Identifying the Comprehensive Consumer's Post-Covid Behavioral Pattern in Meta Platform

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A B S T R A C T

Given a limited understanding of post-COVID customer behavior on social media, this paper seeks to identify consumer behavioral patterns on Facebook and Instagram in the post-COVID era. The research explores all the inner and outer features that might affect the way consumers think or act in the post-COVID era. Hence, a qualitative approach has been adopted to have a more comprehensive and current understanding. The research begins by identifying pertinent factors shaping consumer behavior through an extensive review of existing literature. To refine and validate these factors, the study employs the fuzzy Delphi method, a research technique that involves seeking consensus among a panel of experts. The findings of the research illuminate 24 distinct factors, organized into five main dimensions: contextual, social, content, technological, and product. Notably, the study underscores the significance of product-related factors, technological advancements, content quality, and social interactions in shaping post-COVID consumer behaviors. The product-related factors hold the most substantial influence over consumer behaviors, followed by technological considerations, content quality, and social interactions. Managers should prioritize quality assurance and strategic product categorization. Emphasizing these aspects in product positioning can significantly influence consumer behavior on social media platforms.

Keywords— *E-Commerce, Consumer Behavior, Social Media, Instagram, Facebook*

1. Introduction

The emergence of the Internet and social networks has changed people's lifestyles, the work process of organizations and the way services and products are provided. Thus, a successful organization is considered to be able to adapt itself well to the lifestyle of its potential customers and perform its duties efficiently [1][8]. Despite this, the recent shift in customer posts pandemic behavior has not received adequate attention from both researchers and practitioners.

As we step into 2023, the sheer enormity of social media platforms like Facebook cannot be overstated, with a staggering 2.85 billion active users, encompassing roughly 27% of the global internet user base. From a marketing perspective, a whopping 86% of American marketers strategically leverage Facebook for advertising purposes. Meanwhile, Instagram boasts a user base of about 1.38 billion individuals globally, with a daily influx of roughly 200 million users exploring business pages on the platform [7]. Despite these impressive numbers, there remains a persistent challenge— unraveling the most effective strategies for leveraging these platforms and deciphering the factors that truly influence consumer behavior in the dynamic realm of e-commerce.

Although around 30% of the world's population engages in online shopping today, there exists a conspicuous void in the form of a well-defined model or blueprint that can guide researchers and business practitioners through the intricacies of this space. The COVID-19 pandemic has dramatically altered consumer behavior, prompting significant shifts in purchasing habits and risk perceptions. It is

within this context that our study seeks to unearth a contemporary and practical e-commerce framework, one that can significantly impact and guide consumer behavior on e-commerce platforms. The ultimate aim is to empower businesses and digital marketing specialists with actionable insights, enabling them to navigate the post-COVID landscape more effectively.

Understanding customer behavior is of a vital importance as it affects the longevity of a business by shaping a variety of psychological-driven dimensions of purchase [16]. However, there is a determining gap in having an in-depth analysis about the lasting online behavioral pattern of customers in the post-covid era. Moreover, most of the studies explored either external or internal factors; while, this study explored both external and internal factors influencing customers' online behavior. This could provide valuable insights into how different groups have adapted their behaviors on meta platform in response to the pandemic and how these changes may persist over time. In this respect, this study aims to fill this gap by investigating the most influential factors on consumer behavior on the Meta platform (Instagram and Facebook) through a multi-dimensional approach. We categorize these factors into five key dimensions: product-related, contextual, social, technological, and content-based. As such, the extant paper aims to answer the following questions:

How has the Covid-19 pandemic influenced the behavioral patterns of customers in social media?

What are the most influential factors shaping consumer behavior in the Meta platform?

Therefore, the organization of the paper unfolds in a systematic manner. It initiates by delving into the changes induced in the marketing realm by the Covid-19 pandemic. Subsequently, it undertakes an in-depth exploration of the existing literature on consumer behavior and digital marketing. Finally, the paper engages in a comprehensive analysis of the study's findings, dissecting the extracted factors of consumer behavior to provide a nuanced and insightful understanding of consumer dynamics in the post-Covid era. In essence, the contribution of this paper extends beyond a mere examination of trends; it offers a strategic roadmap for businesses to navigate the evolving e-commerce landscape effectively, leveraging the transformative power of digital platforms in the aftermath of significant global events.

2. Literature Review

Social networks have created an interactive and collaborative platform for users where they can exchange information. Today, this platform is used by businesses as one of the most powerful branding and marketing tools [10][12]. Therefore, it is very important to use this tool effectively in order to make marketing activities as effective as possible.

While many see social networks as only a sales channel, the important point in this regard is that the purpose of using the mentioned tool is to influence the behavior of customers in such a way that it can increase their willingness to buy products and services. Or at least give them a positive view of the company's products and services. Customer behavior means the pattern of behavior that customers show when shopping. Of course, these patterns of behavior can be different from each other when buying goods of different categories [19]. For example, when buying more expensive products, customers may spend a lot of time checking the features and advantages of the product or service, while for buying cheaper and basic products, this check is done in much less time.

2.1. E-Commerce in Pre and Post Covid

As mentioned earlier, E-commerce has introduced a new way of activities in the commercial arena that provide more competitive services and prices compared to traditional markets due to increased access to customers and increased variety of products. E-commerce actually means the use of the Internet, web space, mobile applications, search engines, for business transactions. In fact, electronic commerce is a space and capability that provides commercial transactions between individuals and organizations or organizations with each other [25].

Moreover, during the Covid-19, over 70% of jobs were done remotely, and many companies transferred their activities to the online platform and adapted themselves to the changes made. In this regard, in the United States alone, online sales in the grocery sector increased by 65% and online trade transactions increased by 14% and reached the amount of 871 billion dollars [1]. Also, many other categories such as education, transportation and even health have prospered under the influence of this epidemic and many people prefer to receive services and goods online from these sectors.

Also, in the social media sector, companies were able to earn good income from providing advertisements to users. In this regard, the income of the Instagram platform from advertising in 2018, which was about 10.3 billion dollars, reached 26.8 billion dollars in 2020. Additionally, the number of active users of this company increased from about 1 billion people in 2018 to 1.21 billion people in 2020, which indicates an impressive growth in both membership and revenue [12].

On the other hand, Facebook's revenue in 2018 was around 55 billion dollars, which reached 86 billion dollars in 2020. Additionally, the number of

Facebook members was about 1.4 billion people in 2018 and this number reached about 1.7 billion people in 2020 [12].

Interestingly, in the post-corona era, the growth process of e-commerce did not stop and increased at a much faster rate. In this regard, according to the published data, the trade exchange in 2021 was about 4.9 trillion dollars, and this income for 2022 is estimated at about 5.7 trillion dollars. Furthermore, research conducted in China showed that about 66% of companies have announced that they will seriously continue and expand their online activities [41].

In the social media sector, the statistics show an increase in e-commerce activities. In this regard, Facebook's revenue has increased from 55 billion dollars in 2020 to about 117 billion dollars in 2021. Additionally, Instagram's revenue has increased from 26 billion dollars in 2020 to about 47 billion dollars in 2021. Meanwhile, the primary income of these two platforms is from commercial advertisements and stock sales [12][16].

2.2. Consumer Behavior

Humans usually act in a certain way under certain conditions. Although many small daily decisions are made without special thought, the behavior of people in the workplace, when shopping or even planning a vacation is based on certain conditions and patterns. Accordingly, marketers and researchers have always sought to find out how to direct their marketing activities by identifying these behavioral patterns [5].

Consumer behavior is a complex process that requires managing this behavior, understanding this process, and obtaining timely and relevant information [21]. Undoubtedly, it is by understanding this process that marketers can have a correct understanding of what is happening in the market or even what may happen in the future and influence it.

Hoyer believed that consumer behavior is not a disposal action but a dynamic process that consists of three separate stages of acquisition, consumption and disposal that can occur dynamically over time. The meaning of disposal in Hoyer and his colleagues' point of view is that after using a product or service, a person hands over its ownership to another person, or they completely remove it from the product cycle and enter the recycling cycle. According to his definition, consumers are getting information about that product and their future needs and desires in the stage of consumption and benefiting from it [21]. In fact, by getting information from what they currently consume, they form their future needs and desires and decide when to dispose of their goods or services.

Also, Kotler and Keller defined the consumer buying process as the process in which consumers go through the purchase decision process, which includes identifying a problem or need, searching for information about products or brands needed, considering alternatives when choosing brands, making a decision to buy and determining post-purchase behavior [23]. Post-purchase behavior, like the previous definitions, refers to the level of consumer satisfaction with their decision regarding the choice of goods or specific services, as well as their future decisions in purchasing goods and products.

In this respect, previous explorations proved the shift in purchase process of customers due to the Covid-19; in a way that they consider online purchase more secured and convenient comparing to the past [33]. Mason (2021) also believed that the pandemic influenced the consumption pattern of customers in a way that they utilize social media more than the past as a tool to identify products, collecting information and evaluating them [27]. Moreover, Billewar (2021) concluded that expansion of social media and s-commerce made customers more keen on having personalized and customized items [8].

3. Methodology

In the extant paper, first, by reviewing the research literature and previous researches, it is tried to identify and extract the existing variables that have an effect on the research results and consumers' behavior. These variables are then classified into separate categories for more detailed investigation during the research. In the next step, in order to confirm and obtain a consensus regarding the extracted components and variables, expert questionnaire and fuzzy Delphi technique will be used. As shown on Table 1, variables were extracted from a literature review and a study of more than 20 related consumer behavior reference papers during January through December 2022.

3.1. Fuzzy Delphi

Fuzzy Delphi is used to determine the importance of criteria and screening key criteria. Fuzzy Delphi method, adopts a triangular statistic to specify the difference between the level of consensus among experts [38]. The difference between the traditional and fuzzy form of Delphi is that a round can be used for summarizing the classifying data. The steps of the fuzzy Delphi are as the following:

1) Pair-wise comparison matrix

2) Consistency calculation

3) Fuzzy pair-wise comparison matrix

4) Fuzzy-wrights calculation

5) Weights defuzzification

Step 1: Pair-wise comparison matrix

In the first step of the fuzzy calculations, the experts are asked to give a weight to each of the criteria (C_i and C_j) according to their importance using Saaty importance scale (Table 2).

Table 1. The extracted variable in literature review

No	Variable	Resources
1	Culture	Boca (2021), Gvili and Levy (2021), Sudaryanto et al (2021)
2	Gender	Addo et al (2021), Ashok (2021), Mason et al (2021)
3	Age	Ashok (2021), Mason et al (2021), Vinerean, and Opreana (2021).
4	Education	Mason et al (2021), Vinerean, and Opreana (2021), Rahayu, Iskandar (2021).
5	Nationality	Rahayu, Iskandar (2021), Mason et al (2021)
6	Job	Ashok (2021), Rahayu, Iskandar (2021),
7	Experience	Sudaryanto et al (2021), Gerster et al, (20221)
8	Followers	Addo et al (2021)
9	Like	Addo et al (2021), Bhattacharyya and Bose (2020)
10	Review	Gaffar et al (2021), Thakur (2018), Lei et al (2017)
11	Posts	Bhattacharyya and Bose (2020)
12	Visitors	Addo et al (2021)
13	Following	Lamba and Malik (2022), Moshkovitz and Hayat (2021)
14	Verification	Barari et al (2021), Thakur (2018), Syed and Khan (2019)
15	Gamified content	Auditya and Hidayat (2021), Xi and Hamari (2019), Houtari and Hamari (2017)
16	Content type	Auditya and Hidayat (2021), Gaffar et al (2021), Rahmanov (2021) Busalim (2018)
17	Content Exclusivity	Auditya and Hidayat (2021)
18	Content time duration	Addo et al (2021), Thakur (2018)
19	Content interactivity	Thakur (2018), Busalim (2018)
20	Content quality	Auditya and Hidayat (2021), Gaffar et al (2021)
21	Informative content	Bao and Yang (2022), Agrawal and Mittal (2022)
22	Internet speed	Bayisa (2022), Srivastava and Thaichon (2022), Billewar (2021)
23	Platform innovations	Gashi, and Ahmeti (2021), Kim et al (2021)
24	Simplicity of platform	Rahman and Hossain (2022)
25	Page creativity	Santos (2021), Nam et al (2021)
26	Platform responsiveness	Han, B., & Atik, T. (2022), Nam et al (2021), Shama et al (2021)

The pair-wise comparison matrix is formed by $C_1, C_2, \ldots, C_n$ that refers to the collection of criteria and a_{ijk} that refers to the judgments. (Equ (1))

$$A_k = [a_{ijk}] = \begin{bmatrix} 1 & a_{12k} & \cdots & a_{1nk} \\ 1/a_{12k} & 1 & \cdots & a_{2nk} \\ \vdots & \vdots & \ddots & \vdots \\ 1/a_{1nk} & 1/a_{2nk} & \cdots & 1 \end{bmatrix} \quad (1)$$

Step 2: Consistency calculation

The consistency test includes a consistency ration (CR) which the random index (CI) is based on the assessed number of elements (Table 4). In the Equ (2), λmax is the maximum eigenvector value and if $CR \geq 0$ (10%), then the experts should repeat their comparison. In this respect, Saaty suggested 5% and 8% for 3 by 3 and 4 by 4 matrix respectively (Table 3).

$$CR = \frac{(\lambda_{max} - n)}{(n-1)} / RI \quad (2)$$

Step 3: Fuzzy pair-wise comparison matrix

the qualitative values of the variables should be converted into fuzzy quantitative values and the fuzzy average of each criterion was determined separately. In order to fuzz the linguistic variables, variables in Table 4 were used.

Table 2. Importance rating scale

Numerical scale	Verbal Scale
1	Equal importance
2	Weak importance
3	Moderate importance
4	Moderate plus importance
5	Strong importance
6	Strong plus importance
7	Very strong importance
8	Very very strong importance
9	Extreme importance

Table 3. Random Index (RI)

N	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.9	1.12	1.24	1.32	1.41	1.45	1.49

Table 4. Fuzzy triangular values

Linguistic Values	Triangular Fuzzy Values
Very Low	(0,0,0,25)
Low	(0,0,25,0,5)
Medium	(0,25,0, 5, 0, 75)
High	(0,5,0,75, 1)
Very High	(0,75,1,1)
Very Low	(0,0,0,25)

Triangular fuzzy values (TFV) are values to display three different values (m, alpha, Betha). The upper bound denoted by Betha is the maximum value of a fuzzy number. The lower bound denoted by m is the minimum value of the fuzzy number and the Alpha is the most probable value of the fuzzy number (Equ (3)).

$$m_j = Min(x_{ij})$$
$$\alpha_j = (\prod_{i=1}^{n.m} x_{ij})^{\frac{1}{n}}$$
$$\beta_j = Max(x_{ij}) \tag{3}$$

Step 4: Fuzzy-wrights calculation

Fuzzy weights of the criteria are calculated using the formulas below (Equ (4)).

$$\tilde{Z}_i = \left(\sum_{j=1}^{n} \tilde{a}_{ij}\right)/n \quad \forall i = 1,2,\ldots,n$$

$$\widetilde{W}_i = \tilde{Z}_i / \left(\sum_{i=1}^{n} \tilde{Z}_i\right) \quad \forall i = 1,2,\ldots,n \tag{4}$$

Step 5: Weights defuzzification

After calculating the fuzzy values, the defuzzied values should be calculated in order to judge the variables. In this respect, the following equation is used to make the values defuzzied (Equ (5)):

$$\frac{\alpha + \beta + m}{3} \tag{5}$$

Fuzzy Delphi panel

The panel of experts contains 20 experts including 10 university professors, 6 specialists and 4 expert managers in the fields of marketing, smart business, e-business and e-commerce. Furthermore, the experts are selected based on specific conditions as follows:

1. At least a master's degree in the fields of business management, marketing, smart business and consumer behavior

2. Having work experience in the field of online business, especially on Instagram and Facebook

The following table (Table 5) illustrates the demographic features of the experts.

4. Result & finding

The fuzzy Delphi of the research was carried out three times in order to reach a consensus. All variables have a value higher than 0.7, which means they have been weighted significantly by all experts. Additionally, since the difference between stages two and three is less than 0.1, consensus among the experts is verified.

In this regard, the number of likes (0.917) was selected as the most significant variable in online consumer behavior. Moreover, the environmental situation (0.875) and gamified content (0.875)

received the next highest values by the experts. Interestingly, the number of followers (0.725) was selected as the weakest influential value on online consumer behavior.

In terms of contextual variables, psychological features of the customers (0.858) received the highest value and gender (0.704) received the lowest value. Also in the social dimension, as mentioned before, the number of likes (0.917) was the most significant factor, and the number of followers and visitors (0.725) was the least significant factor. In the content dimension, the gamified content (0.875) was the most important factor, and the content interactivity (0.763) was the least important factor. In the technological dimension, platform responsiveness (0.850) is the most significant, and the page creativity (0.758) was the least significant factor. In product dimensions, the quality and price (0.842) are the most significant, and product category (0.763) was the least significant variable.

As shown in Table 6, the extracted variables from the literature review have been shown. After extraction of variable however, they were categorized by experts into different groups. Then, after the implementation of the first stage of Fuzzy Delphi, some variables have been suggested by experts as Table 7.

Table 5. The Fuzzy Delphi panel of the study

	Gender		Education		Age			
	Male	Female	Masters	PhD	20-30	30-40	40-50	Above 50
Percent	65	35	45	55	25	25	35	15

Table 6. Categorization of variables by experts

No	Dimensions	Variables
1	Contextual	Culture
2		Gender
3		Age
4		Education
5		Nationality
6		Job
7		Experience
8	Social	Followers
9		Like
10		Review
11		Posts
12		Visitors
13		Following
14		Verification
15	Content	Gamified content
16		Content type
17		Content Exclusivity
18		Content time duration
19		Content interactivity
20		Content quality
21		Informative content
22	Technology	Internet speed
23		Platform innovations
24		Simplicity of platform
25		Page creativity
26		Platform responsiveness

The final stage of the fuzzy Delphi as well its defuzzied values have been demonstrated in Table 8 and 9. The provided tables confirms the influence of the extracted factors as well as their significant effect on consumer behavior.

5. Discussion

The COVID-19 pandemic triggered a significant shift in shopping behavior, steering it towards a more competitive and online-oriented landscape. This transformation prompted companies and organizations to rethink their strategies, emphasizing digitalization and a heightened reliance on online methods. Unlike traditional marketing, which often follows well-established patterns, the digital realm lacks a clearly defined pattern of business impacting consumer behavior. Recognizing this gap, our paper delves into the influential factors affecting consumer

behavior in social media, aiming to provide a foundation for effective and informed marketing activities and predictions.

The study, particularly during the COVID-19 pandemic, investigates the changing consumer habits and considerations of risk. The findings reveal five key dimensions—product, contextual, social, technological, and content—comprising 24 variables that significantly influence consumer behavior in digital contexts. This sheds light on the evolving influence of online factors during and after the pandemic.

According to the model's results, product-related features, specifically quality assurance and product category, emerge as the most crucial factors influencing consumer behavior. This underscores the paramount importance of quality assurance and strategically defining product categories for the

Table 7. Added variable by experts in the first step

NO	Dimension	Variable
1	Contextual	Psychological Features
2	Social	Social Acceptance
3		Environmental situation
4	Product	Quality
5		Price
6		Product category

Table 8. Third stage of Fuzzy Delphi

Variable	Very Low	Low	Medium	High	Very High
Psychological features	0	0	0	7	13
Culture	0	0	4	12	4
Gender	0	0	5	13	2
Age	0	0	3	17	0
Experience	0	0	0	9	11
Social Acceptance	0	0	4	11	5
Environmental situation	0	0	0	5	15
Follower	0	0	4	13	3
Like	0	0	0	0	20
Review	0	0	2	6	12
Visitor	0	0	4	13	3
Verification	0	0	3	17	0
Gamified content	0	0	0	5	15
Content type	0	0	1	14	5
Content interactivity	0	0	3	11	6
Content quality	0	0	0	8	12
Platform innovations	0	0	0	12	8
Simplicity of platform	0	0	0	6	14
Page creativity	0	0	2	14	4
Platform responsiveness	0	0	0	8	12
Quality	0	0	0	9	11
Price	0	0	0	9	11
Product category	0	0	3	11	6
Quality Assurance	.	0	0	11	9

Table 9. Defuzzied values of the third stage

Variable	Fuzzy Value			Defuzzied value
	m	alpha	Betha	
Psychological features	0.663	0.913	1.000	0.858
Culture	0.588	0.838	0.988	0.804
Gender	0.463	0.713	0.938	0.704
Age	0.575	0.825	1.000	0.800
Experience	0.638	0.888	1.000	0.842
Social Acceptance	0.513	0.763	0.950	0.742
Environmental situation	0.688	0.938	1.000	0.875
Follower	0.488	0.738	0.950	0.725
Like	0.750	1.000	1.000	0.917
Review	0.625	0.875	0.975	0.825
Visitor	0.488	0.738	0.950	0.725
Verification	0.600	0.850	1.000	0.817
Gamified content	0.688	0.938	1.000	0.875
Content type	0.588	0.838	1.000	0.808
Content interactivity	0.538	0.788	0.963	0.763
Content quality	0.650	0.900	1.000	0.850
Platform innovations	0.600	0.850	1.000	0.817
Simplicity of platform	0.675	0.925	1.000	0.867
Page creativity	0.525	0.775	0.975	0.758
Platform responsiveness	0.650	0.900	1.000	0.850
Quality	0.638	0.888	1.000	0.842
Price	0.638	0.888	1.000	0.842
Product category	0.538	0.788	0.963	0.763
Quality Assurance	0.613	0.863	1.000	0.825

Table 10. Research comparison

Author	Year	Title	Results
Rahman, M. F., & Hossain, M. S.[31]	2022	The impact of website quality on online compulsive buying behavior: evidence from online shopping organizations	Website quality and ease of use affect impulsive behavior
Srivastava, A., & Thaichon, P.[34]	2022	What motivates consumers to be in line with online shopping?: a systematic literature review and discussion of future research perspectives	Positive experiences motivate customers
A.N.Mason et al[28]	2022	Social media marketing gains importance after Covid-19	The behavioral pattern in s-commerce changed in certain ways
Bao, Z., & Yang, J.[4]	2022	Why online consumers have the urge to buy impulsively: roles of serendipity, trust and flow experience	Customers contextual factors affect their behavior
Auditya, A., & Hidayat, Z. [3]	2021	Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers	Content and exclusivity affect consumer behavior
Gaffar, V., Tjahjono, B., Abdullah, T., & Sukmayadi, V.[11]	2021	Like, tag and share: bolstering social media marketing to improve intention to visit a nature-based tourism destination	Number of likes and comments influence customer behavior

successful implementation of marketing activities on social media. This result aligns with related studies emphasizing the impact of such factors on consumer behavior and purchase intention [8][16][21].

In the next category of influence are content-related factors, including gamified content, content quality, and content interactivity. Creative, interesting, and interactive content is shown to have a profound impact on customer behavior, echoing findings from other studies [3][40].

Technological criteria, encompassing ease of use and responsiveness, rank as the third most important factors influencing consumer behavior. A user-friendly and responsive technological interface plays a pivotal role in shaping consumer interactions with digital platforms. Social-related factors, such as likes, reviews, and followers, hold the fourth position in importance. This emphasizes the significance of bolstering the social dimensions of online pages, in line with recommendations from previous studies [1][7]. Contextual factors, including demographic features, are identified as the least impactful factors. While these may have a more modest influence, specialists should still consider them in their marketing activities, as suggested by prior research [12][3]. Finally, for better comparison, Table 10 is a summary of the results of other research in this area.

6. Conclusion

In conclusion, this study effectively addressed the research questions, offering insights into the factors influencing consumer behavior on social media during and after the COVID-19 pandemic. The primary objective was to unravel the evolving dimensions that significantly impact consumer decision-making in the realm of digital platforms.

Concerning the first research question, how has the COVID-19 pandemic influenced the behavioral patterns of customers on social media, we examined the effects of the pandemic on consumer behavior on social media. Through our investigation, we discovered changes in consumer habits and risk considerations during this transformative period, providing valuable insights into the understanding of post-COVID consumer behavior.

Transitioning to the second research question, what are the most influential factors shaping consumer behavior in the Meta platform, our focus was on identifying the most influential factors affecting consumer behavior in the Meta platform. The results revealed five pivotal dimensions - product, contextual, social, technological, and content - comprising 24 variables that shape consumer decisions. Notably, product-related features, particularly quality assurance and strategic product categorization, emerged as the most important factors. This perfectly aligned with the results of other exploration on the direct effect of product features namely price on consumer behavior [41] [1][2]. Subsequent categories included content-related factors such as number of likes, reviews and comments. That means the content, the better influence on consumer behavior. So, marketers are recommended to post more creative contents to gain the trust of customers. This is according to the results of other studies that emphasized the positive role of content-related features. [3]. Technological factors came as the third most influential factors that includes responsiveness, simplicity and ease of use. Social-related features namely likes, reviews, followers and comments came as the fourth determining factor. Thus, marketers should consider the importance of environmental factors into account and also try to increase the number of likes and reviews [1][7]. Contextual factors also came as

the last most influential factor that may affect online consumer behavior. That is, practitioners should take the importance of cultural and demographic features such as age and gender into account before implementing their marketing plans [2][4][8].

Note: We use double-blind review in this journal, which means both authors and reviewers remain anonymous throughout the review process. Two separate files should be submitted by the authors, one containing the Title Page containing the author's information and one containing the Blinded Manuscript with no author details as 2 separate files.

Declarations

Authors' contributions

MB: Study design, acquisition of data, interpretation of the results, statistical analysis, drafting the manuscript MA: Study design, acquisition of data, interpretation of the results, statistical analysis, drafting the manuscript, revision of the manuscript AKH: Study design, acquisition of data, interpretation of the results, statistical analysis, revision of the manuscript

Conflict of interest

The authors declare that no conflicts of interest exist

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