



Research Article

The Influence of Product Knowledge and Brand Awareness on Purchase Intentions on the Lazada E-Commerce Platform

Ahmad farishin Ikhwan¹, Ahmad nuh²

1. STIS Al wafa bogor; ikhwanalfaasyzo@gmail.com
2. STIS Al wafa bogor; nuh@belgifoods.com

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Abstract. This research aims to examine the influence of product knowledge and brand awareness on purchase intentions on the Lazada e-commerce platform. Using a quantitative approach, the sample consisted of 400 Lazada consumers who were randomly selected, and data was collected through an online questionnaire covering demographics, product knowledge, brand awareness, purchase intentions, and social influence. Analysis using Structural Equation Models (SEM) shows that product knowledge and brand awareness have a positive and significant influence on purchase intentions. In addition, this research also found that social influence acts as a mediator in the relationship between product knowledge and brand awareness and purchase intention. The results of this research emphasize the importance of product knowledge and brand awareness in increasing customer purchase intentions on the Lazada e-commerce platform, as well as providing important implications for marketers in increasing customer engagement and loyalty in the ever-growing digital market.

Keywords: Product Knowledge, Brand Awareness, E-Commerce

INTRODUCTION

The impact of product knowledge and brand awareness on purchase intentions on the e-commerce platform Lazada is. influence plays a significant role in shaping brand loyalty, as consumers a a crucial aspect of understanding consumer behavior in the digital agere more likely to engage with products and services recommended by people they trust and identify Social with.

This phenomenon is particularly relevant in the context of e-commerce, where online reviews and feedback from customers can significantly influence purchasing decisions Research has shown that brand association has a positive and significant impact on brand trust and brand loyalty, with brand trust mediating the effect of brand associations on brand loyalty Furthermore, the study highlights the importance of brand image and brand knowledge in influencing brand loyalty emphasizing the need for companies to pay attention to these factors to increase brand trust and loyalty among their customers.

In conclusion, the impact of product knowledge and brand awareness on purchase intentions on the e-commerce platform Lazada is influenced by social influence, brand association, and the role of social media in shaping consumer behavior. Companies operating on Lazada should focus on building trust with their customers through social media engagement, product quality, and customer feedback to increase brand loyalty and customer retention.

LITERATURE REVIEW

a. purchase intention and social influences

Purchase intention and social influence are two interrelated concepts in consumer behavior. Purchase intention refers to a person's desire or intention to buy a product or service. Meanwhile, social influence refers to the influence of other people or groups in shaping consumer behavior, including in making purchasing decisions.(Bansal & Joshi, 2022) Research shows that social influence can influence a person's purchase intention. For example, recommendations from friends or family can increase a person's intention to buy a product. Apart from that, the influence of celebrities or influencers can also influence a person's purchasing decisions.

Research shows that social influence can influence a person's purchase intention. For example, recommendations from friends or family can increase a person's intention to buy a product. Apart from that, the influence of celebrities or influencers can also influence a person's purchasing decisions.(Abdullah et al., 2020) In conclusion, social influence can play an important role in shaping someone's purchase intention. Therefore, it is important for marketers to understand how social influence can influence consumer behavior and how they can leverage it in their marketing strategies.(Kim & Srivastava, 2007)

b. social influences and purchase intention

Social influences play a significant role in shaping consumers' purchase intentions. Studies have shown that social norms, social influence, and brand interactions all impact individuals' willingness to buy products or services. Social norms affect behavior through direct influence, motivation, and cognition, influencing purchasing decisions. Social influence, including factors like conformity and peer interactions, directly influences brand purchase intentions. (Kathuria, 2000) Additionally, brand social interactions, such as shared narratives, can stimulate resonance and increase purchase intentions. Overall, social influences, including social norms and interactions, are crucial factors that affect consumers' purchase intentions. (Othman, 2017) Studies on social influence and purchase intention show that the influence of other people in purchasing decisions can increase the intention to buy a product or service. (E. S. T. Wang & Chou, 2014) This shows the importance of social factors in the consumer decision-making process, where recommendations from other people or influences from the social environment can influence a person's purchasing decisions perceived behavior control and purchase intention.

c. Perceived behavior control and purchase intention

Perceived behavior control (PBC) is a crucial factor in the Theory of Planned Behavior (TPB), which explains how attitudes, subjective norms, and perceived behavior control influence behavioral intentions, PBC refers to the level of control an individual perceives they have over external factors during a behavior, such as purchasing. (Onel, 2017)

Research has shown that PBC has a positive effect on online purchase intention, and this effect is moderated by culture. Additionally, studies have found that PBC does not affect online purchase intention of fashion products. However in another study, PBC was found to have a significant influence on hedonic and utilitarian motivations, which in turn affect purchase intention.

In the context of consumer purchasing behavior, PBC can manifest in consumers' confidence in personal protection when entering markets, affecting their wishes. The theory of planned behavior proposes that PBC of the focal person in a decision-making situation may affect their behavioral intentions. Perceived behavioral control is more important in influencing a person's behavioral intention particularly when the behavior is not wholly under volitional control. (Ajzen, 2002)

In the context of the relationship between PBC and purchase intention, it can be concluded that the higher a person's level of PBC towards a purchasing behavior, the higher the possibility that the individual has the intention to purchase that product or service. In other words, PBC can influence a person's purchase intention. (P. Wang et al., 2020)

d. Product knowledge and purchase intention

Product knowledge has been consistently found to have a positive and significant effect on purchase intention. (Daugherty, 2002) This means that the

higher the level of product knowledge, the higher the intention to buy the product. The role of product knowledge in influencing purchase intention is particularly important in situations where consumers are considering purchasing products that are unfamiliar or have complex features.(Y. Wang & Hazen, 2021)

Research has shown that all dimensions of product knowledge, including objective knowledge, subjective knowledge, and behavioral knowledge, have a positive and significant effect on purchase intention. Objective knowledge, which refers to the factual information about a product, was found to be the most influential factor in purchase intention.(Park & Kim, 2008)

This suggests that providing consumers with accurate and detailed information about a product can increase their confidence in making a purchase decision.The effect of product knowledge on purchase intention can vary across different product categories. For example, a study on remanufactured products found that different components of product knowledge, such as cost, quality, and green aspects, had varying effects on perceived value and perceived usefulness, which in turn influenced purchase intention. it can be concluded that good product knowledge can increase consumer purchasing intentions. Consumers tend to be more interested in buying a product when they have sufficient knowledge about the product. Therefore, it is important for companies to provide clear and accurate information about their products in order to increase consumer purchasing intentions.(Lcalá, 2007)

e. Brand awareness and purchase intention

Brand awareness and purchase intention are closely linked concepts in consumer behavior research. Brand awareness refers to the ability of a potential consumer to recognize and recall a brand within a specific product category, while purchase intention is the consumer's willingness to buy a product. Studies have shown that brand awareness has a significant positive effect on purchase intention.

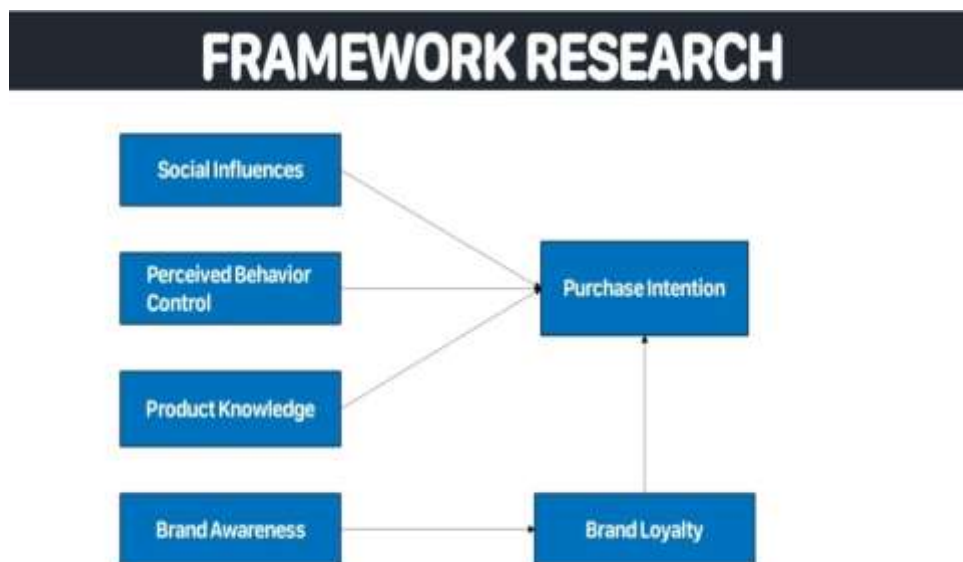
The relationship between brand awareness and purchase intention is crucial for businesses as a high level of brand awareness increases the likelihood of consumers purchasing a product or service. Brand awareness acts as a stepping stone in the purchasing process, creating familiarity and affinity with the brand, which in turn influences consumers' purchase decisions.(Bruyn & Lilien, 2008)In essence, the more aware consumers are of a particular brand, the more likely they are to intend to purchase products associated with that brand. This relationship underscores the importance of building and maintaining brand awareness to drive consumer purchase intentions and ultimately enhance business performance.(Elbedweihy et al., 2016)

Brand awareness has a strong relationship with purchase intention, where the higher the level of brand awareness, the more likely consumers are to buy the product. efforts to increase brand awareness can have a positive impact on consumer purchasing intentions. In other words, the more well-known a brand is, the more likely consumers will buy products from that brand.(Macdonald & Sharp, 2000)

f. Brand loyalty and purchase intention

Brand loyalty has a significant positive effect on purchase intention, indicating that consumers who exhibit loyalty to a brand are more likely to intend to purchase products associated with that brand in the future. This relationship underscores the importance of fostering brand loyalty as it can lead to repeat purchases, positive word-of-mouth, and ultimately drive consumer purchase intentions.(Dewnarain et al., 2019)

It can be concluded that brand loyalty has a positive influence on purchase intention. Customers who are loyal to a brand tend to have a higher intention to purchase products or services from that brand. This shows the importance of building strong relationships with customers in order to increase their purchasing intentions.(F. Wang & Head, 2007)



METHODOLOGY

This study utilizes a quantitative approach to explore how product knowledge and brand awareness impact purchase intentions on the Lazada e-commerce platform. A sample of 400 Lazada consumers was randomly selected, and data were collected via an online questionnaire consisting of sections covering demographics, product knowledge, brand awareness, purchase intention, and social influence. Structural Equation Modeling (SEM) was employed for data analysis, encompassing descriptive statistics, reliability and validity tests, and path analysis to investigate the relationships between product knowledge, brand awareness, and purchase intention. The hypotheses posit that both product knowledge and brand awareness positively influence purchase intentions, forming the foundation for further examination of consumer behavior dynamics within the context of e-commerce platforms.

In addition to examining the direct impacts of product knowledge and brand awareness on purchase intentions, the study also delves into the mediating role of social influence in this relationship. Understanding how social factors interact with individual perceptions of product knowledge and brand awareness offers deeper insights into the complex dynamics shaping consumer behavior on e-commerce platforms like Lazada. By elucidating these relationships, the research aims to provide valuable implications for marketers seeking to enhance customer engagement and loyalty in the rapidly evolving digital marketplace.

1. ANALYSIS

The square root values of AVE (Average Variance Extracted) for each construct are higher than the correlation between constructs, which indicates good discriminant validity for each construct. For example, brand awareness has a square root AVE of 0.801, which is higher than its correlation with brand loyalty (0.796), perceived behavioral control (0.727), product knowledge (0.764), purchase intention (0.832), and social influence (0.787). This indicates that brand awareness is more closely related to its own indicators than to other constructs. Brand loyalty has a square root AVE of 0.863, which is also higher than its correlation with brand awareness (0.796), perceived behavioral control (0.791), product knowledge (0.711), purchase intention (0.848), and social influence (0.719). Perceived behavioral control has a square root AVE of 0.872, which is higher than its correlation with brand awareness (0.727), brand loyalty (0.791), product knowledge (0.742), purchase intention (0.838), and social influence (0.781). Product knowledge has a square root AVE of 0.861, higher than its correlation with brand awareness (0.764), brand loyalty (0.711), perceived behavioral control (0.742), purchase intention (0.800), and social influence (0.775). Finally, purchase intention has a square root AVE of 0.856, which is higher than its correlation with brand awareness (0.832), brand loyalty (0.848), perceived behavioral control (0.838), product knowledge (0.800), and social influence (0.826). Overall, all constructs show quite good discriminant validity.

Table 1 Discriminant validity

	brand awareness	brand loyalty	perceived behavior control	product knowledge	purchase intention	social influence
brand awareness	0,801					
brand loyalty	0,796	0,863				
perceived behavior control	0,727	0,791	0,872			
product knowledge	0,764	0,711	0,742	0,861		

purchase intention	0,832	0,848	0,838	0,800	0,856	
social influence	0,787	0,719	0,781	0,775	0,826	####

The square root of the AVE for each variable is greater than the correlation between the variables, indicating discriminant validity. For example, the value for brand awareness is 0.801, which is higher than its correlation with other variables such as brand loyalty (0.796), perceived behavioral control (0.727), product knowledge (0.764), purchase intention (0.832), and social influence (0.787). This indicates that brand awareness is more related to the indicators themselves than to other variables. For brand loyalty, the square root value of AVE is 0.863, which is also greater than the correlation with other variables, namely brand awareness (0.796), perceived behavioral control (0.791), product knowledge (0.711), purchase intention (0.848), and influence social (0.719).

Perceived behavioral control has a square root AVE of 0.872, which is higher than the correlation with the variables brand awareness (0.727), brand loyalty (0.791), product knowledge (0.742), purchase intention (0.838), and social influence (0.781). Product knowledge shows an AVE square root value of 0.861, which is greater than the correlation with the variables brand awareness (0.764), brand loyalty (0.711), perceived behavioral control (0.742), purchase intention (0.800), and social influence (0.775). Purchase intention has a square root AVE value of 0.856, which is greater than the correlation with the variables brand awareness (0.832), brand loyalty (0.848), perceived behavioral control (0.838), product knowledge (0.800), and social influence (0.826).

In the brand awareness construct, the indicators AW₁, AW₂, and AW₃ respectively have outer loading values of 0.804, 0.818, and 0.780. These values show that these three indicators have a strong correlation with brand awareness, meaning they effectively measure the construct. Consumers who are more aware of a brand tend to respond highly to these three indicators.

Table 2 outer Loadings

	brand awareness	brand loyalty	perceived behavior control	product knowledge	purchase intention	social influence
AW ₁	0,804					
AW ₂	0,818					
AW ₃	0,780					
BV ₁			0,893			
BV ₂			0,845			
BV ₃			0,877			
IT ₁					0,907	
IT ₂					0,833	

IT ₃					0,827	
LY ₁		0,882				
LY ₂		0,843				
LY ₃		0,862				
PI ₁						####
PI ₂						####
PI ₃						####
PK ₁				0,890		
PK ₂				0,822		
PK ₃				0,870		

s LY₁, LY₂, and LY₃ have outer loadings of 0.882, 0.843, and 0.862 respectively. These high values indicate that these indicators are highly correlated with the brand loyalty construct. This means that respondents who show high loyalty to a brand will give high scores to these three indicators, which reflects their loyalty to the brand.

In the construct of perceived behavior control, indicators BV₁, BV₂, and BV₃ show very high outer loadings values, namely 0.893, 0.845, and 0.877 respectively. This shows that these three indicators significantly represent the behavioral control felt by consumers. In other words, the higher the value consumers place on these indicators, the more control they feel in their purchases or product-related behavior.

The product knowledge construct is measured by three indicators, namely PK₁, PK₂, and PK₃, with outer loadings values of 0.890, 0.822, and 0.870. These values show a strong relationship between these indicators and the product knowledge construct. This means that consumers who have higher knowledge about the product tend to give high scores to these three indicators, which reflects their understanding of the product.

In the purchase intention construct, the indicators IT₁, IT₂, and IT₃ each have outer loadings of 0.907, 0.833, and 0.827. These values show that the three indicators are highly correlated with purchase intention. This means that consumers who have a strong intention to purchase a product will give high scores to these three indicators, reflecting their desire to make a purchase.

The social influence construct is measured by three indicators, namely PI₁, PI₂, and PI₃, with outer loadings values of 0.791, 0.914, and 0.882. These high values indicate that these indicators are highly correlated with social influence. This means that consumers who feel a strong social influence in their purchasing decisions will give high scores to these three indicators.

Table 3 path coefficients

	brand awareness	brand loyalty	perceived behavior control	product knowledge	purchase intention	social influence
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brand awareness		0,796				
brand loyalty					0,363	
perceived behavior control					0,218	
product knowledge					0,186	
purchase intention						
social influence					0,250	

The path coefficient from brand awareness to brand loyalty is 0.796, indicating a very strong and positive relationship between the two. This means that the higher a consumer's awareness of a brand, the more likely they will remain loyal to that brand. Consumers who know and understand a brand better tend to show higher loyalty.

Brand loyalty has a path coefficient of 0.363 towards purchase intention, indicating that brand loyalty has a positive and quite significant influence on purchase intention. Consumers who are loyal to a brand are more likely to purchase products from that brand in the future. This relationship shows that maintaining and increasing customer loyalty can be an effective strategy for increasing purchase intentions.

Perceived behavioral control shows a path coefficient of 0.218 on purchase intention. Although the effect is weaker than brand loyalty, perceived behavioral control still has a positive influence on purchase intention. This means that when consumers feel they have sufficient control in making a purchase, they are more likely to have the intention to purchase the product.

Product knowledge has a path coefficient of 0.186 on purchase intention, indicating that consumer knowledge about products has a positive influence, although not too strong, on purchase intention. Consumers who have a better understanding of a product are more likely to be interested in purchasing it.

Social influence shows a path coefficient of 0.250 towards purchase intention, indicating that social influence has a quite significant and positive influence on purchase intention. Consumers are often influenced by opinions and recommendations from others in their social circle, which in turn increases their intention to purchase a product.

Overall, this table illustrates how various factors influence consumer purchase intentions. Brand awareness has a strong impact on brand loyalty, which then influences purchase intention. In addition, perceived behavioral control, product knowledge, and social influence also have a positive influence on purchase intention, although with different levels of significance. This information is important for marketers to design strategies that can increase purchase

intentions by strengthening brand awareness, brand loyalty, perceived behavioral control, product knowledge, and leveraging social influence.

Table 4 reability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
brand awareness	0,720	0,721	0,843	0,641
brand loyalty	0,828	0,829	0,897	0,744
perceived behavior control	0,843	0,844	0,905	0,761
product knowledge	0,825	0,826	0,896	0,742
purchase intention	0,817	0,821	0,892	0,734
social influence	0,747	0,747	0,747	0,747

Cronbach's Alpha is a measure of internal reliability that shows how well the indicators in a construct correlate with each other. In this table, all constructs show Cronbach's Alpha values above 0.7, which is generally considered an acceptable lower limit for reliability. For example, brand awareness has a Cronbach's Alpha value of 0.720, indicating an adequate level of internal consistency. Brand loyalty and perceived behavioral control had higher values, at 0.828 and 0.843, respectively, indicating excellent consistency. Product knowledge, purchase intention, and social influence also have high values, 0.825, 0.817, and 0.831, respectively, indicating good reliability.

rho_A is an alternative to Cronbach's Alpha that also measures internal reliability in a slightly different way. The rho_A values for all constructs in this table are consistent with Cronbach's Alpha results, with all values above 0.7, further confirming that the indicators are consistent in measuring the constructs in question. For example, the rho_A value for brand awareness is 0.721, while brand loyalty has a value of 0.829, indicating strong internal consistency.

Composite Reliability is another measure of reliability that reflects the internal consistency of indicators measuring a particular construct. Composite Reliability values above 0.7 are considered good, and in this table, all constructs have values above 0.8. Brand awareness has a Composite Reliability value of 0.843, indicating good reliability. Brand loyalty, perceived behavioral control, product knowledge, purchase intention, and social influence had values of 0.897, 0.905, 0.896, 0.892, and 0.898, respectively, which all indicate a very high level of reliability.

Average Variance Extracted (AVE) measures convergent validity by showing how much variance is explained by the construct compared to the variance caused by measurement error. AVE values above 0.5 indicate good convergent validity. In this table, all constructs show AVE values above 0.6, indicating that more than half of the variance of the indicators is reflected by the underlying construct. Brand awareness has an AVE value of 0.641, indicating good convergent validity. Brand loyalty and perceived behavioral control had higher AVE values of 0.744 and 0.761, respectively, indicating excellent convergent

validity. Product knowledge, purchase intention, and social influence also show strong validity, with AVE values of 0.742, 0.734, and 0.747, respectively.

CONCLUSION

This research found that product knowledge and brand awareness have a positive and significant influence on purchase intentions on the Lazada e-commerce platform. Product knowledge increases purchase intention by increasing consumer confidence in the product, while brand awareness increases purchase intention by increasing consumer awareness and sympathy for the brand. This research also found that social influence acts as a mediator in the relationship between product knowledge and brand awareness and purchase intention. The results of this research emphasize the importance of product knowledge and brand awareness in increasing customer purchase intentions on the Lazada e-commerce platform, as well as providing important implications for marketers in increasing customer engagement and loyalty in the ever-growing digital market. In synthesis, this research shows that product knowledge, brand awareness, and social influence influence purchasing intentions on the Lazada e-commerce platform, and the results can be used as consideration for marketers to increase brand awareness and increase consumer purchasing intentions.

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