

Volume 2, no. 10 October 2023 - (1119-1132)

p-ISSN 2980-4868 | e-ISSN 2980-4841

<https://ajesh.ph/index.php/gp>



IMPLEMENTATION THEORY OF PLANNED BEHAVIOR ON THE PURCHASE DECISION ONLINE AND OFFLINE

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ABSTRACT:

Many things influence consumer purchasing decisions, both internal and external factors, especially with the shift in several purchasing methods in the digitalization era. Theory of planned behavior analyzing important components that have a direct impact on consumer decisions, namely attitude, subjective norms, and perceived behavioral control. Through this literature, usage will be explained theory of planned behavior on purchase offline and online, as well as its development through analysis of several academic journals. Use Systematic Literature Review (SLR) and Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), this research synthesizes scientific evidence and answers the objectives of the research. The time period chosen for this international standard journal is 2019-2022. Found 47 eligible journals according to the selected keywords. Next, process screening with theories and concepts carried out, so that the detailed analysis reviewed focuses on the 30 selected academic journals. The research results stated that the components Perceived Behavior Control on Theory of Planned Behavior, has the most influence on purchasing decisions. Apart from that, socio-demographic characteristics can also be added as supporting variables that can influence consumer purchasing behavior.

Keywords: Theory of Planned Behavior, Consumer, Sales, Decision-Making

INTRODUCTION

Predicting consumer purchasing behavior is one of the main tasks of marketing. By making correct predictions, marketers can develop strategies to compete in the market (Rahmi et al., 2022). Psychology and behavior regarding consumers are some of the most interesting areas to research (Ulker-Demirel & Ciftci, 2020), and the theory widely used in analyzing consumer behavior is the Theory of Planned Behavior developed by Icek Ajzen. This theory enhances the predictive power of the view of Reasoned Action by adding variables of perceived behavioral control (Ajzen & Fishbein, 2005). The main focus of the idea of Planned Behavior is the same as the theory of Reasoned Action, namely the individual's intention to carry out certain behavior (Ajzen, 1985). The choice is considered to be able to see the motivational factors that influence behavior and indicates how hard people are willing to try to carry out a behavior (Ajzen, 2002). Therefore, the Theory of Planned Behavior can provide a comprehensive theoretical framework for building interactions between attitudes, subjective norms, and perceived behavioral control of consumers (Ulker-Demirel & Ciftci, 2020).

With rapid growth in communications, technology, and higher internet penetration, extensive use of e-services has become inevitable (Azhar et al., 2022). This also impacts business development, which has changed dramatically in the last two decades due to

technological developments and digitalization (Perlman, 2022). Several factors that can influence consumer choices include channels online and offline. As a result, it becomes important to measure and evaluate consumers' perceived intentions and attitudes to control their purchase intentions, whether buying directly online or offline. In (Qi & Kuik, 2022) describe that context, word of mouth can now shape and change consumer attitudes in terms of purchasing decisions. However, the emergence of digital media has shifted the initiative on how to access and disseminate information from companies to consumers so that consumers can share information about anything through platforms online, which has a strong influence on purchasing decisions. The results found that consumer purchase intention is a subjective norm stimulated by external factors and becomes a determining factor in the consumer purchasing decision process (Qi & Kuik, 2022).

The theory of Planned Behavior, initiated before the internet era, does not rule out the possibility of emerging through new habits regarding online purchasing, which encourages active online communication interaction and participation. However, currently, there are still many consumers who make transactions or purchases conventionally. (Jain, 2020) uses the Theory of Planned Behavior to build a structural equation model, which confirms that consumers' subjective norms and perceived behavioral control are positively related to purchase intentions. Other studies

have adopted Planned Behavior as a theoretical framework for viewing attitude, personal criteria, and perceived behavioral control, which influences purchase intentions and subsequent consumption behavior (Natarajan et al., 2022), purchasing behavior online (Sardar et al., 2020), and later (Kim et al., 2021). The theory of Planned Behavior can be used to determine consumers' purchase intentions toward a product or service, as well as the reasons why they prefer one brand over another (Yeğın & İkrım, 2022).

Remembering that the theory of Planned Behavior adapts to conditions with digitalization and changes in consumer attitudes, this article aims to find out the application of Planned Behavior and identify applications of basic concepts theory of Planned Behavior on research related to consumers and to purchase decisions across channels online and offline using method systematic literature review (SLR). The theory of Planned Behavior and the constructs can be structured to suit any research field, so they can be adapted and even expanded with behavioral constructs to obtain different meanings based on the research topic. Therefore, this research focuses on studying consumer intentions and decision-making across channels online or offline. This research discusses these two topics through the following research questions: (a) what are the forms of application of Planned Behavior on consumer purchasing intentions and decisions? (b) what are the basic concepts of the theory of Planned Behavior (attitude,

subjective norms, and perceived behavioral control) implemented in developing consumer purchasing intentions and decisions online and offline?

RESEARCH METHODS

This research uses systematic Literature Review (SLR) as an approach that highlights the process of searching, analyzing, and synthesizing previous research (Yang et al., 2017). SLR is, by definition, a systematic and comprehensive method to identify, evaluate, and synthesize the content of other scientific works (Okoli, 2015).

Searching for diverse sources of scientific work in SLR is useful for drawing boundaries and minimizing bias with certain research criteria (Pickering & Byrne, 2014). This can also help provide more reliable findings in studying a theory in a particular field and context (Kraus et al., 2020). Thus, the SLR method was adopted in this study to see how the theory of planned behavior (TPB) is implemented in studies related to consumer purchasing decisions in the contemporary era with the help of literature review guidelines.

In applying the SLR method, this research uses Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) as a guide or guidelines to help identify journals that meet the criteria and then measure them. PRISMA is a standard established for conducting systematic literature reviews and directing researchers in obtaining and evaluating relevant scientific findings. These

guideline stages include identification, elimination, review, and inclusion of the report in the relevant scope of discussion (Lu et al., 2022). With these four stages, this guideline can be useful for guiding research flow. The application of SLR and PRISMA in this research is useful for knowing the novelty of the TPB and its relationship to purchasing decisions both online and offline in the contemporary era.

RESULTS AND DISCUSSION

a. Category of Concept Use

Based on 30 selected journals, 23 or 77% of journals explain the concept, Subjective Norms, and Perceived Behavioral Control used to analyze decision-making and purchase intention. There are six journals, or 20%, that only apply one concept, namely perceived Behavioral Control, and there is one journal, or 3%, that discusses concepts subjective, Norms, and Perceived Behavioral Control in analyzing decision-making and purchase intention.

b. Channel Category

The results of the review showed that there were eight journals, or 27%, that researched the theory of Planned Behaviour in deciding to purchase in the channel offline, and there are 22 other journals, or 73%, focused on research theory of Planned Behaviour in deciding to purchase in the channel online.

c. Journal Publication Year Category

In this category, it can be seen that in 2022, research with discussions about the theory of Planned Behaviour on purchasing intentions and decisions has the highest trend compared to other years, namely 14 journals or 47% of the total selected journals. If sorted based on the highest trend, then there are ten journals, or 33% of journals published in 2020, followed by five journals, or 17% of journals in 2021, and 1 journal, or 3% of journals in 2019, with a discussion of the theory of Planned Behaviour on purchasing intentions and decisions.

d. Research Country Location Category

In this category, of the 30 selected journals, the research location is related to the discussion of Planned Behaviour on purchasing intentions and decisions. If sorted, most of them are carried out on the Asian continent, namely 24 journals or 80%. Furthermore, research was conducted on the European continent. Three journals, or 10% of journals, were carried out on the American continent, namely two journals, or 7% of journals, and research was conducted on the African continent, namely one journal, or 3% of the total selected journals.

e. Science Discipline Category

Referring to searches carried out on 30 selected journals, it can be seen that there is one journal regarding administrative science, one journal on aquaculture, three journals about economics and business, two journals

about the environment, two journals about hospitality, one journal about criminology, five journals about management, seven journals about marketing, three journals about multidisciplinary, one journal about product development, one journal on psychology, one journal on retail and two journals on sustainability.

f. Research Method Category

In this category, journal articles are grouped based on the research methods used. Of the 30 journal articles, 29 journals, or 97% of journals, were analyzed using quantitative research methods, and one journal, or 3% of journals, was analyzed using quantitative and qualitative methods. This research, which was carried out using quantitative methods, was carried out using both survey data collection methods online and offline.

g. Components that Influence Purchasing Decisions

Journal articles are grouped by online and offline. In a journal with purchasing content online, there are 15 journals (27%) that show an influence attitude on purchasing decisions, 15 journals (27%) showed an influence subjective norms on purchasing decisions, and 18 journals (46%) showed an influence perceived behavioral control to the purchase decision. On the journal with the purchase context offline, there are five journals (33%) that show an influence attitude on purchasing decisions, three journals (20%) showed an influence subjective norms on purchasing decisions, and seven journals (47%) showed an influence perceived behavioral control to the purchase decision.

Table 2
List of Recapitulation of Research Results

| Journal Number | Key Concept | Results |
|-----------------------|--|--|
| 1 | Attitude, Subjective Norms, Perceived Behavioral Control | Findings illustrate that subjective norms, ease of use, and usefulness predict shopping attitudes. In contrast, behavioral intentions were predicted by subjective norms, attitudes, ease of use, usefulness, fear of COVID-19, and social distance. |
| 2 | Attitude, Subjective Norms, Perceived Behavioral Control | The results of attitudes, subjective norms, and price perceptions are not significant predictors of intention to buy organic fish. |
| 3 | Attitude, Subjective Norms, Perceived Behavioral Control | Research shows clearly how attitudes, subjective norms, and perceived behavioral control are deep theories of Planned Behavior that have a positive influence on purchase intention. |
| 4 | Attitude, Subjective Norms, Perceived Behavioral Control | Attitude (ATT), subjective norm (SN), and perceived behavioral control (PBC) have a significant and positive effect on tourists' return visit intentions post-COVID-19. |
| 5 | Attitude, Subjective Norms, Perceived Behavioral Control | The findings show that all variables, except subjective norms, have a positive influence on purchase intention. |
| 6 | Attitude, Subjective Norms, Perceived Behavioral Control | SEM results show that the construct Attitude, Perceived Behavioral Control EC, and GT are positively correlated with purchase intention. |
| 7 | Attitude, Subjective Norms, Perceived Behavioral Control | The results of the research are that subjective norms and structural guarantees in social factors have a positive impact on consumers' sustainable use intentions. |

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|-----------------------|--|--|
| 8 | Attitude, Subjective Norms, Perceived Behavioral Control | The research results show that attitude, Attribute Conflict, Self-Efficacy, and Emotional Ambivalence is the main significant factor influencing SCA. Amid the pandemic, consumers continue to value the ease of use, convenience, and security of applications for online shopping that are owned. |
| 9 | Subjective Norms, Perceived Behavioral Control | This study reveals that perceived behavioral control and subjective norms significantly predict purchase intention and subsequent consumption behavior in the post-pandemic period. |
| 10 | Attitude, Subjective Norms, Perceived Behavioral Control | The study reveals that attitudes, normative influences, and perceived website quality influence purchasing behavior online |
| 11 | Attitude, Subjective Norms, Perceived Behavioral Control | The results of data analysis show that attitudes, subjective norms, and perceived behavioral control have a positive effect on behavioral intentions. |
| 12 | Attitude, Subjective Norms, Perceived Behavioral Control | Although the influence of factors on purchasing decisions varies in the two contexts, the results indicate that subjective norms are indispensable in driving revisit intentions to Airbnb and hotel accommodations. |
| Journal Number | Key Concept | Results |
| 13 | Attitude, Subjective Norms, Perceived Behavioral Control | It was determined that only perceived behavioral control had a significant influence on behavioral intention, which is the dependent variable of the theory of planned behavior (TPB), and subjective attitudes and norms were found to have a significant influence on behavioral desires and intentions. |
| 14 | Attitude, Subjective Norms, Perceived Behavioral Control | Perceptions of the external environment mainly influence teenagers' car purchase intentions through internal psychological factors, namely attitudes, subjective norms, and perceived behavioral control. |

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| 15 | Perceived Behavior Control | Six factors influence purchase intention online consumers through the application of cashback and gifts: Perceived Usefulness, Social Influence, Perceived Comfort, Price Value, Trust, and Perceived Enjoyment. |
| 16 | Attitude, Subjective Norms, Perceived Behavioral Control | Attitudes, subjective norms, and perceived behavioral control explained 39% of the variance in behavioral intentions. Attitudes had the strongest effect on behavioral intentions, followed by perceived behavioral control and subjective norms. |
| 17 | Perceived Behavior Control | Perceived behavioral control is positively related to shopping online continuation intentions, but subjective norms are not. |
| 18 | Perceived Behavior Control | The research results show that attitude, perceived behavioral control, and price consciousness have a positive effect on behavioral intention. |
| 19 | Perceived Behavior Control | The results showed that attitudes (AT), subjective norms (SN), and perceptions control (PBC) against purchases online had significant and positive effects on consumer purchase intentions. |
| 20 | Perceived Behavior Control | It was found that awareness of consequences plays an important role in the relationship between perceived behavioral control and behavioral intention. |
| 21 | Attitude, Subjective Norms, Perceived Behavioral Control | Empirical results show that attitudes (ATT), subjective norms (SN), and beliefs have a significant and positive effect on behavioral intentions, while perceived behavioral control (PBC) is not significant. |
| 22 | Attitude, Subjective Norms, Perceived Behavioral Control | Findings indicate that EC positively mediates the relationship between young consumers' attitudes and purchase intentions for organic food. More importantly, the relationship between all attitudinal variables (AT), subjective norms (SN), perception behavior control (PBC), and purchase intention by |

young consumers is positively moderated by environmental awareness.

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| 23 | Attitude, Subjective Norms, Perceived Behavioral Control | The research results show that the attitude construct and PBC positively influence the intention construct. Observations show no statistical significance between subjective norms and intentions when considering control variables. |
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| Journal Number | Key Concept | Results |
|----------------|--|---|
| 24 | Attitude, Subjective Norms, Perceived Behavioral Control | The research results show that Cyber Crime Perception, Trust in Internet Medium, Subjective norms, and Perceived Behavioral Control impact Attitudes toward Consumer Use Behavior and Purchase intentions in e-commerce. There is also a positive relationship between attitude toward behavior and Consumer Purchase Intentions to use e-commerce. |
| 25 | Attitude, Subjective Norms, Perceived Behavioral Control | This study examines the significant positive impact of TPB predictors (subjective norms, attitudes, and perceived behavioral control) in determining the purchase intention of online consumers. |
| 26 | Perceived Behavior Control | It was found that perceived benefits, risks, and online persuasion influence consumer attitudes and purchase intentions. |
| 27 | Attitude, Subjective Norms, Perceived Behavioral Control | The research results show that consumer risk perceptions have a negative influence on attitudes and intentions to purchase counterfeit products. In addition, attitudes toward purchasing counterfeit products perceived behavioral control, and subjective norms have a positive impact on purchase intention. |

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| 28 | Attitude, Subjective Norms, Perceived Behavioral Control | Based on survey data from 451 consumers, this research found that perceived behavioral control has a significant and positive effect on consumers' intention to buy furniture. In contrast, attitudes and subjective norms do not have a significant effect on purchase intention. |
| 29 | Attitude, Subjective Norms, Perceived Behavioral Control | Website trust and attitudes E-shopping plays an important role in building intent E-shopping and actual behavior. Both are significant predictors of behavior mediated by e-shopping intentions. However, intention E-shopping does not mediate between subjective norms and behavior when working adults decide to buy clothes online. |
| 30 | Attitude, Subjective Norms, Perceived Behavioral Control | The findings of this study reveal that subjective norms and perceived behavioral control are positively related to luxury goods purchase intentions. Furthermore, subjective norms were found to moderate the relationship between attitude and purchase intention of luxury goods. |

Based on the results of research data analysis, 13 out of 30 articles show that the three components of the theory of Planned Behavior (TPB) attitude (AT), Subjective Norms (SN), and perceived Behavioral Control (PBC) simultaneously have a significant effect on consumer purchasing decision intentions and behavior both simultaneously online or offline. By combining a human perspective that is not a will (non-volitional), will (volitional), and consumers' actual control, TPB explores consumer purchasing decision intentions and behavior in individuals, organizations, and society (Azhar et al., 2022); Ong et al., 2022). Then, if we look at each component,

the results of the research analysis show that PBC has the most influence on consumer purchasing decision intentions and behavior, namely 25 articles, followed by AT with 20 articles, and finally SN with 19 articles. This is in line with (1985), where PBC or perceived Behavioral Control is the most important predictive component for explaining human behavior that is not only based on individual will. PBC is the perception of a person's ease or difficulty in acting and is also considered a reflection of previous experiences and anticipated obstacles (Ajzen, 1980). In addition, this research identified adding variables to the model to improve TPB performance

significantly. This was done to achieve better and more accurate suitability of the TPB (Apau & Koranteng, 2019). The addition of various variables, such as situational variables and those related to consumer psychology (al Amin et al., 2021), destination image and e-WOM (rating, reviews, safe place) (Azhar et al., 2022; Mainardes et al., 2020), individual concerns about a social problem in various fields (Yeğın & Ikram, 2022); Ahmed et al., 2021; Xu et al., 2020), individual per sepsis (Kim et al., 2021) (Huang et al., 2022) (Wu & Song, 2021) (Guo et al., 2021) and level of trust (Azhar et al., 2022) (Apau & Koranteng, 2019). In addition to using TPB as an analytical tool to better understand consumer purchasing behavior, several studies also suggest looking at socio-demographic characteristics that can influence consumer purchasing habits and frequency (Budhathoki et al., 2022); (Sousa et al., 2022).. The presence of digital media now means that research related to TPB no longer only discusses consumer topics in conventional markets but also extends to the digital side.

Overall, from the research results, the discussion of the TPB and the context of consumer purchasing behavior and intentions online and offline are similar. Perceived Behavioral Control (PBC) is still the component that has the most influence on consumer behavior and purchasing intentions online and offline. PBC refers to the influence of pressures and facilitators around individuals when they decide on certain behaviors (Yeğın & Ikram, 2022). Controlling a person's beliefs

determines whether they need something (Azhar, 2022). Rating reviews online, referrals, and recommendations from forums and communities online have played an important role in terms of control of trust in platform digital (Azhar et al., 2022; Tajeddini et al., 2021). Thus, information obtained through digital media can increase consumer trust, and consumers are more confident in their purchasing capacity (Sousa et al., 2022). Even though PBC is the most important predictor in shaping consumer intentions and behavior, according to (1985), it still requires certain elements, such as time, financial power, skills, or the help of other people. In articles with weak PBC values, this is generally caused by the consumer's resources. In Wu and Song's (2020) research, older adults who lack social connections think that they do not have enough resources to make purchases online. Online (Perceived Behavioral Control) and feel more pressure to conform to this view (Subjective Norms). Other research also shows that socio-demographic conditions in developing countries have an insignificant influence on the value of PBC on consumer digital purchasing intentions and behavior. The population of developing countries is generally less tech-savvy and lacks knowledge and abilities related to information and communication technology, and this could be the reason PBC becomes insignificant (Azhar et al., 2022) ; (Apau & Koranteng, 2019).

CONCLUSION

Systematic Literature Review (SLR) has collected several journal articles on the theory of Planned Behavior and the application of concepts, Subjective Norms, and Perceived Behavioral Control (PBC), which has a good relationship with analyzing consumer purchasing decision intentions and behavior online or offline. This research reviews previous research, and from this research, it is concluded that in the development of communication technology in the digital era, the Theory of Planned Behavior is still very relevant to use as a conceptual reference in researching and analyzing consumer purchasing decision intentions and behavior both in terms of online or offline. Technological developments that are becoming increasingly sophisticated are currently having an impact and influence on consumer attitudes and purchasing decision.

Not only that, the main concept theory of Planned Behavior, which is an attitude, Subjective Norms, and Perceived Behavioral Control, is the basis for forming a predictive component that is important for explaining human behavior that is not only based on the individual's own will. Overall, from the research results, the discussion of the TPB and the context of consumer purchasing behavior and intentions online or offline are similar. Perceived Behavioral Control (PBC) is still the component that has the most influence on consumer behavior and purchasing intentions, both online and offline. The theory of Planned Behavior plays

an important role in identifying engagement and determining consumer purchase intentions towards a product or service, as well as why they prefer one brand over another.

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First publication right:

Asian Journal of Engineering, Social and Health (AJESH)

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