



# The influence of price, product quality, product review on purchase intention framelessplate

Mohamad Kautsar<sup>1</sup>, Lamhot Pasaribu<sup>2</sup>

<sup>1,3</sup>Master of Management, Pelita Harapan University, Jakarta, Indonesia

## ARTICLE INFO

### Article history:

Received Dec 03, 2024

Revise Dec 17, 2024

Accepted Dec 30, 2024

### Keywords:

Price;  
Product Review;  
Product Quality;  
Purchase Intention.

## ABSTRACT

The goal of this research is to evaluate the effect of price, quality, and reviews of products on purchase intention of Jabodetabek, Indonesia's Framelessplate consumers in the automotive accessories market. Data were collected from a sample of 99 respondents through a questionnaire which was developed digitally and analyzed by Partial Least Squares (PLS). The results show that both product quality and product reviews are important factors when consumers make purchasing decisions, as these factors have a strong and positive influence on their purchase intentions. On the other hand, it was also found that price does not have a significant effect on purchase intention, meaning it might be positively affected with other factors. This study enhances understanding of consumer behavior with regards to e-business with specific emphasis on the qualitative aspects of the study, reviews & product quality which are key purchase determinants in the automotive accessories environment.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



### Corresponding Author:

Mohamad Kautsar,  
Master of Management Study Program,  
Universitas Pelita Harapan,  
Jalan M.H. Thamrin Boulevard No.1100, Klp. Dua, Kec. Klp. Dua, Kabupaten Tangerang, Banten, 15811,  
Indonesia,  
Email: [Mohamad.kautsar@gmail.com](mailto:Mohamad.kautsar@gmail.com)

## INTRODUCTION

The transportation sector grows and develops along with the improvement of the national economy. Transportation is an important means for modern society to facilitate the mobility of people and goods (Kabul Paminto, 2020). At the beginning of 2023 alone, the number of motorized vehicles in Indonesia will reach almost 152.5 million units. This figure includes various types of motorized vehicles, from 2-wheeled vehicles to trucks. From the figures above, around 83.27% of the total motorized vehicle population is dominated by motorbikes with a figure of 126.9 million units. And the remaining 19.2 million units

E-commerce growth in Indonesia is currently experiencing a high increase, with projected profits continuing to increase. This is driven by consumer behavior shifting towards online shopping because of the convenience and availability of a variety of goods. Moreover, the COVID-19 pandemic has accelerated trends and forced us to adapt to e-commerce (Santoso, 2022).

E-commerce is a major contributor to Indonesia's economic growth. Research shows that the number of computer users, e-commerce, and internet access have a positive and significant effect on economic growth. DKI Jakarta in particular is the largest producer of e-commerce activity and is inversely proportional to the gap in e-commerce development in Indonesia (Pratiwi, 2022). Based on the published journal, it is stated that there are things that influence positive product ratings with cheaper prices which increase the willingness to pay (Tao et al., 2022).

The study looks at the challenges small Indonesian businesses face when trying to integrate into Japanese-led automotive value chains. It finds that these businesses are frequently forced to the lowest supplier tiers because they lack the necessary financial and technological resources and face strict entry requirements like ISO certifications, setup costs, licensing, and quality standards. These businesses must enhance their operational capabilities, often through informal knowledge-sharing, in order to meet buyer needs. The study emphasizes how difficult, costly, and time-consuming this process is, based on surveys and interviews with local suppliers and Japanese manufacturers. This addition to the literature on global value chains presents "entry upgrading" as a new avenue that goes beyond more conventional upgrading strategies like process or product improvement (Arifin, 2024).

Yu, (2023) explores how factors like consumer trust, brand quality, and consumer perception can significantly influence purchase intention, sometimes even more than price. The research found that most consumers are willing to accept a price premium for trusted and high-quality brands, indicating that consumer trust and brand quality are highly influential in shaping purchase intentions.

Since it was founded in 2021, sales of the main product Framelessplate have reached 100,000 units, with an annual average of more than 30,000 units. The largest sales are still through e-commerce, followed by sales through events and bazaars. Most deliveries are still from the Jabodetabek area and followed by other provinces on the island of Java, but Framelessplate has also marketed and delivered products overseas, such as Singapore, Malaysia and Australia.

It is hoped that the results of this research will complement research conducted by previous research regarding the relationship between price, product quality and product reviews on purchasing decisions. Moreover, there is not much research discussing the automotive accessories industry in Indonesia, especially in Jakarta. The research results are expected to provide two benefits, namely theoretical and practical.

## RESEARCH METHOD

A key aspect of quantitative research is its emphasis on objectivity and replicability. Researchers aim to ensure that their findings can be reproduced by others, which increases the reliability of the results. This involves providing access to raw data, detailed descriptions of the methods used, and transparency in the analysis process (Jilcha Sileyew, 2020). Based on the research objectives, this type of research uses quantitative research with research testing hypotheses on the influence between research variables. Quantitative research helps in understanding phenomena such as customer satisfaction by measuring responses to survey questions (Taherdoost, 2022). This research was conducted to explore the influence of price, product quality, and product review on purchase intention at Framelessplate in the Jabodetabek area.

The subject of this research are individuals, both customers and the public who are not Framelssplate customers who live in Jabodetabek and know about Framelessplate as a brand and product. The population determined in this research consists of people who lives in Jabodetabek. The sampling method used in this research is a non-sampling probability sampling method with a convenience sampling technique.the data source in this research is primary data obtained throught questionnaires distributed to respondents by researchers.

These provisions are based on limited research and are centered on the core sales areas and distribution centers of Framelessplate. Jabodetabek, which includes Jakarta and the nearby areas of Bogor, Depok, Tangerang, and Bekasi, is frequently used as the primary site for sample collection in research for several reasons. The largest metropolitan region in Indonesia, it is home to a dense and diverse population and acts as the political, economic, and cultural hub of the nation. Because of its diversity, it offers a wealth of demographic, social, and economic factors, which makes it the perfect microcosm for studies meant to mirror larger national patterns (Edelman & Gunawan, 2020). Jabodetabek's prominence as a research sample collection site stems from its representative demographic profile, urban dynamics, and accessibility to academic resources, making it a focal point for studies with implications for Indonesia and comparable global contexts.

Respondents received all the questionnaires via digital form provided by Google Form since it is easier to gather data. The data source in this research was obtained using primary data from questionnaires distributed to respondents directly by the researcher. Data obtained from the questionnaire is sent to respondents via social media and by an online forms. A Likert scale was used to generate the questionnaires that were distributed for each of the relevant research variables. Specifically, using a five-point Likert scale, where 1 denotes severely disagree, 2 disagree, 3 neutral, 4 agree, and 5 strongly agree. The Partial Least Square (PLS) Technique is the data analysis method that is employed. All information gathered from respondents will be processed using the SmartPLS v.4.1.0.9 program. The process of converting unprocessed data into a format that offers details about a group of variables in a situation is known as descriptive statistics. In order to make information more engaging, practical, and understandable, it incorporates metrics like mean, median, or mode (Sekaran & Bougie, 2016).

The Partial Least Square (PLS) is frequently chosen for estimating minimum sample size because it can handle complicated interactions involving latent variables, which are widespread in domains like information systems and the social sciences, the Partial Least Squares (PLS) approach is commonly used to estimate the minimal sample size. Compared to other techniques like covariance-based SEM, PLS-SEM has the unique advantage of producing dependable results even with smaller sample sizes, which makes it appropriate for exploratory research or scenarios where data gathering is difficult. Furthermore, PLS is simpler to use and requires less computing power, making it suitable for researchers with little experience in statistics. Given that real-world data frequently deviates from normality, its resilience to non-normal data distributions further increases its allure. PLS's appeal is further influenced by its adaptability, which allows it to be used for both theory testing and prediction (Kock & Hadaya, 2018).

The sample size calculation also uses a formula from Kock & Hadaya, (2018) called the minimum R-square method. Rahman, (2013) said that the calculation is based on the minimum R2 based on Cohen's power table. The three criteria needed to determine the sample size are listed in the table for least squares regression. The number of arrows pointing to latent variables in a model is the first component of the minimal R2 technique. The significance level applied is the second part, and the minimum R2 of the model is the third part (Hair et al., 2022). The minimum sample required by using a significance level of 0.50 and 7 arrows pointing to the latent variable will result in a minimum sample of 51.

## RESULTS AND DISCUSSIONS

The data gathered from the respondents in total were 104 respondents, resulting in data collection. 99 respondents who matched the research requirements were found after all responses were filtered. However, the questionnaire has four reverse questions to rescreen the current sample in order to collect high-quality data. This ensures good sample quality. The 99 respondents who retrieved form the filtered reverse questions answers that satisfied the criteria. Data collection was

conducted in the period September 2024 to October 2024. As a result, this figure is applied in this study. Every participant who completed the study's are criteria matched which are the resident of Jabodetabek, and they are all aware of Framelessplate brand and products. Respondent characteristics data used in this research consisted of age, gender, willingness to pay for Framelessplate products.

Based on the overall research data obtained through questionnaires, the number of male respondents were 66 peoples or 65,34% and the female respondents were 33 peoples or 32,67%. From this data, the number of males is higher than the female respondents. Based on the overall research data obtained through questionnaires, the age category with the largest number of respondents was the 20-29 year age group, namely 59.60% or 59 people. The second largest age category is the 30-39 year age group at 28.28% or 28 people. The third largest was in the 40-49 year age group at 8.08% or 8 people. Other age groups followed with 3 people under 20 years of age with a percentage of 3.03% and finally there was 1 person in the age group over 50 years or with a percentage of 1.01%. Based on the overall research data obtained through questionnaires, as many as 50.50% or 50 people were willing to buy Framelessplate with a price range of IDR 100,000 – IDR 249,000. The second largest was 30.30% or 30 people with a price range of IDR 250,000 – IDR 499,000. The third largest with a percentage of 12.12% or a total of 12 people with a price range below Rp. 100,000. The price range above Rp. 500,000 has 7 people with a percentage of 7.07%. Based on the overall research data obtained through questionnaires, 30 people with a percentage of 30.30% live in Jakarta. Followed by Bogor with 25 people with a percentage of 25.25%. Respondents who came from Tangerang were 19 people or 19.19%. Depok domicile has a percentage of 16.17% or 16 people. There were 9 respondents domiciled in Bekasi with a percentage of 9.09%.

**Table 1.** Profile of Research Respondents

	Criteria	Frequency	Percentage
Gender	Male	66	65,34%
	Female	33	32,67%
Age Range	< 20 Years	3	3,03%
	20 - 29 Years	59	59,60%
	30 - 39 Years	28	28,28%
	40 - 49 Years	8	8,08%
	> 50 Years	1	1,01%
Willingness to pay	< Rp.100.000	12	12,12%
	Rp.100.000 - Rp.249.000	50	50,50%
	Rp.250.000 - Rp.499.000	30	30,30%
	> Rp.500.000	7	7,07%

In this sub-chapter there will be a discussion of measurement models and structural models on actual research results. Evaluation was carried out using validity and reliability tests consisting of outer loading, Average Variance Extracted (AVE), Fornell-Larcker, Cronbach's Alpha and composite reliability (Hair et al., 2022).

Convergent validity is the first validity that will be looked at. In the results of actual research reliability and validity tests using all research indicators, no AVE values were found below 0.5. However, an outer loading test is still carried out to prove the validity of the actual research. Each construct in the table has an AVE value greater than 0.7, it is deemed legitimate. AVE value greater than 0.500, which indicates that it may account for 50% of the variance in the indicator.

**Table 2.** Convergent Validity Test Results

Construct	Indicators	Outer Loadings	AVE	Remark
Price	H1	0.740	0.732	Valid
	H2	0.767		Valid
	H3	0.903		Valid
	H4	0.882		Valid
	H5	0.895		Valid
	H6	0.893		Valid
	H7	0.891		Valid
Product Quality	KP1	0.952	0.619	Valid
	KP2	0.937		Valid
	KP3	0.947		Valid
Product Review	KP6	0.743	0.808	Valid
	UP2	0.761		Valid
	UP4	0.895		Valid
	UP5	0.810		Valid
	UP6	0.709		Valid
Purchase Intention	UP10	0.798	0.614	Valid
	KPem2	0.771		Valid
	KPem3	0.813		Valid
	KPem5	0.772		Valid
	KPem6	0.812		Valid
	KPem7	0.765		Valid

The next validity test is discriminant validity by observing the Fornell-Larcker value. The results of Fornell-Larcker data processing are shown in the following table.

**Table 3.** Actual Fornell-Larcker Research Results

Construct	Price	Purchase Intention	Product Quality	Product Review
Price	0.856			
Purchase Intention	0.476	0.787		
Product Quality	0.565	0.575	0.899	
Product Review	0.541	0.728	0.653	0.784

Testing for reliability is composite reliability. The tests carried out were Cronbach's alpha and composite reliability. The test results displayed in Table 3. show that the Cronbach's alpha and composite reliability values are above 0.7, so that reliability testing provides reliable test results.

**Table 4.** Actual Research Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Information
Price	0.942	0.961	Reliable
Purchase Intention	0.846	0.850	Reliable
Product Quality	0.917	0.918	Reliable
Product Review	0.844	0.856	Reliable

Testing the structural model begins with a correlation test by determining the VIF value. The VIF test results are shown in Table 5. The inner VIF value from the test is no more than 5, thus indicating there is no collinearity between formative variables so that it meets the requirements for formative variables. Once there are no problems with collinearity, the test can be continued with the R2 test.

**Table 5.** Inner VIF Test Results

Variable	Purchase Intention
Price	1.589
Product Quality	1.959
Product Review	1.885

The significance of the correlation between the variables was then assessed using structural model testing. If the t-statistic value is greater than the t-table of 1.640 (one tailed), the first thing to consider is whether or not a meaningful influence was obtained. Once the influence's significance has been established, the original sample table can be used to determine the influence's or path coefficient's magnitude. There is a significant association between the independent and dependent variables if the p-values in the path coefficient table are less than 0.50, as hypothesis testing employs a significance level of 5%. Table 6 displays the size of the influence as well as the t-statistics and p-values between the research variables.

**Table 6.** Path Coefficient Test Results

Hypothesis	Original Sample	t-statistics	p-values
Price -> Purchase Intention	0.072	0.862	0.194
Product Quality -> Purchase Intention	0.147	1.351	0.088
Product Review -> Purchase Intention	0.593	6.947	0.000

As you can see from the table below, the results of the R<sup>2</sup> calculation for each dependent construct of purchasing intention. Table 7 shows the results of the R<sup>2</sup> value, this figure shows that the variables Price, Product Quality, and Product Reviews are able to provide a purchase intention of 55.1%, while 44.9% is explained by variables other than the variables used in this research.

**Table 7.** R<sup>2</sup> Test Results

Construct	R-square
Purchase Intention	0.551

Hypothesis testing is carried out by testing the path coefficient. A summary of research hypothesis testing is shown in Table

**Table 8.** Summary of Hypothesis Test Results

No	Hypothesis	Original Sample	t-statistic	p-values	Conclusion
H1	Price -> Purchase Intention	0.072	0.862	0.194	Not supported
H2	Product Quality -> Purchase Intention	0.147	1.351	0.088	Supported
H3	Product Review -> Purchase Intention	0.539	6.947	0.000	Supported

H1 examines how the Framelessplate product prices impacted the purchase intention. The research results on the Price variable have an original sample value of 0.072 and a p-value of 0.194. These values mean that the price variable does not have a positive effect on purchasing decisions. This shows that it is not only price that determines purchasing decisions for Framelessplate consumers, but there are other indirect influences. Therefore, it can be concluded that hypothesis H is not supported. The research results obtained different results from previous research conducted by Son & Jin, (2019), Gorji & Siami, (2020), Levrini & Dos Santos, (2021), Bujisic et al., (2024), Ndofirepi et al., (2022), and Zhao et al., (2021) who say that price has a positive influence on purchasing decisions. In this research, data and facts were obtained which say that price does not directly have a positive influence on purchasing decisions.

H2 investigates the influence of Framelessplate product quality on purchase intention. A p-value of 0.088 and an original sample value of 0.147 are found in the research findings on the

product quality variable. This value's findings indicate that decisions to buy are positively impacted by the product quality variable. In a different way, Framelessplate customers' decisions to buy are directly influenced by the quality of the goods. Therefore, it can be said that hypothesis H2 is validated. The findings of this study corroborate those of earlier studies by Yan et al., (2019), Hasanah & Usman, (2022), and Sihombing et al., (2023), and Kang et al., (2022) which found that product quality positively influences consumers' decisions to buy. Data gathered for this study indicates that decisions to buy are positively impacted by product quality.

H3 investigates the influence of the Framelessplate product review on the intention to buy. The study's findings on the Product Review variable show a p-value of 0.000 and an original sample value of 0.539. This score indicates that the Product Review variable has a favorable impact on purchasing decisions. The implication is that Framelessplate customers' decisions to buy are influenced by product reviews. Therefore, it can be said that hypothesis H3 is validated. The findings of this study corroborate those of other studies by Chen et al., (2022), Rahaman et al., (2024), Zhu et al., (2020), Kang et al., (2022), and Ahn & Lee, (2024) which found that product reviews positively impact consumers desire to purchase.

## CONCLUSION

This study examines the impact of price, product offerings, and reviews on the purchase intentions of Framelessplate customers in Indonesia with special focus on Jabodetabek region. It has been noted that review of the products has a favorable effect on a customer's purchase intention, which suggests the review process is an essential aspect of the decision making process. The same applies to the quality of products where a positive effect was recorded, which means that high quality products are essential to most consumers during their purchase decision. But price does not seem to directly affect the purchase intention to a significant level, this means that there are a number of factors, price inclusive that further modifies the effect of the purchase intention. These results suggest that qualitative elements, such as reviews and quality are more important than prices in making purchase decisions by customers in the e-commerce automotive accessories market.

Based on the research findings, companies should focus on product quality and leverage positive reviews, as these significantly influence purchase intentions. Emphasizing quality through innovation and strict control, while encouraging and showcasing positive customer reviews, builds trust and credibility. Highlighting the need to invest in branding and competitive pricing strategies, companies should target key demographics, particularly younger consumers (20-29 years), with tailored digital marketing efforts such as SEO, social media engagement, and targeted ads. These strategies are essential for aligning marketing efforts with consumer behavior in the e-commerce automotive accessories market.

## References

- Ahn, Y., & Lee, J. (2024). The Impact of Online Reviews on Consumers' Purchase Intentions: Examining the Social Influence of Online Reviews, Group Similarity, and Self-Construal. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(2), 1060-1078. <https://doi.org/10.3390/jtaer19020055>
- Arifin, Z. (2024). Small local firms struggles: insertion process and entry barriers as lowest-tier automotive suppliers in Indonesia. *International Development Planning Review*, 46(1), 45-66. <https://doi.org/10.3828/idpr.2023.10>
- Bujisic, M., Bujisic, V., Parsa, H., Bilgihan, A., & Li, K. (2024). Anchoring decisions: the role of decoy pricing in consumer choices. *International Hospitality Review*. <https://doi.org/10.1108/ihr-04-2024-0023>
- Chen, T., Samaranayake, P., Cen, X. Y., Qi, M., & Lan, Y. C. (2022). The Impact of Online Reviews on Consumers' Purchasing Decisions: Evidence From an Eye-Tracking Study. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.865702>

- Edelman, D. J., & Gunawan, D. S. (2020). Managing the Urban Environment of Jakarta, Indonesia. *Current Urban Studies*, 08(01), 57-106. <https://doi.org/10.4236/cus.2020.81003>
- Gorji, M., & Siami, S. (2020). How sales promotion display affects customer shopping intentions in retails. *International Journal of Retail and Distribution Management*, 48(12), 1337-1355. <https://doi.org/10.1108/IJRDM-12-2019-0407>
- Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Hasanah, N., & Usman, O. (n.d.). *INFLUENCE OF BRAND IMAGE, PRICE, AND PRODUCT QUALITY ON PURCHASE DECISION ON LAZADA E-COMMERCE*.
- Jilcha Sileyew, K. (2020). Research Design and Methodology. In *Cyberspace*. IntechOpen. <https://doi.org/10.5772/intechopen.85731>
- Kabul Paminto, A. (2020). ANALISIS DAN PROYEKSI KEBUTUHAN ENERGI SEKTOR TRANSPORTASI DI INDONESIA. *Jurnal Energi Dan Lingkungan (Enerlink)*, 16(2), 51-54. <https://doi.org/10.29122/jel.v16i2.4801>
- Kang, M., Sun, B., Liang, T., & Mao, H. Y. (2022). A study on the influence of online reviews of new products on consumers' purchase decisions: An empirical study on JD.com. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.983060>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227-261. <https://doi.org/10.1111/isj.12131>
- Levrini, G. R. D., & Dos Santos, M. J. (2021). The influence of price on purchase intentions: Comparative study between cognitive, sensory, and neurophysiological experiments. *Behavioral Sciences*, 11(2). <https://doi.org/10.3390/bs11020016>
- Ndofirepi, T. M., Chuchu, T., Maziriri, E., & Nyagadza, B. (2022). Examining the influence of price-quality inference and consumer attitudes on the inclination to buy non-deceptive counterfeit goods: evidence from South Africa. *European Journal of Management Studies*, 27(3), 317-339. <https://doi.org/10.1108/ejms-04-2022-0026>
- Pratiwi, K. D. (2022). *E-COMMERCE AND ECONOMIC GROWTH IN INDONESIA: ANALYSIS OF PANEL DATA REGRESSION* (Vol. 7, Issue 1).
- Rahaman, Md. A., Hassan, H. M. K., Asheq, A. Al, & Islam, K. M. A. (2024). Correction: The interplay between eWOM information and purchase intention on social media: Through the lens of IAM and TAM theory. *PLOS ONE*, 19(11), e0314624. <https://doi.org/10.1371/journal.pone.0314624>
- Rahman, M. M. (2013). 42-62 Review and Set of Recommendations. In *Journal of Entrepreneurship, Business and Economics* (Vol. 11, Issue 1). [www.scientificia.com](http://www.scientificia.com)
- Santoso, E. (2022). Opportunities and Challenges: E-Commerce in Indonesia from a Legal Perspective. *Jurnal Penelitian Hukum De Jure*, 22(3), 395. <https://doi.org/10.30641/dejure.2022.v22.395-410>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach*. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Sihombing, L. A., Suharno, S., Kuleh, K., & Hidayati, T. (2023). The Effect of Price and Product Quality on Consumer Purchasing Decisions through Brand Image. *International Journal of Finance, Economics and Business*, 2(1), 44-60. <https://doi.org/10.56225/ijfeb.v2i1.170>
- Son, J., & Jin, B. E. (2019). When do high prices lead to purchase intention? Testing two layers of moderation effects. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1516-1531. <https://doi.org/10.1108/APJML-07-2018-0271>
- Taherdoost, H. (2022). What are Different Research Approaches? Comprehensive Review of Qualitative, Quantitative, and Mixed Method Research, Their Applications, Types, and Limitations. *Journal of Management Science & Engineering Research*, 5(1), 53-63. <https://doi.org/10.30564/jmser.v5i1.4538>
- Tao, H., Sun, X., Liu, X., Tian, J., & Zhang, D. (2022). The Impact of Consumer Purchase Behavior Changes on the Business Model Design of Consumer Services Companies Over the Course of COVID-19. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.818845>
- Yan, L., Xiaojun, F., Li, J., & Dong, X. (2019). Extrinsic cues, perceived quality, and purchase intention for private labels: Evidence from the Chinese market. *Asia Pacific Journal of Marketing and Logistics*, 31. <https://doi.org/10.1108/APJML-08-2017-0176>
- Yu, Q. (2023). Research on Factors Affecting Consumers' Purchase Intention. *Advances in Economics, Management and Political Sciences*, 37(1), 61-66. <https://doi.org/10.54254/2754-1169/37/20231835>



- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of Pricing and Product Information on Consumer Buying Behavior With Customer Satisfaction in a Mediating Role. *Frontiers in Psychology, 12*. <https://doi.org/10.3389/fpsyg.2021.720151>
- Zhu, L., Li, H., Wang, F.-K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management, 72*(4), 463–488. <https://doi.org/10.1108/AJIM-11-2019-0308>