
The Relationship between Content Marketing through Facebook & Purchase Intent of Consumers in Ho Chi Minh City, Vietnam

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Abstract

This study aims to identify and analyze the relationship between content marketing through Facebook & the shopping desire of consumers in Ho Chi Minh City. Research has also demonstrated the importance of content marketing in the age of unprecedented social and digital growth. Research results have shown that there are 06 (six) factors affecting the relationship between content marketing through Facebook and the shopping desire of consumers in Ho Chi Minh City, including: (1) Subjective standards, (2) perceived risk, (3) perceived usefulness, (4) perceived ease of use, (5) reliability and (6) incentives. The study accomplished the following three objectives. Firstly, determining the factors affecting the relationship between content marketing through Facebook and the shopping intention of consumers in Ho Chi Minh City. Second, determine the relationship between them and the level of impact of the factors affecting the purchase intent of consumers in Ho Chi Minh City. Finally, the management implications for improving the efficiency of businesses' Facebook advertising activities are proposed to help improve the Facebook shopping desire of consumers in Ho Chi Minh City.

Keywords: content marketing, digital marketing, internet marketing, online shopping, purchase intention.

INTRODUCTION

In the era of 4.0 technology in general, the internet and digital development in particular are advancing rapidly, making the connection between consumers and businesses faster and faster. Electronic Marketing is increasingly proving its dominant role and position in the market, especially in the field of product promotion of businesses. One of the platforms that businesses love, use and see as a tool to deploy marketing campaigns is Facebook. However, with countless businesses marketing products on social networking platforms, it is not easy to make viewers pay attention, interest and use your products and services. To attract viewers' attention and make them potential and loyal customers, businesses must have marketing tactics. One of the effective marketing tactics in the overall marketing strategy of the business recently, which is appreciated and easy to get into people's hearts, is content marketing. According to Bunn (2019), content marketing is a marketing technique based on creating and publishing relevant, valuable content to attract and gain the response of target customers in order to achieve profitable actions from customers. With the purpose of attracting and retaining users, thereby promoting purchase intent & converting them into customers. There are many ways to convey marketing content, but there are 6 main forms of content marketing that are applied by the majority of marketing professionals to their brands: Blogs, Ebooks, videos, Infographic (conveying all information through images with charts, icons, figures), email, social media channels such as Facebook, Youtube, Twitter, LinkedIn, ... Content marketing program of a successful business should be a highly optimized content marketing program.

Content marketing doesn't just stop at attracting potential customers to product introduction content category, stopping to consult a business's Fanpage and deciding to buy, but also a way to maintain, pull, entice customers to return to buy the company's products. Content Marketing has become a lifeline and an important key to helping businesses conquer customers, especially in the time of the Covid-19

pandemic, which has led to a sharp increase in the consumption behavior of customers on social networks.

LITERATURE REVIEW AND RESEARCH MODEL

There are many studies on the factors affecting the online purchase intent of consumers in the era of 4.0 technology, digital and social network development. Most factors often focus on key factors such as: perceived usefulness, perceived convenience, perceived perceptiveness, perceived ease of use, reliability, with many incentives compared to traditional sales, etc. However, the research results also show that there are a number of factors which positively and negatively affect the online purchase intent of consumers such as perceived risk, subjective standards (Baraghani and Sara Naimi, 2017; Ghezelayagh and Mojdeh, 2006; Keaveney and Susan M, 1997). Shoppers are increasingly "feeling" that using a service or making an online purchase like on Facebook is "useful" such as saving time, reducing purchasing effort, making purchases quickly, making many real-time transactions at any time and in any place. They are no longer limited to time and place when shopping or making transactions (Hasslinger et al., 2007). For shoppers without transportation, living in crowded areas or in bad weather, it will be easier to feel the convenience and usefulness, especially for technology-based services (Tran Phi Hoang et al., 2015). However, the above research results also show limitations when buying online services on social networks such as Facebook, which often face limitations such as errors in technical infrastructure from transmission quality, poor network connection; the problem of poor security system the supplier, leading to the loss of money in the account or the loss of information; service connection and response to complaints from operators are still slow, etc., causing customers to have a high "perceived risk" and reduce the "Reliability" level and this affects the "attitude" of decision-making by customers. In addition, perceived risks related to the true quality of the product, if the interface is similar to the one on the ad photo, the service is as good as rumored, etc. are among the most concerning for the buyers. Therefore, businesses need to build trust for consumers. If trust cannot be built, online transactions or purchase intent will not be possible (Park & Stoel, 2005). Duy Phuong and Thuy Duong (2018) in their practical research on

technology acceptance, to smartphone buying behavior, also discovered that customers tend to accept new things but are still very easily swayed by many external factors: Perceived usefulness and ease of use. The “perceived perceptiveness” factor in content marketing is more relevant than “perceived ease of use” because consumers can easily perceive the meaning and conveyed message of the business.

Half a century ago, in Theory of Reasoned Action (TRA), Ajzen and Fishbein (1975) also pointed out that the "subjective standards" of customers affects their consumption tendency. Thus, it means that the factors influenced by society such as social networking community, family, relatives, friends, colleagues (subjective standards) are related or affect the purchase intent of consumers. Research by Yang (2020) in the field of content marketing, the factor "Social influence" (subjective standards) has the strongest effect on the online purchase intent of customers. The author further proves that in the current era of 4.0 technology and strong development of social networks, businesses should focus on this strategy. According to marketing experts, the role of Content Marketing in promoting products and building brands for businesses is very important, but it has not been developed by businesses and is especially new in Vietnam. Content Marketing using video through social network Facebook is a new form and has recently been studied by many scholars. Arturas Kaklauskas et al (2018) argue that an attractive promotional Content Marketing must be short messages, with content worth watching. According to Adam Khoo (2014), a good content marketing can create a "hit" for a brand or brand of a business. A good “Content Marketing” must have “unique marketing content”. It's hard to succeed if marketers don't deliver an interesting array of content on social media. Instead of posting a message about a new product as many businesses do, think about creating a campaign based on a series of posts with a script and a plan: there is a story to tell, engaging content to watch etc According to experts, the success of a content marketing promotion is an effective combination of factors: content, color, sound, celebrity and movement (Tran Phi Hoang et al., 2016) The authors also emphasized that "advertising content" is the most important factor. In their opinion, for Content Marketing to be successfully promoted, it is necessary to tell the story of the consumer. The best way to connect with your customers is to make them part of your Content Marketing strategy. Invite your

customers and work together with the business to create a product of their own. It's better to let customers speak well of the business than the business speaks well of itself. When other potential customers are inspired and see it, they'll want to know what the excitement is and maybe give products of the business a try. When done well, the so-called "Content Marketing campaign" can help your brand reach quite a lot of new customers and turn them into loyal customers (Tran Phi Hoang et al. 2015). During the practical research, the group realized that the attractiveness of "Incentives" from Content Marketing programs is also an important factor, contributing a significant part in promoting the purchase intent of consumers.

Thus, based on related research results, the opinion of experts, it can be concluded that the factors affecting the relationship between content marketing (Content Marketing) through Facebook and the purchase intent of customers in Ho Chi Minh City include 06 main factors: subjective standards, perceived risk, perceived usefulness, perceived ease of use, reliability and incentive" (variable X) and purchase intent of consumers (variable Y).

The relationship between "subjective standards" and purchase intent

Subjective standards are a system of subjective or logical standards, thoughts, conceptions and thinking of an individual or a group, which affects the ideology of others in many cases and to a certain extent. (Chann, 2001). Philip Kotler (2012) also confirmed that relatives, friends and online community have a certain influence on the buyer's decision.

Hypothesis H1: "Subjective standards" has a positive influence on the purchase intent of consumers in Ho Chi Minh City.

The relationship between "Perceived usefulness" & purchase intent

Perceived usefulness is the degree to which a person believes that using specific application systems will increase their efficiency/productivity for a particular job (Davis, 1986). Hasslinger et al. (2007) mentioned that consumers find that online shopping helps them save time, save costs, reduce effort, and can shop at any time. The uniqueness of the Internet makes social media available everywhere, any time for

consumers to buy online through social media compared to brick-and-mortar stores.

Hypothesis H2: “Perceived usefulness” has a positive influence on the purchase intent of consumers in HCMC.

The relationship between “perceived risk” & purchase intent

Bauer, R.A (2016) mentioned that beliefs about perceived risk as a key factor for consumer behavior. It can be a major factor influencing the conversion from web browser to actual shopper. Cox and Rich (1964) refer to perceived risk as the sum of the uncertainties perceived by consumers in a particular purchasing situation. Jacoby and Kaplan (1972) classified consumer perceived risk into five categories: physical, psychological, social, financial, and performance. The higher their perceived risk, the lower the purchase intent.

Hypothesis H3: “perceived risk” has a negative influence on the purchase intent of consumers in Ho Chi Minh City.

The relationship between “Perceived perceptiveness” & purchase intent

Perceived perceptiveness is the degree to which a person believes that a particular system can be used without much effort (Davis, 1986). Previous studies have shown that ease of use or greater perceptiveness increases perceived usefulness and influences purchase intent (Hsieh and Liao, 2011; Hong). , Thong and Tam, 2006; Davis, 1989).

Hypothesis H4: “Perceived perceptiveness” has a positive effect on the purchase intention of consumers in Ho Chi Minh City.

The relationship between “Reliability” & purchase intent

Reliability and accuracy are basic cognitive tools used by positivists (Watling & Winter, 200). No matter what product or service hits the market, once it meets the individual customer's standards, the product has enough credibility. Reliability will be a measure of shopping experience, shopping frequency and a strong catalyst for customer purchase intent (Geeria, 2017).

Hypothesis H5: “Reliability” has a positive influence on the purchase intent of consumers in HCMC.

The relationship between “incentives” and purchase intent

The incentive factor brings intangible benefits to customers. Maybe the customer has never experienced the product or service. But the comparison of the benefits between the sellers, is enough to make them feel satisfied and happy without experiment. The offer must be eye-catching in both content and form, and must really bring an irresistible benefit to customers. Impactful on their purchase intent.

Hypothesis H6: “Incentives” have a positive influence on the purchase intent of consumers in Ho Chi Minh City.

RESEARCH METHODS

This study is carried out with a combination of 2 research methods, namely qualitative & quantitative research, with three specific research steps as follows. In the first step, the authors use qualitative research methods to conduct group discussions, consult experts to select variables and groups of observed variables to include in the research model. Step two, based on the group of factors affecting the consumer's purchase intent through Facebook, the authors designed a survey questionnaire to collect opinions from 270 customers in Ho Chi Minh City. The results obtained were 254 valid samples. The research model includes: 06 scales, 26 observed variables (measurement questions). Use a 5-point Likert scale. Survey results were entered into SPSS version 20.0 and then run. The sampling method in this study is convenience sampling through online survey submission. According to Hair (2006), the sample size is determined based on the following formula: $N = \sum_{j=1}^m k_j$. Therefore, the size of the sample is based on the minimum and the number of variables included in the analytical model. Minimum (Min) = 50, the ratio of sample to analysis variable (k) is 5/1 or 10/1. That means a variable in the questionnaire requires a relative 5 or 10 samples. The scale for this study is 26 observed variables, the sample size must be at least $n: 26 * 5 = 130$ (n is the sample size, m is the number of observed variables). According to Lee (2012), depending on the research object, the research objective and the survey object, the sample can be increased to increase the reliability of the data. After testing the reliability by Cronbach's Alpha coefficient, the authors conducted exploratory factor analysis to reduce and summarize the data of the scales (Dinh Phi Ho, 2010). This method is based on factor

extraction ratio (Eigenvalue), according to which only factors with factor extraction ratio (Eigenvalue) greater than 1 will be kept, and less than 1 won't be able to summarize information better than an original variable, because after normalizing each original variable has a variance of 1. The method of extracting the main components (Principal components) and the method of primitive rotation of factors (Varimax Procedure) are used to minimize the number of variables with large coefficients at the same factor, increasing the ability to explain factors. Step three: Use the above results to analyze multiple linear regression to test the model's assumptions, thereby considering the relationship between Content Marketing and consumers' Facebook purchase intent, as well as determining the level of impact of factors on the desire to shop through Facebook of consumers in Ho Chi Minh City.

RESEARCH PRESENTATION AND DISCUSSION

Demographic research results

Statistical results show that the sex ratio of the surveyed people is not too different. Among 254 surveyed subjects, 74 are male, accounting for 29.4%. Gender Female has 176 people, accounting for 68.8%. It shows that the research topic is very attractive to female customers participating in the survey. Regarding age and occupation, the highest proportion are students/students aged 18-22. There are 135 people (53.2%) in this age group and 146 people (57.8%) are in the learning field. This again shows that this research field is very attractive to young customers, who are now easily accepting new things. Next is the number of participants aged 22-35 years old, with 108 people accounting for 42.2% of the total. Office workers also accounted for a high proportion in the occupation survey variable, accounting for 62 people or 23.9%. This once again confirms that highly educated and young people will be more interested in shopping through Facebook.

Figure 4.1: Statistical chart of the frequency of accessing Facebook every day

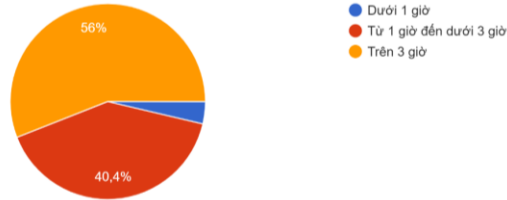
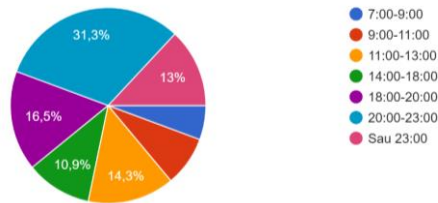


Figure 4.2: Statistical chart of time frames which account for the highest proportion of votes



The analysis results show out of 254 valid survey subjects, in which we see that the current level of consumers accessing Facebook is every day. Specifically, from research results and Facebook posts of businesses with many effective interactions or ads, it shows that there are 3 time frames which account for the highest proportion of votes are 18-20g, accounting for 16.5%, 20-23g, accounting for 31.3%, and 11-13g accounted for 14.3%. From this research result, online businesses can propose solutions to improve the effectiveness of advertising activities in general and content marketing to reach consumers in Ho Chi Minh City when buying through Facebook.

Cronbach's Alpha coefficient test results

Table 4.1. Checking the reliability of scales

Variable	Code		Cronbach's Alpha
Independent variables	CC	Subjective standards	0.796
	IH	Perceived usefulness	0.822
	CN	Perceived perceptiveness	0.838
	RR	Perceived risk	0.887
	TC	Reliability	0.777
	UD	Incentives	0.828
Dependent variable	YD	Purchase intent	0.486

The research results with Cronbach's Alpha coefficient > 0.6 and the total correlation coefficients of the variables measuring this factor met the allowed standard (> 0.3). All scales are accepted.

Exploratory Factor Analysis

The results of exploratory factor analysis (EFA), the total variance extracted is 70.697%, greater than 50%, which means that the extracted factors will explain 70.697% of the model, the remaining 29,503 % will be explained by other factors. The factor extraction ratio (Eigenvalue) is all greater than 1, so it should be kept, the research model has completely matched the data, is grouped into 6 groups of factors, and this result can be used for multiple regression analysis.

Table 4.2: Bảng Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.788a	.620	.611	.33265	.588	67.251	6	247	.000	1.989

The research results also show the corrected correlation coefficient: $R^2 = 0.588$ (F test, sig.<0.05); means that 58.8% of the change in variable F is explained by five independent variables (Fi). Durbin – Watson coefficient (d) = 1.933

Table 4.3: ANOVA
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.652	6	7.442	67.251	.000 ^b
	Residual	27.333	247	.111		
	Total	71.984	253			

a. Dependent Variable: Y

b. Predictors: (Constant), UD, HI, TC, RR, CC, CN

The test results have $F = 67.251$ and $Sig. = 0.000 < 0.05$, showing that the built model is suitable for the data set and the variables included in the model are related to the dependent variable. In general, regression analysis with the selected confidence level of 99%, corresponding to the selected variables with the statistical significance level of $p < 0.01$; The results show that all variables are satisfied according to the needs. Checking the suitability of the model showed that multicollinearity hasn't been violate ($VIF < 10$).

Table 4.4: Factors of Content Marketing affecting consumers' purchase intent Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Beta	Tolerance
1	(Constant)	-.186	.236		-.790	.430	
	CC	.173	.050	.158	3.442	.001	.729

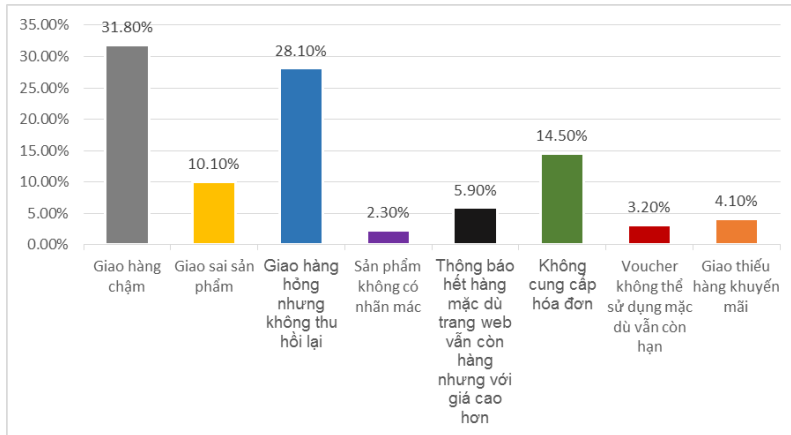
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HI	.097	.034	.116	2.859	.005	.939	1.065
CN	.090	.036	.116	2.468	.014	.699	1.430
RR	.335	.032	.443	10.604	.000	.881	1.136
TC	.139	.038	.166	3.619	.000	.734	1.362
UD	.232	.036	.272	6.486	.000	.873	1.146

a. Dependent Variable: Y

The results of the regression analysis show the factors affecting the relationship between content marketing through Facebook and the purchase intent of consumers in Ho Chi Minh City and show the impact level as follows: (1) perceived risk ($\beta_{RR} = 0.443$), (2) perceived incentives ($\beta_{UD} = 0.272$), (3) reliability ($\beta_{TC} = 0.166$), (4) subjective standards ($\beta_{CC} = 0.158$), (5) perceived usefulness ($\beta_{HI} = 0.116$), & (6) perceived ease of use ($\beta_{CN} = 0.116$). The equation has the form: $Y = 0.158*CC + 0.116*HI + 0.116*CN + 0.443*RR + 0.166*TC + 0.272*UD$. Thus, it is concluded that there is a close relationship between content marketing through Facebook and the purchase intent of consumers in HCMC. This result is an important and useful basis for online businesses to propose solutions to improve consumer satisfaction in Ho Chi Minh City when making purchases via Facebook.

Chart 4.3. Feedback from online shoppers on social networks



Source: Vietnam Women's Newspaper Online, 2017

The research results also provide feedback from the community on social networks, the "risk factors" online shoppers in Vietnam often encounter the most are: "Delayed delivery", accounting for 31.8 % and

“damaged delivery but cannot be returned”, accounting for 28.1%. Other factors also lower customers’s trust and reflect the poor supply ability of enterprises such as: “Delivery but no invoice” (14.5%), “wrong product delivered” (10.1 %), “out of stock notice even though the website is still in stock but at a higher price” (5.9%), “missing promotional goods” (4.1%), “voucher cannot be used even though it is still valid” (3.2%), “products without labels” (2.3%) etc The above results show the remaining bad aspects of online sales businesses, while forecasting by many experts, Vietnam's e-commerce sales will reach 10 billion USD in 2020, in which about 30% of the population will shop online. While this forecast may be too optimistic, it shows that the Vietnamese market has great potential in this field. From here, opening up many opportunities for businesses that have been, are and will be starting up in the field of online sales using content marketing as a way to communicate and promote their products and brands.

SOLUTION

Based on the above research results, the authors propose some managerial implications as follows:

Firstly, online businesses on social networks need to have commitments on quality, standards on technical infrastructure, facilities, technical structures and modern communication systems, with secure personal information and payment to relieve customers' risk aversion.

Second, businesses need to increase and emphasize incentives in their content marketing programs. If it is a service business, it is necessary to increase its ability to connect with distribution intermediaries such as banks, telecommunications companies, electricity and water companies, treasury, tax, hospitals, schools, carriers etc to improve the quality of services provided to customers.

Third, businesses need to build quality Content Marketing. In order for Content Marketing to be attractive, interesting, able to retain target customers, influence purchase intent, businesses should use real images and videos of products and services, created by the Marketing team of the company; Advertising articles must go in the direction of "polishing" not "hyping"; Create articles on safety instructions when buying online, both updating knowledge and creating peace of mind for

consumers when approaching businesses; Create a Minigame on Facebook such as: there are different ways to attract Minigame participants to promote the brand, instead of sharing articles on their own personal page, can change the content like tagging 3 friends in the comment section, take a screenshot and post it on "Personal Story". If you want participants to share your article, you must choose a valuable message. For example, join a minigame to create content, share an article about protecting the environment together with the business on your personal page with an inspiring status line or paragraph. The best status will win some kind of award; Prizes and Minigame content must be equally attractive for the business's promotional campaign to have real weight.

Fourth, Enterprises need to increase interaction with potential customers by many other means that current customers are interacting with, besides Facebook. If you know how to take advantage and maintain the communication channel through social networks and create a viral promotion effect of the social network community, the message of the business can be conveyed to the crowd at a "rocket" speed. .

Fifth, In order to feel useful, the business side needs to build a Fanpage with quality content throughout. Not only the content that praises the product or business, the topics surrounding the product and advertising the product indirectly is also a very clever way. Businesses should build connections such as properly investing in a Fanpage with a harmony in content and images, the first is the Logo; Often the image of the article will be inspired by the color connection with the Logo to create the most animation; The content of the article is also linked with each other in terms of lead, tone, and writing style so that readers feel comfortable and easy to feel; In order for consumers to know and use the Fanpage, please alternately post content articles about the business, not only telling customers what is selling or what business is this, but let them know who is the business, how is the business. This is called "Branding" in Content Marketing that the author always pays attention to when building and developing Fanpage for customers; Not only the content that praises the product or business, the topics surrounding the product and advertising the product indirectly is also a very clever way. For example, a spa business. Businesses can create articles to indirectly sell facial massage and head relaxation services by

talking about the causes that make you feel headaches. People with headaches will always want to know why they are like this, such an article will attract and retain that person. From there, link through the content at the end of the article such as, the benefits of head massage to circulate the meridians and mention that at this spa business also have similar services.

Sixth, instead of conveying product information in words, there are many ways for marketers to translate it with images. For example, the content of the article should be in the form of a list of information, instead of using words to describe it. We can replace them with a thumbnail. Many studies show that people are often attracted to colorful things. The image determines whether or not customers will take the time to read the content conveyed by the business. Businesses need to invest and enhance the quality of content marketing. Specifically, if the business does not have a Fanpage, it must create a Fanpage. If you have a Fanpage but are not professional, then raise the level. This is an important step for building the premise of the business information page. Fully updating business information, linking the business website if there's any, adding a description of the business and operating time, will give visitors a certain trust. Besides, an easy-to-miss business feature that also needs to be set up is automatic message reply. Anticipate customer questions and the system automatically responds in time to show professionalism in customer care. Video transmission will give consumers a better emotional attachment. To do these things, choosing a charismatic model, content that is focused and clearly shows the message will win the hearts of viewers.

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