



The Effect of Price and Free Shipping on Purchasing Decisions in E-Commerce Shopee on Students of The Faculty of Economics Pasim National University

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ABSTRACT

This research was conducted on Pasim National University Faculty of Economics students who making purchases online on the Shopee platform. The research methodology applied in this study is a descriptive approach along with an associative approach. A total of 124 participants were sampled in this study, and the sampling technique used was stratified proportional random sampling. In addition, multiple linear regression analysis was also conducted, which involved t-test and f-test. Based on the results of the study, the independent variables (price and free shipping) show that there are factors that influence the dependent variable (purchasing decision) by 60.5%. The magnitude of the effect of the price variable on purchasing decisions is 16.3%, and the magnitude of the effect of free shipping on purchasing decisions is 44.1%. The implication of this research is that shopee can maintain price variations in order to compete with other e-commerce, also pay attention to product prices to match the quality provided and pay attention to providing free shipping without a minimum purchase so that consumers decide to buy in shopee e-commerce

INTRODUCTION

The development of technology today makes people easily enjoy everything from getting information to even selling goods without having to meet the seller directly. Electronic Commerce (e-commerce) is a transaction or the process of exchanging information between selling and buying parties in a virtual environment. E-commerce is designed to meet the needs of a convenient and fast lifestyle in all aspects of modern society. E-commerce is also commonly referred to as market-making, because it directly creates a virtual world market that brings together sellers and buyers from all over the world with only an internet connection. (Rerung, 2018)

Shopee is an online shopping website. In 2015, Shopee first launched in Singapore as a marketplace that maintains a consumer to consumer (C2C) business model, which allows users to sell products to each other. Shopee is also an online shopping and selling service that offers a wide range of products. Shopee also integrates with various logistics and payment support services to make online shopping easier and safer for both sellers and buyers. Shopee is a large enough market in Indonesia to attract many users to try using shopee.

With the existence of this marketplace changing the way goods are purchased from stores or shopping centers, marketplaces today can be a viable alternative for internet users who can easily access virtual marketplaces using only an internet connection. Greater profits and the ability to access a wide range of marketplaces result in a more favorable outlook for this form of internet business. Due to the high level of consumer enthusiasm, this has resulted in an increase in new sales activities. This has made the online business environment more competitive, making it necessary to focus on price and promotion in order to convince consumers of the purchase decision.

LITERATURE REVIEW

Price

Determining the market share and profit of a company is strongly influenced by price, so price is an inevitable key factor. Price is one of the key factors in determining the market share and profitability of a company. It includes the amount of money that must be paid to obtain goods or services, or benefits exchanged by consumers for the benefits or rights to use the product or service. (Kotler & Amstrong, 2016)

Price refers to the financial value of a product or item, which can be measured in monetary terms using certain criteria. (Effendie, 2017)

Price provides income or revenue to the company, and it is the only element in the marketing mix that has a direct financial impact. (Fandy Tjiptono, 2016)

H1: There is an effect of price on purchasing decisions on the Shopee e-commerce platform in students from the Faculty of Economics Pasim National University.

Free Shipping

Free shipping is part of a sales promotion that aims to attract buyers' interest and stimulate purchases in the context of business or special purchases. (Assauri, 2018)

Free shipping is a very effective marketing strategy owned by a store, which functions to convey information, convince, and influence consumer perceptions to trigger purchasing actions (Marlena, 2020)

Free Shipping is when the seller covers the full cost of shipping the product to the buyer, without charging any additional fees. (Rahmawati, 2022)

H2: There is an impact of free shipping on purchasing decisions on the Shopee e-commerce platform in students of the Faculty of Economics, Pasim National University

Purchase Decision

Purchasing decisions are steps taken by consumers in identifying their problems, seeking information about certain products or brands, and assessing the extent to which each of these choices can solve existing problems. The results of this process then become the basis for making purchasing decisions. (Tjiptono, 2014).

The purchase decision is a step in the decision-making process by consumers where they finally decide to make a purchase. (Philip Kotler & Gary Armstrong, 2016).

Purchasing decisions refer to the pre-purchase stage which includes all activities carried out by consumers before they make a purchase transaction and use the product (Diana, 2016)

H3: There is an effect of price and free shipping on purchasing decisions on the Shopee e-commerce platform in students of the Faculty of Economics, Pasim National University.

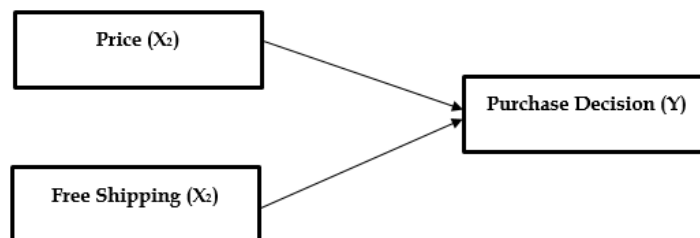


Figure 1. Research Paradigm

METHODOLOGY

Research Design

The writers of this study employed quantitative research techniques together with descriptive and associative methodologies. (Sugiyono, 2016).

Explains that the quantitative research approach can be considered a positivistic approach used to investigate certain populations or samples. The process involves collecting data through research tools and analyzing data using quantitative statistical methods to test hypotheses that have been proposed.

According to (Sugiyono, 2016) Descriptive research is a research process that focuses on exploring independently existing variables, be it one or more variables, without making comparisons between these variables or looking for relationships between variables. The use of descriptive methods in this study aims to compile an overview of the variables of price, free shipping, and purchasing decisions.

Meanwhile, the associative method according to (Sugiyono, 2016) Used to identify the impact or relationship between two or more variables. In this study, the associative method was used to test the relationship between price, free shipping and purchasing decisions.

Population and Sampling Technique

Population

Population according to (Sugiyono, 2016). refers to a collection of objects or subjects with certain qualities and characteristics that have been determined by researchers for research purposes and then used to make conclusions. The population in this study are 180 students of the Faculty of Economics of Pasim National University Morning Regular Class.

Sample

According to (Sugiyono, 2016) A sample is a portion of the total number and characteristics of the population.

In this study context, researchers used the Probability Sampling technique, known as proportionate stratified random sampling. (Sugiyono, 2016) also explains that Probability sampling is a sampling method that provides equal opportunities for each individual element in the population to be selected as part of the sample.

Proportionate stratified random sampling is sampling from members of the population randomly and proportionally, this technique is used because the population is spread in several groups.

Based on the explanation above, because the population of this study amounted to 180 people and took a 5% accuracy rate, the resulting sample was 124 respondents.

Operational Variables

Table 1. Variable Operationalization

Variable	Definition	Dimension	Indicators	Scale	Item No.
Price (X ₁)	According to (Kotler & Armstrong, 2016) Price is one of the key factors in determining the market share and profitability of a company. It includes the amount of money that	Price Affordability	Product prices are affordable	Ordinal	1
			Product Price Varies	Ordinal	2
		Price compatibility with product quality	Price according to quality	Ordinal	3
			Price in accordance with the wishes	Ordinal	4
		Price compatibility with benefits	The price of the product is in accordance with the	Ordinal	5

Variable	Definition	Dimension	Indicators	Scale	Item No.
	must be paid to obtain a product or service, or the value exchanged by consumers for the benefits or rights to use the product or service		benefits provided		
			Price suitability has good benefits	Ordinal	6
		Price according to competitiveness	Prices at shopee compete with other E-commerce	Ordinal	7
			The price at shopee is cheaper	Ordinal	8
Free Shipping (X ₂)	According to (Assauri, 2018) free shipping is part of a sales promotion to attract consumer buying interest to stimulate purchases in the form of business or special purchases.	Attention	Free shipping catches the eye	Ordinal	1
			Free shipping reminds me of shopee E-Commerce	Ordinal	2
		Interest	Free shipping makes me interested in making a purchase	Ordinal	3
			Shopee's free shipping has its own appeal	Ordinal	4
		Desire	Free shipping evokes the desire to buy products	Ordinal	5
			Purchase products you want when you have a free shipping voucher	Ordinal	6
		Action	Purchase a product when you	Ordinal	7

Variable	Definition	Dimension	Indicators	Scale	Item No.
			have a free shipping voucher		
			Purchased other products to fulfill the free shipping amount requirement	Ordinal	8
Purchase Decision (Y1)	According to (Kotler and Armstrong, 2016) The purchase decision is a step in the decision-making process by consumers where they finally decide to make a purchase	Product Selection	Variety of products offered	Ordinal	1
			Many attractive product choices	Ordinal	2
		Brand Choice	Consumer decisions to buy products from certain brands	Ordinal	3
			Choose products based on brand reputation	Ordinal	4
		Choice of Distributor	Diverse choice of distributors	Ordinal	5
			Consumer decisions to choose which distributor to visit	Ordinal	6
		Purchase Time	Deciding to buy based on the time of purchase according to need	Ordinal	7
			Purchase time based on promotion	Ordinal	8

Variable	Definition	Dimension	Indicators	Scale	Item No.
		Purchase Amount	Purchase amount based on need	Ordinal	9
			purchase for inventory	Ordinal	10
		Payment Method	consumer convenience in payment	Ordinal	11
			diversity of payment methods that are easy to use	Ordinal	12

Source: Created by Researchers, 2023

RESULTS

Descriptive Analysis Results

Based on the results of research involving the administration of questionnaires to 124 respondents. The resulting standard values are as follows:

Table 2. Standard Weight Value

Weight Value	Category
124-222	Not very good
223-321	Not good
322-420	Good enough
421-519	Good
520-618	Very good

Source: Process Data, 2023

Table 3. Results of Descriptive Analysis of Price (X₁)

Indicators	Frequency and Actual Weight										Score	Category
	(5)		(4)		(3)		(2)		(1)			
	F	B	F	B	F	B	F	B	F	B		
Product prices at shopee can be reached by all circles	18	90	78	312	28	84	0	0	0	0	486	Good
The price offered by shopee varies	31	155	71	284	22	66	0	0	0	0	505	Good
Product prices offered by Shopee are in line with the quality received	9	45	72	288	42	126	1	2	0	0	461	Good
The price offered by shopee is in accordance with the wishes	17	85	69	276	37	111	1	2	0	0	476	Good
The price of the product at shopee is in accordance with the benefits provided	17	85	67	268	38	114	2	4	0	0	471	Good
Price matching in shopee has good benefits	17	85	68	272	36	108	3	6	0	0	471	Good
Product prices in shopee are competitive with similar products	26	130	78	312	18	54	1	2	0	0	499	Good

Indicators	Frequency and Actual Weight										Score	Category
	(5)		(4)		(3)		(2)		(1)			
	F	B	F	B	F	B	F	B	F	B		
sold in other e-commerce.												
The price of products in shopee is cheaper	27	135	61	244	34	102	2	4	0	0	485	Good
Average											482	Good

Source: Processed by Researchers, 2023

From the distribution table presented, it can be concluded that the price variable consists of 8 questions, with an average actual weight of around 482. This value is classified as good because it is in the 421-519 range category. In these results, the question with the lowest actual weight is "The price of the products sold by Shopee is in accordance with the quality provided," with a weight of 461. In addition, there is a question that gets the highest weight on the statement "The prices offered by Shopee vary," with an actual weight of 505.

Table 4. Results of Descriptive Analysis of Free Shipping (X2)

Indicators	Frequency and Actual Weight										Score	Category
	(5)		(4)		(3)		(2)		(1)			
	F	B	F	B	F	B	F	B	F	B		
Free shipping on shopee attracts my attention	14	70	52	208	48	144	10	20	0	0	442	Good
The free shipping that shopee often does makes me remember the promotion.	16	80	55	220	48	144	5	10	0	0	454	Good
The free shipping held by shopee makes me interested in making a purchase.	4	20	60	240	57	171	3	6	0	0	437	Good
Shopee's free shipping has its own charm	16	80	64	256	39	117	5	10	0	0	463	Good

Indicators	Frequency and Actual Weight										Score	Category	
	(5)		(4)		(3)		(2)		(1)				
	F	B	F	B	F	B	F	B	F	B			
compared to other e-commerce.													
Free shipping evokes the desire to buy products	15	75	47	188	50	150	11	22	1	1	436	Good	
Buying products that I want when I have a free shipping voucher	32	160	74	296	16	48	2	4	0	0	508	Good	
Buy products when I have a free shipping voucher	27	135	80	320	14	42	3	6	0	0	503	Good	
Buying other products to fulfill the nominal requirements of the transaction to get free shipping	23	115	56	224	29	87	14	28	2	2	456	Good	
Average											462	Good	

Source: Processed by Researchers, 2023

Based on the distribution table presented, it can be concluded that the price variable, which consists of 8 questions, has an average actual weight of around 482. This value is classified as good because it is in the 421-519 range category. In these results, the question with the lowest actual weight is "The price of the products sold by Shopee is in accordance with the quality provided," with a weight of 461. In addition, there are questions that get the highest weight on the statement "The prices offered by Shopee vary," with an actual weight of 505.

Table 5. Descriptive Analysis Results of Purchase Decision (Y)

Indicators	Frequency and Actual Weight										Score	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Make purchases at shopee because of the variety of goods provided.	18	90	82	328	24	72	0	0	0	0	490	Good
Shop at shopee because of the interesting product choices	7	35	83	332	33	99	1	2	0	0	468	Good
Shopping at shopee because of the large selection of quality brands	12	60	68	272	42	126	2	4	0	0	462	Good
I am interested in buying products at shopee because it has a wide variety of product variants	17	85	84	336	23	69	0	0	0	0	490	Good
The distributors provided by shopee are diverse	21	105	74	296	28	84	1	2	0	0	487	Good
I choose to make purchases through trusted distribution channels	17	85	80	320	24	72	3	6	0	0	483	Good
Shop at shopee when I need something	24	120	77	308	23	69	0	0	0	0	497	Good
I buy products when there is a purchase discount on shopee products	19	95	69	276	30	90	6	12	0	0	473	Good
I make repeat purchases on products in shopee	16	80	68	272	37	111	3	6	0	0	469	Good

Indicators	Frequency and Actual Weight										Score	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
I shop a lot at shopee because there are discounts for certain purchase amounts	12	60	68	272	36	108	7	14	1	1	456	Good
The payment method offered by Shopee is easy to use	30	150	79	316	15	45	0	0	0	0	511	Good
The payment methods offered by shopee are complete	30	150	70	280	23	69	1	2	0	0	501	Good
Average											482	Good

Source: Processed by Researchers, 2023

From the distribution table presented, it can be concluded that the price variable consists of 8 questions, with an average actual weight of around 482. This value is classified as good because it is in the 421-519 range category. In these results, the question that is low in actual weight is "The price of the products sold by Shopee is in accordance with the quality provided," with a weight of 461. In addition, there is a question that gets the highest weight on the statement "The prices offered by Shopee vary," with an actual weight of 505.

Results of the Effect of Price and Free Shipping on Purchasing Decisions at Shopee E-Commerce

To evaluate the significance of the effect of price and free shipping on purchasing decisions, we can refer to the regression output listed below

Tabel 6. Multiple Linear Regression Analysis
Coefficients^a
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14.649	2.463		5.946	.000
Price	.386	.065	.347	5.942	.000
Free Shipping	.671	.062	.631	10.816	.000

Source: SPSS Software Output Results, 2023

From the analysis of the table, we can explain the coefficients in the regression equation as follows:

$$\beta = 14.649$$

$$X1 = 0.386$$

$$X2 = 0.671$$

Therefore, the multiple linear regression equation in this study is:

$$Y = 14.649 + 0.386 X1 + 0.671 X2$$

From this equation, it can be deciphered as follows:

- a. The constant value $\beta_0 = 14.649$, indicates the level of purchasing decisions that are not influenced by price, or in other words, when the price is zero (0) or unchanged, the purchasing decision has a value of 14.649.
- b. The regression coefficient for the price variable (X1) is 0.386, which indicates a positive or parallel relationship between price and purchasing decisions.
- c. The regression coefficient for the free shipping variable (X2) is 0.671, indicating a positive or parallel relationship between free shipping and purchasing decisions

The results above show that all regression coefficients have the expected direction value.

Table 7. Simultaneous Determination Coefficient Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 ^a	.605	.598	2.385
a. Predictors: (Constant), Free Shipping, Price				
b. Dependent Variable: Purchase Decision				

Source: SPSS Software Output Results, 2023

The regression model's coefficient of determination (R Square) is 0.605 or 60.5%. This value shows that the price variable and the free shipping variable simultaneously contribute or influence purchasing decisions by 60.5%.

Table 8. Partial Determination Coefficient Analysis Results

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	Harga	.347	.471
	Gratis Ongkir	.631	.699

Dependent Variable: Purchase Decision

a. Source: Data Processed by Researchers, 2023

The following computations are then performed in order to determine the partial influence on each variable:

1. Price(X1) : $0,347 \times 0,471 \times 100\% = 0,163$ atau 16,3%
 2. Free Shipping (X2) : $0,631 \times 0,699 \times 100\% = 0,442$ atau 44,2%
- Therefore, $0,163 (X1) + 0,442 (X2) = 0,605 (60,5\%)$

Based on the results of the above calculations, it can be seen that the partial R value on the price variable (X1) is obtained at 0.163 which indicates that the price variable is able to influence 16.3%, and the free shipping variable is able to influence 0.442 which indicates that the free shipping variable is able to influence 44.2% of purchasing decisions. Based on the simultaneous determination coefficient test of 60.5%

Research Results the Effect of Price and Free Shipping on Purchasing Decisions at E-Commerce Shopee

After carrying out the regression test and the coefficient of determination test, the hypothesis test is then carried out, namely the t-test and F-test as follows:

Table 9. T-Test Results

Model	t	Sig.
(Constant)	5.946	.000
Price (X1)	5.942	.000
Free Shipping(X2)	10.816	.000

Source: Results of SPSS Software Output Version 22, 2023

The t-test with a significance level (α) of 5% is conducted. With a sample size (n) of 124 and a degree of freedom (df) of n - 2, which is df = 122, the critical t value (t table) is 1.979. The effect of price on purchasing satisfaction is obtained 5.942 greater than the t table. Free Shipping on purchasing decisions is obtained 10.816 greater than the t table, this is accompanied by a significance probability of 0.00.

Table 10. F-Test Results
 ANOVA^a
 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1051.886	2	525.943	92.484	.000 ^b
Residual	688.107	121	5.687		
Total	1739.993	123			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Free Shipping, Price

Source: SPSS Software Output Results, 2023

The results from the table above indicate that the statistical calculation shows Fcount of 92.484, which is greater than Ftable 3.07. With a significance of 0.000, which is less than 0.05, H0 is rejected and H1 is accepted. This means that the price variable on the Shopee e-commerce platform and the free shipping variable have a significant influence together on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University.

DISCUSSIONS

The Effect of Price Variables on Purchasing Decisions at Shopee E-commerce on Students of the Faculty of Economics Pasim National University

The partial test results (t test) for the price variable (X1) show that the *t* value is 5.946, which is greater than the *t* table of 1.979, with a significance level of price (X1) at the level of 0.000. Based on the criteria which state that if the significance value < 0.05 , then H_0 is rejected and H_1 is accepted, it can be concluded that the price at Shopee partially has a significant influence on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University. The price variable contributes or has an influence of 16.3% on purchasing decisions.

Price is one of the determinants of the success of a company because price determines the amount of profit that will be obtained from a sale. Price is the main key for consumers to buy goods, the right price is the price that matches the product quality of an item and the price can provide satisfaction to consumers. This is in line with research conducted by (Wala Erpurini, Muhammad Rifki Pratama, 2022) about the Effect of Price and Free Shipping Tagline on Purchasing Decisions at E-Commerce Shopee, the conclusion that can be drawn is that price has a significant effect on purchasing decisions partially. Other research conducted by (Fahrevi, 2018) on the effect of price, promotion, and service quality on online purchasing decisions at Shopee, also concluded that price has a significant positive effect on online purchasing decisions

The Effect of Free Shipping Variables on Purchasing Decisions at Shopee E-Commerce on Students of the Faculty of Economics Pasim National University
The results of the partial test (t test) for the free shipping variable (X2) show that the *t* value is 5.942, which exceeds the *t* table of 1.979, with a significance level of free shipping (X1) of 0.000. In accordance with the criteria, if the significance value is < 0.05 , then H_0 is rejected and H_1 is accepted, which indicates that free shipping at Shopee partially has a significant influence on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University. The free shipping variable contributes or has an influence of 44.1% on purchasing decisions.

Free Shipping is a program that gives sellers the opportunity to offer free shipping specifically for their buyers. This study aligns with the research conducted by (Nadia Puteri, Rika Pristian, 2022) regarding the effect of discounts and free shipping promos on purchasing decisions on e-commerce shopee, conclusions can be drawn free shipping has an effect on purchasing decisions on e-commerce shopee. Based on research conducted by (Razali, 2022) regarding the effect of discount promotions on purchasing decisions, it can be concluded that there is an influence of free shipping on purchasing decisions.

The Effect of Price Variables and Free Shipping Variables on Purchasing Decisions at Shopee E-Commerce on Students of the Faculty of Economics Pasim National University

The results of the simultaneous test (F test) show an *F* value of 92.484, which exceeds the *F* table value of 3.07. The significance value is 0.000, which is lower than 0.05. Therefore, H_0 is rejected and H_1 is accepted, which

means that price and free shipping together have a significant influence on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University. The correlation coefficient which shows the joint relationship between the price and free shipping variables on purchasing decisions is 0.778, and the coefficient of determination reaches 60.5%.

Price and Free Shipping have a role in the purchasing decision process of prospective buyers, the right price and the quality of the product received as expected determine the purchase decision. Free shipping is one of the promotional methods in buying and selling online, in certain cases shipping costs are more expensive than the price of the item purchased, this makes consumers hesitate to shop online, free shipping without minimum shopping is in great demand because young people usually only shop with a minimum amount, and if they get free shipping without a minimum purchase, they will be interested in shopping.

This is in line with research conducted by (Akmal Hidayat et al, 2022) regarding the impact of selling prices and free shipping promotions on online purchasing decisions, which states that prices and free shipping promotions together have a significant effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results of data analysis and discussion in this study, in accordance with the research objectives, can be summarized as follows:

1. Product prices at Shopee are generally considered good, although there are still weaknesses related to the quality of the products sold by Shopee.
2. Free shipping at Shopee also received an overall good assessment, although there are still shortcomings in motivating consumers to buy products.
3. Purchasing decisions by consumers at Shopee are rated good in general, although there is potential to increase the effectiveness of price discounts for certain purchase amounts.
4. Individually, price has a significant positive impact on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University
5. Free shipping also has a significant positive influence on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University.
6. Price and free shipping simultaneously have a significant positive impact on purchasing decisions on the Shopee e-commerce platform for students of the Faculty of Economics, Pasim National University.

Recommendations

Based on the conclusions, findings, analysis, and discussion in this study, we would like to provide some specific recommendations as follows:

1. The results of the descriptive analysis regarding the price variable, especially the aspect of price compatibility with product quality, show

that the price offered by Shopee does not meet consumer expectations with a value below the average. Therefore, we recommend that Shopee evaluate the pricing in accordance with the quality and benefits of its products. In addition, it is also important for Shopee to pay attention to competition with other e-commerce platforms so that consumers are more interested in shopping at Shopee."

2. It is recommended that sellers in shopee provide more free shipping vouchers without a minimum purchase, because free shipping without a minimum purchase is very attractive to young people who usually only shop with minimal amounts.
3. It is hoped that shopee will review discounts for purchases of a certain amount, because most consumers are more likely to be tempted by more discounts, so consumer desires need to be considered when providing discounts.
4. Shopee is expected to continue to maintain the price of the products it sells so that it can continue to be reached by consumers and must adjust the price to the quality sold so that consumers are interested in continuing to make purchases.
5. Shopee is expected to increase the free shipping minimum purchase promotion, provide full free shipping for shipping to the same city between sellers and buyers.
6. Shopee is expected to review the price offered according to the quality obtained, because the appropriate price can influence purchasing decisions.

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