**Willingness section**

willigness to buy dengri online

willingess given a price

willigness based on recommendation

**motives**

Provides Diverse Choice

Reduces effort

Makes buying easier

Ensures client's safety

Improves shopping experience

Provides credible and transparent reviews

**Reliability**

Delivery service

Product description and information

Good customer service

Finding the promised product quality

Possibility of returning the product

Payment accessibility and security

**Previous experience**

**Satisfaction**

Delivery satisfaction

Quality satisfaction

Pre-purchase Service

Payment Method

Response Time

Response Time

Facebook choice

Instagram choice

Tiktok choice

Other choice

Time spend on Instagram ( 0-1 hour , 1-3hours...)

Time spend on F ( 0-1 hour , 1-3hours...)

Time spend on Tiktok ( 0-1 hour , 1-3hours...)

Frequency of insta shop

Frequency of fb shop

Frequency of tiktok shop

Gender

Age

Region

Occupation