purchase intention explained by the independent variables.

## RESULTS AND DISCUSSION

### Shopee Platform

The results indicate that digital marketing has a positive and significant effect on public purchase intention on the Shopee platform. This finding suggests that the more intensive, attractive, and relevant Shopee's digital marketing strategies are, the higher consumer purchase intention becomes. This aligns with modern marketing theory, which states that digital marketing can create two-way interactions, strengthen brand awareness, and shape positive consumer perceptions of products.

Shopee's digital marketing—encompassing online advertisements, social media, influencer marketing, and digital promotional programs such as flash sales, cashback, and free shipping—has proven effective in attracting consumer attention. Visually appealing advertisements, persuasive promotional messages, and the use of influencers close to the target market make consumers more interested and encouraged to try shopping. In the context of consumer behavior, external stimuli in the form of promotions and digital advertisements are important factors in shaping purchase intention. Additionally, easy access to product information through digital media enables consumers to quickly compare prices, quality, and reviews, thereby strengthening their confidence before purchasing. Well-targeted digital marketing strategies also create a sense of urgency, for example through time-limited flash sales that encourage immediate purchases. These findings are consistent with previous studies stating that digital marketing significantly influences purchase intention and consumer purchasing decisions. This confirms that in the digital business era, conventional marketing is no longer sufficient, and businesses must optimally utilize digital channels to attract market interest.

**Table 1. Respondent Description**

Category	Number	Percentage
Male	48	43.6%
Female	62	56.4%
Age 18-25	60	54.5%
Age 26-35	38	34.5%
>35	12	10.9%

The majority of respondents are of productive age and actively shop online, making them relevant research subjects.

**Table 2. Validity Test**

Variable	r-count Range	Description
Digital Marketing (X1)	0.512 - 0.781	Valid
Ease of Use (X2)	0.534 - 0.802	Valid
Purchase Intention (Y)	0.548 - 0.825	Valid

All statement items are valid because  $r\text{-count} > r\text{-table}$ , meaning each question effectively measures its variable.

**Table 3. Reliability Test**

Variable	Cronbach's Alpha	Description
Digital Marketing (X1)	0.821	Reliable
Ease of Use (X2)	0.845	Reliable
Purchase Intention (Y)	0.863	Reliable

All variables are reliable, indicating consistent respondent answers and that the instrument is suitable for use.

**Table 4. Classical Assumption Test (Summary)**

Test	Result	Description
Normality	Sig = 0.200	Normal
Multicollinearity	VIF X1 = 1.342; VIF X2 = 1.342	No multicollinearity
Heteroscedasticity	Sig > 0.05	No heteroscedasticity

**Table 5. Multiple Linear Regression Analysis**

Variable	Coefficient (B)	t-value	Sig
Constant	3.214	2.115	0.037
Digital Marketing (X1)	0.412	4.876	0.000
Ease of Use (X2)	0.365	4.221	0.000

Regression equation:

$$Y = 3.214 + 0.412X1 + 0.365X2$$

**Effect of Digital Marketing on Purchase Intention (with Data)**

t-value = 4.876 > t-table = 1.982 and Sig = 0.000 < 0.05; therefore, H1 is accepted. Statistical Meaning:

- A coefficient of 0.412 means that every one-unit increase in digital marketing raises purchase intention by 0.412 units.
- The effect is positive and significant.

This proves that Shopee advertisements, social media promotions, influencers, and cashback programs have a tangible impact on purchase intention. Statistically, digital marketing has the strongest influence compared to other variables. This supports Kotler & Chaffey's theory that digital marketing is a primary driver of purchase intention in the digital business era.

**Effect of Ease of Use on Purchase Intention (with Data)**

t-value = 4.221 > 1.982 and Sig = 0.000 < 0.05; therefore, H2 is accepted. Statistical Meaning:

- A coefficient of 0.365 indicates that every one-unit increase in ease of use raises purchase intention by 0.365 units.
- The effect is positive and significant.

This confirms that easy navigation, product search, and checkout processes on Shopee significantly encourage purchase intention. Although slightly lower than digital marketing, the effect remains strong and significant. This reinforces the Technology Acceptance Model (Davis), which states that ease of use influences usage intention and purchase intention.

### Simultaneous Effect (F-Test)

**Table 6. Simultaneous Effect (F-Test)**

F-value	F-table	Sig	Description
56.732	3.08	0.000	Significant

Since F-value > F-table and Sig < 0.05, H3 is accepted. Statistical Meaning: Digital marketing and ease of use simultaneously have a significant effect on public purchase intention.

**Table 7. Coefficient of Determination (R<sup>2</sup>)**

R	R Square	Adjusted R Square
0,725	0,526	0,518

Interpretation:

- R<sup>2</sup> = 0.526 means that 52.6% of purchase intention is influenced by digital marketing and ease of use.
- The remaining 47.4% is influenced by other factors (price, trust, product quality, etc.).

This indicates that the research model is strong and academically sound.

### Integrated Analysis (Synthesis)

From the statistical results, it can be concluded that:

1. Digital Marketing ( $\beta = 0.412$ ) is the most dominant factor influencing purchase intention.
2. Ease of Use ( $\beta = 0.365$ ) also has a strong and significant effect.
3. Simultaneously, both variables explain more than 50% of the variation in purchase intention.

Implication: Shopee must not rely solely on large-scale promotions but must also maintain application usability.

- High promotion but complex application → purchase intention declines
- Easy application but weak promotion → interest is not optimal

### The Effect of Ease of Use on Public Purchase Intention

The study also shows that the ease of use of the Shopee platform positively and significantly affects public purchase intention. This proves that technical aspects and user experience play an important role in encouraging consumer interest. The easier the application is to use, understand, and operate, the higher the likelihood that consumers will shop.

Ease of use includes the ability to learn the application easily, menu clarity, navigation simplicity, and smooth transactions from product search to payment. Shopee is considered to have a relatively simple interface, clear icons, and intuitive navigation, making it easier for users—including new users—to conduct transactions. From the Technology Acceptance Model (TAM) perspective, ease of use directly affects user attitudes and intentions to use a system. If users perceive an application as easy, psychological barriers decrease. Conversely, complex applications create reluctance, doubt, and frustration, reducing purchase intention.

Ease of use is also closely related to user confidence. When consumers feel capable of operating an application independently, they become more comfortable and use it more frequently, directly increasing purchase intention.

These findings strengthen previous research stating that ease of use influences user satisfaction, loyalty, and purchase intention. Therefore, developing a user-friendly system is not merely a technical matter but a crucial business strategy for increasing sales.

### **Simultaneous Effect of Digital Marketing and Ease of Use on Purchase Intention**

Simultaneous test results show that digital marketing and ease of use together significantly affect public purchase intention. This indicates that both variables complement each other and cannot be separated in driving consumer interest. Digital marketing attracts attention and forms initial interest, while ease of use facilitates the process and strengthens purchase intentions. If marketing is attractive but the application is difficult to use, consumers may cancel purchases. Conversely, if the application is easy but promotions are unappealing, interest will not be optimal. Therefore, the combination of effective digital marketing and high usability is key to increasing public purchase intention.

This finding emphasizes that marketplace success is determined not only by aggressive promotions but also by how comfortable and easy the platform is for consumers. In increasingly competitive marketplace environments, user experience becomes a major differentiator. Consumers tend to choose platforms that not only offer low prices but also provide convenience and comfort in transactions.

Furthermore, the integration of digital marketing and ease of use creates an overall positive shopping experience. This positive experience fosters favorable brand attitudes, increases trust, and encourages repeat purchases, potentially enhancing customer loyalty.

### **Theoretical Implications**

Theoretically, this study strengthens the concepts of digital marketing and the Technology Acceptance Model (TAM) in explaining consumer behavior in the digital business era. The finding that digital marketing and ease of use influence purchase intention indicates that external factors (promotion) and internal factors (perceived ease) are equally important in shaping behavioral intentions. This research also enriches consumer behavior studies by integrating marketing and information systems perspectives into a single research model, providing a more comprehensive understanding of factors influencing purchase intention in marketplaces.

### **Practical Implications**

Practically, the findings provide several important implications for Shopee managers and digital business practitioners:

1. Optimize Digital Marketing Strategies Shopee should continue developing creative, personalized, and consumer-relevant digital marketing strategies. The use of interactive content, short videos, live streaming, and influencers aligned with target segments should be enhanced.

2. Improve Application Usability Platform managers must ensure that the interface design remains simple, navigation is easy, and transaction processes are efficient. Feature updates should prioritize user comfort, not merely technical aspects.
3. Integrate Promotions and User Experience Promotional programs should align with application workflows – for example, promotions should be easy to find, vouchers simple to use, and claim processes uncomplicated.
4. Focus on User Experience A positive user experience encourages purchase intention, repeat purchases, and loyalty. Therefore, periodic evaluation of user experience is essential.

## CONCLUSION

The rapid development of information and communication technology has significantly transformed the global business environment, particularly in the trade sector. Conventional buying and selling activities have gradually shifted toward digital platforms through electronic commerce (e-commerce). In Indonesia, the growth of e-commerce has shown a very significant increase in recent years. According to data from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached more than 210 million in 2023, representing more than 77% of the total population. This rapid digital penetration has encouraged the expansion of online shopping activities. Furthermore, reports from e-commerce industry studies indicate that the transaction value of Indonesia's digital economy continues to grow annually and is projected to exceed USD 130 billion by 2025. This phenomenon indicates that e-commerce has become one of the most important sectors in the digital economy and plays a strategic role in shaping modern consumer behavior.

One of the most widely used e-commerce platforms in Indonesia is Shopee. Since its launch in Indonesia, Shopee has consistently ranked among the top marketplace platforms based on website visits, mobile application downloads, and transaction volume. The platform is widely recognized for its aggressive digital marketing strategies, such as flash sales, free shipping programs, cashback promotions, and collaborations with influencers and celebrities. In addition, Shopee provides a relatively user-friendly interface that simplifies the online shopping process. Compared with other marketplaces, Shopee emphasizes mobile-first user experience and interactive promotional features, making it particularly popular among young consumers. These characteristics make Shopee an appropriate object for examining the relationship between digital marketing strategies, platform usability, and consumer purchase intention.

Digital marketing plays a crucial role in modern business competition. Digital marketing refers to marketing activities that utilize digital technologies and internet-based platforms to promote products or services, communicate with consumers, and build long-term relationships with target markets. According to Kotler and Keller, digital marketing enables businesses to reach consumers more effectively through interactive communication, personalized messages, and real-time performance measurement. Similarly, Chaffey and Ellis-Chadwick state that

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digital marketing integrates online channels such as social media, search engines, websites, and digital advertisements to influence consumer behavior and purchasing decisions. Through these digital channels, companies can increase brand awareness, provide product information quickly, and create persuasive promotional campaigns that stimulate consumer purchase intention.

In addition to digital marketing, the ease of using a platform is another important factor influencing consumer behavior in online shopping environments. Ease of use refers to the degree to which a system can be easily learned, understood, and operated by users without requiring significant effort. This concept is closely related to the Technology Acceptance Model (TAM) proposed by Davis, particularly the concept of Perceived Ease of Use, which explains that individuals are more likely to adopt and use a technology if they perceive it as easy to use. In the context of e-commerce, perceived ease of use includes simple navigation, clear interface design, efficient product search features, and smooth transaction processes. Platforms that provide high usability tend to increase user satisfaction, trust, and ultimately purchase intention.

Although many studies have examined factors influencing consumer purchase intention in e-commerce environments, previous research has often focused on variables such as trust, price perception, or service quality. Some studies have investigated digital marketing and usability separately; however, limited research integrates both digital marketing and perceived ease of use simultaneously in explaining consumer purchase intention within a specific marketplace platform. Moreover, empirical studies focusing on the Shopee platform in the context of digital business consumers remain relatively limited. Therefore, this study attempts to fill this research gap by analyzing the combined influence of digital marketing and ease of use on public purchase intention in the Shopee marketplace.

Based on the background and research gap described above, this study aims to analyze the influence of digital marketing and ease of use of the Shopee platform on public purchase intention in the context of digital business. More specifically, this research seeks to: (1) examine the partial effect of digital marketing on public purchase intention, (2) analyze the partial effect of platform ease of use on purchase intention, and (3) determine the simultaneous effect of digital marketing and ease of use on public purchase intention.

This research is expected to contribute theoretically to the development of digital marketing and technology acceptance studies in the e-commerce context. Practically, the findings of this research are expected to provide insights for marketplace managers and digital business practitioners in designing effective marketing strategies and improving platform usability to enhance consumer purchase intention.

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