

Buying Behavior Under Coronavirus Disease (COVID-19) Pandemic Situation: A Online Perspective Case in Bangladeshi Shoppers

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Coronavirus disease (COVID-19) is an highly infectious respiratory disease caused by a newly discovered coronavirus. Most people infected by the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment; a portion of infected people may die. Under coronavirus pandemic situation, human normal life, movement and business has been disturbed due to lockdown and closing of shopping malls and business centers in the city. Nowadays, e-commerce is a vigorous tool for diminishing streaming business processes, cycle time, organizational costs, stay at home, maintain social distancing, protect from virus, and enlightening associations with both shoppers and business partners. The research investigated the buying behavior of Bangladeshi shoppers under coronavirus disease (COVID-19) situation in case of online perspective. The research reconnoitered the impact of five aspects: health aspect, price aspect, product aspect, trust aspect, and place aspect on online buying behavior under coronavirus disease (COVID-19) situation in Bangladesh. Data were collected through a structured questionnaire by online survey method from 155 samples which encompass online shoppers in country. Simple random sampling technique were used. Data were analyzed using factor analysis, reliability analysis, and multiple regression analysis. Findings revealed that four out of five aspects: health aspect, price aspect, product aspect, and place aspect had a positive and significant influence on online buying behavior under coronavirus disease (COVID-19) pandemic situation in the perspective of Bangladesh. The assessment generates responsiveness among online practicing companies, researchers, managers, shoppers, and prospects online buyers. Online functioning businesses could be a successful leading aspects for explaining online buying behavior under coronavirus disease (COVID-19) pandemic situation in the context of Bangladesh.

Keywords: coronavirus (COVID-19), online buying behavior, online shoppers, impact of pandemic, Bangladesh

Introduction

Coronavirus (COVID-19) is a type of novel virus that infects humans, usually leading to an upper respiratory infection (URI). Seven different types of human coronavirus have been recognized. The viruses are spread through the droplets by air from coughing and sneezing of an infected person, close personal contact, touching an object or surface contaminated with the virus and rarely, by fecal contamination. The physical

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symptoms caused by most coronaviruses usually lasts a short time and is characterized by runny nose, sore throat, feeling unwell, cough, and fever. E-commerce can be demarcated as the enthusiasm to share personal information over the online that permits for a commerce deal as regards a shop to be organized (Bélanger, Janine, & Smith, 2002). E-commerce is an instrument for diminishing streaming business processes, cycle time, administrative costs and improving relationships with both shoppers and business partners. The study depicted that factors influencing consumer's intention and future shop to make e-commerce shops through internet shopping shoppers' supportive or harmful thoughts related to performing the shopping actions on the internet (Chiu, Huang, & Yen, 2010). Nowadays, electronic commerce adds the new features in the business system. This paper endeavors to recognize the customer perception on online purchase intention among the youth of Pakistan. Research variables are impulse purchase orientation, brand orientation, and quality orientation considered along with online trust and prior online purchase experience. Finding of the investigation made that desire purchase orientation; prior online purchase experience and online trust have the positive effect on the customer purchase intention. Males are found to have more intention to shop online than females. The analysis has implications for web-retailers, advertising directors, web advertisers, online merchants, and web-shoppers in Pakistan. Actually shoppers commonly have a tendency to look for offers and extraordinary worth value bargains rather than brand or quality (Ghour, Haq, & Khan, 2017). The internet has begun to demonstrate its continuation in all areas of life as the greatest invention of the 20th century with the increasing use of the internet by shoppers and the passionate use of it as an indispensable medium; internet has taken its place in the world of consumption as a new area of enterprise. This is quantitative study conducted in Adana province in order to find out the factors and the level of these factors affecting the online shopping of Y generation who were born in a digital era and consider the internet as a natural part of life. 50.7% of the participants were female. 30.7% of them make online purchases; 85.8% of them are either social media or micro-blogging users. The variable "education" that best describes those who have university and postgraduate education mostly do internet shopping. In addition, social media presence and free time activity emerged as subsets describing the internet exchange (Dolekoglu & Celik, 2019). Online shopping is very lucrative for people which has changed the shoppers buying behavior in business areas. The aim of this study to explore the intention of e-commerce as a quantitative research conduct by two general theories in these researches: First, the theory of planned behavior (TPB) and; second, the technology acceptance model (TAM). Path analysis showed that perceived e-benefit had positive effect on e-attitude. Perceived e-ease of use had positive effect on e-attitude and e-shopping intention. Results revealed that e-attitude had positive effect on e-shopping intention. Result showed that perceived e-risk had no effect on the e-attitude and e-shopping intention. Findings also showed that perceived e-ease of use had the biggest direct, indirect, and total effects on the e-shopping intention (Azizi & Javidani, 2010). Online buying is rising gradually. Online purchasing is speedy becoming the approach to formulate all purchases at home or in the office or in a different country.

Objective of the Study

The broad objective of the research is to investigate the buying behavior in face of coronavirus disease (COVID-19) pandemic situation in case of online perspective in Bangladeshi shoppers. There are some specific objectives of the analysis, such as:

- To assess the intention level of shoppers online buying behavior;
- To explore the impact of COVID-19 disease on buying behavior;

- To examine the health, price, product, trust, and place aspect on online buying behavior in face of coronavirus disease (COVID-19) pandemic situation in the context of Bangladeshi shoppers.

Literature Review

According to the study of Tjiptono (2008), the product may be any goods, services, people, places, ideas, information, and any business that can fulfill the needs or needs of consumers. Scholars highlight the delivery, product availability, and product variety as the vital dynamics which considerably affect consumers' internet buying decision (Hossain, Rahman, & Hasan, 2018). The study is also revealed that security, personal hobby, payment method, appropriate pricing, privacy, social media and reference groups as the aspects which significantly affect consumers' intention towards online purchase (Hossain, Jamil, & Rahman, 2018).

According to Malasi's (2012) studies—the impact of product attributes on mobile phone preference among undergraduate university students in Kenya. The study designates that changing the product attributes has an effect on the undergraduate students' favorites on mobile phones. Numerous features of product and brand attributes are measured such as color themes, visible name labels, and mobile phone with diversity of models, packaging for safety, degree of consciousness on protection issues, look and design of the phone.

According to Satit, Tat, Rasli, Chin, and Sukati (2012), product is one of the solidest predictors, there are two perceptions that will lead to high levels of purchase intention and repeat purchasing at the final, and those perceptions are high product quality and high consumer satisfaction.

Rajput, Kalhor, and Wasif (2012) survey the association between consumer's buying behavior, product price, product quality, and they designate that there is an important and positive association between price and buying behavior but there is a negative association between qualities with buying behavior. Amount of money that has to be paid by consumer to acquire the product or service (Sharma, 2008). A component affecting the volume of sales comprises influential pricing aims and policies, price fixation, discount policy, credit policy, etc. (Jain, 2013). Moreover, product has an impact on shoppers buying behavior (Hossain & Khan, 2018).

According to Kotler and Armstrong (2004), price is a significant component of marketing mix. In influential price, companies should reflect other marketing mix components, because any decision made affecting those components would affect the price too. Therefore, following the method of target costing, the companies have to consider the marketing mix plan, particularly when allowing for the price. In the product improvement stage, in place of studying the product features first, companies can set the perfect selling price first for particular shoppers, then develop the product to suit that price. The method is called target costing.

Fadhillah (2013) found that there is an influence of place towards customer's buying decision on the scrutinize of product, price, promotion, and distribution towards consumer buying decision. The producer and vendor must choose how to allocate their products. As rivalry develops fierce, retailers and vendors will be influenced more diligently. Faithfulness in trade will go down. This calls for re-appraisal of the current distribution channels and improvement of new channels in addition to giving thought to improvement plans and policies (Majumdar, 1996). Occasionally it is called as delivery, comprising business activities that are used to certify the accessibility of the product which later will be distributed to the shoppers in the proper quantity at the right time at the right place (Sharma, 2008). The analysis refers to the way of placing products and services within the reach of shoppers (Al YE, 2008).

According to Lim and Osman (2014), e-commerce is an interesting attention to the university students. The intention of the paper is to determine the main drivers of virtual shopping intention among undergraduate

students. The quantitative study found several aspects, such as perceived convenience, website attractiveness, perceived riskiness and initial trust. The result indicated that as perceived convenience, website attractiveness, perceived riskiness are important to influence online shopping but initial trust does not notably affect online shopping intention. It is suggested that imminent exploration can be done in larger sample size, behavioral model or technology acceptance model (TAM) could comprise the future research.

According to Tham, Dastane, Johari, and Ismail (2019), online business is a popular form of business, such kinds of business are highly encouraged. The area of the study analyzed the influence of financial risk, convenience risk, non-delivery risk, return policy risk, and product risk on online consumer behavior of Malaysian shoppers. As a quantitative study, the research specifies that product risk, convenience risk, and return policy risk have a significant and positive effect on online shopping behavior. Financial risk was found to have unimportant and negative effects on consumer behavior. Furthermore, the non-delivery risk was found to have a significant and negative influence on online shopping behavior. To provide a useful model for evaluating and managing perceived risk in online shopping which may result in an amplification in contribution of Malaysian shoppers and decrease of their cognitive deficiencies in the e-commerce environment, several managerial implications are discussed along with the scope for upcoming study.

According to Alfina, Ero, Hidayanto, and Shihab (2014), online has added new measurements in the business specifically in e-business in the present scenario in the world. The number of online users is increasing swiftly as many people increasingly use e-commerce sites. The area of the study investigated the impact of cognitive trust and e-WOM on purchase intention in C2C e-commerce site in the worldwide business criteria. The research built a model to elucidate the purchase intention in the C2C e-commerce environment. Really buyer's trust to the seller is a major factor that influences the purchase intention. Results showed that trust has an affirmative and important effect on the purchase intention. Presently it was found that two cognitive trust variables, the perception of ability and integrity of the seller, along with the adoption of e-WOM information have a positive and significant impact on trust to the seller.

According to Hollingsworth, Ferguson, and Anderson (2007), buying behavior is influenced by disease outbreaks. Regular shoppers accelerate global spread if they are infected early and the outbreak does not enlarge speedily toward else. The frivolous ways, flying link, number of flights departing from and arriving at airport, number of shoppers permitted, and size of airplane are vital concerns in approximating the spread of modern increases. For some categories of infections, simulations demonstrate that insubstantial limitations, mainly separation of main cities, will be an essential element in widespread control policies (Hufnagel, Brockmann, & Geisel, 2004).

According to Grais, Ellis, and Glass (2003), disease would grasp adjacent metropolises first, but also aloof cities with high air travel volumes; a pandemic initiating in Hong Kong can currently extent speedily to northern hemisphere cities 111 days earlier than in 1968 Turning to the effects of disease on destinations, the recent avian flu and severe critical respiratory syndrome (SARS) epidemics are good illustrations of outbreaks that have had a big media influence with important health procedure controversies in recent years (Pongcharoensuk, Adisasmito, Sat, Silkavute, Muchlisoh, Hoat, & Coker, 2012). A drop of 12 million entrances to Asian and Pacific countries following the outbreak of the avian flu epidemic has been assessed (Wilder-Smith, 2006).

Research Methods

The investigation design was used in descriptive way and the nature of investigation was quantitative. For

assembling primary data, the online interview had been accompanied. From the secondary data sources, the review of literature have been advanced. Structural questions have organized, consisting of 18 items for data gatherings. Two issues were based on demographic variables, such as occupation status, and monthly income. Fifteen questions are about the buying behavior during coronavirus disease (COVID-19) in the case of online perspective in Bangladesh. Therefore, Section 2 is composed of buying behavior measured by using five point Likert scales. Independent variables were selected, namely, branding products, product quality, cheaper than in store, performance reflect prices, reasonable delivery charges, anytime 24 hours a day, get on time delivery, safe and secure website, protect shoppers security, trustworthy website, financial transaction, who rules, social distancing, stay home, and protect from virus. Dependent variable is, online buying behavior. Applying the online simple random sampling method, primary data are collected through the personal interview by online survey with 155 buyers. Data collected from questionnaires are analyzed by applying several statistical tools like, factor analysis, reliability analysis, and regression analysis by using SPSS 25.0 version software.

Findings and Discussions

KMO and Bartlett's Test

The Principle Component Analysis has used and total 15 variables have been encompassed in the factor analysis. At first a correlation matrix has been created and then the appropriateness of factor model is tested. Bartlett's test of Sphericity has been used to test the hypothesis that whether the variables are correlated in the population or not. As demonstrated in Table 1, the KMO and Bartlett's Test disclosures that the approximate chi-square statistics is 844.488 with 171 degrees of freedom which is significant at 0.05 levels and the value of KMO statistics (0.702) is also greater than 0.5. As a result, the factor analysis must be considered an approximate method for analyzing the data. Using varimax rotation, reduced 15 variables, the examination had developed five uncorrelated aspects having Eigen value greater than 1.

Table 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure of sampling adequacy		0.702
Bartlett's test of sphericity	Approx. Chi-Square	844.488
	df	171
	Sig.	0.000

Table 2

Rotated Component Matrix

	Component				
	1	2	3	4	5
Branding products			0.758		
Product quality			0.770		
Cheaper than in store		0.655			
Performance reflect prices		.634			
Reasonable delivery charges		.720			
Anytime 24 hours a day					0.687
Get on time delivery					0.771
Safe and secure website				0.488	
Protect shoppers security				0.815	

(Table 2 to be continued)

Trustworthy website		0.657
Trustworthy website		0.742
Financial transaction		
WHO rules	0.805	
Social distancing	0.639	
Stay at home	0.721	
Protect from virus	0.649	

From the above Rotated Component Matrix, this investigation assimilates the following uncorrelated aspects and their Cronbach's Alpha.

Table 3

Uncorrelated Aspects & Reliability Analysis

Serial number	Name of aspects	Loaded variables	Cronbach's alpha
1	Health aspect	WHO rules Social distancing Stay at home Protect from virus	0.732
2	Price aspect	Cheaper than in store Performance reflect prices Reasonable delivery charges	0.843
3	Product aspect	Branding products Product quality	0.832
4	Trust aspect	Safe and secure website Protect shoppers security Trustworthy website Financial transaction	0.690
5	Place aspect	Anytime 24 hours a day Get on time delivery	0.708

Uncorrelated Aspects & Reliability Analysis

Uncorrelated aspects and reliability analysis are demonstrated in Table 3. Health aspect (rules, social distancing, stay home, protect from virus) is 0.732. Price aspect (cheaper than in store, performance reflect prices, reasonable delivery charges) is 0.843. Product aspect (branding products, product quality) is 0.832. Trust aspect (safe and secure website, protect, security, trustworthy website, financial transaction) is 0.690. Similarly, place aspect (anytime 24 hours a day, get on time delivery) is 0.708. Reliability analysis is measured via Cronbach's coefficient alpha to check internal dependability of the constructs. All constructs have no problem in reliabilities if the Cronbach's Alpha values exceeded the criterion of 7.00 (Hair, Rolph, Barry, & William, 2010). Here, the analysis displayed that all value of Cronbach's Alpha is greater than 0.700 for online buying behavior except trust aspect. Therefore, the survey instrument is reliable to measure all aspects except trust aspect consistently and free from random error.

Table 4

Model Summary

Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.653	0.426	0.412	0.65392

Model Summary

As demonstrated in Table 4, the correlation coefficient value (R) is equal to 0.653 which recommends that

there is a moderate positive relationship between online buying behavior under coronavirus disease (COVID-19) pandemic situation and health, price, product, trust, place aspect. However, only 42.6% (R-square values of 0.426) variation in online buying behavior under coronavirus disease (COVID-19) pandemic situation is accounted on account of health, price, product, trust, and place aspect. The adjusted (R²) is 0.412 demonstrating that the aspects can significantly account for 41.2% variance in online buying behavior under coronavirus disease (COVID-19) pandemic situation.

Table 5
ANOVA

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	63.204	5	12.641	29.561	0.000 ^b
2	Residual	85.096	149	0.428		
3	Total	148.300	154	0.832		

ANOVA

As demonstrated in Table 5, multiple regression analysis is attained to study the relationship between health, price, product, trust, and place aspect with online buying behavior under coronavirus disease (COVID-19) pandemic situation. Five hypotheses are proposed and outcomes are computed. The *F*-value is 29.561 with a significant level 0.000 which is less than 0.01 with 5 and 149 degrees of freedom and it assures model fitness for regression analysis.

Table 6

Coefficients

Path	Coefficients (β)	<i>t</i> -values	<i>p</i> -value	Impact
Health aspect → online buying behavior	0.141	2.321	0.021*	Accepted
Price aspect → online buying behavior	0.348	4.230	0.000*	Rejected
Product aspect → online buying behavior	0.218	3.204	0.002*	Accepted
Trust aspect → online buying behavior	0.128	1.327	0.135	Rejected
Place aspect → online buying behavior	0.184	2.502	0.013*	Accepted

Note. * Significant relationship at $p < 0.05$.

Coefficients

As demonstrated in Table 6, the analysis includes all the path coefficients (β), *t*-values, and *p*-values. The six aspects are tested using a two-tailed *t*-test with a significance level of 5% where the standardized coefficient was significant when *t*-value exceeds 1.96. The outcomes show that four out of five aspects are significantly related to online buying behavior under coronavirus disease (COVID-19) pandemic situation. On the contrary, the rest of the one factor has no significant relationship with online buying behavior under coronavirus disease (COVID-19) pandemic situation. Health aspect, price aspect, product aspect, and place aspect significantly related to online buying behavior under coronavirus disease (COVID-19) pandemic situation at $p < 0.05$. Thus, Health aspect, price aspect, product aspect, and place aspect could be accepted. In contrast, trust aspect has no significant relationship with online buying behavior under coronavirus disease (COVID-19) situation.

Conclusion and implications

The development of e-commerce market upsurges speedily. It recovers prospective market for the imminent. Research was conducted to found the effect of perceived risk and reputation on perceived trust and

consumer purchase decision. It might be mentioned that perceived trust is surely influenced by perceived risk and perceived reputation and trust mediated the relationship between perceived risk and perceived reputation to purchase decision (Rahayu, Saparudin, & Hurriyati, 2018). E-business is playing a very vigorous role in growing the economy any nation. The aim of the survey is to comprehend the perceived risk & shoppers trust persuading shoppers' decision on online shopping. The outputs are demonstrated that perceived risk of shoppers has a negative influence on shopping decision, and consumer trust has a positive influence on shopping decision (Salim, Alfansi, Dart, Anggarawati, & Amin, 2019). Developments in the business segment, coupled with the growing popularity of the internet in recent years, have made companies more aware of the significant of E-business in gaining a competitive edge in the global market. Aim of this study is better understanding the factors that affect online shopping decision which would help in setting up better marketing strategies in targeted segments. The study used five variables on online shopping decision which are selected, namely perceived benefits, website characteristics, perceived risks, perceived pricing as well as product and service attributes. The one exception is product and service attributes. The generation gap is found to have a regulating impact on the relationships between perceived benefit, website characteristics, and online shopping decision (Mansori, Liat, & Shan, 2012).

Coronavirus disease (COVID-19) is an infectious disease caused by a novel coronavirus. Most people infected with the COVID-19 virus will experience mild to moderate respiratory illness and recover without requiring special treatment within a time frame. E-commerce is a tool for diminishing streaming business processes, cycle time, administrative costs and improving associations with both shoppers and business partners. The research investigated the buying behavior under coronavirus disease (COVID-19) pandemic situation in case of online perspective in Bangladeshi shoppers. The research is reconnoitered that the impact of five aspects: health aspect, price aspect, product aspect, trust aspect, and place aspect on online buying behavior under coronavirus disease (COVID-19) pandemic situation in the context of Bangladeshi shoppers. Data are collected through a structured questionnaire by online survey method from 155 samples which encompass online shoppers in country. Simple random sampling technique is used. Data are analyzed using factor analysis, reliability analysis, and multiple regression analysis. Findings are revealed that four out of five aspects, health aspect, price aspect, product aspect, and place aspect have a positive and significant influence on the online buying behavior under coronavirus disease (COVID-19) pandemic situation in the perspective of Bangladesh. The assessment generates responsiveness among online practicing companies, scholars, managers, shoppers, and present and prospects internet buyers. Online functioning companies could flourish the leading aspects of online buying behavior under coronavirus disease (COVID-19) pandemic situation in the perspective of Bangladeshi shoppers.

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