

The Influence of Perceived Ease of Use, Perceived Usefulness of Technology, And Social Factors on Attitudes and Purchase Intentions Toward the Shopee E-Commerce Application Among Generation Z

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ABSTRACT: Indonesia ranks among the countries with the highest number of internet users globally. A significant portion of this user base is dominated by Generation Z, defined as individuals born between 1997 and 2012. In Indonesia, the internet is commonly utilized for conducting online transactions, particularly in the realm of online shopping. These transactions are typically facilitated through various e-commerce platforms, one of the most prominent being Shopee. This study aims to examine the factors influencing attitude toward using and purchase intentions toward the Shopee e-commerce application among Generation Z consumers, utilizing the Technology Acceptance Model (TAM). The TAM constructs—perceived ease of use and perceived usefulness—are integrated with an additional variable, namely social influence, to enhance the explanatory framework. Data were collected through questionnaires distributed to 300 respondents and analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software. The findings reveal that both perceived ease of use and perceived usefulness significantly influence attitude toward using, yet they do not directly affect purchase intentions. In contrast, social influence exerts a significant effect on both attitude toward using and purchase intentions. Furthermore, attitude toward using are found to significantly influence purchase intentions.

KEYWORDS: Perceived Ease of Use, Perceived Usefulness, Social Influence, Attitude toward Using, Purchase Intention, E-commerce, Generation Z

I. INTRODUCTION

The rapid pace of technological transformation has significantly reshaped human behavior, with the internet playing a central role in this change. As of July 2024, the global number of internet users reached 5.45 billion—equivalent to 67.1% of the world population (We Are Social & Meltwater, 2024). Indonesia ranks among the top four countries with the largest number of internet users, totaling 221.56 million in 2024, reflecting a consistent annual growth rate in penetration since 2018 (APJII, 2024). Internet access in Indonesia spans across all generations, yet Generation Z (born 1997–2012) emerges as the most dominant user group, accounting for 34.40% of total users (APJII, 2024). Characterized as digital natives, Gen Z reportedly spends over 13 hours daily online (Alvara Research Center, 2022), making them particularly influential in the digital economy—especially in online shopping behavior.

Online shopping, defined as purchasing goods or services via the internet (Achmad, 2020), has gained immense popularity among Gen Z due to its convenience and time efficiency (Hermawan, 2017). E-commerce enables consumers to compare prices, explore diverse product options, and make purchases anytime and anywhere (Fitri, 2018). Platforms such as Shopee, Tokopedia, and Lazada dominate Indonesia's online retail space, with Shopee being the most preferred platform by Gen Z (UNM Consulting, 2021; IDN Research Institute, 2024). Shopee's widespread usage is attributed to its accessibility, usability, and appealing promotional features. Its user interface and transactional processes are perceived as simple and efficient (Noviandra & Argo, 2023), while its features—such as ShopeePay, free shipping vouchers, and flash sales—enhance perceived usefulness (Latifah et al., 2020). These user perceptions align with the Technology Acceptance Model (TAM), which posits that perceived ease of use and perceived usefulness are critical predictors of user acceptance of information systems (Davis, 1989; Jogiyanto, 2007).

Nonetheless, Shopee's user reviews reveal mixed sentiments. Although a majority rate the platform highly on app stores (82.54% with 5 stars), a considerable number express dissatisfaction with app performance, bugs, and customer service (Play Store, 2024). These divergent perceptions can influence consumer attitudes and purchase intentions, particularly within Gen Z,

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who are highly responsive to peer and influencer reviews (Afandi et al., 2021; Khairunnisa & Heriyadi, 2023; Fauziyah et al., 2023).

Social influence, defined as the extent to which individuals modify behavior based on others' opinions (Hew et al., 2015), plays a critical role in shaping Gen Z's e-commerce behavior. Previous studies offer mixed findings regarding the impact of perceived ease of use, perceived usefulness, and social influence on attitudes and purchase intentions (Vahdat et al., 2021; Wu & Chen, 2017; Moslehpour et al., 2018; Varshneya et al., 2017; Arifah & Juniarti, 2021). Motivated by these findings, this study investigates how perceived ease of use, perceived usefulness, and social influence affect consumer attitudes and purchase intentions among Gen Z toward Shopee in Indonesia. This study replicates the research by Vahdat et al. (2021), which focused on the Digikala platform in Iran, but contextualizes it within the Indonesian market and narrows the focus specifically to Generation Z.

II. LITERATURE REVIEW

A. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by Davis (1989), is an influential framework derived from the Theory of Reasoned Action (Ajzen & Fishbein, 1980) to explain individual acceptance of information systems. TAM identifies perceived ease of use and perceived usefulness as key determinants of users' behavioral intention toward technology adoption (Jogiyanto, 2007; Apidana et al., 2020). The model's goal is to predict user behavior and inform system implementation strategies (Marikyan & Papagiannidis, 2023). It consists of five core constructs: perceived ease of use, perceived usefulness, attitude toward using, behavioral intention, and actual use. TAM is considered parsimonious and robust, supported by extensive empirical validation (Jogiyanto, 2007). It has been widely applied in e-commerce contexts to understand how users perceive and interact with online shopping platforms such as Shopee.

B. Perceived Ease of Use

Perceived ease of use refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). Kim et al. (2016) note that both extrinsic (e.g., utility and ease) and intrinsic motivations (e.g., enjoyment) influence users' technology adoption. When users perceive an e-commerce app like Shopee as easy to navigate, they are more likely to use it. Vahdat et al. (2021) propose four indicators for this construct: the app is easy to learn, use, understand, and requires minimal effort.

Perceived ease of use reflects users' evaluation of how effortless a system is to operate. Granić and Marangunić (2019) identified it as a key antecedent influencing user attitude in technology adoption. Similarly, Vahdat et al. (2021) found a positive relationship between ease of use and mobile app attitudes. However, conflicting evidence was presented by Wu and Chen (2017), who reported no significant impact. This inconsistency highlights the need for further validation in the context of Gen Z and e-commerce.

Perceived ease of use has been linked to behavioral intention in several studies. Moslehpour et al. (2018) and Rahmiati & Yuannita (2019) confirmed its positive influence on purchase intentions. In contrast, Nurmalia and Wija (2018) found no effect in online settings, indicating mixed findings and a need for further study among Gen Z users.

Hypothesis 1: Perceived ease of use significantly affects Generation Z's attitude toward using the Shopee application.

Hypothesis 4: Perceived ease of use significantly affects Generation Z's purchase intention on Shopee.

C. Perceived Usefulness

Perceived usefulness is defined as the extent to which a person believes that using a system will enhance their job performance (Davis, 1989; Jogiyanto, 2007). It forms a belief-based judgment that influences behavioral intentions through user attitudes (Gupta & Arora, 2017). In the e-commerce context, if users find an application like Shopee to be useful, they are more inclined to continue using it. Indicators include enhanced shopping efficiency, ease, and productivity (Vahdat et al., 2021).

Perceived usefulness is the extent to which users believe that technology enhances their effectiveness. Yu and Huang (2020), as well as Aburbeian and Owda (2022), demonstrated a significant influence on user attitude across different platforms. In contrast, Vahdat et al. (2021) found no significant relationship in mobile app contexts. This contradiction raises questions about contextual sensitivity in perceived usefulness outcomes.

Moslehpour et al. (2018) and Rahmiati & Yuannita (2019) found perceived usefulness to be a strong predictor of purchase intention. However, Ramayah and Ignatius (2005) argued it has no significant impact, indicating that contextual or demographic factors may moderate this relationship.

Hypothesis 2: Perceived usefulness significantly affects Generation Z's attitude toward using the Shopee application.

Hypothesis 5: Perceived usefulness significantly affects Generation Z's purchase intention on Shopee.

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D. Social Factor

Social Factor refers to the extent to which individuals' behaviors are affected by others in their social environment (Fadhila, 2020; Putri & Suhermin, 2022). It includes elements such as reference groups, family, roles, and social status (Kotler & Armstrong, 2016). Users may be encouraged to adopt an e-commerce platform when they observe widespread use and receive positive feedback from their peers or influencers (Hudani, 2020). Vahdat et al. (2021) outline five indicators for measuring social influence, including perceived popularity and approval by important others.

Social influence involves the effect of peer, family, or social groups on individual behavior. Vahdat et al. (2021) and Haidar et al. (2020) confirmed its positive role in shaping user attitudes toward mobile technology. However, Wu and Chen (2017) and Alfany et al. (2019) reported no significant effect, suggesting potential variation depending on platform or demographic.

Sambe and Haryanto (2021) confirmed the positive effect of social influence on purchase intention. However, Varshneya et al. (2017) and Juaneda-Ayensa et al. (2016) found no significant relationship. These mixed results underline the importance of revisiting this construct within different cultural and generational groups.

Hypothesis 3: Social influence significantly affects Generation Z's attitude toward using the Shopee application. Hypothesis 6: Social influence significantly affects Generation Z's purchase intention on Shopee.

E. Attitude toward Using

Attitude toward using refers to a user's favorable or unfavorable evaluation of using a specific technology (Fishbein & Ajzen, 1975; Jogiyanto, 2007). This construct is critical for predicting behavioral intention and is shaped by perceived ease of use and usefulness (Hanggono, 2015; Siri & Herliana, 2017). In the context of Shopee, positive user attitudes are often linked to perceived value, convenience, and satisfaction. According to Vahdat et al. (2021), attitude indicators include enjoyment, value, and positive emotional impact of using the app.

Attitude is a direct predictor of behavioral intention. Vahdat et al. (2021) and Sularso (2012) demonstrated that positive attitudes toward technology enhance purchase intention. Yet, Ariansyah et al. (2020) found that attitude did not significantly affect online buying behavior, especially in e-commerce contexts.

Hypothesis 7: Attitude toward using Shopee significantly affects Generation Z's purchase intention.

F. Purchase Intention

Purchase intention reflects the user's desire and likelihood to purchase products through a specific platform (Kotler & Keller, 2016; Jogiyanto, 2007). Ajzen (2001) identified attitude, subjective norms, and perceived behavioral control as key predictors. While intentions may not always lead to action, they provide a useful proxy for understanding consumer behavior. Vahdat et al. (2021) measure this construct through indicators such as the plan, intention, and certainty to purchase via online shopping apps.

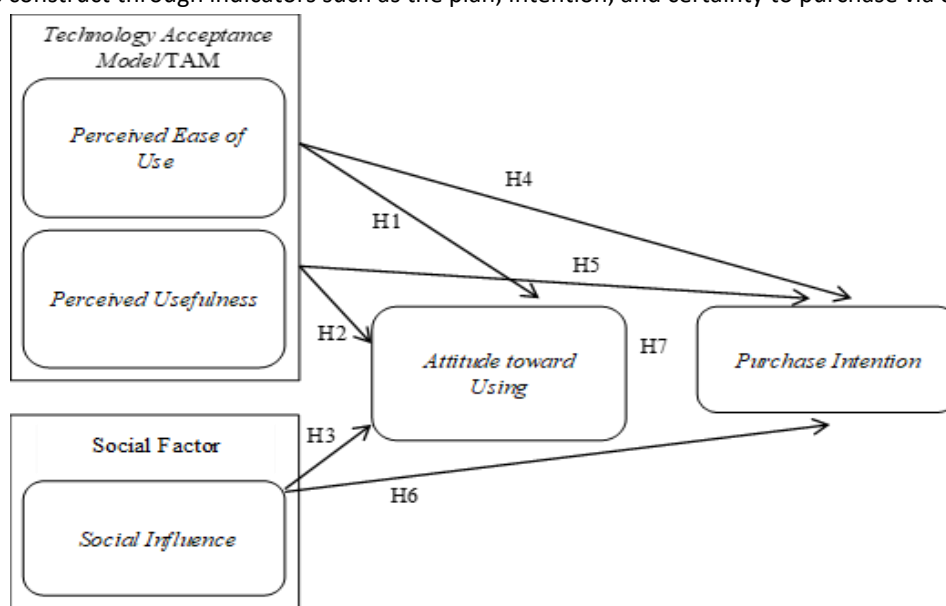


Figure 1. Framework

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III. METHODOLOGY

This study adopts a quantitative research approach, which is designed to test theoretical models by examining relationships among variables (Creswell, 2017). According to Sugiyono (2013), quantitative research is used to investigate specific populations or samples, collect data through research instruments, and analyze the data using statistical methods to test hypotheses. The type of research used is causal research, aiming to identify cause-and-effect relationships between independent and dependent variables (Rina & Indah, 2015). Given its timing, this study employs a cross-sectional design, which collects data at a single point in time to examine correlations between variables (Abduh et al., 2022). Data were gathered using an online survey distributed via Google Forms

The population of this study comprises Indonesian citizens belonging to Generation Z, born between 1997 and 2012, who have used the Shopee e-commerce application and have either made purchases or intended to do so. The sampling method employed is non-probability sampling, specifically purposive sampling, which selects respondents based on predefined criteria (Kurniawan & Puspitaningtyas, 2016). The inclusion criteria are: (1) Indonesian nationals aged 15 years or older (born 1997– 2012), (2) users who have downloaded and used the Shopee app, and (3) individuals who have made or intend to make purchases on Shopee. As suggested by Hair Jr. et al. (2019), a larger sample size enhances statistical power and reduces sampling error, particularly in multivariate analysis such as Structural Equation Modeling (SEM). SEM is a complex statistical technique that benefits from large samples, ideally between 200 and 500 participants (Malhotra, 2020). Therefore, this study targeted a maximum sample size of 300 respondents meeting the specified criteria

IV. RESULT AND DISCUSSION

A. CONVERGENT VALIDITY RESULT

The convergent validity test was conducted to assess the correlation between indicators used to measure a latent variable. According to Hair et al. (2017), a measurement is considered valid if the factor loading exceeds 0.70 and the Average Variance Extracted (AVE) value is greater than 0.50.

Table 1. Convergent Validity Result

Variable	Items	Loading Factors	Decision
<i>Perceived Ease of Use</i> (X1)	PEoU1	0.794	Valid
	PEoU2	0.611	Valid
	PEoU3	0.890	Valid
	PEoU4	0.775	Valid
<i>Perceived Usefulness</i> (X2)	PU1	0.788	Valid
	PU2	0.798	Valid
	PU3	0.752	Valid
	PU4	0.795	Valid
<i>Social Influence</i> (X3)	SI1	0.773	Valid
	SI2	0.751	Valid
	SI3	0.780	Valid
	SI4	0.726	Valid
	SI5	0.714	Valid
<i>Attitude toward Using</i> (Z)	AtU1	0.840	Valid
	AtU2	0.773	Valid
	AtU3	0.737	Valid
	AtU4	0.795	Valid
	AtU5	0.793	Valid

Based on the data presented in Table 1, all indicator items exhibit factor loadings above 0.60, indicating that the assumption of convergent validity is satisfied. In addition to factor loadings, convergent validity was also assessed using the Average Variance

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Extracted (AVE). The AVE values obtained are shown in Table 2.

Table 2. Average Variance Extracted (AVE) Result

Variable	AVE	Cut-off	Decision
<i>Perceived Ease of Use (X1)</i>	0,599	0,50	Valid
<i>Perceived Usefulness (X2)</i>	0,614	0,50	Valid
<i>Social Influence (X3)</i>	0,561	0,50	Valid
<i>Attitude toward Using (Z)</i>	0,621	0,50	Valid
<i>Purchase Intention (Y)</i>	0,716	0,50	Valid

As shown in Table 2, all constructs yielded AVE values greater than 0.50, suggesting that the indicators are valid in measuring their respective latent variables. Thus, all items are deemed appropriate for further analysis..

B. DISCRIMINANT VALIDITY TEST

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion. A construct demonstrates good discriminant validity if the HTMT value is less than 0.90 for all variable pairs. The HTMT results for this study are presented below.

Table 3. Discriminant Validity Result

	PI	AtU	SI	PU	PEoU
PI					
AtU	0.887				
SI	0.886	0.825			
PU	0.880	0.841	0.886		
PEoU	0.824	0.798	0.840	0.848	

According to Table 3, all constructs—Perceived Ease of Use (PEoU), Perceived Usefulness (PU), Social Influence (SI), Attitude toward Using (AtU), and Purchase Intention (PI)—exhibited HTMT values below 0.90. These results confirm that the constructs meet the requirements for discriminant validity.

C. RELIABILITY TEST RESULT

Reliability was assessed using composite reliability (CR). Hair et al. (2017) stated that a construct is considered reliable when the composite reliability exceeds 0.70. The reliability test results for this study are summarized below.

Table 4. Reliability Test Result

Variable	Composite Reliability	Cut off	Decision
Perceived Ease of Use (X1)	0,855	0,70	Reliabel
Perceived Usefulness (X2)	0,864	0,70	Reliabel
Social Influence (X3)	0,865	0,70	Reliabel
Attitude toward Using (Z)	0,891	0,70	Reliabel
Purchase Intention (Y)	0,883	0,70	Reliabel

As seen in Table 4, all constructs have composite reliability values above 0.70. Therefore, it can be concluded that all variables in this study meet the reliability criteria and are considered internally consistent..

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D. Goodness of Fit

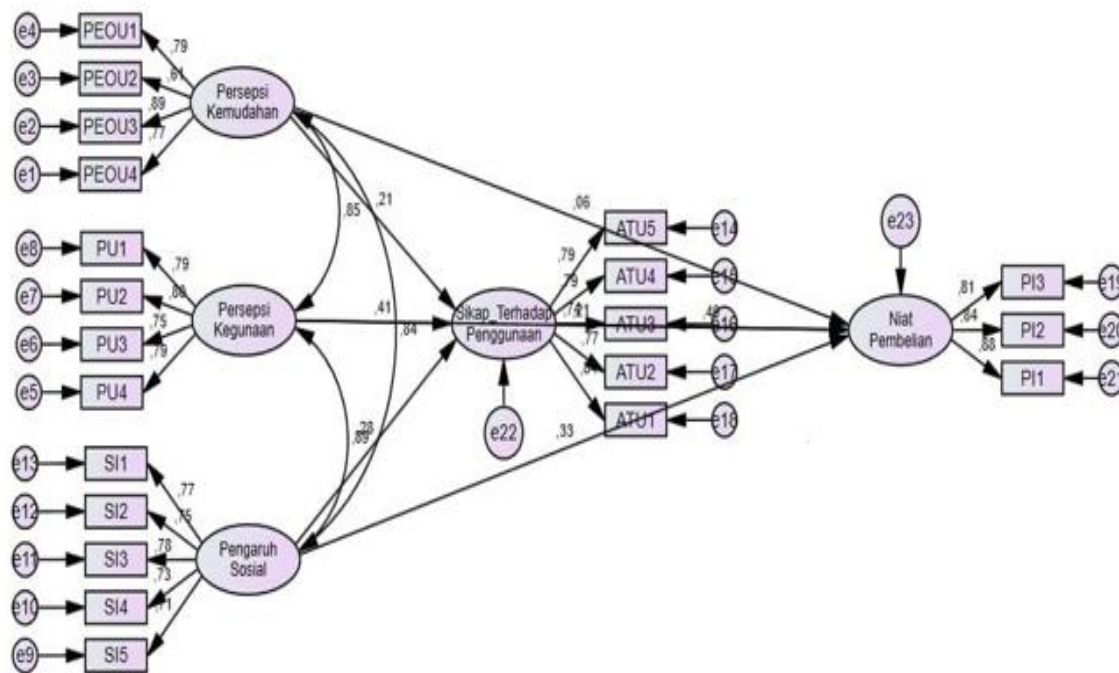


Figure 2. Inner Model Result

The Goodness of Fit (GoF) test was performed to evaluate how well the model fits the empirical data. The objective of this test is to determine whether the hypothesized relationships between variables are trustworthy and whether the overall model structure requires revision (Hair Jr. et al., 2019).

Table 5. Goodness of Fit Result

Index	Cut-off Value	Result	Model Evaluation
RMR	≤ 0,50	0,021	Good Fit
RMSEA	≤ 0,80	0,077	Good Fit
TLI	≥ 0,90	0,919	Good Fit
AGFI	≥ 0,90	0,811	Marginal Fit
CFI	≥ 0,90	0,931	Good Fit
CMIN/DF	≤ 3,00	2,745	Good Fit
IFI	≥ 0,90	0,931	Good Fit

As shown in Table 5, most fit indices—including the Root Mean Square Residual (RMR), Root Mean Square Error of Approximation (RMSEA), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), Chi-Square Minimum/Degree of Freedom (CMIN/DF), and Incremental Fit Index (IFI)—indicate a good model fit. However, the Adjusted Goodness of Fit Index (AGFI) returned a marginal fit result as it approaches the cut-off threshold. According to Hair Jr. et al. (2019), achieving good fit in 4 to 5 indices is sufficient to validate a structural model. In this study, seven fit indices were used, of which six indicated a good fit and one showed marginal fit. Hence, the model is considered acceptable and appropriate for further interpretation.

E. Hypothesis Testing

Hypothesis testing in this study was conducted using Structural Equation Modeling (SEM) via AMOS version 26. The hypothesis was evaluated based on two criteria: (1) the critical ratio (C.R. or t-statistic), where a value greater than 1.96 indicates significance at the 5% level; and (2) the p-value, where values less than 0.05 denote statistical significance (Setyawan, 2021). As shown in Table 4.17, five hypotheses (H1, H2, H3, H6, and H7) were supported, while two hypotheses (H4 and H5) were rejected.

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Table 8. Hypothesis Test Result

Hipotesis		Estimate	C.R	p value	Decision
H1:	Perceived Ease of Use $\rightarrow$ Attitude toward Using	0,203	2,075	0,038	H1 accepted
H2:	Perceived Usefulness $\rightarrow$ Attitude toward Using	0,375	2,990	0,003	H2 accepted
H3:	Social Influence $\rightarrow$ Attitude toward Using	0,290	2,173	0,030	H3 accepted
H4:	Perceived Ease of Use $\rightarrow$ Purchase Intention	0,063	0,641	0,521	H4 rejected
H5:	Perceived Usefulness $\rightarrow$ Purchase Intention	0,224	1,709	0,087	H5 rejected
H6:	Social Influence $\rightarrow$ Purchase Intention	0,391	2,849	0,004	H6 accepted
H7:	Attitude toward Using $\rightarrow$ Purchase Intention	0,471	4,725	0,000	H7 accepted

Perceived ease of use significantly influences Generation Z's attitude toward using the Shopee application

The results indicate that perceived ease of use has a significant influence on Generation Z's attitude toward using the Shopee application ($\beta = 0.203$, $p = 0.038$). This finding is consistent with Vahdat et al. (2021), who emphasized that ease of use positively impacts users' attitudes toward mobile applications. As a digital-native cohort (Liska & Fitriani, 2023), Generation Z places a high value on usability. Features such as a user-friendly interface, smooth navigation, and a streamlined checkout process enhance the overall user experience. According to Davis (1989), technologies perceived as requiring minimal effort tend to foster more favorable attitudes. These results support the conclusion that the easier Shopee is to use, the more positive users' attitudes become.

Perceived ease of use does not significantly influence Generation Z's purchase intention on Shopee.

Although it significantly affects attitudes, perceived ease of use does not significantly influence purchase intention ($\beta = 0.063$, $p = 0.521$), thus rejecting H4. This result aligns with the findings of Nurmalia and Wija (2018), who argued that ease of use is not a primary determinant of online purchase intention among users who are already familiar with digital technologies. For Generation Z, who are accustomed to using digital tools, ease of use may be considered a basic expectation rather than a motivating factor (Venkatesh et al., 2003). As familiarity increases, the importance of ease of use in shaping purchasing behavior diminishes..

Perceived usefulness significantly influences Generation Z's attitude toward using the Shopee application.

Perceived usefulness was also found to have a significant effect on user attitude ($\beta = 0.375$, $p = 0.003$). This finding supports Yu and Huang (2020), who asserted that usefulness directly enhances technology acceptance. For Generation Z, Shopee functions not only as a shopping tool but also as a platform that offers convenience, saves time, and provides access to product comparisons, discounts, and promotions. When perceived usefulness aligns with daily needs (Olaleye et al., 2018), it contributes to a more positive attitude. These findings suggest that enhancing functional benefits such as speed, personalization, and service quality can further improve user attitudes.

Perceived usefulness does not significantly influence Generation Z's purchase intention on Shopee.

Nonetheless, perceived usefulness does not significantly influence purchase intention ($\beta = 0.224$, $p = 0.087$), thus rejecting H5. This result contradicts earlier studies (e.g., Moslehpour et al., 2018) but aligns with Chandra & Santoso (2022) and Arifah & Juniarti (2021), who posited that perceived usefulness alone is insufficient to shape purchase intention. Generation Z tends to prioritize value-related factors such as price, promotions, and product quality over mere functional utility (Andriyanti & Farida, 2022). Therefore, Shopee should place greater emphasis on transactional benefits rather than focusing solely on app performance to attract Gen Z buyers..

Social influence significantly affects Generation Z's attitude toward using the Shopee application.

Social influence was found to significantly affect attitude ($\beta = 0.290$, $p = 0.030$), supporting the findings of Vahdat et al. (2021) and Haidar et al. (2020). Generation Z is highly responsive to the opinions of peers, influencers, and digital communities (Khairunnisa & Heriyadi, 2023). The high mean score (4.37) for social influence reflects a shared perception that those around them also use Shopee. This indicates that attitudes are shaped not only by personal experience but also by social validation.

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Accordingly, Shopee can leverage social influence through peer recommendations, referral codes, and collaborations with trending influencers.

Attitude toward using Shopee significantly affects Generation Z's purchase intention.

Attitude was found to be the strongest predictor of purchase intention ($\beta = 0.471$, $p < 0.001$), confirming H7. This supports the theory that positive attitudes—shaped by ease of use, perceived value, and social influence—directly translate into behavioral intention (Sularso, 2012; Ramadhani & Khoirunisa, 2025). A positive attitude toward Shopee reflects user satisfaction with convenience, security, and service quality. Therefore, enhancing user experience and strengthening emotional trust can lead to higher conversion rates among Generation Z consumers.

Attitude toward using Shopee significantly affects Generation Z's purchase intention.

Attitude was found to be the strongest predictor of purchase intention ($\beta = 0.471$, $p < 0.001$), confirming H7. This supports the theory that positive attitudes—formed through ease of use, perceived value, and social influence—directly translate into behavioral intent (Sularso, 2012; Ramadhani & Khoirunisa, 2025). A favorable attitude toward Shopee reflects user satisfaction with its convenience, security, and service quality. As a result, improving user experience and reinforcing emotional trust can drive higher purchase conversion rates among Generation Z.

CONCLUSIONS

This study investigated the influence of five key variables—perceived ease of use, perceived usefulness, social influence, attitude toward using, and purchase intention—within the context of Shopee e-commerce application usage among Generation Z. A total of seven hypotheses were tested using Structural Equation Modeling, resulting in five hypotheses being supported and two rejected. The findings reveal that perceived ease of use, perceived usefulness, and social influence each have a significant positive effect on users' attitudes toward using Shopee. Furthermore, both social influence and attitude significantly influence purchase intention. Conversely, perceived ease of use and perceived usefulness did not show a direct significant impact on purchase intention. These results highlight that while usability and utility contribute to shaping user attitudes, Generation Z's purchase behavior is more strongly influenced by social factors and their overall attitude toward the platform.

Despite its valuable insights, this study is not without limitations. It focused solely on Generation Z, suggesting future research could broaden the scope to include other age groups such as Millennials, who also exhibit high internet penetration rates. Additionally, while this study examined perceived ease of use, perceived usefulness, and social influence, future research could incorporate other influential variables such as pricing, promotional strategies, or perceived risk. From a practical standpoint, Shopee should continuously evaluate and optimize its application features, including system responsiveness, delivery accuracy, and customer service quality, to maintain a positive user experience. Given the strong role of social influence, Shopee is encouraged to expand collaborations with trusted influencers among Generation Z and enhance its Shopee Affiliate program. Building online communities or discussion forums can further amplify social influence by fostering user interaction, trust, and peer recommendations that drive purchasing decisions.

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