

# Purchase Intention Through Social Media Commerce with Age and Gender as Moderating Variables: an Empirical Study

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## ABSTRACT

*Purchase intention helps entrepreneurs to decide where the geographic market is and how to segment the customers where the products and services are sold on social commerce media. The aim of this study to be able to find out empirically about the influence of attitude, ease of use, perceived usefulness, on purchase intention through social commerce media which is moderated by gender and age. This research was conducted in early July - late July 2023. The data collection process was carried out by distributing questionnaires online in the form of Google forms. This research was conducted on 125 Tiktok social media users in Indonesia. The data obtained was analyzed using method Partial Squares Structural Equation Modeling (PLS-SEM). The results of this research show that attitude has a positive and significant effect on purchase intention. Next, ease of use has a positive and significant effect on purchase intention. Then, perceived usefulness has a positive and insignificant effect on purchase intention. Furthermore, young age has no influence on the relationship between ease of use and purchase intention. Next, women have no influence on perceived usefulness and it is not significant on purchase intention.*

## 1. INTRODUCTION

Purchase intention must be understood and understood about how a consumer is willing to buy a product on social media commerce (Peña-García et al., 2020). Purchase intention helps entrepreneurs to decide where the geographic market is and how to segment the customers where the products and services are sold on social commerce media (Morwitz et al., 2007). Next, customer attitudes can be influenced by their own perceptions. Customers will make purchases continuously on Commerce social media, but often they change their minds when they are about to make a purchase which causes inconsistencies in their attitudes and purchasing intentions. (Jung et al., 2020).

According to the report results Kemp (2022) Active social media users at the beginning of 2022 amounted to 68.9% of the total population in Indonesia of 191.4 billion. Data shows an increase in social media users by 12.6% or around 21 million between 2021 and 2022. Most of the largest social media users are WhatsApp, Instagram, Facebook and Tiktok users. At the start of the Covid-19 pandemic, consumer intentions to shop online via e-commerce increased by 40% to 60% compared to before the Covid-19 pandemic. (McKinsey, 2021). Customers who shop online are dominated by women because they tend to carry out more online shopping activities on social commerce media than men.

Ease of use really helps social media users to make purchases. Because, users can search for products very easily by using hashtags related to the product they want to search for or by just clicking search and they can get the product they want. (Shrivastava et al., 2021). The perceived usefulness when using social media will help users make it easier to search for products, make their work easier and achieve their goals more quickly.

According to Joines et al. (2003) shows that customer age has a negative relationship with intention to purchase products online. Young customers will tend to make purchase intentions

because they are aware of the use of technology and are influenced by trends and lifestyle. On the other hand, as customers get older, their purchasing intentions decrease. According to research Dabbous et al. (2020) Perceived usefulness can increase consumer purchasing intentions through social media commerce. Meanwhile, according to Martínez-López et al. (2020) Purchase intention is influenced by ease of use in using social media commerce platforms. Where when social commerce media users can easily use technology, it allows users to make purchasing intentions through social media. According to Cho & Son, (2019) attitude increases and has a positive influence on purchase intention. This depends on how consumers view the product from a quality perspective and their needs. However, previous research has rarely been conducted in Indonesia which discusses the relationship between these variables in consumers who use social media commerce. Research conducted by Herzallah et al. (2022) It uses a sample consisting of Palestinian users whose social networks are relatively low due to their cultural and socio-economic barriers. This research examines the influence of attitude, ease of use, perceived usefulness on purchase intention, which is then used as a reference in this research. Then, what differentiates previous research from this research is that previous research involved respondents from Palestine. Whereas, This research involved respondents who shop online in Indonesia.

## **2. LITERATURE REVIEW**

### **The Influence of Attitude on Purchase Intention**

Attitudes arise because of a person's behavioral intentions in purchasing. In the case of social commerce media, if someone sees a product and gives it a "like" on social commerce media such as Instagram, Tiktok, and Facebook, they will most likely make a purchase on that site. (Martínez-López et al., 2020). Studies Suraworachet et al. (2012) and Nedra et al. (2019) shows that attitude significantly positively influences purchase intentions. Based on the understanding above, we propose the following hypothesis:

H1: Attitude has a positive effect on purchase intention

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

According to Davis (1989) ease of use on social media, users believe that using social media platforms is very easy. Then, ease of use where someone is confident that when using technology it is clear that it can be used and is very easy to operate (Sugiyanto & Rismalia, 2022). Ease of use in using it depends on each individual who will make a purchase just by clicking on purchase. Research conducted by Martínez-López et al. (2020) shows that ease of use has a positive significant effect on purchase intention. Based on the understanding above, we propose the following hypothesis:

H2: Perceived ease of use has a positive effect on purchase intention.

### **The Influence of Perceived Usefulness on Purchase Intention**

The perceived usefulness of reviews from social commerce media will have an impact on purchase intentions (Ventre & Kolbe, 2020). Perceived usefulness significantly positively influences intention to use e-commerce applications when shopping online (Sawitri & Giantri, 2020). Research conducted by Abed (2020) shows that perceived usefulness has a positive effect on purchase intention to use social media commerce. Based on the understanding above, we propose the following hypothesis:

H3: Perceived usefulness has a positive effect on purchase intention

### **The Effect of Ease of Use on Purchase Intention Moderated by Age**

According to Hubona & Kennick (1996) Age influences a person's purchasing intentions. In practice, when young consumers use social media, they tend to think that social media is very easy

because the service is very fast, saves time and speeds up work. Research conducted Stafford et al. (2004) shows that consumer age has a positive effect on purchase intention. Based on the understanding above, we propose the following hypothesis:

H4a: Young age strengthens the influence of perceived ease of use on purchase intention.

### The Influence of Perceived Usefulness on Purchase Intentions is Moderated by Gender

Research conducted Herzallah et al. (2022) shows that social media commerce tends to be women who make purchases on social media commerce such as food, drinks and clothing than men. Meanwhile, men will tend to use social media commerce rather than make purchases. Research conducted by Chong (2013) shows that men will carry out more activities on commerce applications. According to Curtis et al. (2010) in using technology with very low understanding and learning, female and male customers will show greater purchase intention to use the technology. Based on the understanding above, we propose the following hypothesis:

H4b: Women strengthen the influence of perceived usefulness on purchase intention

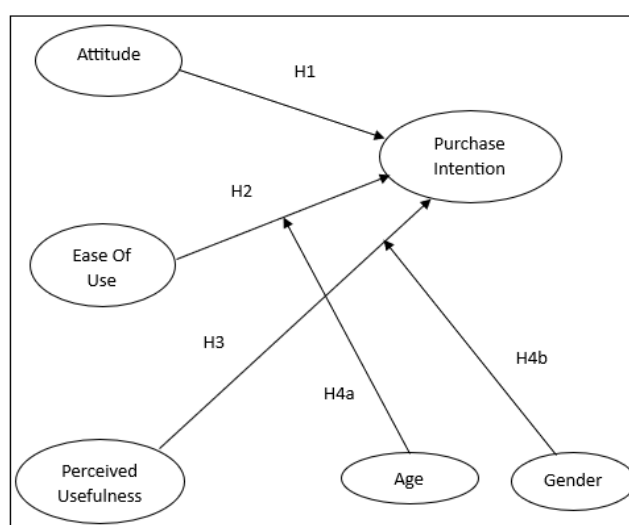


Figure 1. Research Model

### 3. METHOD

The gender variable is measured by selecting male and female respondents. The age variable was measured from data from all respondents for social media commerce users aged 17-50 years. Data collection in this research used a survey method by distributing questionnaires online. Measurements were carried out using a Likert scale with a scale of one (1) 'strongly disagree' and five (5) 'strongly agree'. Statement adopted from Cho & Son (2019) for measuring attitude variables (4 statements) and purchase intention (6 statements). Statement adopted from Athapaththu & Kulathunga (2018) for measuring the variables ease of use (8 statements) and perceived usefulness (7 questions). So the total measurement uses 25 questions.

The population of this research is active users who shop on social commerce media in Indonesia. The research sample has been selected using a data collection method from all user respondents who are always active and shop online on Tiktok. The total research sample was 125 respondents. The sample criteria in this study are having a Tiktok account, men/women aged at least 17 years, and having purchased fashion products through the Tiktok application. Data was collected in early July to late July.

The SEM (structural equation model) method was used in this study to test the hypothesis that was built. Smart-PLS is a statistical tool used to process collected data. The reliability test uses the Cronbach Alpha indicator with a threshold value of 0.7 (Herzallah et al., 2022). Test validity using confirmatory factor analysis and average variance extracted (AVE). Factor analysis is used to measure

different analyzes of convergent validity. Convergent validity is estimated using the Loading Factor of the indicator with a threshold value of 0.5. The average variance extracted (AVE) was used to estimate convergent validity. The proposed minimum value is 0.5 (Fornell & Larcker, 1981). If the HTMT (Heterotrait-Monotrait Ratio of Correlations) value is less than 0.85, then each proposed dimension is invalid. For the composite reliability (CR) value with a threshold value of 0.6.

## 4. RESULTS AND DISCUSSION

### Demographic Characteristics of Respondents

Respondents by gender were 15.9% male and 84.1% female. Furthermore, based on ages 17-25 years it was 90.5%. 26-35 years old as much as 8.7%. 36-45 years as much as 0.8%. Based on the last high school/vocational education, 73%. D1-D3 with a total of 11.1%. S1 with a total of 15.9%. The next respondent was based on private sector employment as much as 40.5%. Students with a total of 36.5%. State employees are 1.6%. Entrepreneurs with a total of 4.8%. Not yet working, the number is 16.7%.

### Outer Model Measurement

The outer model in the study was determined from the convergent validity test and discriminant validity test. This study has met the threshold for convergent validity testing with Loading Factor, Cronbach Alpha, Composite Reliability, and AVE values. Besides that, this study also meets the threshold criteria for discriminant validity testing.

### Inner Model Measurement

The results of the calculation show that the Adjusted R-Square value has medium criteria with a value of 0.490. These results show that purchase intention is determined by attitude, ease of use, perceived usefulness, gender and age by 51.9%, of which the remaining 49.1% is determined by other research variables not examined in this study.

The study found that the influence of attitude on purchase intention showed a Path Coefficient value of 0.225, p Values 0.019, and a T-Statistic value of  $2.346 > 1.96$ . So that attitude has a positive and significant effect on purchase intention with the conclusion of the first hypothesis being accepted. This means that consumers feel that through the content on Tiktok, they are very entertained, happy, and even interested in the product offerings offered by Tiktok, thereby increasing their intention to buy. In the second hypothesis, the effect of ease of use on purchase intention has a Path Coefficient value of 0.367, p Values 0.000, and a value of T-Statistics  $3.965 > 1.96$ . So that ease of use has a positive and significant effect on purchase intention with the conclusion of the second hypothesis being accepted. This means that the easier it is to get the product, and the easier TikTok is to use, the greater the likelihood that consumers will make a purchase. This can increase consumer intentions towards products displayed in TikTok content.

In the third hypothesis, the influence of perceived usefulness on purchase intention has a Path Coefficient value of 0.042, p Values 0.643, and a T-Statistic value of  $0.464 < 1.96$ . So, perceived usefulness has no effect on purchase intention because the T value is below 1.96 and the P value is greater than 5% with the conclusion that the third hypothesis in this study is rejected. This means that Tiktok does not make it easier for consumers to buy and find the products they want. Thus, this results in a decrease in their intention to buy.

In the fourth hypothesis (4a), the age variable has a Path Coefficient value of -0.066, P Values 0.288 and a T-Statistic value of  $1.064 < 1.96$ . So Young age has no influence on perceived ease of use and is not significant on purchase intention with the conclusion of the fourth hypothesis (4a) being rejected. This means that a consumer's age can influence their views on how easy it is to use TikTok and how this can influence their purchase intentions.

In the fourth hypothesis (4b), the gender variable has a Path Coefficient value of 0.042 and a P Value of 0.643 and a T-Statistic value of  $0.464 < 1.96$ . So women have no influence on perceived usefulness and are not significant on purchase intention with the conclusion that the fourth hypothesis

(4b) is rejected. This means the extent to which TikTok is considered easy and useful and how much they intend to buy. This reveals that women do not have an impact on strengthening the relationship between perceived usefulness and purchase intention due to external factors or other factors.

Source: processed research data based on SmartPLS 3.2.9

**Table 1.** Hypothesis Test Results

Hipotesis	Pernyataan Hipotesis	Path Coefficient	T-Statistics	P Values	Kesimpulan
H1	Sikap berpengaruh positif dan signifikan terhadap niat beli	0,225	2,346	0,019	Hipotesis Diterima
H2	Kemudahan penggunaan berpengaruh positif dan signifikan terhadap niat beli	0,367	3,965	0,000	Hipotesis Diterima
H3	Kegunaan yang dirasakan berpengaruh positif dan tidak signifikan terhadap niat beli	0,042	0,464	0,643	Hipotesis Ditolak
H4a	Usia muda memperkuat pengaruh persepsi kemudahan penggunaan terhadap niat beli	-0,066	1,064	0,288	Hipotesis Ditolak
H4b	Wanita memperkuat pengaruh kegunaan yang dirasakan terhadap niat beli	0,042	0,464	0,643	Hipotesis Ditolak

### Research Limitations and Suggestions

This research still has limitations that need to be corrected in the future. This research only took samples from active TikTok social media users and only distributed via WhatsApp and Telegram. Not all Indonesian people or citizens use TikTok. This research only focuses on the variables attitude, ease of use, perceived usefulness, gender and age. It is hoped that future studies can continue to follow technological developments to obtain more accurate and precise data.

### Managerial Implications

Further research will focus on the lowest variables from each dimension that can have a direct, non-significant effect on attitudes towards purchase intentions. This means that consumers are not interested in the content presented on social media. So, companies must focus more on what content they will create on social media so that consumers are interested in buying. Furthermore, the lowest variable in the dimension that can be directly and non-significantly affected is ease of use on purchase intention. This means that it is very difficult for consumers to interact with social media. So, companies must improve service quality so that consumers can interact easily. Then, the lowest variable of the dimension that can be directly influenced non-significantly between perceived usefulness and purchase intention has the lowest coefficient value. This means that companies must increase productivity in finding and getting new product ideas.

Based on the results in the field obtained from the statements of each attitude variable, ease of use, perceived usefulness, and purchase intention shows that. shows that the results of the statements that have been made for each variable are valid and acceptable. The highest coefficient value was obtained for each variable between attitude and purchase intention. This means that the company must maintain and focus on the content that will be created on social media.

## 5. CONCLUSION

The The results obtained from each research hypothesis test are as follows:

First, based on the test results that have been carried out, it shows that attitude has a positive and significant effect on purchase intention. This means that it can be said that a person's attitude greatly determines purchasing intentions. Thus, attitudes towards something tend to increase consumers' desire

to buy the product. This can be seen from consumer attitudes, such as looking at price, which is often the most important consideration in purchasing intentions. In line with the research conducted Nedra et al. (2019) that attitude has a positive effect on purchase intention.

Second, based on the test results that have been carried out, it shows that ease of use has a positive and significant effect on purchase intention. This means that it can be said that the influence of the ease of use of Tiktok social media tends to make consumers make purchases. Thus, when a social media platform or service is easy to use, it will attract consumer purchase intentions because it provides a more convenient and efficient experience. In line with the research conducted Martínez-López et al. (2020) shows that ease of use has a positive effect on purchase intention.

Third, based on the test results that have been carried out, it shows that perceived usefulness has no effect and is not significant on purchase intention. This means that the perceived usefulness is caused by the ease of use in using social media so that it can increase consumer purchasing intentions. Different from the research carried out Abed, (2020) shows that perceived usefulness has a positive effect on purchase intention.

Fourth, based on the test results that have been carried out, it shows that young age has no influence on perceived ease of use on purchase intention. This means that the effect of ease of use on purchase intentions may vary depending on the consumer's age. For example, young consumers, ease of use has a large impact on purchase intentions. Because, services that are easy to use will influence the purchasing intentions of young consumers more than older consumers. Different from the research carried out Stafford et al. (2004) shows that age moderates ease of use on purchase intention.

Fifth, based on the results of the tests that have been carried out, it shows that women have no influence on perceived usefulness and are not significant on purchase intentions. This means that the gender role of women influences the extent of perceived usefulness on purchase intentions. For example, through TikTok social media which provides online shopping and this application is very easy to use and there are many products needed by female consumers, such as fashion, beauty products, etc. So female consumers tend to have a higher purchase intention to use the application than men. In line with the research conducted Curtis et al. (2010) shows that women moderate the influence of perceived usefulness on purchase intention.

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