



COVER SHEET OF THE ASSIGNMENT

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Academic honesty / referencing:	Academic honesty is required. In the main body of your submission, you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		



Doctor of Business Administration

"I certify this work is the result of my own investigations, except where otherwise stated. All references have been duly cited"

A handwritten signature in black ink, appearing to be 'NG FUNG YU'.

Signed

NG FUNG YU

HKBM7003

Qualitative Research Methods

Written Research Article:

Research on the influence of consumers' online shopping behavior

NG FUNG YU (Wendy)



25 October 2021

Table of Contents

1.	Overall abstract.....	1
2.	Evaluation of a current research article	4
2.1	Full citation of the article.....	4
2.1.1	Abstract in the text	4
2.1.1.1	Summary statement.....	5
2.1.1.2	Location of summary	5
2.1.1.3	The structure of the abstract	5
2.1.1.4	Length of abstract	6
2.1.1.5	Features of abstract	6
2.1.1.6	The role of abstract.....	6
2.1.1.7	Types of abstracts.....	7
2.1.1.8	Precautions for abstract writing	7
2.2	Research philosophies and theoretical viewpoints chosen by the author	8
2.3	The data collection methods used by the authors in their research	8
2.4	Criticism of the author's qualitative research methods and procedures used in the research	9
3	Research proposal.....	11
3.1	Introduction.....	11
3.2	Theoretical Background.....	13
3.2.1	The definition of online shopping and influencing factors.....	13
3.2.2	E-commerce knowledge	14
3.2.3	Consumers' Motivation for Online Shopping	14
3.2.4	Consumer protection system.....	14
3.2.5	Trust.....	15
3.3	Methodology	17
3.3.1	Focus group seminars.....	17
3.3.2	An in-depth interview.....	18
3.3.3	Questionnaire surveys	20
3.4	Implications.....	24
3.5	Significance.....	24
4	Reference	26
4.1	English reference	26
4.2	Chinese reference	28

1. Overall abstract

Research on the influence of consumers' online shopping behavior

With the rapid development of technology, both the Internet and information technology are inseparable from the details of our lives. Consumers' online shopping model is also becoming more popular. People can shop online anytime and anywhere, not limited to time, space, or region. Especially under the impact of COVID-19 on the global economy, online stores have more potential for development than physical stores. Although online stores and online shopping platforms have sprung up after a rain, they are flooding rapidly. However, the online shopping penetration rate in China is three times higher than that in Hong Kong. Currently, online shopping in Hong Kong accounts for only 2% to 3% of the overall retail market. Given this, we must understand why Hong Kong consumers choose online stores or online shopping platforms to purchase and explore the various factors that restrict consumers' online shopping behaviors. The purpose of this research is to analyze how companies can make actual purchase behaviors in the absence of the services of traditional sales staff and allow consumers to experience and feel the products so that the consumer groups agree and have the willingness to buy and to explore the effects of consumers' online shopping intentions. Research and then provide suggestions for current and future online shoppers, an e-marketing strategy that allows practitioners to identify the factors that drive consumers' online purchases and promote the development of the company's success. According to previous researches, the reasons for restricting online shopping among consumer groups mainly involve privacy issues, incompetent delivery, purchase willingness, perceived risk, and experience in shopping e-commerce. In addition, personal information, product quality, safety, and business reputation are all factors commonly evaluated by customers to determine whether the online store is trustworthy and thus generate purchase behavior. This study uses qualitative research methods, using three in-depth interviews, focus group discussions, and questionnaire surveys to collect data. It aims to focus on studying consumers' actual shopping experience from the three dimensions of physics, ideology and

pragmatism for in-depth discussion. This research is divided into five groups of research objects from age. The first group is 18-21 years old; the second group is 22-31 years old; the third group is 32-41 years old; the fourth group is 42-51 years old; the fifth group is 52-61 years old. In each group has ten people. They have at least one year of online shopping experience. They range in age from 18 to 61. They are composed of consumer groups of different genders, students, working, household managers, or retired people to learn from society and culture. To locate online shoppers and analyze the influence of their shopping habits and tribal buying behavior. The focus group seminars will be divided into ten sessions. Each group will have two focus group seminars. During the course, 6-8 users of the exact nature will be invited to discuss research-related issues together in the same space. Moreover, fill out the questionnaire. The focus group seminars are arranged in the company's research room. Observation rooms and seminar rooms are set up separately and separated by single-sided glass. There will be 15 minutes of rest every hour of the meeting. Each focus group has undergone video shooting for complete recording and writing and analysis of the differences between groups on different topics. After the research is over, all interview content will be deleted and locked up and will only be used for academic research. The in-depth interviews in this research will interact in a one-to-one manner. The interviewer and the interviewee will communicate face to face. The interviewer does not collect information on the surface but conducts in-depth interviews with the target. Ask questions. He can better understand the motivations, needs, dissatisfaction, and values behind his life and behavior from his answers and reactions. The content of the questionnaire in this study is divided into ten parts: the first part is to screen the interviewees; the second to the seventh is "e-commerce knowledge" (ECK), "perceived reputation" (REP), "perceived risk" (RISK), "Perceived Ease of Use" (PEOU), "Trust" (TRU) and "Intention to Purchase" (INT). The items measured in the questionnaire are evaluated on the Likert seven-point scale. "1" means strong disagreement; "2" means moderate disagreement; "3" means slight disagreement; "4" Represents neutrality; "5" represents slight agreement; "6" represents moderate agreement and "7" represents strong agreement.

Keywords: online shopping behavior, shopping experience, appropriation, privacy, trust, Credibility, perceived risk.

2. Evaluation of a current research article

Online shopping experiences : a qualitative research

https://www.researchgate.net/publication/276272890_Online_shopping_experiences_a_qualitative_research

This part: The evaluation of current research articles will be based on academic articles jointly researched and written by two French scholars. One is an associate professor at La Rochelle Institute of Technology in France, and a PhD in marketing, Aurelia Micho-Trévinal; the other is Professor Thomas Stenger from Poitiers. They co-published an article titled "Online Shopping Experience: Qualitative Research" in the journal (Aurélia Michaud-Trevinal and Thomas Stenger, 2012).

2.1 Full citation of the article

The content of the whole article includes abstract, introduction, literature review and theoretical framework, methods, verbatim contents such as focus groups, 3D online shopping experience and online trust; discussion; eight parts: limitations, future research and conclusions and reference materials. The article is complete, but only the abstract has shortcomings. The following will be evaluated in the current research article according to the abstract part.

2.1.1 Abstract in the text

In the abstract, the purpose of this research is explained. Pointed out that most past research focused on consumer experience and online consumer experience focusing on online "browsing" and "traffic". Therefore, they discussed consumption in France. The reader's experience in online shopping focuses on research from three aspects: material, ideological and pragmatic. They used a focus group discussion on qualitative research methods as a source of data collection. The results of the study highlight the three suggested dimensions.

2.1.1.1 Summary statement

An abstract is an accurate compression of the content of a document without explanation or comment. The abstract is a report, a short statement of the paper's content without annotations and comments. Abstract, also known as a summary and content summary, is a short essay to provide a summary of the document's content without comments and supplementary explanations, concisely and accurately describing the critical content of the document.

The abstract in the article is too concise and does not accurately compress the content of the literature. It only states the research purpose and methods. Other content is not previewed in the abstract. In addition, comments are added to the article, which does not meet the requirements of a short statement without comments.

2.1.1.2 Location of summary

The position of the abstract is after the title and the author and before the body of the paper.

The abstract of "this article" is placed in the correct position, it after the title and author that before the main body of the paper.

2.1.1.3 The structure of the abstract

The abstract elements: (1) Purpose: the object, scope and purpose of the study. (2) Methods: What methods and research methods were used. (3) Results: State the research results, new opinions, Etc. of the thesis. (4) Conclusion: The basic conclusions, prominent opinions, theoretical significance or practical value, Etc., are drawn through the research of the problem. (5) State the conclusion: In this part, on the premise that it is closely related to the conclusion, you need to state the impact of this research, whether it has an impact on the field, whether it has an impact on the scientific community, whether it affects people's views, or whether it has an impact Minimal.

Although the abstract in this article mentions the purpose of the research and qualitative research methods, focus group discussions, and results are conducted. However, it did not write the conclusion and state the conclusion. The content is slightly lacking incompleteness.

2.1.1.4 Length of abstract

Although the paper's abstract should reflect the above content, the text must be very concise, and the content must be fully summarized—the size of the space (number of words)—generally, no more than 5% of the word count of the paper.

The length of the abstract of "this article" is moderate. Although it meets the requirement of the number of words, the content does not consider complete and concise content.

2.1.1.5 Features of abstract

It is independent and self-explanatory (self-contained) and has the same primary information as the literature. Even do not read the complete text, you also get the necessary information.

However, the abstract of this article does not allow readers to obtain information about the full text.

2.1.1.6 The role of abstract

The abstract is the basis for readers to judge the value of the paper and whether it is worth reading. The purpose is to provide convenience for constructing and maintaining scientific and technological information literature retrieval databases to facilitate indexing and searching. The index of abstracts is an essential tool for readers to search literature. The quality of the abstract directly affects the retrieval rate and citation frequency of the paper.

The index of "this article" abstract makes it easy for readers to search for what they need.

2.1.1.7 Types of abstracts

Reporting abstracts are often referred to as information abstracts or informative lesions. They are concise abstracts that indicate the scope and content of a document and are equivalent to introductions.

The content of "this article" is still concise.

2.1.1.8 Precautions for abstract writing

(1) The common sense content of the subject field should be excluded, and the content that appears in the introduction should not be written into the abstract. (2) It is not allowed to repeat the existing information in the title (topic), not to cite examples, and not to appear in notes. (3) No citation is required unless the document confirms or denies the published work of others. (4) Use the third person pronoun, do not use "author", "this article", etc. as the subject. (5) Except that it is impossible to work around, generally no mathematical expressions, no illustrations and tables appear. (6) Use standardized terminology instead of uncommon symbols and terms. No unnecessary literary decorations are used. (7) If abbreviations, abbreviations, or codes appear in the main text, they should appear in the abstract first. (8) The abstract has no paragraphs. (9) The structure is rigorous, the expression is concise, and the semantics are precise. What to write first and what to write later should be arranged in a logical order. Sentences should be coherent and echo each other. Abstract: Use long sentences with caution and simple sentence patterns. Every sentence should be clear, without vague, general, or ambiguous words, but do not write it in telegraph style. (10) The English abstract should correspond to the Chinese abstract; neither should overlap with published articles. Otherwise, it may be regarded as plagiarism.

"This article" can do the precautions for abstract writing from (1) to (10).

2.2 Research philosophies and theoretical viewpoints chosen by the author

The author of "this article" can carry out related research deficiencies in the past based on the current life-related activities of social consumer groups online shopping, and make further research and additional research on their deficiencies. Able to further understand the determinants of consumers choosing online stores for intermediate purchases so that the online store industry can understand consumer behaviors and decision-making processes in the online market and formulate high-quality marketing strategies to gain online users' Favor.

Based on the purpose of the research, the author conducts literature research from three aspects: "experience and consumption"; "online shopping experience"; and "trust, experience and online shopping", and puts forward theoretical viewpoints to support the value of his research. And then design the content of the data collection question to collect the required research data and then understand the factors that affect the online shopping behaviour of the consumer group. Therefore, the author's research philosophies and theoretical viewpoints in this regard are exceptionally compatible and applicable to the needs of the current society.

This article combines the literature on the online shopping experience and online trust. The results provide insights into the physical, ideological, and practical dimensions of the online shopping experience. It shows that the online shopping behavior of consumer groups depends on some personal characteristics, their social interactions, and in this case, consumers have very different online shopping experiences and will pass on their trust and beliefs to recommend an online store that they think is good for people around them.

2.3 The data collection methods used by the authors in their research

There are many qualitative research methods, including group seminars, in-depth interviews; home visits; accompanying shopping; life logs, online communities, small questionnaire surveys, Etc. However, the author of "this article" only used the group discussion, so the collected information is not comprehensive and accurate. Although the group can obtain feedback from more respondents at

the same time, discussing with each other can also stimulate more ideas and opinions; Obtaining the opinions of multiple different consumers during the meeting, saving resources, and high timeliness; multiple people can enter the professional monitoring room at the same time to observe the on-site situation of the subject, and the interviewee will not be disturbed; but there are also drawbacks: It is possible that some relatively easy-going interviewees will unconsciously form a group consensus due to the pressure around them; the time allocated to everyone is limited, unable to conduct more in-depth discussions; and it is not suitable for discussions on sensitive/privacy topics.

In addition, the author may also consider using accompany shopping to allow the research subjects to use computers to make online purchases. The researcher will study the shopper's project and observe the respondent's entire shopping process, how to enter the store, search, and buy goods, whether they are sensitive to promotional items, Etc., carefully observe consumers' entanglements and concerns in shopping from all aspects. The advantage is that the actual behavior can be fully seen, and it can prevent the respondent from recalling inaccurately or being unable to express the problem in detail when participating in the interview, and it is more accurate and objective.

Therefore, it should use more qualitative methods to collect data for the author to make the data more comprehensive and accurate. Avoid subjective factors that affect the research results.

2.4 Criticism of the author's qualitative research methods and procedures used in the research

Two focus groups were arranged to discuss the age of 31 to 63, a total of 16 respondents, six men and ten women, with different occupations; the other two focus groups were conducted by university students aged 18 to 20: 15 respondents, 5 1 male and ten females with the same academic qualifications.

The author of "this article" did not mention how the research target group was searched for group seminars. The venue arrangement of the interviews and the detailed arrangements during the discussion, so he could not understand whether the procedures were appropriate. However, general qualitative research does not require Statistical significance but relies on the researcher's experience, sensitivity, and related technology to effectively insight into the behaviour and motivation of the research object, as well as their possible impact, Etc. In qualitative research, the emphasis is on exploring and discovering the response of the research object, which is a bottom-up process. However, because the researcher himself is the leading research subject, his background and relationship with the researcher will indirectly influence the research process and results. Therefore, group seminars usually arrange at least two group meetings to allow researchers and research objectives to have new supplements and clarifications on the content of their discussions.

3 Research proposal

Research on the influence of consumers' online shopping behavior

3.1 Introduction

With the advancement of science and technology, the Internet was initially mainly used to provide information transmission, until now, it has become very trendy. Many companies are investing in network services in order to meet the needs of the market. Tend to make the service more refined **(Leiner et al., 1997)**. Information technology has wholly subverted our lives by the development of the Internet and even affected the economic development of the entire society. Many investors have devoted themselves to developing the Internet industry and e-commerce field, breaking the traditional industry and still becoming the trend of "networking". For enterprises, the Internet has become an excellent medium for advertising, marketing, and online transactions, Moreover, the Internet also stimulates the buying potential of endless consumers. **(Quelch and Klein, 1996)**.

However, the findings of a survey conducted by the Hong Kong Consumer Council in November 2016 on "Hong Kong Consumer Attitudes, Business Practices, and Legal Protection" **(Hong Kong Consumer Council, 2016)** showed that the penetration rate of online shopping in Hong Kong It only accounts for 23% of the retail market, but the mainland has reached 67%, three times that of Hong Kong. In 2015, the total transaction value of online shopping in Hong Kong was about 34.2 billion Hong Kong dollars, only about 0.53% compared to the total transaction value of 5,155.6 billion yuan in China's online shopping. Industry insiders who operate online stores estimate that online shopping in Hong Kong currently accounts for only 2% to 3% of the overall retail market **(大公網, 2017)**.

Global e-commerce retail sales in 2016 nearly doubled from HK\$14.8 trillion to HK\$27.2 trillion in 2019 **(eMarketer, 2019)**. In 2018, Hong Kong's business revenue from goods, services, or information sold through electronic channels amounted to HK\$491.7 billion, 73% higher than in 2012 **(Census and Statistics Department, 2020)**. Analyzed by customer category, the business revenue generated by individual consumers accounted for 60% of the total e-commerce revenue in 2018.

Therefore, The battle for online consumers has already unknowingly started (**Modahl, 2000**) .If companies want to occupy an important position in the online market, they must understand why Hong Kong consumers choose online stores or online shopping platforms to purchase, and they need to explore various factors that restrict consumers' online shopping behaviors. Only by thoroughly understanding the behavior and decision-making process of the consumer groups in the online market, the Internet industry can formulate high-quality marketing strategies to gain the favor of Internet users.

3.2 Theoretical Background

3.2.1 *The definition of online shopping and influencing factors*

The earliest concept of online shopping was derived from "Interactive Home Shopping". "Interaction" refers to the continuous two-way communication between two parties (Hoffman and Novak, 1997), and "interactive home shopping" refers to the interactive behavior of buyers and sellers on the interface of response time and context (Alba et al., 1997).

The nature of the product may affect its suitability for online sales. According to consumers' perception of product quality before and after purchase, goods can be divided into search wealth, experience wealth, and trust wealth (Darby and Karni, 1973). Search wealth can obtain complete product information during the search stage, and its evaluation cost is lower than that of experience wealth, but it is impossible to know its quality even after purchase and use for trust wealth. Therefore, search wealth and trust wealth are suitable for online sales, while experience wealth will be more suitable for buying at store retailers (Alba et al. 1997).

At present, most of the products sold on the website are computers, clothing, leather shoes, medical and health care products, watches, flowers, gifts, and books. The characteristics of these products are (1) Low level of involvement-products that consumers do not need to view and inspect personally; products that are commonly used or familiar in daily life. (2) Low value-Homogeneous products are pretty similar in quality to customers, and consumers will focus on price. (3) Low risk-products that can be tried directly. (4) High brand degree-a product whose brand function is already well-known to consumers. (5) Easy delivery products that do not require physical delivery, such as software (Kyle Anstey, 2021).

The retail format will also affect its advantages in entering online sales. Manufacturers of consumer products most suitable for survival in an interactive shopping environment must have a competitive advantage (Aaker, 1989) in line with this environment. Businesses operating "product catalogues"

are most suitable to adopt interactive shopping channels because they have experience and advantages in ordering and distribution management and other aspects. (Alba et al. ,1997).

3.2.2 *E-commerce knowledge*

Electronic commerce is a commercial transaction over the Internet, where consumers make online purchases after browsing shopping websites (Rayport and Jaworski, 2001). Shopping behavior refers to consumers making online orders through web advertisements, direct purchases, or purchases through browsing advertisements in other media (官振華, 1998). Online shopping refers to companies accepting customers to order products or services on the Internet through shopping stores or shopping platforms (李苑穎, 2000).

3.2.3 *Consumers' Motivation for Online Shopping*

Consumers generally believe that they can quickly find cheap and good-quality products in the online market. Studies have shown that the important factors driving consumer groups to online shopping include: (1) the way that online stores can provide consulting services; (2) a time-saving and convenient shopping behavior process; (3) products with returnable services; (4) You can shop anytime and anywhere regardless of time or region; (5) Products can give a reputation, positive image and brand representation; (6) Provide installment services; (7) Product diversification. (Alba et al. ,1997)

3.2.4 *Consumer protection system*

Consumer groups are faced with problems such as the remote transaction mode and product quality of online stores, which may deviate from expectations. Therefore, the protection of the "sales" and "after-sales" stages is critical. Therefore, a comprehensive system to protect online consumers proposed in the 2019 World Economic Forum should cover online shopping (1) pre-sales (sufficient information on products); (2) sales (providing the right to terminate the contract and compulsory choice of the cooling-off period); (3) After-sales (with complaint channels, able to arrange

return/refund service for customers and inexpensive dispute resolution mechanism) 3 stages (**World Economic Forum, 2019**).

3.2.5 Trust

Trust in online shopping refers to consumers' willingness to rely on online stores and online shopping platforms and take action. In this case, consumers' behaviors are vulnerable to sellers' harm (Jarvenpaa, 1999). Trust is a risk-taking behavior: or people are willing to follow this behavior at the time (**Smith and Barclay, 1997**). Trust is the willingness of consumers to respond positively to the seller and based on the expectation that the seller can perform corresponding behaviors (**Mayer, Davis, & Schoorman, 1995**). Nevertheless, (**Kim, Xu & Koh, 2004**) and others believe that trust believes that the interactive relationship in the other party is reliable. (Michell, Reast & Lynch, 1998) believes that trust is a measure of the two additive dimensions of emotion and cognition: the emotional dimension is integrity and fairness; the cognitive dimension is reliability and satisfaction. (**Lewicki & Bunker, 1995**)

further divides trust into three types, and they are all sequential and closely intertwined, namely computational trust, knowledge trust and identity trust. (**Doney & Cannon, 1997**) believes that trust is the belief that the other party is reliable and well-intentioned. They define reliability as the feeling of trustworthiness their partners' of the words, deeds and related partners; goodwill refers to the pursuit of the most significant benefit for the other party under the factors of goals and welfare. Trust (**McKnight, Cummings & Chervany, 1998**) pointed out that trust can be divided into trust intention and trust belief. There are two types of trust intentions: (1) The intention is to make potential customers believe the entrusted stranger for the first time to establish initial trust; (2) The intention is to make the former customer and the trustee have transaction experience and then make the other party believe again, which becomes repeated trust (**Rotter, 1980**). The trust belief is also divided into two structures: (1) the intention of trust, which means that someone is willing to rely on another

person in a specific situation; (2) the belief of trust, which means that someone trusts the other person to be benevolent and have Competent, and predictable honesty.

Moreover, **(Singh & Sirdeshmukh, 2000)** also believe that one must have strength and kindness to build consumer trust. **(Gefen, Karahanna & Straub, 2003)**, Etc. Synthesized predecessors' concept and measurement of trust definition and generalized trust. Researchers divided the view of trust into the following four parts:

- (1) Specific beliefs mainly deal with the integrity, kindness and ability of the other party.
- (2) It is generally believed that the other party can be trusted.
- (3) It is the care of the other party, and the response reflects the perception of trust and security.
- (4) A combination of the above three parts.

In the case of e-commerce, since consumers cannot face the seller directly, both parties will have unpredictable behaviors and self-interested behaviors, that is, speculation **(Jang, Jeong & Jeong, 2005)**. **(Hosmer, 1995)** Moreover, others believe that these uncertain factors will always exist, and the successful completion of the entire transaction becomes an essential key to avoiding speculation. In this environment, neither the seller nor the buyer has the feeling of trusting each other, and it cannot be regarded as equivalent to trust. Because online stores and online shopping platforms do not have relevant management when buying or selling products **(Jeong, Jeong & Lee, 2006)**. Therefore, trust is more important and plays a vital role in transactions in uncertain and insecure situations.

3.3 Methodology

Qualitative research is a kind of exploratory research that uses unique technology to obtain information about the more profound reactions of people's consumer groups' thoughts and feelings. It is mainly used to understand the target population's attitudes, beliefs, motivations, behaviors, and other related issues using products.

Qualitative research will help companies locate problems and formulate strategies and plans if companies want to improve service quality and products. Focus group seminars, in-depth interviews and questionnaire surveys are the main methods of qualitative research. This study will also use these three methods to deeply explore the various factors that restrict consumers' online shopping behavior. The purpose of the research is to explore the consideration factors, pain points, and unmet needs of consumers when choosing e-commerce shopping platforms, understand consumers' online shopping habits, and make statistics on the payment methods consumers prefer.

This research focuses on the in-depth study of consumers' actual shopping experience from the three dimensions of physics, ideology and pragmatism. Five groups of research objects are composed of ages. The first group is 18-21 years old; the second group is 22-31 years old; the third group is 32-41 years old; the fourth group is 42-51 years old; the fifth group is 52-61 years old.

In each group has ten people. They have at least one year of online shopping experience. They range in age from 18 to 61. They are composed of consumer groups of different genders, students, working, household managers, or retired people to learn from society and culture. To locate online shoppers and analyze the influence of their shopping habits and tribal buying behavior.

3.3.1 *Focus group seminars*

Focus group seminars, also known as focus group seminars, also known as the seminar method, are to gather the interviewees at the survey site and let them publish on the subject of the survey (such as

a product, a service, or other topics, Etc.) Opinions to obtain survey information. In order to obtain such information, the researchers selected a small number of interviewees through a rigorous screening process and discussed the research topics in an informal and relatively accessible manner. This method is suitable for collecting the tendencies and opinions of a few closely related people to the research topic.

The focus group seminars will be divided into ten sessions. Each group will have two focus group seminars. During the course, 6-8 users of the exact nature will be invited to discuss research-related issues together in the same space. Moreover, fill out the questionnaire. The focus group seminars are arranged in the company's research room. Observation rooms and seminar rooms are set up separately and separated by single-sided glass. There will be 15 minutes of rest every hour of the meeting.

Each focus group has undergone video shooting for complete recording and writing and analysis of the differences between groups on different topics. After the research is over, all interview content will be deleted and locked up and will only be used for academic research.

3.3.2 *An in-depth interview*

An in-depth interview is a unique qualitative study in which only one interviewee participates at a time. The "in-depth interviews" technique also implies the need to continue to penetrate the interviewee's thoughts and try to discover the true motives of other people's actions. In-depth interviews are unstructured personal interviews, and investigators use many questioning skills. As much as possible, let the interviewee be free to express his thoughts and feelings.

The in-depth interviews in this research will interact in a one-to-one manner. The interviewer and the interviewee will communicate face to face. The interviewer does not collect information on the surface but conducts in-depth interviews with the target. Ask questions. He can better understand the

motivations, needs, dissatisfaction, and values behind his life and behavior from his answers and reactions.

3.3.2.1 Interview content:

1. Do you often shop online?
2. Why did you choose to buy online? (Objective factors or subjective factors)
3. In general, how much time do you spend shopping online in a week?
4. How many friends around you choose to shop online?
5. Do you generally choose keyword search or go directly to the classification category to view?
6. How do you think about the sorting of the products under the search results/categories?
7. How long will it stay on the product list page?
8. How long will it stop on the product detail page?
9. What are the main points of concern when choosing products in general? (Price, brand or quality, etc.)
10. Will multiple products be added to the shopping cart and then compared and purchased? Or do you buy it directly if you like it?
11. Are you interested in viewing or purchasing other matching products recommended by the system?
12. Will I generally choose direct payment, instalment payment or cash on delivery?
13. When the cost is more than what is the form of instalment payment will be considered?
14. From the experience of the entire shopping process in the past, do you think you can find the products you are satisfied with conveniently and quickly?

15. What else can you improve in the online store you are interested in and have visited?
16. How do you think about online shopping?
17. Affirmative reasons
18. Reasons for exclusion
19. How can the worries and worries be resolved?
20. For the current mainstream shopping process, do you think it is suitable for shopping?
21. Please give examples of suitable/not suitable points.
22. As an online shopping platform, what characteristics do you want it to have?
23. Which online shopping platforms have you used?
24. What channels do you know about the product?
25. How do you feel about using the products purchased from the online store?
26. Scenarios used in browsing online stores (WIFI, 4G, are you concerned about traffic?) (The product accepts graphic mode or movie mode?)

3.3.3 *Questionnaire surveys*

Questionnaire surveys can collect the most research data in the shortest time. Through good questionnaire design and analysis, researchers can understand the attitudes and values of the research subjects and then summarize the research conclusions to achieve the purpose of the research. It is the research method most commonly used and most liked by social science researchers.

The content of the questionnaire in this study is divided into ten parts: the first part is to screen the interviewees; the second to the seventh is "e-commerce knowledge" (ECK), "perceived reputation"

(REP), "perceived risk" (RISK), "Perceived Ease of Use" (PEOU), "Trust" (TRU) and "Intention to Purchase" (INT).

The items measured in the questionnaire are evaluated on the Likert seven-point scale. "1" means strong disagreement; "2" means moderate disagreement; "3" means slight disagreement; "4" Represents neutrality; "5" represents slight agreement; "6" represents moderate agreement and "7" represents strong agreement.

3.3.3.1 Questionnaire content:

E-commerce knowledge

Understand the purchasing method, payment process, product search and return process of the Internet shopping mall.

ECK1. I am familiar with the process of online shopping.

ECK2. I am familiar with online shopping.

ECK3. I am familiar with the process of online shopping and payment.

ECK4. I am familiar with the return process of online shopping.

Recognized reputation

Understand customers' perception of the reputation of Internet shopping malls.

REP1. The online store or shopping platform has a good reputation.

REP2. The online store or shopping platform strives to get positive reviews.

REP3. The online store or shopping platform has a good image.

Perceived risk

Understand the uncertainty and undesirable consequences of shopping behavior.

RISK1. This online store or shopping platform has more risks than other shopping methods.

RISK2. The online store or shopping platform has only low protection.

RISK3. There is a difference between the products purchased in this online store or shopping platform and the products actually delivered.

RISK4. The online store or shopping platform offers low-quality products.

Easy to use

Understand the cognitive indicators required to study hard and use new information technologies.

PEOU1 This online store or shopping platform can save time and effort when operating.

PEOU2 Shopping in this online store or shopping platform is very convenient.

The URL of PEOU3 on the online store or shopping platform is simple and easy to remember.

PEOU4 This online store or shopping platform strives to provide concise and fast payment terms.

Trust

Understand the specific trust of secure electronic transactions, which mainly involves honesty, goodwill and ability to the other party during the initial entire transaction.

TRU1. The online store or shopping platform can strive to achieve customer satisfaction.

TRU2. The online store or shopping platform can provide customer care.

TRU3, this online store or shopping platform is trustworthy.

TRU4. The online store or shopping platform will strive to provide high-quality products.

Purchase intention

Measure the likelihood of a customer buying a product or service.

INT1. I am willing to purchase products on this online store or shopping platform.

3.4 Implications

Descriptive research can meet a series of research goals, describe the characteristics of a particular group, determine the differences in needs, attitudes, behaviors, opinions, Etc. Qualitative research is the best way to identify the industry's market share and market potential. One-to-one interviews can provide an in-depth understanding of personal thoughts, opinions and attitudes.

Qualitative research is also beneficial in the final stage of the investigation project. Putting some of the quotes collected from the open-ended questions in the survey results report can add a human touch to the cold, objective data and trends. In many cases, these narrative texts can make more aware of customers' voices and then find out blind spots. It is a tremendous advantage of qualitative information.

3.5 Significance

As Hong Kong is affected by the COVID-19, the online shopping activities of the consumer groups have surged, and the number of online retail sales continues to rise. In order to grasp the opportunities for increased utilization and expand the market, online shoppers must understand the consumer choice network. Going to a store or online shopping platform to purchase will then improve and enhance quality services. Therefore, this study provides meaningful reference materials and significance for current and future online shoppers.

The interview method can explore the interviewee's thoughts more deeply than the group discussion method. Respondents may not occasionally experience social pressure in group discussions, which affects the quasi-authenticity of the results.

Since the survey has no structured follow-up results, it is easily influenced by the investigators themselves, and the quality of the results also depends on the investigators' skills. The resulting data is often analyzed and explained, so it is necessary to analyze and explain the problem carefully. The time and energy consumed are more fixed, and only a limited amount of survey object data can be collected in a survey project.

Since respondents who have browsed online shopping sites or have online shopping experiences are selected as the survey subjects of this questionnaire, the research subjects may be affected by the above interference variables when the number of browsing or purchase experiences is different—the results of the research.

Due to the different online shopping experiences of consumer groups and the large gap in product value, consumers may not focus on the quality of the product because of the low price when they fail to test the trust of expensive products accurately.

Regarding consumers' experience of physical characteristics when purchasing goods, such as whether they are buying a priori products, experience products, cheap or expensive products, Etc., these factors may also affect consumers' trust in the online store shopping platform and purchase preferences.

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