

## Chapter I

### Background

#### A. Introduction

In today's digital era, e-commerce has indeed become a platform that is very popular among people (Mou et al., 2020a). E-commerce has been a huge success, bringing considerable economic and social advantages. (Peña-García et al., 2020). Cross-border e-commerce is the activity of selling things to consumers in other nations via the internet. (Giuffrida et al., 2017). In recent times, CBEC (cross-border electronic commerce) has expanded rapidly, establishing a fresh path for international trade and economic cooperation. (Mou et al., 2017). Customers may now purchase things from a global internet market, due to low prices and a broad variety of goods, cross-border e-commerce provides customers with appealing options (Kim et al., 2017).

Customers at CBEC influenced by factors including languages, location, culture, and religion, customers frequently have various motives, wants, interests, and needs for a certain product, which (Mou et al., 2020a). Buyers and sellers in CBEC are typically from different nations and are unfamiliar among each other. There are indeed numerous barriers in CBEC, one of which is linguistic and cultural differences (Giuffrida et al., 2017). When a customer searches for a product online, a brief description of the product is typically displayed. (Mou et al., 2020a). Mentioning and describing a product are essential signals for consumers to make further decisions. (Mou et al., 2020a).

There are some prior researches using the same variable. The first finding found that shows that high-quality Product description endures a significant beneficial impact on product cognitive engagement, affective engagement, platform enduring engagement, and platform situational engagement, while affective involvement,

platform survival engagement, and platform situational involvement all have a significant positive effect on purchase intention, but that effect does not appear significant in the causal connection between product cognitive engagement and purchase intention. (Mou et al., 2020a). The second research conducted by (Zhu et al., 2019) also reveals that platform situational engagement, trust beliefs, and platform enduring engagement all have a beneficial influence on purchase intention. In addition, research conducted by (Mustikasari, 2022) revealed that product description has a strong impact on final and situational engagement; moreover, product description and purchase intention are mediated by situational engagement, but enduring engagement is not.

There are several reasons why more people are using the internet for shopping and conducting business (Rosmayani, 2020). The rapid development of online stores offers business opportunities in the fashion field on the internet (Rosmayani, 2020). The marketplace creates new opportunities for existing entities to expand their scope and provides accelerated growth prospects for new entities (Mustikasari, 2022). At this stage, Fashion goods shopping online is becoming more and more popular (Sethi, 2018). Fashion products are fashion clothing, including all accessories such as belts, shoes, hat, bag, socks, and underwear (Rosmayani, 2020).

Shopee is chosen to be the setting of this research, because Shopee may compete with comparable marketplaces with a wide range of offerings, some of which are even cheaper, as the goods are imported straight from overseas at a cheaper cost than the market price (Fitri, 2020). The other reason Shoope is chosen to be the setting of this research is according to iPrice data from 2019 until 2021, as it shown in tables 1.1, from 2019 until 2021, the monthly web visit of Shopee continues to increase compared to Lazada. It shows that Shopee becomes a popular marketplace to visit on each year.

No.	Merchant	Monthly Web Visit	Merchant	Monthly Web Visit	Year
1.	Shopee	72,973,300	Lazada	52004500	2019
3.	Shopee	129,320,800	Lazada	24400000	2020
4.	Shopee	138,776,700	Lazada	30516700	2021

Table 1 1 Shopee Monthly Web Visit on The First Quarter of 2019-2021

Source: (iPrice, 2021)

This research is a form of replication from a previous study conducted in China with the title "Impact of Product Description and Involvement on Purchase Intention in Cross-Border E-Commerce" (Mou et al., 2020a). The difference between this research is and previous research is that on this research, discusses relationship between product description and purchase intention through mediating variable which are cognitive involvement, affective involvement, enduring involvement, and situational involvement.

Product descriptions are used in online marketplaces to convey to buyers the utility and efficacy of a product. (Mustikasari, 2022). High-quality product description, in line with what is proposed by the involvement the theory, can mostly strengthen the bond between products and customers while also increasing the potential worth of items (Mou et al., 2020a). Basic product information, feedback possibilities, and product preference information can be conveyed through the product description (Prasad et al., 2019). In addition to influencing purchase intent, the platform shopping experience may boost long-term engagement. (Huang, 2012a). According to (Mou et al., 2020a) many previous studies have discussed this variable, but only focused on traditional e-commerce, very few studies have focused on product description as it relates to CBEC.

Based on the previous discussion, a more in-depth exploration of the impact of purchase intention, purchase behavior online, product description, product cognitive

involvement, product affective involvement, platform enduring involvement, and platform situational involvement would be quite fascinating, which entitled “The Role of Product Description on Purchase Intention Mediated by Product Involvement and Platform Involvement in Cross-Border E-Commerce”

## **B. Research Question**

Based on the preceding explanations of the research background, there are several research questions, namely as follows:

1. Does product description have a significant and positive effect on product cognitive involvement in Shopee?
2. Does product description have a significant and positive effect on product affective involvement in Shopee?
3. Does product description have a significant and positive effect on platform enduring involvement in Shopee?
4. Does product description have a significant and positive effect on platform situational involvement in Shopee?
5. Does product cognitive involvement have a significant and positive effect on purchase intention in Shopee?
6. Does product affective involvement have a significant and positive effect on purchase intention in Shopee?
7. Does platform enduring involvement have a significant and positive effect on purchase intention in Shopee?
8. Does platform situational involvement have a significant and positive effect on purchase intention in Shopee?
9. Does product description have a significant and positive effect on purchase intention mediated by product cognitive involvement in Shopee?

10. Does product description have a significant and positive effect on purchase intention mediated by product affective involvement in Shopee?
11. Does product description have a significant and positive effect on purchase intention mediated by platform enduring involvement in Shopee?
12. Does product description have a significant and positive effect on purchase intention mediated by platform situational involvement in Shopee?
13. Does product description have a significant and positive effect on purchase intention?

### **C. Research Objective**

The objectives of this research are as follows:

1. Understanding the effect of product description on product cognitive involvement in Shopee.
2. Understanding the effect of product description on product affective involvement in Shopee.
3. Understanding the effect of product description on platform enduring involvement in Shopee.
4. Understanding the effect of product description on platform situational involvement in Shopee.
5. Understanding the effect of product cognitive involvement on purchase intention in Shopee.
6. Understanding the effect of product affective involvement on purchase intention in Shopee.
7. Understanding the effect of platform enduring involvement on purchase intention in Shopee.

8. Understanding the effect of platform situational involvement on purchase intention in Shopee.
9. Understanding the effect of product description on purchase intention mediated by product cognitive involvement in Shopee.
10. Understanding the effect of product description on purchase intention mediated by product affective involvement in Shopee.
11. Understanding the effect of product description on purchase intention mediated by platform enduring involvement in Shopee.
12. Understanding the effect of product description on purchase intention mediated by platform situational involvement in Shopee.
13. Understanding the effect of product description on purchase intention

#### **D. Research Benefit**

This research is hoped to be beneficial theoretically, and practically, for several parties.

1. Theoretical benefit

This research is expected to be useful to another researcher who is interested in the field of marketing that is related to purchase intention, purchase behavior online, product description, product cognitive involvement, product affective involvement, platform enduring involvement, and platform situational involvement.

2. Practical benefit

The practical benefit of this research is to provide information about the effect of product description on purchase intention and purchase behavior in cross-

border e-commerce, so, that it could help local e-commerce to start market their products abroad.