

THE INFLUENCE OF SOCIAL MEDIA ADVERTISING TOWARDS PURCHASE INTENTION OF E-COMMERCE: A STUDY AMONG INDONESIAN MILLENNIAL

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Abstract. Nowadays, the number of people who spend enormous amounts of time on social media has grown continuously. This study was designed to understand what factors motivate customers to accept e-commerce advertising on social media. Three dimensions towards social media advertisement were investigated which comprise informativeness, personalization, and entertainment that may have an impact on advertising value as well as brand awareness, and accordingly on customers' purchase intention. For this study, data were collected from 232 Indonesian millennials respondents in Jakarta and Bandung through an online questionnaire and tested using a partial least squares (PLS) estimation. The results show that entertainment, informativeness, and personalization are significant related to social media advertising. Among the three dimensions, entertainment has the strongest significant relationship with social media advertising value. Besides, the advertising value of social media affects both e-commerce brand awareness and purchase intention of customers accordingly. The study provides results that allow e-commerce marketers to understand how social media advertising contribute to purchase intention of e-commerce customers.

Keywords: Advertising value, Informativeness, Personalization, Entertainment, Brand awareness, Purchase Intention.

1. INTRODUCTION

Electronic commerce (e-commerce) is continuously becoming an evolving phenomenon across the globe. Turban et al define e-commerce as an important concept that describes the process of buying, selling, or exchanging products, services, and information, via computer networks, including the Internet (Turban, King, Lee, Warkentin, & Chung, 2002). Its technology is widely recognized offering many potential advantages. It has empowered the consumers by giving them access at any time and a wider choice of products and services than before (Lal, 2005). While for businesses, e-commerce gives key advantages in increased sales, reduced cost, reduced time processing, increased productivity, extended market reach and increased customer loyalty (Turban, 2010). Almost any product or service from books and music to financial services and tickets can be offered via e-commerce. Therefore, in many countries, many people use e-commerce in various business transactions.

In Indonesia, e-commerce has been growing dramatically in recent years. Indonesia digital buyers or online shoppers' penetration in 2017 was 38.18%. It is estimated that the penetration will expand to 50.56% of the population in 2023 (Statista, 2019). Moreover, current projections putting Indonesia's revenue in the e-commerce market at \$16,338 million by 2023 with an estimated annual growth rate (CAGR 2019-2023) of 10.3% (Statista, 2018).

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This opportunity makes Indonesia become a huge and potential addressable e-commerce market, which in turn is likely to attract more players, both domestic and foreign. However, due to stiff competition, it makes the customer more selective to choose e-commerce that give the most benefit to them. With this kind of situation, it hard for e-commerce to thrive in the Indonesia market, especially for new e-commerce which most people are not familiar with. In order to survive in the market, the e-commerce companies try to create a variety of promotion and add a new value on their platform through advertising. In general, companies use advertising to raise awareness of a product or service so that it can lead to increase in sales (Linton, n.d.). Social media, in particular, is becoming a popular tool for marketers due to its advantage in providing them the environment to target advertising based on specific consumer profiles. In addition, social media advertising provides a better opportunity to offer more personalized and interactive messages compared with traditional media (Belch & Belch, 1999; Saari, Ravaja, Laarni, Turpeinen, & Kallinen, 2004). This kind of advertising allows consumers to actively interact with advertising and share the content of the ads with friends (Palmer & Lewis, 2009).

Advertising value provides a better way to assess the potential effectiveness of social media advertising since the perceived advertising value measure integrates the media experience with the advertising experience (Logan, Bright, & Gangadharbatla, 2012). Based on this notion, further investigations about factors that could shape or affect consumers' perceptions of social media advertising of e-commerce are needed. Three factors towards social media advertising are investigated which comprise informativeness, personalization, and entertainment that may have an impact on advertising value as well as brand awareness, and accordingly on millennials customers' purchase intention. Millennials are chosen because 64 percent of people who buy in e-commerce comes from millennials (Ipsos, 2018). Moreover, 74,4% of Indonesian millennials use the internet for social media (IDN Research Institute, 2019).

2. LITERATURE REVIEW

2.1. Informativeness

Informativeness can be defined as the ability of advertising to provide users with helpful and resourceful information (Ducoffe, 1995). Bauer & S.A. (1968) already highlight that information is one of the primary reasons for consumers to put up with advertisement. Consumers regarded information as a positive aspect of advertising when they learned about specific product benefits, new products, and comparative product information (Shavitt, Lowery, & Haefner, 1998). There is a positive influence of informativeness on the perceived advertising value. In another hand, deceptive advertising, if recognized as such, might decrease the perceived advertising value (Ducoffe, 1995). Also, Studies such as Eui-Bang Lee et al (2015); Murillo et al (2016); Logan et al (2012), Dehghani et al (2016), and Palma & Waalkens, (2016), lend support that there is a positive relationship between informativeness and advertising value.

2.2. Entertainment

Entertainment refers to consumers' opinions about whether an advertisement is fun to see or enjoyable pleasant. It generates value by its ability to fulfill audience needs such as aesthetic enjoyment, emotional release or escapism (McQuail, 1983). If advertising is perceived as entertaining by the consumer, it can enrich the consumer experience (Alwitt & Prabhaker, 1992). Other studies have concluded that entertainment has a positive influence on perceived advertising value (Eui-Bang Lee et al (2015); Hassan et al (2013); Palma & Waalkens (2016), Logan et al (2012) Dehghani et al (2016) and Murillo et al (2016).

2.3. Personalization

In the context of advertising industry, personalization is a distinctive commercial message tailored to individual preferences and/or characteristics and sent to different recipients (Rodgers & Thorson, 2017). Advertising personalization became the main factor that influences the formation of attitude and behavior (Lafferty & Goldsmith, 1999). (Dehghani, Niaki, Ramezani, & Sali, 2016) found that personalization of the advertising is an important and highly positive source to enhance advertising value. Customers are more likely to accept advertisements when is personalized and relevant to their lifestyle (DeZoysa, 2002). Therefore, it is necessary for advertisers to follow customer needs, profiles, and consumption patterns (Rao & Minakakis, 2003). In other words, customers are likely paying attention to ads that are suitable for them but avoid ads that are considered to have less suitable (Liu, 2003).

2.4. Advertising Value

This study applies a theoretical framework regarding consumers' perceptions of the value of advertising on social media and how they relate to brand awareness. Advertising value is used as a useful tool for measuring the effectiveness of advertising. When advertising message is relevant to consumer's needs, they find the value of advertising (Dehghani, Niaki, Ramezani, & Sali, 2016). In 1995, Ducoffe measured consumers' perceptions regarding the relative worth or utility of advertising with advertising value construct used to assess television advertising and internet advertising which demonstrating that the measures can be used to compare advertising in different media. Thus, advertising value can be indicated as an overall representation and assessment of the worth of advertising.

2.5. Brand Awareness

Brand awareness defined as the recognition or memory of a brand (Huang & Sarigollü, 2012). Today, new media can present new transformation on conventional options, boosting the ability of firms to interact with customer dialog and accordingly strengthening their communications 'tool (Tsimonis & Dimitriadis, 2014). Advertising through several media can build and raise brand awareness especially the media that has a huge number of people seeing or visiting it. A brand name that spread all over those media can help notify people about it and become widespread with the firm, creating brand awareness.

2.6. Purchase Intention

Purchase intention is the process in which consumers make a plan to purchase a product/service through advertising media that delivery the advertisement (Huang & Sarigollü, 2012). Purchase intention is used to point out the final purpose of transmitting an advertisement (Kim and Han, 2014). Also, purchase intention can be considered as an important dependent variable for evaluating the effectiveness on various levels (Dehghani, Niaki, Ramezani, & Sali, 2016).

2.7. Conceptual Model

The conceptual model, as shown in Fig 1, is based on literature review. The aim of this research is to determine informativeness, personalization and entertainment affect social media advertising value and consequently how this influences their brand awareness and purchase intention. The advertising value constructs have three common variables: (1) informativeness; (2) entertainment; and (3) personalization. Brand awareness is depicted as a consequence of advertising value. While purchase intention is depicted as the consequence of brand awareness. Each of these constructs is discussed in the following sections.

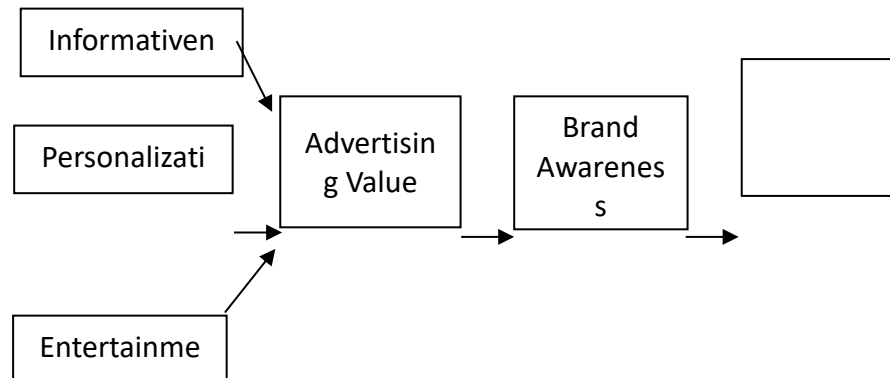


Fig. 1 Conceptual model

Five research hypotheses are developed as shown Table 1

Table 1 Research Hypothesis

H1	Informativeness is positively related to social media advertising value
H2	Personalization is positively related to social media advertising value
H3	Entertainment is positively related to social media advertising value
H4	Social media advertising value is positively related towards brand awareness of e-commerce
H5	Brand awareness is positively related towards e-commerce purchase intention

3. RESEARCH METHODOLOGY

3.1. Population and Sample

The population of this study is millennials customers aged 23 until 39 who had shopped online from six representative cities of Indonesia namely Jakarta, Bogor, Depok, Tangerang, Bekasi and Bandung. A total number of 271 questionnaires were distributed during the period of 1st March 2019 till 30th May 2019. Out of a total of 271 responses were received through an online survey, 232 were usable after 39 had been eliminated. Hereafter, the data were interpreted using SmartPLS analytical tools

3.2. Data Collection Method

The relationships of informativeness, personalization, entertainment, advertising value, brand awareness, and purchase intention towards e-commerce were investigated. After a conducting research literature review, a survey questionnaire was distributed based on convenience sampling. The questionnaire consists of 47 questions which are divided into four sections. The first section is filter question to ensure that only respondents who meet the criteria can answer the survey. While

the second and third sections are to assess respondents' perception toward social media advertising, brand awareness and purchase intention in e-commerce advertising context. Finally, the fourth section identifies the personal information of the respondents. Respondents were generally asked over a statement which is based on a 5-point Likert-scale ranging from Strongly Disagree to Strongly Agree adapted from the previous studies.

4. RESULT

4.1 Descriptive Analysis

Descriptive analysis has proposed to identify the respondents' preference answer. Based on Table 2.5, Brand awareness has the highest mean among all the constructs at 3.86, this mean value indicated the respondents are more towards "Agree" with the question in general. While, the lowest mean among all the constructs is Entertainment at 3.60, which indicate that average responses on entertainment are slightly more toward "Agree" as well. The remaining constructs have similar level of agreement in which the mean score towards "Agree". Overall, the average levels of agreement for all the constructs are more on "Neutral" to "Agree".

Table 2 Descriptive statistic for social media advertising

Construct	N	Mean	Std. Deviation
Informativeness	232	3.71	0.75
Personalization	232	3.69	0.73
Entertainment	232	3.60	0.74
Advertising Value	232	3.66	0.67
Brand Awareness	232	3.86	0.67
Purchase Intention	232	3.61	0.70

4.2 Measurement Model

The proposed model has a good fit since the SRMR value for the estimated model is 0.074. The results show that the measurement model meets the value requirements since its value does not exceed 0.08 (Henseler, Ringle, & Sinkovics, 2009).

4.3 Validity and Reliability Test

Validity and reliability test are technical properties of a test used to decide whether the instruments could be further analyzed or not to test the hypotheses. Reliability or internal consistency is aimed to measure how dependent or consistent a test measures a characteristic. The indicator reliability is measured through the factor loading. The commonly minimum value of the standardized factor loading coefficient for each measurement item is 0.7 (Henseler, Ringle, & Sinkovics, 2009) to show good construct validity. The overall measuring instrument has reliable consistency if the Cronbach's Alpha (CA) and composite reliability (CR) value of all variables must be 0.7 or higher (Henseler, Ringle, & Sinkovics, 2009). According to Table 3, the results show that the Cronbach's alpha for all constructs was well above 0.70 ranged from the

lowest of 0.816 (informativeness) to the highest of 0.888 (entertainment). This means that those items are reliable and can be used for the next analysis.

Validity is how well scores from a measure represent the variable they are intended to or not. Validity of the measurement model involves examining convergent validity and discriminant validity. In order to assess convergent validity, the average variance extracted (AVE) is required to exceed 0.5 to be considered sufficient and explain more than half of the variance of its indicators on average (Sarstedt, Manfred, & Taylor, 2011). While discriminant validity is assessed using the Heterotrait-Monotrait (HTMT) criterion in which the value should below the threshold of 0.9 (Henseler, Ringle, & Sinkovics, 2009). Based on the result in Table 3, all indicators and constructs are found to have met the minimum measurement criteria. The factor loading of all constructs has met the requirement of equal to or greater than 0.7 ranging from 0.713 to 0.925. Moreover, the average variance extracted (AVE) values for all the constructs are above 0.5 ranging from 0.717 to 0.817, guaranteeing convergent validity. The result of discriminant validity was found not exceed 0.85, which ensure that all results are at a normal level. This indicates that all the measures satisfy the discriminant validity of the constructs.

Table 3 Validity and Reliability Test

Constructs	Measurement Items	Factor Loading	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability (CR)
Informativeness	INF1	0.888	0,717	0,816	0.883
	INF2	0.925			
	INF3	0.713			
Personalization	PER1	0.907	0,798	0,873	0.992
	PER2	0.861			
	PER3	0.911			
Entertainment	ENT1	0.902	0,817	0,888	0.931
	ENT2	0.902			
	ENT3	0.908			
Advertising Value	ADV1	0.867	0,766	0,848	0.908
	ADV2	0.887			
	ADV3	0.872			
Brand Awareness	BA1	0.885	0,769	0,849	0.909
	BA2	0.913			

	BA3	0.831			
Purchase Intention	PI1	0.901	0,742	0,826	0.896
	PI2	0.907			
	PI3	0.770			

Table 4 Discriminant validity assessment

	INF	PER	ENT	ADV	BA	PI
INF						
PER	0.069					
ENT	0.101	0.675				
ADV	0.189	0.700	0.799			
BA	0.088	0.636	0.696	0.651		
PI	0.119	0.670	0.658	0.658	0.692	

4.4. Multicollinearity

Collinearity is measured through the Variance Inflation Factor (VIF) values that should be below 5. From the table 5, the result show that all values are below 5, which indicating there are no collinearity issues among the predictor constructs (Hair, Hult, Ringle, & Sarstedt, 2017).

Table 5 Multicollinearity test

Exogenous	Endogenous	Inner VIF value
Informativeness	Advertising Value	1.009
Personalization		1.556
Entertainment		1.566
Advertising Value	Brand Awareness	1.000
Brand Awareness	Purchase Intention	1.000

4.5 Assessment of Structural Model

The structural model assessment involves statistically testing the proposed hypothesized relationships in SmartPLS using bootstrapping procedure of 5000 subsamples to estimate the statistical significance of path coefficients. In addition, the great importance criterion for structural model assessment is the coefficient of determination (R^2) of the endogenous latent variables. In order to be considered moderate, R^2 value should be higher than 0.2 (Chin, 1998).

As seen in Figure 2, the R^2 value for advertising value is 0.553 which are larger than 0.2 indicating signified a substantial model with the exogenous variables. This result indicates informativeness, personalization, and entertainment explain 55.3% of the variance in advertising value on social media advertising. Likewise, brand awareness has R^2 value of 0.308 which are beyond cut-off value meaning that advertising value explain 30.8% of the variance in advertising value on brand awareness. Finally, purchase intention has R^2 value of 0.346 that also higher than 0.2. This means brand awareness explain 34.6% of the variance in advertising value on purchase intention.

Table 6 Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Path Coefficients	Std. Deviation	t-value	p-value	Decision
H1	Informativeness → Advertising Value	0.118	0.041	2.888	0.004	Supported
H2	Personalization → Advertising Value	0.293	0.057	5.135	0.000	Supported
H3	Entertainment → Advertising Value	0.511	0.058	8.851	0.000	Supported
H4	Advertising Value → Brand Awareness	0.555	0.061	9.063	0.000	Supported
H5	Brand Awareness → Purchase Intention	0.589	0.052	11.264	0.000	Supported

The path coefficients and hypothesis testing for social media advertising result of each hypothesis are shown in table 6. Informativeness ($\beta=0.118$, $p<0.05$), personalization ($\beta=0.293$, $p<0.05$) and entertainment ($\beta=0.511$, $p<0.05$) have significant and positive impacts on advertising value, thus H1, H2, and H3 are supported. Advertising value ($\beta=0.555$, $p<0.05$) towards brand awareness and brand awareness ($\beta=0.589$, $p<0.05$) towards purchase intention have a significant relationship, thus H4 and H5 are supported.

5. DISCUSSION

E-commerce should first create a favorable customers' perception towards the advertising in order to effectively create customers advertising value, as well as brand awareness and purchase intention on e-commerce products through advertising. Therefore, company should develop, influence and reinforce the way consumer perceive and view advertisement. Based on the research finding, informativeness, personalization and entertainment factors of social media advertising are positively related to advertising value, which is consistent with previous findings (Ducoffe, 1995); (Kim & Han, 2014); (Logan, Bright, & Gangadharbatla, 2012); (Dehghani, Niaki, Ramezani, & Sali, 2016).

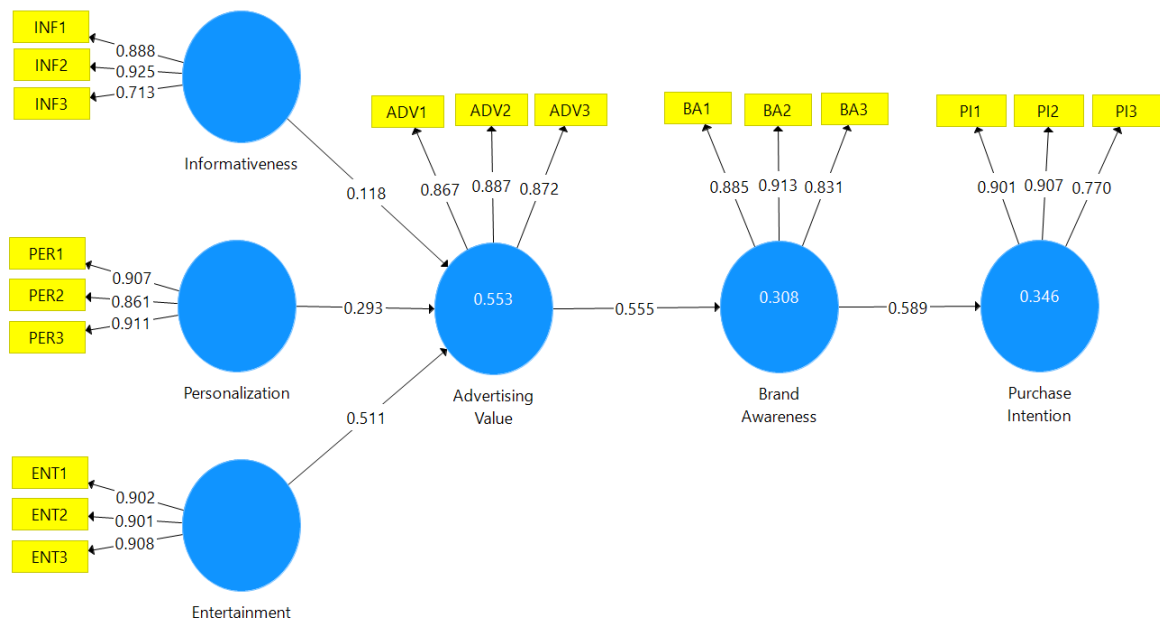


Fig. 2 Path Model: Item Loading, Path Coefficient, Level of R²

Entertainment was found to be the most important perceived value of advertising on social media. This implies that advertising within social media is found to be more valuable when it is entertaining. This finding also corroborates the results of different studies that relate social media advertising perceived value (Logan, Bright, & Gangadharbatla, 2012) which state that entertainment actually emerges as the dominant factor when assessing advertising value on social media. Thus, when using social media advertising to deliver brand message, it is crucial to provide content that engages through entertainment more so than information. E-commerce should pay attention to the entertainment factor for social media by incorporating the elements of pleasure, entertaining, and enjoyable in the advertising message to attract and maintain the attention of consumers. It is important since the e-commerce targeting young people which most of them tend to seek for pleasure and hedonic (Lee, Loo, Peng, & Xian, 2014). Additionally, in order to establish a positive consumer's value especially in social media advertising, e-commerce should keep their advertising informative by providing the favorable information source so that the customer could keep up to date about new promotion or product. E-commerce also should assure that information provided through social media about promotion and product is comparative and provide the product benefit. Lastly, e-commerce should also create personalized social media advertising. Customers tend to have favorable advertising value toward advertisement if they feel that advertising can display personalized advertisement according to customers profile, offer the product that suitable to their needs and has a personalized content that appropriate with their profile.

The results also show that advertising value in social media advertising has a positive relationship in helping customers with increasing brand awareness when receiving social media advertising. The criteria of informativeness, personalization, and entertainment are important to make advertising attractive and in turn, customers' awareness on the advertised e-commerce products and services will be escalated. Furthermore, brand awareness in social media advertising is forming purchase intention. When customers are aware of the advertising, it will be more probable to affect to the better purchase intention of the product.

6. CONCLUSION AND RECOMMENDATION

In summary, finding from this research suggested that, all the advertising factors including Informativeness, Personalization, and Entertainment are regarded as important factors for Indonesian millennials perception toward e-commerce social media advertising. In addition, social media advertising value affects both e-commerce brand awareness and purchase intention accordingly. The current study re-affirms the concept that the factors of customers' perception towards advertising can be applied in Indonesia. Finding from this research also provide some insights and feedback for

e-commerce in forming advertising strategies on how to enhance the favorable consumers' perception towards advertising. Suggested strategies that can be implemented to create favorable customers' perceived value include ensuring the content presentation of social media advertising are entertaining and enjoyable, keeping the advertising message informative and up to date and lastly optimizing the personalization factor.

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