

MARKETING | RESEARCH ARTICLE

# Antecedents of Smartwatch Purchase Intention in Indonesia

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## ARTICLE HISTORY

**Received:** February 04, 2026

**Revised:** June 24, 2026

**Accepted:** June 24, 2026

## DOI

<https://doi.org/10.52970/grmapb.v6i2.2090>

## ABSTRACT

Rapid advances in digital technology and growing health awareness have contributed to the expansion of the wearable-device market, particularly the smartwatch market, in Indonesia. Smartwatches have evolved from simple accessories into multifunctional devices that support health monitoring, daily activities, communication, and productivity. This increasingly competitive market requires companies to understand the factors that influence consumers' purchase intentions. This study examines the effects of electronic word of mouth (eWOM) on perceived value and customer attitude and investigates their subsequent effects on consumers' purchase intentions toward smartwatches in Indonesia. A quantitative survey design was employed. Data were collected through an online questionnaire administered to 200 respondents who had knowledge of, experience with, or an interest in smartwatch products. Respondents were selected using nonprobability sampling with a purposive sampling technique. The data were analyzed using structural equation modeling with AMOS. The findings indicate that eWOM has positive and significant effects on both perceived value and customer attitude. Perceived value also has a positive and significant effect on customer attitude; however, its direct effect on purchase intention is not statistically significant. Customer attitude has a positive and significant effect on purchase intention. These findings demonstrate that online reviews, recommendations, and digitally disseminated information play an important role in shaping consumers' value perceptions and attitudes toward smartwatches, which subsequently strengthen their purchase intentions. This study contributes to the consumer behavior and digital marketing literature by clarifying the role of eWOM, perceived value, and customer attitude in smartwatch purchase decisions. Practically, the findings provide insights for smartwatch companies seeking to develop effective digital marketing strategies in Indonesia.

**Keywords:** Electronic Word of Mouth, Perceived Value, Customer Attitude, Purchase Intention, Smartwatch.

**JEL Code:** D12, M31, M37.

## I. Introduction

Rapid advances in digital technology have significantly transformed consumer behavior and lifestyles, including the growing use of wearable devices such as smartwatches (Bahriyah et al., 2024). In Indonesia, increasing awareness of health and productivity, along with the need for devices that can be integrated with smartphones, has positioned smartwatches as more than mere accessories. They have become multifunctional devices that support various daily activities. Smartwatches are now widely used to



monitor health conditions, manage physical activities, receive communication notifications, and improve work efficiency. The increasingly digital lifestyles of urban consumers have further contributed to the expansion of the smartwatch market, which has become one of the fastest-growing segments of the wearable-device industry. The growth of Indonesia's smartwatch market has also been supported by the increasing maturity of the digital ecosystem, including the integration of health applications, artificial intelligence, and the Internet of Things (IoT) (Butar-Butar et al., 2025). Features such as heart-rate monitoring, blood oxygen measurement, sleep tracking, and health-related notifications have become major attractions for consumers. This trend was reinforced by the public's experiences during the COVID-19 pandemic, which heightened awareness of the importance of technology-based health monitoring. Consequently, consumers perceive smartwatches as providing not only functional value but also emotional and social value.

Amid this growing demand, competition among smartwatch brands in Indonesia has intensified with the presence of major global brands such as Apple, Samsung, Huawei, Garmin, and ASUS. Each brand offers distinct advantages in terms of technological innovation, design, battery life, and ecosystem integration. However, consumers' product choices are influenced not only by features and prices but also by the information they obtain through digital channels. Electronic word of mouth (eWOM), including online reviews, social media comments, and recommendations from users and influencers, has become an important source of information that shapes consumers' perceptions of smartwatch value and brand image (Thuy et al., 2024). The competitive market environment and the high volume of digital information have made consumers increasingly selective when choosing smartwatch products. Perceived value and customer attitude toward a product or brand are therefore critical factors influencing purchase intention (Wang et al., 2023). Accordingly, understanding the relationships among eWOM, perceived value, customer attitude, and purchase intention is essential for companies seeking to formulate effective marketing strategies. Based on these market conditions, this study empirically examines the effects of electronic word of mouth on perceived value and customer attitude and investigates their subsequent effects on consumers' purchase intentions toward smartwatches in Indonesia.

## II. Literature Review and Hypothesis Development

The literature review focuses on four principal constructs: electronic word of mouth (eWOM), perceived value, customer attitude, and purchase intention. These constructs are used to explain consumer behavior in the context of smartwatch purchases in Indonesia. They were selected because of their relevance to digitally oriented consumers, who increasingly rely on online information when making purchasing decisions, particularly for technology products.

### 2.1. Electronic Word of Mouth

Electronic word of mouth refers to informal communication among consumers through digital media that contains experiences, opinions, reviews, and recommendations concerning a product or brand (Rizky & Pakpahan, 2025). Previous studies have demonstrated that eWOM plays a substantial role in shaping consumer perceptions and trust, particularly for technology products that involve relatively high levels of consumer involvement. Consumers often perceive information communicated through eWOM as credible because it is based on the actual experiences of other users. Such information helps prospective consumers evaluate product quality, expected benefits, and brand image before making a purchase decision. In the smartwatch market, online reviews, social media discussions, and user recommendations can provide consumers with information about product features, performance, usability, and reliability (Kartika & Pandjaitan, 2023; Surya & Utama, 2025).

Positive eWOM can strengthen consumers' perceptions of the benefits offered by a smartwatch relative to the monetary and nonmonetary sacrifices required to obtain it. Favorable digital information can

also encourage consumers to develop positive evaluations and emotional responses toward the product. Therefore, eWOM is expected to influence both perceived value and customer attitude.

*H1: Electronic word of mouth has a positive effect on perceived value.*

*H2: Electronic word of mouth has a positive effect on customer attitude.*

## 2.2. Perceived Value

Perceived value refers to a consumer's subjective evaluation of the trade-off between the benefits received from a product and the sacrifices made to acquire and use it (Blut et al., 2024). Perceived value is multidimensional and may include functional, emotional, social, and economic considerations. In the context of smartwatches, perceived value is determined not only by price and technical specifications but also by ease of use, health-monitoring benefits, compatibility with other devices, product design, and the emotional satisfaction associated with ownership (Rohman et al., 2023). Consumers may perceive greater value when a smartwatch offers useful features, reliable performance, convenience, and benefits that correspond to their lifestyles and personal needs. Previous research has shown that positive eWOM can enhance perceived value by helping consumers understand a product's benefits more clearly before making a purchase (Nguyen et al., 2024). When consumers believe that the benefits of a smartwatch are equal to or greater than the sacrifices required to obtain it, they are more likely to develop a favorable attitude toward the product. A high level of perceived value may also strengthen consumers' willingness to consider purchasing the smartwatch.

Accordingly, perceived value is expected to positively influence both customer attitude and purchase intention.

*H3: Perceived value has a positive effect on customer attitude.*

*H4: Perceived value has a positive effect on purchase intention.*

## 2.3. Customer Attitude

Customer attitude refers to a consumer's overall evaluation of a product or brand and comprises cognitive, affective, and behavioral-intention components. The cognitive component reflects consumers' beliefs and knowledge about a product, whereas the affective component represents their emotional responses. The conative component reflects their tendency to act in a particular manner toward the product. Customer attitudes are formed through personal experience, social influences, marketing communications, and exposure to eWOM (Pakpahan, Siagian, et al., 2025). In the smartwatch market, favorable online reviews and recommendations may increase consumer confidence, interest, and trust in a particular product or brand. Similarly, consumers who perceive that a smartwatch offers substantial functional, emotional, and economic value are more likely to develop a favorable attitude toward it (Dharma & Pamungkas, 2023). Customer attitude can also serve as an important mechanism through which eWOM and perceived value influence purchase intention (Purwianti et al., 2025). Consumers who evaluate a smartwatch positively are more likely to consider it desirable, suitable, and worthy of purchase. Therefore, a positive customer attitude is expected to increase purchase intention.

*H5: Customer attitude has a positive effect on purchase intention.*

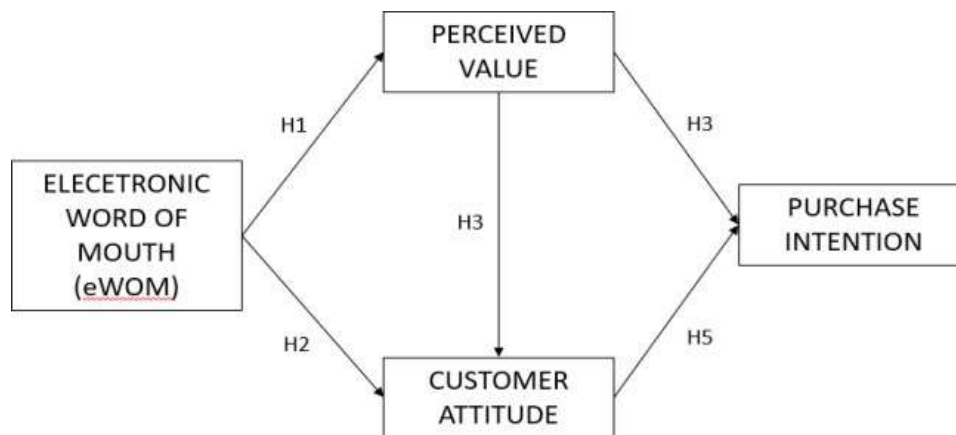
## 2.4. Purchase Intention

Purchase intention refers to a consumer's tendency, willingness, or plan to purchase a particular product in the future (Pakpahan, Chandra, et al., 2025). It represents a consumer's behavioral predisposition before an actual purchase occurs and is commonly used as an indicator of the likelihood of future purchasing

behavior. Previous studies have indicated that purchase intention is directly influenced by customer attitude and perceived value and may be indirectly influenced by eWOM. Consumers who perceive high value in a product and hold favorable attitudes toward it are more likely to demonstrate a stronger intention to purchase. In the competitive smartwatch market, purchase intention is an important indicator of consumer acceptance and the effectiveness of a company's marketing strategy (Puspitasari & Irawati, 2024). Overall, the literature indicates interrelated relationships among eWOM, perceived value, customer attitude, and purchase intention. These theoretical and empirical findings provide the foundation for the proposed research model, which examines how eWOM affects perceived value and customer attitude and how these constructs subsequently influence consumers' purchase intentions toward smartwatches in Indonesia.

## 2.5. Research Hypotheses

- H1: Electronic word of mouth has a positive effect on perceived value.*
- H2: Electronic word of mouth has a positive effect on customer attitude.*
- H3: Perceived value has a positive effect on customer attitude.*
- H4: Perceived value has a positive effect on purchase intention.*
- H5: Customer attitude has a positive effect on purchase intention.*



**Figure 1. Conceptual Framework**

## III. Research Method

This study employed a quantitative explanatory research design using a cross-sectional survey approach. The design was selected to empirically examine the causal relationships among electronic word of mouth (eWOM), perceived value, customer attitude, and purchase intention in the context of smartwatch products in Indonesia. Electronic word of mouth was treated as the exogenous construct, while perceived value, customer attitude, and purchase intention were treated as endogenous constructs within the proposed structural model. The unit of analysis consisted of individual consumers in Indonesia who had knowledge of, experience with, or an interest in smartwatch products. The study involved 200 respondents selected through nonprobability sampling using a purposive sampling technique. Respondents were included based on their familiarity with smartwatch products, allowing them to provide relevant assessments of online product information, perceived product value, attitudes toward smartwatches, and purchase intentions.

Data were collected through an online questionnaire distributed to eligible respondents. The research instrument was designed to measure four principal constructs: electronic word of mouth, perceived value, customer attitude, and purchase intention. Respondents evaluated questionnaire items representing their exposure to and assessment of online reviews and recommendations, their perceptions of the benefits

and value of smartwatches, their attitudes toward smartwatch products, and their intentions to purchase such products. The data were analyzed using structural equation modeling with AMOS software. SEM was used because it enables the simultaneous examination of multiple relationships among latent constructs. The analysis tested five hypothesized relationships: the effect of eWOM on perceived value, the effect of eWOM on customer attitude, the effect of perceived value on customer attitude, the effect of perceived value on purchase intention, and the effect of customer attitude on purchase intention. Hypothesis-testing decisions were based on the estimated path coefficients and their corresponding p-values.

## IV. Result and Discussion

### 4.1. Analysis Result

The structural model was evaluated to examine the relationships among electronic word of mouth (eWOM), perceived value, customer attitude, and purchase intention toward smartwatch products in Indonesia. The hypothesis-testing results are presented in Table 1.

**Table 1. Hypothesis-Testing Results**

Hypothesis	Structural Relationship	Estimate	p-value	Decision
H1	Electronic word of mouth → Perceived value	1.495	< .001	Supported
H2	Electronic word of mouth → Customer attitude	0.733	< .001	Supported
H3	Perceived value → Customer attitude	0.523	< .001	Supported
H4	Perceived value → Purchase intention	0.016	.868	Not supported
H5	Customer attitude → Purchase intention	0.719	< .001	Supported

The results indicate that electronic word of mouth has a positive and statistically significant effect on perceived value, with an estimated coefficient of 1.495 and a p-value below .001. Therefore, H1 is supported. This result suggests that favorable online reviews, recommendations, comments, and user-generated information increase consumers' perceptions of the value offered by smartwatch products. Electronic word of mouth also has a positive and statistically significant effect on customer attitude, with an estimated coefficient of 0.733 and a p-value below .001. Accordingly, H2 is supported. Consumers who are exposed to positive digital information about smartwatches tend to develop more favorable evaluations and attitudes toward the products.

Perceived value has a positive and statistically significant effect on customer attitude, with an estimated coefficient of 0.523 and a p-value below .001. Thus, H3 is supported. This finding demonstrates that consumers who perceive smartwatches as offering benefits that are commensurate with their financial and nonfinancial sacrifices are more likely to hold positive attitudes toward the products. In contrast, perceived value does not have a statistically significant direct effect on purchase intention. The estimated coefficient is 0.016, with a p-value of .868. Because the p-value exceeds the conventional significance threshold of .05, H4 is not supported. This result indicates that perceiving a smartwatch as valuable does not necessarily translate directly into an intention to purchase it. Customer attitude has a positive and statistically significant effect on purchase intention, with an estimated coefficient of 0.719 and a p-value below .001. Therefore, H5 is supported. This finding suggests that consumers' favorable attitudes toward smartwatch products play an important role in strengthening their intentions to purchase them.

### 4.2. Discussion

The significant positive effect of electronic word of mouth on perceived value confirms that digital information serves as an important reference point when consumers assess smartwatch products. Online reviews, marketplace ratings, social media comments, and recommendations from users or influencers

provide prospective consumers with information about product quality, technical features, health-monitoring functions, usability, and price suitability. Because such information is often based on users' actual experiences, consumers may consider it more credible and relevant than conventional promotional messages. This finding is consistent with the view that eWOM reduces uncertainty during the evaluation of technology products. Smartwatches contain various technical and experiential attributes that may be difficult to evaluate before purchase. Positive reviews help consumers understand the expected functional, emotional, and economic benefits of the product. Consequently, favorable eWOM strengthens the perception that the smartwatch offers benefits that justify the required monetary and nonmonetary sacrifices. This result supports previous findings that positive eWOM can improve consumers' perceived value by providing clearer and more credible product information (Nguyen et al., 2024).

The positive effect of eWOM on customer attitude indicates that digital communication influences not only consumers' cognitive evaluations but also their emotional responses toward smartwatch products. Consumers who repeatedly encounter favorable reviews are more likely to believe that a smartwatch is reliable, useful, technologically advanced, and compatible with a modern lifestyle. These beliefs may subsequently generate trust, interest, and preference for the product. This result supports previous research showing that eWOM can shape brand image and consumer attitudes by providing socially validated information about a product (Kartika & Pandjaitan, 2023; Surya & Utama, 2025). In the smartwatch market, where consumers often compare multiple brands and product specifications, favorable user-generated information can differentiate one product from its competitors and strengthen consumers' overall evaluations of the brand.

The significant relationship between perceived value and customer attitude demonstrates that consumers' assessments of product benefits contribute to the formation of favorable attitudes. Consumers tend to respond positively when they perceive that a smartwatch provides useful health-monitoring features, ease of communication, compatibility with smartphones, attractive design, and sufficient performance relative to its price. This finding is consistent with the multidimensional concept of perceived value, which includes functional, emotional, social, and economic dimensions. A smartwatch may generate functional value through health and activity monitoring, emotional value through enjoyment and satisfaction, and social value through its association with a modern and technology-oriented lifestyle. When consumers perceive these benefits positively, they are more likely to develop confidence, interest, and preference toward the product. This result is consistent with Dharma and Pamungkas (2023), who found that perceived value contributes to the formation of consumer attitudes.

However, the direct effect of perceived value on purchase intention is not statistically significant. This finding suggests that a favorable assessment of smartwatch value alone is insufficient to generate a strong purchase intention. Consumers may recognize the usefulness and benefits of a smartwatch but remain unwilling to purchase it because of other considerations, such as affordability, brand preference, compatibility with existing devices, perceived risk, product necessity, or the availability of alternative products. The nonsignificant result also indicates that perceived value may influence purchase intention indirectly through customer attitude. Consumers may first evaluate the value of a smartwatch, develop a favorable attitude toward the product, and only then form an intention to purchase it. Although the indirect effect was not explicitly reported in the available results, the significant relationship between perceived value and customer attitude, followed by the significant relationship between customer attitude and purchase intention, provides a theoretical indication of such a mechanism.

The positive and significant effect of customer attitude on purchase intention confirms that attitude is the most immediate psychological determinant of consumers' intentions in the proposed model. Consumers who believe that a smartwatch is useful, desirable, reliable, and appropriate for their needs are more likely to consider purchasing it. A favorable attitude can reduce hesitation and increase consumers' willingness to select a particular smartwatch brand over competing alternatives. This finding is consistent with previous studies indicating that consumers' positive attitudes strengthen their behavioral intentions (Pakpahan, Siagian, et al., 2025; Purwianti et al., 2025). In this study, customer attitude appears to function as

an important mechanism through which eWOM and perceived value contribute to purchase intention. Digital marketing strategies should therefore focus not only on communicating product benefits but also on creating favorable cognitive and emotional evaluations of smartwatch products.

Overall, the findings demonstrate that eWOM plays an important role in shaping perceived value and customer attitude, while customer attitude directly strengthens purchase intention. Perceived value contributes to purchase intention primarily by supporting the formation of a favorable customer attitude rather than through a significant direct effect. Therefore, smartwatch companies should actively manage online reviews, encourage credible consumer testimonials, respond to customer feedback, and communicate product benefits in ways that strengthen favorable attitudes toward their products.

## V. Conclusion

This study examined the relationships among electronic word of mouth (eWOM), perceived value, customer attitude, and purchase intention toward smartwatch products in Indonesia. The findings demonstrate that eWOM has positive and significant effects on both perceived value and customer attitude. These results indicate that online reviews, recommendations, comments, and other forms of user-generated digital information help consumers evaluate smartwatch benefits and develop favorable attitudes toward the products. Perceived value was also found to have a positive and significant effect on customer attitude. Consumers who perceive that a smartwatch provides functional, emotional, social, and economic benefits tend to form more positive evaluations of the product. However, perceived value did not have a statistically significant direct effect on purchase intention. This finding suggests that recognizing the value of a smartwatch does not automatically lead consumers to intend to purchase it. Instead, perceived value may contribute to purchase intention by first strengthening customer attitude.

Customer attitude had a positive and significant effect on purchase intention. Thus, consumers who hold favorable beliefs, feelings, and evaluations regarding smartwatch products are more likely to consider purchasing them. Among the determinants examined in this study, customer attitude appears to be the most immediate factor influencing purchase intention. Overall, four of the five proposed hypotheses were supported, whereas the hypothesized direct relationship between perceived value and purchase intention was not supported. The findings contribute to the consumer behavior and digital marketing literature by clarifying the mechanisms through which eWOM influences smartwatch purchase intention. Specifically, eWOM strengthens perceived value and customer attitude, while customer attitude directly encourages purchase intention. The results also indicate that customer attitude may serve as an important psychological mechanism connecting perceived value with consumers' purchasing intentions.

From a managerial perspective, smartwatch companies should actively manage their digital marketing environments by encouraging credible customer reviews, responding to online feedback, collaborating selectively with trusted influencers, and communicating product benefits clearly. Marketing strategies should not focus exclusively on technical features or price advantages but should also seek to create favorable cognitive and emotional evaluations of smartwatch products. Strengthening consumer trust, product relevance, and positive brand associations may be more effective in increasing purchase intention than merely emphasizing perceived value. Future studies should examine additional variables that may explain smartwatch purchase intention, such as brand trust, brand image, perceived risk, product compatibility, price sensitivity, and perceived usefulness. Researchers may also test the mediating role of customer attitude in the relationship between perceived value and purchase intention. Furthermore, future research could include broader consumer groups, compare different smartwatch brands, examine other categories of wearable technology, or employ longitudinal research designs to capture changes in consumer attitudes and purchasing intentions over time

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