

The Influence of Social Media Content towards Online Shopping Behavior

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Abstract – This research is conducted for exploring social media content that include variable of opinion leadership, online review, celebrity endorsement and promotional tools to research how the influence towards online shopping behavior. This research uses quantitative method to collect data from respondents based on online questionnaire. This research uses purposive sampling method that involve 150 respondents that is the consumers of smartphone products who lives in Jakarta, Tangerang, Bekasi, Depok dan Bogor. The data is analysed using Structural Equation Model – Partial Least Square (SEM - PLS) method. The result of this research is Promotional Tools, Online Review and Opinion Leadership have a positive effect toward Online Shopping Behavior. Meanwhile, Celebrity Endorsement has no positive effect toward online shopping behavior. The managerial implication of this research is Promotional Tools, Online Review and Opinion Leadership in social media content can be used as an effective tool by companies to generate consumers purchase intention and purchase decision through online.

Keywords – Online Shopping, Online Shopping Behavior, Smartphone Industry, Social Media, Purchase Intention, Purchase Decision

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1 Introduction

The development of Internet technology has changed consumer behavior with consumers tending to buy online through E-Commerce (Hossain et al., 2022). Easy access to the Internet also has an impact on the use of social media where consumers spend a lot of time accessing social media to find information about the products (Ioană & Stoica, 2023). Nowadays, social media plays a role in changing consumer behavior by influencing consumers to do online shopping activities through content that seen by consumers on social media (Miah et al., 2022). Since social media plays a role in influencing consumer online shopping behavior, the use of social media is important for companies to grow their purchasing intentions as well as motivate consumers to make online purchasing transactions (Chaturvedi & Gupta, 2018; Hanaysha, 2022; Hossain et al., 2018). Therefore, the research of online shopping behavior has attracted the attention of researchers to research further.

The conducted Research showed that social media content can influence consumers through Opinion Leadership, Celebrity Endorsement, Online Reviews and Promotional Tools (Miah et al., 2022; Schouten et al., 2020). Because of these factors, the research was conducted to investigate whether there was a positive influence in Opinion Leadership, Celebrity Endorsement, Online Review and Promotional Tools on online shopping behavior.

Online shopping behavior has been previously studied before with the results that demographic, cultural, income, social environment factors and social media have a positive influence on online shopping behavior (Chaturvedi & Gupta, 2018; Hanaysha, 2022; Hossain et al., 2018; Huwaida et al., 2024; Kuswanto et al., 2019; Neger & Uddin, 2020; Peña-García et al., 2020; Salim et al., 2019). Studies on influencer influence as Opinion Leadership in social media have been studied by Casaló et al. (2020), Fakhreddin & Foroudi (2022), Ibáñez-Sánchez et al. (2022), Schouten et al. (2020) Ye et al. (2021) and Žák & Hasprová (2021) which have resulted in studies that opinion leadership influences purchase intentions and purchase decisions. Then, on the research that has been done in celebrity endorsement showed that celebrity endorsement has a positive influence on impulsive buying and purchase intentions (Al Mamun et al., 2023; Khan, 2021; Khan et al., 2019; Razi et al., 2021; Sriram et al., 2021; Zafar et al., 2021). Furthermore, based on research that has been carried out on the online review, it is stated that online review have a positive influence on online purchasing decisions and shopping behaviour (Hong et al., 2018; Lie et al., 2024; Román et al., 2023). Research on promotion as a promotion tool has been researched by Hulu & Ruswanti (2018), Pal & Pal (2014) and Ruswanji et al. (2016) which resulted in a study that promotion tools have a positive influence on purchasing intent and online shopping behavior. Also, in a study conducted by Miah et al. (2020) stated that celebrity endorsement, online reviews and promotion tools have a significant influence on online shopping behaviour.

Some previous research on online shopping behavior are more focused on the influence of demographic, cultural and social factors and not much on

social media influence. Then, some research on opinion leadership, celebrity endorsement, online review and promotional tools is not much done simultaneously or partly done separately. Therefore, in this study opinion leadership will be added as a variable to be studied the influence on online purchasing behaviour in the smartphone industry in Indonesia along with celebrity endorsements, online review and promotional tools.

The aim of this study is to explore the influence of social media on online shopping behavior in the smartphone industry in Jakarta, Tangerang, Bekasi, Depok and Bogor Indonesia by researching the variables of online review, promotion tool, celebrity endorsement, opinion leadership toward online shopping behavior as the main variables in this study. It is expected that this research will help companies and marketing personnel to understand the influence of social media on online shopping behavior and can contribute to marketing management science especially in consumer behaviour in Indonesia.

2 Literature Review

2.1 Online Shopping Behavior

Online Shopping is an shopping through online activity that carried out by consumers to buy a product or service directly from the seller through internet (Prebreza & Shala, 2021). Online shopping behaviour is a process to buy a product or service through internet that related with psychological condition from consumers who shop online (Li & Zhang, 2002). The factors that influence consumers to doing online shopping is consumers can easily find the product information that help customers to compare the price and quality between the products, a product promotion which attract consumer to buy, E – Commerce page can easily accessible by consumers, social media information is also a consideration for consumers in deciding purchase decision (Hossain et al., 2018; Miah et al., 2022; Neger & Uddin, 2020).

2.2 Opinion Leadership

Influencer is a third person that shape the attitude and opinion of audience through social media content. Influencer is considered a public figure because actively share post and content (Casaló et al., 2020; Venciute et al., 2023). Opinion Leadership is an active user of social media that routinely involved in sharing a post and content. Opinion Leadership is considered as a person who inovated in trying a new product, Opinion leadership have a role in mass communication for sharing an information to shape an individual behaviour through word of mouth. (Chopra et al., 2021; Jansson et al., 2017; Winter & Neubaum, 2016).

2.3 Online Review

Online Review is a word of mouth tool for sharing an information that can involve consumer purchase intention, online review's reader preception also give positive influence towards social influence in consumer behaviour (Lie et al., 2024; Sidharta et al., 2021). Review and rating that seen in social media is a form electronic word of mouth because can be accessed anytime and shared by unknown person. Nowadays, many people uses online review as a consideration for deciding purchasing decision (Park & Nicolau, 2015). Consumer also write online review if they think the product has bad quality and makes them disappointed. Consumer will feel better psychologically after they write the review. But, too long review is also categorized negative review (Barta et al., 2023; Colmekcioglu et al., 2022). Consumer can get more detailed information about the product from online review. Online review is also more trusted by consumer than information from the seller (Barta et al., 2023; Park & Nicolau, 2015).

2.4 Celebrity Endorsement

Celebrity is a person that widely known by the public that idolized and followed by audience. Celebrity is involved in generate purchase intention with creating word of mouth in social media because celebrity has many followers in social media (Sriram et al., 2021). Celebrities are seen by consumers as a credible source of product information and can influence purchase behavior (Rungruangjit, 2022). Celebrity Endorsement is a form of advertising that involved public figure that use popularity for promote a product or service (Jha et al., 2020). Celebrity Endorsement can become a tool to influence consumers psychologically to doing impulse buying (Khan, 2021; Zafar et al., 2021).

2.5 Promotional Tools

Promotion is a strategy to persuade, give information and to reminder consumer about the sold product (Kotler & Keller, 2012). Promotion is a strategy to persuade consumer to buy a product or service that sold by a company (Kotler & Armstrong, 2010). Promotion is used to increase the short term sales and to influence consumer to do a transaction immediately (Miletsky, 2010). Discount is a form of promotion which means a short-term price reduction within a certain period (San & Aryupong, 2020). Discount and promotion can encourage consumers to buy if they think the money that spent to buy the product is worth with the product quality (Hulu & Ruswanti, 2018).

2.6 Hypothesis Development and Conceptual Framework

2.6.1 Opinion Leadership and Online Shopping Behavior

With the increasing use of social media, influencers as opinion leaders which has many followers can influence consumers through social media (Park & Lin, 2020). With opinions posted on social media influencer acts as an opinion leader who provides sources of information also recommendations that have been seen by consumers and can influence consumers in their purchasing intentions (Ibáñez-Sánchez et al., 2022; Nafees et al., 2021; Žák & Hasprová, 2021). Influencers also have a crucial role as a communication tool for a supported products on social media in shaping a positive perception of consumers and can directly influence consumers to intend to buy and make purchases for the supported product (Fakhreddin & Foroudi, 2022; Jiménez-Castillo & Sánchez-Fernández, 2019). Therefore, companies can work with influencers to promote products on social media platforms effectively that can influence consumers to generate purchasing intentions (Gräve, 2019; Ye et al., 2021). This is supported by previous research that showed the companies do the partnership with influencer as an opinion leader can give positive influence on consumer behaviour with recommends product to social media users (Casaló et al., 2020). Based on research conducted by Fakhreddin & Foroudi (2022), Schouten et al. (2020) and Žák & Hasprová (2021) stated that Opinion Leadership which perceived by consumers has a positive influence on consumer purchasing intentions and purchasing behaviour. Based on the explanation above, a hypothesis is formed as follows:

H1: Opinion Leadership has a positive influence on online shopping behavior.

2.6.2 Online Review and Online Shopping Behavior

Online review on social media as a form of e-word of mouth provide an important role in online shopping behavior with potential consumers seeking information about products. Online review from consumers who have purchased products have an influence to other consumers in the process of making purchasing decisions (Park & Nicolau, 2015). Positive reviews give consumers confidence that the products sold by the company has a good quality so it will motivating consumers to buy (Hong et al., 2018). On the contrary, negative reviews also affect consumers by losing motivation to buy the product (Barta et al., 2023; Colmekcioglu et al., 2022). Therefore, companies should pay attention to Online Review on social media including the number of positive reviews as a tool that can be used to attract interest and purchase decisions to potential consumers (Miah et al., 2022; Román et al., 2023). Based on research conducted by Lie et al. (2024) and Román et al. (2023) has proven the influence of Online Review on purchasing intentions and purchasing decisions. It is also supported with the research which stated that Online reviews have a positive influence on online shopping behavior

(Hong et al., 2018; Miah et al., 2022). Based on the statements above, a hypothesis is assumed as follows:

H2: Online Review has a positive influence on online shopping behavior.

2.6.3 Celebrity Endorsement and Online Shopping Behavior

Celebrities that are known as public figures and have a lot of followers on social media will look attractive to potential consumers that can grow consumer interest to see the products that supported by celebrities (Jha et al., 2020; Schouten et al., 2020; Sriram et al., 2021). Celebrity lifestyle can psychologically encourage consumers to follow hedonistic lifestyles and make impulsive buying as well as motivate people around them to buy (Khan et al., 2019; Zafar et al., 2021). From then on, Celebrity Endorsement has become a tool to introduce products and encourage purchasing intention in consumers also convince consumers to buy the promoted product (Jun et al., 2023; Khan, 2021; Rungruangjit, 2022). In a study carried out by Al Mamun et al. (2023), Khan (2021), Khan et al. (2019) and Sriram et al. (2021) which resulted that Celebrity Endorsement has a positive effect on purchasing intentions. Based on studies conducted by Miah et al. (2022) which emphasize that Celebrity Endorsement has a significant impact on online shopping behavior. Based on the explanation above, we assumed that:

H3: Celebrity Endorsement has a positive influence on online shopping behavior.

2.6.4 Promotional Tools and Online Shopping Behavior

Promotion is a strategy that companies can use to influence consumers psychologically to make impulsive buying (Neger & Uddin, 2020). Promotions can be done by providing promotions, discounts, coupons and free gifts that can influence consumers to immediately make a purchase transaction (Crespo-Almendros et al., 2022; Hulu & Ruswanti, 2018). By doing the promotion, it will increase brand awareness and can maintain consumer loyalty thus giving a positive impact on the purchase intention (Crespo-Almendros et al., 2022; Pal & Pal, 2014; Ruswanti et al., 2016; Siddique & Hossain, 2018). From that, companies can take advantage of social media promotions to reach potential consumers widely with a cheaper costs and maintain long-term relationships with consumers that can help to boost a sales (Heskiano et al., 2020; Siddique & Hossain, 2018). This analysis is supported by previous research with the result that promotions play a positive role in generate consumer purchasing intentions (Hulu & Ruswanti, 2018; Miah et al., 2022; Ruswanti et al., 2016). Also supported with research conducted by Pal & Pal (2014) that stated an advertising, discounts and promotions as a tool of promotion have a significant influence on consumer behaviour. Based on this, we formulated the following hypothesis:

H4: Promotional Tools has a positive influence on online shopping behavior.

2.6.5 Conceptual Framework

Based on the developed hypothesis, the image below showed the conceptual framework which demonstrate the influence of opinion leadership, online review, celebrity endorsement and promotional tools on online shopping behavior. The conceptual framework is developed based on the research that conducted by Fakhreddin & Foroudi (2022) and Miah et al. (2022).

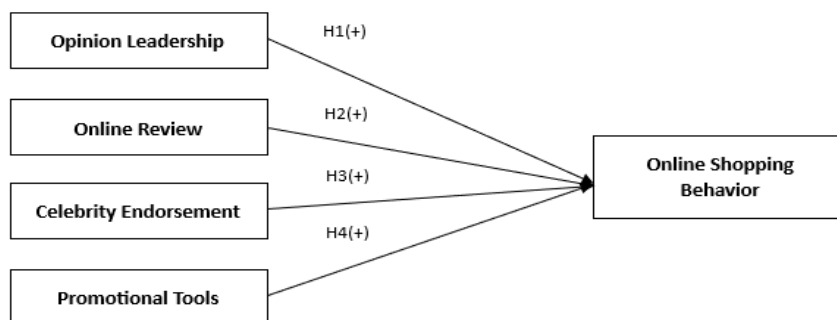


Figure 1: Conceptual Framework

3 Methods and Data

The research uses quantitative methods, for sampling techniques using purposive sampling methods. Respondents in this research are consumers of smartphone products who live in Jakarta, Tangerang, Bekasi, Depok and Bogor Indonesia with the criteria an active social media user in the past six months and has purchased smartphone in the last one year. The research data used primary and secondary data. The primary data taken from distributed questionnaire via Google Form with a total 150 respondents. The questions of the questionnaire are adopted from previous studies. Eight items measuring opinion leadership are adapted from Casaló et al. (2020) and Žák & Hasprová (2021). The online review scale has four items adapted from Lie et al. (2024) and Román et al. (2023). The celebrity endorsement scale has six items applied from Sriram et al. (2021) and Zafar et al. (2019). The promotional tools scale has three items borrowed from Crespo-Almendros et al. (2022). Finally, the online shopping behavior scale has six items adapted from Hossain et al. (2018), Neger & Uddin (2020) and Peña-García et al. (2020). The measurement method uses a five scale of likert scale between 1 (strongly disagree) to 5 (strongly agree) (Suthianto & Syah, 2023; Syihab & Negoro, 2023). All of the respondents get informed that all of the data is only used for research purpose. The Secondary data adopted from a journal that related to research such as marketing journal, social media marketing journal and business research journal. The data analysis technique using the

Structural Equation Model – Partial Least Square (SEM-PLS) method with using SmartPLS 4.0 as a tool to process and analyze the collected data (Ringle et al., 2024).

4 Results

4.1 Demographic Results

Data collection took part from February until March 2024 from a questionnaire that distributed in google form. Data was obtained from 150 respondents that participated to fill the questionnaire. General Characteristics of respondents based on gender, domicile, age, occupation and monthly income. Based on the results of the study, female respondents were 51.3%, and male respondents were 48.7%. Based on domicile, the largest number of respondents who participated to fill the questionnaire were 42.7% domiciled in Tangerang, followed with domiciled in Jakarta were 30%, 15.3 % domiciled in Bekasi, 8.7% domiciled in Depok and 3.3% domiciled in Bogor. Based on age, most of the respondents who participated to fill the questionnaire were in the 26 – 35 years old were 38.7%, 18 – 25 years old were 22%, 46 – 55 years old were 20%, more than 55 years old were 10.7%, 36 – 45 years old were 20%. Based on occupation, most of the respondents were dominated work as private employee namely 38.7%, government employee at 23.3%, university student or not working at 16%, entrepreneur and freelance each were 5.3%, housewife at 4.7%, state-owned company employee and teacher each were 2.7%, doing other job were 1.4%. Based on monthly income, the largest income of the respondents more than IDR 7.5 million at 49.3 %, IDR 2.5 million – IDR 4.9 million at 16%, IDR 1 million – IDR 2.4 million at 12%, less than IDR 1 million and IDR 5 million – IDR 7.4 million each at 11.3%.

4.2 Multicollinearity Test

This study uses a multicollinearity test to measure whether there is a correlation between each variable. VIF values with a score above 5 indicate a potential problem of collinearity between structures (Hair et al., 2019).

Table 1: Multicollinearity Test

Constructs	VIF
Promotional Tools	1.479
Celebrity Endorsement	1.264
Opinion Leadership	1.988
Online Review	2.007

Based on Table 1, VIF values have met the criteria in Collinearity Statistic. It is mean there is no problem with multicollinearity.

4.3 Validity and Reliability Test Results

This research conducted a test using a validity and reliability test of a questionnaire that describes the indicators and measurements of the research carried out. The reliability test uses Cronbach's Alpha and Composite Reliability with the criteria if the value reaches 0.7 or greater than 0.7 it considered that the reliability tests have been performed well (Hair et al., 2022). The validity test is carried out by measuring the value on the Average Variance Extracted with the criteria if the value is 0.5 or more than 0.5 then it can be concluded that the data is valid (Hair et al., 2022). Based on the results of the validity and reliability test on the Table 2 show that the questionnaires in this study are acceptable and reliable.

Table 2: Validity and Reliability Test

Constructs	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Promotional Tools	0.704	0.836	0.630
Celebrity Endorsement	0.931	0.945	0.742
Opinion Leadership	0.898	0.918	0.584
Online Shopping Behaviour	0.880	0.909	0.624
Online Review	0.864	0.907	0.710

4.4 Discriminant Validity Test Results

Discriminant validity test carried out using Heterotrait – Monotrait Ratio (HTMT) for the measurement. HTMT is a similarity measure between latent variables. If the HTMT value is < 0.90, the discriminant validity test can be considered good (Henseler et al., 2015).

Table 3: Discriminant Validity Test

	CE	OL	OR	OSB	PT
CE					
OL	0.253				
OR	0.230	0.782			
OSB	0.166	0.613	0.623		
PT	0.556	0.497	0.518	0.540	

Based on the Table 3, the discriminant validity test can be declared that the result is good.

4.5 Quality Criteria Test Results

Quality criteria test carried out with knowing R^2 score. Based on Figure 2, Online shopping behaviour variable has a score of 0.407. It can be interpreted that 40.7% of the variance of online shopping behaviour can be explained by the other independent variables on this research while the remaining of 59.3% can be explained by the other variables that not included in this research.

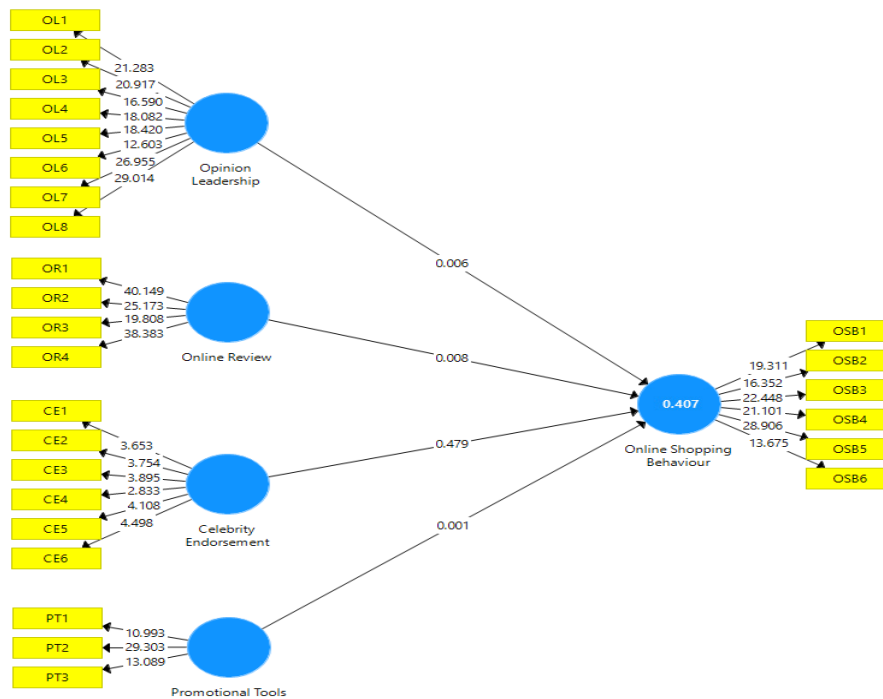


Figure 2: Structural Model

4.6 Hypothesis Test Results

Hypothesis test carried out with knowing path coefficient, p value and t value score. Path Coefficients is a score which shows the direction of the relationship between variables to find out whether the hypothesis has a positive or negative direction (Hair et al., 2019). Path Coefficients that has score between -1 and 1 it is stated that hypothesis is acceptable, p value score above or same above 0.05 it is stated that the hypothesis has a significant effect, t value score above 1.96 it is stated that the data supports the hypothesis (Hair et al., 2022).

Table 4: Hypothesis Test

Hypothesis	Relation	Path Coefficient	T-Value	P-Value	Results
H1	OL -> OSB	0.276	2.747	0.006	Accepted
H2	OR -> OSB	0.277	2.633	0.009	Accepted
H3	CE -> OSB	-0.067	0.784	0.434	Rejected
H4	PT -> OSB	0.250	3.195	0.001	Accepted

Based on the hypothesis results in Table 4, three hypothesis has data that supported the hypothesis. On the other hand, one hypothesis is not supported. A data of each hypothesis is explained as follows:

This research shows that Opinion Leadership has a significant positive influence on online shopping behavior. Path coefficient score between -1 and 1, p value score above 0.05 and t value score above 1.96 showed that Hypothesis 1 is support the analysis.

This research shows that Online Review has a significant positive influence on online shopping behavior. Path coefficient score between -1 and 1, p value score above 0.05 and t value score above 1.96 showed that Hypothesis 2 is support the analysis.

This research shows that Celebrity Endorsement doesn't have significant effect and negative influence on online shopping behavior. Path coefficient score below -1, p value score below 0.05 and t value score below 1.96 showed that Hypothesis 3 is not support the analysis.

This research shows that Promotional Tools has a significant positive influence on online shopping behavior. Path coefficient score between -1 and 1, p value score above 0.05 and t value score above 1.96 showed that Hypothesis 4 is support the analysis.

Based on the description, Promotional Tools has the highest t value score. It can be concluded that Hypothesis 4 has the most significant and positive influence towards online shopping behavior.

5 Discussion

Based on the results of the Research, the analysis has been obtained that the Promotional Tool has the most positive influence towards online shopping behavior in smartphone purchases in the region of Jakarta, Tangerang, Depok, Bogor and Bekasi. It reinforces the research that has been done by Hulu & Ruswanti (2018), Pal & Pal (2014), Miah et al. (2022) and Ruswanti et al. (2016) with the results that promotional tools can boost purchase intention and have a positive influence on online shopping behavior. Therefore, it can be understood that the Promotion Tool is the most effective strategy because it can stimulate the consumer's intention to buy the products offered, and immediately make the transaction and determine the

purchase decision. Based on the results of research, consumers are more inclined to be interested in buying if there are promotions such as discount and free gift promotion and other sales promotions that are considered profitable and satisfactory for such consumers (Crespo-Almendros et al., 2022; Peña-García et al., 2020), with discount is the most promoting tool that encourages the intention to buy in online shopping behavior (Crespo-Almendros et al., 2022; Pal & Pal, 2014). Therefore, the Promotional Tool if planned with right strategy can boost the purchase intention and influence online shopping behavior, which is in line with the results of research conducted by Hulu & Ruswanti (2018) and Neger & Uddin (2020).

Next, Opinion Leadership also has a positive effect towards online shopping behaviour. The results are in line with the research conducted by Casaló et al. (2020) which states that opinion leadership has a significant influence on consumer behaviour. As well as in line with the research findings that Opinion Leadership has a significant influence on purchase intention and purchase decision (Fakhreddin & Foroudi, 2022; Schouten et al., 2020; Žák & Hasprová, 2021). Therefore, it can be understood that opinion leadership can influence consumers with the opinion about product that posted in the social media with the aim to encourage consumers to buy and convince consumers in the purchase decision. Consumers who like the content and opinions from influencers will use it as a source of information and recommend it to family and friends, also have more trust to influencer content than advertising in traditional media such as in television, newspaper and radio (Casaló et al., 2020; Ye et al., 2021; Žák & Hasprová, 2021). With the credibility that owned by the influencers, consumers will have positive perception which encourage consumers to do purchase transaction so it's influences consumers purchasing behaviour. Therefore, there is positive influence between opinion leadership and online shopping behaviour in the form of purchase intention and purchase decision which is in accordance with the results of the research that conducted by Fakhreddin & Foroudi (2022) and Žák & Hasprová (2021).

Last, Online review also give positive influence towards online shopping behaviour. These results are consistent with the research carried out by Hong et al. (2018) and Miah et al. (2022). Also, research carried out by Román et al. (2023) and Lie et al. (2024) stated that positive judgments on Online Reviews influenced purchasing decisions with many consumers search product review as a consideration for deciding purchase decision. It can be said that many consumers rely on online reviews as a source of information in finding products that are in demand, and pay attention to the positive opinions and ratings of consumers. Then, to make sure whether the product has good quality and decide whether to buy. Therefore, the rating and positive reviews of consumers influence other consumers to make purchasing decisions and give recommendations to families and friends.

On the other hand, Celebrity Endorsement has no positive influence on online shopping behavior. These results is in line with research that celebrities only attract consumer interest in seeing ads but not generate purchasing intentions (Jha et al., 2020; Rungruangjit, 2022). These results emphasize the research which stated that Celebrity with low credibility is not effective as

a advertising tools (Goldsmith et al., 2000). Also in line with the research that Influencers are more effective as advertising tools than celebrities (Schouten et al., 2020). It can be said that celebrity only gives a positive perception of the product but does not raise the purchase intention in consumers and does not motivate consumers to buy.

6 Conclusion

Based on the results and discussions above, it can be concluded that social media influences online shopping behaviour in consumers through promotional tools, opinion leadership and online reviews. Before the social media era began, promotional tools such as discounts and promotions were still considered to be the most effective tool used by business organizations to promote a product. Discount and promotion were considered as effective tools to encourage consumers to make impulsive buying, including on e-commerce sites that hold promotions and discounts. With the expansion of social media, companies can reach more widely consumers so that consumers can know the promotions with the aim of making more consumers interested to buying the offered products so that generates the purchase intention and encourage consumers to immediately make a purchase transaction that can have an effect in increasing sales.

With the number of influencers reviewing products on various social media platforms, Influencers act as Opinion Leadership that gives considerable influence because the position of influence as a tool of promotion can influence consumers with opinions shared through social media. From that, Influencer is considered one of the most effective tools for consumers to have an intention to buy online.

Online review is also a tool that influences online shopping behavior in buying decisions. Online review can attract the attention of consumers who are looking for information about the product to be purchased. So, online reviews can affect consumer perception of the quality of a product. Therefore, positive reviews and ratings from consumers that have already purchased the product will be considered as a reliable source of information and convince consumers to make the purchase transaction of the product. Therefore, it can be concluded that online review is an effective tool for influence consumers to make purchasing decision.

On the other hand, Celebrity Endorsement has no significant influence on online shopping behavior as well as not influencing the purchase intention. Therefore, celebrities are considered only as public figures and only give a positive perception of the product. However, it does not encourage consumers to buy.

This study has some limitations. The study only focused on the consumer of smartphone products in Jakarta, Tangerang, Depok, Bogor, Bekasi with 150 respondents participated to fill the questionnaire. So, it does not describe consumer behavior towards consumers in other regions of Indonesia towards smartphones purchasing through online and does not yet describe the entire gadget and electronics industry in Indonesia. Furthermore, this study has not fully explored the online shopping behavior variable. There-

fore, it is recommended that further research explores correlations between purchase loyalty and online shopping behavior to measure the level of consumer desire to keep shopping online by buying the same brand in the future.

This research gives some managerial implications. First, promotions on social media should be optimized so that the promotional tool can reach consumers widely. Promotional tools such as discounts and promotions can be used by companies to grow the intention to shop online on consumers and influence consumers to make transactions. Influencers that make Opinion Leadership with content and opinions which that preferred by consumers can be used by companies so that consumers have a positive perception of online shopping and can be influenced to buy online. Furthermore, online reviews with positive reviews and ratings can be utilized by companies to convince consumers that the product have good quality so the consumer has positive perceptions of the product and convince consumers to make a purchase.

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