The Effects of Social Media Marketing, Trust, and E-Wom towards Scarlett Whitening's Customers Purchase Intentions

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ABSTRACT: This study investigates the relationships between Social Media Marketing, Trust, Electronic Word-of-Mouth (e-WOM), and Purchase Intention for Scarlett Whitening. Utilizing research survey quantitative methods and purposive sampling, data were collected via Google Form questionnaires from 100 buyers of Scarlett Whitening products who are at least 17 years old, have social media, and live in Surabaya. The data analysis was performed using SPSS software. The results reveal that: (1) Social Media Marketing positively affects Purchase Intention, (2) Trust significantly influences Purchase Intention, and (3) e-WOM positively impacts Purchase Intention. This finding pushes Scarlett to increase their social media marketing activity, develop more customers' trust, and multiply positive electronic word-of-mouth, so they can increase customers' purchase intention.

I.   INTRODUCTION

As of 2021, the Indonesian skincare and cosmetics industry continued to experience growth, despite the passing COVID-19 pandemic. The industry was expected to grow in 2021, driven by rising consumer demand for skincare products. 15.8% of total revenue from cosmetics and skincare products would be generated through online sales in 2022 (Mutia in Databoks, 2022). Since the skincare and cosmetic industry is a high-potential business, the researcher decided to take a brand company called Scarlett as the main topic of this research.According to Rizaty in Databoks (2021), Scarlett achieved a market share of 18.9% by 2021, surpassing other skincare brands. On Scarlett's Shopee page, it is evident that their best-selling product falls within the whitening category. Information regarding Scarlett Whitening's sales indicates that the brand leads the market, generating IDR 23.8 billion with an 11.32% market share. To boost sales further, social media marketing, trust, and electronic word-of-mouth (e-WOM) have become crucial in driving purchase intentions. Social media marketing entails using various platforms to promote products, services, or brands by creating and sharing content (Kumar et al., 2022). Enhancing positive e-WOM can be achieved through strategies such as encouraging consumers to leave reviews and offering discounts on future purchases, as suggested by researchers like Nguyen and Truong (2021). Trust is a significant precursor to positive consumer behaviors, including satisfaction, loyalty, and, importantly, purchase intention (Shaker et al., 2021). Based on the discussion above, it remains uncertain whether social media marketing, trust, and e-WOM significantly influence purchase intention. Consequently, this study aims to determine if these variables—social media marketing, trust, and e-WOM—significantly impact purchase intention.

II.   LITERATURE REVIEW

Social Media Marketing : Social media encompasses online resources, platforms, and tools that enable communication, content sharing, and collaboration (Kumar et al., 2022). Social media marketing has gained importance due to its impact on changing customers' perceptions of products and their consumption habits (Mason et al., 2021). Businesses are turning to social media and specific social media influencers instead of traditional promotional figures to better engage with clients and promote products tailored to their preferences (Kapoor et al., 2021).

Trust : Gefen et al. (2003), as cited in Prakash et al. (2023), describe trustworthiness as the confidence that all parties in a transaction will act honestly and fairly, without taking advantage. In consumer research, trust is associated with emotions, expectations, fulfilled promises, and beliefs related to online interactions, experiences, and behaviors (Liébana-Cabanillas et al., 2022). A satisfied customer is more likely to trust the brand, leading to repeat purchases (Susanto & Pandjaitan, 2024).

Electronic Word-of-Mouth : e-WOM commonly occurs on platforms such as social media, e-commerce sites (like Amazon and Taobao), and online review sites (Le & Ryu, 2023), and it plays a crucial role in predicting customer purchase intentions. Social factors, such as gender, affect the acceptance and use of e-WOM (Al-Dmour et al., 2022). Key factors impacting purchase intentions include the quality and credibility of e-WOM information and the reliability of its sources (Cheng et al., 2021).

Purchase Intention : According to Macheka et al. (2023), the essential objective of promoting and advertising endeavors is to influence clients to buy the companies' products. Purchase intention refers to a consumer's propensity to make a purchase of a good or service during marketing activity (Khan et al., 2023). Purchase intentions are a viral measure for marketers since they frequently forecast purchasing patterns (De Toni et al, 2022).

Previous Research : In their study of Wijaya et al. (2021), the researchers aimed to investigate the influence of various factors on purchase intention among Indonesian smartphone consumers. The research underscores the positive impacts of social media marketing, entertainment, customization, trendiness, and interaction on purchase intention. The relationship with this study is that it highlights the importance of social media marketing and e-WOM as the independent variables towards purchase intention as the dependent variable.

Research conducted by Kumar et al. (2022) examines the impact of social media marketing interaction techniques in luring and retaining customers for the purchase intention of luxury brands. The report also emphasizes how perceived social presence and trust help consumers engage more with luxury businesses on social media. The relationship with this study is that it has the same independent and dependent variables, such as social media marketing and trust, that affect purchase intention.

Sharma et al. (2022) conducted a study with the aim of predicting the impact of social media marketing on consumer purchase intention using a multi-analytic approach. They investigated the relationship between social media marketing, brand attitude, perceived value, and trust in determining consumer purchase intention. The relationship with this study is that it has the same independent and dependent variables, such as social media marketing and trust, that have a significant effect on purchase intention. Herzallah et al. (2022) conducted a study aiming to examine the moderating role of gender, age, and Instagram use experience in the relationship between six variables derived from the technology acceptance model, consumer decision-making theory, and trust. Their goal was to analyze the factors influencing Instagram purchase intention and contribute to the growth of Instagram Commerce. The relationship with this study is that it has the same independent and dependent variables, such as trust, that impact purchase intention. The researcher can also study Instagram as a social media platform. In the study by Kunja et al. (2022), the researchers examined the mediating role of hedonic and utilitarian brand attitudes between electronic word-of-mouth (e-WOM) and purchase intentions, specifically within the context of brand fan pages on Facebook. The research indicates that positive e-WOM enhances both hedonic and utilitarian brand attitudes, subsequently increasing purchase intentions. The relationship with this study is that it has the same independent and dependent variables, such as e-WOM, that impact purchase intention.

Relationship between Variables and Hypotheses : Research conducted by Kumar et al. (2022) examines the impact of social media marketing interaction techniques in luring and retaining customers for purchase intention of luxury brands. In conclusion, the research by Kumar et al. (2022) shows that social media marketing has a significant impact on purchase intention.

H1: Social Media Marketing has a significant impact towards customer's Purchase Intention of Scarlett Whitening.

Herzallah et al. (2022) conducted a study aiming to examine the moderating role of gender, age, and Instagram use experience in the relationship between six variables derived from the technology acceptance model, consumer decision-making theory, and trust. In conclusion, research by Herzallah et al. (2022) shows that trust has a significant impact on purchase intentions.

H2: Trust has a significant impact towards customer's Purchase Intention of Scarlett Whitening.

In the study by Kunja et al. (2022), the researchers examined the mediating role of hedonic and utilitarian brand attitudes between electronic word-of-mouth (e-WOM) and purchase intentions, specifically within the context of brand fan pages on Facebook. In conclusion, a study by Kunja et al. (2022) shows that e-WOM has a significant impact on purchase intention.

H3: Electronic Word-of-Mouth has a significant impact towards customer's Purchase Intention of Scarlett Whitening.
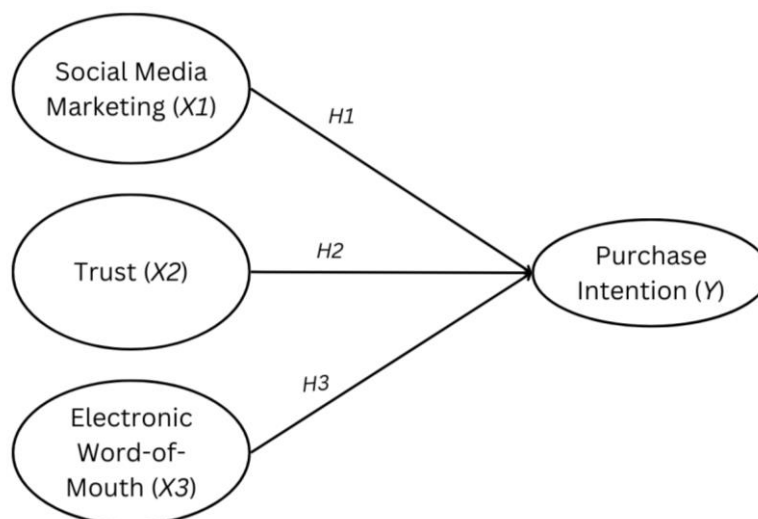

Figure 1. Conceptual Framework
Source: Processed Data (2024)

III.   METHOD

This type of research is quantitative, specifically survey research. In this research, the population that will be used has these criteria: (1) people who live in East Java, Indonesia & (2) people who have used minimum 1 Scarlett product. However, in the case of this research, the population remains unknown due to limited access to Scarlett Whitening's customer transaction data, and there is a lack of precise information regarding the number of customers who have purchased its products previously. The researcher uses a purposive sampling method. The sample is 100 respondents obtained from April to May 2024 which questionnaires are distributed via Google Form. The answers are then data-processed through SPSS software to be analyzed. Here are the criteria for the respondents:

1. People who have ever bought one of Scarlett Whitening product(s) at least once,
2. People who have at least one social media, such as Instagram, TikTok, Facebook, and other social media platforms,
3. People who are at least 17 years old, because respondents are deemed capable of making wise decisions,
4. People who live in Surabaya.

Variables and Operational Definitions

Table 1. Variables and Operational Definitions

Variables	Operational Definition	Source
Social Media Marketing (X1)	Social media is a virtual platform, media, and set of tools that promote collaboration, communication, and sharing of content (Kumar et al., 2022). It is now a	Kumar et al., 2022

	significant platform for brands to interact with consumers.	
Trust (X2)	Trust is connected to the emotions, desires, guarantees satisfied and convictions related with online intelligence, eagerly and behaviors.	Herzallah et al., 2022
Electronic Word-of-Mouth (X3)	Despite the fact that marketers have extensive experience using word-of-mouth (WOM) communication for reputation building and influencing customers' purchase decision processes, the rise of eWOM presents a new set of challenges and opportunities.	Kunja et al., 2022
Purchase Intention (Y)	Purchase intention refers to a consumer's propensity to make a purchase of a good or service during marketing activity.	De Toni et al., 2022

Source: Processed Data (2024)

Data Analysis Method : Data collection and data sources in this study used primary data through the use of online distribution of questionnaires via Google Forms. The researchers use SPSS software to do data analysis. Participants' attitudes are measured scientifically using a Likert scale.

Table 2. Likert Scale Indicators

Score	1	2	3	4	5
Agreement Answer	Strongly disagree/ *Sangat tidak setuju (STS)*	Disagree/ *Tidak setuju (TS)*	Neutral/ *Cukup setuju (CS)*	Agree/ *Setuju (S)*	Strongly Agree/ *Sangat Setuju (SS)*

Source: Tanujaya et al., (2023)

IV.   ANALYSIS AND DISCUSSION

Researchers will use SPSS to analyze the data obtained from the answers to questionnaires. SPSS is used to explain whether there is a relationship between the independent variables of social media marketing, trust, electronic word-of-mouth towards the dependent variable of purchase intention through validity and reliability tests, multiple regression analysis, F-test, t-test, coefficient of determination, and classical assumption tests which contain multicollinearity test, normality test using Kolmogorov-Smirnov test, heteroskedasticity test, and autocorrelation test.

Validity Test : A validity test serves as a means to assess the degree to which a questionnaire or survey effectively measures its intended subject matter (Liana et al., 2024). It ensures that the instrument accurately captures the concept or variable under investigation, thereby yielding reliable and pertinent outcomes.

Table 3. Validity Test Result

Variable	Indicator	Validity		
		Pearson Correlation	Sig. (2-tailed)	Conclusion
Social Media Marketing (X1)	X1.1	0.616	0.000	*Valid*
	X1.2	0.636	0.000	*Valid*
	X1.3	0.534	0.000	*Valid*
	X1.4	0.681	0.000	*Valid*
	X1.5	0.644	0.000	*Valid*
Trust (X2)	X2.1	0.791	0.000	*Valid*
	X2.2	0.760	0.000	*Valid*
	X2.3	0.697	0.000	*Valid*
	X2.4	0.681	0.000	*Valid*
	X.2.5	0.593	0.000	*Valid*
e-WOM (X3)	X3.1	0.725	0.000	*Valid*
	X3.2	0.496	0.000	*Valid*
	X3.3	0.703	0.000	*Valid*
	X3.4	0.682	0.000	*Valid*
	X3.5	0.580	0.000	*Valid*
	X3.6	0.562	0.000	*Valid*
	X3.7	0.695	0.000	*Valid*
Purchase Intention (Y)	Y1	0.483	0.000	*Valid*
	Y2	0.819	0.000	*Valid*
	Y3	0.823	0.000	*Valid*
	Y4	0.812	0.000	*Valid*
	Y5	0.874	0.000	*Valid*

Source: Processed Data (2024)

The result of the validity test above is processed with SPSS, showing that every indicator from variable X1, X2, X3, and Y is valid because all of them have a significant level below 0.05. Hereby, it is considered that the questionnaire statements are all valid.

Reliability Test : According to Erlinawati & Muslimah (2021), a reliability test is a procedure used to assess the consistency and stability of a questionnaire or survey over time. Reliability is essential for ensuring that the data collected is dependable and can be replicated in future studies.

Table 4. Reliability Test Result

Variable	Cronbach Alpha	Conclusion
Social Media Marketing (X1)	0.603	Reliable
Trust (X2)	0.743	Reliable
e-WOM (X3)	0.757	Reliable
Purchase Intention (Y)	0.832	Reliable

Source: Processed Data (2024)

Based on Table 4, it is known that all variables are considered reliable or acceptable. SMM (X1) has a value of 0.603. Trust (X2) has a value of 0.743. e- WOM has a value of 0.757. Purchase Intention has a value of 0.832. All of them have a Cronbach's Alpha value of more than 0.7.

Multiple Regression Analysis : Multiple regression analysis is a statistical method employed to evaluate the correlation between a single dependent variable and numerous independent variables (Halim et al., 2023). Its objective is to forecast the value of the dependent variable utilizing established independent variables.

Table 5. Multiple Regression Analysis Result

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constanta)	9.082	2.865		3.170	0.002
Social Media Marketing (X1)	0.545	0.182	0.312	2.996	0.003
Trust (X2)	0.376	0.158	0.240	2.382	0.019
e-WOM (X3)	0.305	0.089	0.291	3.440	0.001

Source: Processed Data (2024)

From the table above, the researcher gets Constanta value (a) of 9.082. Value B of X1 is 0.545. Value B of X2 is 0.376. Value B of X3 is 0.305. With these, the formula of multiple regression analysis becomes:

$$Y = 9.082 + 0.545X1 + 0.376X2 + 0.305X3$$

The formula interprets that every increase of the Social Media Marketing (SMM) variable (X1) on the Scarlett Whitening consumer purchase intention variable will experience an increase of 0.545 units assuming the SMM variable is constant. Coefficient of Trust variable (X2) is 0.376, meaning that every increase in trust variable assessment of Scarlett Whitening customer's purchase intention will experience an increase of 0.376 units assuming the Trust variable is constant. Coefficient of e-WOM variable (X3) is 0.305, so it can be concluded that every increase in the electronic word-of-mouth variable assessment of the Scarlett Whitening consumer purchase intention variable will experience an increase of 0.305 units assuming the e-WOM variable is constant. Therefore, it can be concluded that SMM, Trust, and e-WOM have influence towards Purchase Intention.

Simultaneous Significance Test (F-test) : The F test aims to find out whether the independent variables can influence the dependent variable altogether (Ives et al., 2022). The null hypothesis (H0) is accepted if the calculated F value is less than or equal to the critical F value from the table. However, if the calculated F value surpasses the critical F value, the null hypothesis is rejected.

Table 6. F-test Result

Model	Sum of Squares	df	Mean Square	F count	F table (df = N-1)	Sig.
Regression	852.575	3	284.192	31.152	2.70	0.000
Residual	875.785	96	9.123			
Total	1728.360	99				

Source: Processed Data (2024)

According to the F-test findings earlier, it is evident that variables X1, X2, and X3 collectively exert a significant and simultaneous impact on Y, as indicated by a p-value below 0.05 with a sig. value of 0.000. The outcome of the F-test demonstrates that the F count exceeds the F table, with 31.152 > 2.7. This leads to the conclusion that all independent variables (SMM, Trust, and e-WOM) effectively gauge the dependent variable (Purchase Intention), or, succinctly put, variables X1, X2, and X3 significantly influence Y.

Partial Significance Test (t-test) : The t-test is a statistical method used to examine hypotheses, with the test statistic conforming to a student's t-distribution under the null hypothesis (Al- kassab, 2022). This test determines the degree to which an individual independent variable elucidates the variation in the dependent variable.

Table 7. T-Test Result

Variable	t count	t table	Sig.	Conclusion
SMM (X1)	2.996	1.984	0.003	H1 is accepted
Trust (X2)	2.382	1.984	0.019	H2 is accepted
e-WOM (X3)	3.440	1.984	0.001	H3 is accepted

Source: Processed Data (2024)

It is shown that X1 gets a t-count value of 2.996 which is bigger than the t-table value, 1.984, and its significance level of 0.003 is also less than 0.05. This means H1: "Social Media Marketing has a significant impact towards customer's Purchase Intention of Scarlett Whitening" is true. Variable X2 gets a t-count value of 2.382 which is bigger than the t-table value, 1.66, and its significance level of 0.019 is also less than 0.05. This means H2: "Trust has a significant impact towards customer's Purchase Intention of Scarlett Whitening" is true. Lastly, variable X3 gets a t-count value of 3.44 which is bigger than the t-table value, 1.66, and its significance level of 0.001 is also less than 0.05. This means H3: "Electronic Word-of-Mouth has a significant impact towards customer's Purchase Intention of Scarlett Whitening" is true.

Correlation Coefficient (R) and Coefficient of Determination (R^2) : According to Lind et al. (2018), the coefficient of determination (R2) represents the proportion of variance in the dependent variable Y that can be explained by the independent variable X. An R^2 value near 1 indicates a strong correlation between the independent variables and the dependent variable, whereas an R^2 value near 0 indicates a weak correlation.

Table 8. Coefficient of Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.804	0.647	0.644	1.46133

Source: Processed Data (2024)

Based on the results of the coefficient of determination test, the variables X1, X2, and X3 influence variable Y by 64.7%. In this research, the dependent variable is influenced by the independent variable with a contribution of 64.7% so it can be concluded that the Social Media Marketing, Trust, and e-WOM variables have an influence of 64.7% on the Purchase Intention variable, and the remaining 35.3% is influenced by variables that are not examined in this research.

Classical Assumption Tests

Normality Test : The normality test is conducted to check if the independent and dependent variables follow a normal distribution (Tsagris et al., 2021). Normality criteria can be assessed using the Kolmogorov-Smirnov test.

Table 9. Normality Test Result

One-Sample Kolmogorov-Smirnov Test	
Collinearity Statistics	
Asymp. Sig. (2-tailed)	0,200[c,d]

Source: Processed Data (2024)

The table above shows that the significance level from the Kolmogorov-Smirnov test is 0.2. This value is

Greater than 0.05, so it can be concluded that the data can be said to be normally distributed, and the resulting regression model can be used for research decision making because the data is taken randomly from the normal population.

Multicollinearity Test : To identify the existence of a linear relationship among independent variables in a multivariate regression model, a multicollinearity test is utilized (Shrestha, 2020). High correlations between independent variables can interfere with the relationship between dependent and independent variables, complicating the determination of each independent variable's individual impact. The multicollinearity test examines the Variance Inflation Factors (VIF) and Tolerance values.

Table 10. Multicollinearity Test Result

Independent Variable	Tolerance	VIF	Conclusion
Social Media Marketing (X1)	0.487	2.055	No multicollinearity
Trust (X2)	0.520	1.923	No multicollinearity
Electronic Word-of-Mouth (X3)	0.737	1.358	No multicollinearity

Source: Processed Data (2024)

Based on the test results in Table 10, it shows that the multicollinearity results pass, shown by the VIF parameter with all indicators' values below 10 and the indicators' tolerance parameter above 0.1. Therefore, there is no multicollinearity.

Heteroskedasticity Test : The heteroskedasticity test is performed to ascertain whether the residual variance between two observations is unequally distributed. Heteroscedasticity occurs when the residual variance is not constant. According to Malyarets (2018), the results of the heteroskedasticity test can be determined using the significance value from the Glejser test.

Table 11. Heteroskedasticity Test Result

Variable	Sig.	Conclusion
Social Media Marketing (X1)	0.506	No heteroskedasticity
Trust (X2)	0.288	No heteroskedasticity
Electronic Word-of-Mouth (X3)	0.627	No heteroskedasticity

Source: Processed Data (2024)

Based on Table 11, all of the variables have significance levels that are greater than 0.05. Hereby, the heteroskedasticity does not occur. So, the variance of the residuals is homoscedastic, so that the model does not change for each observation or is not influenced by time, and the variance is fixed or constant.

Autocorrelation Test : When observations are ordered by time, the autocorrelation test is used to determine if there is a linear relationship between the errors. According to Chang et al., (2019) and Lou (2021), the Durbin-Watson test can be employed for autocorrelation analysis.

Table 12. Autocorrelation Test Result

Model	Durbin-Watson
1	1.923

Source: Processed Data (2024)

The DW value is considered free from autocorrelation issues if it falls outside the lower limit (dL) which values -4.00 and upper limit (dU) which values +4.00. Autocorrelation test result from Table 11 shows that the data is free from autocorrelation problems because the values DW = 1.923 > DU = 1.74 and DW = 1.923 < 4-DU = 2.26. The reduction results are still between -4.0 to +4.0.

V. RESEARCH IMPLICATIONS

Table 13. Research Implications

Variables	Research Finding	Before Research	Implications
Social Media Marketing (X1)	Social Media Marketing has a significant impact towards customer's Purchase Intention of Scarlett Whitening.	Scarlett Whitening had an inconsistent presence on social media platforms, resulting in a lack of engagement among its target audience.	The findings of this research suggest that Scarlett Whitening should update their social media platforms with current product information, promotions, and brand news to maintain and enhance customer engagement. There are few things the company can apply: Create engaging and interactive content such as live sessions, Q&A, and user-generated content to keep the audience involved and interested, Integrating feedback from social media into the content strategy, Promptly addressing customer queries will foster a sense of community and responsiveness.
Trust (X2)	Trust has a significant impact towards customer's Purchase Intention of Scarlett Whitening.	Scarlett Whitening had complaints, or scandals circulating on social media or other platforms, eroding trust in the brand.	Scarlett Whitening should take proactive steps to address the issues contributing to distrust among consumers. Scarlett Whitening should emphasize privacy assurance in their marketing communications and ensure that customer data is handled securely to build 70 and maintain trust. Here are suggestions to apply: Be transparent about product ingredients and company practices, Ensuring that all claims made about their products are fulfilled Invest in product quality and safety measurement
Electronic Word-of-Mouth	e-WOM has a significant impact	Negative e-WOM might have highlighted Scarlett	To overcome the negative reviews and other bad e- WOM, positive social

(X3)	towards customer's Purchase Intention of Scarlett Whitening.	Whitening issues such as product inefficacy, adverse reactions, or poor customer service experiences.	media ratings greatly influence customer purchase intention. Scarlett Whitening also needs to improve their performance in terms of operational, customer service, and marketing. Here are steps to apply: Managing and responding constructively to negative opinions Addressing negative feedback Offer sincere apologies, and provide solutions or compensation Collaborate with trusted influencers

Source: Processed Data (2024)

VI. CONCLUSION AND SUGGESTIONS

Conclusion : According to the result of this research, along with the discussion focused on Scarlett Whitening customers in Surabaya, it can be concluded that:
1. Social Media Marketing has a significant impact on Scarlett Whitening customers' Purchase Intention.
2. Trust has a significant impact on Scarlett Whitening customers' Purchase Intention.
3. Electronic Word-of-Mouth has a significant impact towards Scarlett Whitening customer's Purchase Intention.
This conclusion has answered the research objectives and proved that all hypotheses are correct.

Suggestions and Limitations : Not to mention that the researcher wants to correct any mistakes or errors for future research. For Scarlett Whitening, the company faces challenges that need to be addressed to ensure sustained growth and customer loyalty. Effective social media marketing, building trust, and managing electronic word-of-mouth (e-WOM) are crucial for enhancing purchase intentions among consumers. To enhance its brand network, they can actively engage with customers or potential customers on social media, such as hosting live Q&As, making tutorials, and holding customer feedback forums. The company should prioritize continuous improvement of product quality and be transparent in ingredient sourcing. If the operation, product, and customer service are at their best, the researcher believes that they can improve Scarlett Whitening's reputation and attract more customers' purchase intentions.

For future research, this research primarily examined general consumers of Scarlett Whitening and did not specifically address long-term loyal customers or those with negative brand experiences. While the study yielded valuable insights, future research could gain more nuanced results by targeting these specific customer groups. Therefore, it is recommended that future studies on the effects of social media marketing, trust, and e-WOM on purchase intention include these segments for a more detailed analysis. Additionally, researchers could investigate how economic levels influence purchase intentions, considering that different economic groups exhibit varied behaviors and characteristics. Moreover, future studies might explore the impact of different types of endorsers, such as artificial intelligence versus human endorsers. According to Song et al. (2024), AI marketers effectively stimulate purchase intentions when recommending search products. By focusing on these areas, future research can offer a more comprehensive understanding of the factors influencing purchase intention.

The researchers acknowledge that this study has several unavoidable limitations. One significant issue is the honesty of the respondents. It is uncertain whether the responses provided are truthful and accurate, which can affect the validity of the findings and research bias. The questionnaire was distributed online in Google Form randomly without considering economic status, such as middle low or middle high. This lack of differentiation can impact the representativeness and generalizability of the study results. A more targeted approach considering different economic backgrounds might have provided a more comprehensive understanding. Respondents aged 50 and above may have experienced difficulties in completing the questionnaire via Google Forms because some of them might experience technological

illiteracy and find the language too difficult to understand.

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