



# THE EFFECT OF CONSUMER KNOWLEDGE SHARING BEHAVIOR ON CONSUMER PURCHASING BEHAVIOR IN THE CONTEXT OF E-COMMERCE IN INDONESIA

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## ABSTRACT

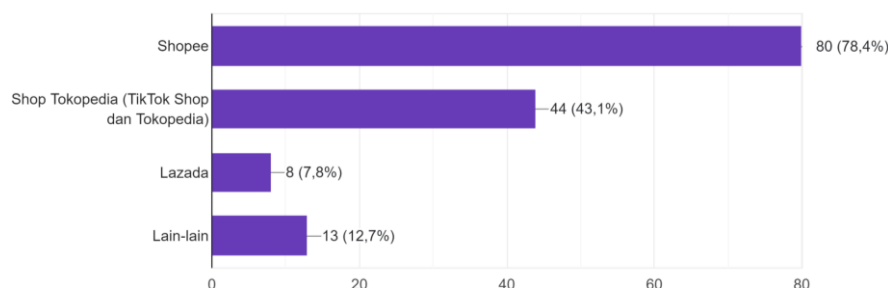
The development of information technology has revolutionized the way consumers shop. Electronic commerce (e-commerce) has become an important channel for consumers to purchase products and services. In the context of e-commerce, consumer knowledge sharing behavior, where consumers share information and experiences about products and services with others, plays an important role in influencing consumer purchasing decisions. The research design in this study is descriptive quantitative using purposive sampling technique. The research method uses surveys and data analysis to explore consumer knowledge sharing behavior on consumer purchasing behavior in Indonesia. Data was collected through an online survey of the online shopping consumer population in Indonesia with a sample size of 102 respondents. The research data was analyzed using SEM-PLS. The findings of this study are expected to provide insights for practitioners and academics in understanding the dynamics of electronic commerce, as well as provide a foundation for the development of more effective and sustainable marketing strategies in the future.

**Keywords:** E-commerce, consumer knowledge sharing behavior, consumer purchasing behavior.

## 1. Introduction

The past few years have seen the development of information technology have a profound impact on the way people shop. One of the most striking changes is the development of the e-commerce industry. This is not surprising as electronic commerce brings good benefits to commerce and shortens the business-to-business sales cycle (Keenan, 2022).

Electronic commerce continues to grow because of the benefits it brings to consumers and businesses. Especially during the COVID-19 pandemic e-commerce can help in purchasing activities which encourage electronic commerce to grow significantly (Munshi et al., 2023). Based on data from Statistic Market Insights, the number of e-commerce users in Indonesia in 2023 reached 196.47 million people. The most frequently used e-commerce site in Indonesia is Shopee.



Source: Processed by researchers, 2024

Online shopping allows consumers to compare various products with the help of information related to product specifications and product reviews by other consumers. This can help consumers in determining brands that offer product quality (Bhagyasree, 2021). Promotional prices influence consumers' decision to buy online, as promotional campaigns offer lower prices and have a positive effect on sales growth. The second most important factor when shopping online is convenience, as online services are always available and goods are usually delivered to the destination, helping customers save time. The third important factor in online shopping is the ability to quickly compare goods (Svatosova, 2020).

The interaction between consumer behavior and e-commerce is of great importance in its development from simply an online commerce channel to a more sophisticated approach involving multiple electronic channels. For example, websites, mobile applications, social media, Internet TV (Rita & Ramos, 2022). People prefer to utilize the media in the process of selecting the products they will buy, this will affect consumer impressions and perceptions (Febiani et al., 2023). Customers are more likely to be influenced and motivated by the amount of information shared or information or knowledge shared through social media, including advertisements and other people's experiences (Ebrahimi et al., 2021).

Consumer knowledge sharing behavior is a key factor that can influence consumer purchasing decision behavior, where it verifies that more user involvement in online knowledge sharing will result in greater purchasing behavior (Tran, 2021 in Febiani et al., 2023). Thus consumer knowledge sharing behavior is an important factor in online purchasing, as it helps individuals or potential consumers to have ideas about available products and services, share feedback and experiences, and assist others in making decisions (Febiani et al., 2023).

Consumer decisions often involve many steps and are influenced by a number of factors including demographics, lifestyle, and cultural values (Mothersbaugh & Hawkins, 2016:6). Consumer behavior influences how marketers can communicate and deliver products that offer value to consumers and society and explains how individuals make decisions to spend available resources on products and services (Schiffman & Wisenblit, 2015:49). In the digital ecosystem, consumers are not only buyers but also producers and providers of information. What is important in any purchasing situation is to have a clear idea of the various roles that may have an impact on purchasing and consumption decisions (Hooley et al., 2020: 90). The role of consumers is necessary for companies for value co-creation. Value creation with customers is very important in helping companies achieve competitive advantage because of its effect on customer satisfaction and loyalty (Delpechitre et al., 2018).

Previous research examined consumer knowledge sharing behavior on consumer purchasing behavior in the Hungarian context. This study will examine consumer knowledge sharing behavior on consumer purchasing behavior in the Indonesian context.

## **2. Literature Review**

### ***2.1 Consumer Knowledge Sharing Behavior***

Consumer knowledge sharing is an activity that includes sharing experiences, collecting product information, obtaining data about consumption activities, and establishing social relationships with others (Jalili, 2020). Customers are more likely to be influenced and motivated not only by the perceptions of family and friends but also by the amount of information shared or information or knowledge shared through social media, including advertisements and other people's experiences that greatly influence their purchasing behavior (Ebrahimi et al., 2021). Companies should leverage this knowledge to promote increased online shopping and online purchases given the importance of time and cost efficiency in shopping, which can also influence customer behavior (Nagy & Hajdú, 2021).

## *2.2 Citizenship behavior*

Customer co-creation of value is defined as the process of building appropriate service experiences for customers by exchanging knowledge between service companies and consumers (Yen in Ebrahimi, 2021). One dimension of customer co-creation of value is customer citizenship behavior, which is a voluntary behavior (Yi & Gong, 2013). When customers sometimes switch roles within an organization by performing some tasks, they are considered to exhibit citizenship behavior within that organization which refers to "voluntary and discretionary behaviors that are not required for the successful production and or delivery of services but, in aggregate, help the service organization" (Delpechitre et al., 2018).

## *2.3 Consumer Purchase Behavior*

According to Mothersbaugh & Hawkins (2016: 6) the field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impact of these processes on consumers and society. Kotler & Keller (2016: 179) state that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. The conceptual model of Mothersbaugh & Hawkins (2016) developed consumer behavior can be divided into four interrelated parts, namely: External and internal influences affect consumers' self-concept and lifestyle, which in turn affect the decision process. An extended consumer decision process, consisting of a series of activities: problem recognition, information search, brand evaluation and selection, outlet selection and purchase, and post-purchase process.

## *2.4 Relationship Between Variables*

The results of Febiani et al.'s research, (2023), suggest that sharing knowledge related to buying experiences on social media can increase trust and can influence other consumers to make purchases on social media. Research by Ebrahimi et al., (2021), also has the same results, namely sharing consumer knowledge has a positive effect on purchasing decision behavior. Customers who receive or feel high value from their buying experience will definitely share it with others, because it is in accordance with what is expected and felt. This shows that their level of citizenship behavior is very high. So that from several research results conducted by researchers, they get the same results. As the results of research conducted by Assiouras, et al., (2019) state that consumer knowledge sharing behavior has a positive effect on citizenship behavior. Likewise, the results of research conducted by according to Ebrahimi, et al., (2021) that citizenship behavior has a positive effect on consumer purchasing behavior. Because in this case the presence of individuals on a regular basis can contribute to the community in fostering brand identification. So the hypothesis below can be designed:

H1 : Consumer knowledge sharing behavior has a positive effect on consumer purchasing behavior.

H2 : Consumer knowledge sharing behavior has a positive effect on citizenship behavior

H3 : Citizenship behavior has a positive effect on consumer purchasing behavior

H4 : Consumer knowledge sharing behavior has a positive effect on consumer purchasing behavior mediated by citizenship behavior.

## **3. Research Methods**

### *3.1 Type of Research*

The type of research used in this research is quantitative research. According to Sugiyono (2017: 23) quantitative research is a research method based on positive philosophy with the

aim of researching on certain populations or samples and using research instruments in data collection.

3.2 Population

Population is a generalization area consisting of objects or subjects whose quantity and characteristics are applied by researchers with the aim of studying and studying and then drawing conclusions (Sugiyono, 2017: 136). The population of this study is Indonesian people who know and have bought using ecommerce.

3.3 Sample

The sample is part of the number and characteristics of the population (Sugiyono, 2017: 137). This study uses a nonprobability sampling method with purposive sampling technique. The sample in this study were several people who had bought through ecommerce with a sample size of 100 people. Sample considerations in this study are respondents with a minimum age of 13 years with age groupings ranging from adolescents, young adults, adults, older adults who have made purchase transactions in e-commerce at least once.

Table 1. Demographic Profile

<i>Respondent Profile</i>	<i>Total</i>	<i>Percentage</i>
<b>Gender</b>		
Woman	66	64,7 %
Man	36	35,3 %
<b>Age</b>		
13-18	2	2 %
19-24	35	34,3 %
25-64	65	63,7 %
<b>Income</b>		
IDR 0 - IDR 1,500,000 per month	26	25,5 %
> IDR 1,500,000 - IDR 2,500,000 per month	21	20,6 %
> IDR 2,500,000 - IDR 3,500,000 per month	25	24,5 %
> IDR 3,500,000 per month	30	29,4 %

Source: Processed by researchers, 2024

3.4 Research Variables

According to Sugiyono (2017: 68), a variable in research is a value from people in the scientific field or activities that have certain variations set by researchers to study, and conclusions are drawn to obtain research results. The variables associated with this study are:

3.4.1 Independent Variables (Explanatory Variables)

The independent variable in this research is consumer knowledge sharing behavior.

3.4.2 Dependent Variable (Dependent Variable)

The dependent variable in this research is consumer purchasing behavior

3.4.3 Mediation Variables

The mediating variable in this research is citizenship behavior

Table 2. Confirmation of Factor Analysis

Variable	Indicator	Source
<i>Consumer Knowledge Sharing Behavior</i>	Share Experience and Knowledge Involvement	Ebrahimi et al., (2021)
<i>Citizenship Behavior</i>	Feedback Advocacy Help Tolerance	Yi & Gong., (2013)
<i>Consumer Purchase Behavior</i>	Perception Information shared or knowledge gained Other people's experiences	Ebrahimi et al., (2021)

### 3.5 Data Collection Technique

The data collection technique in this research was carried out using a questionnaire distributed online. The questionnaire was in the form of a Google Form and distributed to respondents who had shopped using e-commerce. The measurement scale used in this research is a Likert scale with 5 scales.

### 3.6 Instrument Testing Technique

#### 3.6.1 Validity Test

Sugiyono (2019) states that the validity test is the similarity of data reported by researchers with data obtained directly that occurs with research subjects. The validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statements in the questionnaire are able to reveal something that the questionnaire will measure. Test the validity of each question if  $r_{count} > r_{table}$  at a significant level ( $\alpha = 0.05$ ) then the instrument is considered valid and if  $r_{count} < r_{table}$  then the instrument is considered invalid.

#### 3.6.2 Reliability Test

In this research, reliability is sought using the alpha or Cronbach's alpha ( $\alpha$ ) formula with the condition that the alpha value is  $> 0.60$ ; Questionnaire data can be said to be reliable.

### 3.7 Data Analysis Technique

In this research, the analysis testing technique uses questionnaire analysis techniques which are loaded into the SmartPLS software. Apart from that, the PLS method will also be looked at. This method is carried out to find out that the resulting data will be checked again to determine its consistency in order to minimize errors and mistakes. According to Musyaffi et al., (2022) there are 2 (two) models in PLS:

#### 3.7.1 Outer model (Measurement model)

A measurement model is a model that explains the relationship between latent variables in the form of exogenous (influencing) variables and endogenous (influenced) variables with indicators or measurement variables in research. Measurements are carried out to provide value in reliability and validity analysis.

#### 3.7.2 Inner model (Structural Model)

The structural model is to identify and see the relationship between exogenous and endogenous variables in research. The relationships analyzed will answer the objectives of the research which will be presented through testing the hypotheses in the research.

#### 4. Research Findings and Discussion

The behavior of sharing consumer knowledge which can be used to increase trust and be able to influence the perceptions of other consumers has led to many studies identifying several factors that can influence consumer behavior. So in this research the research results attached are the test results as follows:

Table 3. Confirmation of Factor Analysis

Variable	Indicator	Description of Factor Analysis
<i>Customer Knowledge Sharing Behavior</i>	CKSB 1.1	0,893
	CKSB 1.2	0,908
	CKSB 1.3	0,920
<i>Citizenship Behavior</i>	CB 1.1	0,752
	CB 1.2	0,755
	CB 1.3	0,853
	CB 1.4	0,853
	CB 1.6	0,743
<i>Customer Purchase Behavior</i>	CPB 1.1	0,907
	CPB 1.2	0,952
	CPB 1.3	0,921

Source: Processed by researchers, 2024

Table 4. Reliability and Validity Model

Variable	Cronbach's Alpha	rho_A	Average Variance Extracted	Composite Reliability	R-Square
<i>Customer Knowledge Sharing Behavior</i>	0,892	0,896	0,823	0,933	
<i>Citizenship Behavior</i>	0,852	0,867	0,629	0,894	0,407
<i>Customer Purchase Behavior</i>	0,918	0,927	0,859	0,948	0,309

Source: Processed by researchers, 2024

Table 5. Hypothesis Testing

Hypothesis	Description	T- Statistics	P-Value	Information
H1	<i>Customer Knowledge Sharing Behavior → Customer Purchase Behavior</i>	0,899	0,369	Not Supported

H2	Customer Knowledge Sharing Behavior → Citizenship Behavior	7,361	0,000	Supported
H3	Citizenship Behavior → Customer Purchase Behavior	3,436	0,001	Supported
H4	Customer Knowledge Sharing Behavior → Citizenship Behavior → Customer Purchase Behavior	2,103	0,004	Supported

Source: Processed by researchers, 2024

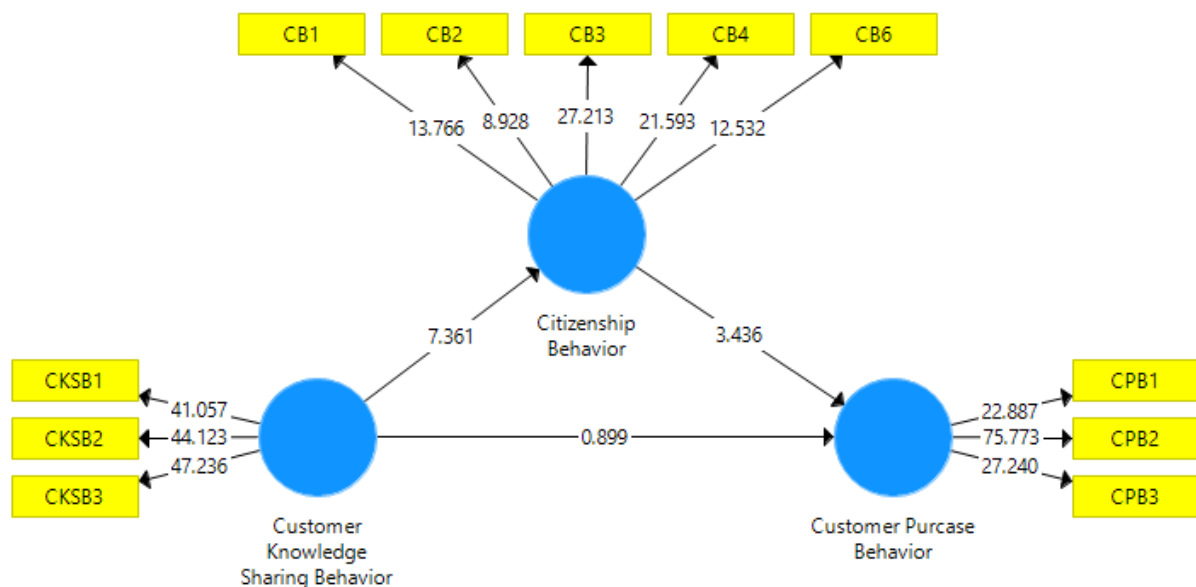


Figure 1. Partial Least Square Model  
Source: Processed by researchers, 2024

The significance of the research hypothesis can be determined through the hypothesis test conducted. The results of hypothesis testing can be done using t-statistic analysis of t-statistic values and p-values. In testing the hypothesis that consumer knowledge sharing behavior has a positive effect on consumer purchasing behavior (H1), a p-value is obtained that does not meet the criteria so that H1 is declared unsuccessful and rejected. It can be concluded that consumer knowledge sharing behavior has no positive effect on consumer purchasing behavior.

In testing the hypothesis that consumer knowledge sharing behavior has a positive effect on citizenship behavior (H2), a p-value is obtained that matches the criteria, so the second hypothesis is declared accepted and influential. So, it can be said that consumer knowledge sharing behavior has a positive effect on citizenship behavior.

In testing the hypothesis Citizenship behavior has a positive effect on consumer purchasing behavior (H3), the p-value is obtained in accordance with the criteria, so the third hypothesis is declared accepted and influential. It can be concluded that testing the hypothesis Citizenship behavior has a positive effect on consumer purchasing behavior.

In testing the hypothesis Consumer knowledge sharing behavior has a positive effect on consumer purchasing behavior mediated by citizenship behavior (H4), the p-value is obtained in accordance with the criteria, so that the third hypothesis is declared accepted and influential. It can be concluded that testing the hypothesis that consumer knowledge sharing behavior has a positive effect on consumer purchasing behavior is mediated by citizenship behavior.

## 5. Conclusions

This study found that consumer knowledge sharing behavior does not directly affect consumer purchasing behavior. However, consumer knowledge sharing behavior can influence consumer purchasing behavior indirectly through the mediation of citizenship behavior. Consumers who actively share knowledge about products and services tend to have higher citizenship behavior, which in turn can encourage them to buy these products and services.

These findings have important implications for companies looking to increase their online sales. Companies need to encourage and facilitate consumers' knowledge sharing behavior on their online platforms. This can be done by providing online spaces for product discussions and reviews, and by encouraging consumers to share their experiences. In addition, companies need to build strong relationships with consumers who actively share knowledge, as they can be effective influencers for the company's products and services.

This study also provides some recommendations for future research. First, future research can further examine the mediating mechanism between consumer knowledge sharing behavior and consumer purchasing behavior. Second, future research can examine other factors that may influence consumer knowledge sharing behavior, such as culture and social values.

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