

# THE IMPACT OF PRODUCT DESCRIPTION AND INVOLVEMENT ON PURCHASE INTENTION IN CROSS-BORDER E-COMMERCE USING APPLICATION ALIBABA.COM

Wibisono Adi Prayogo ; Soepatini

International Management Study Program, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta

## Abstrak

Penelitian dengan metode kuantitatif ini bertujuan untuk mengetahui apakah deskripsi produk berpengaruh terhadap minat beli, dengan keterlibatan kognitif dan afektif sebagai bagian dari keterlibatan produk, keterlibatan berkelanjutan dan situasional sebagai bagian dari keterlibatan platform. Penelitian ini berlandaskan pada teori Keterlibatan, dan penelitian-penelitian sebelumnya tentang deskripsi produk, keterlibatan produk, keterlibatan platform, dan minat beli pada platform daring. Jumlah sampel dalam penelitian ini sebanyak 121 responden, dengan penentuan sampel menggunakan teknik purposive sampling, dengan kriteria responden adalah konsumen yang belum pernah melakukan pembelian pada marketplace Alibaba.com. Metode analisis data yang digunakan adalah Structural Equation Modeling Partial Least Square (SEM-PLS) dengan software SmartPLS 3.2.6. Penelitian ini menemukan bahwa keterlibatan afektif, dan keterlibatan situasional berpengaruh positif dan signifikan terhadap minat beli pada marketplace Alibaba.com. Namun, pada penelitian ini, deskripsi produk, keterlibatan kognitif, dan keterlibatan berkelanjutan tidak berpengaruh signifikan terhadap minat beli. Berbeda dengan penelitian-penelitian sebelumnya, keterlibatan berkelanjutan memiliki hubungan yang signifikan dengan minat beli. Melalui penelitian ini dapat dikatakan bahwa daya tarik emosional yang kuat dan situasi konsumen saat ini membuat suatu produk menjadi sangat relevan dapat berdampak signifikan terhadap minat pembelian. Implikasi bagi peneliti selanjutnya, disarankan untuk menggunakan kembali variabel keterlibatan kognitif, keterlibatan abadi, dan minat beli serta variabel lain yang dapat menyebabkan keterlibatan abadi dan keterlibatan kognitif terhadap minat beli konsumen. Berbagai jenis produk, populasi, dan model analisis dapat digunakan untuk melakukan penelitian lebih lanjut guna memberikan gambaran dan data yang lebih lengkap dan tepat.

**Kata Kunci:** deskripsi produk, niat membeli, keterlibatan kognitif, keterlibatan afektif, keterlibatan bertahan, dan keterlibatan situasional.

## Abstract

This quantitative method study aims to determine whether product descriptions have an effect on purchase intention, with cognitive and affective involvement as part of product involvement, enduring and situational involvement as part of platform involvement. This study is based on the Involvement theory, and previous studies on product descriptions, product involvement, platform involvement, and purchase intention on online platforms. The number of samples in this study was 121 respondents, with sample determination using purposive sampling technique, with the criteria for respondents being consumers who have never purchased on the Alibaba.com marketplace. The data analysis method used is Structural Equation Modeling Partial Least Square (SEM-PLS) with SmartPLS 3.2.6 software. This study found that affective involvement, and situational involvement have a positive and significant effect on purchase intention on the Alibaba.com marketplace. However, in this study, product descriptions, cognitive involvement, and enduring involvement do not have a significant effect on purchase intention. Unlike previous studies, enduring involvement has a significant relationship with purchase intention. Through this study, it can be said that strong emotional appeal and consumer's current situation makes a product

particularly relevant can significantly impact purchase intention. Implications for further researchers, it is recommended to reuse the variables of cognitive involvement, enduring involvement, and purchase intention as well as other variables that can lead to enduring involvement and cognitive involvement towards purchase intention. Various types of products, populations, and analysis models can be used to conduct further research to provide a more complete and precise picture and data.

**Keywords:** product description, purchase Intention, cognitive involvement, affective involvement, enduring involvement, and situational involvement. involvement.

## 1. INTRODUCTION

The increasing use of Internet technology has significantly changed the business paradigm, especially in the e-commerce sector. This phenomenon is not only happening locally but also globally, with more and more consumers making cross-border e-commerce purchases. Cross-border e-commerce allows consumers to purchase products or services from retailers abroad without having to leave the comfort of their homes, cross-border e-commerce is becoming increasingly popular in Indonesia as it allows consumers to access products and services from overseas retailers without significant geographical restrictions. In the context of cross-border e-commerce, it is important for retailers to understand the factors that impact consumer purchase intentions.

Indonesia is an attractive market for cross-border e-commerce as it has a large of internet users and steady economic growth. However, in this increasingly competitive environment, both local and international retailers are faced with the challenge of attracting consumers' attention and encouraging them to make purchases in a cross-border e-commerce environment. Sustainable consumption behaviour (SCB) is often employed synonymously with specific terminology such as “pro-environmental consumption behaviour” (Saari et al., 2021a), “green consumption behaviour” (Biswas, 2017), “ethical consumption behaviour” (Ganglmair-Wooliscroft, 2019), and so on. The concept of sustainable consumption is primarily associated with the environmental dimension of sustainable development. Sustainable consumption involves maximising the use of natural resources within specified limitations, considering the well-being of future generations (Sargin & Dursun, 2023).

A good product description goes beyond simply describing the features and benefits of the product, but should also consider aspects of the culture, language, and local preferences of Indonesian consumers. The impact of the right product description can help create a positive shopping experience for Indonesian consumers and increase their trust in the brands and products offered, the level of consumer involvement with a particular product or product category is also an important factor to consider in the context of cross-border e-commerce in Indonesia. Consumers with a high level of engagement may be more likely to conduct

in-depth product research and pay attention to the product description provided, while consumers with a low level of engagement may be more impacted by price or promotional factors. With low consumer involvement, product description is a key step in product cognition. In CBEC, buyers and sellers are often from different countries, and they are not necessarily familiar with each other, so product description, which serves as a bridge between buyers and sellers, will have an important impact on the transaction (Giuffrida et al., 2017; Mou et al., 2020).

According to Bian and Moutinho (2011), product involvement is a consumer's perception of the importance of a product based on their inherent interests, values and needs. In this study, we consider the following two types of product involvement as Cognitive Involvement and Affective Involvement. Cognitive involvement as personal relevance based on the functional, utilitarian performance of the products, cognitive involvement encompasses reasoning and factual information (Zaichkowsky, 1994). Affective involvement as personal relevance based on feelings, emotions and moods evoked. Affective involvement is associated with emotion and mood (Zaichkowsky, 1994).

According to (Yosef Peter, 2022) Platform involvement is how much of a role an online platform plays in facilitating transactions between buyers and sellers. This includes the provision of technical infrastructure, tools and features, consumer protection, data analysis and regulatory compliance. The more active the platform is in providing support and services for users, the greater its contribution to the success of electronic commerce. Researchers divide platform involvement into enduring involvement and situational involvement. Enduring involvement, reflects a sustained level of care or concern with an issue, product, or activity. Enduring involvement closely corresponds with Sherif and associates' (e.g., Sherif & Cantril, 1947; Sherif & Hovland, 1961). Situational involvement reflects the temporary feelings of consumers on the online platform related to the hopes or desires, interests, and beliefs of consumers (Zhu et al., 2019).

This study aims to investigate the determinants of purchase intentions refers to the attempt to buy a product or service (Diallo, 2012). Consumers' positive feelings and attitude toward a product or service or private label store will impact his/her purchase intention (Das, 2014). Purchase intention is explained as the feeling and attention that arises from consumers after receiving information and stimulation from products that consumers have seen, so that an interest arises to try the product, and in the end the consumer's desire to buy and own the product appears (Kotler, 2016).

## **2. METHOD**

This research employed a quantitative methodology, which is well-suited for examining specific samples

and population. Data was collected using online questionnaires distributed through Google Forms, incorporating a Likert scale ranging from 1 to 5. A non-probability sampling technique, purposive sampling, was used. The respondent criteria for this research are as follows: 1) Respondents must be at least 17 years of age, 2) Respondents who reside either in Indonesia. Given the unlimited population, sample size calculation was necessary, and 3) Population in this study are who had not previously purchased on Alibaba.com Platform and Respondents who have explored the Alibaba.com. Following Hair et al. (2014), the sample size must be 100 or larger, and determining the sample size is the number of indicators multiplied by 5-10.

This study uses 24 indicators so that by using estimates based on the number of indicators obtained a sample size of 120 samples. The number of samples used in this study is  $24 \times 5 = 120$  samples. The minimum sample size selected in this study was 120 respondents. The method of statistical analysis of data that the author uses is Partial Least Square or PLS by using the Smart PLS 3.0 application. According to Jogiyanto (2011) SEM is a statistical technique to test and estimate causal relationships by integrating factor analysis and pathway analysis. SEM can perform several activities simultaneously, such as confirmatory factor analysis, path analysis, and structural model analysis. The complete Model consists of a measurement model, a causal model, or a structural model. Partial Least Squares (PLS) is one of the methods of analysis of soft modeling research. This method eliminates the concept of Ordinary Least Square (OLS).

### 3. RESULT AND DISCUSSION

#### 3.1. Respondent Profile

**Table 1. Characteristics of Respondents**

Characteristic	Frequently	
	<i>n</i>	%
<b>Gender</b>		
Male	44	36.4%
Female	77	63.6%
<b>Age</b>		
17 - 20	5	4.1%
21 - 30	43	35.5%
>30	73	60.4%
<b>Education</b>		
Middle School	8	6.6%

High School	68	56.2%
Diploma	15	12.4%
Bachelor	30	24.8%
<b>Occupation</b>		
Students	20	16.7%
Employee	70	60%
Entrepreneur	16	13.3%
Government Employee	5	4.2%
Housewife	2	1.6%
Other	8	4.2%

---

Table shows that there are more female respondents than male respondents. Female respondents totalled 77 people or in percentages of 63.6%, while male respondents totalled 44 or 36.4% if using percentages. With a total of 121 respondents. the majority of respondents education is High School, totally 68 people with the percentage 56.2%. Then, Bachelor totally 30 people with the percentage 24.8%. Next, Diploma, totally 15 people with the percentage 12.4%. The last is Middle School, totally 8 people with the percentage 6.6%. Also respondents with an age range of >30 years have a dominant number, totally 73 people or around 60.4%, then followed by an age range of 21-30 years, totally 43 people or around 35.5%, then the last is respondents with an age range of 17-20 years, totally 5 or around 4.1%, and then the last is respondents with an age range of 31-40 years, totally 12 people or around 10.3%. And, the majorities who have knowledge about The Alibaba.com application are less than 1 month with percentage 36.4% or a total is 44 people. Then followed by more than 3 month with the total of 36 or in percentage 29.8%, then followed by 1-3 month with the total of 21 people or in percentage 17.4%, and the last followed by 3-12 month with the total of 20 people or in percentage 16.5%.

### 3.2. Questionnaire and Measurement

#### 3.2.1. Outer Model

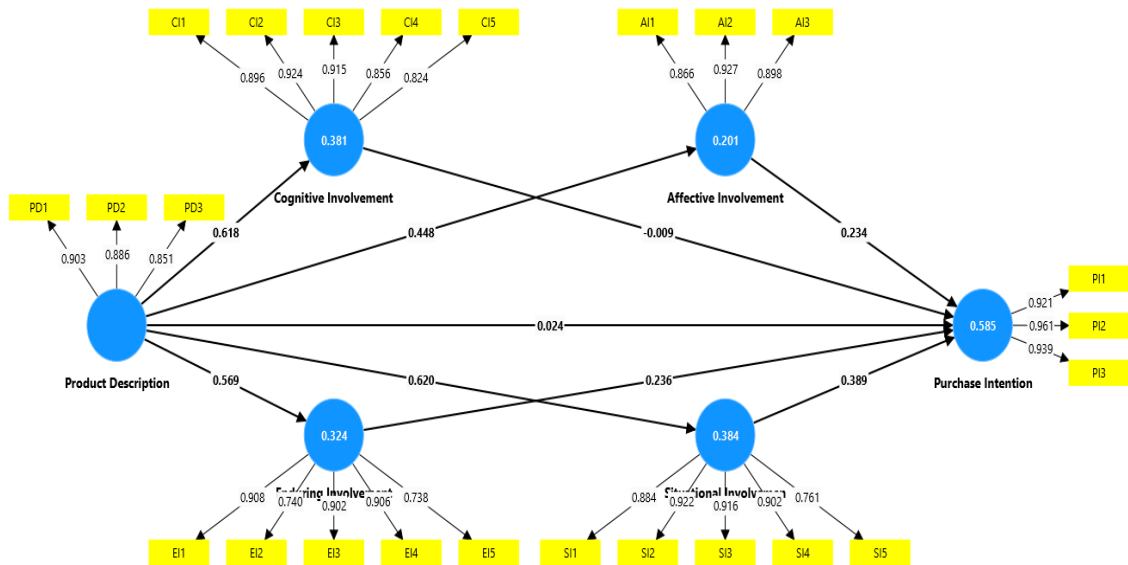


Figure 1. Indonesia's Outer Model

Table 2. Outer Loading

Indicator	Product Description (X)	Description
Easy to Understand	0.903	Valid
Understandable	0.886	Valid
Difficult to Understand	0.851	Valid
Indicator	Cognitive Involvement (Z1)	Description
Decision is important	0.896	Valid
Decision requires a lot of thought	0.924	Valid
A little to lose if chose the wrong product	0.915	Valid
Decision is mainly logical	0.856	Valid
Indicator	Affective Involvement (Z2)	Description
Decision expresses personality	0.866	Valid
Decision is based on feeling	0.927	Valid
Decision is based on Looks taste, etc	0.898	Valid
Indicator	Enduring Involvement (Z3)	Description
Satisfaction is Important	0.908	Valid
Satisfaction needs attention	0.740	Valid
Satisfaction means a lot	0.902	Valid

Satisfaction is significant	0.906	<b>Valid</b>
Satisfaction is matters me a lot	0.738	<b>Valid</b>
<b>Indicator</b>	<b>Situational Involvement (Z4)</b>	<b>Description</b>
Draw Attention	0.884	<b>Valid</b>
Enjoys the process	0.922	<b>Valid</b>
Appropriate activity	0.916	<b>Valid</b>
Activities according to self-type	0.902	<b>Valid</b>
Disturbed if the activity turns out to be not good	0.761	<b>Valid</b>
<b>Indicator</b>	<b>Purchase Intention (Y)</b>	<b>Description</b>
Have Interest to buy	0.921	<b>Valid</b>
Will buy	0.961	<b>Valid</b>
Tend to want to buy	0.939	<b>Valid</b>

Based on the provided table, it can be concluded that the outer loading values for all indicators exceed 0.60. This indicates that these indicators are strongly correlated with their respective latent constructs, suggesting a high degree of construct validity.

**Table 3. AVE**

<b>Discriminant Validity</b>	<b>AVE</b>	<b>Description</b>
Product Description	0.775	<b>Valid</b>
Cognitive Involvement	0.781	<b>Valid</b>
Affective Involvement	0.805	<b>Valid</b>
Enduring Involvement	0.710	<b>Valid</b>
Situational Involvement	0.884	<b>Valid</b>
Purchase Intention	0.772	<b>Valid</b>

The provided table shows the Average Variance Extracted (AVE). The AVE represents the proportion of the variance in a construct that is explained by its indicators (items). Based on the table above, it can be concluded that all AVE values are greater than 0.50 indicating that a construct is adequately explained by its indicators.

**Table 4. Cross Loading**

	<b>AI</b>	<b>CI</b>	<b>EI</b>	<b>PD</b>	<b>PI</b>	<b>SI</b>
<b>AI1</b>	0.866	0.405	0.467	0.397	0.542	0.598
<b>AI2</b>	0.927	0.403	0.499	0.400	0.576	0.550
<b>AI3</b>	0.898	0.387	0.511	0.409	0.545	0.564
<b>CI1</b>	0.455	0.896	0.505	0.656	0.464	0.574
<b>CI2</b>	0.387	0.924	0.519	0.561	0.402	0.496
<b>CI3</b>	0.369	0.915	0.524	0.518	0.390	0.470
<b>CI4</b>	0.333	0.856	0.387	0.509	0.358	0.464
<b>CI5</b>	0.405	0.824	0.495	0.456	0.408	0.475
<b>EI1</b>	0.495	0.480	0.908	0.505	0.581	0.622
<b>EI2</b>	0.371	0.401	0.740	0.460	0.454	0.478
<b>EI3</b>	0.482	0.439	0.902	0.462	0.588	0.625
<b>EI4</b>	0.492	0.443	0.906	0.487	0.601	0.664
<b>EI5</b>	0.460	0.561	0.738	0.483	0.502	0.595
<b>PD1</b>	0.339	0.428	0.470	0.903	0.415	0.556
<b>PD2</b>	0.334	0.433	0.431	0.886	0.411	0.488
<b>PD3</b>	0.480	0.712	0.573	0.851	0.475	0.576
<b>PI1</b>	0.553	0.423	0.614	0.431	0.921	0.592
<b>PI2</b>	0.558	0.472	0.621	0.478	0.961	0.690
<b>PI3</b>	0.628	0.405	0.602	0.495	0.939	0.730
<b>SI1</b>	0.547	0.529	0.643	0.497	0.679	0.884
<b>SI2</b>	0.567	0.489	0.638	0.532	0.622	0.922
<b>SI3</b>	0.576	0.475	0.612	0.565	0.642	0.916
<b>SI4</b>	0.646	0.419	0.622	0.517	0.649	0.902
<b>SI5</b>	0.450	0.567	0.608	0.609	0.548	0.761



**Table 5. Composite Reliability**

<b>Composite Reliability</b>		<b>Description</b>
Product Description	0.912	<b>Reliable</b>
Cognitive Involvement	0.947	<b>Reliable</b>
Affective Involvement	0.925	<b>Reliable</b>
Enduring Involvement	0.924	<b>Reliable</b>
Situational Involvement	0.958	<b>Reliable</b>
Purchase Intention	0.944	<b>Reliable</b>

Based on the table above, it can be concluded that Affective Involvement 0.925, Cognitive Involvement 0.947, Enduring Involvement 0.924, Product Description 0.912, Situational Involvement 0.958, and Purchase Intention 0.944. The data shows that the Composite Reliability value each variable is  $>0.70$ , so it can be concluded that the variables above are Reliable.

**Table 6. Cronbach's Alpha**

<b>Cronbach's Alpha</b>		<b>Description</b>
Product Description	0.857	<b>Reliable</b>
Cognitive Involvement	0.930	<b>Reliable</b>
Affective Involvement	0.879	<b>Reliable</b>
Enduring Involvement	0.895	<b>Reliable</b>
Situational Involvement	0.935	<b>Reliable</b>
Purchase Intention	0.925	<b>Reliable</b>

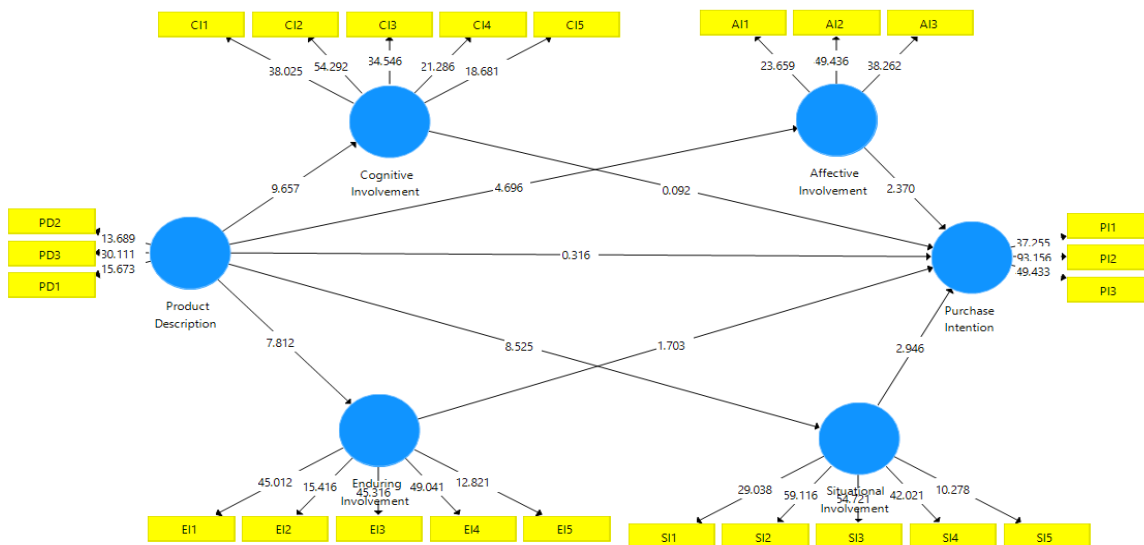
Based on the table above, it can be concluded that Affective Involvement 0.879, Cognitive Involvement 0.930, Enduring Involvement 0.895, Product Description 0.857, Situational Involvement 0.935, and Purchase Intention 0.925. The data shows that the Cronbach's Alpha value each variable is  $>0.7$ , so it can be concluded that the variables above are Reliable.

**Table 7. VIF**

	VIF
<b>Product Description -&gt; Purchase Intention</b>	1.999
<b>Product Description -&gt; Cognitive Involvement</b>	1.000
<b>Product Description -&gt; Affective Involvement</b>	1.000
<b>Product Description -&gt; Enduring Involvement</b>	1.000
<b>Product Description -&gt; Situational Involvement</b>	1.000
<b>Cognitive Involvement -&gt; Purchase Intention</b>	1.844
<b>Affective Involvement -&gt; Purchase Intention</b>	1.748
<b>Enduring Involvement -&gt; Purchase Intention</b>	2.264
<b>Situational Involvement -&gt; Purchase Intention</b>	2.781

Based on the data above, the VIF result show that, the inner result of Purchase Intention, Cognitive Involvement, Affective Involvement, Enduring Involvement, Situational Involvement and Purchase Intention are < 5. So, the data does not violate the multi collinearity test.

3.2.2. Inner Model



**Figure 2. Inner Model**

**Table 8. R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
Cognitive Involvement	0.381	0.376
Affective Involvement	0.201	0.194
Enduring Involvement	0.324	0.318
Situational Involvement	0.384	0.379
Purchase Intention	0.585	0.567

Based on the data above, it can be seen that the value of R2 on Affective Involvement is 0.201 or 20.1%. The R2 on Cognitive Involvement is 0.381 or 38,1%. The R2 on Enduring Involvement is 0.324 or 32,4%. The R2 on Purchase Intention is 0.585 or 58,5%. The R2 on Situational Involvement is 0.384 or 38,4%.

**Table 9. Q Square**

	<b>SSO</b>	<b>SSE</b>	<b>Q<sub>2</sub> (=1-SSE/SSO)</b>
Product Description	363.000	363.000	0.000
Cognitive Involvement	605.000	431.322	0.287
Affective Involvement	363.000	305.719	0.158
Enduring Involvement	605.000	469.537	0.224
Situational Involvement	605.000	430.114	0.289
Purchase Intention	363.000	182.549	0.497

From the data above, it can be seen that the Q value<sup>2</sup> for Affective Involvement, Cognitive Involvement, Enduring Involvement, Purchase Intention, and Situational Involvement is 0.158, 0.287, 0.224, 0.497, and 0.289, which means that this model has predictive relevance because the Q<sup>2</sup> value > 0, then the Q value<sup>2</sup> for Product Description is 0.000, which means that this model also indicates it has predictive relevance.

**Table 10. Model Fit**

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.071	0.160
NFI	0.786	0.755
Chi Square	634.402	725.705

Based on the data table above, it can be concluded that the SRMR value is interpreted as fit, because it is <0.10, which is 0.071. Furthermore, the NFI value is also identified as fit because the NFI value > 0.1, which is 0.786. Chi Square has a value of 634.402, this value is said to be fit and feasible because it has a range value > 0.05 (Ghozali & Latan, 2020: 78).

### 3.2.3. Hypothesis Test

**Table 11. Direct Effect**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>PD -&gt; PI</b>	0.024	0.018	0.075	0.316	0.752
<b>PD -&gt; CI</b>	0.618	0.628	0.064	9.657	0.000
<b>PD -&gt; AI</b>	0.448	0.457	0.095	4.696	0.000
<b>CI -&gt; PI</b>	-0.009	-0.009	0.093	0.092	0.926
<b>AI -&gt; PI</b>	0.234	0.241	0.099	2.370	0.018
<b>PD -&gt; EI</b>	0.569	0.575	0.073	7.812	0.000
<b>PD -&gt; SI</b>	0.620	0.626	0.073	8.525	0.000
<b>EI -&gt; PI</b>	0.236	0.256	0.139	1.703	0.089
<b>SI -&gt; PI</b>	0.389	0.357	0.132	2.946	0.003

**Table 12. Indirect Effect**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>PD -&gt; CI -&gt; PI</b>	-0.005	-0.004	0.060	0.088	0.930
<b>PD -&gt; AI -&gt; PI</b>	0.105	0.114	0.061	1.726	0.085
<b>PD -&gt; EI -&gt; PI</b>	0.134	0.150	0.090	1.501	0.134
<b>PD -&gt; SI -&gt; PI</b>	0.241	0.224	0.088	2.733	0.006

### 3.2.3.1. The Impact of Product Description on Purchase Intention

Based on the bootstrapping test's path coefficient table results, the research results show that the T-statistic and p-value between the Product Description and Purchase Intention variables are 0.316 and 0.752 respectively. The T-statistic value is  $0.316 \leq 1.96$  and the p-value is  $0.752 \geq 0.05$ . Both do not meet the requirements so hypothesis 1 is rejected. Then, according to the original sample value (O), it is 0.024, which shows a positive value. Therefore, it can be concluded that H1 is rejected. This means that the quantity of Product Description on Alibaba.com does not have a significant impact on the Purchase Intention.

This result is in line with studies Jian Mou, Wenlong Zhu, Morad Benyouchef (2019), in their research found that the impact of product description can have different psychological impacts on different consumers, which might lead to different purchase intentions (Mou et al., 2019). Indonesian consumers are hesitant to buy products on Foreign Platforms especially Alibaba.com due to differences in geography, income, culture, religion, etc and a lack of trust and perceived value. Issues such as privacy, security, and regulations may occur is also a factor. So the conclusion of this research is, attractive product descriptions and a variety of product descriptions, it will not directly impact on consumer purchase intentions.

### 3.2.3.2. The Impact of Product Description on Product Cognitive Involvement and Affective involvement

Based on the bootstrapping test's path coefficient table results, Product Description has a significant positive impact on Product Involvement. More specifically, the research results show that the T-statistic and p-value between the Product Description and Cognitive Involvement variables are 4.696 and 0.000 respectively. The T-statistic value is  $4.696 \geq 1.96$  and the p-value is  $0.000 \leq 0.05$ . Both meet the requirements so that hypothesis 2a is accepted. Then, according to the original sample value (O), it is 0.448, which shows a positive value. And in other case the research results show that the T-statistic and p-value between the Product Description and Affective Involvement variables are 9.657 and 0.000 respectively. The T-statistic value is  $9.657 \geq 1.96$  and the p-value is  $0.000 \leq 0.05$ . Both meet the requirements so that hypothesis 2b is accepted. Then, according to the original sample value (O), it is 0.618, which shows a positive value.

This result is in line with studies Jian Mou, Wenlong Zhu, Morad Benyouchef (2019), In CBEC settings, there are various barriers between consumers and sellers, such as language, culture, habits, but a high-quality product description still plays an important role in the formation of consumers' product involvement. A high-quality product description can psychologically and emotionally attract consumers'

attention and lead to good feelings about the product. (Mou et al., 2019). So the conclusion of this study, shows that product descriptions can increase cognitive involvement and affective involvement of consumers in products.

3.2.3.3. The Impact of Product Cognitive Involvement and Affective Involvement on Purchase Intention  
Based on the bootstrapping test's path coefficient table results, Product Affective Involvement has a significant positive impact on Purchase Intention, but on the other side has a negative not significant impact on the relationship between Product Cognitive Involvement and Purchase Intention. The research results show that the T-statistic and p-value between the Cognitive Involvement and Purchase Intention variables are 0.316 and 0.752 respectively. The T-statistic value is  $0.092 \leq 1.96$  and the p-value is  $0.926 \geq 0.05$ . Both do not meet the requirements so hypothesis 3a is rejected. Then according to the original sample value (O), it is -0.009, which shows a negative value. Therefore, it can be concluded that H3a is rejected. And in other case, the research results show that the T-statistic and p-value between the Affective Involvement and Purchase Intention variables are 2.370 and 0.018 respectively. The T-statistic value is  $2.370 \geq 1.96$  and the p-value is  $0.018 \leq 0.05$ . Both meet the requirements so that hypothesis 3b is accepted. Then, according to the original sample value (O), it is 0.234, which shows a positive value. it can be concluded that H3b is accepted.

This result is in line with studies Jian Mou, Wenlong Zhu, Morad Benyouchef (2019). On CBEC platforms consumers are mostly global buyers who are more cautious when buying foreign products, especially those they have not seen before. In this case, they will psychologically consider and evaluate the characteristics, function and practicalities of these products in all aspects (Mou et al., 2019). The results of this study show that affective product involvement is more likely to generate purchase intention than cognitive product involvement.

3.2.3.4. The Impact of Product Description on Platform Enduring Involvement and Situational Involvement

Based on the bootstrapping test's path coefficient table results, Product Description has a significant positive impact on Platform Involvement. More specifically, the research results show that the T-statistic and p-value between the Product Description and Enduring Involvement variables are 7.812 and 0.000 respectively. The T-statistic value is  $7.812 \geq 1.96$  and the p-value is  $0.000 \leq 0.05$ . Both meet the requirements so that hypothesis 4a is accepted. Then, according to the original sample value (O), it is 0.569, which shows a positive value. And in other case the research results show that the T-statistic and p-value between the Product Description and Situational Involvement variables are 8.525 and 0.000 respectively. The T-statistic value is  $8.525 \geq 1.96$  and the p-value is  $0.000 \leq 0.05$ . Both meet the requirements so that

hypothesis 4b is accepted. Then, according to the original sample value (O), it is 0.620, which shows a positive value.

This result is in line with studies Jian Mou, Wenlong Zhu, Morad Benyouchef (2019). Product Description can show the products from several aspects, and psychologically reduce the risk and uncertainty for consumers during the shopping process. In that sense, consumers will increase their involvement on the platform that displays these products (Mou et al., 2019). Product descriptions on the Alibaba.com platform that can be understood by consumers, follow the needs and desires of consumers and are able to answer consumer needs in a relevant manner, are able to increase enduring involvement and situational involvement

3.2.3.5. The Impact of Platform Enduring Involvement and Situational Involvement on Purchase Intention. Based on the bootstrapping test's path coefficient table results, Platform Involvement produces a partly significant positive impact on Purchase Intention. Platform Situational Involvement has a significant positive impact on Purchase Intention, but this impact is not significant in the relationship between Platform Situational Involvement and Purchase Intention. The research results show that the T-statistic and p-value between the Enduring Involvement and Purchase Intention variables are 1.703 and 0.089 respectively. The T-statistic value is  $1.703 \leq 1.96$  and the p-value is  $0.089 \geq 0.05$ . Both do not meet the requirements so hypothesis 5a is rejected. Then according to the original sample value (O), it is 0.236, which shows a positive value. Therefore, it can be concluded that H5a is rejected. And in other case, the research results show that the T-statistic and p-value between the Situational Involvement and Purchase Intention variables are 2.946 and 0.003 respectively. The T-statistic value is  $2.946 \geq 1.96$  and the p-value is  $0.003 \leq 0.05$ . Both meet the requirements so that hypothesis 5b is accepted. Then, according to the original sample value (O), it is 0.389, which shows a positive value. it can be concluded that H5b is accepted.

This study is different from previous research (Jian Mou, Wenlong Zhu, Morad Benyouchef., 2019). which found that, Enduring Involvement and Situational Involvement, have a significant impact on Purchase Intention. There are several factors that might explain this difference. the sample used in this study may have different characteristics from the sample in previous studies. The samples used in this study are from Indonesian people who have different geography, income, culture, characteristics from the samples used in previous studies. the results of this study, on the contrary, supported the previous research by (Zhu et al., 2019), which states that enduring involvement has no significant impact on purchase intention.

According to Zhu et al. (2019). The existence of the fulfilment of product needs when they are needed by consumers (answering needs when consumer needs arise) makes consumer purchase intention more directed to situational needs than long-term involvement (enduring involvement).

### 3.2.3.6. The Relationship of Product Involvement Mediates the impact of Product Description on Purchase Intention.

Based on the bootstrapping test's path coefficient table results, Cognitive Involvement mediates that Product Description has a negative and not significant impact on Purchase Intention, the research result shows that the original P-value between Product Description, Cognitive Involvement and Purchase Intention is 0.930, which means more than 0.05. This study is in line from previous research (Jian Mou, Wenlong Zhu, Morad Benyouchef., 2019) state that, Product Description that mediates with Cognitive Involvement have a negative not significant impact on Purchase Intention. the impact of a high-quality product description on consumers' purchase intention cannot be transmitted through product cognitive involvement (Zhu et al., 2019).

Affective Involvement mediates that Product Description has a positive and not significant impact on Purchase Intention, the research result shows that the original P-value between Product Description, Affective Involvement and Purchase Intention is 0.085, which means more than 0.05. Thus, it can be concluded that the 6 hypothesis is rejected because the Product Description is mediated by Product Involvement toward Purchase Intention.

This study is different from previous research (Jian Mou, Wenlong Zhu, Morad Benyouchef., 2019). which found that, Product Description that mediates with Affective Involvement, have a positive significant impact on Purchase Intention. First, differences in the research design and analysis methods used could be a cause. In previous research using the DHGate.com platform while this research uses the Alibaba.com application. Second, the sample used in this study may have different characteristics from the sample in the previous study. For example, From previous research using Demographics located country that from America, Canada, Britain, France, etc. but this research only comes from Indonesia specifically Central Java, Solo. That could be the factor causing the difference in results in this study and previous research.

### 3.2.3.7. The Relationship Platform Involvement Mediates the impact of Product Description on Purchase Intention

Based on the bootstrapping test's path coefficient table results, Enduring Involvement mediates that Product Description has a positive and not significant impact on Purchase Intention, the research result shows that the original P-value between Product Description, Enduring Involvement and Purchase Intention is



0.134, which means more than 0.05. This study is different from previous research (Jian Mou, Wenlong Zhu, Morad Benyouchef., 2019) state that, Product Description that mediates with Enduring Involvement have a positive significant impact on Purchase Intention. But on the other research (Zhu et al., 2019) stated that Enduring Involvement had no significant impact on Purchase Intention.

Situational Involvement mediates that Product Description has a positive and significant impact on Purchase Intention, the research result shows that the original P-value between Product Description, Situational Involvement and Purchase Intention is 0.006, which means less than 0.05. Thus, it can be concluded that the 7 hypothesis is rejected because the Product Description is mediated by Platform Involvement toward Purchase Intention. This study is in line from previous research (Jian Mou, Wenlong Zhu, Morad Benyouchef., 2019). which found that, Product Description that mediates with Situational Involvement, have a positive significant impact on Purchase Intention.

Following the findings of Zhu et al. (2019), psychological activity and behavioral motivation in enduring involvement are more complicated than in situational involvement, so that differences in product characteristics and respondents can cause differences in the impact of variables and their mediating impact on purchase intention. On Situational Involvement mediation, the characteristics of the respondents and the products purchased lead to situational involvement, which is stronger than enduring involvement

#### **4. CLOSING**

##### **4.1. Conclusion**

Based on the research, a number of conclusions can be drawn regarding the behavior of Indonesian consumers on the Alibaba.com platform.

- 1) The results Product Descriptions did not show a significant impact on Purchase Intentions. So that the first hypothesis can be rejected.
- 2) The results of the Product Descriptions have a significant impact on Cognitive and Affective Involvement. A detailed and product description captures consumers' attention and increases their Affective Involvement connection to the product. So that the 2a & 2b hypothesis can be accepted.
- 3) The results of Cognitive Involvement did not show a significant impact on Purchase Intention, but the Affective Involvement did have a strong and significant impact. This suggests that consumers' emotions and feelings towards the product are more decisive in driving purchasing decisions than rational thinking. So that the 3a hypothesis can be rejected, and for the 3b hypothesis can be accepted.
- 4) The results of the Product Descriptions have a significant impact on Enduring and Situational Involvement. So that the 4a & 4b hypothesis can be accepted.

- 5) The result of Enduring Involvement does not have a significant impact on Purchase Intention, but the Situational Involvement has a significant impact on Purchase Intention. So that the 5a hypothesis can be rejected, and for the 5b hypothesis can be accepted.
- 6) The study indicates that Cognitive and Affective Involvement has not significant impact mediating on Product Description toward Purchase Intention. So that the 6a & 6b hypothesis can be rejected.
- 7) The study indicates that Enduring Involvement has not significant mediating on Product Description toward Purchase Intention, but the Situational Involvement has a significant impact mediating on Product Description toward Purchase Intention. So that the 7a hypothesis can be rejected, and for the 7b hypothesis can be accepted.

#### **4.2. Implication**

The findings of this study are 1) product description has a significant positive impact on product cognitive & affective involvement, and platform enduring & situational involvement. product affective involvement has a significant impact on purchase intention. platform situational involvement has a significant impact on purchase intention. and platform situational involvement mediates that product description has a positive and significant impact on purchase intention.

Based on the research result mentioned, product descriptions are thorough, clear, and accurate, including comprehensive details about features, specifications, and benefits. Integrate high-quality images, videos, and interactive elements in product descriptions to enhance both cognitive and affective involvement. Highlight user reviews and ratings prominently to provide additional information and build trust. Continuously improve Alibaba.com user interface to ensure a seamless and enjoyable shopping experience, focusing on ease of navigation, fast loading times, and intuitive design. Enhance customer support services to address consumer queries and issues promptly, offering multiple support channels like live chat, email, and phone support. Optimize the platform for mobile devices to cater to the growing number of mobile shoppers in Indonesia, ensuring a consistent and responsive experience across all devices.

Since Affective Involvement significantly impact Purchase Intentions, Alibaba.com should prioritize creating emotionally engaging product descriptions and marketing content. Highlighting benefits that resonate emotionally with consumers can drive higher impact on Purchase Intentions. Increase emotionally charged marketing campaigns using customer testimonials, and engaging visuals to create strong emotional connections with Indonesian consumers. Implement personalized marketing strategies tailored to individual

preferences and behaviors to increase Affective Involvement.

Companies can develop situational marketing strategies that meet consumers' current needs and circumstances. Leverage limited-time promotions, discount and flash sales to create urgency and increase situational engagement. Develop marketing campaigns around holidays, seasons, and special events in Indonesia to align with consumers' situational context and increase their purchase intention.

Companies can use situational involvement as mediation to increase the impact of product descriptions on purchase intentions. Implement a loyalty program that rewards repeat purchases and long-term involvement, offering points, discount and exclusive offers to loyal customers. Provide personalized offers and recommendations based on past purchasing behavior and preferences to maintain ongoing involvement. Create a sense of community around the Alibaba.com brand by interacting with customers through social media, and events, encouraging user-generated content and customer feedback to build stronger relationships.

### **4.3. Limitation**

The main limitation of this study is that the data collection was conducted on one CBEC platform, specifically Alibaba.com.

- 1) This study only used a sample of people from Surakarta, so it cannot represent the population in Indonesia as a whole. Future studies could expand the data collection using multiple channels. This will be useful to get a more comprehensive conclusion.
- 2) Each respondent's data is gathered for this study using an online survey delivered through a Google Form. Because of this, it is less accurate to identify responders to the claims submitted in the questionnaire using the data that was collected.
- 3) This study only analyzed the impact of Product Descriptions on Purchase Intention from the perspective of Product Involvement and Platform Involvement. Consumer purchase intention can be analyzed and explored from multiple perspectives.
- 4) Indonesia's economic and educational context, Especially the Central Java region, may impact consumer behavior differently compared to other regions or countries. These contextual factors limit the applicability of the findings to other situations.

## REFERENCE

- Mou, J., Zhu, W., and Benyoucef, M. 2020. "Impact of Product Description and Involvement on Purchase Intention in Cross-Border E-Commerce". *Industrial Management and Data Systems*, 120(3), pp. 567–586.
- Zhu, W., Mou, J., and Benyoucef, M. 2019. "Exploring Purchase Intention in Cross-Border E-Commerce: A Three-Stage Model". *Journal of Retailing and Consumer Services*, 51, pp. 320–330.
- Hsu, C. J., Yen, J. R., Chang, Y. C., and Woon, H. K. 2016. "How do the Services of Low-Cost Carriers affect Passengers' Behavioral Intentions to Revisit a Destination?". *Journal of Air Transport Management*, 52, pp. 111–116.
- Hsia, T. L., Wu, J. H., Xu, X., Li, Q., Peng, L., and Robinson, S. 2020. "Omnichannel Retailing: The Role of Situational Involvement in Facilitating Consumer Experiences". *Information and Management*, 57(8).
- Ferns, B. H. and Walls, A. 2012. "Enduring Travel Involvement, Destination Brand Equity, and Travelers' Visit Intentions: A Structural Model Analysis". *Journal of Destination Marketing and Management*, 1(1–2), pp. 27–35.
- Ghozali, I. 2021. Partial Least Squares. "Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 untuk Penelitian Empiris (3rd ed.)". Universitas Diponegoro.
- Havitz, M. E. and Mannell, R. C. 2005. "Enduring Involvement, Situational Involvement, and Flow in Leisure and Non-Leisure Activities". *Journal of Leisure Research*, 37(2), pp. 152–177.
- Chen, Z., Cenfetelli, R., and Benbasat, I. 2019. "The Impact of E-Commerce Live Streaming on Lifestyle Fit Uncertainty and Online Purchase Intention of Experience Products" 1.
- Wenlong Zhu, Jian Mou, Morad Benyoucef. (2019). "Exploring purchase intention in cross-border E-commerce: A three stage model". *Journal of Retailing and Consumer Services*, 5(1), 320-330.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). "Marketing Management 3rd edition" PDF eBook. Pearson Higher Ed.
- Dewi Mustikasari Immanuel, Yosef Peter (2022). "The Impact of Product Description Of Involvement Platform Toward Purchase Intention at Online Stores on the Marketplace Platform". *Journal of Management*. 20, 4 1-17.
- Giuffrida, M., Mangiaracina, R., Perego, A. and Tumino, A. (2017), "Cross-border B2C e-commerce to Greater China and the role of logistics: a literature review", *International Journal of Physical Distribution & Logistics Management*, Vol. 47 No. 9, pp. 772-795.
- Chen, N. and Yang, J. (2017), "Mechanism of government policies in cross-border e-commerce on firm performance and implications on m-commerce", *International Journal of Mobile Communications*, Vol. 15 No. 1, pp. 69-84
- Rachmawati, D., & Syafarudin, A. (2022). "Analysis of e-Service Quality and e-Trust on e-Loyalty with e-Satisfaction as an Intervening Variable in The Government e-Catalogue". *European Journal of Business and Management Research*, 7(2), 323-329.

- Chen, Z. and Dubinsky, A.J. (2003), “*A conceptual model of perceived customer value in e-commerce: a preliminary investigation*”, *Psychology & Marketing*, Vol. 20 No. 4, pp. 323-347
- Drossos, D.A., Kokkinaki, F., Giaglis, G.M. and Fouskas, K.G. (2014), “*The effects of product involvement and impulse buying on purchase intentions in mobile text advertising*”, *Electronic Commerce Research and Applications*, Vol. 13 No. 6, pp. 423-430.
- Hsin Chang, H. and Wen Chen, S. (2008), “*The impact of online store environment cues on purchase intention: trust and perceived risk as a mediator*”, *Online Information Review*, Vol. 32 No. 6, pp. 818-841.
- Hsu, C.L., Liu, C.C. and Lee, Y.D. (2010), “*Effect of commitment and trust towards micro-blogs on consumer behavioral intention: a relationship marketing perspective*”, *International Journal of Electronic Business Management*, Vol. 8 No. 4, pp. 292-303.
- Huang, C.Y., Chou, C.J. and Lin, P.C. (2010), “*Involvement theory in constructing bloggers’ intention to purchase travel products*”, *Tourism Management*, Vol. 31 No. 4, pp. 513-526.
- Huang, E. (2012), “*Online experiences and virtual goods purchase intention*”, *Internet Research*, Vol. 22 No. 3, pp. 252-274.
- Huang, M.H. (2006), “*Flow, enduring, and situational involvement in the web environment: a tripartite second-order examination*”, *Psychology & Marketing*, Vol. 23 No. 5, pp. 383-41
- Herdanang A.Fauzan & Annisa Margrit, (2020,12,30), “*Jejak Alibaba di Indonesia*”, 5, <https://infografik.bisnis.com/read/20201230/547/1337043/jejak-alibaba-di-indonesia>.
- Mou, J., Cui, Y. and Kurcz, K. (2019), “*Bibliometric and visualized analysis of research on major e-commerce journals using Cite space*”, *Journal of Electronic Commerce Research*, Vol. 20 No. 4, pp. 219-237.
- Mou, J., Cui, Y. and Kurcz, K. (2020), “*Trust, risk and alternative website quality in B-buyer acceptance of cross-border e-commerce*”, *Journal of Global Information Management*, Vol. 28 No. 1, pp. 167-188.
- Mou, J., Cohen, J., Dou, Y. and Zhang, B.O. (2017), “*Predicting buyers’ repurchase intentions in cross-border e-commerce: a valence framework perspective*”, *Proceedings of the 25th European Conference on Information Systems*, pp. 2382-2394.
- Mou, J., Cohen, J., Dou, Y. and Zhang, B.O. (2019), “*International buyers’ repurchase intentions in a Chinese cross-border e-commerce platform*”, *Internet Research* (in press).
- Yang, H., Yu, J., Zo, H. and Choi, M. (2016), “*User acceptance of wearable devices: an extended perspective of perceived value*”, *Telematics and Informatics*, Vol. 33 No. 2, pp. 256-269.
- Yoon, S. and Zhang, D. (2018), “*Social media, information presentation, consumer involvement, and cross-border adoption of pop culture products*”, *Electronic Commerce Research and Applications*, Vol. 27, pp. 129-138.
- Zaichkowsky, J.L. (1986), “*Conceptualizing involvement*”, *Journal of Advertising*, Vol. 15 No. 2, pp. 4-34.

- Zhang, Y., Fang, Y., Wei, K.K., Ramsey, E., McCole, P. and Chen, H. (2011), “*Repurchase intention in B2C e-commerce – a relationship quality perspective*”, *Information & Management*, Vol. 48 No. 6, pp. 192-200.
- Zhou, L., Wang, W., Xu, J.D., Liu, T. and Gu, J. (2018), “*Perceived information transparency in B2C e-commerce: an empirical investigation*”, *Information & Management*, Vol. 55 No. 7, pp. 912-927.