

## **Social Media Literacy and Misinformation: The Significance of Consuming Reliable Information in Relation to Shopper Buying Behavior**

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**ABSTRACT**

*Social media marketing is vital, and it is among the best devices and strategies in each promotion. Social media has provided opportunities to engage in social interaction on the internet. With the rise of social media, shoppers can easily share, know, and access information everywhere. However, there is a lack of studies here in the Philippines on how social media literacy and misinformation affect the shoppers' online buying behavior, specifically on a Facebook platform. This paper aims to identify how Filipino online shoppers differ between the online shops they will trust and the shops they will not count. It also determines how shoppers' reviews help potential shoppers to trust a particular online shop. The study used a quantitative method to investigate the relationship between variables that can be measured using statistical methods to test theories. In particular, the descriptive-correlational design has been utilized to test the relationship of variables. The researchers have identified the factors that influence or affect the shoppers' buying behavior. The results revealed that social media literacy, credibility, misinformation, and product knowledge significantly impact shoppers' buying behavior. Among all the variables, credibility was found to be positively associated with the shoppers' buying behavior. The regression result indicates that respondents are less likely to engage in online shopping the more critical or discerning they are towards the information they are finding online. Whereas aspects like social media literacy and product knowledge may encourage respondents to make purchases online, discernment towards the credibility of information is a negative force – urging respondents to reconsider their decision to purchase something rather than encouraging them towards it.*

**Keywords:** Facebook, online buying behavior, social media literacy, social media marketing,

## INTRODUCTION

In today's society, social media plays a significant role in every person's daily activity. Social media are online tools that are typically used for people to access, discover, and learn new information, share ideas, and interact with new people. It can be very influential on society in many ways. Along with the growth of online shopping, social media platforms are also used to sell products and services online, which is an important channel to expand their market. You can use social media platforms to interact with shoppers, create brand awareness, and increase leads and sales. More than three billion people use social media every month throughout the world, and the number of users and engagement on significant platforms is growing. Because shoppers use social media on a regular basis and are exposed to businesses, it has huge potential for businesses. Businesses, on the other hand, have significant challenges because it is a continuously changing, tremendously noisy, and busy environment.

Social media has made it very easy to spread information quickly, anyone can post information, pictures, product/service reviews, etc. Social media timelines like Facebook, Twitter, and Instagram move so fast, to the point that viewers cannot verify if the post is accurate or not. Online opinions are not always persuasive and useful (Huang et al., 2018). It also revealed that some posts and views could be misleading and intended to influence online shoppers' minds. On social media platforms, misinformation may be unavoidable. However, critical thinking can aid in the prevention of the spread. Maintain a healthy level of curiosity about what you see on your feed, learn how social media sites manage what you see, and engage in investigative techniques on a regular basis.

Since there is a lack of studies here in the Philippines on how social media literacy and misinformation affect the shoppers' online buying behavior, researchers are inquisitive to know how social media literacy and different variables that influence information affect the shoppers' buying behavior. Shoppers' buying behavior is the perception and actions of shoppers prior to, during, and after purchasing a product or service. Therefore, understanding social media literacy and different variables that influence information are vital to determine how it affects shoppers' online shopping. To carry out this study, a model of the relationship between the variables is designed and tested, and the researchers investigated whether the independent variables have positively or directly affected the buying behavior of a shopper.

## **LITERATURE REVIEWS**

### **Social Media Literacy**

A media literate individual has been portrayed as somebody who can peruse, assess, and make messages utilizing the various types of media (Ashley et al., 2013). The media environment, notwithstanding, is both complex and always showing signs of change. Undoubtedly, the idea of education has been reconsidered with each age of media (Bucher et al., 2013). In an increasingly mediatized world, media literacy is especially significant as it can help "make the significant discourse, coordinated efforts, and struggles that will hold our civic, social orders together" (Czarnuch & Mihailidis, 2011). This examination is directed by the social hypothesis of literacy, which contends that "proficiency is ideally perceived as a bunch of social practices; these are noticeable in occasions which are intervened by composed messages" (Barton & Hamilton, 2012).

With the services they offer, social media sites have become the most time-consuming places in recent years, and the number of users is rapidly expanding. Companies are utilizing social media due to a growing number of users, and by doing so, they may reach a larger audience through promotion and marketing operations. On the other hand, shoppers can use social media sites to acquire information about their needs and communicate directly with companies about their products and services (Narci, 2017). Furthermore, according to Voramontri and Klieb (2019), social media usage affects shopper satisfaction in the information search stages. Satisfaction rises as the consumer continues the process towards the final purchase decision and post-purchase evaluation.

Shoppers use social media to research new products, services, and especially new brands, impacting their decision-making. Besides, ongoing consumer discussions show how social media reveals the benefits and disadvantages of products, services, and brands, allowing shoppers to feel confident in their online decisions because they can choose from various options before deciding on the best price and quality (Alshaer et al., 2019). Furthermore, unlike any other type of mass communication, social media speeds the dissemination of information, guaranteeing that new information reaches shoppers (Xhema, 2019).

*H1: Social media literacy has no influence on shoppers' buying behavior.*

### **Shopper Trust**

Extensive literature proposes that trust is an important factor that drives the brand-client relationship in the online market since it diminishes the clients' perceived risk (Weisstein et al., 2016). Shoppers often look at online reviews and feel more confident after learning about product attributes (Akhtar et al., 2019). In this way,

online reviews assume a significant part in validating purchasers' underlying assumptions and expanding their trust. The posted substance of online reviews gives shoppers significant value and believable data that impact shopper online trust in a brand's items and administrations (Boo & Busser, 2018). Such reviews represent perceptual fluency and confidence in brand offerings as they inform shoppers' cognitive efforts and decision-making intention in today's online-driven purchasing environment.

Trust has been extensively researched as an important attitudinal construct in a variety of fields such as management, marketing, e-commerce, and communication (Kang & Park, 2017; Kujala et al., 2016). Scholars (Seckler et al., 2015; Warner-Sderholm et al., 2018) defined trust in the context of the online environment as an implicit belief that reflects online users' trust in the information platform. Kang and Park (2017) stated that trust was driven by information on the trustees and frequently relied upon trustors' decisions of ability and dependability. Previous research discovered that various website characteristics such as privacy statements, security signs, ease of navigation, and informative shopper service can influence users' trust on the website (Warner-Sderholm et al., 2018).

Shopper's trust in an online seller has two principal forms: cognitive trust and affective trust. Cognition-based is when individuals choose who they trust based on their beliefs about reliability, capability, and predictability. Affective-based is when an individual decides to trust because of personal bonds and feelings (Dadzie et al., 2018). Also, trusting behavior can be motivated primarily by a strong positive influence for the object of trust, which is affective-based trust (Punyatoya, 2018). Therefore, shoppers who have a positive sentiment towards the company will also recommend it to others aside from repurchasing products and services. These recommendations on social network platforms are

also known as online reviews, and these reviews have a significant impact on buying behavior (Xhema, 2019).

*H2: Shopper trust does not influence the shoppers' buying behavior.*

### **Information Credibility in Consumer Information**

As stated by Erkan and Evans (2016), information can be generated by any user of the Internet; therefore, the quality and credibility of information have become more critical. Shoppers are becoming more eager to approach products and services when the information fulfills their demands. Also, according to Fanoberova and Kuczkowska (2016), if the information meets the individuals' demand, he/she is likely to follow the recommendation during the buying decision-making process. Thus, many studies show that credibility and quality in online reviews on social network platforms are key factors that influence shoppers' buying behavior (Visentin et al., 2019).

Li and Suh (2015) discovered that two factors, medium credibility, and message credibility, had a significant impact on the information credibility of social media. According to Hajli (2018), information credibility in the online platform of social media networks could affect shopper social word-of-mouth adoption in the form of electronic word-of-mouth (eWOM) detailing evaluation by shoppers about a product using social media. Social media influencers are also regarded as a critical factor in determining credibility, as De Veirman et al. (2017) stated. They determined that if influencers disclosed sponsorships in their Instagram posts, their perceived credibility would suffer. Furthermore, when they publish a commercial post, their followers become skeptical, lowering their perceived trustworthiness. Similarly, Keshavarz

(2020) asserted that how influencers create content and communicate on social media can impact their credibility.

The information available online can affect an individual's beliefs, opinions, and behavior. Individuals can be exposed to persuasive communication, in which information is invented to influence their decisions (Fanoberova & Kuczkowska, 2016). Thus, the quality of information is the level to which people think about the message as good, valuable, valid, and precise. Low-quality information increases data processing, time, and effort by reading useless messages. Nonetheless, high-quality information benefits shoppers who want helpful information (Kang & Namkung, 2019).

*H3a: Information credibility has no significant effect on buying behavior of shoppers.*

### **Reliable Information**

A significant amount of information is available on the Internet due to the widespread development of opinion-sharing communities, emphasizing the need to obtain reputable content (Xu et al., 2011). According to previous research, trust is crucial in all interactions between individuals and companies, and it is also a significant aspect of customer relationship and marketing management and commitment (Wang et al., 2011; Li & Du, 2011). Furthermore, because Internet users frequently engage with strangers, trust is a critical factor in online transactions. An information source should aim to provide factual and dependable information in addition to having a reputation for offering concise and appropriate knowledge (Lucassen & Schraagen 2012).

Shoppers look for information that is upheld by legitimate and solid arguments (Cheung & Luo, 2012,). To ensure that the online review is legitimate, clients assess the quality of information installed in the comment (Heinrichs et al., 2011). Information

quality can be estimated as far as precision, idealness, fulfillment, importance, and consistency of the data given (DeLone & McLean, 2003). Heinrichs et al. (2011) contends that estimating information quality by these measurements is best on the grounds that these characteristics work with sharing the data in an online environment.

Shoppers seek product opinions to limit accessible information to lessen perceived risk related to online buy and item vulnerability, mainly when it is difficult to assess an item or service based on technical details (Hsieh & Tsao 2014). In addition, shoppers look forward to online sellers giving all essential and accurate product information. Providing relevant information can assist online retailers in solving customers' concerns and anxiety about a specific item or online shopping (Vasic et al., 2019). Thus, customers need to settle on an educated buy choice, with the goal that they gather information about the item's features, costs, accessibility, and guarantees (Saxena, 2011).

*H3b: Reliable information has no considerable influence on shoppers' buying behavior.*

### **Misinformation**

Misinformation and popular misconceptions have a long history in politics, misinformation on social media has prompted significant concern in recent years (Flynn et al., 2017; David et al., 2018). There is little evidence of how the scope of the misinformation problem is changing. According to a recent study (NewsWhip, 2018), false stories are still an issue on Facebook, despite modifications to the platform's news feed algorithm in early 2018. Many articles that have been deemed fraudulent by prominent fact-checking groups have gone unnoticed by Facebook,

and two big fake news sites have seen little or no reduction in Facebook engagements since early 2016 (Funke, 2018).

Fake news, which masquerades as a journalistic article and takes over the credibility of journalism, the timeliness of the content, and the ability to push articles on sensitive issues such as politics onto platform newsfeeds, is a reliable vehicle for deception (Tandoc et al., 2018). It can be difficult to spot fake news, not least because the aim to deceive might be challenging to distinguish from an authentic portrayal of a contentious viewpoint (Wang et al., 2019). While misinformation and disinformation refer to factually incorrect information, disinformation entails a deliberate attempt to deceive (Pal & Banerjee, 2019).

With the rapid growth of social media, media abundance and audience fragmentation have put the mass media's dominance and news credibility at jeopardy. This phenomenon has been a controversial issue, especially in the aftermath of the 2016 US presidential election (Warner, 2018; Turcotte et al., 2015). Individuals are becoming increasingly distrustful of mainstream media as a result of their differing political viewpoints, according to a recent Pew Research Center survey (Warner, 2018). As a result of the widespread and quick dissemination of fake news, social media platforms like Facebook have faced challenges, as they have played a key role in disseminating misinformation (Silverman, 2016). Scholars discovered that trust, as an essential precondition of the consumer-brand interaction, may assist eliminate uncertainty, encourage positive attitudes, and generate long-term commitment, strong loyalty, and brand love (Drennan et al., 2015). Consumer trust in a brand is created through time, according to prior studies, based on previous meetings and interactions with the brand (Albert & Merunka, 2013).

An increasingly important part of shopper informedness is the use of online reviews to assess product quality. It has been shown

that misinformation directly impacts customers' item decisions. It has been discovered that customers who read item surveys were twice as liable to buy an item as shoppers who didn't look through (Senecal & Nantel 2004, as cited by Lebovits 2013). False information can possibly hurt retailers' inclinations by negatively impacting shoppers' goals to purchase. Then again, shoppers may additionally be deluded into purchasing certain items dependent on counterfeit reviews, which have been recognized as a type of online imitation (Martens & Maalej, 2019).

*H3c: Misinformation does not affect shoppers' buying behavior.*

### **Online Shopper Review**

Online shopper reviews can be a dominant promotional tool for e-commerce. Marketers and sellers have used this medium because it provides a low-cost and effective channel to reach shoppers. Merchants take advantage of experienced shoppers to influence the buying behavior of potential shoppers. Shoppers are getting certain experiences from peers about a product or service, which helps them make an intelligent buying decision for certain products and services (Singh et al., 2017). In addition, according to Helversen et al. (2018), various studies have shown that shopper review and rating impact an individual's buying behavior. However, not all reviews have an equal level of influence on shoppers buying decisions, and the more reviews are perceived as trustworthy, the greater the chances it will be adopted by shoppers in their buying decision-making process.

Shoppers progressively use online shopper reviews to make reasoned decisions about related products and services (Fileri, 2016). Studies show that electronic word-of-mouth significantly impacts shoppers' buying behavior; it is also believed to be more effective and credible than product descriptions and promotions

from sellers. Electronic WOM or online reviews refer to any positive and negative online shopper comments for products and services (Zhang et al., 2018). In comparison with traditional word-of-mouth, online reviews can efficiently reach a massive number of people with the internet.

Shoppers are encircled by online reviews as they depend on others' posted suppositions about items and services (Garay & Font, 2012). Practice-oriented research suggests that online reviews are an imperative method for forming shopper decisions and furnishing managers with opportunities to weaken the negative outcomes of extortion and amend issues (Wang & Chaudhry, 2018). Marketing managers comprehend that data is made that can help shoppers choose through the number and length of reviews about products and services, and shoppers every now and again utilize this data to think about distinctive market contributions and quest for utilization related guidance (Floh et al., 2013).

*H4: Online shopper review has no influence on the buying behavior of potential shoppers.*

### **Product Knowledge**

Product knowledge is associated with our memory and mental structures, which allow for quick information retrieval. Product knowledge is defined as a memory of one's experience about a certain product. The level of product knowledge possessed by a shopper can influence his/her evaluation of buying behavior. Therefore, a person with a high level of product knowledge can be more confident and comfortable in making his/her buying decision (Hu & Krishen, 2019). Furthermore, as reported by Lee et al. (2017), the lower the knowledge for a product, the lower the chance of impulse buying decision.

Shoppers with a high level of understanding about a specific product are more likely to share their knowledge about the product with others, which aids them in selecting new products/services. According to Bilgihan et al. (2016), people who are knowledgeable are more likely to share their knowledge with others than those who are not. As a result, it can be observed that shoppers who have a high level of knowledge and confidence in a particular product tend to encourage other shoppers to use the product. Shoppers with a low level of knowledge about a particular product, on the other hand, are less likely to recommend the product to others because they lack confidence.

Product knowledge has been studied extensively in the field of shopper behavior (Wang & Hazen, 2016). Shoppers with a high level of knowledge about a specific product are more likely to be familiar with the product, according to Cacciolatti et al. (2015), because product knowledge is formed based on individual experiences or general information. Therefore, shoppers with a high level of knowledge about a specific product are less likely to be anxious when purchasing the product. That is, product knowledge has a significant impact on the purchasing decision-making process.

*H5: Product knowledge has no effect on the buying behavior of potential shoppers.*

### **Shopper's Buying Behavior**

Buying behavior has been attributed to a combination of external and internal variables and is colored by attitudes, norms, and cultural requirements such as convenience and privacy (Sundström et al., 2019). According to Daroch et al. (2021), six factors discourage consumers from shopping on the internet: fear of bank transactions and faith, traditional shopping being more

convenient than online shopping, reputation and services provided, experience, insecurity, and insufficient product information, and lack of trust. Moreover, according to Limbu et al. (2011), some websites give very little information about their companies and sellers regarding online retailers, making shoppers hesitant to buy from them. Consumers are apprehensive about disclosing personal information with internet sellers due to fraud.

Shoppers cannot see, touch, feel, smell, or try the things they want to buy while making an online purchase (Katawetawaraks & Wang, 2011; Al-Debei et al., 2015), creating product examination complex and making purchasing decisions challenging. Shoppers are influenced to purchase online by features such as detailed information, comfort, relaxed purchasing, less time consumption, and ease of pricing comparison (Agift et al., 2014). Furthermore, shoppers prefer online purchasing to traditional shopping due to aspects such as variety, quick service, and cheaper costs, as well as feedback from prior shoppers (Jayasubramanian et al., 2015). It is prevalent among teenagers since online retailers offer several deals and discounts during the festival and holiday seasons, resulting in a significant increase in internet traffic (Karthikeyan, 2016). Shoppers are often drawn to online purchases by features such as free shipping, cash on delivery, exchange, and returns.

The components in their work that influence the behavior of shoppers have been analyzed and recognized. These issues have been distinguished concerning the marketing effort, socio-cultural impact, enthusiastic factor, the mental elements and protection factors, experience, the buy, and post-buy choices. They likewise show that shoppers are influenced by different cognitive variables, like discernment, inspiration, character, perspectives, and feeling Smith and Rupp (2003, as cited by Nazir et al., 2012). As to concentrate in the domain of marketing management (Taylor, 1974; Spence et al., 1970; Woodside, 1974 as cited by Nazir et al. 2012),

the perception of risk has been inspected to acquire a comprehension of customer buying behavior. Particularly in the area of internet shopping, (Bhatnagar et al. 2000 as cited by Nazir et al., 2012) recognized two transcendent kinds of risk: item classification risk and monetary danger. Item class hazard centers around the actual item and is aligned with the clients' conviction concerning whether the item capacities as indicated by their assumptions. Monetary danger relates to the Internet as a protected buying mode for clients.

### Research Framework

The hypothesized model presents the relationship between the independent variables and the dependent variable. As shown in Figure 1, the independent variables are the social media literacy, shopper trust, information credibility, reliable information, misinformation, online shopper review, and product knowledge which were hypothesized to influence the shopper's buying behavior.

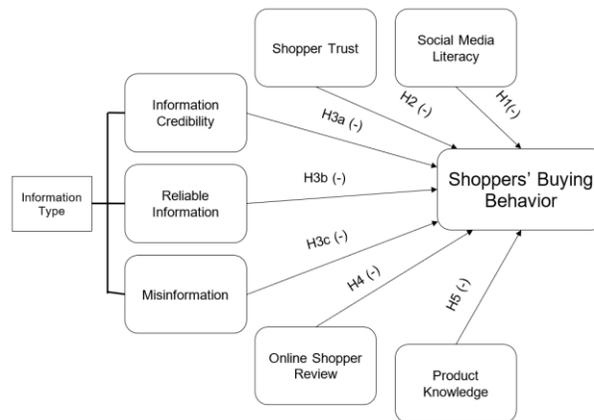


Figure 1. The Hypothesized Model

## METHODOLOGY

The survey questionnaire was a combination of adopted and self-made. The survey is carefully intended to meet the prerequisites of the research. The questions are self-organized to cover the variety of research problems. The questionnaire consists of two main parts; the first part of the questionnaire will cover the respondent's demographic profile. This section includes questions about gender, age, and occupation. The second part of the questionnaire will cover the questions relating to factors influencing a shopper's buying behavior. These factors are shopper trust, online review, information credibility, reliable information, misinformation, product knowledge, social media literacy, and shopper's buying behavior. A group of three experts reviewed the methodology and measurement scales to ensure the content validity and appropriateness of the wording of the questions. The content validity of a survey questionnaire refers to how well it measures a theoretical model. Internal consistency refers to how well specific test questions accurately represent particular variables (Glen, 2020). The researchers utilized 6-point Likert scales, moving from "strongly agree" to "strongly disagree" to measure the construct questions. The initial questionnaire was piloted to 30 respondents of Facebook users. The pilot study analyzed the questionnaire to verify the reliability of the proposed measurement scales. The data was collected through a survey conducted in the National Capital Region, following a purposive sampling method. The National Capital Region was chosen as the place for implementation since the National Capital Region has the highest number of Facebook users in the country, according to the research conducted by Statista (2020). On the other hand, Facebook was chosen because it is the "most prevalent example of social media" (Ferguson et al., 2015). The total number of

respondents was two hundred fifty-eight (258) with a margin of error of seven percent (7%) and ninety-five percent confidence level (95%). The researchers used Principal components analysis (PCA), wherein a dataset is summarized or “reduced” into a set of fewer features or variables. Under PCA, a set of variables are replaced with a set of new artificial variables, called principal components, where and are numbers such that. The principal components retain most of the variance in the original data (James et al, 2017). After applying PCA to obtain the variables from the questionnaire, the researchers have used regression analysis to examine the impact of these variables towards shopper’s buying behavior.

## **RESULTS AND DISCUSSION**

Table 1 presents the descriptive summary of the demographic profile of the sample in terms of their age, gender, education, and frequency of making online purchases. A total of 258 respondents participated in the survey. The sample is dominated by the youngest age group. A total of 227 respondents, or about 88% of the sample are aged 18 to 24 years. This is because, in terms of educational attainment, 165 respondents, or 64% of the sample, are undergraduates, while the remaining 41 respondents are yet in senior high school. The respondents appear to be distributed among those who rarely make online purchases and those that frequently do. A total of 136 respondents, or 53% of the sample, tend to purchase online 3 times or more in a month. However, most of these are respondents that have only recently started to become regular users of online shopping platforms.

Table 1. Frequency distributions of age, gender, education, and online shopping frequency of respondents

Item	Levels	Frequency
Age	18-24 years old	227
	25-34 years old	10
	35-44 years old	7
	45-54 years old	9
	55-64 years old	5
Gender	Female	158
	Male	96
	Gay	1
	Prefer not to say	3
Education	College Graduate	49
	High School	3
	Senior High School	41
	Undergraduate	165
Frequency	Less than 3 times	122
	3 Times Or More	136

The researchers find that male respondents tend to score higher on overall shopping behavior than their female counterparts, with an average difference of 0.486. A significant difference was also found for respondents that marked their gender as “Rather not say” (average difference of -1.729, meaning that they are less positive towards online shopping), but due to the masked information there is little insight to recover from this result.

Age groups appear to be more or less alike in terms of their propensity for online shopping, however this result can be considered as being hindered by the concentration of the samples in the younger age group. There may not have been enough

information to be retrieved from the few respondents in the older age group in order to conclude significant differences among them.

The results show that social media literacy with a p-value of 0.073 significantly affects shopper's buying behavior. Therefore, hypothesis 1 is rejected. It confirms the findings of Alshaer et al. (2019) and Narci (2017), which state that shoppers were using social media to research information about the product or service, impacting their decision-making. Social media plays a vital role in shopper's buying behavior. In addition, the use of social media affects the satisfaction of the shopper in the information search stage. As the shopper progresses toward the final purchase decision, the level of satisfaction rises. (Voramontri & Klieb, 2019). Based on the results shown on table 2, the p-value of shopper trust reveals that it has no significant effect on online shopping behavior so hypothesis 2 is accepted. Based on the study of Punyatoya (2018), trusting conduct can be motivated fundamentally by a solid positive impact for the object of trust. Hence, customers who have a positive opinion towards the organization will likewise prescribe it to others beside repurchasing items and administrations.

According to Fanoberova and Kuczkowska (2016) and Erkan and Evans (2016), the information available on the internet can influence an individual's behavior. When shoppers get the information that will match their demands, they are more likely to purchase the product or service. Thus, the credibility of information online is a significant factor that influences buying behavior. (Visentin et al., 2019). The findings show that information credibility significantly affects shopper's buying behavior, with a p-value of 0.057. As a result, hypothesis 3a is rejected.

Table 2 shows that reliable information has a p-value of 0.597 which means that hypothesis 3b is accepted. This reveals that there is no significant impact of reliable information on online

shopping behavior. However, according to a study conducted by Vasic et al., (2019) and Heinrich et.al., (2011) reliable information has a direct impact on online shopping behavior. Also, they provide assistance in solving customer's concerns and anxiety about the item.

Table 2. Regression estimates for the model on online shopping behavior, against demographic indicators gender, age, experience, and frequency.

Factors	Est.	Std. Err.	P Value
Intercept	-0.450	0.240	0.062
Gender: Female	0.469	1.695	0.782
Gender: Male	0.486	0.234	0.039
Gender: Prefer not to say	-1.729	1.020	0.091
Age: 25-34 years old	-0.129	0.582	0.825
Age: 35-44 years old	-0.488	0.663	0.462
Age: 45-54 years old	-0.803	0.593	0.177
Age: 55-64 years old	1.087	0.772	0.160
Experience	0.043	0.045	0.347
Frequency	0.311	0.221	0.161

The results reveal that misinformation has a p-value of .000 which suggests that hypothesis 3c is accepted, therefore, misinformation has significant impact on online shopping behavior. Based on the study of Lebovits (2013) and Martens and Maalej (2019), Misinformation has greatly affected the buying behavior of the customer. In addition, shoppers may furthermore be deceived into buying specific things reliant upon fake information, which have been perceived as a sort of online impersonation. Online shopper reviews have a p-value of 0.521, which means that hypothesis 4 is accepted. Therefore, online shopper reviews have

no direct influence on shopper's buying behavior. However, this contradicts the research findings of Singh et al. (2017), Filieri, (2016), and Garay and Font, (2012) concluded that online shopper review has a significant effect on buying behavior. Shoppers are relying on online shopper reviews to make a decision for certain products and services.

Hypothesis 5 is rejected since product knowledge has a p-value of 0.000. Hence, product knowledge has a direct effect on shoppers' buying behavior. In line with this is the study of Hu and Krishen (2019) and Cacciolatti et al. (2015), which concluded that a shopper's level of product knowledge can influence their buying behavior. Shoppers are more engaged in online shopping behavior when they have good knowledge of the product or service. Therefore, according to Lee et al. (2017), insufficient product knowledge has a lower chance of buying impulsively. The researchers close the discussion with a short look into diagnostics of the model presented in Table 2. The researchers checked residual normality, heteroskedasticity, and multicollinearity. The results of these diagnostic tests are found in Table 3.

Table 3. Regression Analysis

Factors	Est.	S.E.	P	Results	Decision
Social media literacy	0.137	0.076	0.073	Sig	Reject H1
Shopper Trust	0.103	0.069	0.137	Not Sig.	Accept H2
Information Credibility	-0.229	0.119	0.057	Sig.	Reject H3a
Information Reliability	0.063	0.118	0.597	Not Sig	Accept H3b
Misinformation	0.448	0.070	0.000	Sig.	Reject H3c
Online Review	-0.061	0.096	0.521	Not Sig.	Accept H4
Knowledge	0.517	0.098	0.000	Sig.	Reject H5

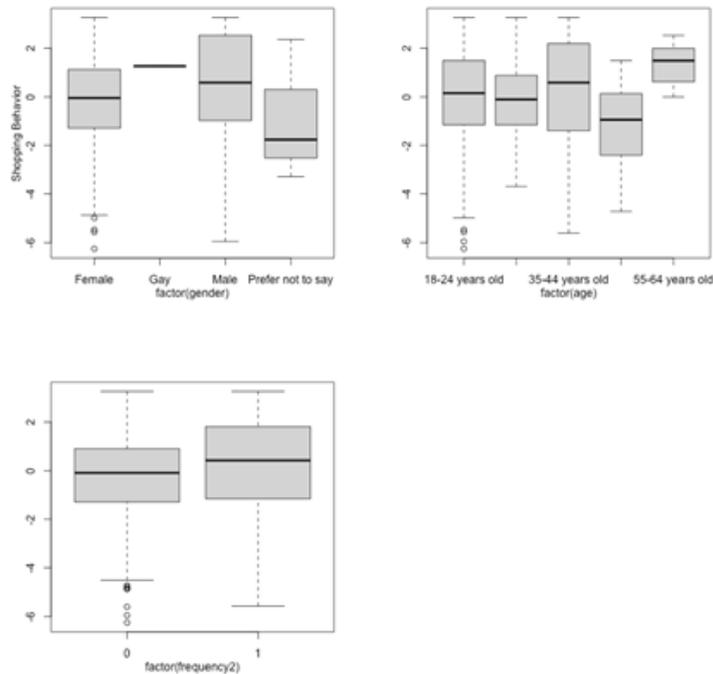


Figure 2. Boxplots of different groups of gender, age, and online shopping frequency against online shopping behavior (y axis).

In general, male respondents appear to have a higher average in terms of online shopping behavior score than their female counterparts. Between ages, respondents 55 to 64 years old actually appear to have a higher average, but this was not found to be significantly likely because of the scarcity of respondents in this age group versus the youngest group, 18 to 24 years.

Table 4. Summarized results of diagnostic tests on the regression model

Test	Stat	DF	P Value
Shapiro - Wilk	0.951		0.000
Breusch - Pagan	8.826	16.000	0.920
Max VIF	3.700	1.000	

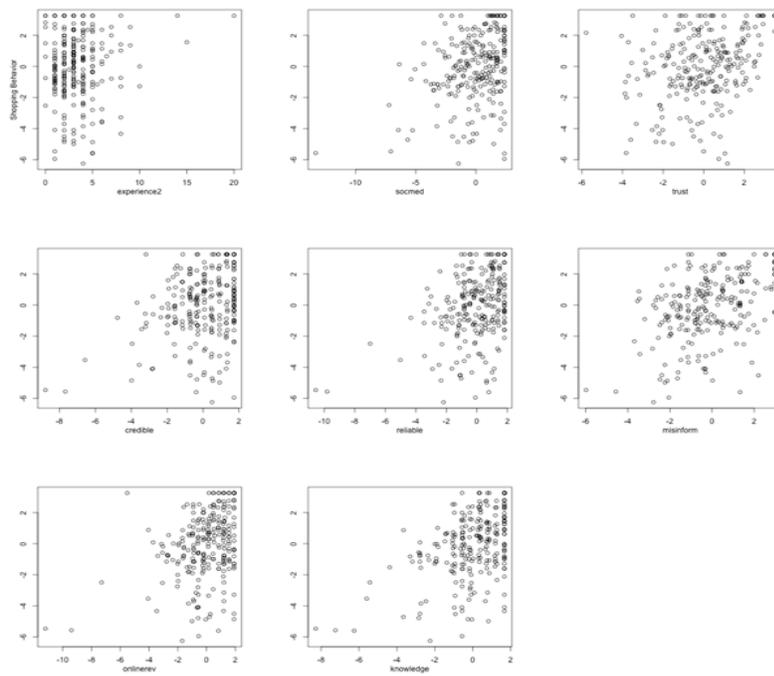


Figure 3. Scatterplot of latent variable credibility, reliable, misinform, online review, and knowledge towards online shopping behavior (y axis).

The researchers find that the model has no major violations to injure its validity except for a conclusive deviation from normality. However, regression models and similar statistical methodologies have been shown to be robust to non-normality so long as other model requirements (heteroskedasticity, variance inflation) are not a problem. This is the case for our model.

The one-against-one view in the scatterplot may not necessarily provide the full picture of how these variables play with each other when affecting the overall shopping behavior of a respondent. In particular, while the scatterplot for credibility shows an increasing engagement with online shopping, regression results suggest that taking all other factors into account as well, increased discernment towards information found online has a negative effect on online shopping behavior.

## CONCLUSION

The study aimed to determine the importance of consuming reliable information when buying in an online shop. The results showed that several factors have a significant impact on online shopping behavior. There were many considerations and reasons that shoppers encountered while shopping online. A total of four factors came out from the study that shows significant impacts on online shopping behavior. The study's findings revealed that the latent variables, social media literacy, credibility, misinformation, and product knowledge, were found to have significant impacts on online shopping behavior.

All but credibility was found to have a positive association with the dependent variable. Higher literacy levels among the respondents generally lead to a higher propensity to engage in online shopping for social media literacy. Likewise, the better respondents filter out misinformation online, the more likely they

are to engage in online shopping. Furthermore, the more a shopper knows about the product they are buying online, the more they are likely to purchase online.

These results further explain how variables such as social media literacy, credibility, misinformation, and product knowledge significantly affect shoppers' online buying behavior, which would benefit online business owners, consuming society, and future researchers. Therefore, this paper provides information and a theoretical model to explain how shoppers decide to purchase a product online.

The researchers would like to recommend also that shoppers should not only rely on online reviews, shopper trust, and information reliability when buying a product or not. Based on our study, these factors show that it has no significant effect on shopping buying behavior. In addition, the researchers would also like to recommend the shoppers to consider the variables social media literacy, information credibility, misinformation, and product knowledge when purchasing a product in an online shop. These factors would be beneficial to the shoppers since the results reveal a significant effect on online shopping. The researchers suggest that the sellers focus on improving their online shop, precisely the information and the online reviews posted in their shop.

For the continuation of this study, future researchers should gather more respondents from different regions of the country instead of limiting the scope within the National Capital Region to obtain more accurate and reliable data. The researchers also suggest other factors should be explored that may influence the online shopping behavior of shoppers. The researchers would like to suggest that future studies should consider doing a comparative study between Millennials and Generation X when it comes to online shopping. It is essential to know the different perspectives

of every generation nowadays and how they affect their daily lives regarding online shopping.

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