

# The Effects of Trust, Shopping Orientation, and Social Media Marketing on Online Purchase Intention: A Literature Review

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## ABSTRACT

The advances in internet development and its effect have a new consumer which is known as an online consumer. Some different factors and habits that affected their purchase intention. There are also significantly increasing the number of social media users in Indonesia, most of the marketers use social media as a marketing communication tools, known as social media marketing. This study aims to analyze published articles about the effects of trust, shopping orientation, and social media marketing on online purchase intention. The research design is a literature review. Articles published in the last ten years in several management and business journals have been reviewed in this study. Based on the result of the literature review revealed that trust, shopping orientation, and the consequences of social media marketing were affected positively to consumer online purchase intention.

**Keywords:** *trust, shopping orientation, social media marketing and online purchase intention*

## 1. INTRODUCTION

Internet and technology advancement have motivated online consumers to purchase products from the company or retailer's website and search product information. Online consumers have become an important segment, most of them are internet penetration and millennials, which play an important role in decisions and have different habits compared with traditional consumers. Companies or online retailers should be considered about online consumers' need and lifestyles for consumer satisfaction and find out the best marketing strategy.

By using internet and technology products, online consumers get across in a virtual via the website. Therefore, online shopping is being riskier. So, trust and also risk are an important role in online transactions (Ling et al., 2010;

Forsythe & Shi, 2003; Pavlou, 2003). Understanding about a new market, researches in shopping orientation also play as important role. Researches on shopping orientation offered rich insight to understand catalog retailing, internet retailing, and also an online market in the respective country (Thamizhvanan & Xavier, 2013). For distinguishing an online shopping behavior, marketers needed to find out some factors that impact an online purchase intention. Theory for explaining online shopping behavior is the Technology Acceptance Model (TAM). This theory was suggested by David (1989). TAM used to see about information systems and technology acceptance by individual users (Ling, 2010; Aziz, 2018). Purchase intention is the consequence of an online shopping (Ling, 2010).

## 2. LITERATURE REVIEW

### 2.1. Online Purchase Intention

Purchase intention means about consumers' interest and willingness to buy a product (Kim & Ko, 2012; Consuegra, 2018). Both of them revealed that purchase intention is about attitude and preferences to the brand or product. Purchase intention ultimately recognized in purchase behavior. The higher the intention, the desire of consumer to buy a product or service is also higher (Luo et al., 2011; Consuegra, 2018). Purchase intention is about probably customer would buy a product/services (Dodds et al., 1991; Lien et al., 2015). Online purchase intention is also about customer's willingness and interacted in an online transaction (Pavlou, 2003; Ling et al., 2010).

Literature analysis result that there are three indicators of online purchase intention: First, willing to transact via the website in the near future. The second indicator is if a had chance, intend to use the website. Then the third is, should purchase by using the website in the future.

### 2.2. Trust

Trust is about the willingness to be liable to another parties' action suitable with the expectation that they will do an action (Chinomona, 2013). A consumer's belief will increase interpersonal trust (Dutta, 2016).

Literature analysis results that trust was a positive impact on online purchase intention. If consumers' trust increases, so consumer's purchase intention will increase (Jarvenpaa & Tractinsky, 1999; Gefen & Straub, 2004; Ling et al., 2010).

### 2.3. Shopping Orientation

Shopping orientation refers to consumer's shopping action (Brown, 2001; Ling, 2010).

Swaminathan et al., (1999), Thamizhvanan & Xavier (2013) revealed that the main indicators of online transaction is shopping orientation. Shopping orientation is about the segment of lifestyle. Some researchers have argued that shopping orientation according to Gehrt (2007), Ling (2010), Loureiro & Breazeale (2016) and Thamizhvanan & Xavier (2013), three dimensions that mostly considering for researches shopping orientation: brand, quality and impulse purchase orientation.

With diversity retails outlets and competition, retailers have to understand consumers' orientation to enlarge online intention. Some scientist have concluded that orientation of shopping has a significant impact on online intention (Vijayasarithy, 2000; Brown, 2001; Ling, 2010).

### 2.4. Social Media Marketing

Social networking existence had influenced the consumer's consumptions. Nowadays, most of them always interact with others such as find new friends, create new content, or just share information, opinions, and experiences by social media platforms. Most consumers more interacted with social media where these can influence purchase decisions (Song, 2016).

The results of literature reviews, overall social media marketing becomes an important digital communication channel and also significantly influenced marketing communication. Ahmed (2017) had concluded that social media marketing as part of digital media marketing tools has a direct and positive significantly on brand, as part of shopping orientation dimensions. According to Maoyan et al., (2014) and Akar (2015) added that social media marketing also affects consumers' online purchase intention.

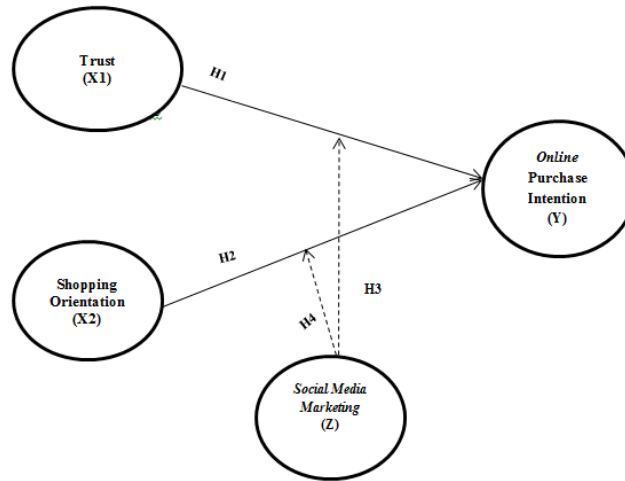


Figure 1. Framework Conceptual

This literature study take up by a systematic literature review. By identifying, interpreting, and evaluating all variable study related to the topic or the interest to research. It is separate into three step: organizing, executing, and analyzing steps.

The selection results were taken by reading the abstract of all articles. Based on criteria chosen, it can be actuated which articles can be employed or not for reviewing. In executing step is searching the website’s sources. A website’s source that will be used is Emerald Insight, Routledge, Sage, Taylor & Francis, Elsevier/Science direct, Canadian Center of Science and Education and MCSER.

Based on results on the website, after screening the article with the same title, the criteria obtained 20 articles’ review.

### 3. RESULTS AND DISCUSSION

Articles are analyzed by the year of publication, journal, topic and country.

#### 3.1. Distribution of Articles’ publication

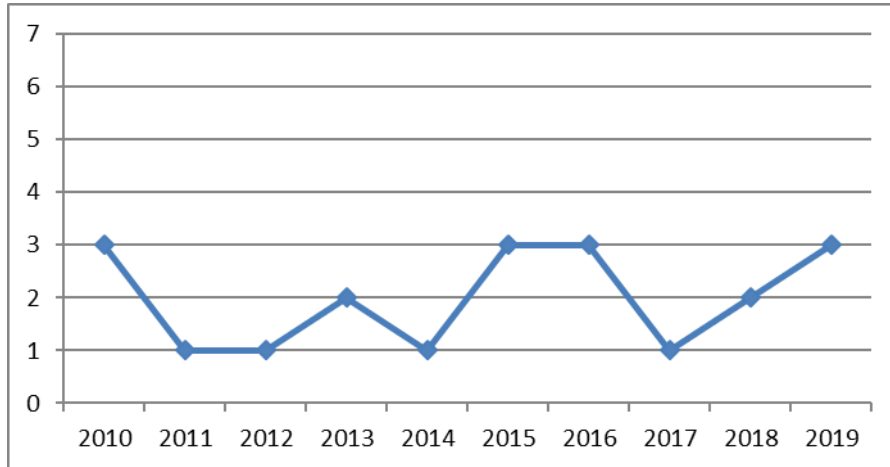
The articles had selected that published in 2010 – 2019. Analyzing the data formed by publication’s year summarized as below:

Table 1. Articles’ Publication

| No | Year | Articles |
|----|------|----------|
| 1  | 2010 | 3        |
| 2  | 2011 | 1        |
| 3  | 2012 | 1        |
| 4  | 2013 | 2        |
| 5  | 2014 | 1        |
| 6  | 2015 | 3        |
| 7  | 2016 | 3        |
| 8  | 2017 | 1        |
| 9  | 2018 | 2        |
| 10 | 2019 | 3        |

As shown in the table, the number of articles fluctuated since 2010 which means that the topic

is still interesting to research and study for the future. See the graphic below:



**Figure 2.** Graphic of Articles' Distribution

In the table 2 show that the result of articles' distribution by the journal is about 19 journals from several scientific disciplines (trust, shopping orientation, social media marketing, and purchase

intentions). The table 2 revealed that Journal of Global Fashion Marketing has two articles in this literature review.

**Table 2.** Articles' Publication

| No | Journal  | Articles |
|----|--|----------|
| 1  | Asia Pasific Management Review                                 | 1        |
| 2  | Business Economic And Management                               | 1        |
| 3  | Clothing And Textile Research                                  | 1        |
| 4  | Computer Information System                                    | 1        |
| 5  | Customer Behavior  | 1        |
| 6  | Foodservice Business Research                                  | 1        |
| 7  | Food Quality And Preferences                                   | 1        |
| 8  | Global Fashion Marketing                                       | 2        |
| 9  | Hospitality And Tourism Technology                             | 1        |
| 10 | Indian Business Research                                       | 1        |
| 11 | Interactive Marketing  | 1        |
| 12 | Interdisciplinary Journal Of Contemporary Research In Business | 1        |
| 13 | International Business Research                                | 1        |
| 14 | Internet Commerce  | 1        |
| 15 | Internet Research  | 1        |
| 16 | Marketing Intelligent And Planning                             | 1        |
| 17 | Online Information Review                                      | 1        |
| 18 | Retailing And Consumer Services                                | 1        |
| 19 | Social Science   | 1        |

Articles' distribution by country shown in table 3 revealed that India is ranked first with three articles. Then, South Africa and the USA are same positions with total articles are two. This shown that India is known as developing countries more interested than others to research

about effects of trust, shopping orientation, and social media marketing towards online intention. India also is known as one of the great technology adoption countries and most of their young generation works in the internet and technology environment in developed countries.

**Table 3.** Articles' Publication

| No | Countries    | Articles |
|----|--------------|----------|
| 1  | Korea        | 1        |
| 2  | Malaysia     | 1        |
| 3  | Iran         | 1        |
| 4  | Netherlands  | 1        |
| 5  | South Africa | 2        |
| 6  | India        | 3        |
| 7  | USA          | 2        |
| 8  | Turkey       | 1        |
| 9  | Taiwan       | 1        |
| 10 | Portugal     | 1        |
| 11 | Pakistan     | 1        |
| 12 | Poland       | 1        |
| 13 | Italy        | 1        |
| 14 | Canada       | 1        |
| 15 | Spain        | 1        |
| 16 | Brazil       | 1        |

#### 4. CONCLUSIONS

Based on the results of the literature review concluded that trust, shopping orientation, and social media marketing is a significantly impact on online intention. Companies or retailers should be considered noticed about online consumers' needs and lifestyles for consumer satisfaction and find out the best marketing strategy.

These results are only a beginning conceptual to start an integrated discipline. This literature review has its limitations. By adding websites' publications and countries is suggested for the next studies. Next studies have to be broader understanding from another literatures.

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