



Research Article

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Received: 30 March 2021 / Accepted: 19 June 2021 / Published: 8 July 2021

Determining Factors on the Repurchase Decision on Low End Smartphones in Asia Pacific Regions: An Indonesian Case

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DOI: <https://doi.org/10.36941/ajis-2021-0106>

Abstract

Nowadays, consumers are more aware regarding their decision to purchase a product, either for short-term or long-term use. There are several factors that lead the desire to repurchase in consumer perspective. This study tried to investigate the factors of price, experiential value, brand name, e-WOM, perceived value and perceived brand image as some variables deemed to have significant influences on the consumer repurchase behavior. This analysis uses quantitative analysis through AMOS analysis within 310 datasets to execute the hypothesis. The results of this research are defined that the price discount did not affect both on perceived brand image and value. The hypotheses testing showed that experiential value, brand name, e-WOM, perceived value and perceived brand image have significant effects on the consumer repurchase behavior. The practical implications posed that the growth of micro-financial companies which provided low down payment and long instalment without any discount offered are well accepted by consumer. The results of this study can be used as a direction for further study.

Keywords: experiential value, brand image, low-end product, pricing strategy, perceived value, purchasing decision.

1. Introduction

Nowadays, many people use smartphone in their daily life. Smartphones become the most popular device in the world (Carr, 2017). Smartphones make human addicted to its system, which in every moment people try to check their phone and they try to look for the most updated-news in social life. Moreover, smartphones become very popular item among users in developed country where people nowadays prefer to purchase high-end smartphone instead of low-end product (Chin, 2018). In developing country, the total sales of smartphone have been significantly increasing. Consumers in developing countries tend to purchase low-end product rather than high-end product due to their level of low income (Budiharseno, 2017). Furthermore, the patterns are little bit different than it should have been, especially in Indonesia. Currently, Indonesia smartphone market is experiencing a fast change and the percentage of smartphone sales have been rapidly increasing. It was caused by Indonesian population growth and the consumer income. In Indonesia, the sales pattern is similar to other developing countries but the consumer purchase behavior is slightly different (Jamaludin, 2017). There are several reasons, such as the price, brand image, and peer reviews, why smartphone sales were high.

Indonesian people tend to consider more on price, so that when they purchase a smartphone they will observe more about the price (Magdirila, 2013). Consumers pay more attention to whether

what the company offers is more profitable in terms of price agreements. Based on the 2018 IDC report, middle class users have increased from 13% in 2016 to 28% in 2017. This is the result of the promotion system of microfinance companies. Compared to other companies that are less familiar with the brand, the higher brand name has its own place in the minds of consumers. That is, the influence of brand name and perceived quality is one aspect that is considered by consumers. Thus, the brand name has a positive impact on consumers' purchase intentions. In Indonesia, the invasion of Chinese companies is very strong and provides lower prices to users, but the lack of quality image, brand equity and high-end product quality companies have a strong influence on consumer intentions. In terms of the poor image quality of Chinese vendors to users, reviews from other users have a strong influence in building a good image to customers. An examination of the growth of online review sites empirically proves its influence on the demand for online product ratings (Bickart & Schindler, 2001). Consumers tend to trust online reviews more before they buy any smartphone. According to a survey from Score.Inc, it is reported that 24% of customers use online reviews before purchasing a product. Consumers search for online reviews from several social media, such as YouTube, Instagram, and website reviews. Based on positive reviews, purchase intention increased higher than before. Thus, positive reviews affect the purchase intention of customers (Sridhar & Srinivasan, 2012).

Middle and lower-class smartphones have experienced drastic changes in the number of purchases due to the millennial generation in Indonesia who likes to upload their daily activities through social media. This is coupled with the penchant for millennials in Indonesia to make video logs or what can be called v-logging (Jemadu & Pratomo, 2017). Based on research by GFK Asia (2016), Indonesian people usually spend about 5.5 hours in front of smartphones and 93% of Indonesians are active smartphone users. This percentage is higher than tablet users or desktop computer users. Furthermore, the number of smartphone sales reached 33 million units in 2015 (Auliani, 2016). In terms of brand, Samsung, which focuses on high-end products and low-end products, became the market leader in the past few years. Currently, several Chinese smartphone companies in recent years have aggressively entered the Indonesian market with low-end products. They offer lower prices than other brands like Samsung or Apple. People can enjoy smartphones with good specifications and good cameras (because of the Indonesian people's hobby of v-logging) at affordable prices. Chinese smartphone products spread in Indonesia are OPPO, Huawei, Vivo, and Xiaomi. The market share of China's smartphone products in recent years has been rising.

During the special shopping season in Indonesia, smartphone sales tend to increase, for example at every Ramadhan event and National Online Shopping Day/*Harbolnas*. During this season, smartphone sales were higher than other seasons. Consumers impulsively buy smartphones during the season. During the month of Ramadan, consumers tend to consume primary, secondary, or even tertiary products more than other months. All private and public companies provide extra benefits to their workers during the Ramadan period. Consumers also have the habit of buying new smartphones during the month of Ramadan, especially when smartphone companies offer special prices to their users during this time. According to several local newspapers, sales usually increase by up to 70% during the Ramadan period compared to other regular months. Besides Ramadan, Indonesia has *Harbolnas* which is similar to Cyber Monday in the USA, a special period of very famous online shopping. In 2017, *Harbolnas* event sales totaled \$290 million, although this is much lower than Single Day in China and Cyber Monday in the US. Based on this explanation, this study aims to analyze the factors that influence the demand for smartphones. Using price discounts, brand name, experiential value, e-WOM, perceived value and brand image as independent variables that theoretically have a direct positive impact on smartphone product purchase intentions. In general, the contribution of this study is that it can be used as a basis for companies to be more contextual in making promotion and marketing strategies to increase customer trust and loyalty.

2. Literature Review and Hypotheses

2.1 Discount Price, Perceived Value and Brand Image

Evaluation is done based on the balance between what is received and paid by consumers. On various occasions, companies are competing to offer several promotional prices including discount prices. Discount prices can affect consumer perceptions of standard prices. Discount prices can help consumers who have been loyal to the brand and switch to discounted price products (Raju, 1992). In another description, perceived value has a relationship with equity theory, which is considered a ratio of consumer outcomes or inputs to provider outcomes. Therefore, managers should know the concept of how products work for consumers and how they will respond to or accept the company's value as important in providing value (Woodruff, 1997).

Brand image has been defined as a consumer offering perspective and is often described as an image reflected by brand associations held in consumer familiarity (Dobni & Zinkhan, 1990). Brand image is a consumer's understanding that comes from a series of brand-related activities carried out by the organization (Park et al., 1986). According to Bosch and Johan, having a good brand image can help companies identify successful marketing communication tools with relevant brand aspects (Bosch et al., 2006). Based on previous research, the perceived influence of brand image has an impact on consumers and stakeholders' expectations and experiences. Based on the description, the hypotheses proposed on this study are:

H1: There is a significant and positive relationship between the price after discount and perceived value, in terms of smartphone sales.

H2: There is a significant and positive relationship between the price after discount and perceived brand image, in terms of smartphone sales.

2.2 Experiential Value and Perceived Value

Customer experience is the meaning of the concept of customer value and customer perception based on interactions between brands and consumers that involve direct use or remote appreciation of a product and service (Hansen & Christensen, 2003). According to Holbrook, experiential values can be divided into two dimensions - intrinsic vs extrinsic and active vs reactive (Holbrook, 2012). Extrinsic values concern the utilitarian benefits of shopping, whereas intrinsic values denote admiration for the experience for the sake of personal, regardless of other outcomes that could infer any outcome. Furthermore, Mishra (2016) argues that experiential value is divided into usefulness, social value, and enjoyment of using consumer experiences along with a positive relationship between factors that can lead to positive experience value. Thus, the higher experience value of the consumer's expertise will have a significant impact on the consumer's perceived value. Based on the description, the hypothesis proposed on this study is:

H3: There is a significant and positive relationship between the experiential value and perceived value, in terms of smartphone sales.

2.3 e-WOM

In general, e-WOM can take various forms and have results in various forms of value for participants, where e-WOM participants can derive economic, utilitarian, or social value (Balasubramanian & Mahajan, 2001). Generally, as part of e-WOM, online reviews consist of a Likert scale from 1 to 5 points, which specifically generally refers to 1 point for the lowest scale, 3 for the medium scale, and 5 for the highest scale. Some websites provide customized ratings in the form of stars but still with the same rating system (1 star = low, 5 stars = high). According to Sridhar & Srinivasan (2012), positive features of product experience, regular negative features of product experience, product failure, and product recovery (conditional on product failure) have an influence on reviewers' online product

ratings. Because consumers have the opportunity to provide online ratings and searches of a product, they tend to consider many online product reviews from other users (Mudambi & Schuff, 2010).

According to Zhu and Zhang (2010) on video game user reviews, there is a positive impact of positive reviews on sales for users who have a lot of internet experience. To measure consumer trust in online reviews, research by Zhu and Zhang (2010) adapts product characteristics such as the intended product design, user characteristics, and other factors that require the opinions of other users. Consumers always compare and combine their ideas and other opinions in their decision making (Rashotte, 2007). A significant increase in online reviews, ratings and reviews will increase the purchase intention of a product (Sridhar & Srinivasan, 2012). E-WOM will have a significant impact in providing value and customer loyalty, meaning that the perception of e-WOM will reflect the image of a product (Gruen et al., 2006). Furthermore, in this study, e-WOM is an indicator that has a significant impact on perceived value and brand image. Based on the description, the hypotheses proposed on this study are:

H4: There is a significant and positive relationship between e-WOM and perceived value, in terms of smartphone sales.

H5: There is a significant and positive relationship between e-WOM and perceived brand image, in terms of smartphone sales.

2.4 Perceived Value, Brand Image and Purchase Decision

Consumer decisions-based strategies based can be carried out in three main frameworks. The first is about how perceived risk can have insight into minimizing expected negative consequences. The second is a positive evaluation framework by consumers. The third concept is how consumers act about positive and negative evaluations. In order to strengthen and control the perceived quality, even companies with big brands under discount prices must have a strong brand name character. A strong brand image will add more value to consumer trust in a product (Cobb-Walgreen et al., 1995). Therefore, based on previous literature, perceived value will determine price discount, brand name, experience value, and e-WOM as the main indicators to have a significant impact on consumers' perceived value (Mishra, 2016; Zhu & Zhang, 2010)

The results presented from various studies state that perceived value has a significant relationship to consumer behavior (Sweeney et al., 1999). Perceived value has been a strategically important tool for manufacturers and retailers since the 1990s, and will continue to be important for the twenty-first century marketing (Woodruff, 1997). Perceived value can be defined as a consumer's assessment of the usefulness of a product or service based on perceptions of what is received and what is given. Basically, a value must be accepted by consumers, as a means to decide the purchase of a product (Zeithaml, 1988). In addition, having a positive brand name in the consumer's perspective will affect consumer's purchase intention (Grewal et al., 1998). There are many indicators that influence users in buying a product. Several previous studies have determined price, quality, brand name, and reviews as indicators to direct consumer knowledge to purchase a product (Wahyuni & Ginting, 2017; Bojei & Hoo, 2012).

H6: There is significant and positive relationship between perceived value and purchase, in terms of smartphone sales.

H7: There is significant and positive relationship between perceived brand image and purchase, in terms of smartphone sales.

3. Methodology

In this study, a quantitative approach was used to summarize and generalize hypotheses and tests. Primary data was taken from a questionnaire survey to collect empirical data from smartphone users or non-users in Java, Indonesia. The questions are based on previous literature and studies related to marketing questions. The questionnaire was divided into two parts, one for the demographic section

and the other for the Smartphone Brand. The demographic section includes demographic profiles such as, gender, age, education level, income, status, current location, occupation and brand of smartphone they are currently using. In smartphone brands, the questions include five indicators to determine the brand name, namely 5 indicators help determine the value of the experience, 4 examination questions on e-WOM, 4 indicators focus on discounted prices and perceived value, 3 questions determine perceived brand image, and 2 questions determine the purchase of smartphones by consumers. All constructs tested were measured using a 5-point Likert Scale (1 for strongly disagree to 5 for strongly agree).

The main target of this research is smartphone users and non-users. The questionnaire was created online and offline. The questionnaire was tested prior to launch to obtain feedback which prevents a lack of misunderstanding among the questions asked.

This study uses the SPSS version 20.0 statistical program to refine theory and test hypotheses. Details of the results of the conceptual structural equation model (SEM) which were determined to analyze between the construct variables and latent variables were carried out with the AMOS statistical program.

4. Result and Discussion

4.1 Descriptive Result

The descriptive statistics consist of the demographic profiles such as, gender, age, education level, income, status, current and detailed location, occupation, and smartphone brand they currently use. The descriptive result is explained in Table 1.

Table 1: Descriptive Statistics

Gender	Response	
	Percentage	Frequency
Male	47.10%	146
Female	52.90%	164
Age	Responses	
	Percentage	Frequency
15-18	12.30%	38
19-25	60.30%	187
26-30	12.60%	39
31-45	9.00%	28
46-51	3.90%	12
>51	1.90%	6
Education	Response	
	Percentage	Frequency
Senior High School	40.00%	124
Undergraduate	19.40%	60
College	22.60%	70
Graduate	18.10%	56
Question Occupation	Response	
	Percentage	Frequency
Student	54.00%	167
Civil Servant	9.00%	27
Entrepreneur	6.00%	18
Private Employees	21.00%	65
Other	10.00%	33

Income	Response	
	Percentage	Frequency
< \$350	65.19%	118
\$350-\$500	7.73%	14
\$500-\$650	8.84%	16
\$650-\$800	7.18%	13
\$800-\$950	4.42%	8
>\$950	6.63%	12
Status	Response	
	Percentage	Frequency
Single	73.20%	227
Married	26.80%	83
Current Location	Response	
	Percentage	Frequency
Banten	5.20%	16
Jakarta	24.80%	77
West Java	30.00%	93
Central Java	26.10%	81
Yogyakarta	6.50%	20
East Java	7.40%	23
Urban	75.20%	233
Rural	24.80%	77
Do you own a smartphone?	Response	
	Percentage	Frequency
Yes	99.35%	308
No	0.65%	2

A total of 310 valid datasets including data from online distribution were collected. Based on statistical results, 52.9% of the total respondents were women and 47.1% were men. The majority of respondents were 60.3% aged around 19-25 years, followed by 12.6% aged around 26-30 years and 12.3% aged around 15-18 years. The last education was dominated by respondents with a high school education background amounting to 40% of the total respondents. In terms of profession, most (54%) are students, followed by private employees (21%). In terms of income, respondents with low income dominate the number of 65.19%. 75.20% of respondents live in urban areas and 24.8% of respondents live in rural areas. A total of 308 respondents owns smartphone. Based on smartphone users, Table 2 below describes the most famous to least well-known brands used by the respondents.

Table 2: Descriptive Results of User's Smartphone Brand

Do you own a smartphone?	Responses	
	Percentage	Frequency
Samsung	29.70%	92
Apple	19.70%	61
Xiaomi	20.30%	63
OPPO	14.50%	45
Other	15.80%	49

Based on Table 2, it shows that Samsung are the most famous brand which is currently used by the respondent, with 29.7% of total respondent, followed by Xiaomi and Apple for the amount of 20.3% and 19.7%, respectively.

4.2 Hypothesis Result

This research uses maximum estimate options and testing the hypothesis in order to maintain the consistency of approach and data that normally distributed. The model was evaluated by determining the fit indices. The result has χ^2 or chi-square 1448.925 with 318 degree of freedom. The best aspect of fit index (GFI) achieved in this study is close to 0.9. Thus, the results of Goodness-of-Fit (GoF) verify the hypothesis testing to be further done.

To strengthen the calculation of the model, SPSS ANOVA was calculated to analyze the relationship between brand name and purchase. The calculation results show that brand names are significant in consumer repurchase and how each brand has an influence on each other. The results are shown in Table 3.

Table 3: ANOVA Result

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.063	4	2.516	2.768	.028
Within Groups	277.231	305	.909		
Total	287.294	309			

Table 3 shows that there is an average difference between Between Groups and Within Groups with a significance level of 0.028 < 0.05. This means that the brand name has a significant effect on purchases. Specifically, the detailed results of each brand can be seen in Table 4.

Table 4: Multiple Comparisons

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Samsung	Apple	-.43959	.15742	.056	-.8847	.0055
	Xiaomi	.01708	.15591	1.000	-.4238	.4579
	OPPO	-.04324	.17343	1.000	-.5336	.4472
	Other	.05790	.16861	1.000	-.4189	.5347
Apple	Samsung	.43959	.15742	.056	-.0055	.8847
	Xiaomi	.45667	.17126	.081	-.0276	.9409
	OPPO	.39636	.18735	.352	-.1334	.9261
	Other	.49749	.18290	.069	-.0197	1.0146
Xiaomi	Samsung	-.01708	.15591	1.000	-.4579	.4238
	Apple	-.45667	.17126	.081	-.9409	.0276
	OPPO	-.06032	.18608	1.000	-.5865	.4659
	Other	.04082	.18160	1.000	-.4727	.5543
OPPO	Samsung	.04324	.17343	1.000	-.4472	.5336
	Apple	-.39636	.18735	.352	-.9261	.1334
	Xiaomi	.06032	.18608	1.000	-.4659	.5865
	Other	.10113	.19685	1.000	-.4555	.6577
Other	Samsung	-.05790	.16861	1.000	-.5347	.4189
	Apple	-.49749	.18290	.069	-1.0146	.0197
	Xiaomi	-.04082	.18160	1.000	-.5543	.4727
	OPPO	-.10113	.19685	1.000	-.6577	.4555

Bonferroni test shows the average comparison between two variables with ordinal type and scale (Rice, 1998). This study uses brand names labeled with the best-selling brands in Indonesia such as Samsung, Apple, Xiaomi, OPPO, and other brands that affect consumers repurchase intentions. Table

4 shows that the Samsung brand, which is the most in demand, does not have a significant effect on other brands because in the average difference line there is a negative influence on Apple and OPPO. It has the same situation with Chinese brands. Meanwhile, Apple's premium brand, as expected, has a significant influence among other brands because the mean difference value shows a positive value.

To test the theoretical assumption that in Indonesia, low-end smartphone brands are the best-selling phones, a comparison test was conducted to find out which brands among low-end smartphones tend to have preferences on the consumer's perspective. The details for the Bonferroni Test are shown in Table 5.

Table 5: Multiple Comparisons of Low-End Brand

(I) Brand	(J) Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Xiaomi	OPPO	-.06032	.17676	1.000	-.4882	.3675
	Other	.04082	.17250	1.000	-.3767	.4583
OPPO	Xiaomi	.06032	.17676	1.000	-.3675	.4882
	Other	.10113	.18699	1.000	-.3515	.5537
Other	Xiaomi	-.04082	.17250	1.000	-.4583	.3767
	OPPO	-.10113	.18699	1.000	-.5537	.3515

Based on Table 5, among the low-end Smartphone brand, OPPO has very significant impact compared to other brands on repurchase intention since the mean value has difference row of all value. The results showed that OPPO has a positive value, while other brands tend to have negative value. Based on reality, OPPO is the second best-selling brand share just below Samsung among the low-end smartphone categories.

5. Conclusion

In this study, the main objective is to investigate how the repurchase intention of smartphone customers is influenced by perceived brand image and image, discounted price, brand name, experience value, and e-WOM as independent variables. The results of hypothesis testing indicate that price discounts on perceived value and perceived brand image have no significant effects. This finding reinforces previous findings as pointed out by Grewal et al. (1998). The hypotheses testing also showed that experiential value, brand name, e-WOM, and perceived value have significant effects on the consumer repurchase behavior.

In term of the tendencies of consumers in developing countries to purchase low-end product rather than high-end product, the analysis of this study showed that a Chinese brand of OPPO has a positive value, while other brands tend to have negative value. The results underscore that OPPO is the second best-selling brand share just below Samsung among the low-end smartphone categories. This may be because in Indonesia the growth of microfinance companies has increased without special high discount prices. Consumers are willing to bring their cellphones with low down payments and affordable installments. The increase in sellers in the middle market also has the effect that price discounts are not always effective in promotional pricing strategies.

As a trend, consumers use online reviews as their reference before buying a product. The results showed that e-WOM had a significant effect on perceived value and brand image. The results reveal that consumers tend to rely on repurchase on products that have positive comments and positive ratings on online sites. In general, the contribution of this study is that it can be used as a basis for companies to be more contextual in making promotion and marketing strategies to increase customer trust and loyalty. The practical implications posed that the growth of micro-financial companies which provided low down payment and long instalment without any discount offered are well accepted by consumer.

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