



COVER SHEET OF THE ASSIGNMENT

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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

HKBM7004

Quantitative Research Methods

Quantitative Research Methods Project Report:

The Effects of Online shoppers' Trust on Their Purchasing Intention

NG FUNG YU (Wendy)



13 December 2021

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Abstract

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 quantitative research methods, and the research is based on a previous research model as a research tool (Li, Kim and Park, 2007). The model shows a significant relationship between trust and purchase intention. In the purchase intention, trust will be affected by other independent variables, such as "E-commerce Knowledge", "Perceived Reputation", "Perceived Risk", and "Perceived Ease of Use".

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.

Research results show that there is an important relationship between variables in addition to trust and perceived ease of use. This study verifies that consumer trust has a significant impact on purchase intention. The research results can be used for future researchers and practitioners to have an in-depth discussion and reference these findings.

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

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.

2. Theoretical Background

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).

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).

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)

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**).

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. Research Design

3.1 Sample and data collection

The questionnaire survey obtained 194 samples, including 191 valid samples and three invalid samples. The sample is from a parent of a secondary school.

This study will use the method of a questionnaire survey to explore various factors that restrict consumers' online shopping behaviours. The research aims to explore consumers' considerations, pain points and unmet needs when choosing an e-commerce shopping platform, understand consumers' online shopping habits, and make statistics on consumers' preferred payment methods.

This research focuses on the in-depth study of consumers' actual shopping experience from the three dimensions of physics, ideology and pragmatism. The research subjects have at least one year of online shopping experience. Their age ranges from 18 to 61 years old. They are composed of consumer groups of different genders, students, jobs, family managers or retirees, and learn from society and culture. Target online shoppers and analyze the influence of their shopping habits and tribal buying behaviour.

The primary purpose of this research is to explore the influence factors of online trust on consumers' purchase intention. Therefore, the research object is set to people over the age of 18, and 20 respondents who have browsed online shopping websites or have online shopping experience participated in this study to analyze the impact of their trust on online shopping consumers' purchase intention. The questionnaire uses the Google form method to distribute the online questionnaire, allowing qualified volunteers to link the URL to the Google form to fill in the questionnaire.

3.2 Research structure

The primary purpose of this research is to explore the influence of trust on online consumers' shopping intentions in the Business-to-Customer (B2C) market. The relationship between the factors of "e-commerce knowledge", "perceived reputation", "perceived risk", and "perceived ease of use" (proposed by) and trust are used as the basis of the research framework.

The intention of online consumers to purchase products depends on their trust in sellers. They will not make transactions with untrustworthy online stores or shopping platforms (**Woszczynski, Roth & Segar, 2002**), and confidence will also be affected by e-commerce knowledge, Perceive the impact of reputation, perceived risk, and perceived ease of use. Therefore, the theoretical relationship of all variables from the model has been incorporated into the online shopping environment.

This study considers the above factors as independent variables in the model, while trust is an intermediary variable; purchase intention is a dependent variable to determine their direct and intermediary effects. The relationship between the hypothetical variables shown in Figure 3.3 is as follows.

3.3 Research model

Schematic diagram of the influence of online trust on consumers' purchasing intentions

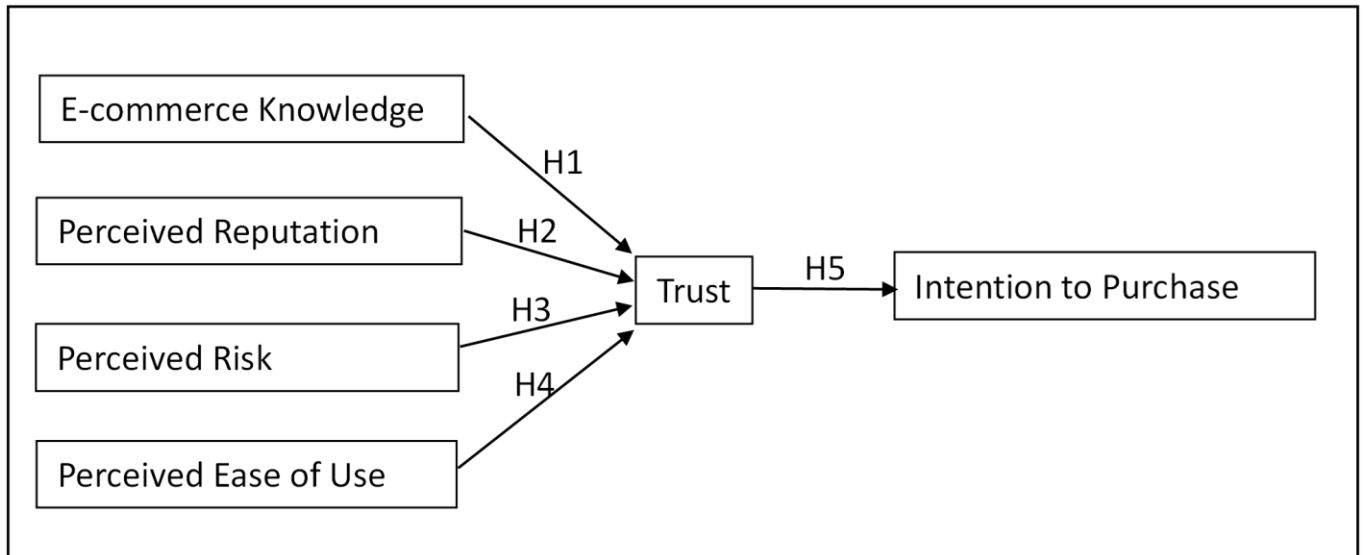


Figure 3.3

Source: Rong Li, Jae Jon KimII, Jae Sung Park (2007)

《The effects of internet shoppers' trust on their purchasing intention in China》

3.4 Research steps

This research mainly explores the influence of online trust on consumers' purchase intention. The research steps will be divided into several parts.

First, establish research questions based on the motivation and purpose of this research. Then refer to relevant literature and research questions according to the research scope discussed. Shows a research framework and proposes research hypotheses to explore how trust and variables affect consumers' purchase intentions. After that, determine the variables' definition, survey, and measurement description. Then conduct a formal questionnaire survey. Finally, collect and analyze the data and make recommendations.

3.5 Research tools

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.

3.5.1 *Questionnaire surveys*

The questionnaire design of this research is based on the factors discussed in the relevant literature about the influence of online trust on consumers' purchasing intentions. Each variable's definitions and question items are integrated concerning the relevant literature, and the factors studied are slightly different. They are modified to suit the context and purpose of this research.

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). Each variable is composed of 3-4 measurement variables. To ensure the validity of the research variables and the content of the measurement variables, the scale uses all measurement variables that have been used in existing research cases. It can be seen from Table 1 that the relevant research variables, operational definitions, measurement variables and sources in the research are listed in detail for the design and research analysis of the follow-up questionnaire of this research (**Baek et al., 2006; Jong & Lee, 2000; Dowling & Staelin, 1994; Gefen et al. 2003; McKnight, Choudhury & Kacmar, 2002**). The eighth part is the types of online shopping of the respondents; the ninth part is the shopping habits; the tenth part is the respondents' information. Please refer to Table 3.5 Research Variables and Operational Definitions and Attached Table 1 Questionnaire for detailed information.

Table 3.5 Research variables and operational definitions

Research variables	Operational definition	Measurement variable	Source of the question
E-commerce Knowledge (H1)	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.	(Baek et al.,2006)
		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 (H2)	Understand customers' perception of the reputation of Internet shopping malls.	REP1. The online store or shopping platform has a good reputation.	(Jong & Lee,2000)
		REP2. The online store or shopping platform strives to get positive reviews.	
		REP3. The online store or shopping platform has a good image.	

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Perceived Risk (H3)	Understand the uncertainty and undesirable consequences of shopping behavior.	RISK1. Compared with other shopping methods, this online store or shopping platform has more risks	(Dowling & Staelin, 1994)
		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 provides low-quality products.	
Ease of use (H4)	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.	(Gefen et al.,2003)
		PEOU2 Shopping in this online store or shopping platform is very convenient.	
		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 (H5)	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.	(Gefen et al.,2003)
		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.	
Purchasing intention (H6)	Measures the likelihood of a customer to purchase a product or service.	INT1. I am willing to purchase products on this online store or shopping platform.	McKnight, Choudhury & Kacmar (2002)
		INT2. I will most likely purchase products through this shopping site in the future.	
		INT3. I would recommend this online store or shopping platform to my friends.	

Table 3-5 Research variables and operational definitions, data source: collated by this research

3.5.2 Questionnaire content:

3.5.2.1 *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.

3.5.2.2 *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.

3.5.2.3 *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.

3.5.2.4 *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.

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.

3.5.2.5 *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.

3.5.2.6 *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.

INT2. I will most likely purchase products through this shopping site in the future.

INT3. I would recommend this online store or shopping platform to my friends.

4. Measures

The Likert Scale created by the psychologist Rensis Likert is currently the most widely used measurement survey method (**Likert, 1932**). The measurement method usually uses an odd-point or even-point scale to measure the degree of agreement or disagreement. It is generally believed that the scale tends to have more points than or the seven-point scale will have higher reliability (**Cicchetti, Showalter & Tyrer, 1985**). In the early days, more scholars believed that a scale with a higher number of points helped to improve the reliability of the measurement (**Masters, 1974**). Many psychometricians also advocate using seven or nine-point scales (**Nunally, 1978**).

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.

5. Data processing

In this study, SPSS16 statistical software analysis tool was used for data analysis. In this study, the Significance Level was set to 0.05. The research problems were analyzed and verified through Descriptive Analysis, Reliability Analysis and Regression Analysis methods, and tried to explain the relevance and results of the primary variable research.

5.1 Descriptive Analysis

This research will use narrative statistical analysis to understand the personal data of my interviewees and the status of online shopping behaviour, explore the characteristics of online shopping consumers, and summarize the situation of the average and standard deviation of various scales of online shopping behaviour.

5.2 Reliability Analysis

This study uses Reliability Analysis to measure whether the reliability of the questionnaire items among various variables has internal consistency (Internal Consistency) and the degree of stability (Cooper & Schindler, 2003). Cronbach's Alpha is used to test the reliability of the scale. The higher the coefficient, the higher the internal consistency, stability and accuracy (Nunnally, 1978). It is generally believed that Cronbach's α values are more significant than 0.7. High reliability (Cronbach, 1951). In addition, this study will check whether the item-total correlation is lower than 0.6 as the criterion for deleting items.

5.3 Regression Analysis

This research will use regression analysis to explore the linear relationship between one or several independent variables and a dependent variable and construct an appropriate equation based on the data to explain or predict the value of the dependent variable. The independent variable (explanatory variable) is represented by X; the dependent variable (reaction variable) is defined by Y. The result of the functional relationship or equation between X and Y forms a regression model. If the variation expansion factor (VIF) is less than the critical value of 10, it means that the collinearity problem of the predictive variables is not severe. The most commonly used measure of verification fitness is R² (R-Square), also called the coefficient of determination (coefficient of determination)). R-Square is the explanatory power of all independent variables to the independent variable. When R-Square is equal to 0, there is no linear relationship between the variables.

6. Discussion of the Results

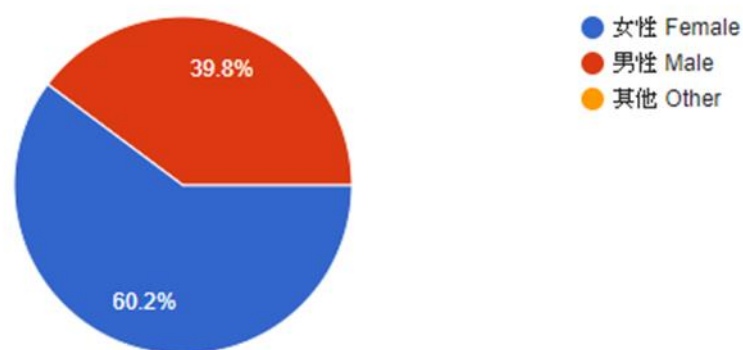
The questionnaire survey obtained 194 samples, of which 191 were valid samples and 3 were invalid samples. The effective recovery rate was 98.5%. The sample is from a parent of a secondary school.

The basic information of the sample is as follows:

6.1 Sample characteristics

INFO.1 性别Gender

191 則回應



INFO.2 年齡組別 Age Group

191 則回應

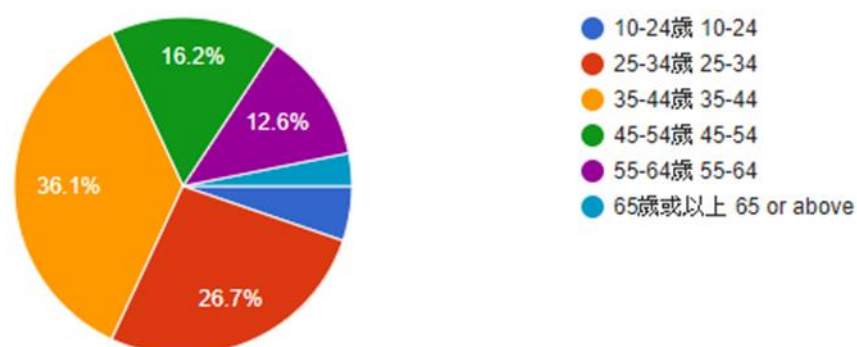
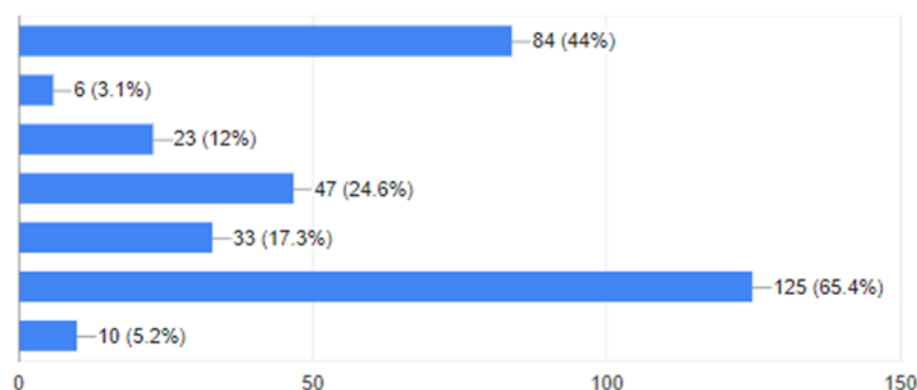


Figure 6-1-1 Distribution of gender and age groups, data source: data from this study

OPP.2 過去一年，你曾經使用過什麼電子產品來搜尋網頁？【可選多項】
In the past year, what kinds of devices have you used to surf the Internet? 【Multiple answers】

191 則回應



OPP.3 在最近六個月，你平均在網上商店或購物平台購買產品或服務有多頻密？
In the past six months, how frequent did you purchase goods or services from online shops or sites on average?

191 則回應

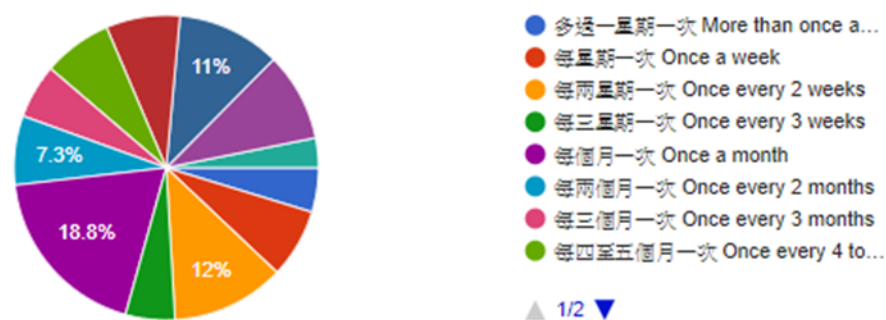
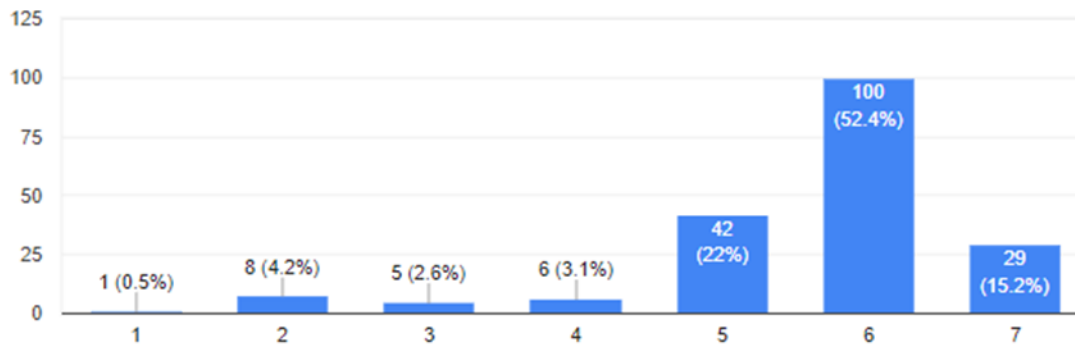


Figure 6-1-2, Source: Data from this study

INT.2 我很有可能在將來透過該網上商店或購物平台再次購買產品 - It is very likely that I buy products through this online shop or site again in the future.

191 則回應



INT.3 我會向朋友推薦該網上商店或購物平台 - I will recommend this online shop or site to my friends.

191 則回應

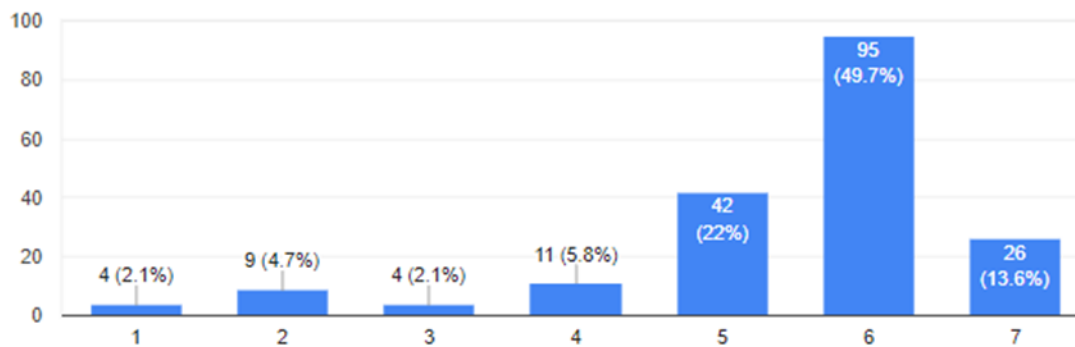


Figure 6-1-3, Potential repurchase and recommended site group distribution map

Source: Data from this study

6.2 Reliability and validity

It is reliable to test the internal consistency of the variables through Cronbach's α . All the Cronbach's α value variables range from 0.766 to 0.964, and the data shows a standard greater than 0.7 (Nunnally J., 1978).

After sorting out the questionnaire measurement data, integrating the verification of the Cronbach's α value of each variable, the reliability analysis results are shown in Table 6-2, which shows that the questionnaires of this study have good internal consistency, stability and accuracy.

Table 6-2 Reliability analysis results

	Cronbach's alpha
E-commerce Knowledge (H1)	0.825
Recognized Reputation (H2)	0.964
Perceived Risk (H3)	0.843
Ease of use (H4)	0.773
Trust (H5)	0.910
Purchasing intention (H6)	0.766

Figure 6-2-1 E-commerce Knowledge (H1)

Reliability Statistics[□]

Cronbach's Alpha [□]	N of Items [□]
.825	4 [□]

Item-Total Statistics[□]

	Scale Mean if Item Deleted [□]	Scale Variance if Item Deleted [□]	Corrected Item-Total Correlation [□]	Cronbach's Alpha if Item Deleted [□]
I am familiar with the online shopping process. [□]	14.70	25.589	.506	.841
I am familiar with the online shopping method. [□]	14.70	22.432	.923	.678
I am familiar with the online payment process. [□]	14.55	21.208	.859	.685
I am familiar with the online returning process. [□]	15.15	23.292	.451	.895

Figure 6-2-2 Recognized Reputation (H2)

Reliability Statistics ^{a)}	
Cronbach's Alpha ^{a)}	N of Items ^{a)}
.964	3 ^{a)}

Item-Total Statistics ^{a)}				
^{a)}	Scale Mean if Item Deleted ^{a)}	Scale Variance if Item Deleted ^{a)}	Corrected Item-Total Correlation ^{a)}	Cronbach's Alpha if Item Deleted ^{a)}
This online shop or site has good reputation. ^{a)}	11.15	7.397	.932	.939
This online shops or site effort to make itself regarded favorably. ^{a)}	11.35	7.082	.916	.951
This online shop or site has good image. ^{a)}	11.00	7.368	.919	.949

Figure 6-2-3 Perceived Risk (H3)

Reliability Statistics ^{a)}	
Cronbach's Alpha ^{a)}	N of Items ^{a)}
.843	4 ^{a)}

Item-Total Statistics ^{a)}				
^{a)}	Scale Mean if Item Deleted ^{a)}	Scale Variance if Item Deleted ^{a)}	Corrected Item-Total Correlation ^{a)}	Cronbach's Alpha if Item Deleted ^{a)}
This online shop or site has more risk compared with other ways of shopping. ^{a)}	8.05	25.313	.718	.784
This online shop or site has low security only. ^{a)}	8.35	29.187	.538	.864
This online shop or site has difference between the purchased product and the product actually delivered. ^{a)}	8.45	29.629	.726	.787
This online shop or site provide low product quality. ^{a)}	8.90	27.253	.767	.764

Figure 6-2-4 Ease of use (H4)

Reliability Statistics				
Cronbach's Alpha	N of Items			
.773	4			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Time and effort saving when operating on this online store or site.	18.15	6.976	.769	.609
Convenience of doing internet shopping on this online store or site.	18.45	6.787	.497	.810
Brief and easily remembered URL on this online store or site.	18.00	11.579	.315	.826
This online store or site effort to provide concise and quick payment methods.	18.15	6.976	.867	.564

Figure 6-2-5 Trust (H5)

Reliability Statistics	
Cronbach's Alpha	N of Items
.910	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
This online shop or site effort to meet customer satisfaction.	16.25	24.618	.579	.958
This online shop or site can offer customer care.	16.25	20.829	.925	.837
This online shop or site is worthiness.	15.90	21.568	.872	.857
This online shop or site effort to provide high-quality products.	15.65	21.608	.834	.870

Figure 6-2-6 Purchasing intention (H6)

Reliability Statistics ^a	
Cronbach's Alpha ^a	N of Items ^a
.766	3

←
←

Item-Total Statistics ^a				
Item	Scale Mean if Item Deleted ^a	Scale Variance if Item Deleted ^a	Corrected Item-Total Correlation ^a	Cronbach's Alpha if Item Deleted ^a
I am willing to purchase products on this online shop or site. ^a	10.95	5.839	.661	.635
It is very likely that I buy products through this online shop or site again in the future. ^a	11.00	5.789	.808	.525
I will recommend this online shop or site to my friends. ^a	11.65	4.766	.456	.945

6.3 Correlation Analysis

Pearson's correlation coefficient mainly measures the strength of linearity and correlation between two variables. The correlation coefficient value (Pearson correlation) will be between -1 and 1; if the correlation coefficient value = -1, the two variables are entirely negatively correlated; if the correlation coefficient value <0, the two variables are negatively correlated; If the correlation coefficient value = 0, the two variables are not correlated; if $0 < \text{correlation coefficient value} < 1$, it means that the two variables are positively correlated; correlation coefficient value = 1 means that the two variables are entirely positively correlated.

Sig. (significance) value means to represent its significance if $\text{Sig.} \geq 0.05$ means that there is no significant correlation between the variables; in other words, $\text{Sig.} < 0.05$ means that the variables are all significantly correlated, and the Sig. Value The correlation degree is affected by the Pearson correlation coefficient. When performing statistical significance tests, when it is not clear whether the

two variables are in a positive or negative correlation, a two-tailed test (2-tailed) will be used. On the contrary, a one-tailed test (1-tailed) will be used.

In Figure 6-3, the Pearson correlation coefficient (Pearson correlation) shows the correlation coefficient, Sig. and the number of questionnaires N between each variable. The data of the test results show that all independent variables (IV) and dependent variables (DV) are all <0.05 , which means that there is a significant relationship between the variables.

Figure 6-3 Pearson correlation coefficient

		Correlations ^a					
		ECK ^b	REP ^b	RISK ^b	PEOU ^b	TRU ^b	INT ^b
ECK ^b	Pearson Correlation ^a	1.	.654**	-.298**	.371**	.522**	.633**
	Sig. (2-tailed) ^a		.000	.000	.000	.000	.000
	N ^a	191	191	191	191	191	191
REP ^b	Pearson Correlation ^a	.654**	1.	-.361**	.466**	.668**	.668**
	Sig. (2-tailed) ^a	.000		.000	.000	.000	.000
	N ^a	191	191	191	191	191	191
RISK ^b	Pearson Correlation ^a	-.298**	-.361**	1.	-.232**	-.436**	-.486**
	Sig. (2-tailed) ^a	.000	.000		.001	.000	.000
	N ^a	191	191	191	191	191	191
PEOU ^b	Pearson Correlation ^a	.371**	.466**	-.232**	1.	.532**	.473**
	Sig. (2-tailed) ^a	.000	.000	.001		.000	.000
	N ^a	191	191	191	191	191	191
TRU ^b	Pearson Correlation ^a	.522**	.668**	-.436**	.532**	1.	.744**
	Sig. (2-tailed) ^a	.000	.000	.000	.000		.000
	N ^a	191	191	191	191	191	191
INT ^b	Pearson Correlation ^a	.633**	.668**	-.486**	.473**	.744**	1.
	Sig. (2-tailed) ^a	.000	.000	.000	.000	.000	
	N ^a	191	191	191	191	191	191

** . Correlation is significant at the 0.01 level (2-tailed).

1ECK :	E-commerce Knowledge
2REP :	Perceived Reputation
3RISK :	Perceived Risk
4 PEOU :	Perceived Ease of Use
5TRU :	Trust
6INT :	Purchasing Intention

6.4 Regression Analysis

From Table 6-4-1 Purchase Intention Summary Model Summary ^b table, R-squared is 0.671, which is 67.1% of the data change explained by this model.

Table 6-4-1 Purchase Intention Summary Model Summary ^b

Model Summary ^b				
Model ^a	R ^a	R Square ^a	Adjusted R Square ^a	Std. Error of the Estimate ^a
1 ^a	.819 ^a	.671	.662	.67925
a. Predictors: (Constant), TRU, RISK, ECK, PEOU, REP ^a				
b. Dependent Variable: INT ^a				

The ANOVA ^b analysis of the variance of purchase intention from Table 6-4-2 shows that F=75.335 and the significance are 0.000, which means that at the significant level of 0.05, it proves that the regression model is overall substantial.

Table 6-4-2 Purchase intention variance

ANOVA ^b						
Model ^a		Sum of Squares ^a	df ^a	Mean Square ^a	F ^a	Sig. ^a
1 ^a	Regression ^a	173.792	5	34.758	75.335	.000 ^a
	Residual ^a	85.356	185	.461 ^a		
	Total ^a	259.147	190 ^a			

a. Predictors: (Constant), TRU, RISK, ECK, PEOU, REP^a

b. Dependent Variable: INT^a

In the Table 6-4-3 of coefficient statistical analysis the significance of e-commerce knowledge (ECK), perceived reputation (REP), perceived risk (RISK) and trust (TRU) are all less than 0.05, that is, they have a positive influence on purchase intention; Perceived ease of use (PEOU) has a significance greater than 0.05, so perceived ease of use has no significant effect on purchase intention.

Table 6-4-3 Statistical analysis of coefficients

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.343	.414		3.248	.001		
ECK	.205	.045	.257	4.535	.000	.556	1.798
REP	.147	.071	.136	2.073	.040	.416	2.404
RISK	-.132	.038	-.165	-3.500	.001	.799	1.251
PEOU	.065	.062	.053	1.048	.001	.693	1.443
TRU	.452	.068	.419	6.669	.000	.450	2.222

Table 6-4-4 Histogram

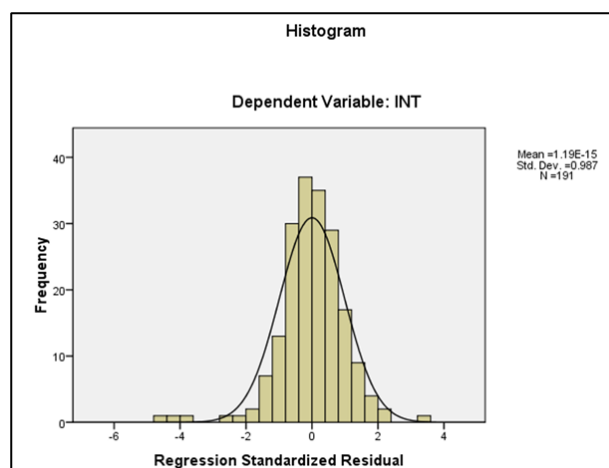
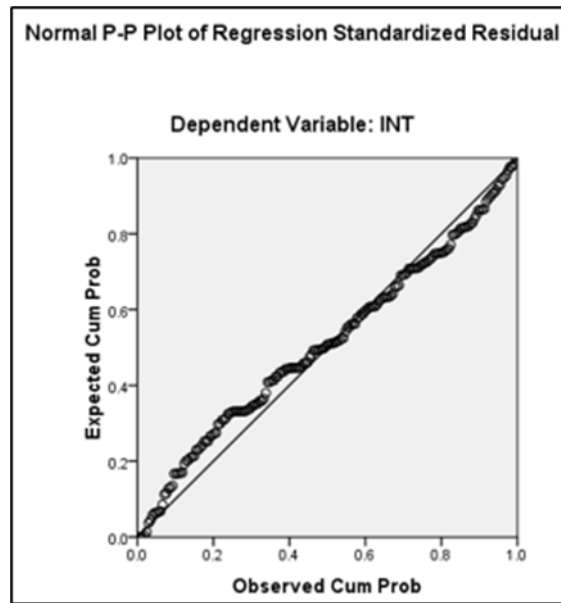


Table 6-4-5 Normal P-P Plot



6.5 Hypothesis test result

Combine the above test results. Except for perceived ease of use, all assumptions are supported. As shown in Table 6-5 of Hypothesis test result below.

Table 6-5 Hypothesis test result

Hypothesis	Details	Result
H1	E-commerce knowledge will have a positive impact on consumer trust in online shopping malls.	Support
H2	The credibility of an online store or shopping platform is positively related to trust.	Support
H3	Perceived risk is negatively related to trust.	Support
H4	Perceived ease of use has a positive impact on customer trust.	Support
H5	In online stores or shopping platforms, consumers' higher trust will generate more purchase intentions.	Support

7. Conclusion

This study found that consumer trust and purchase intention have a significant connection, and faith has a large effect on the purchase intention of online users. In other words, the higher the consumer's trust in an online store or shopping platform, the higher the consumer's purchase intention (**Wolfenbarger & Gilly, 2001**). If an e-vendor expects to enhance the competitiveness of its online store or shopping platform, it must first increase its efforts to build and improve customer trust in them. In addition, research points out that there is no statistically significant relationship between e-commerce knowledge, perceived reputation, perceived risk, and perceived ease of use and trust.

Previous studies have pointed out that e-commerce knowledge is critical in establishing trust in online stores or shopping platforms. This study also found that the above results are valid. Because a small number of Internet users lack the knowledge of e-commerce, this may cause Internet users to dissuade the purchase intention because they suspect a shopping site (**Wang & Emurian, 2005**). This phenomenon shows that e-commerce knowledge will directly affect consumers' judgment on the credibility of online stores or shopping platforms.

In terms of perceived reputation, it may be that most consumers purchase products through huge-scale online stores. Therefore, it is difficult for online consumers to determine that the reputation and trust of online stores or shopping platforms have a significant impact. Most of the purchases All of them are old customers. Repeated customer trust usually has no positive effect on online stores or shopping platforms (Kim et al., 2004).

Trust is indispensable in terms of perceived risk, as with other research findings. Customers' uncertainty in the shopping process, such as the quality of expected products and after-sales service, and the protection of personal information are key obstacles to online consumers' purchasing intentions (Venkatesh & Davis, 1996).

Perceived ease of use, ease of use and trust are other essential elements. When online users quickly search for products they want to buy online, a simple, easy-to-use and convenient website can

encourage consumers to trust the online store or shopping platform and accelerate their purchase intentions (Li et al., 2005).

8. Suggestion

Many studies in the past have confirmed that trust is an essential factor in e-commerce (Gefen, 2000) (Gefen et al. 2003a) (Jarvenpaa & Tractinsky, 1999) (Jarvenpaa, Tractinsky & Vitale, 2000) (Jones et al. 2000). But in the environment of e-commerce, how to build trust between both parties has become an important issue (Wang & Emurian, 2005). Therefore, this study believes that the factors of e-commerce knowledge and trust should be further studied. Since trust has been verified to have a crucial influence on purchase intentions, electronics companies and the Hong Kong government should formulate some legislative measures to build consumer trust to accelerate the development of the online shopping market. The following are some suggestions based on the findings of this research.

E-commerce knowledge perceived ease of use, and perceived risk simultaneously affect trust. However, previous literature pointed out that e-commerce knowledge significantly impacts perceived ease of use (Gefen et al., 2003a). In other words, perceived ease of use has only an indirect impact on trust, so electronic platforms should strengthen the e-commerce knowledge of network users. Companies can cooperate with high-profile websites, invite consumers to become members of the website, provide incentives, discounts and points, and encourage more consumers to use the website. After consumers reuse the website's operating interface and enhance the ease of use, they will become better. Tend to search for products on the site, thereby generating trust and enhancing purchase intentions.

In addition, websites should also reduce consumers' perceived risk and concerns, strengthen protection, and enhance transaction security certification and privacy. Different measures should be used to reduce consumers' fears. For example, the website should have clear instructions and ordering products to avoid complicated procedures. , So as not to upset customers. The second is that the government strengthens the supervision of websites and penalties, enhances the verification of

services provided, protects consumers' rights and interests, and penalizes offenders. Increase the trust of online shoppers in online stores or shopping platforms. Secondly, online stores and online media can provide consumers with after-sales guarantees to ensure the quality of consumer products. In terms of customer care, it is necessary to closely follow up cases to increase customer trust in the website, strengthen confidence, and increase purchase intention.

9. Research limitations and future research directions

Two sample problems appeared in this study in the beginning. First, the sample of 20 interviewees may be biased because these people are friendly enough to accept invitations. They may have different views on online trust and consumer purchase intentions from other groups of people. This sample actually cannot help us infer the overall situation;

Second, this research may involve complex causal relationships and many vital variables to be studied. To infer the correlation mechanism of these variables in the population may require an extensive survey research sample (survey). Therefore, if some aspects of the research are random to find interviewers, then the study can be determined to be representative. Thus, the randomness and extensive sample conditions that the quantitative analysis needs have not been met, so the data fails to reflect the actual situation.

Because quantitative surveys use "sample" to represent "population" for research, the purpose of quantitative exploration is to "describe" the law, form, process, and conditions of exploration phenomena, and to "test" whether these events in the sample also appear in the parent group of the object of investigation. Inferring the query results of the sample to the target query group, also called "inference", is the concept and principle of the quantitative query. It is because this reasoning logic is very similar to some statistical principles. The design of quantitative queries are based on sampling, the types of data collected, and even analytical methods that meet statistical requirements. Because of this, the quantitative survey emphasizes sample size so much, and "probability sampling" (that is,

the chance of each survey subject being selected in the parent group) must be used, so questionnaire surveys are generally used to collect and analyze data.

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.

The content of this research, after literature reference and collation, the questionnaire survey results show that although it can verify that several variables have a significant relationship with trust, it fails to fully consider other factors, which may also affect consumers' purchase intentions, such as Perceived usefulness, customer loyalty, etc.,

So in the future, researchers can make more in-depth studies on these factors and trust and purchase intentions.

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Appendix 1

有關網上信任度對消費者購買意向的影響調查

About The Effects of Online shoppers' Trust on Their Purchasing Intention Survey

您好！本人是英國威爾斯大學工商管理博士研究生。現正進行一項網上信任度對消費者購買意向影響之研究。我衷心歡迎年滿18歲以上；有瀏覽網上購物網站或有網上購物經驗的受訪者參與此次問卷調查。

本問卷所得的資料將絕對保密，僅用於學術研究目的。希望你能抽空約8-10分鐘完成此問卷。多謝參與！

如有任何疑問，請聯絡吳鳳如（電郵：wendyngdba@gmail.com）

I am a student doctoral of business administration from the University of Wales, UK. I am conducting the survey research on the effects of online shoppers' trust on their purchasing intention. I sincerely welcome aged 15 and above respondents who have browsed the shopping website on the Internet or have Internet shopping experience to participate in the survey.

All information collected is confidential and used for academic study purpose only. I would like to invite you to spend around 8-10 minutes to complete this questionnaire. Thank you for your participation.

If you have any enquiry, please feel free to contact NG Fung Yu, Wendy
(Email at wendyngdba@gmail.com).

NG Fung Yu, Wendy

請於每項圈出一個答案。「2」代表同意；「1」代表不同意。

Please circle the right answers. “2” is Agree ; “1” is Disagree.

第一部份: 甄別受訪者

Part 1: Screening of Respondents

		是 Yes	否 No
SOR.1	我是年滿 18 歲或以上人士。 ¹ I am a person aged 18 or above. ¹	1*	2*
SOR.2	過去一年，包括在上班或上學，我有搜尋過 網頁。 ¹ Including work and study, I have searched the Internet in the past year. ¹	1	2*

1*: 【繼續 SOR.2】【Continue with SOR2】

2*: 【問卷完成，不符合受訪要求】多謝參與! 【Terminate the interview, read out】 Thank you for your participation!

¹SOR.1-2: screening question to confirm respondents' eligibility (i.e. past 12-month users of the Internet)

請你根據瀏覽過的網上商店或購物平台的經驗回答以下問題，並於每項圈出一個答案。「7」代表強烈同意；「6」代表中同意；「5」代表輕微同意；「4」代表中立；「3」代表輕微不同意；「2」代表中等不同意和「1」代表強烈不同意。

Please answer the following questions based on the experience of an online shop or site you have visited and circle the right answers. “7” is Strongly Agree; “6” is Moderately Agree; “5” is Slightly Agree; “4” is Neutral; “3” is Slightly Disagree; “2” is Moderately Disagree and “1” is Strongly Disagree.

第二部份：感知風險

Part 2: Perceived Risk

以下句子是關於顧客對網上購物商城購物的不確定性和不良後果的看法。

Below statements are about a consumer’s perceptions of the uncertainty and adverse consequences of engaging shopping on the online shopping mall.

		強烈不同意				強烈同意			
		Strongly Disagree				Strongly Agree			
RISK.1	該網上商店或購物平台與其他購物方式相比有更多的風險。 This online shop or site has more risk compared with other ways of shopping.	1	2	3	4	5	6	7	
RISK.2	該網上商店或購物平台只有低的防護。 This online shop or site has low security only.	1	2	3	4	5	6	7	
RISK.3	該網上商店或購物平台所購買的產品與實際交付的產品之間有差異。 This online shop or site has difference between the purchased product and the product actually delivered.	1	2	3	4	5	6	7	
RISK.4	該網上商店或購物平台提供低品質的產品。 This online shop or site provide low product quality.	1	2	3	4	5	6	7	

第三部份：感知易用性

Part 3: Perceived Ease of Use

以下句子是關於需要努力學習和利用新信息技術所需的認知標誌。

Below statements are about an indicator of the cognitive effort needed to learn and to utilize the new information technology.

		強烈不同意				強烈同意			
		Strongly Disagree				Strongly Agree			
PEOU.1	該網上商店或購物平台在操作時能節省時間和精力。 Time and effort saving when operating on this online store or site.	1	2	3	4	5	6	7	
PEOU.2	在該網上商店或購物平台購物很便利。 Convenience of doing internet shopping on this online store or site.	1	2	3	4	5	6	7	
PEOU.3	在該網上商店或購物平台的網址簡潔易記。 Brief and easily remembered URL on this online store or site.	1	2	3	4	5	6	7	
PEOU.4	該網上商店或購物平台努力提供簡明快速的付款條件。 This online store or site effort to provide concise and quick payment methods.	1	2	3	4	5	6	7	

第四部份：信任

Part 4: Trust

以下句子是關於電子安全交易之具體的信任，其主要涉及在最初整個交易時，對另一方的誠實、善意和能力。

Below statements are about a safe electronic transaction of specific beliefs dealing primarily with the integrity, benevolence, and ability of another party'.

		強烈不同意				強烈同意			
		Strongly Disagree				Strongly Agree			
TRU.1	該網上商店或購物平台能努力地達到顧客的滿意度。 This online shop or site effort to meet customer satisfaction.	1	2	3	4	5	6	7	
TRU.2	該網上商店或購物平台能提供顧客關懷。 This online shop or site can offer customer care.	1	2	3	4	5	6	7	
TRU.3	該網上商店或購物平台是值得信任的。 This online shop or site is worthiness.	1	2	3	4	5	6	7	
TRU.4	該網上商店或購物平台會致力提供高品質的產品。 This online shop or site effort to provide high-quality products.	1	2	3	4	5	6	7	

第五部份：購買意向

Part 5: Purchasing Intention

以下句子是關於衡量顧客購買產品或服務的可能性。

Below statements are about measure the likelihood of a customer buying a product or service.

		強烈不同意				強烈同意			
		Strongly Disagree				Strongly Agree			
INT.1	我願意在該網上商店或購物平台上購買產品。 I am willing to purchase products on this online shop or site.	1	2	3	4	5	6	7	
INT.2	我很有可能在將來透過該網上商店或購物平台再次購買產品。 It is very likely that I buy products through this online shop or site again in the future.	1	2	3	4	5	6	7	
INT.3	我會向朋友推薦該網上商店或購物平台。 I will recommend this online shop or site to my friends.	1	2	3	4	5	6	7	

第六部份: 受訪者網上購物類型

Part 6: Respondents Online Purchase Pattern

請注意：閣下所提供的個人資料經收集後，只作分析用途，所有資料將會保密。請勾選最合適的選項。謝謝！

Please note all of the below information collected to provide for analysis purposes only. All your responses are confidential. Please tick the most suitable option. Thanks.

OPP.1	你曾否在網上商店或購物平台購買過任何產品或服務 ² ？ Have you ever purchased any goods or services from online shops or sites? ²
1. ☐	有 Yes
2. ☐	冇 No

OPP.2	過去一年，你曾經使用過什麼電子產品來搜尋網頁？ ³ 【可選多項】 In the past year, what kinds of devices have you used to surf the Internet? ³ 【Multiple answers】
1. ☐	家中電腦 Home computer
2. ☐	公用電腦〔如公共圖書館或咖啡店提供的電腦〕 Public computer (e.g. those provided by public library or coffee shop)
3. ☐	公司電腦 Computer in the workplace
4. ☐	手提電腦 Laptop
5. ☐	平板電腦 Tablet
6. ☐	智能電話 Smartphone
97. ☐	其他【不歸類】 Others【Do not belong to any category】

²OPP.1: prevalence question to understand incidence of online purchase experience.

³OPP.2: profile question on devices for Internet access

OPP.3	在最近六個月，你平均在網上商店或購物平台購買產品或服務有多頻密？ ⁴ In the past six months, how frequent did you purchase goods or services from online shops or sites on average? ⁴
1.	☐ 多過一星期一次 More than once a week
2.	☐ 每星期一次 Once a week
3.	☐ 每兩星期一次 Once every 2 weeks
4.	☐ 每三星期一次 Once every 3 weeks
5.	☐ 每個月一次 Once a month
6.	☐ 每兩個月一次 Once every 2 months
7.	☐ 每三個月一次 Once every 3 months
8.	☐ 每四至五個月一次 Once every 4 to 5 months
9.	☐ 每半年一次 Once every 6 months
10.	☐ 少過半年一次 Less than once every 6 months
97.	☐ 其他【不歸類】 Others【Do not belong to any category】

⁴OPP.3: profile question of online purchase frequency. Check the quota of “Frequent Purchasers” and “Occasional Purchasers”. “Frequent purchase” (i.e. code 1 to code 5 of S2) is defined as online purchases that have occurred “at least once a month” and “Occasional purchase” (i.e. code 6 to code 10 of S2) is defined as online purchases that have occurred “less than once a month”. The criterion is set with reference to MasterCard Worldwide Online Shopping Survey. In 2011, 4.8 times of purchase were made by online shoppers every 3 months on average and in 2017 a new survey shows that 90 % of the respondents in Asia - Pacific who make online purchasing in the past three months.

OPP.4 你曾經在網上商店或購物平台購買了哪類型的貨品或服務⁵？
【可選多項】
 What kinds of goods or service⁵ have you ever purchased from online shops or sites? **【Multiple answers】**

1. ☐ 日常衣物/飾物配置〔包括非品牌手袋〕《s》
 Clothes / Accessories (including non-branded handbags) 《s》
2. ☐ 品牌時裝/皮具〔包括品牌手袋〕《e》
 Branded fashion items / Leather goods (including branded handbags) 《e》
3. ☐ 書籍/玩具《s》 Books / Toys 《s》
4. ☐ 食品/飲品《e》 Food / Beverages 《e》
5. ☐ 餐飲服務《e》 Dining services 《e》
6. ☐ 活動/演唱會/電影門票/租訂康樂設施《e》
 Event / Concert / Movie tickets / Booking of leisure facilities 《e》
7. ☐ 機票/旅遊票/酒店/旅遊保險《s》
 Air tickets / Travel packages / Hotel booking / Travel insurance 《s》
8. ☐ 保險〔除旅遊保險〕《c》 Insurance (excluding travel insurance) 《c》
9. ☐ 家庭用品〔不包括家庭電器/雜貨/孕婦/嬰兒用品《s》
 Household products (excluding household appliances) / Groceries / Maternity /
 Baby products 《s》
10. ☐ 家庭電器《e》 Household appliances 《e》
11. ☐ 美容/化妝品/護膚產品《e》 Beauty / Cosmetics / Skincare products 《e》
12. ☐ 健康產品《c》 Health products 《c》
13. ☐ 運動/體育用品《e》 Sports / Fitness equipment 《e》
14. ☐ 電腦/電子產品《s》 Computer / Electronic products 《s》
15. ☐ 軟件/遊戲/智能手機的第三方應用程式《e》 Software / Games / App 《e》
97. ☐ 其他**【不歸類】** Others **【Do not belong to any category】**

⁵OPP.4: the use of the renowned product classification paradigm, namely Search-Experience-Credence Paradigm on online platform is illustrated in Mityko, D. S. V. (2012), The Search Experience Credence Product Classification Paradigm in the Eyes of the Electronic Consumer, Management & Marketing, 7(3). “Search Goods” 「搜尋品」《s》 are those that have the largest amount of information available, those that are standardized and the utility of consumption can be estimated beforehand. For “Experience Goods” 「經驗品」《e》 and “Credence Goods” 「信用品」《c》, the utility of consumption cannot be estimated beforehand or can never be estimated. Shoppers of “Limited Variety” are defined as those who have purchased 2 or less types of goods or services. On the other hand, shoppers of “Diverse Variety” are defined as those who have purchased more than 2 types of goods or services.

第七部份: 購物行為習慣

Part 7: Online Purchase Behavior

OPB.1 假設你計劃在實體商店購買一種貨品。不久之後，你發現網上商店也有相同的貨品出售，而網上商店的售價比實體商店便宜百分之五，你會不會轉去網上商店或購物平台購買相同的貨品呢？^{6,7}

Suppose you plan to buy a commodity from an on-street shop. You then discover that the same commodity is also available on an online shop and it is 5% cheaper than the on-street shop. Would you switch to the online shop to make the purchase?^{6,7}

1. ☐ 會 Yes
2. ☐ 不會 No

OPB.2 假設你計劃在網上商店購買一種貨品。不久之後，你發現實體商店也有相同的貨品出售，而實體商店的售價比網上商店便宜百分之五，你會不會轉去實體商店購買相同的貨品呢？^{6,7}

Suppose you plan to buy a commodity from an online shop. You then discover that the same commodity is also available on an on-street shop and it is 5% cheaper than the online shop. Would you switch to the on-street shop to make the purchase?^{6,7}

1. ☐ 會 Yes
 2. ☐ 不會 No
-

⁶OPB1-2: If the respondent has chosen “Yes” in B1a or B1b, then online shops and on-street shops are perceived to be the same market. If the respondent has chosen “No” in B1a and B1b, then online shops and on-street shops are perceived to be different markets.

⁷OPB1-2: Small but significant and non-transitory increase in price (SSNIP test). The 5% increase in price is used to detect whether consumers perceive online and on-street shops are both in the same market. In addition, it can take note of whether price is the most important factor in choosing to shop online. If online and on-street shops are perceived to be from two different markets, with other factors being taken into account, consumers would not shift from on-street shops to online shops.

第八部份: 受訪者資料

Part 8: Respondent's information

INFO.1	性別 Gender ⁸
1. ☐	女性 Female
2. ☐	男性 Male
3. ☐	其他 Other
INFO.2	年齡組別 Age Group ⁸
1. ☐	30-34 歲 30-34
2. ☐	35-44 歲 35-44
3. ☐	45-54 歲 45-54
4. ☐	55-64 歲 55-64
5. ☐	65 歲或以上 65 or above
INFO.3	教育程度 Education Level ⁹
1. ☐	小學或以下程度 Primary or below
2. ☐	初中程度〔中一至中三〕 Junior secondary (S1 to S3)
3. ☐	高中程度〔中四至中七〕 Senior secondary (S4 to S7)
4. ☐	證書 / 文憑 / 高級文憑 Certificate / Diploma / High Diploma
5. ☐	大學程度〔學士學位〕 University (Bachelor Degree)
6. ☐	研究生或以上程度 Postgraduate or above

⁸INFO.1-2: quota will be set with reference to the results of persons who had knowledge of using personal computer, Thematic Household Survey Report No. 62, Census and Statistics Department, Hong Kong Special Administrative Region April 2017.

⁹INFO.3: profile question by highest level of education attainment

第九部份: 經濟活動

Part 9: Economic Activity

ECON.1	請問你是就業人士或非就業人士？ Are you economically active or inactive? ¹⁰	
1. ☐	就業人士〔例如：全職 / 兼職 / 自僱人士〕 Economically active (e.g.: Working full-time / Part-time / Self-employed)	
2. ☐	非就業人士〔例如：家務料理者 / 待業人士 / 退休人士 / 學生等〕 Economically inactive (e.g.: Homemakers / Unemployed / Retired / Students)	
ECON.2	職業 Occupation	
1. ☐	學生 Student	
2. ☐	非技術工人 Elementary occupations	
3. ☐	服務工作及銷售人員 Service and sales workers	
4. ☐	工藝及有關人員、機台及機器操作員及裝配員 Craft and related workers, plant and machine operators and assemblers	
5. ☐	文書支援人員 Clerical support workers	
6. ☐	經理 / 行政級人員 / 專業人員 / 輔助專業人員 Managers / Administrators / Professionals / Associate professionals	
7. ☐	家務料理者 / 待業人士 / 退休人士 Housewife / Unemployed / Retired	
ECON.3	每月收入 Monthly Income	
1. ☐	\$5,000 或以下	\$ 5,000 or below
2. ☐	\$5,001 至\$10,000	\$5,001 - \$10,000
3. ☐	\$10,001 至\$15,000	\$10,001 - \$15,000
4. ☐	\$15,001 至\$20,000	\$15,001 - \$20,000
5. ☐	\$20,001 至\$25,000	\$20,001 - \$ 25,000
6. ☐	\$25,001 至\$30,000	\$25,001 - \$30,000
7. ☐	\$30,001 至\$35,000	\$30,001 - \$ 35,000
8. ☐	\$35,001 或以上	\$35,001 or above

問卷完畢，謝謝您的參與！

End of Questionnaire, Thank you!

¹⁰ECON.1: profile question by economic status