

-RESEARCH ARTICLE-

DETERMINANTS OF ONLINE PURCHASE BEHAVIOR OF MALAYSIAN UNIVERSITY STUDENT: THE MEDIATING ROLE OF SUBJECTIVE NORMS

Sultan Al-masaeed

AL-Ahliyya Amman University, Hourani

Center for Applied Scientific Research

Email: s.masaeed@ammanu.edu.jo

<https://orcid.org/0000-0002-4859-6160>

Omar Abdeljaber

AL-Ahliyya Amman University, Hourani

Center for Applied Scientific Research

Email: o.abdeljaber@ammanu.edu.jo

<https://orcid.org/0000-0002-0202-8088>

Mohd Shukri Ab Yajid

Management and Sciencec University

Email: shukri@msu.edu.my

<https://orcid.org/0000-0001-5688-4392>

Sakinah Mohd Shukri

Management and Science University

Email: sakinahshukri@msu.edu.my

<https://orcid.org/0000-0002-9100-014X>

Ahmad Samed AL-Adwan

AL-Ahliyya Amman University, Hourani

Center for Applied Scientific Research

Email: a.adwan@ammanu.edu.jo

<https://orcid.org/0000-0001-5688-1503>

Citation (APA): Al-masaeed, S., Abdeljaber, O., Ab Yajid, M. S., Shukri, S. M., AL-Adwan, A. S., Tham, J. (2021). Determinants of Online Purchase Behavior of Malaysian University Student: The Mediating Role of Subjective Norms. *International Journal of eBusiness and eGovernment Studies*, 13 (2), 223-241. Doi: 10.34109/ijepeg. 202113213

Jacqueline Tham

Management and Science University

Email: jacqueline@msu.edu.my

<https://orcid.org/0000000309962425>

—Abstract—

The main reason to conduct this study was to examine the role of social support, interdependent self -Construal and E-WOM on subjective norms and repurchase intention among university students. This study was designed to gather data from university students studying in public sector universities of Kuala Lumpur. Therefore, this was a cross-sectional study. The questionnaire was developed in this research that was distributed among 576 students using purposive sampling. The usable response rate of the questionnaire received back was 59.37%. For the analysis of the data PLS 3 was adopted. The findings of the study support that social support, self -Construal and subjective norms are important to shape the purchase behaviour among customers. The findings of the study also reveal the mediating effect of subjective Norms. These results can be used by the marketers who want to understand the purchase behaviour of the Malaysian Students

Keywords: Purchase behaviour, Repurchase Intention, subjective norms, social support

1. INTRODUCTION

Social networking services (SNS) plays a very important role to share information among the customers and other shareholders. Most of the relationships developed among individuals can be maintained and established through SNS. On the other hand, SNS allows customers to share their experiences and develop long term relationships with the organizations. WOM is created by sharing information by using different online channels (Wu et al., 2016). The same is the case with the students who are involved in the studies at the universities. As a result, the relationship is developed among the people who develop subjective norms. Moreover, self-construal also affects the emotions of the individual positively by emphasizing the factor of social embeddedness. According to this view, a person prioritizes its relationship in social networking and take their opinion while making purchase decisions (Shim et al., 2016).

On the other hand, social interaction is an important concept that provides social value to the customers. In terms of online shopping, socializing plays a very important role. It is because social interaction addresses the basic nature of social experience. Because of the word of mouth through different online sources and social interaction, subjective norms of the individuals are impacted (Al-Adamat et al., 2019).

Most of the online shopping done is done by the students who are studying in the universities. Most of the studies conducted in past have focused on the involvement of university students in online shopping with the purpose to identify the constraints of online shopping. The person who is a smart shopper must make proper analysis before getting involved in any purchase behaviour (Chakraborty et al., 2016). Therefore, it is important to analyse the factors that can help in creating rebuy intention among the university students as they have money constraints and they have to be smart (Abd Aziz et al., 2018).

Therefore, several past studies examined the effect of different factors that can influence intention among university students. E-commerce plays a very important role in today's shopping online. This factor plays a very important role in the life of people in the present era because it has solved the issue of time constraints. To meet the demands of online shopping customers, the markets are trying to focus on the needs of their customers. They are offering return policies, easy payment methods and free home delivery. Therefore, students are paying more attention to online shopping rather than physical stores. Without online shopping platforms, it was not possible to imagine e-commerce (Chelvarayan et al., 2021). The study objective is to examine social support, interdependent self -Construal and E-WOM as significant factors influencing subjective norms among university students. Along with subjective norms has a significant influence on the intention to re-purchase among students at Malaysian universities.

2. LITERATURE REVIEW

2.1 Online re-Purchasing Intention of Students

According to scholars, online repurchase intention shows the customers probability that they will be willing to use a certain service or product again in future. Online shopping intention shows that it is more likely that customers will get involved in the shopping in future. Scholars have pointed that the actual buying behaviour of the customers is reflected through the intentions of the customers (Ab Yajid et al., 2020). Moreover, it also shows the desire of the customers to buy again from the same service provider by using e-services. The future behaviour of the customers is predicted through the post-purchase intentions of the customers. They are defined as the intention of the customer to rebuy the same services or products from the same service provider or the organization. Moreover, these customers advocate their positive experiences to their friends and family as well (Amirshahi, 2019).

Moreover, studies have defined customer rebuy intention as the readiness of the customer to perform a transaction online. It is important to mention that positive outcomes by the customers can be predicted if the evaluation of the product, the search of information and the quality of the website meet the criteria of the customer. Most of the past studies have assessed loyalty of the customers as the behaviour of the customers

in the form of probability to repurchase and in the form of attitude and intention to buy, commitment and preference of the brand. Several past studies have defined loyalty in the parameters of attitudinal loyalty as well as behavioural loyalty (Mohammad Shafiee et al., 2019). This factor is also measured as e-loyalty of the customers, willingness of the customers to purchase and repurchase intention as well (Kurup et al., 2018).

Therefore, the behaviour of online customers can be examined through online repurchase intention. The online repurchase intention is the outcome of the variables of the framework. This factor defines the reason from which the customers remain engaged with the website. There are two basic reasons for which customers desire to stay with any service provider through the internet. These factors include customized based and desired based. Based on these arguments online repurchase intention is defined as the willingness of the consumers' repurchase from the same website again in future (Javed et al., 2020). Generally, the repurchase intention of the customers for the website is shaped by the attitude and satisfaction of the customers. It is important to understand the indirect factors of the repurchase intention to better understand the online behaviour of the customers (Hassan et al., 2021).

2.2 Subjective Norms

The subjective norms of a person are based on the individual perception regarding what actions must be taken and what actions must not be taken in terms of punishment or reward which may be obtained from conducting certain behaviour. Therefore, scholars have defined subjective norms as the motivation provided to the customers from the colleagues, family and friends in the purchase process from the online stores (Kashif et al., 2018). Subjective norm is the important construct that plays important role in the prediction of customer decisions because customers mostly follow the acts of their role models. There are very limited studies that have been examined to identify the factors that can help shape the online shopping behaviour of the customers. In this regard, the study conducted by Aziz et al. (2020) reported a positive relationship between buying online and subjective norms from colleagues, family and friends.

Subjective norms show the normative norms that are expected from a certain individual or the reference group while performing a certain behaviour. Different studies conducted in the food industry claimed that the attitude of the customers is significantly affected by the subjective norm. One of the main reasons is that the opinion of reference of group and people is important for customers. These factors play a very important role in shaping the behaviour of the customer while buying a product (Ardakani et al., 2020). The survey conducted by the scholars shows that the attitude of the consumer towards vitamin supplements and food functionality is positive related to the subjective norms. Scholars also analyzed structural equation modelling and pointed that the attitude of the customers is positively affecting the customer's attitude towards the food. According to scholars, subjective norms plays a very important role to predict the behavioural intention of the consumers (Santos et al., 2019). This relationship is confirmed by several

research studies that pointed that customers are encouraged to purchase goods based on subjective norms. Additionally, scholars asserted that intention to consume the product is also increased by the subjective norms as well (Nguyen et al., 2020).

Researchers also defined subjective norms as the pressure that is imposed by the peers, friends and neighbours who can perform the behaviour of interest. Because of these actions, the behaviour of the respondents is either indirectly or directly influenced. Subjective norms are referred to as the perception of the individuals regarding most of the people who are important for the buyer and have thought that certain behaviour should be performed or not. Studies have pointed that colleagues, members of the family the subjective norms. They have a positive influence on the online purchase intention of the individuals (Alessa, 2019).

Scholars have also proved that the intention of the customers towards ee-commerce is significantly affected by subjective norms. The study conducted by George, (2011) mentioned that satisfaction among online shopping is positively and significantly affected by social interaction (Wang et al., 2020). It shows that the level of satisfaction among the social shoppers is high with those people with whom they share their social experience. According to the findings of the study, subjective norms of the person are formed by the social influence which is linked to the belief of the customers and shapes the perception (Hasbullah et al., 2016).

2.3 Social Support

Social supports are considered as the important source that is given by peers, family or friends to help a person. It also has a relationship with the interaction among more than one individual so the problematic situation can be solved. As the opposite concept of social integration, the support from society covering the qualitative factors of the societal relationship (Martinez, 2020). It also includes the perception in the mind of the customers that help can be granted from society at the time of need. Therefore, researchers have defined social support as the tangible and concrete support which is received by the individual. Additionally, it also includes the supporting act of the individual provided in the transaction process (Zhu et al., 2016).

Scholars have defined the factor of social support as the actions performed by the individual during the online transaction with the collaboration of peers by using different modes of communication like social media. This can involve assistance providing or getting support. Social support provided to the customer is the information that leads to the belief of the person that other people care about them, respect them and love them, as part of society (J. Liu et al., 2020). There are different factors involved in social support in the context of the online transaction. These include informational support and emotional support. Emotional support has the basic concern with the feelings of the individual expressing understanding, showing sympathy and giving value to the

customers. On the other hand, informational support is linked to the problems of the individuals and generating different ideas to solve the issue (Y. Liu et al., 2020).

This element is different from the subjective norms that are referred as pressure that is born by the individual while performing certain tasks. Whereas social support is referred as the support provided by the society in the form of help, assistance and aid to perform a certain behaviour (Mapfumo et al., 2020). In different situations, social support is perceived as a very important social influencer to shape the intentions of the individual (Tavakoly Sany et al., 2021). Social support is among the most frequently used constructs to help the person and shape the behaviour of the individual (Liu et al., 2016). This indicates that among the social influencers, social support is a very important part. The normative social instrument is another construct under this domain (Muhammed et al., 2021). The research considered by Doekhie et al. (2020) pointed that social support given to the patients plays a very important role to shape their behaviour

2.4 Interdependent Self-Construal

In Literature, self-construal is described as the actions, feelings and thoughts of the individuals regarding the development of the relationship with others. It also deals with the perception of the person regarding self-distinction. It is one of the key concepts of self-construal and self-concept which is concerned with differential actions, feelings and thoughts between self as flexible who give connectedness as the relationship with others. It also includes an irrelevant and autonomous self who gives importance to independence (Hofmann et al., 2021). Researchers have pointed to two elements or categories of self-construal: Interdependent self-construal and independent self-construal. The interdependent self-construal deals with the factor of flexibility which focuses on the assumption that people have a close link with each other. Interdependent self-construal plays a very important role to shape the cognition and motivation of the individual (Lee et al., 2015). Past studies have pointed that a person who has a well-developed self-construal focuses on pursuing fulfilment and belongingness regarding social obligations. Interdependent self-construal plays a very important role in influencing subjective norms. A person who has strong self-construal will be more responsive to the environment. The behaviour of the person is shaped by the attitude of their peers (Kim et al., 2021).

Self-construal is referred as the perspective of the individual to link themselves with other people. People who are self-construal perceive themselves as distinct, autonomous and independent from other parts of the group. Such individuals pay high value to individual achievements, accomplishments, and uniqueness (Kharvi et al., 2020). The people who give importance to the subjective norms give value to the advice of the other people and get motivations from the others. The scholars have pointed that the level to which people give importance to social relationships over self-priorities have to face pressure from others. Thus the social relationships are an important part of the independent self (Zhao et al., 2014).

Past studies conducted by scholars mentioned that subjective norms are positively affected by self-construal. It shows that conformity regarding subjective norms is positively linked to self-construal. The individuals who have oriented towards self-construal are more focused on social cohesion and goals. They as a result form the social norms. Therefore, the person who adopted self-construal gives more importance to the subjective norms (Saracevic et al., 2021). Past studies conducted regarding emotions and self-construal pointed that consumers who have more self-construal rely less on their personal feelings so the consumption decisions can be taken. It is because the impulsive decision of the individual was suppressed by the inter-dependents. They give value to adherence, conformity and connectedness to create social norms (Yang, 2018). Thus, subjective norms are positively linked with self-construal which in turn shapes the behaviour of the individual.

2.5 Electronic Word of Mouth (e-WOM)

E-WOM plays a very important role in the sales of goods through online channels and the internet. E-WOM points out the positive or negative information provided by prospects or current customers regarding the products or internet through the usage of the internet. Similarly, the concept of e-WOM may be presented in settings that are different (Altounjy et al., 2020). The customers can present their reviews, opinions and comments regarding the services and products using different channels. These channels include social networking websites, review websites, weblogs and discussion forums. According to the researchers, it is very important for the researchers that they pay more attention to e-WOM communication (Hodeghatta et al., 2016).

Several researchers consider the concept of e-WOM as an important element of the promotional mix. Before the purchase, of any products, several students prioritized the suggestions they received writing from their friends, family, peers or anyone who have prior experience in using that service or product (Malla et al., 2020). This type of communication is more relevant to the situation of getting information regarding any service or product. These opinions provided by the customers who are experienced play a very important role to impact the decision-making ability to buy the product. Moreover, several buyers always look for comments regarding the services or products during the purchase or at the pre-purchase stage. A large number of customers share their negative as well as positive reviews regarding their experience to use a service or the product (Bartosik-Purgat, 2018). Through continuous and direct interactions with the customers, the marketers can derive the customers by effecting e-WOM. Different types of platforms that can be used from e-WOM includes SNSs, forums, virtual communities of the customers, reviews of the customers at the website, blogs, emails, chat rooms, newsgroups, online communities and official websites. Customers can interact with other customers through these channels (Park et al., 2019).

There are no restrictions by the internet from giving comments and reviews regarding the services and products on the sites of social networks. It is also possible for students

to share their reviews regarding university on social network sites (Balroo et al., 2019). Researchers have reported that e-WOM is a more credible source of information than the traditional WOM that takes place among individuals. Thus, it has more capability to alter the individual. Among the students, e-WOM is the level to which university students perceive that the information provided by other students through Instagram, YouTube, Twitter and Facebook is reliable (Bataineh, 2015).

WOM is described as casual and non-business data sharing among the people regarding an organization, item or brand. Scholars in past studies pointed that the organizations become powerful because of their success in spreading positive WOM. Social pressure plays a very important role to affect the subjective norms of others. Thus, motivation is provided to people to understand different views of the people (Ikhsan et al., 2020; Kembau, 2020).

Scholars examined electronic WOM among the customers of online shopping and assessed its effect on the perceived behavioural control and subjective norms. These researchers revealed that external social influence and peer influence is important to a factor of subjective norms. The peer influence mostly represents WOM from family, colleagues and friends. Whereas external opinion also includes non-personal information, media reports and experts (Amron et al., 2018). The results from the studies pointed that there is a significant positive relationship between media referent, WOM and subjective norms (Aziz et al., 2020)

3. UNDERPINNING THEORY

3.1 Theory of Reasoned Action (TRA)

The theory of reasoned action (TRA) was developed by Ajzen et al. (1977). This theory aims to define the relationship between the behaviour and attitude of the actions of the individual. This theory is mainly used by the studies in past to understand the way a person will act on their already existing attitudes and behavioural intentions. When a person decides to be engaged in a certain behaviour, it expects to get some outcomes as the result of this action (Bakota, 2020). The developers of the theory Martin Fishbein and Ajzen assume that the conscious decision of the people is based on the factor that the way they can behave. Moreover, this is under volitional control.

From the above literature, the following hypotheses are developed

H1: Subjective Norms has a positive significant effect on online repurchase intention.

H2: Social Support has a positive significant effect on Subjective Norms.

H3: Interdependent self-construal has a positive significant effect on Subjective Norms.

H4: e-WOM has a positive significant effect on Subjective Norms.

Subjective Norms has a positive significant effect on online repurchase intention.

H5: Social Support has a positive significant effect on RPI.

H6: Interdependent self-construal has a positive significant effect on RPI.

H7: e-WOM has a positive significant effect on RPI.

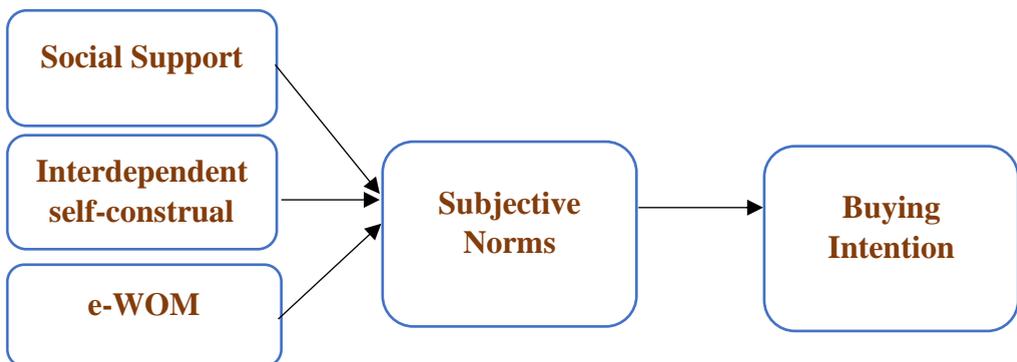
Mediating Role of Subjective Norms

H8: Subjective norm is a significant mediator between social support and re-Purchasing Intention.

H9: Subjective norm is a significant mediator between Interdependent self-construal and re-Purchasing Intention.

H10: Subjective norm is a significant mediator between e-WOM and re-Purchasing Intention.

From the above hypotheses following framework is developed



4. METHODOLOGY

The present research is based on a cross-sectional research design and a quantitative research approach. The main purpose of this study was to assess the major determinants that can be important to developing RPI among university students of Malaysia (Wallenius et al., 2020). Therefore, this study gathered the data from the students who were studying in the public sector universities of Kuala Lumpur. The data was gathered in the form of a questionnaire. The questionnaire was developed on Likert 5 scale as researchers proposed that Likert 5 scale is most suitable to get data from the respondents (Sekaran et al., 2016). In this scale, 1 propose the strongly disagreeing feedback of the respondents, 3 represent the neutral feedback whereas 5 shows the strongly agreed feedback of the researcher. The questionnaire was distributed among 576 students. The questionnaire received back were 342 showing a response rate of 59.37 percent. The gathered data was examined using Smart PLS 3. The items of social support and

subjective norms were adapted from Y. Liu et al. (2020), items of E-WOM were adapted from Sirichareechai (2018), the items of RPI were adapted from Ikhsan et al. (2020) and the items of SC were adapted from Zhao et al. (2014).

5. FINDINGS

The analysis of the data gathered in the previous stage is assessed through SEM. For this purpose, smart PLS 3 is used as the tool in this study. Smart PLS 3 is used in many past studies for the reason of analysis (Reinartz et al., 2009). The analysis of PLS is comprised of two major steps namely measurement model and structural model. The measurement model is used to examine the confirmatory factor analysis. It also includes the validity and reliability of the data. On the other hand, a structural model is adopted to test the proposed relationships among the variables (Ringle et al., 2015).

As the items of the present study were adapted from the past studies, therefore it was very vital to test the validity and reliability of the data (Nasrollahzadeh et al., 2020). For this reason, discriminant validity, AVE, factor loading, and composite reliability are assessed. All of these measures are examined through smart PLS 3. These tests are important to find out any weakness of the data (Cooper et al., 2001).

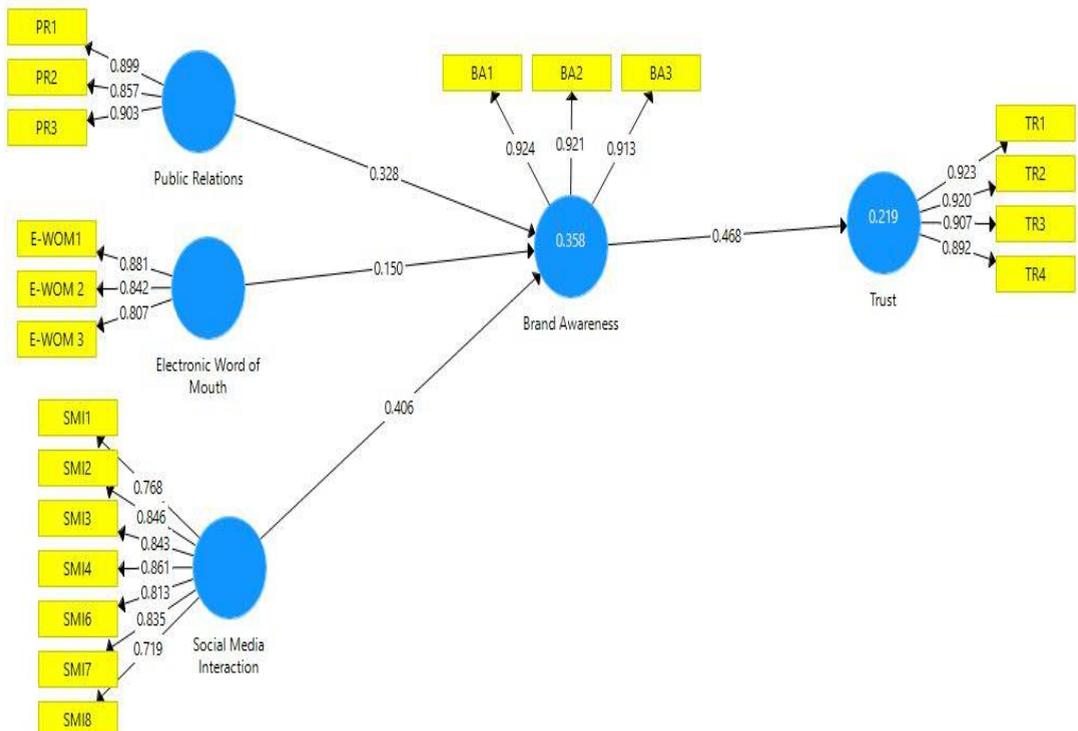


Figure 2. Measurement Model

The analysis began with the factor loading. All of the items have a loading of more than 0.50 as suggested by (Hair Jr et al., 2010). Therefore, the analysis of the study proceeded to the validity of the data assessment.

Table 1. Factor Loading

	E-WOM	RPI	SC	SN	SS
E-WOM1	0.910				
E-WOM2	0.911				
E-WOM3	0.899				
E-WOM4	0.901				
E-WOM5	0.857				
RPI1		0.915			
RPI2		0.900			
RPI3		0.915			
RPI4		0.903			
RPI5		0.894			
SC1			0.870		
SC2			0.862		
SC3			0.863		
SC4			0.825		
SC5			0.834		
SN1				0.877	
SN2				0.924	
SN3				0.922	
SS1					0.851
SS2					0.877
SS3					0.902
SS4					0.823
SS5					0.861
SS6					0.847

The validity and consistency of the gathered data were justified through CR and Cronbach Alpha. The threshold value of CR and Cronbach Alpha is 0.70. The values of CR and Cronbach Alpha in [table 2](#) below shows that this criterion is successfully established (Hair Jr et al., 2014).

Table 2. Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-WOM	0.938	0.940	0.953	0.790
RPI	0.945	0.946	0.958	0.820
SC	0.905	0.908	0.929	0.724
SN	0.893	0.896	0.934	0.824
SS	0.930	0.933	0.945	0.740

The average variance extracted must be more than 0.50 as recommended by [Hair Jr et al. \(2010\)](#) to establish convergent validity. As the values of AVE are more than 0.50, thus convergent validity is established. After establishing convergent validity, it is important to examine the discriminant validity. This test is important to check the distinction of the variables. For this test, two approaches were used. The first approach is the [Fornell et al. \(1981\)](#) approach. According to this approach values of the square root of AVE must be more than the remaining values. The values mentioned in [table 3](#) depicts that the criteria are met in this test. Later, the [table 4](#) values show the results of HTMT which is the second approach of discriminant validity used in the present research [Henseler et al. \(2015\)](#). By keeping in view this approach, discriminant validity of the data is established because all values of the matrix are below 0.85.

Table 3. Fornell et al. (1981)

	E-WOM	RPI	SC	SN	SS
E-WOM	0.896				
RPI	0.628	0.906			
SC	0.438	0.422	0.851		
SN	0.439	0.478	0.479	0.908	
SS	0.668	0.564	0.245	0.489	0.860

Table 4. HTMT

	E-WOM	RPI	SC	SN	SS
E-WOM					
RPI	0.665				
SC	0.473	0.452			
SN	0.478	0.518	0.532		
SS	0.711	0.599	0.265	0.533	

At the end of the measurement model, VIF of the data is examined to check the issue of multicollinearity. According to the values in [table 5](#), there is no problem of multicollinearity as these values are less than 5 ([Hair et al., 2013](#)).

Table 5. VIF

	RPI	SN
E-WOM	2.110	2.109
RPI		
SC	1.472	1.243
SN	1.605	
SS	2.053	1.815

After the measurement model structural model is tested to check the proposed hypothesis. According to [table 6](#), the relationship of E-WOM and SN are not significant as the t value is less than 1.96. Whereas all remaining direct hypotheses of the present study is significant.

Table 6. Direct Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (O/STDEV)	P Values
E-WOM -> RPI	0.354	0.354	0.068	5.170	0.000
E-WOM -> SN	0.017	0.018	0.102	0.165	0.435
SC -> RPI	0.143	0.139	0.063	2.251	0.012
SC -> SN	0.378	0.373	0.082	4.614	0.000
SN -> RPI	0.145	0.140	0.067	2.172	0.015
SS -> RPI	0.222	0.230	0.071	3.144	0.001
SS -> SN	0.385	0.388	0.089	4.311	0.000

The results of mediation results are mentioned in [table 7](#) below. According to the values of [table 7](#), SN does not mediate the relationship between E-EOM and RPI. Whereas SN mediates the other two relationships i.e., Between SC and RPI and between SS and RPI. The test of coefficient of determination establishes the impact of predicting variable on the outcome variable. According to [Cohen \(1988\)](#), the R square value of more than 0.27 is considered stantial. Therefore, the value of R square in this study is also substantial i.e., 0.477 and 0.377

Table 7. In-Direct Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
SC -> SN -> RPI	0.055	0.052	0.028	1.974	0.024
E-WOM -> SN -> RPI	0.002	0.003	0.015	0.158	0.437
SS -> SN -> RPI	0.056	0.053	0.029	1.964	0.025

Table 8. R Square

	Original Sample (O)
RPI	0.477
SN	0.377

6. DISCUSSION AND CONCLUSION

In the present era of tough competition in the market, organizations must develop repurchase intention among their customers. Such intention is very important for university students in terms of online shopping. The factors that can develop RPI among university students should be identified so the organizations can focus on these factors. The findings of this study point out that E-WOM is an important factor to develop repurchase intention among the customers. Thus, E-WOM has a direct effect on RPI. This result of the study is similar to the findings of Aziz et al. (2020). Moreover, SC and RPI also have a significant positive relationship. This result is similar to the findings of (Kim et al., 2021). Moreover, SC and SN also have a strong positive relationship similar to the results of (Zhao et al., 2014).

The findings of the study highlight the importance of subjective norms for the development of repurchase intention among the customers. People refer to their peers, friends and family to make the purchase decision. These findings are in line with the findings of (Nguyen et al., 2020). Additionally, social support also is an important factor for the development of RPI among the customers. This result of the study is similar to (Muhammed et al., 2021). Social support has a positive effect on subjective norms as well similar to the (Liu et al., 2016). The mediation effect of SN between SC, SS and RPI is also confirmed in the present research.

This study has a few limitations. The effect of the predicting variables on the outcome variable is less than 50%. Future studies should try other IVs like culture in future studies. Moreover, the moderating role of customer satisfaction can be an interesting addition to this model. In the end, this model should also be tested in middle east countries. The findings of the study are helpful for the marketers to understand the shopping behaviour of university students.

REFERENCES

- Abd Aziz, N. N., & Abd Wahid, N. (2018). Factors influencing online purchase intention among university students. *International Journal of Academic Research in Business and Social Sciences*, 8(7), 702–717. doi:<http://dx.doi.org/10.6007/IJARBS/v8-i7/4413>
- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological bulletin*, 84(5), 888. doi:<https://psycnet.apa.org/doi/10.1037/0033-2909.84.5.888>

- Al-Adamat, A. M., & Al-Adamat, O. A. (2019). Impact of social support resources on post-purchase dissonance: Evidence from Jordan. *International journal of business and social science*, 10(1), 53-62. doi:<https://doi.org/10.30845/ijbss.v10n1p8>
- Alessa, A. A. (2019). Entrepreneurial intention among saudi students: The role of personal attitude, subjective norms and perceived behavior control. *SMART Journal of Business Management Studies*, 15(1), 50-67. doi:<http://dx.doi.org/10.5958/2321-2012.2019.00006.X>
- Amirshahi, M. (2019). Developing Online Re-Purchase Intention Model for Iran's Market. *Organizational Resources Management Researchs*, 9(1), 1-18. doi:<http://ormr.modares.ac.ir/article-28-32144-en.html>
- Amron, A., Usman, U., & Mursid, A. (2018). The role of electronic word of mouth, conventional media, and subjective norms on the intention to purchase Sharia insurance services. *Journal of Financial Services Marketing*, 23(3), 218-225. doi:<https://doi.org/10.1057/s41264-018-0055-8>
- Ardakani, M. F., Abargouei, A. S., Sotoudeh, A., Esmaeildokht, S., & Bahrevar, V. (2020). Do Subjective Norms Predict the Screening of Cancer Patients' First-Degree Relatives? A Systematic Review and Meta-Analysis. *Asian Pacific Journal of Cancer Prevention: APJCP*, 21(6), 1521. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7568886/>
- Aziz, S., Afaq, Z., Muhammad, L., & Khan, B. (2020). The Role of Media, Word of Mouth, and Subjective Norms in determining Attitude and Intentions to Purchase Family Takaful Schemes. *Journal of Islamic Business and Management*, 10(1), 111-131. Retrieved from <https://platform.almanhal.com/Files/Articles/230497>
- Balroo, S. A., & Saleh, M. A. H. (2019). Perceived eWOM and Students' University Enrolment Intentions: The Corporate Image as a Mediator. *Journal of Economics, Management and Trade*, 24(1), 1-14. doi:<https://doi.org/10.9734/jemt/2019/v24i130152>
- Bartosik-Purgat, M. (2018). International contexts of social media and e-WoM communication in the customer decision-making process. *Journal of Management and Business Administration. Central Europe*, 26(2), 16-33. Retrieved from <https://www.ceeol.com/search/article-detail?id=678363>
- Bataineh, A. Q. (2015). The impact of perceived e-WOM on purchase intention: The mediating role of corporate image. *International Journal of marketing studies*, 7(1), 126. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?>
- Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*: Oxford university press.
- Chakraborty, R., Lee, J., Bagchi-Sen, S., Upadhyaya, S., & Rao, H. R. (2016). Online shopping intention in the context of data breach in online retail stores: An examination of older and younger adults. *Decision Support Systems*, 83, 47-56. doi:<https://doi.org/10.1016/j.dss.2015.12.007>

- Chelvarayan, A., Jie, C. S., & Fern, Y. S. (2021). Factors Affecting Students' Perception of Online Shopping. *International Journal of Entrepreneurship, Business and Creative Economy*, 1(1), 13-24. doi:<https://doi.org/10.31098/ijebee.v1i1.424>
- Cohen, J. (1988). Set Correlation and Contingency Tables. *Applied Psychological Measurement*, 12(4), 425-434. doi:<https://doi.org/10.11772F014662168801200410>
- Doekhie, K. D., Buljac-Samardzic, M., Strating, M. M. H., & Paauwe, J. (2020). Elderly patients' decision-making embedded in the social context: a mixed-method analysis of subjective norms and social support. *BMC Geriatrics*, 20(1), 53. doi:<https://doi.org/10.1186/s12877-020-1458-7>
- Fornell, C., & Larcker, D. F. (1981). Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics. *Journal of Marketing Research*, 18(3), 382-388. doi:<https://doi.org/10.11772F002224378101800313>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long range planning*, 46(1-2), 1-12. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2233795
- Hair Jr, J. F., & Lukas, B. (2014). McGraw-Hill Education Australia.
- Hair Jr, J. F., Babin, B. J., & Anderson, R. E. (2010). A Global P-Erpect-Ivie. *Kennesaw: Kennesaw State University*. Retrieved from http://sutlib2.sut.ac.th/sut_contents/H139232.pdf
- Hasbullah, N. A., Osman, A., Abdullah, S., Salahuddin, S. N., Ramlee, N. F., & Soha, H. M. (2016). The relationship of attitude, subjective norm and website usability on consumer intention to purchase online: An evidence of Malaysian youth. *Procedia Economics and Finance*, 35, 493-502.
- Hassan, M., Kazmi, S., Rehman, M. A., Amaad, H., & Padlee, S. F. (2021). The online shoppers' behavioural intentions, e-satisfaction, pathway to repurchase behaviour: an empirical investigation from Pakistan. *Studies of Applied Economics*, 39(4). doi:<https://doi.org/10.25115/eea.v39i4.4493>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. doi:<https://doi.org/10.1007/s11747-014-0403-899>
- Hodeghatta, U. R., & Sahney, S. (2016). Understanding Twitter as an e-WOM. *Journal of Systems and Information Technology*, 18(1), 89-115. doi:<https://doi.org/10.1108/JSIT-12-2014-0074>
- Hofmann, V., Schwayer, L. M., Stokburger-Sauer, N. E., & Wanisch, A. T. (2021). Consumers' self-construal: Measurement and relevance for social media communication success. *Journal of Consumer Behaviour*, 20(4), 959-979. doi:<https://doi.org/10.1002/cb.1927>
- Ikhsan, R. B., & Ohliati, J. (2020). *E-WOM And Social Commerce Purchase Intentions: Applying The Theory of Planned Behavior*. Paper presented at the 2020

International Conference on Information Management and Technology (ICIMTech).

- Javed, M. K., & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' past experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54, 101942. doi:<https://doi.org/10.1016/j.jretconser.2019.101942>
- Kashif, M., Zarkada, A., & Ramayah, T. (2018). The impact of attitude, subjective norms, and perceived behavioural control on managers' intentions to behave ethically. *Total Quality Management & Business Excellence*, 29(5-6), 481-501. doi:<https://www.tandfonline.com/author/Ramayah%2C+Thurasamy>
- Kembau, A. S. (2020). *The Effect of Consumer Interaction on Social Media (e-WOM) Towards Desire to Visit Tomohon City*. Paper presented at the First International Conference on Applied Science and Technology (iCAST 2018).
- Kim, H. K., & Kim, Y. (2021). Protective Behaviors Against Particulate Air Pollution: Self-construal, Risk Perception, and Direct Experience in the Theory of Planned Behavior. *Environmental Communication*, 15(8), 1092-1108. doi:<https://doi.org/10.1080/17524032.2021.1944891>
- Kurup, A. J., & Jain, P. (2018). Effect of e-loyalty cues on repurchase behavioural intentions among online shoppers. *Indian Journal of Marketing*, 48(11), 7-22. doi:<http://dx.doi.org/10.17010/ijom%2F2018%2Fv48%2Fi11%2F137982>
- Lee, S.-H., & Workman, J. E. (2015). Determinants of brand loyalty: self-construal, self-expressive brands, and brand attachment. *International Journal of Fashion Design, Technology and Education*, 8(1), 12-20. doi:<https://doi.org/10.1080/17543266.2014.974691>
- Liu, J., & Bailey, R. L. (2020). Investigating the Effect of Use and Social Cues in Food Advertisements on Attention, Feelings of Social Support, and Purchase Intention. *Health Communication*, 35(13), 1614-1622. doi:<https://doi.org/10.1080/10410236.2019.1654174>
- Liu, W., Mei, J., Tian, L., & Huebner, E. S. (2016). Age and Gender Differences in the Relation Between School-Related Social Support and Subjective Well-Being in School Among Students. *Social Indicators Research*, 125(3), 1065-1083. doi:<https://doi.org/10.1007/s11205-015-0873-1>
- Liu, Y., Su, X., Du, X., & Cui, F. (2020). How Social Support Motivates Trust and Purchase Intentions in Mobile Social Commerce. *Revista Brasileira de Gestão de Negócios*, 21, 839-860. Retrieved from <https://www.scielo.br/j/rbgn/a/sr9TcjGBbCJtRc4h6bN9nLn/?lang=en>
- Mohammad Shafiee, M., & Ahghar Bazargan, N. (2019). The Impact of E-Exchange Development on Customers' E-Loyalty and Repurchase Intention. *Journal of Business Administration Researches*, 10(20), 71-90. doi:<https://dx.doi.org/10.29252/bar.2019.1150>
- Muhammed, Y., Dantsoho, M. A., & Abubakar, A. A. (2021). The role of perceived social support in the theory of planned behavior in predicting entrepreneurial

- intention: Evidence from a Nigerian university. *Journal of Global Business Insights*, 6(2), 141-153. Retrieved from <https://digitalcommons.usf.edu/globe/vol6/iss2/3/>
- Nguyen, N., Nguyen, H. V., Nguyen, P. T., Tran, V. T., Nguyen, H. N., Nguyen, T. M. N., . . . Nguyen, T. H. (2020). Some Key Factors Affecting Consumers' Intentions to Purchase Functional Foods: A Case Study of Functional Yogurts in Vietnam. *Foods*, 9(1), 24. doi:<https://doi.org/10.3390/foods9010024>
- Reinartz, W., Haenlein, M., & Henseler, J. (2009). Intern. J. of Research in Marketing.
- Ringle, C. M., Wende, S., & Becker, J.-M. (2015). SmartPLS 3. SmartPLS GmbH, Boenningstedt. *Journal of Service Science and Management*, 10(3).
- Santos, S. C., & Liguori, E. W. (2020). Entrepreneurial self-efficacy and intentions. *International Journal of Entrepreneurial Behavior & Research*, 26(3), 400-415. doi:<https://doi.org/10.1108/IJEBR-07-2019-0436>
- Saracevic, S., & Schlegelmilch, B. B. (2021). The Impact of Social Norms on Pro-Environmental Behavior: A Systematic Literature Review of The Role of Culture and Self-Construal. *Sustainability*, 13(9), 5156. doi:<https://doi.org/10.3390/su13095156>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*: John Wiley & Sons.
- Shim, M., Lee-Won, R. J., & Park, S. H. (2016). The self on the Net: The joint effect of self-construal and public self-consciousness on positive self-presentation in online social networking among South Korean college students. *Computers in Human Behavior*, 63, 530-539. doi:<https://doi.org/10.1016/j.chb.2016.05.054>
- Sirichareechai, W. (2018). *A Study of Electronic Word of Mouth (eWOM) on Tourism Destination Choice: In Context of Religious Tourism Motivation in Pathum Thani Province Thailand*. Paper presented at the Conference: The International and National Conference on Business Administration and Accountancy.
- Tavakoly Sany, S. B., Aman, N., Jangi, F., Lael-Monfared, E., Tehrani, H., & Jafari, A. (2021). Quality of life and life satisfaction among university students: Exploring, subjective norms, general health, optimism, and attitude as potential mediators. *Journal of American College Health*, 1-8. doi:<https://doi.org/10.1080/07448481.2021.1920597>
- Wang, D., Fan, Z., Rao, G., Wang, G., Liu, Y., Yuan, C., . . . Zhang, S. (2020). Ultrahigh piezoelectricity in lead-free piezoceramics by synergistic design. *Nano Energy*, 76, 104944. doi:<https://doi.org/10.1016/j.nanoen.2020.104944>
- Wu, L.-L., Lee, A., & Kuo, Y.-K. (2016). *The Effects Of Direction Of Electronic Word-Of-Mouth And Tie Strength On Purchase Decisions: Self-Construal As The Moderator*. Paper presented at the PACIS.
- Yang, B. (2018). The Moderating Role of Close versus Distal Peer Injunctive Norms and Interdependent Self-Construal in the Effects of Descriptive Norms on College Drinking. *Health Communication*, 33(6), 762-770. doi:<https://doi.org/10.1080/10410236.2017.1312202>

- Zhao, N., Huh, J., Murphy, S. T., Chatterjee, J. S., & Baezconde-Garbanati, L. (2014). Self-construal as a predictor of Korean American women's intention to vaccinate daughters against human papillomavirus. *Asian American journal of psychology*, 5(2), 96. doi:<https://psycnet.apa.org/doi/10.1037/a0036097>
- Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287-293. doi:<https://doi.org/10.1016/j.jretconser.2016.04.013>
- Ab Yajid, M. S., & SM Ferdous Azam, S. (2020). Role of Web Search Engines in Knowledge Acquisition. *Systematic Reviews in Pharmacy*, 11(1), 742-751. doi:<http://dx.doi.org/10.5530/srp.2020.1.95>
- Altounjy, R., Alaeddin, O., Hussain, H. I., & Sebastian, K. (2020). Moving from bricks to clicks: Merchants' acceptance of the mobile payment in Malaysia. *International Journal of eBusiness and eGovernment Studies*, 12(2), 136-150. doi:<https://doi.org/10.34111/ijepeg.202012204>
- Bakota, I. (2020). "Diamond Stage" in Sino-Croatian Relations. *Croatian International Relations Review*, 26(86), 156-176. doi:<https://doi.org/10.37173/cirr.26.86.6>
- Kharvi, S., & Pakkala, T. (2020). An Optimal Inventory Policy for Subsequent Price Reduction Problem. *International Journal of Operations and Quantitative Management*, 26(2), 147-161. doi:<https://doi.org/10.46970/2020.26.2.4>
- Malla, S., & Brewin, D. G. (2020). An economic account of innovation policy in Canada: a comparison of canola, wheat, and pulses. *AgBioforum*, 22(1). Retrieved from <https://hdl.handle.net/10355/86604>
- Mapfumo, L., & Mutereko, S. (2020). Contextualising stakeholder participation in the governance of Harare's informal economy sector. *International Journal of Economics and Finance Studies*, 12(1), 103-118. doi:<https://doi.org/10.34109/ijefs.20201210>
- Martinez, M. (2020). Non-agricultural diversification, mobile phone adoption and income in rural Mexico. *Cuadernos de Economía*, 43(123), 327-340. doi:<https://doi.org/10.32826/cude.v43i123.22>
- Nasrollahzadeh, S., & Koramaz, T. K. (2020). Residential satisfaction and mobility in Göktürk peripheral neighbourhood. *Social Space Journal. eu*, 51. Retrieved from [http://socialspacejournal.eu/Social%20Space%20Journal%202020\(20\).pdf#page=51](http://socialspacejournal.eu/Social%20Space%20Journal%202020(20).pdf#page=51)
- Wallenius, C., Alvinus, A., & Larsson, G. (2020). Decision-making in a military staff context: A qualitative study on norms, challenges and difficulties. *Res Militaris*, 10(1). Retrieved from <https://www.diva-portal.org/smash/record.jsf?pid=diva2:1385547>