

A STUDY OF CONSUMER ONLINE PURCHASE INTENTIONS IN
THE WATCH INDUSTRY BASED ON PERCEIVED BENEFITS,
TRUST, WEBSITE CONTENT, EWOM, HEDONIC FEATURES
AND CUSTOMER BEHAVIOURS.

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Abstract

Purpose: There is increasing evidence that e-commerce is growing in the economy. The use of digital platforms is crucial for the growth of businesses and can increase brand equity. However, purchasing watches online still needs to catch up to this trend; therefore, this study aimed to investigate the factors influencing consumers' online purchase intentions in this sector.

Methods: An online questionnaire and two focus groups were conducted with 307 internet users. A regression model and data analysis by SPSS were used to determine the relevant factors (perceived benefits, trust, website content, eWOM, hedonic features, and consumer/customer behaviour) as the primary driving force behind online watch purchase intentions.

Findings: The outcome of this study found that Males were less affected than females in online purchase intention, while there was a significant difference between the age groups. Customer behaviour offers the highest r-value in the analysis, providing valuable insights into how the watch industry can improve online sales through its use.

Conclusions And Recommendations: This paper suggests that enhanced trust and after-sales service can help to reach a more significant number of online purchase intentions. Also, providing hedonic features and delivering perceived customer benefits can increase customer satisfaction and loyalty while delivering unique value. It can help the watch industry understand and target online customers more effectively.

Limitations And Further Research: The study has been limited by the recent shift towards smartwatches, which has resulted in complications, snowball sampling, and the COVID-19 pandemic. Further research may expand the scope to include individuals from all educational backgrounds. To compare the industry to similar ones, elaborate on other sources of success, and evaluate additional data points. With this newfound knowledge, future research can be conducted more efficiently and effectively, making the most of the available data.

Keywords: Consumer Behaviours, Customer Behaviours, eWOM, Hedonic Features, Online Purchase Intentions, Perceived Benefits, Trust, Watch Industry, Website Content

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List of Abbreviations

List of Abbreviations:	
Augmented Reality	AR
Coefficient of Determination	R^2
Customer Behaviours/Consumer Behaviours	CB
Degree of freedom	df
Electronic Word of Mouth	eWOM
Hedonic Features	HF
Honestly Significant Difference	HSD
Hong Kong Special Administrative Region	HKSAR
Hong Kong Watch Trades & Industries Ltd	HK Watch Org
Multiple Linear Regression	MLR
Online Purchase Intention	OPI
Perceived Benefits	PB
Perceived Risks	PR
Simple Linear Regression	SLR
Trust	TR
Unique Selling Proposition	USP
Variance Inflation Factor	VIF
Website Content	WC

Chapter 1: Introduction

This chapter explains the primary objective of this study. A succinct description of the theoretical framework is presented as a first step. Furthermore, the motivation for this study is outlined in terms of redesigned strategies, digital marketing, and the impact of COVID-19 on consumer behaviour. Discussed why this specific topic has been selected for this study and the relevance of this study's conclusions. As a final point, the study's objectives and limitations are outlined.

1.1 Research Background

We are nearing the end of the first quarter of 2023. Traditionally, this is a period of positive sales growth owing to the holiday buying season (Christmas, Lunar New Year, and Valentine's Day). It is appropriate for those who wish to reward themselves after receiving their year-end bonuses to purchase something for their loved ones. Retail, in general, should experience an improvement in its atmosphere.

In addition, Hong Kong is known as a shopping paradise; the Individual Visit Scheme was introduced in July 2003. This scheme has helped to accelerate the growth of the retail sector and has enabled travellers from the mainland to take an average of 78% of the total market each year (Tourism Commission, 2019).

The Tourism Commission's tourism performance research shows that 55.91 million visitors visited Hong Kong in 2019, contributing 256.2 billion Hong Kong dollars to the local economy (see Figure 1). Nevertheless, reflecting on the past three years since Covid-19 was first detected is worthwhile. Hong Kong has experienced a 90% decrease in tourist arrivals (Appendix A). As a result of the government's ZERO COVID policy, tourism-driven sales were ultimately adversely affected. The watch retail industry in Hong Kong has nearly collapsed in the past 30 months, as half of its sales have been lost (Partner Net, 2022).

Figure 1: Shows the tourism performance

	2019	vs. 2018
Total visitor arrivals	55,912,609	-14.2%
- Overnight arrivals	23,752,359	-18.8%
- Same-day arrivals	32,160,250	-10.4%
Average hotel room occupancy rate	79%	-12 percentage points
Average hotel room rate	HK\$1,206	-12.4%
Average length of stay of overnight visitors	3.3 nights	+0.2 night
Per capita spending of overnight visitors	HK\$5,818	-12.0%
Total tourism expenditure associated to inbound tourism	HK\$256.2 billion	-22.7%

Source: (Tourism Commission, 2019).

1.2 Research Motivation

People had to change their lifestyles in the wake of the Covid-19 pandemic. In March 2020, citizens were not permitted to dine in the evening; also, most entertainment venues had to close; and people had to reduce their outdoor activities. Therefore, spending habits have changed, and people are used to purchasing goods on mobile phones or via the web. Merchandise can also be delivered directly to homes or picked up at a pick-up location. Consequently, online shopping has become a daily activity, especially for fast-moving consumer goods.

Online shopping has revolutionised our lives in many ways. We no longer have to visit a physical store to purchase anything we need; instead, we can open our laptops or pick up our phones, and with a few clicks, we can have almost anything delivered right to our doorsteps. From food delivery services like Foodpanda (Foodpanda, 2023) and Deliveroo (Deliveroo, 2023) to a variety of mall platforms like HKTVmall (HKTVmall, 2023) and social media stores, for example, Facebook, Instagram and YouTube, there is now an abundance of options available to us for shopping. Online shopping has, thus, not only made our lives more convenient but also more enjoyable. Buying anything online we need is now easier than ever before.

With the onset of the pandemic, people had to adhere to the safety protocols put in place by the government. People had to forgo traditional shopping, dining, and entertainment activities. As a

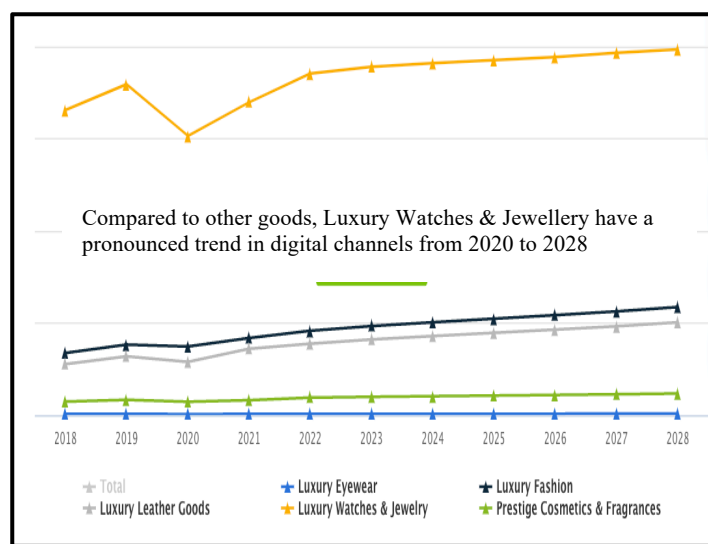
result, people had to find ways to purchase the items they needed, and online shopping became the preferred method. With the convenience and safety of shopping online, people have become accustomed to the process, which has become a part of their daily lives.

The vaccination rate had increased; 82% of citizens had taken their third dose (HKSAR, 2022). The economy was slowly recovering, but the retail market still had a long way to go. Since the government introduced the "leave home safe" application, the mobile phone has become essential for everyone. Businesses have started using the application to track customer movement, helping them decide where to allocate resources. The app has also been used to identify potential Coronavirus clusters in the city. Many restaurants and stores now require customers to sign up for the app before entering. Nowadays, brands have changed advertising campaigns radically because of the impact of the pandemic. As part of the redesigned strategy, digital marketing has become a focal point. Customers cannot avoid the feeding based on the footprint stored by cookies and the online platforms feeding their advertisements by an algorithm.

The watch industry must study this issue carefully to confront this trending norm; which factors affect potential buyers' purchases online? Specifically, the watch industry has researched key features that potential buyers prioritise when purchasing a watch online. These features include brand reputation, shipping and return policies, product images and descriptions, and customer reviews. However, more research in this area must be conducted in the watch industry.

Figure 2: Luxury Goods trend in digital channel

Therefore, this study wants to investigate whether these factors can positively influence the sector's growth. The findings of this research will provide valuable insights into the watch industry. It may help stakeholders to understand the dynamics of the market better and to make the right decisions. It will also help identify areas where further research is needed.



Source: Statista (2023)

1.3 Research Problems

Identification of research problems leads to the expansion of the study. It is like setting a goal before embarking on an adventure. Throughout the entire research process, it serves as the primary guiding principle. In sociology, a topic of study is discussed as a hypothesis. Hence, the question is relevant as a study topic. (Pardede, 2018, p.5). It is a significant population to explore and understand the social dynamics of education in the country. It provides an opportunity to investigate the factors that affect student learning and academic performance. Additionally, it allows examining the impact of school policies on student outcomes.

This research examines the following research problems:

- Do Perceived Benefits significantly impact consumers' intentions to make an Online Purchase in Hong Kong?
- Do Website Content and eWOM influence Online Purchase Intentions for watches in Hong Kong based on customer trust?
- Do Customer/Consumer Behaviours significantly influence consumers' Online Purchase Intentions for Watches in Hong Kong?
- Are Age and Gender significant influences on the Online Purchase Intentions of Hong Kong watch consumers?
- Develop hypotheses regarding the factors influencing consumers' Purchase Intentions for watches in Hong Kong.

In Chapter 2, similar studies on similar topics were examined, followed by Chapter 3, developing a research model for this study.

1.4 Research Aims

Since entry restrictions hammered the tourism-driven retail industry in COVID-19, watch sales have suffered grievously. The watch industry must find a way to restore its business. In the past decade, digital marketing and online shopping have become the industry norms. However, purchasing watches over the Internet still needs to be more developed; based on this concern, this study aims to identify the factors mentioned in 1.3 that influence **Online Purchase Intentions**

(OPI) for wristwatches in Hong Kong. As a result of the research, the contribution to the Federation of **Hong Kong Watch Trades & Industries Ltd** (HK Watch Org) could develop a targeted marketing strategy for potential customers (HK Watch Org, 2022).

Moreover, it will provide insight into the potential customer base of virtual wristwatch stores. Qualitative and quantitative analyses will be conducted to answer the research question. Interviews and surveys with watch buyers will be conducted for the qualitative analysis, while regression and data analysis will be performed for the quantitative analysis.

By utilising this information, marketing strategies will be developed to target potential customers, and the online experience will be enhanced. It will also benefit HK Watch Org in planning its strategic operations during this period based on the results of this study. Through this process, they can identify customer segments, develop targeted marketing campaigns, and enhance the online customer experience. The findings of this study will therefore be of great value.

1.5 Research Objectives

Online shopping popularity has completely revolutionised how consumers purchase goods and services. Despite the convenience of using the Internet, many people still need help to buy timepieces. While factors such as **Perceived Benefits, Trust, Web Content, eWOM, Hedonic Features** and **Customer Behaviours** need to be considered (Han, 2021), this study provides an easily understandable and implementable method of investigating the reasons behind this lack of demand.

This study identifies problems, finds information, evaluates alternatives, makes an online purchase decision, and analyses post-purchase results. It helps to determine how each of these elements comes into play. For example, problem recognition occurs when consumers realise they need a new timepiece. It is followed by research, where the consumer looks at online options. Consumers must evaluate the alternatives before purchasing via the website. Once the purchase is made, a post-purchase evaluation is conducted when the consumer is satisfied with the product.

In conclusion, understanding the above steps and their associated theories is a significant step towards understanding why timepieces have yet to catch up to online shopping. By researching these elements, CB and preferences can be more accurately identified. More effective marketing strategies can be developed by further exploring the theories and studies associated with this model to increase the demand for timepieces; the research objectives include an examination of the different normalisation constraints, comparing their senses, and selecting the most appropriate normalisation constraint for a particular application.

By better understanding OPI and preferences, governments can develop more effective policies and regulations to support the watch industry. As a result, the government could gain a better reputation, and more job opportunities may become available in the industry after the pandemic.

1.6 Research Direction

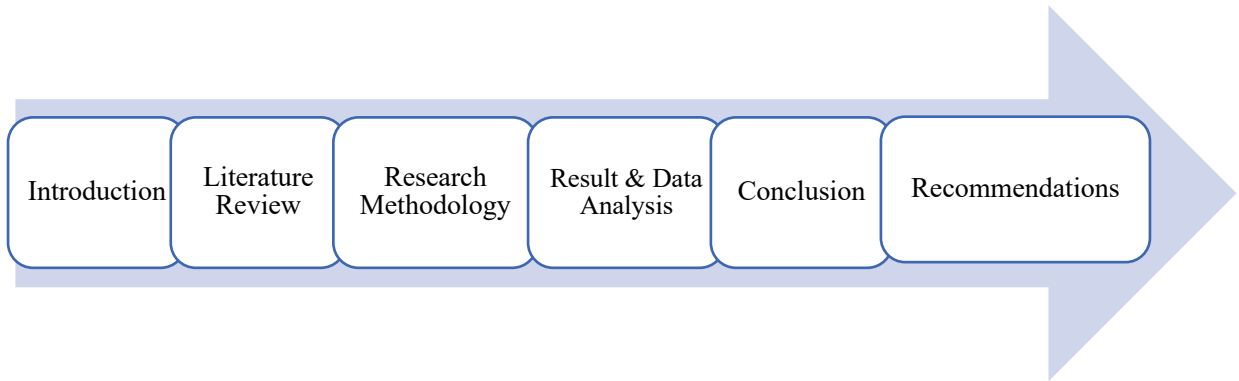
By understanding the differences and correlation between purchase intention on online platforms and how to use these platforms to increase the sales of traditional stores in the post-pandemic period, this research is essential to the watch industry, particularly in Hong Kong.

Other luxury businesses, like jewellery, while both operate in the same category, have been hit hard by the effects of COVID-19, but this research might assist them. Developing creative marketing tactics, such as strengthening the digital presence and developing innovative marketing ideas, could gradually recover sales.

This study is organised methodically, as shown in Figure 2. Firstly, a systematic literature review was conducted to understand the factors under consideration. Secondly, a detailed explanation of data gathering and the process was presented. Thirdly, the research hypothesis was established. Lastly, the findings and conclusions of the study were analysed and reported. Overall, a rigorous approach to this research was taken, which enabled an in-depth analysis of the topic.

The research took place over five months, starting in mid-November 2022 and ending in March 2023. (Figure 2) illustrates the process model of the research structure, detailing the various stages of research. Appendix B provides a Gantt chart for the research schedule.

Figure 3: The process model of the research



Source: Created by Author

1.7 Research Limitations

This research attempted to examine the attitudes and intentions of watch consumers in the Hong Kong watch industry. It is acknowledged that there are certain limitations to this research. Firstly, prior studies have not examined online purchase intentions in the watch industry. It is a significant limitation as consumers have moved towards purchasing predominantly smartwatches (Reeder & David, 2016) instead of traditional timepieces, which can complicate the research.

Secondly, this study was conducted at the end of COVID-19, when consumer behaviour changed significantly over the past three years, with more interest in purchasing online. The global environment is gradually recovering, and more people travel abroad, which may also impact OPI.

Despite these limitations, the study still provides valuable insights into the attitudes and intentions of watch consumers in the Hong Kong watch industry. It may provide an excellent foundation for further research in this area.

1.8 *Summary*

Online shopping is a crucial part of our lifestyle. However, the watch industry has been lagging in this trend. In this study, a succinct description of the theoretical framework is presented. Furthermore, the motivation for this study is outlined in terms of redesigned strategies, digital marketing, and the impact of COVID-19 on CB. Discussed why this specific topic has been selected for this study and the relevance of this study's conclusions. As a final point, the study's objectives and limitations are outlined. The research investigates how consumers' **Perceived Benefits, , Trust, Website Content, eWOM, Hedonic Features** and **Customer Behaviours** affect their **Online Purchase Intentions** for watches in Hong Kong. This research employs qualitative and quantitative methods to determine the factors influencing customer intentions.

Additionally, interviews and surveys with watch buyers to conduct for the qualitative analysis, while regression and data analysis to perform for the quantitative analysis.

The study is subject to two limitations: no prior studies have examined online purchase intentions in the watch industry, and the survey was conducted at the end of COVID-19. Despite these limitations, the study still provides valuable insights into the attitudes and intentions of watch consumers in the Hong Kong watch industry. It may provide an excellent foundation for further research in this area.

Chapter 2: Literature Review

The literature review demonstrated that the researcher's knowledge and synthesis ability is already understood. Ultimately, the researcher can identify conflicts and gaps in existing findings. Researchers must explain why their study is practical, original, and contributes to the field (Jesson and Matheson, 2011). In addition to providing a rationale for the research, the researcher should explain its significance. Literature reviews should also guide study design and research methods development. As a final consideration, it should provide a comprehensive overview of the fundamental research in the area. This chapter presents the definitions of the factors that impact Online Purchase Intention (OPI), including Perceived Benefits (PB), Trust (TR), Website Content (WC), eWOM, Hedonic Features (HF) And Customer Behaviours (CB).

The following paragraphs present the definition of PB derived from the literature review and the assessment of how the hypothesis was formulated for the study. The following sections give the meaning of PB and evaluate how the theory was developed.

2.1 *Online Purchase Intention (OPI)*

Online Purchase Intention (OPI) refers to consumers wish to spend online and plan to do so. Customers prefer to browse, select, and purchase products online. OPI is acquiring goods, offers, and content over the Internet (Li, Kuo and Rusell, 1999).

2.1.1 *Definition of Online Purchase Intention*

OPI refers to a consumer's preference (or desire) to purchase online. Positive online experience, enjoyable features (Hedonic factors), and trust contribute to OPI. When these factors increase, it generates buying habits. As a reliable indicator of Consumer Behaviour (CB), OPI offers insight into future spending patterns (Bilgihan, 2016).

Akrama et al. (2021) explicit and targeted consumer search habits influence OPI. OPI is a form of window shopping online; search habits convey product information to consumers. OPI is also affected by hedonic factors that drive impulse purchases based on consumer preferences.

Table 1: OPI has been analysed previously

Researcher(s)	Definition
Li, Kuo and Rusell (1999)	• Consumers Wish to Spend Online • Customers Prefer to Browse, Select, and Purchase Products Online • OPI is Acquiring Goods, Offers, and Content over the Internet
Bilgihan (2016)	• OPI Refers to Online Purchasing Preferences • Online Experiences, Enjoyable Features, and Trust Affect OPI • OPI is a Reliable Indicator of Consumer Behaviour • Offer Prediction for Future Online Shopping
Akrama et al. (2021)	• OPI is Influenced by Explicit And Targeted Consumer Search Habits • OPI is a Form of Window Shopping Online; Searching Habits Convey Product Information to Consumers • OPI is Affected by Hedonic Factor which Drives Impulsive Purchases Based on Consumers' Personal Preferences
Bila et al. (2021)	• OPI is the Tendency to Purchase a Specific Product when Consumers are Excited, • OPI is Defined as Providing Online Shoppers with Trust • OPI Involves the Factors during online shopping: Decision-Making and Information Sharing
Uzman Saleem, et al. (2022)	• OPI Describes Understanding Relevant Information Before Buying Online • OPI is A Customer's Intent to Purchase Online • Due to Back Payments, OPI is Set Up and Considered a Sign of Completion

Source: Created by Author

Along with Bila et al. (2021), OPI directs to the predisposition of consumers to buy a particular item when they are excited; it is related to building trust among online shoppers. Online shopping involves two significant factors: selection and exchange of information, escalating OPI. In contrast, Uzman et al. (2022) explained OPI of comprehending relevant information before making online purchases. Customer intent to purchase online can be defined as the intention to buy online. It has been set up due to back payments and is considered a sign of completion.

2.1.2 Measurement of Online Purchase Intention

Consumer Behaviour (CB) correlates with Perceived Usefulness, Ease of Use, and Website Content (WC). Finally, these factors (Table 2) influence OPI. Web users are more likely to purchase if a website offers detailed product descriptions, high-quality images, and an easy checkout process. The Social Commerce Construct impacts OPI (Athapaththu and Kulathunga, 2018).

Table 2: Measurement of OPI

Researcher(s)	Construct & Measurements
Athapaththu and Kulathunga (2018)	• Perceived Usefulness • Ease of Use • Website Content • Trust • Online Consumer Behaviour • Social Commerce Construct
Erkan and Evans (2018)	• Information Quality • Information Credibility • Information Usefulness • Information Adoption • eWOM Strongly Influence the OPI
Akrama et al. (2021)	• OPI Measures the Likelihood of a User Buying or Using an Offering • OPI is Influenced by Trust, Perceived Usefulness, Social Support, Playfulness, and Perceived Value • OPI as an Indicator to Predict Consumer Further OPI
Bila et al. (2021)	• Relationship • eWOM • Affective Attitude
Uzman Saleem, et al. (2022)	• Website Quality impact the Satisfaction of Customer Affect the eWOM, thus, influence OPI.

Source: Created by Author

Akrama et al. (2021) examined OPI measures of the likelihood of users purchasing and utilising offerings when browsing. As a result, it is considered an effective indicator of future shopping patterns and spending patterns online. This indicator is based on various factors, such as Website Quality, Trust (TR), Perceived Usefulness, Social Support, Playfulness, and Perceived Value.

Likewise, understanding the user's past buying behaviour, the type of product being viewed, the user's browsing history, and location can accurately predict the likelihood of a user making a purchase online.

Bila et al. (2021) are confident that people trust reviews from those they know. Through establishing this trust, positive eWOM can be generated, which can influence potential customers' affective attitudes, ultimately leading to increased purchase intentions.

Uzman et al. (2022) indicated that increasing Website Quality and eWOM affects customer satisfaction, encouraging OPI. OPI is a metric used to measure the likelihood of online purchases. It considers website quality, customer satisfaction, and customer reviews. In other words, if customers are satisfied with the website's quality, OPI is more likely to occur.

2.2 *Perceived Benefits (PB)*

Online purchases are more likely to occur when **Perceived Benefits (PB)** are present. PB is the combination of benefits that satisfies customer expectations. In the post-pandemic economic situation, customers are more aware of their purchases' value. PB influences the shopping experience. In other words, it refers to the consumer's subjective belief that the online purchase will provide some positive outcome (Shannon et al. 2006).

2.2.1 *Definition of Perceived Benefits*

This study (Table 3) surveyed consumers on their OPI of wristwatches to examine perceived benefits based on their buying characteristics. Shannon et al. findings (2006) showed that perceived benefits significantly influence customers' online shopping experiences. Customers benefit from online shopping and can compare product prices without leaving their homes, as in traditional stores (Liu et al. 2013).

According to Lee, Yen and Hsiao (2014), the effect of the shopping experience is primarily based on the product's perceived value. The main elements of this value include price, simplicity and social benefits. Al-Debei and Akroush (2015) described customers' benefits from online shopping privacy and convenience cost savings, and no time limit to purchasing a product.

Table 3: PB has been analysed previously

Researcher(s)	Definition
Shannon et al. (2006)	• Perceived benefits influence Shopping Experiences • Gains vs Sacrifices • Consumers believe they will Gain something from Online Purchases
Liu et al. (2013)	• Shopping Convenience (Product Selection) • Comfort and Hedonic (Enjoyment) • Buying Behaviour (Price, Convenience and Recreation)
Lee, Yen and Hsiao (2014)	• Perception that may drive Users' Attitudes and Behaviours • Perspectives including Performance/Quality, Emotional, Money, and Social • Value is Generated when Less is Paid for Goods or Products
Al-Debei and Akroush (2015)	• Profitability, Prestige, and/or Other Benefits • The Sum of Consumer Advantages • Perceptions of Consumers of the Benefits of Online Transactions • Advantages meet Consumer Needs or Wants • Convenience and Time-saving
Silva et al. (2019)	• Perceived Benefits influence Shopping Experiences • Trade-off between what is Gained and Given • Consumers believe they will Benefit from their Purchases

Source: Created by Author

Silva et al. (2019) indicated that past shopping experiences influence PB. Consumers also believe in the benefits of the purchase as part of the trade-off between what is gained and what is given. It means that the consumer considers the cost of the product, its attributes, and PB when purchasing online.

2.2.2 Measurement of Perceived Benefits

It has been argued by Shannon et al. (2006) convenience and enjoyment of shopping influence online purchase intentions. Liu et al. (2013) study found that Perceived Benefits impact consumers' group buying behaviour, with most driven by price benefits.

The research of Lee, Yen and Hsiao (2014) about Facebook users covered that it is an efficient searching tool for information, providing product information and linking to shopping sites for added convenience. It also concluded that Trust is crucial when exchanging information on Facebook, as users are confident in the information shared and in one another. Discounts also affect price perceptions and shopping intentions, resulting in positive consumer attitudes.

Table 4: Measurement of PB

Researcher(s)	Construct & Measurements
Shannon et al. (2006)	• Shopping Convenience • Product Selection • Easy/Comfort of Shopping • Hedonic/Enjoyment
Liu et al. (2013)	• Price is a Very Attractive Factor to Most Consumers • Price Discount affect Consumers' Price Belief, affects the Shopping Intentions • Price Benefit Positively influences Consumers 'Attitude • Convenience Benefit Positively influences Consumers 'Attitude
Lee, Yen and Hsiao (2014)	• Search Engine that is Efficient and Effective • Providing Information about Products • Providing Easy Access to Shopping Sites
Al-Debei and Akroush (2015)	• Shop in Privacy at home • Whenever the Consumer Desires? • Save the Effort of Buying compared to Offline/Traditional Stores
Silva et al. (2019)	• Save Money • More Convenient

Source: Created by Author

Al-Debei and Akroush (2015) indicated that PB, such as shopping in privacy whenever the customer desires and saving time relative to offline shopping, positively impacts OPI. Additionally, Silva et al. (2019) concluded that saving time and money increases OPI.

2.2.3 Association of PB and OPI

Considering the previous observations in (Table 2), it was concluded that there were three significant advantages associated with OPI: 1) Price concerned (especially at a lower price), 2) Convenient, and 3) No boundaries in terms of time or location. Therefore, the higher the PB, the greater the OPI.

H1: The higher the PB, the stronger the OPI.

2.3 *Trust (TR)*

Koehn's (1996, quoted in Baier, 1996, p 233-35) famous article "Trust and Anti-Trust," states that **Trust (TR)** has two definitions: the trustor expects goodwill from the trusted party, and the trustee anticipates charity from the trustee. Unlike other purposes, it focuses on interpersonal TR (building TR between individuals). They neglect to address self-belief whether confidence requires shared norms and, at least for a while, neglect normative factors regarding trustworthiness. TR is defined by a person's willingness to re-evaluate expectations and tolerant of mistakes.

2.3.1 *Definition of Trust*

Trust is viewed as a combination of behaviour, perspective, personality, and connection with others; it is also defined as conceptual, empathetic or consequential (Alpern, 1997). TR is crucial for relationships and team performance. It is built over time and can be easily damaged by a single negative experience. Therefore, nurturing and maintaining TR is necessary to create and maintain successful relationships.

Koehn (2003) extended her understanding of TR and enhanced her study of TR on a website. She found that social media sites create TR issues but focused on online retail. TR in online shopping refers to the likelihood of being trusted by a consumer, which is one of the fundamental principles of online shopping. Koehn found that TR was more likely when the website was easy to use, had a secure payment system, and had clear terms and conditions. And a critical factor is seeking consent from the customer, especially on mailing lists and during payments.

TR on an online website is defined as the consumer's willingness to trust the website. It is the belief that the website will protect consumer interests and be reliable. Digital businesses must succeed as it builds customer relationships and encourages return. It is necessary when making online purchases as the customer must trust the website to securely handle the personal information (Hsiao, Lin, and Wang, 2010).

Table 5: TR has been analysed previously

Researcher(s)	Definition
Koehn (1996)	• Trustee Expects Goodwill from Trusted Party • Interpersonal Trust (Building TR between Individuals) • TR Isn't Confidence in One's Intentions • Faith in the Trustee's Honest Intentions • TR and Anti-TR define Faith as Receiving the Goodwill of the Trusted Party • When a Person or Group Betrays the Trustor • Trustor Expects to Benefit from their Relationship
Alpern (1997)	• TR is an Action, an Attitude or Orientation • State of Character or Relationship • Cognitive (Opinion/Prediction about Behaviour/Result of People) • Affective (Matter of Feeling) • Conative Matter of Choice/Will)
Koehn (2003)	• TR was More Favourable when the Website Was User-friendly • TR in Online Shopping Requires Customer Consent • Social Media Platforms create TR issues
Hsiao, Lin and Wang (2010)	• Consumer's Belief on the Website • The Reputation of Online Shopping is Unquestionable
Liu, et al. (2013)	• TR emphasizes Practical Aspects • TR reduces Confusion in unclear scenarios • TR is a Belief in another's Behaviour • TR ensure any party can be Managed or Supervised

Source: Created by Author

In addition, Liu et al. (2013) recovered that the website requires a safe transaction platform. TR is also essential for a website regarding reputation and customer loyalty, as trusted websites are more likely to generate repeat customers and create positive word-of-mouth.

2.3.2 Measurement of Trust

TR is a fundamental element of all business relationships. It is essential to measure TR in a range of contexts to ensure that products and services are delivered consistently and reliably. TR flourishes in the right environment. It is a form of social capital based on personal virtue and obligation. It is the second-best substitute for complete knowledge and power. It is common for trustworthiness controversy to be confused with dependability; It is often mistaken that trustworthiness is the same as value (Alpern, 1997).

Table 6: Measurement of TR

Researcher(s)	Construct & Measurements
Alpern (1997)	TR is characterized (voluntarism) as • Biological Instinct • Individuals Choose/Inculcate Habits • Unconscious Norms TR is characterized (As humans) by • Expression of Maturity and Wisdom • Inborn Disposition • Cooperative Instincts of Lower Animals The Value of TR presented as • Any Value Flourishes in the Right Environment • Social Capital is Personal Virtue and Obligation • 2nd Best Substitute for Complete Knowledge and Power • Mistakenly Conflated Value with Trustworthiness
Koehn (2003)	• Verifying the Other's Trustworthiness. • The Website kept its Promises • Good Reputation • Calculate the Perceived Benefits (PB) and Liabilities
Hsiao, Lin and Wang (2010)	TR increase by the Levels of • Perceived Ability • Perceived Benevolence/Integrity • Perceived Critical Mass • Perceived Web Reputation • Perceived Web Quality • Perceived Institution Assurance
Liu, et al. (2013)	• Transferring the TR Allied with 3rd Party • TR from Recommendations and Comments • Credibility
Al-Debei and Akroush (2015)	• Making a Payment and Transactions on a Website is Safe • My Personal Financial Information are Protected • Websites are Protected by Digital Certificates • Websites wouldn't Sell Personal Information to 3rd Parties
Bilgihan (2016)	• Website Keeps the Best Interests in Mind • Website Always be Honest with Customers • Website Provides Sufficient Information • Website is Genuinely Concerned about the Customers
Silva et al. (2019)	• Antecedents of OPI and CB • Uncovering Unobserved Heterogeneity • TR rely on PR and PB associated with Transactions. • TR Influence the Positively OPI • The Greater the PR, The Lower the TR on the Internet. • The Higher the TR on the Internet, the Greater the OPI.

Source: Created by Author

TR was defined by Koehn (2003) as verifying the other's trustworthiness and ensuring that the website kept its promises, as well as assessing the PB and liabilities of the website. It was seen as providing comfort and security for users. TR was seen as a critical component of user satisfaction and loyalty. It was also regarded as an essential factor in website success. Hsiao et al. (2010) proposed measuring TR by looking at the affiliations' perceived loyalty/integrity, goodwill, influence, reputation and value. Liu et al. (2013) highlighted that TR could be assessed by transferring the TR associated with a third party, the TR from recommendations, comments, and credibility.

Al-Debei and Akroush (2015) suggested that making a payment and transactions on a website is safe; personal financial information will be protected, digital certificates protect websites, and websites will not sell personal information to third parties. Bilgihan (2016) identified that trust could be measured by the understanding that the website keeps the customer's primary interests at heart. It will always be honest, and the customer believes in its information.

Silva et al. (2019) proposed that antecedents of OPI and CB can measure trust, uncovering unobserved heterogeneity, TR depending on PR and PB associated with transactions, TR influencing positively OPI, the greater the perceived risk, the lower the TR on the Internet and the higher the TR on the Internet, the greater the OPI.

2.3.3 Association of TR and OPI

In light of the previous findings in (Table 6), it was concluded that TR had three significant elements: 1) Credibility, 2) Online Safety, and 3) Information accuracy. Therefore, The higher the TR on the Internet, the greater the OPI.

H5: The more legitimate the TR, the more likely it is to be trusted during online shopping.

2.4 Website Content (WC)

Web content (WC) is information about an organisation on its website. It comprises descriptions, facilities, contact information and the website's application process and is a strong determinant of OPI (Chu, 2001). Content increases customer retention, stimulates curiosity, generates confidence, and encourages purchases (Hasley and Gregg, 2010). Therefore, WC is a crucial factor in customer loyalty. Considering the literature review, a research hypothesis has been formulated to analyse the impact of WC on OPI.

2.4.1 Definition of Website Content

The study surveyed a questionnaire to analyse website content based on Rahimnia and Hassanzadeh (2013), which defined WC as content that can be accessed, seen, saved, and managed. Furthermore, WC is an effective way to build users' trust by choosing the right content.

Table 7: WC has been analysed previously

Researcher(s)	Definition
Chu (2001)	• WC can Generate Awareness, Increase TR, and Influence CB • Customers Access to E-Booking and Other Information through Websites
Hasley and Gregg (2010)	• Website Information Influences Visitors' Responses • Providing Relevant Information to Assist with Decision-Making • Assisting Potential Buyers to Find Specific Items or Selecting Items Wisely
Rahimnia and Hassanzadeh (2013)	• How Information can be Retrieved • How Information should be Displayed, Stored and Organized • Reliable Method of Building customer TR • Selecting the Appropriate Information
Halpern and Regmi (2013)	• Public Relations Activities involve WC • Establish and Sustain Healthy Collaborations with Customers • Provides Content and Covers a Wide Range of Options/Factions on website
Charalel et al. (2016)	• Procedures for Applying • Details of the Facility and Contact Information • Description of Product and Service • Schedule of Rotations
Chang et al. (2022)	• Providing Quality Online Information • Assists Customers in Browsing the Website • Acquiring Knowledge Efficiently and Effectively

Source: Created by Author

Halpern and Regmi (2013) discuss WC usage for public relations purposes. Public relations campaigns involve developing healthy bonds with users through WC and offering various options. These two definitions suggest that website content can serve as an informational tool and a means of communicating with stakeholders to create positive impressions. Moreover, Charalel et al. (2016) stated that WC should include data about the submission method, contact information, details, amenities, and shift plan. Chang et al. (2022) set the tone of providing quality online information assists users in navigating the site and acquiring knowledge efficiently and effectively.

2.4.2 Measurement of Website Content

Effective **Website Content (WC)** is imperative in today's world. To better connect with customers and reach new markets, businesses should have a website, an active social media presence, and a positive online reputation. Website development requires consideration of many factors. The primary reference must be to determine the user's accuracy expectations depending on their likes and dislikes (Chu, 2001).

Table 8: Measurement of WC

Researcher(s)	Construct & Measurements
Chu (2001)	• Likes and Dislikes • Website Expectations from Users
Hasley and Gregg (2010)	• Accuracy • Timeliness • Completeness • Relevance • Consistency
Rahimnia and Hassanzadeh (2013)	• Specifications of Information • Specifications of the Design
Charalel et al. (2016)	• Characteristics of Priority • Improving WC Promotes Communication • Information Effectiveness/Usability • Quality of WC is Critical to the User
Chang et al. (2022)	• Usability Perception • Effectiveness • Satisfaction

Source: Created by Author

The most relevant aspects are on-time delivery, reliability, efficacy, and consistency. To ensure these expectations are met, website design and content should be tailored to the user's needs, with straightforward navigation and an intuitive user interface. Furthermore, regular updates and quality assurance testing can ensure that the website runs optimally (Hasley and Gregg, 2010).

It is also essential to pay attention to website design (Rahimnia and Hassanzadeh, 2013). WC, which promotes user interaction, is one of the most significant features that contribute to a positive online experience (Charalel et al. 2016). A well-designed website should visually appeal to and emphasize user interaction and engagement. As a final consideration, it is imperative to consider the usability perception of the website content to ensure its effectiveness and satisfaction (Chang et al., 2022). A successful WC can be created by assessing all of these factors.

Considering all of these factors (Table 8), a successful WC can be made to provide a user with trust. By doing so, businesses and organizations can remain competitive in their respective markets. Customer satisfaction is directly related to quality and WC. The likelihood of TR increases when WC and accessibility are improved.

2.4.3 Association of WC and TR

In light of the previous findings in (Table 8), it was concluded that WC had three significant advantages: 1) Design, 2) Sufficient information, and 3) Effectiveness. Therefore, TR is increased when WC is higher.

H2: The more legitimate the WC, the more likely it is to be Trusted during online shopping.

2.5 *eWOM*

People often share their perceptions, feedback, or feelings about a brand or product with close friends, known as word-of-mouth. Such shared insight has considerable power for the brands or products, but its impact is limited. Whereas **eWOM** is an evolution of the traditional WOM internet based. It refers to non-commercial oral interaction with friends through social media; in many contexts, people use various social media platforms to share their opinions and reviews of products (Cheung and Lee, 2012).

2.5.1 *Definition of eWOM*

eWOM represents an evolved form of online interaction in the social network environment. Consumers share their opinions with friends through social media platforms (Cheung and Lee, 2012). In this study, eWOM was assessed as a variable with a positive effect on trust to assess the likelihood of an online purchase.

(Bilal et al., 2022) defined eWOM has emerged as consumers using the internet to find relevant information. The reviews of third parties are used to assess eWOM about services, products, and companies. It helps understand consumers' desires and improve their products. Customers communicate online about products, services, or e-retailers.

Correspondingly, Le, Robinson and Dobeles (2022) also described eWOM as including online referrals, user-generated content, consumer-generated ads, and reviews. Moreover, Uzman et al. (2022) expressed that online reviews and opinions create eWOM, influencing targeted customers' purchase decisions; it can be defined on a large scale online.

Table 9: *eWOM has been analysed previously*

Researcher(s)	Definition
Cheung and Lee (2012)	• Social Media has Transformed eWOM into Non-Commercial Oral Social Interaction • The Sharing of Opinions and Reviews by Social Media Users Enhances eWOM
Al-Debei and Akroush (2015)	• eWOM refers to Customer Feedback by Consumers Find Relevant Information online
Bilal et al. (2022)	• SNS has changed how Consumers Access and Receive Information • eWOM is the Sharing of Opinions Online about Brands, Experiences, and Products • eWOM Influences Consumer Behaviour and Attitudes • Third-Party Reviews assess Ewom about Services, Products, and Firms • eWOM Helps Understand Consumers' Desires and Improves
Uzman et al. (2022)	• eWOM Refers to Internet-Based Word-Of-Mouth Communication • eWOM is Any Informal Online Communication with Customers about Products, Services or e-Retailers • Online Reviews and Opinions Create eWOM that Influences Targeted Customers' Purchase Decisions
Tri D, Robinson and Dobeles (2022)	• Information Made Available to a Large Audience On the Metaverse • Online Referrals, User-Generated Content, Consumer-Generated Ads, and Reviews

Source: Created by Author

2.5.2 Measurement of eWOM

This study surveyed a questionnaire to analyse eWOM based on the characteristics of sources, messages, situation factors, and recipients (Bila et al. 2022). As shown in (Table 6), the literature review on the eWOM Assessment includes five different studies.

Cheung and Lee (2012) examined five motivations for eWOM: egoistic inspiration, collective motivation, altruistic motivation, pointillistic motivation, and knowledge self-efficacy. The s concluded that knowledge self-efficacy was the strongest predictor of eWOM engagement,

suggesting that consumers are more likely to engage in eWOM when they feel confident in their ability to provide valuable and accurate information.

Al-Debei and Akroush (2015) examined the effects of online buying recommendation, posting positive online comments and reviews on consumer confidence in purchasing products from an online catalogue retailer. The study found that consumers are more likely to buy items after reading reviews and recommendations from others. These findings suggest that eWOM can improve consumer confidence and increase sales. Companies can use the information directly or indirectly through tools such as social media listening. eWOM assures quality standards through product/service ratings based on user experiences. Overall, eWOM is one of the most effective marketing techniques used by businesses today due to multimedia availability; it benefits both companies who get valuable information about their products/services along with providing users with credible information for them so that they can make wise buying decisions confidently.

Table 10: Measurement of eWOM

Researcher(s)	Construct & Measurements
Cheung and Lee (2012)	• Egoistic Motivation • Collective Motivation • Altruistic Motivation • Pointillistic Motivation • Knowledge Self-Efficacy
Al-Debei and Akroush (2015)	• Online Recommendations for Buying • Positive Online Comments • Positive Reviews on the Website Indicate a Good Reputation • E-Commerce Retailers Often get Online Recommendations • Online Recommendations and Reviews Increase Consumer Confidence
Bilal et al. (2022)	• Information Quality • System Quality • Virtual Reality (VR) Provide Interaction • Redeemable Points Encourage Repeat Purchases or Enrolment of New Members • Brand Loyalty is Profoundly Driven by eWOM
Le, Robinson and Dobeles (2022)	• eWOM is Impacted by Platforms, Formats, and Devices • Anonymous or Identifiable Commenters can affect the Perception of eWOM • eWOM is Distinctive from Rehashed Or Edited Content
Uzman et al. (2022)	• Satisfaction • Web-site Quality

Source: Created by Author

Bilal et al. (2022) observed the influence of information quality, system quality, virtual interactivity and reward on brand love. The result discovered that higher information quality and compensation positively affected brand love. System quality and virtual interactivity had a positive but insignificant impact. These findings show the importance of providing customers with quality information and rewards to increase brand loyalty.

In addition, eWOM is affected by platform, format, and device and how anonymous or unidentifiable commenters affect eWOM perception. The research showed that customers receiving high-quality information and rewards were likelier to like the brand. It also found that customers view anonymous or unidentifiable eWOM as more credible. The growth in online reviews has created opportunities for companies by providing valuable data that allows them to analyse customer behaviour and make informed decisions (Le, Robinson and Dobeles, 2022).

Through eWOM, companies and customers can exchange feedback quickly about products and services. Businesses can acquire customers and increase market share through it. In today's digital world, eWOM has emerged as a powerful tool because it reaches a broad audience and accurately captures consumer sentiment. Website quality leads to satisfied customers during web browsing (Uzman et al. 2022).

2.5.3 Association of eWOM and TR

Based on these studies, three distinct advantages were associated with TRUST: Satisfaction, Quality, and Positive Comments. TRUST influences purchase motivation in online shopping; the higher the eWOM, the stronger it is.

H3: The more reliable the eWOM, the more trustworthy it is for online shopping.

2.6 Hedonic Features (HF)

Hedonic features (HF) can be experienced in almost any situation, from playing video games to reading a book. They are also associated with emotional states such as happiness and pleasure. As (Huang, 2003) described, HF is satisfaction, excitement, and enjoyment in a given situation or expectation. Follow by Shannon et al. (2006) further noted that customers anticipate a higher likelihood of happiness, feeling satisfied, and, potentially, purchasing due to these hedonistic motives. When a product appeals to consumers' hedonistic needs, the customer is more likely to buy, ultimately leading to greater satisfaction. Therefore, OPI has increased.

2.6.1 Definition of Hedonic Features

Haasa and Kenning (2014) defined customers expect a higher success rate, fun and positive feelings. In other words, customers are looking for more than just price and availability. In addition, they want an enjoyable and exciting experience; HF is crucial to decision-making and overall satisfaction.

Table 11: HF has been analysed previously

Researcher(s)	Definition
Huang (2003)	• Satisfaction, Excitement, Enjoyment, Audience Receives and Expects
Shannon et al. (2006)	• Enjoyable, Exciting Shopping Experience is Driven by Non-Functional Motives
Haasa and Kenning (2014)	• Anticipate a Higher Likelihood, Enjoyment and Feeling Good
Bilgihan (2016)	• Exciting, Entertaining • Gamification, Visually Appealing Provide Enjoyment
Zheng et al. (2019)	• After Participating in An Activity, Customers Feel Pleasure or Satisfaction are HF • HF are the Biotic Factors (Seek Play, Fantasy and Experiences) • Buying Impulses Significantly by HF (Entertaining, Fun, and Delightful Aspects)
Shanga, Jin and Qiu (2020)	• Largely Affective Components (Sensation, Pleasure, and Enjoyment)

Source: Created by Author

Bilgihan (2016) added to the discourse by noting that entertainment and visually appealing aspects provide enjoyment. Customers receive pleasure or satisfaction by providing exciting, entertaining, gamification and visually appealing experiences. Incorporating 3D visuals, animation, and sound effects into a mobile application creates an exceptional user experience and enhances customer engagement. HF influence buying impulses, including the entertaining, fun, and delightful aspects suggested by Zheng et al. (2019). These factors can create an even stronger urge to buy, as consumers are drawn to the joys of the shopping experience.

Shanga, Jin and Qiu (2020) indicated that hedonistic factors provide an affective experience related to sensation, pleasure and enjoyment. Thus, it is clear that customers are driven to shop and make purchases due to the pleasure (hedonistic motives) associated with the experience. These motives include enjoyment, happiness, and satisfaction.

2.6.2 Measurement of Hedonic Features

Huang (2003) found that people's hedonic performance can be determined by the following measures: Pleasant-Unpleasant, Enjoyable-Weary, Nice-Awful, Agreeable-Disagreeable, and Soothing-Aggravating. For instance, when rating a movie or a visit to a theme park, a person might agree that it was enjoyable, pleasant and agreeable. Nonetheless, they agree that it was unpleasant, awful, and aggravating.

Haas and Kenning (2014) measured salespeople's disposition toward Purchase Uncertainty, Efficiency Orientation and Shopping Enjoyment. In other words, the more uncertain they felt about their purchase pushed by the salesperson, the more probable they were to judge their experience negatively. Despite that, those with a higher efficiency orientation (shopping with their senses) were more likely to rate their experience positively. It was due to their need to get things done quickly without resistible factors. Online shopping may benefit from this significant factor; nonetheless, the Influence of eWOM existed before consumers were interested in shopping online.

Table 12: Measurement of HF

Researcher(s)	Construct & Measurements
Huang (2003)	• The Hedonic Performance: • Pleasant (Delightful) - Unpleasant • Entertaining (Fun and Enjoyable) - Weary • Entertaining (Fun and Enjoyable) - Weary • Nice (Appreciation) - Awful • Agreeable (Affirmative) - Disagreeable • Soothing (Comforting) - Aggravating
Haasa and Kenning (2014)	• Disposition toward salespeople • Purchase Uncertainty • Efficiency Orientation • Shopping Enjoyment
Bilgihan (2016)	• Weary / Entertaining • Not Delightful/Delightful • Disagreeable /Agreeable • Not Thrilling/Thrilling • Dull / Exciting
Zheng et al. (2019)	• Situation Factors: • Interpersonal Influence • Portability • Visual Appeal
Shanga, Jin and Qiu (2020)	• Evaluate People's Preference • Negative Emotions (Sad, Guilt) • Positive Emotions (Happy)

Source: Created by Author

Bilgihan (2016) assessed the emotions of Weary-Entertaining, Not Delightful-Delightful, Disagreeable-Agreeable, Not Thrilling-Thrilling, and Dull-Exciting. Participants viewed a series of stimuli, and their emotional reactions were evaluated.

The effects of Situation Factors, such as Interpersonal Influence and Visual Portability Appeal Zheng et al. (2019) discovered a significant difference between Interpersonal Influence and Visual Portability Appeal on participants' emotional responses. The nature and context of the stimulus influence people's feelings.

Shanga, Jin and Qiu (2020) evaluated people's preferences regarding Negative Emotions (Sad, Guilt) and Positive Emotions (Happy). In particular, Social Influence affected Negative Emotions more than Visual Portability Appeal. People's emotional responses can be affected by how information is presented.

Table 12 show that people's hedonic performance and preferences are affected by various factors, such as emotions, situations and interpersonal influences. For example, when people enjoy a pleasant and entertaining atmosphere, they will likely have more positive emotions, such as happiness and appreciation; this leads to higher hedonic performance. Negative emotions, such as sadness or guilt, have lower hedonic performance. Furthermore, hedonic performance will likely be higher when visual appeal and interpersonal influence are high.

2.6.3 Association of HF and OPI

Previous researchers concluded that purveyors should emphasize providing a pleasurable shopping experience for consumers by offering attractive visuals, quality products and services, and a vibrant atmosphere. As a result, customer loyalty can be increased by providing incentives that benefit customers and create a positive shopping experience.

H4: When HF is higher, IOP increases significantly.

2.7 Customer Behaviours (CB)

A valid metric to measure **Customer Behaviours (CB)** is big data, which can be collected from the atmosphere through analysis. Adapted from Horner and Swarbrooke's *Marketing Tourism, Hospitality, and Leisure in Europe* in 1996, CB is understanding what drives consumers to purchases and how they decide. Horner and Swarbrooke (1996) also mentioned Solomon's book "Consumer Behavior" (cited in *Marketing Tourism, Hospitality, and Leisure in Europe. International Thomson Business Press*, Solomon, "Consumer Behavior") that CB is when they choose, spend, use, or get rid of items, concepts, or occasions to fulfil their desires.

2.7.1 Definition of Customer Behaviours

Durmaz et al. (2014, quoted in Kotler and Armstrong, 2008, p. 130) defined CB as the buying behaviour of the end user, or those who make purchases on their behalf. Also (2014, quoted in Patwardhan, Flora, and Gupta, 2010, p. 57) stated that consumer preferences influence the definition of CB purchase behaviour. Defining the target audience and understanding their needs is essential to develop a practical solution.

Table 13: Customer Behaviours has been analysed previously

Researcher(s)	Definition
Horner and Swarbrooke (1996)	• CB is a Study of Why People Buy the Product and How to make Purchase Decision
Solomon (1996)	• It Occurs when Individuals or Groups Select, Purchase, Use, or Dispose of Products, Services, Ideas or Experiences • Rather than Making Individual Purchases, Consumers may Make Group Purchases
Durmaz et al. (2014)	• CB Indicates the Buying Behaviour of Consumers or Those Who Purchase on Their Behalf • Buying Preferences Influence Purchase Behaviour • Understanding the Needs of the Target Audience is Necessary to Develop a Practical Solution
Xu, Huang and Li (2019)	• Consumers' Perception of A Product Depends on the Context in Which it is Presented
Akrama et al (2021)	• CB is in Direct Connection with Subjective & Objective Factors • By Observing the Learning Process, CB can be Learned • Social Commerce is an Excellent Learning Platform

Source: Created by Author

A study by Xu, Huang, and Li (2019) examined how tourists used mobile apps to save time, reduce costs, and improve convenience. They defined CB as consumers' perception of a product based on its presentation context. In particular, advertising and product packaging plays a significant role in influencing product perception. Companies often use creative packaging and messaging to create an experience that appeals to consumers' emotions and encourages them to purchase the product. Furthermore, Akrama et al. (2021) defined CB as evaluating how and why people consume products, services, ideas, or experiences. It is in direct connection with both subjective and objective factors. For example, people's cultural background, personal values, social norms, and attitudes can influence their interactions in the marketplace. The availability of products, services, information, and social commerce status may influence consumers' purchasing decisions and behaviours.

2.7.2 Measurement of Customer Behaviours

Leelayouthayotin (2004) conducted a study evaluating CB towards internet shopping. The study examined what motivates the OPI of the consumers; it measured the positive elements of conducting a virtual transaction and any potential risks. It further examined what kind of products and services should be considered and determined by CB. Swarbrooke and Horner (2007) conducted a study that defined consumers choosing specific products and services and how to influence their CB. CB is characterized by the need for the product's **Unique Selling Proposition** (USP). Additionally, it focused on positioning the product correctly and adapting to CB across product, promotion, price, and channel. It also forecasted consumer demand to optimize efficiency, identifying CB with novel products and segmenting specific markets. They aimed to understand how to influence CB and reach target markets.

Durmaz et al. (2014) measured CB in their study, size and composition of the social class have been recognized as two of the most influential factors that contribute CB. Economic variables are significant components of social class, including educational level, occupation, income, wealth status and place of residence. Interaction variables, such as communication style and the subjective feeling of being part of a social class, also influence social class. Political variables, including voting behaviour and political attitudes, are critical indicators of social class impact.

Table 14: Measurement of Customer Behaviours

Researcher(s)	Construct & Measurements
Horner and Swarbrooke (1996)	• CB Varies Between Items, Campaigns, Budgets, and Channels • Productivity will be Enhanced by Anticipating Customer Needs • Analyse the Consumer Response to Newly Released Products
Leelayouthayotin (2004)	• Factors Motivating to Shop Online • Factors Would Encourage to Shop Online • Positive Aspects of Shopping Online
Swarbrooke and Horner (2007)	• The Reasons Why Consumers Choose Certain Products and Services. • Unique Selling Proposition (USP) is One Benefit Consumer Seeks • Correct Positioning of the Product • Adapting to Consumer Behaviour Across Product, Promotion, Price, and Channel • Forecasting Consumer Demand will Bring Efficiencies • Identify Consumer Behaviour with Novel Products • Targeting Particular Market Segments
Durmaz et al. (2014)	• Influence by Social Class Depends on: Size Of The Social Class • Components of Social Class: Economic Variables Interaction Variables Political Variables
Xu, Huang and Li (2019)	• Convenience • Money Saving • Time Saving
Akrama et al (2021)	• Motivation Is One Of The Most Important Components Of CB • Effects Of Motivations (Utilitarian & Hedonic) On OPI In Social Commerce • The Association Between Two Types Of Motivations and OPI: Interaction Effect of eWOM and Social Value The Mediating Effect of Customer Engagement • Relationship Between Utilitarian And Hedonic Motivations on OPI to Engage in Social Commerce

Source: Created by Author

CB involves understanding factors that influence people's purchasing decisions. Xu, Huang and Li (2019) conducted a study to assess CB regarding convenience, money-saving and increasing efficiency. Consumers liked the idea of shopping without leaving their homes, in addition to the competitive prices and reduced hassle that came along with it. Understanding CB in online shopping helped identify potential obstacles inhibiting consumers.

Similarly, Akrama et al. (2021) on studied CB motivations. The study focused on the utilitarian and hedonic motivations that lead people to engage in social commerce. Specifically, it looks at how utilitarian and hedonic motivations affect overall product involvement (OPI) in social commerce, the relationship between eWOM and social values, and the mediating effect of customer engagement.

2.7.3 Association of CB and OPI

Based on the previous journals (Table 14) concluded that motivation, a positive experience, and convenience are significant factors that contribute to achieving a higher OPI for consumers.

H6: OPI increases significantly when CB is higher.

2.8 Factors Associated with Demographics and the Hypotheses

Demographic studies of online buyers are essential research areas since they provide insights into consumer behaviours and assist online merchants in identifying target audiences. Some demographic differences among Internet users include gender, education, income, and age (Li, Kuo and Russell, 1999). Demographic characteristics are closely related to consumer behaviours and can predict consumer preferences. Gender differences continue to exist, with more women buying online than men, especially in daily usage. Age differences are another consumer concern. Research into this area can help this study target the right consumer segments for OPI in the watch industry. These insights can be used to create OPI campaigns tailored to specific age and gender groups. It can also help identify potential new markets and opportunities for the industry. Understanding the correlation of demographic factors with OPI can create a more prosperous and profitable business. In this study, we focused on two demographic characteristics. Identify differences in behaviour and motivation for online purchases based on age and gender.

H7_a: It is a significant difference between the age groups in online purchase intention.

H7_b: It is a significant difference between genders in online purchase intention.

2.9 *Summary*

This chapter defined what factors encourage individuals to purchase online. It also aimed to determine how characteristics could be measured to improve OPI. Consumers liked the idea of shopping without leaving their homes, in addition to the competitive prices and time savings that came along with it. Per previous observations, offering attractive discounts and deals and informing them of current market conditions would encourage online shopping. It was also discovered that it would encourage more people to shop online.

WC is another factor influencing OPI. The site must be more secure, reliable and easily accessible. It should involve education on internet safety, secure payment methods and technological advances. Understanding eWOM in online shopping helps identify potential obstacles to inhibiting. Consumer concern about satisfaction, quality, and positive comments on the shopping website or social media. TR, lack of trust in the system, security risks, and consumer understanding and awareness of advanced technologies follows this. These are essential elements when analysing.

Specifically, HF influences buying impulses, including entertaining, fun, and delightful aspects. These factors can create an even stronger urge to buy, as consumers are drawn to the joys of the shopping experience. Social Influence can affect emotional responses.

By closely observing the learning process, behaviours can be learned, unlearned, and modified in response to internal and external stimuli. Social commerce is an ideal platform for monitoring and studying CB. It offers unique insights into consumer-brand relationships, customer service, and customer success. It also allows marketers to understand CB across various channels. Through this, they can better understand consumer needs and design effective marketing strategies that promote brand success. The present study uses a theoretical framework to explore PB, WC, eWOM, HF, TR, CB, and demographic factors.

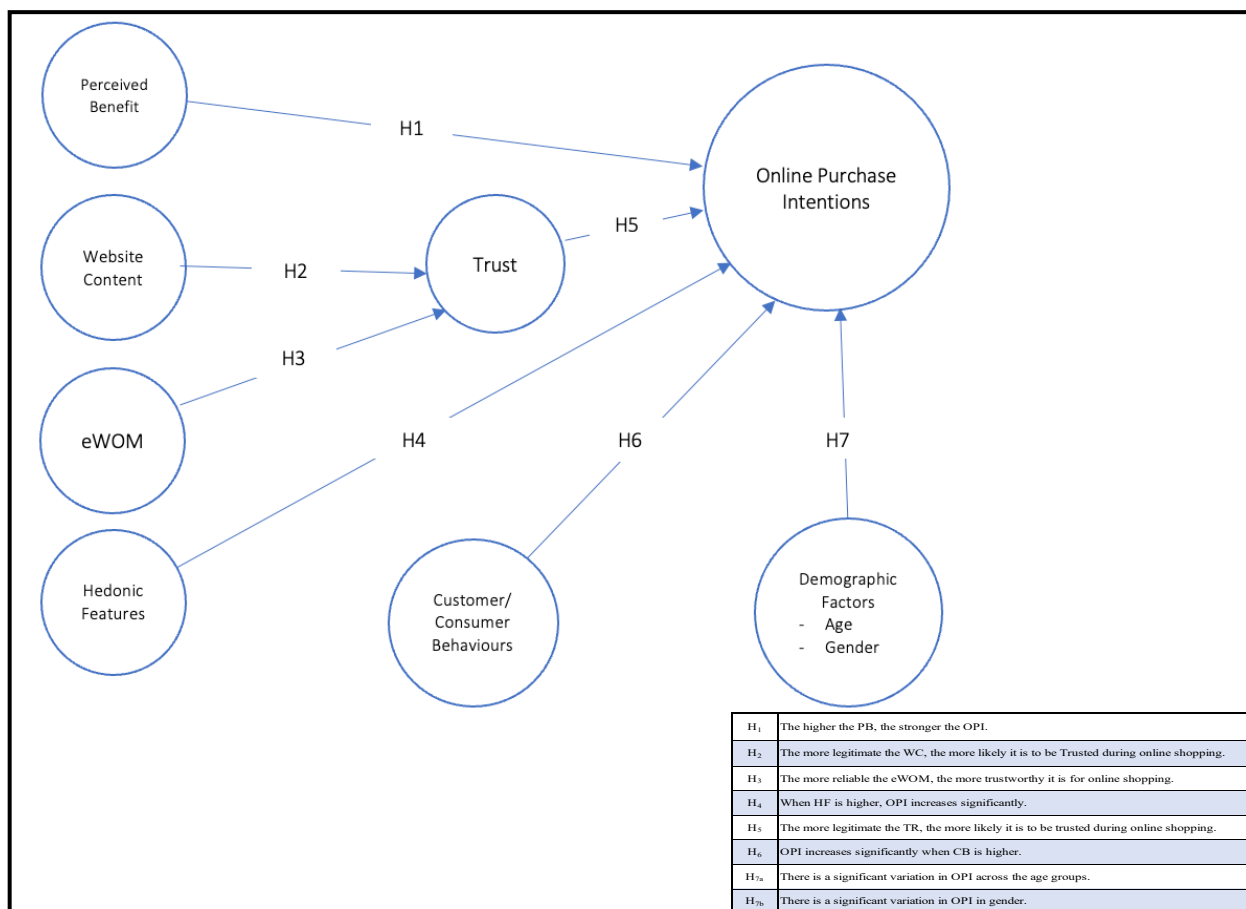
Chapter 3: Research Methodology

Chapter 3 conducted a qualitative analysis regarding the processes and methodologies employed to identify, compile and evaluate information to establish its reliability and consistency. Furthermore, this paragraph also explores methods to collect and analyse statistics.

Two Focus Groups were organised to solicit respondents' feedback and opinions on the study, accompanied by a preliminary test and ensuing revisions to the poll for a more extensive venture. A Google form questionnaire is a broad overview of the situation. A breakdown of the exploration information was done using SPSS, including one-way ANOVA tests, independent t-tests, checks of dependability, relapse examination, and connection examinations.

3.1 Research Model and Hypotheses

Figure 4: Overview of Research with Hypotheses

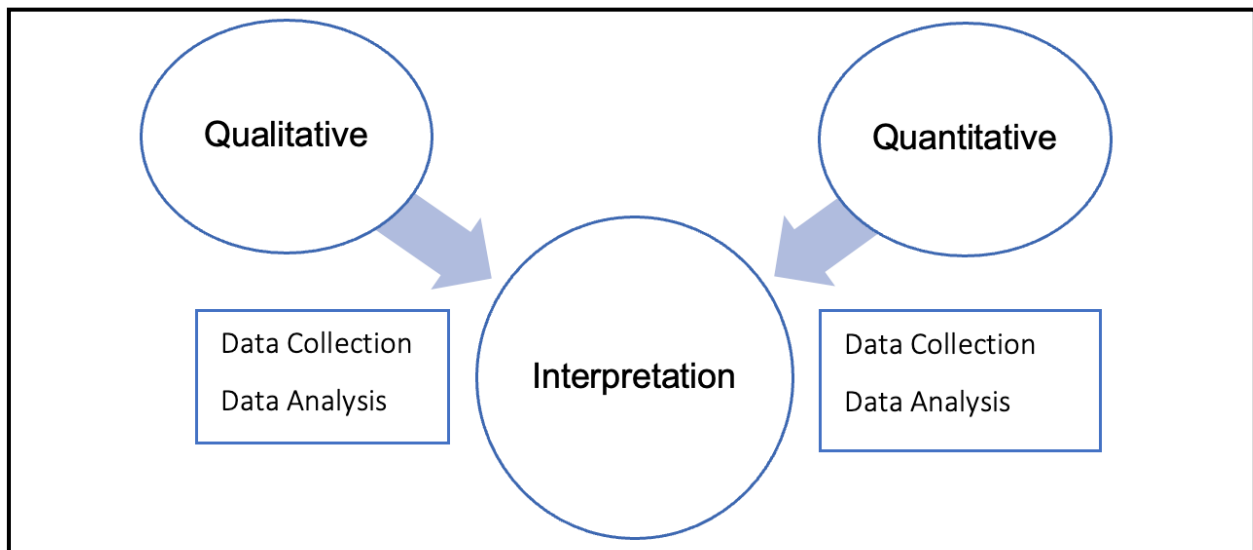


Source: Created by Author

3.2 Triangulation

Triangulation combines at least two or more research approaches, analytical approaches, sources of information, researchers, or analytical methods. Using triangulation improves the capability to evaluate research outcomes by eliminating, counteracting, or compensating for the limitations of a single approach (Thurmond, 2001).

Figure 5: An illustration of the Quantitative and Qualitative methods of triangulation



Source: Atif and Richards (2013)

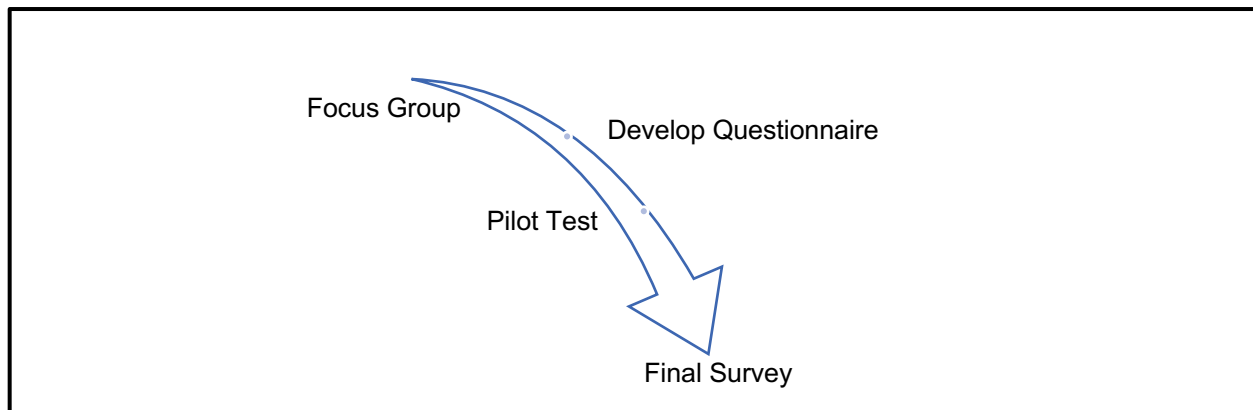
3.3 Qualitative and Quantitative Research

When developing a hypothesis for a research study, it is imperative to consider the research method that is most suitable for the issue at hand. Qualitative research is the most effective method for exploring a problem in-depth and uncovering its underlying motivations and meanings. Quantitative research is commonly used for measuring, describing, and comparing variables within a population. Statistical data provided by this type of research helps make predictions and draw generalizations based on numerical data.

The primary objective of the research question and the type of data needed to answer it when selecting an appropriate research approach. Combining quantitative and qualitative methods achieves a comprehensive and balanced understanding of the issue. Data obtained through

quantitative methods can be used to make predictions and draw generalizations. Using qualitative methods makes it possible to examine the underlying motivations and meanings associated with the issue. To comprehensively understand the problem, the researcher should combine both approaches. Following the determination of the research approach, the researcher can formulate a hypothesis.

Figure 6: Process Of Gathering Primary Data



Source: Created by Author

3.3.1 Qualitative Research

Primary qualitative data were collected from focus groups with consumers who discussed the rationale for this research on electronic channels. It was not restricted to consumers who purchased watches online or used online shopping to buy other merchandise (Naderifar et al. 2017). Focus groups are an essential tool for qualitative research as they allow the researcher to collect data from a group of people about a particular topic of interest (Bryman, 2016). The data obtained through focus groups can be used to develop a deeper understanding of the topic, which can then be applied to inform future research.

This study collected primary qualitative data from focus groups conducted with consumers to discuss the rationale for this research on electronic channels. It was a crucial step in understanding the factors motivating people to shop online and the potential implications of this trend. It was not restricted to consumers who purchased watches online or used online shopping to buy other merchandise. It allowed the researcher to gain a broader understanding of the topic.

In addition, secondary data may be collected from journal articles, HKSR publications, or research studies conducted in other countries. *Qualitative research* is a practical problem-solving approach allowing a more informed decision-making process. It is also beneficial for understanding consumer motivations and preferences regarding purchasing decisions. Researchers can gain an in-depth understanding of the factors driving such purchases by gathering data from consumers who have already purchased or are considering purchasing the product and data from product providers (especially wristwatches).

3.3.2 *Quantitative Research*

Rahman et al. (2022) described qualitative research as a practical problem-solving approach. The research methodology focuses on understanding people's underlying meanings, motivations, and beliefs. It is an effective way of understanding the factors that drive decisions and the events and outcomes of those decisions. This type of research involves using questionnaires and interviews to collect primary data from respondents (Appendix D).

Morgan and Spanish (1984) mentioned a qualitative method of collecting statistical information; focus groups involve several people discussing a subject of common concern. Researchers can use recordings and reports for information collection. The data can be employed in parallel with other procedures of quantitative analysis.

```
graph TD; RD[Research design] --> DC[Data Collection]; DC --> A[Analysis]; A --> RA[Results and reporting]; RA --> RA; RA -.-> RD;
```

Research design

- Define the objectives of the study**
 - Define the purpose of the focus group
 - Develop a list of key questions (schedule)
 - Seek ethics clearance
- Identify and recruit participants**
 - Ensure homogenous composition (gender, education, language, etc)
 - Decide on the number of participants, (4-15, over-recruit by 10-25%)
 - Identify and recruit a facilitator and an assistant (flexible, observant)
 - Decide on number of focus groups
- Identify suitable location**
 - Select an accessible, reasonably sized venue away from distractions
 - Arrange materials (recording equipment, consent forms, name tags)

Data Collection

- Pre-session preparation**
 - Familiarize with script, group dynamics, seating preferences, equipment operation
 - Record duration of each meeting
- Facilitation during meeting**
 - Introduce (randomized self introduction, consent and confidentiality, ground rules)
 - Discuss (record and observe discussion, probe, pause, reflect, observe non-verbal cues)
 - Track questions for completion and follow up on themes of discussion
 - Conclude (acknowledge participants)

Analysis

- Options include**
 - Listing/ranking
 - Coding (key ideas, themes)
 - Content analysis
 - Discourse analysis
 - Conversation analysis

Results and reporting

- Decide on target audience**
 - Academics
 - Policy makers and practitioners
 - Participants of the study

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Nyumba et al. (2017) developed a flow chart (Figure 7) demonstrating that research discussion is generally explored through focus groups as a qualitative method. Instead of surveying many individuals, a focus group obtains information from a specific sample of participants.

Two focus groups (Appendix G) were conducted to gather opinions and feedback regarding OPI in the watch industry. Experts and customers should be divided to reach a fair conclusion. It took place in Hong Kong on 22nd December 2022 for the expert in their shop, followed by a second session on 4th February 2023 in a restaurant; both sessions lasted 90 minutes. Participants discussed topics in Chinese and English, and the meeting was recorded on an iPhone and documented on questionnaires prepared by the researcher for the study. The goal of the focus group was to identify the purchase intention of online shopping, especially for watches, and to do this, non-rigorous questioning was used during the discussion. The focus group proved to be a successful method for collecting data on this subject, and the results are being used to inform decisions about online shopping for watches.

3.5 *Questionnaire Survey Method*

Snowball sampling is a technique where a researcher begins with a few individuals and gets them to recruit more individuals who meet the same criteria. By referring willing individuals to the researcher, along with more people, the researcher can reach a large group for the study. One of the advantages of snowball sampling is its ability to access a large population quickly. Nevertheless, snowball sampling has its drawbacks. When relying on referrals from existing participants, the sample may be skewed due to shared characteristics among respondents. This mechanism may lead to statistical bias, which weakens the validity of the results (de Leeuw and Hox, 2008).

A self-administered online questionnaire can be used to mitigate the effect of statistical bias caused by snowball sampling. By administering a survey online, the researcher can ensure that the target population is accurately represented. Furthermore, by designing questions relevant to the research objectives, the researcher can gain a more comprehensive understanding of the data.

This study has developed a survey that addresses customer satisfaction at different levels to understand better the impact of online purchase intention on watch purchases. Consequently, several areas of improvement will be identified, as well as how satisfaction affects their decision to buy online (Burns et al. 2008).

Figure 8: Show a sample Likert scale of the questionnaire

	1	2	3	4	5	6	
strongly disagree	☐	☐	☐	☐	☐	☐	strongly agree

Source: *Joshi et al. (2015)*

The questionnaire consists of two parts. An overview of general demographic data (Li, Kuo and Russell, 1999), including gender and age, is presented first. Next, the study examines the factors influencing the intention to purchase watches online. Effective research requires appropriate data collection to achieve high-quality results in a final survey. It is necessary to perform a preliminary analysis before proceeding with the main examination. The pilot study is the initial stage of the study process. The preliminary investigation will be developed and amended for the pilot test (In, 2017). Considering the target sample for the final study is 266, this pilot study has involved 30 consumers who have made online purchases. This pilot study examined questionnaire design, descriptions, accuracy, sequence, and primary goals.

Table 15: The Layout of the Questionnaire

Items	Items	Type of Q	Variables	Type of data	Adopted from
Perceived Benefit	PB	Targeted Question (Kantankah, 2022)	Independent	6 - point Likert scale (Joshi et al. 2015, p.397)	(Al-Debei and Akroush, 2015)
Website Content	WC				(Al-Debei and Akroush, 2015)
					(Torres, 2021)
Electronic Word of Mouth	eWOM				(Al-Debei, et al., 2015)
Hedonic Features	HF				(Mazumder and Sanyal, 2022)
					(Al-Debei and Al-Lozi, 2014)
Customer Behaviours	CB				(Al-Debei and Akroush, 2015)
					(Bu and Parkinson, 2022)
Trust	TR		Both		(Al-Debei and Akroush, 2015)
					(Torres Arez, 2021)
Online Purchase Intentions	OPI		Dependent		(Torres, 2021)
					(Bu and Parkinson, 2022)
Demographics (Age & Gender)	DF	Classification Question (Beyer et al. 2020)	Independent	Categorical Data (Agresti, 2003)	(Tengilimoglu and Hassan, 2020)

Source: Created by Author

3.6 Pilot test

The pilot study (Appendix C) was developed to validate the methods used in the primary research project. It involved using a questionnaire to investigate the target information of the more comprehensive project. The questionnaire was revised and evaluated several times to ensure it adequately addressed the target information (In, 2017). A nicely designed pilot test that clarifies its purpose and goals will facilitate scientific accuracy and may result in more accurate controlled trials. One issue with a pilot test that needs clarification is the recommended sample size. No general agreement exists, but suggestions range between 10 to 12 participants per group and 60 to 75 participants per group, based on the study's primary focus (Lewis et al. 2021).

Table 16: Results of a pilot study involving 90 participants

Pilot Test (Reliability Statistics N=90					
	Cronbach's Alpha if Item Deleted	N of Items	if deleted Question	Cronbach's Alpha if Item Deleted	N of Items
PB	0.878	3	Remain unchanged		
WC	0.915	4	WC1	0.904	7
			WC3	0.899	6
			WC5	0.871	5
			WC6	0.828	4
eWOM	0.846	4	eWOM3	0.796	4
HF	0.897	4	HF6	0.870	7
			HF5	0.841	6
			HF4	0.806	5
			HF8	0.754	4
TR	0.878	4	TR3	0.856	5
			TR5	0.796	4
CB	0.913	4	CB7	0.895	7
			CB6	0.861	6
			CB5	0.850	5
			CB3	0.795	4
OPI	0.893	4	OPI8	0.872	7
			OPI6	0.845	6
			OPI4	0.821	5
			OP12	0.811	4
Total	0.938	27			

Source: Created by Author

Based on feedback received via WhatsApp from 90 randomly selected participants between the 17th and 23rd of December 2022 (Appendix C), revisions were made. After completing the pilot test, some modifications were made (Table 16). The PB remained unchanged, the WC removed four questions, and Cronbach's Alpha was at a high level of 0.915. As a result of the lowest level, 0.796, eWOM3 was eliminated. Cronbach's Alpha was 0.897 after the HF deleted four questions. TR eliminated TR3 and TR5 to maintain Cronbach's Alpha at 0.878. OPI and CB deleted four questions each; their Cronbach's Alphas are 0.913 and 0.893, respectively.

In conclusion, the pilot study of the proposed methodology was successfully undertaken to validate the questionnaire and its ability to answer 0.938 out of 27 from 46 questions. It enabled the questionnaire to address the target information of the final survey.

3.7 Final Survey

The final survey was conducted between the 17th and 23rd of December 2022 (Appendix D) to assess the impact of the research factors in detail. To this end, a survey instrument was designed based on the findings from researchers and the literature review identified in Chapter 2 and subsequently tested through a pilot test. The questionnaire structure (Table 17) was organized to address all variables individually, containing relevant questions to draw an appropriate conclusion.

By pursuing this approach, it was possible to accurately assess the factors' impact on the research topic. In the subsequent paragraphs, we will discuss the Target Population, Sampling Method, and Sampling Size.

Table 17: Adoption of the final survey.

Items	Items measuring online shopping variables	Adopted from
PB	PB1:Online shopping allows me to shop in the privacy of my home or office.	(Al-Debei and Akroush, 2015)
	PB2:Online shopping allows me to make purchases at any time and from anywhere.	
	PB3:Shopping online has the advantage of saving me the hassle of visiting traditional retail	
WC	WC1:The ordering process used by the site is simple and essential for online shopping.	(Al-Debei and Akroush, 2015)
	WC2:The search capability on a website (including keyword, website, service, and product	
	WC3:A website is visually pleasing.	(Torres, 2021)
	WC4:It would be easy for me to become proficient at using.	
eWOM	eWOM1:It is common for me to read online testimonials for products purchased online.	(Al-Debei, et al., 2015)
	eWOM2:I have only read positive feedback about the website I am considering purchasing.	
	eWOM3:When considering an online purchase, recommendations from social media are important	
	eWOM4:It gives me more confidence to purchase a product when I read online reviews and	
Hedonic Features		
HF	HF1:When I buy a product, I look for the most attractive design to make me feel confident.	Das, Mazumder, and Sanyal (2022)
	HF2:Knowing the opinions of others regarding such product before buying is imperative.	
	HF3:I am satisfied with the item I purchased because it is superior to others.	(Al-Debei and Al-Lozi, 2014)
	HF4:It would be a pleasure to purchase watches online.	
CB	CB1:Online shopping is more convenient than shopping in a physical store.	(Al-Debei and Akroush, 2015)
	CB2:Shopping online is a pleasant experience.	
	CB3:Identifying KOLs who recommend or present products or services is essential.	(Bu and Parkinson, 2022)
	CB4:KOL recommendations should be considered when I want to buy a watch.	
TR	TR1:Shopping online is a safe and secure process.	(Al-Debei and Akroush, 2015)
	TR2:My personal information will be protected when I shop online.	
	TR3:I trust online shopping will not sell my personal information (e.g. e-mail, phone number or	(Torres Arez, 2021)
	TR4:My confidence in the website's reliability is increased if it provide suffocient infromatiom about	
OPI	OP1:Are you considering purchasing a watch soon?	(Torres, 2021)
	OP2:In the future, are you likely to purchase a watch from an online shop?	
	OP3:In general, I would follow recommendations from brands made by their KOLs.	(Bu and Parkinson, 2022)
	OP4:The brands recommended by KOLs would be my first choice.	
DF	DF1:Age.	(Tengilimoglu and Hassan, 2020)
	DF2:Gender	

Source: Created by Author

3.7.1 Target Population

The target population for this research is potential watch buyers who purchase watches via the Internet. This population can be determined by considering pre-existing variables, including the total size of the online shopping market and the number of online shoppers. The online shopping market was estimated to be 3.2 million people (Appendix E). It indicates a large population of online shoppers interested in purchasing watches online. (Statista , 2022), Furthermore, Cole and Stuart (2010) reported that many consumers would likely buy watches online. This study aims to

target potential watch buyers who have an online purchase intention, which has been informed by the pre-existing factors evaluated in the study.

3.7.2 Sampling Method

In this research, the population's information was collected following the approval of the pilot test. It provided a systematic and informative analysis of scholarly articles and journals. Extensive questionnaires were designed and distributed to participants. The gathered demographic data, such as gender and age, were reviewed to identify the variations in the intention to purchase wristwatches online.

The longitudinal technique aims to collect data from a population or a sample simultaneously. It allows for the determination of the relationship between two or more variables. The data collected was used to assess the association between the intention to purchase and the respondent's demographics. Research conducted by Naderifar et al. (2017) provided valuable insights into snowball sampling; this approach is a non-probability sampling technique in which only some participants are guaranteed to be included. This study demonstrated the importance of this technique and how it can be used to gain insight into the population.

3.7.3 Sampling Size

Statista (2022) shows that (N) 3.2 million people purchased goods online in 2022. The critical z-score (Z) value is 1.96 when using a 95 % confidence level for standard deviations, associated with a tolerance level at (e) 0.06, a successful rate (p) and the Failure rate (q) are 0.47 and 0.53, respectively. Hence, n is at least 266 for this research's new sample size (Chirayath, 2005) required (Appendix F).

Table 18: Sample Size Calculation and Simple Random Sampling

Equation	Variable	Data	Description
$n = \frac{N \left(\frac{Z}{e} \right)^2 pq}{N - 1 + \left(\frac{Z}{e} \right)^2 pq}$	N	3,200,000	Target population
	Z	1.96	Confidence level 95%
	e	6.0%	Tolerance level
	p	0.47	Successful rate from Pilot test (OPI1) = 42/90
	q	0.53	Failure rate

Source: Created by Author

3.8 Data Analysis Techniques

This research used SPSS version 29 to determine population data, the reliability test, factor analysis, correlation analysis, simple and multiple regression analysis, independent T-test, and one-way ANOVA test (Park, 2003).

- i. *Descriptive Statistics:* The purpose of descriptive statistics is to assemble and analyse statistical information illustrative and quantitatively. A variable's descriptive statistics vary based on its characterisation method (Fisher and Marshall, 2009).
- ii. *The Reliability Test:* Cronbach's Alpha α (Cronbach, 1951) The purpose of descriptive statistics is to assemble and analyse statistical information illustrative and quantitatively. A variable's descriptive statistics vary based on its characterisation method
- iii. *Factor Analysis:* In the 19th century, (Pearson, 1901) and (Spearman, 1904) proposed Factor Analysis. It is deeply implicated in reliability considerations; understanding it is fundamental to determining cognitive theories (Thompson, 2004).

Table 19: Cronbach Alpha scores

Equation	Variable	Description
$\alpha = \frac{n}{n-1} \left(1 - \frac{\sum V_i}{V_t} \right)$	n	Items count on the measure
	V_i	variance of item scores after weighting
	V_t	variation in test scores
Cronbach's Alpha		Description
$\alpha \geq 0.9$		Excellent
$0.8 \leq \alpha \leq 0.9$		Good
$0.7 \leq \alpha \leq 0.8$		Suitable
$0.6 \leq \alpha \leq 0.7$		Uncertain
$0.5 \leq \alpha \leq 0.6$		Insufficient
$\alpha \leq 0.5$		Not Suitable

Source: Created by Author

In this study (Table 19), the Kaiser-Meyer-Olkin (KMO) reliability coefficient and Bartlett's sphericity test (Bartlett, 1937) were used to assess the feasibility of observational data for factor analysis. The KMO ratio is most appropriate when the cases-to-variable proportion is less than 1:5. KMO scores range from 0 to 1, with 0.50 considered adequate for factor analysis. If Bartlett's Test of Sphericity ($p < 0.05$) is acceptable, factor analysis can be conducted (Kaiser, 1974).

Table 20: Factor Analysis

Equation	Variable	Description
$KMO = \frac{\sum_{j \neq k} r_{jk}^2}{\sum_{j \neq k} r_{jk}^2 + \sum_{j \neq k} a_{jk}^2}$	r_{jk}	The simple correlation between the variable in j and k
	a_{jk}	The partial correlation between the variable in j and k
Satisfaction level	KMO score	
Marvellous	Over 0.90	
Meritorious	0.80 to 0.89	
Middling	0.70 to 0.79	
Mediocre	0.60 to 0.69	
Miserable	0.50 to 0.59	
Unacceptable	Under 0.50	

Source: (Kaiser, 1974).

Kaiser (1991) indicated that the eigenvalues-greater-than-one rule defines the number of rotating coefficients. It is noted that multiple significant factors have eigenvalues greater than one.

iv. *Correlation Test*

The Pearson correlation coefficient, generally known as "r" (Pearson, 1985), was employed to analyse group similarities and variations. A p-value < 0.05 was defined as significant (Cetinus et al. 2005).

Table 21: Description of the p-value

p value	Description
$p > 0.10$	The null hypothesis cannot be refuted. Thus, the data support the null hypothesis
$0.05 < p < 0.10$	Evidence is weak against the null hypothesis in favour of the alternative hypothesis.
$0.01 < p < 0.05$	The alternative hypothesis is supported by moderate evidence against the null hypothesis.
$0.001 < p < 0.01$	It is strong to support the alternative hypothesis over the null hypothesis.
$p < 0.001$	It is extremely strong to support the alternative hypothesis over the null hypothesis.

Source: Created by Author

Correlation between two variables is measured by the correlation coefficient (r), which ranges from -1 (perfect negative) to 1 (perfectly positive). When r equals 0, there is no correlation between the two variables. Nevertheless, when r is greater than 0, there is a positive correlation; when r is less than 0, there is a negative correlation. The magnitude of the correlation is determined by how close the correlation coefficient is to either 1 or -1 - the closer it is to either number, the stronger the correlation (Pearson, 1985).

Table 22: Correlation Test

Equation	Variable	Description
$r = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum (x_i - \bar{x})^2 \sum (y_i - \bar{y})^2}}$	r x_i $\bar{x}$ y_i y	correlation coefficient values of the x-variable in a sample mean of the values of the x-variable values of the y-variable in a sample mean of the values of the y-variable
Indications	Correlations of Distribution	
Negative correlation	0.00 ~ 0.30 (0.00 ~ - 0.30)	
Insufficient correlation	0.00 ~ 0.30 (0.30 ~ - 0.50)	
Moderate correlation	0.50 ~ 0.70 (0.50 ~ - 0.70)	
Strong correlation	0.70 ~ 0.90 (0.70 ~ - 0.90)	
Excellent correlation	0.90 ~ 1.00 (0.90 ~ - 1.00)	

Source: (Pearson, 1985).

v. Linear Regression Analysis

Linear Regression Analysis can forecast and predict applications with substantial similarities. Also, it helps determine causal relationships between independent and dependent variables (Pandit et al. 2021).

Table 23: Linear Regression

Linear Regression Category	Equation	Variable	Description
Simple Linear Regression (SLR)	$y = \alpha + \beta_x$	β α y x	slope for y-Intercept dependent variable independent variable
Multipule Linear Regression (MLR)	$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 \dots + \beta_p x_p$	y β_0 β_1 x	dependent variable Intercept slope for x_1 independent variable

Source: (Tranmer et al. 2020).

A linear regression model can be classified into two categories; **Simple Linear Regression** (SLR) has only one independent variable. In **Multiple Linear Regression** (MLR), numerous explanatory variables are analysed to anticipate a parameter's value, provided the explanatory variables' correlation coefficient, and the response variable is consistent (Chicco et al. 2021).

The **Coefficient of Determination** (Chicco, Warrens and Jurman, 2023) is also known as (R^2), and the **Variance Inflation Factor** (VIF) will be used to analyse the regression model in this study. R^2 is measured between 0 and 100%. It was introduced by Wright (1921) and is generally indicated by R^2 . According to its original formulation, independent variables influence the dependent variable in varying degrees due to the percentage of variation, time, and dispersion of R^2 . It is probably the most widely used method of predicting a model's accuracy (Chicco et al. 2021).

VIF identifies multicollinearity, which measures the degree to which correlation enhances the variance of an observed regression coefficient. The regressions are moderately correlated if the VIF is more significant than 1. A VIF in the range of 5 and 10 represents a substantial correlation that may be problematic (O'Brien, 2007). Based on a dataset containing measurements for each variable in a specific sample, simple linear regression is applied to determine the correlation of a response variable y and a single independent variable x (Tranmer et al. 2020).

Multiple linear regression is a more sophisticated model than simple linear regression that can analyse a more complex relationship between the response and explanatory variables than simple linear regression. The following equation with a similar form but with more terms to accurately predict the answer.

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 \cdots + \beta_p x_p$$

As for the simple case, β_0 is the constant – which will be the predicted value of y when all explanatory variables are 0. In a model with p explanatory variables, each explanatory variable has its β coefficient (Tranmer et al. 2020).

vi *One-way Analysis of Variance is known as (ANOVA)*. It is mainly employed to compare the means of two or more independent groups to examine whether there is statistical evidence that the associated population means are significantly different (Kim, 2016). This research was to used to examine the impact of age (H7_a) on OPI, the null hypothesis (H0) and the alternative hypothesis (H7_a) are as follows:

$$H_0 : \mu_1 = \mu_2 = \dots = \mu_5$$

$$H_a : \mu_1 \neq \mu_2 \neq \dots \neq \mu_5$$

(where 1 = 18 - 30, 2 = 30 , ..., 5 = Over 60)

vii *Independent t test is used to compare two groups (Male and Female)*

The two-sample means do not differ statistically significantly

$$H_0 : \sigma^2_M = \sigma^2_F$$

The means of the two samples differ statistically significantly

$$H_{7b} : \sigma^2_M \neq \sigma^2_F$$

Regardless, Levene's test is still practical, as most empirical studies study variables associated with widespread choices versus their means or location factors. For instance, Levene's test is often used to determine whether the distribution of a financial variable, such as earnings or income, is different between two different groups of people.

Levene's test determines whether variances across groups are constant. When the p-value falls below the significant level at 0.05, it indicates a substantial difference between the variances. Therefore, the null hypothesis of equal variances is invalid, and it is evident that the sample variances are different (Gastwirth, Gel and Miao, 2009).

A significant deviation between two comparable mean values is assessed by comparing two independent mean values. The t-test statistically validates the survey by demonstrating that the mean of the two samples is equal (Nordstokke and Zumbo, 2007). The null hypothesis holds when a set of values is estimated and examined against benchmark values by using relevant equations:

Identify the homogeneity of mean values for pairs of participants (Men and Female)

$$H_0 : \mu_M = \mu_F$$

If the null hypothesis is denied, the results are generally reliable and appropriate

$$H_{7b} : \mu_M \neq \mu_F$$

In order to confirm or deny a competing hypothesis, a significant level must be established. A value of 0.05 implies that if the variation neither exceeds nor equals to 5%, the null hypothesis that the two samples are culturally different can be excluded (Nordstokke and Zumbo, 2007).

3.9 *Research Method Limitations*

The research has some limitations, including no previous studies have examined online purchase intentions in the watch industry. Consumers currently purchase or consider purchasing watches are mainly smartwatches (Reeder and David, 2016). It is the barrier to this research; prior research on online shopping watches is minimal, not limited to Hong Kong. It could not locate many journal articles relevant to the research problem, likely because consumers prefer to buy traditional timepieces in retail stores.

Secondly, this study employed the snowball methodology (Naderifar et al. 2017). Chain referrals are non-probability samples obtained from outside a predetermined population using a predetermined procedure. The outcome may be affected.

3.10 Research Ethics

The integrity of the data collected for this research project was paramount. All data was gathered exclusively for this dissertation and was kept confidential, without any identifiable information such as names, organisations, or professional backgrounds being disclosed. It ensured the anonymity of the interviewees, as well as the validity of the obtained data. Furthermore, all data was collected, stored, and analysed following the ethical principles of data protection. It included obtaining any necessary permissions before conducting the research project and informing the interviewees of the purpose of the study.

All these measures were taken to ensure that the data collected was secure and accurate and that the research results could be trusted. Only authorised personnel had access to the data to protect the data, and all documents were stored in a secure digital repository. Finally, all results were presented as aggregate numbers, ensuring no individual information was revealed. These precautions preserved the integrity of the research results.

3.11 Summary

Chapter 3 of this study explored qualitative and quantitative methods to identify, compile and evaluate information to establish reliability and consistency. Two Focus Groups were organised to solicit respondents' feedback and opinions on the study, accompanied by a preliminary test and ensuing revisions to the poll for a more extensive venture. A Google form questionnaire provided a broad overview of the situation. A pilot test was conducted to validate further the methods used in the primary research project. Data analysis techniques such as descriptive statistics, the reliability test, factor analysis, correlation analysis, simple and multiple regression analysis, independent T-test, and one-way ANOVA were used to analyse the collected data.

Chapter 4: Data Description and Analysis

This section aims to provide further information on the results of the original research. Graphs and statistics illustrate the attributes of the data, present descriptive numbers, and provide information on the variables. A correlation test of the data was also performed to determine whether there was any relationship among the variables. Cross-Tabulation, Reliability, Factor Analysis, Correlation, Regression, Independent T-Test, and One-Way ANOVA were utilised in this research.

4.1 Data from Focus Group

Based on PB, WB, eWOM, HF, and CB, two focus groups were conducted to collect opinions and individual feedback on consumer PI in the watch industry. A range of views from watch industry professionals and customers is necessary to carry out this study effectively. As a result, separate them into two groups.

Written questions (Appendix G) are prepared for the participants regarding a study of consumer online purchase intentions in the watch industry, including demographic data queries. Followed by general questions, competitor questions, improvements & dissatisfaction questions, overall usage, opinion questions and probing questions. For the sole purpose of this study, two focus groups have been recorded under their authority.

The first focus group, organised on 22nd December 2022, gathered valuable feedback from four professionals in the watch industry in their shop. In the watch industry, they have accumulated over 25 years of experience. It began as a retailer and grew into a chain of stores. Their business was expanded from an offline model to an online model to keep up with the changing needs of the new generation. Currently, three are KOLs, and one is a producer of a weekly live show on Facebook and YouTube. On average, their live shows attracted 6000 views on YouTube (AutoshopHK, 2022) and more than 72,000 followers on Facebook (AutoshopHKa, 2022). A prevalence analysis is provided in Focus Group I (Table 24), while a list of identifying terms and their relationship with the variables is provided in Focus Group ONE (Table 25).

A second focus group (Appendix I) was scheduled for the 4th of February 2023 with four additional participants. Compared to Group I (Appendix J), they have a higher level of education. Moreover, they are currently enrolled in an MBA program. Three worked in the medical field, and one worked as an IT specialist in a bank. Their age ranges from 30 to 40 years old. There is a prevalence analysis in both Focus Groups, and the identifying terms and their relationships to the variables are provided.

Table 24 demonstrates that Group II responded more enthusiastically than Group I. The participants in Group One are KOLs. They are only sometimes engaged in online shopping, mainly watches. Conversely, respondents in Group II made purchases two to three times a week daily, including apparel and accessories. In addition, they are more willing to spend 3,000 to under 20,000 dollars on watches, while Group One would prefer to consume 1,000 to 10,000 dollars in instalments. Their target markets are essentially distinguished by age, education, and profession. The price mentioned by all participants in both groups plays a significant role in determining their OPI, which mirrors the findings of Liu et al. (2013), and the price is very beneficial for PB (Silva et al. 2019).

The presence of low prices and discounts can have a significant impact on consumers' price perceptions, ultimately influencing their purchasing decisions. They also share a concern about convenience, which allow them to purchase anywhere and anytime online comfortably in CB, having a significant influence following Shannon et al. (2006)'s findings. The study of Al-Debei and Akroush (2015), online shopping is available to the consumer at any time and is easier to conduct.

Both groups believe obtaining sufficient information in WC is essential, as stated by Hasley and Gregg (2010), and feeds information that facilitates the potential buyer in OPI and impacts their engagement. TR of both groups indicates that the watches they intend to purchase correspond with the descriptions on the website. Fraud and mismanagement are two of their primary focuses. According to the study by Bilgihan (2016), a website should be trustworthy to its customers. Moreover, group II raised questions concerning after-sales service, return and refund procedures.

Table 24: The prevalence and correlation of Focus Group I and II variables.

Group I		vs	Group II	
Indicator	Recurrence	Variables identified	Indicator	Recurrence
Price/Value	9	PB	Price	9
Same as web	2	WC	System	2
n/a	n/a		Info	10
			Easy	5
KOL	8	eWOM	KOL	11
n/a	n/a		Bias	4
Own Taste	3	HF	Own Taste	4
Special Uniqueness	4		Uniqueness	3
Fraud	4	TR	Fraud	4
Broken	3		Broken	3
			Credit	4
n/a	n/a		Reliable	2
			Return Refund	8
Connivence	6	CB	Connivence	9
			Stay Home	4
n/a	n/a		Relax Comfortable	3
Anytime/ anywhere	4	OPI	Anytime/ Anywhere No Boundary	5
n/a	n/a		Delivery	5

Source: Created by Author

Bilal et al. (2022) identified eWOM as having a significant positive effect on brand love; nevertheless, it also has the negative consequence of bias. Both participants believe that KOL expertise is helpful when shopping online; nonetheless, overselling can also have a negative impact; the participants prefer to make independent purchasing decisions, and HF is also a concern in online shopping.

4.2 Data from the Final Questionnaire

PB, WC, eWOM, HF, and CB questionnaires were completed to investigate consumers' online purchase intentions in the watch industry. A random sample of the author's friends was selected to participate in the survey, as well as having the opportunity to invite their friends to participate. This survey was promoted through social media platforms such as WhatsApp, Facebook Messenger, and WeChat. Participants were facilitated with a hyperlink to respond to the online questionnaire. This research used data from surveys conducted between 14th February 2023 and 18th February 2023 (Table 25). In response to 307 survey invitations, 307 valid and complete responses were received, resulting in a response rate of 100% (Table 26).

Table 25: Overview of the questionnaire collection period

Date	Frequency	Precent	Valid Precent	Cumulative Precent
14.FEB.2023	43	14.0	14.0	14.0
14.FEB.2023	143	46.6	46.6	60.6
16.FEB.2023	54	17.6	17.6	78.2
17.FEB.2023	65	21.1	21.1	99.3
18.FEB.2023	2	0.7	0.7	100.0
Total:	307	100.0		

Source: Constructed by Author

Table 26: Overview of 307 participant' gender and age distribution

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	M	166	54.1	54.1	54.1
	F	141	45.9	45.9	100
Total:		307	100	100	
Age	18-30	21	6.8	6.8	6.8
	31-40	60	19.5	19.5	26.4
	41-50	126	41.0	41.0	67.4
	51-60	67	21.8	21.8	89.3
	Over 60	33	10.7	10.7	100
Total:		307	100		

Source: Constructed by Author

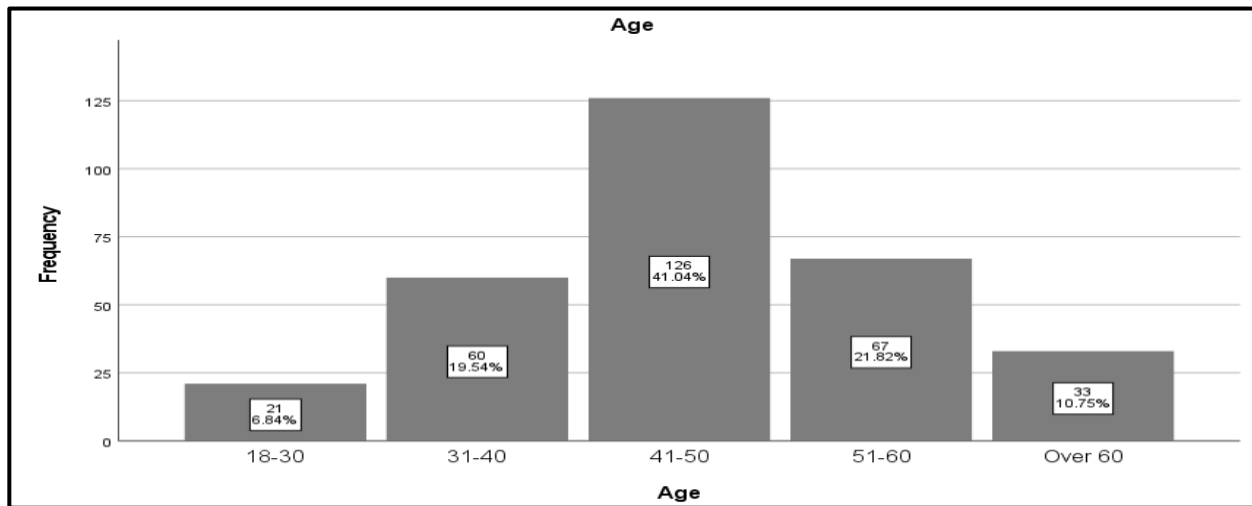
4.2.1 Demographic Data

Demographics help define consumers' preferences, such as age and gender; by analysing these data, trends and patterns can be identified towards OPI (Li, Kuo and Rusell, 1999).

4.2.1.1 Age

Figure 9 illustrates the breakdown of 307 participants into five age categories. 126 participants represented 41.04% of the data in the 41 to 50 age group. In the youngest age group, 18 to 30 years of age, only 21 people provided feedback, which represents a segment of the online shopping population that is relatively middle-aged, almost one-fifth of all responses.

Figure 9: Ages distribution of participants

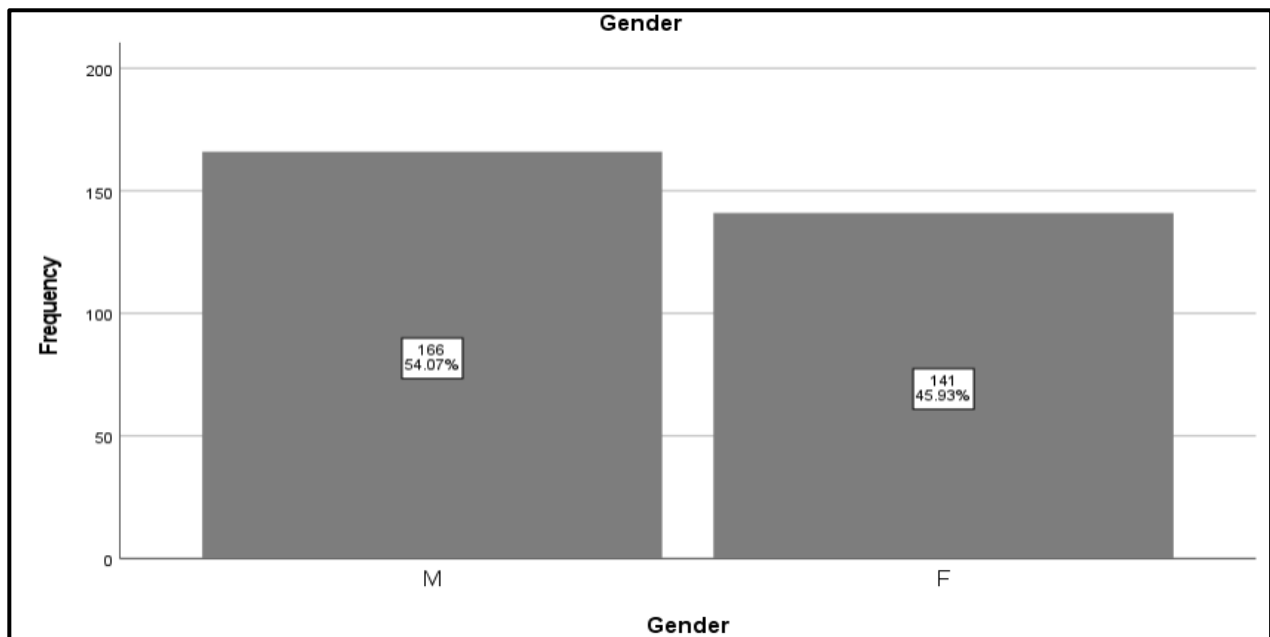


Source: Constructed by Author

4.2.1.2 Gender

Based on Figure 10, 126 of the 307 respondents were between 41 and 50. There were 54.1% of men and 45.9% of women in the sample of 307 respondents. In this data collection, males outnumbered females by 8.2%

Figure 10: Gender distribution of participants



Source: Constructed by Author

4.2.1.3 An Overview of Demographic Data.

Figure 10 presents 307 participants recruited from the circulated interview questions for this study. The gender distribution of participants was relatively equal, with 45.93 per cent females and 54.07 per cent males; no significant differences were found between the two genders. Major differences were observed between age groups. 126 individuals represented the age group of 41 to 50. Over 40 per cent of 307 participants responded to the survey, which is six times higher than the age group with the lowest response rate, 18 to 30.

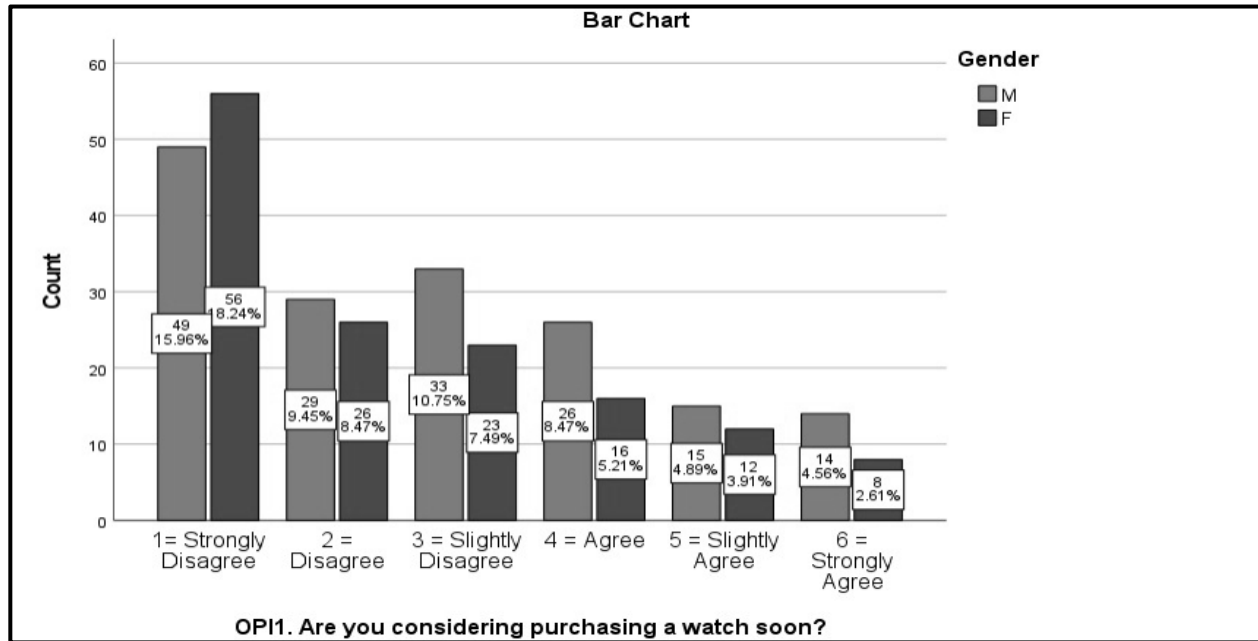
4.3 Cross-Tabulation of Demographic Factors with Online Purchase Intentions.

Cross-tabulation is a statistical analysis that illustrates the outcomes of the overall sample of participants and the consequences of precisely targeted groups. Thus, comparative tables allow scholars to examine correlations within a data set from various perspectives that can be hidden.

A cross-tabulation is also known as a contingency table since it tests hypotheses about how some variables impact others or how increases in one factor may influence the growth, decrease, or presence of curved lines. Establishing causality issues or reciprocal relationships is complex without empirical evidence or long-term records (White and Korotayev, 2004). Consequently, cross-tabulation was used to assess whether age correlates with OPI on the watch.

Previous research has indicated differences between the decision-making processes of men and women regarding online purchase intention. Online shopping experiences influence consumers' perceptions of product, financial, and privacy risks (Dai, 2007). A comparison of Figure 11 and Table 26 shows that 55 participants out of 166 males (33.1%) plan to purchase a wristwatch in the future, and 46 participants out of 141 females (25.5%) intend to buy a wristwatch soon. Hence, male participants were more likely to purchase wristwatches than female participants.

Figure 11: Online Purchase Intention (OPI) and Gender

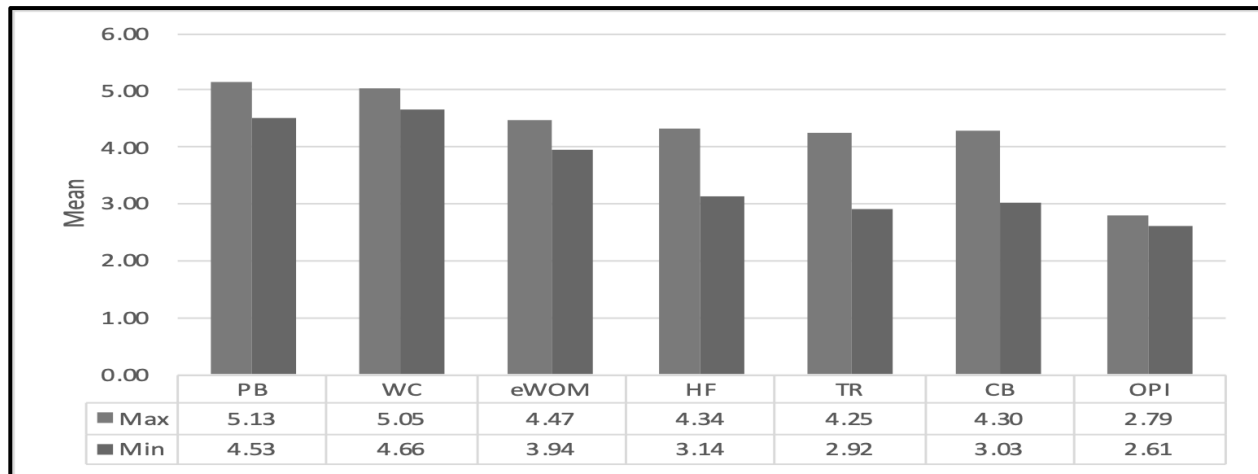


Source: Constructed by Author

4.4 Each Factor's Highest and Lowest Averages

The mean ratings for each element are shown in Figure 12 as their maximum and minimum values. The mean, standard deviation, and minimum and maximum values for every variable are listed in Table 26.

Figure 12: Averages of the Maximum and Minimum Values for each variable.



Source: Constructed by Author

Table 27: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PB1. Online shopping allows me to shop in the privacy of my home or office.	307	1	6	5.05	1.257
PB2. Online shopping allows me to make purchases at any time and from anywhere.	307	1	6	5.13	1.143
PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.	307	1	6	4.53	1.256
WC1. The ordering process used by the site is simple and essential for online shopping.	307	1	6	5.05	1.148
WC2. The search capability on a website (including keyword, website, service, and product optimisation).	307	1	6	4.97	1.117
WC3. A website is visually appealing.	307	1	6	4.68	1.101
WC4. It would be easy for me to become proficient at using the website.	307	1	6	4.66	1.083
eWOM1. It is common for me to read online testimonials for products purchased online.	307	1	6	3.88	1.284
eWOM2. I have only read positive feedback about the website I am considering purchasing.	307	1	6	3.63	1.416
eWOM3. When considering an online purchase, recommendations from social media are important (e.g. Facebook, Instagram or others).	307	1	6	3.94	1.248
eWOM4. It gives me more confidence to purchase a product when I read online reviews and recommendations from other consumers.	307	1	6	4.47	1.133
HF1. When I buy a product, I look for the most attractive design to make me feel confident.	307	1	6	4.13	1.163
HF2. Knowing the opinions of others regarding the product before buying is imperative.	307	1	6	4.34	1.192
HF3. I am satisfied with the item I purchased because it is superior to others.	307	1	6	4.29	1.110
HF4. It would be a pleasure to purchase watches online.	307	1	6	3.14	1.331
TR1. Shopping online is a safe and secure process.	307	1	6	3.59	1.091
TR2. My personal information will be protected when I shop online.	307	1	6	3.49	1.312
TR3. I trust online shopping will not sell my personal information (e.g. e-mail, phone number or name) to others for commercial use.	307	1	6	2.92	1.362
TR4. My confidence in the website's reliability is increased if it provides sufficient information about the company's history.	307	1	6	4.25	1.179
CB1. Online shopping is more convenient than shopping in a physical store.	307	1	6	4.30	1.200
CB2. Shopping online is a pleasant experience.	307	1	6	4.14	1.089
CB3. Identifying KOLs who recommend or present products or services is essential.	307	1	6	3.48	1.317
CB4. KOL recommendations should be considered when I want to buy a watch.	307	1	6	3.03	1.428
OPI1. Are you considering purchasing a watch soon?	307	1	6	2.66	1.605
OPI2. In the future, are you likely to purchase a watch from an online shop?	307	1	6	2.76	1.472
OPI3. In general, I follow recommendations from brands made by their KOLs.	307	1	6	2.79	1.414
OPI4. The brands recommended by KOLs would be my first choice.	307	1	6	2.61	1.423
Valid N (listwise)	307				

Source: Constructed by Author

Table 27 shows that PB2 had a mean of 5.13 and a standard deviation of 1.143. The data shows that online shopping allows consumers to purchase anytime and anywhere, which is vital. It adversely affects their intention to make an online purchase. In addition, OPI4 has the lowest mean

score of 2.61, with a standard deviation of 1.423. The results showed that PB2 is a significant factor in online purchase intention for watches. Furthermore, PB1 and WC1 also had the second highest mean, 5.05, only 0.08 less than PB2; therefore, consumers also value PB1's privacy and user-friendliness during the ordering process were essential factors.

4.5 Reliability Test

Cronbach's alpha reliability metric, Cronbach (1951) measures the reliability of two or more q measurements in conjunction. It serves as an assessment of the "internal consistency" of the data. A higher confidence interval indicates more excellent reliability in general (Bonett and Wright, 2015).

Table 28: Reliability Statistics

Factors	No of items	Cronbach's Alpha		Researcher
		This research	Other research	
PB	3	0.839	0.890	(Lee, 2009)
WC	4	0.850	0.760	(Al-Tabbaa et al. 2021)
eWOM	3	0.726	0.834	(Woon and Chng, 2019)
HF	4	0.710	0.905	(Tengilimoglu and Hassan, 2020)
TR	4	0.813	0.797	(Liu et al. 2013)
CB	4	0.782	0.826	(Torres, 2021)
OP	4	0.802	0.830	(Silva et al. 2019)
Total:	26	0.928	0.835	

Source: Constructed by Author

Using Cronbach's coefficient as a measurement of reliability, the 26 elements of the questionnaire achieved a Cronbach's coefficient of 0.928 (Table 28). This value exceeds the predefined minimum value of 0.7 (Table 19), indicating high-reliability levels. When compared to the other studies, most components are excess at 0.80. However, the significant difference is HF, which is 0.195 less than Tengilimoglu and Hassan (2020) of 0.905.

4.6 Factor Analysis

Table 29 presents the study's empirical results regarding the Kaiser-Meyer-Olkin (KMO) sample method and Bartlett's sphericity test. There is a fluctuation in the KMO value between 0 and 1, reflecting whether the data should be examined in more detail. It is assumed that the value of KMO is above or equivalent to 0.5 with a significant discount (sig) or probability (p) below 0.05. The KMO matrix value of the research is 0.919, which is above 0.9 and positioned within the marvellous zone (Table 20); therefore, factor analysis is a suitable approach for this study (Napitupulu et al. 2017).

Table 29: KMO and Bartlett's test

KOM and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequency.		0.919
Bartlett's Test of Sphericity	Approx. Chi-Square	4839.533
	df	351
	Sig.	0.000

Source: Constructed by Author

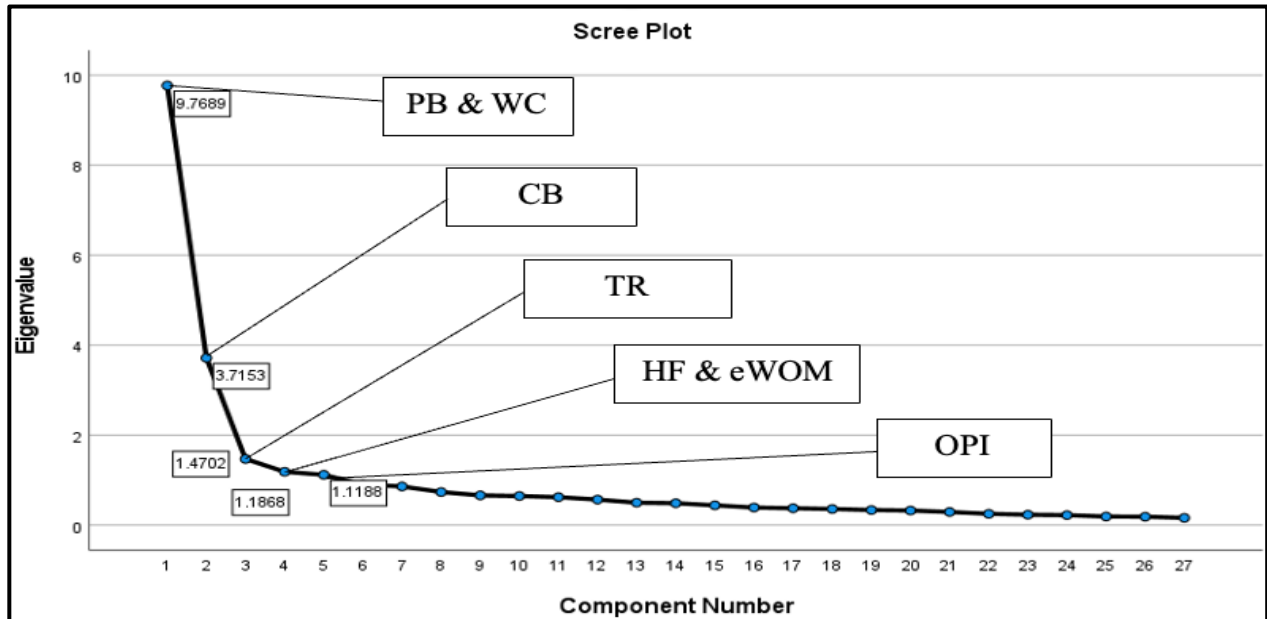
Table 30: Total Variance Explained

Initial Eigenvalues			
Component	Total	% of Variance	Cumulative %
1. PB & CB	9.769	36.181	36.181
2. CB	3.715	13.761	49.942
3. TR	1.47	5.445	55.387
4. HF & eWOM	1.187	4.396	59.783
5. OPI	1.119	4.144	63.927
Extraction Method: Principal Component Analysis			

Source: Constructed by Author

The eigenvalues (Kaiser, 1991) of all elements in Table 30 are more significant than 1, emphasizing their importance. A determinant's eigenvalue indicates its contribution to the total variation. Statistically, substantial factors with eigenvalues less than 1 cannot be identified as significant since they need to provide sufficient diversity.

Figure 13: Scree plot for Eigenvalues



Source: Constructed by Author

The eigenvalues greater than one (Kaiser, 1991) are determined by applying Table 30 and Figure 13. A total of 63.926% of the cumulative variance can be attributed to seven factors. Seven factors comprise five components with eigenvalues of 9.769, 3.715, 1.470, 1.187 and 1.119, respectively. Observe that the scree plot becomes horizontal after the fourth component; nonetheless, all the factors are essential since the Eigenvalues are more than 1. This study approach emphasizes PB & WC as crucial components (Al-Debei and Akroush, 2015).

Table 31: Rotated Component Matrix

	Factor Loadings		Adopted from
	This Research	Other Research	
PB2. Online shopping allows me to make purchases at any time and from anywhere.	0.825	0.88	Al-Debei and Akroush (2015)
PB1. Online shopping allows me to shop in the privacy of my home or office.	0.788	0.84	
PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.	0.708	0.68	
WC2. The search capability on a website (including keyword, website, service, and product optimisation).	0.796	0.74	Al-Debei and Akroush (2015)
WC1. The ordering process used by the site is simple and essential for online shopping.	0.794	0.78	
WC3. A website is visually appealing.	0.631	0.74	
WC4. It would be easy for me to become proficient at using the website.	0.626	0.76	
CB4. KOL recommendations should be considered when I want to buy a watch.	0.801	0.730	Bu and Parkinson (2022)
CB3. Identifying KOLs who recommend or present products or services is essential.	0.691	0.820	
TR2. My personal information will be protected when I shop online.	0.778	0.870	Al-Debei and Akroush (2015)
TR3. I trust online shopping will not sell my personal information (e.g. e-mail, phone number or name) to others for commercial use.	0.775	0.500	
TR1. Shopping online is a safe and secure process.	0.655	0.780	
eWOM2. I have only read positive feedback about the website I am considering purchasing.	0.641	0.880	Al-Debei et. al (2015)
eWOM3. When considering an online purchase, recommendations from social media are important (e.g. Facebook, Instagram or others).	0.562	0.790	
HF2. Knowing the opinions of others regarding the product before buying is imperative.	0.597	0.840	Das, Mazumder, and Sanyal (2022)
HF1. When I buy a product, I look for the most attractive design to make me feel confident.	0.562	0.850	
HF3. I am satisfied with the item I purchased because it is superior to others.	0.502	0.710	
OPI1. Are you considering purchasing a watch soon?	0.752		Torres (2021)
OPI2. In the future, are you likely to purchase a watch from an online shop?	0.698		
Extraction Method: Principal Component Analysis.			
a. Rotation converged in 8 iterations.			

Source: Constructed by Author

Table 31 shows that the components have been rotated to simplify and make them easier to understand. A wide range of variables can be examined or estimated in rotation using several subordinate influences. In addition, many items are understood through individual components. Principal factor analysis is frequently employed to limit the multidimensionality of a statistical sample. It eliminates the p coefficients, calculated from a less comprehensive set of m factors. To establish a 'simple structure', a portion or the entirety of the assembled m is rotated to clarify the area covered by the various elements (Jolliffe, 1995). By performing factor analysis, it was possible to distinguish variables from 26 factors correlated with precursors of OPI in the watch industry.

4.7 *Correlation Test*

Correlation coefficients indicate the degree of connection between two variables. (Appendix H) examine the results of those with three data sets.

According to Table 22, Schober and Schwarte (2018) generally believe that a correlation coefficient of 0.1 represents a negligible correlation and a coefficient of 0.9 represents a solid relation; however, intermediate measures are subject to debate. The above tables show that the average correlations are close to 0.450; the weakest correlation is 0.302 for WC3 to OPI, and the strongest is 0.743 for CB4 to OPI at a 99% confidence level (Appendix H).

4.8 *Regression Model*

A regression model is a technique for examining a dependent variable's pattern in conjunction with independent variables. A simple regression model adopts only one indicator to assess its relationship to the dependent variable, and Multiple regression analysis evaluates the association of multiple variables. Simple linear regression involves a single independent variable to predict the dependent variable. An initial assessment of the reliability correlation can often be made using a linear expression of X or a properly converted X (Yu and Gibson, 2010). According to the equation below, the R^2 of a linear model measures the variation in the dependent variable:

$$R^2 = \frac{\text{Variance explained bt the model}}{\text{Total variance}}$$

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Table 32: Model Summary and ANOVA of Dependent Variable

Dependent Variable						
TR4: My confidence in the website's reliability is increased if it provide suffocient infromatiom about the company history.			OP2: In the future, are you likely to purchase a watch from an online shop?			
Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
4	.513 ^d	.263	.253	1.019		
d. Predictors: (Constant), eWOM4. It gives me more confidence to purchase a product when I read online reviews and recommendations from other consumers., WC3. A website is visually appealing. , eWOM1. It is common for me to read online testimonials for products purchased online., eWOM2. I have only read positive feedback about the website I am considering purchasing.						
e. Dependent Variable: TR4. My confidence in the website's reliability is increased if it provides sufficient information about the company's history.						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
3	.620 ^c	.385	.379	1.160		
c. Predictors: (Constant), HF4. It would be a pleasure to purchase watches online. , CB4. KOL recommendations should be considered when I want to buy a watch. , PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.						
d. Dependent Variable: OPI2. In the future, are you likely to purchase a watch from an online shop?						
Interpretation						
The multiple linear regression equation is the least squares regression equation. The best-fitting line is chosen under the criteria that the combination of the squares of the residuals should be the least (Yu and Gibson, 2010). It shows a moderately positive correlation R of 0.513 in model 4.			The multiple linear regression equation is the least squares regression equation. The best-fitting line is chosen under the criteria that the combination of the squares of the residuals should be the least (Yu and Gibson, 2010). It shows a moderately positive correlation R of 0.620 in model 3.			
Based on the coefficient of determination, R ² in Model 4 can be explained by variation in the independent variable eWOM and WC , which is responsible for 26.3% of TR4's variation by utilizing (Chicco et al. 2021).			Based on the coefficient of determination, R ² in Model 3 can be explained by variation in the independent variable CB4 and PB3 , which is responsible for 38.6% of OPI's variation by utilizing.			
ANOVA ^a						
F = 26.914 is calculated by subtracting Mean Square Regression (111.738) from the Mean Square Residual (313.448). There is suitable proof to indicate that the MLR model appropriately interprets the data consistently at 99% confidence level by using this F value.			F = 63.192 is calculated by subtracting Mean Square Regression (255.043) from the Mean Square Residual (407.635). There is suitable proof to indicate that the MLR model appropriately interprets the data consistently at at 99% confidence level by using this F valu value.			
Model	Sum of Squares	df	Mean Square	F	Sig.	
4	Regression	111.738	4	27.934	26.914	<.001 ^e
	Residual	313.448	302	1.038		
	Total	425.186	306			
a. Dependent Variable: TR4. My confidence in the website's reliability is increased if it provides sufficient information about the company's history.						
e. Predictors: (Constant), eWOM4. It gives me more confidence to purchase a product when I read online reviews and recommendations from other consumers., WC3. A website is visually appealing. , eWOM1. It is common for me to read online testimonials for products purchased online., eWOM2. I have only read positive feedback about the website I am considering purchasing.						
Model	Sum of Squares	df	Mean Square	F	Sig.	
3	Regression	255.043	3	85.014	63.192	<.001 ^d
	Residual	407.635	303	1.345		
	Total	662.678	306			
a. Dependent Variable: OPI2. In the future, are you likely to purchase a watch from an online shop?						
d. Predictors: (Constant), HF4. It would be a pleasure to purchase watches online. , CB4. KOL recommendations should be considered when I want to buy a watch. , PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.						

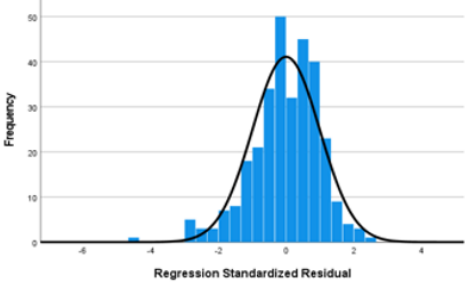
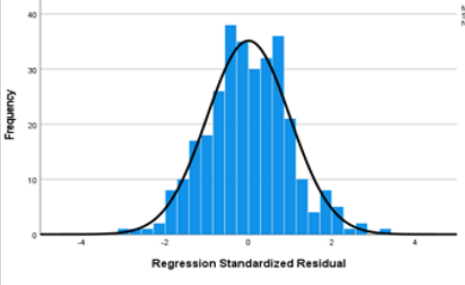
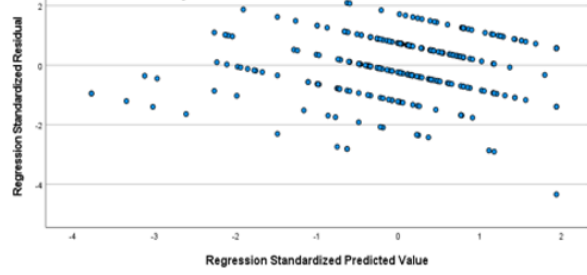
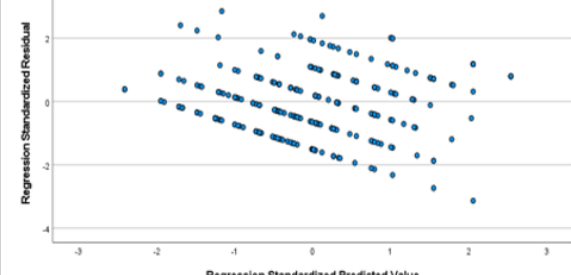
Source: Constructed by Author

Table 33: Coefficients of Dependent Variable

Dependent Variable																																																																																																																	
TR4: My confidence in the website's reliability is increased if it provide suffocient infromatiom about the company history.					OP2: In the future, are you likely to purchase a watch from an online shop?																																																																																																												
Coefficients ^a																																																																																																																	
<table><thead><tr><th>Model</th><th colspan="2">Unstandardized Coefficients</th><th>Standardized Coefficients</th><th></th><th colspan="3">Collinearity Statistics</th></tr><tr><th></th><th>B</th><th>Std. Error</th><th>Beta</th><th>t</th><th>Sig.</th><th>Tolerance</th><th>VIF</th></tr></thead><tbody><tr><td>4 (Constant)</td><td>1.278</td><td>.298</td><td></td><td>4.283</td><td><.001</td><td></td><td></td></tr><tr><td>eWOM4. It gives me more confidence to purchase a product when I read online reviews and recommendations from other consumers.</td><td>.228</td><td>.063</td><td>.219</td><td>3.646</td><td><.001</td><td>.676</td><td>1.479</td></tr><tr><td>WC3. A website is visually appealing.</td><td>.221</td><td>.062</td><td>.207</td><td>3.571</td><td><.001</td><td>.728</td><td>1.374</td></tr><tr><td>eWOM1. It is common for me to read online testimonials for products purchased online.</td><td>.154</td><td>.054</td><td>.168</td><td>2.858</td><td>.005</td><td>.706</td><td>1.416</td></tr><tr><td>eWOM2. I have only read positive feedback about the website i am considering purchasing.</td><td>.087</td><td>.043</td><td>.104</td><td>2.029</td><td>.043</td><td>.930</td><td>1.075</td></tr></tbody></table>					Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics				B	Std. Error	Beta	t	Sig.	Tolerance	VIF	4 (Constant)	1.278	.298		4.283	<.001			eWOM4. It gives me more confidence to purchase a product when I read online reviews and recommendations from other consumers.	.228	.063	.219	3.646	<.001	.676	1.479	WC3. A website is visually appealing.	.221	.062	.207	3.571	<.001	.728	1.374	eWOM1. It is common for me to read online testimonials for products purchased online.	.154	.054	.168	2.858	.005	.706	1.416	eWOM2. I have only read positive feedback about the website i am considering purchasing.	.087	.043	.104	2.029	.043	.930	1.075	<table><thead><tr><th>Model</th><th colspan="2">Unstandardized Coefficients</th><th>Standardized Coefficients</th><th></th><th colspan="3">Collinearity Statistics</th></tr><tr><th></th><th>B</th><th>Std. Error</th><th>Beta</th><th>t</th><th>Sig.</th><th>Tolerance</th><th>VIF</th></tr></thead><tbody><tr><td>3 (Constant)</td><td>-.349</td><td>.278</td><td></td><td>-</td><td>.210</td><td></td><td></td></tr><tr><td>HF4. It would be a pleasure to purchase watches online.</td><td>.442</td><td>.056</td><td>.399</td><td>7.824</td><td><.001</td><td>.779</td><td>1.284</td></tr><tr><td>CB4. KOL recommendations should be considered when I want to buy a watch.</td><td>.251</td><td>.053</td><td>.243</td><td>4.743</td><td><.001</td><td>.772</td><td>1.295</td></tr><tr><td>PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.</td><td>.212</td><td>.054</td><td>.181</td><td>3.912</td><td><.001</td><td>.950</td><td>1.053</td></tr></tbody></table>					Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics				B	Std. Error	Beta	t	Sig.	Tolerance	VIF	3 (Constant)	-.349	.278		-	.210			HF4. It would be a pleasure to purchase watches online.	.442	.056	.399	7.824	<.001	.779	1.284	CB4. KOL recommendations should be considered when I want to buy a watch.	.251	.053	.243	4.743	<.001	.772	1.295	PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.	.212	.054	.181	3.912	<.001	.950	1.053
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Equation																																																																																																																	
The regression equation coefficients of Model 4 show the estimated values of the dependent variable Trust4 based on the independent variables eWOM4(confidence), WC3 (visually appealing), eWOM1 (online testimonials) and eWOM2 (positive feedback). Following is a formulation of the regression					The regression equation coefficients in Model 3 show the estimated values of the dependent variable OPI2 based on the independent variables HF4 (pleasure), CB4 (consider KOL recommendations) and PB3 (saving hassle). Following is a formulation of the regression equation:																																																																																																												
Trust4 = 1.278+ 0.228 eWOM4 + 0.221 WC3 + 0.154 eWOM1 + 0.087 eWOM2					OPI2 = 0.442 x HF4 + 0.251 x CB4 + 0.212 x PB3																																																																																																												
Interpretation																																																																																																																	
Therefore, assuming that all other variables are kept unchanged: The coefficients indicating in one unit of eWOM4, WC3, eWOM1, eWOM2 rises by 0.288, 0.221, 0.154 and 0.087 units representatively, thus, eWOM is most important.					Therefore, assuming that all other variables are kept unchanged: The coefficient of eWOM4 is 0.349, indicating in one unit of HF4, CB4 and PB4, OPI2 rises by 0.442, 0.251 and 0.212 units representatively.																																																																																																												
β eWOM4 = 0.219; β WC3 = 0.207; β WOM1 = 0.168; β eWOM2 = 0.104 = positive relationship between eWOM4 and TR4; WC3 and TR4; eWOM1 and TR4; eWOM2 and TR4 respectively.					βHF4 = 0.399; βCB4 = 0.243; βPB3 = 0.181 = positive relationship between HF4 and OPI2; CB4 and OPI2; PB3 and OPI																																																																																																												

Source: Constructed by Author

Table 34: Histogram and Scatter Plot of Dependent Variable

Dependent Variable	
TR4: My confidence in the website's reliability is increased if it provide suffocient infromatiom about the company's history.	OP2: In the future, are you likely to purchase a watch from an online shop?
Histogram	
Visual assessmentof the histogram revealed that every variable had a symmetric pattern; the residuals had a routine with zero mean values.	Visual assessment of the histogram revealed that every variable had a symmetric pattern; the residuals had a routine with zero mean values.
Dependent Variable: TR4. My confidence in the website's reliability is increased if it provides sufficient information about the company's history. 	Dependent Variable: OPI2. In the future, are you likely to purchase a watch from an online shop? 
Scatterplot	
The slope of the scatterplot indicates a slight negative tendency in the pattern	The slope of the scatterplot indicates a slight negative tendency in the pattern.
Dependent Variable: TR4. My confidence in the website's reliability is increased if it provides sufficient information about the company's history. 	Dependent Variable: OPI2. In the future, are you likely to purchase a watch from an online shop? 

Source: Constructed by Author

Table 34 illustrates that the MLR model effectively addresses the situation based on the Histogram and Scatterplot.

4.9 One-way ANOVA test

We could have analysed the data using an analysis of variance (ANOVA). A One-Way ANOVA is a collection of statistical models and their associated procedures in which the variation in a given variable is categorised into different sources of variation. In simplest form (one-way ANOVA), it provides a statistical test of whether or not the means of several independent groups are equal. In a one-way ANOVA with conjectured irrational variables, the following hypotheses are of significance (Jiryaei et al. 2013) given the following equation:

$$H_0: \mu_1 = \mu_2 = \dots = \mu_5$$

$$H_A: \mu_1 \neq \mu_2 \neq \mu_3 \neq \dots \neq \mu_5$$

4.9.1 One-way ANOVA of Age

In Table 35, the mean and standard deviation provided for the dependent variable: OPI totalled across all age groups (18-30, 1; 31-40, 2; 41-50, 3; 51-60, 4; and Over 60, 5) as given:

Table 35: Descriptive Table of Age

Descriptive of Age								
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum
OPI4. The brands recommended by KOLs would be my first choice	18 - 30	21	2.81	1.632	0.356	2.07	3.55	1
	31 - 40	60	2.32	1.242	0.16	2	2.64	1
	41 - 50	126	2.48	1.307	0.116	2.25	2.71	1
	51 - 60	67	2.76	1.528	0.187	2.39	3.13	1
	Over 60	33	3.18	1.648	0.287	2.6	3.77	1
	Total:	307	2.61	1.423	0.081	2.45	2.77	1

Source: Constructed by Author

The statistical significance of the variations in the means of the groups is presented in Table 37, along with the results of the ANOVA. Consequently, the groups differ statistically at a p-value is 0.037 is less than the significance level of 0.05; thus the one-way ANOVA test is valid at a 95% confidence level.

Table 36: ANOVA Table of Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
OPI4. The brands recommended by KOLs would be my first choice.	Between Groups	20.571	4	5.143	2.594	0.037
	Within Groups	598.738	302	1.983		
	Total:	619.309	306			

Source: Constructed by Author

When an analysis of variance (ANOVA) produces a significant finding, this suggests that each group varies from the rest. Nevertheless, the combined test cannot reveal the degree of variability associated with the mean. Generally, ANOVA is applied to a series of statistical tests for variances relating to means and typically for evaluating two means.

A basis for analysing parallel data is the **Honestly Significant Difference (HSD)** test introduced by Tukey. Using the distribution to calculate the difference between two means. It gives the sampling distribution of significant variation relating to the mean values collected from a similar sample. A similar population is used for all bilateral comparisons to capture a tremendous variation. As a result, the Tukey HSD technique is considered relatively accurate (Williams, 2014).

Table 37 for a comparison of groups. It shows a statistically significant difference in OPI between the age groups of Over 60 and 31 - 40 (MD = 0.865*, $p < 0.05$). As the result, it has a lower mean of OPI than others.

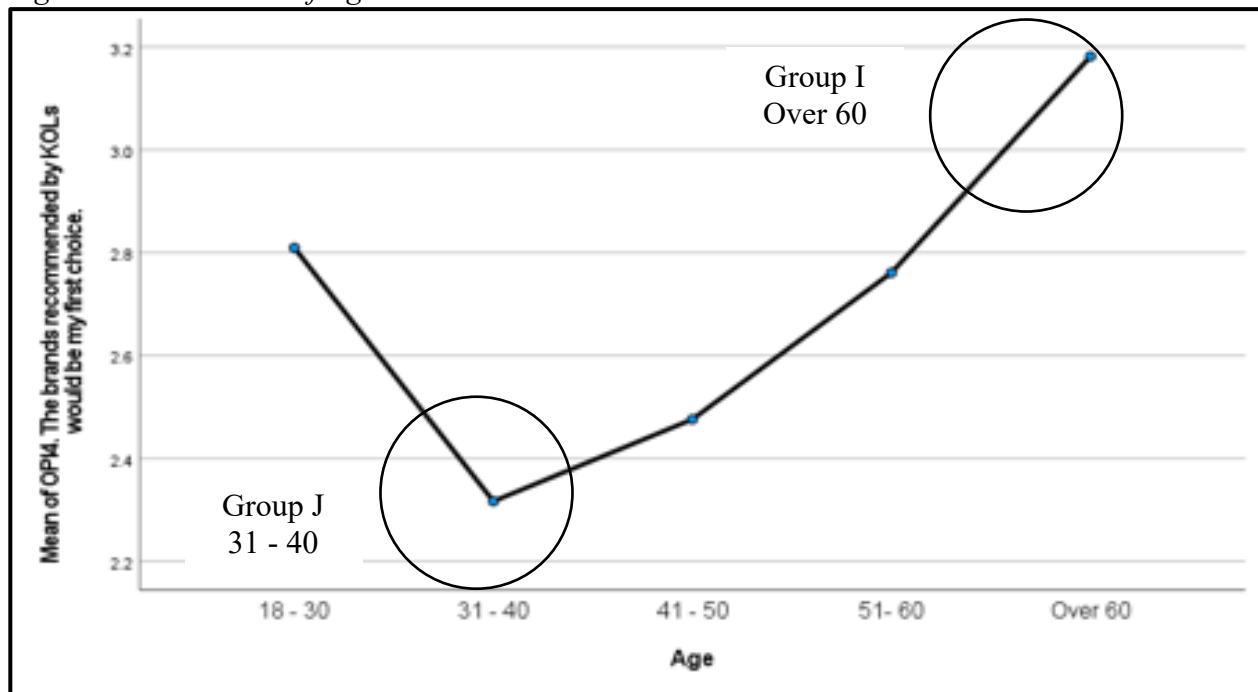
Table 37: Tukey HSD

Dependent Variable							
	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
OPI4. The brands recommended by KOLs would be my first choice.	Over 60	18 - 30	0.372	0.393	0.878	-0.71	1.45
		31 - 40	.865*	0.305	0.039	0.03	1.7
		41 - 50	0.706	0.275	0.08	-0.05	1.46
		51- 60	0.421	0.299	0.625	-0.4	1.24

*. The mean difference is significant at the 0.05 level.

Source: Constructed by Author

Figure 14: Mean Plot of Age



Source: Constructed by Author

4.9.2 Summary of One-way ANOVA test

In summary, the mean of OPI across all age groups is 3.6 with a standard deviation of 0.7. The mean for age 18-30 is 3.2, for age 31-40 is 3.4, for age 41-50 is 3.7, for age 51-60 is 3.9, and for ages over 60 is 4.0. The ANOVA test shows that the variation between the means of the age groups is statistically significant with a p-value of 0.037, which is less than the significance level of 0.05. Thus, this suggests that the means of the age groups vary from each other. Furthermore, the Tukey HSD test shows that the mean of the brand commendation by KOL of age over 60 is 0.039 higher than the age 31-40 at a 95% confidence level.

4.10 Independent t-test

Rather than analysing the data using a One-Way ANOVA, we might have been able to conduct an independent t-test analysis. Independent t-test that compares two groups whose means are unrelated. Statistically, the analyst examines the likelihood that two datasets represent the same population. Therefore, independent sampling refers to a group of individuals who are not acquainted with each other (Gerald, 2018). It can be expressed in the formula as follows:

$$H_0: \sigma^2_M = \sigma^2_F$$

$$H_{7b}: \sigma^2_M \neq \sigma^2_F$$

An independent t-test reveals that males and females have equal distributions and proportions. The hypothesis of uniformity of difference was examined using Levene's Test of Equality (Gastwirth, Gel and Miao, 2009). The F-test is a method for measuring the difference or SD between two groupings of individuals. It is primarily applicable when the two samples are unrelated and equally dispersed. Defining the numerator and denominator necessitates the calculation of **Degree of freedom** (df); the corresponding F values are given in Table 50.

Table 38: An explanation of the F Test formula in detail.

Equation	Variable	Description
$F_{STAT} = \frac{S_1^2}{S_2^2}$	S_1^2	Variable of sample 1 (the large sample variance)
	n_1	Sample size of sample 1
$df_1 = n_1 - 1$	S_2^2	Variable of sample 2 (the large sample variance)
	n_2	Sample size of sample 2
$df_2 = n_2 - 1$	$n_1 - 1$	Numerator degrees of freedom
	$n_2 - 1$	Denominator degrees of freedom

Source: Constructed by Author

Table 39: Group Statistics for Independent t-test

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
OPI1. Are you considering purchasing a watch soon?	M	166	2.83	1.618	0.126
	F	141	2.48	1.575	0.133
OPI3. In general, I follow recommendations from brands made by their KOLs.	M	166	2.64	1.393	0.108
	F	141	2.95	1.426	0.12

Source: Constructed by Author

Levene's test for variance equality yields a p-value = 0.844 and 0.686 > 0.05 for OPI1 and OPI3, respectively, indicating that the variances of males and females are equal.

$$H_0: \mu_M = \mu_F$$

$$H_{7b}: \mu_M \neq \mu_F$$

According to the t-test for equality of means (Table 48), the p-value = 0.028, consider purchasing a watch and 0.029, follow the recommendation from KOL. Both p-values are less than the significant level at 0.05; therefore, it rejects the null hypothesis; as a result, genders have significant differences. ($MD_{M>F} = 0.350$, $MD_{F>M} = -0.306$).

Table 40: Levene's Test

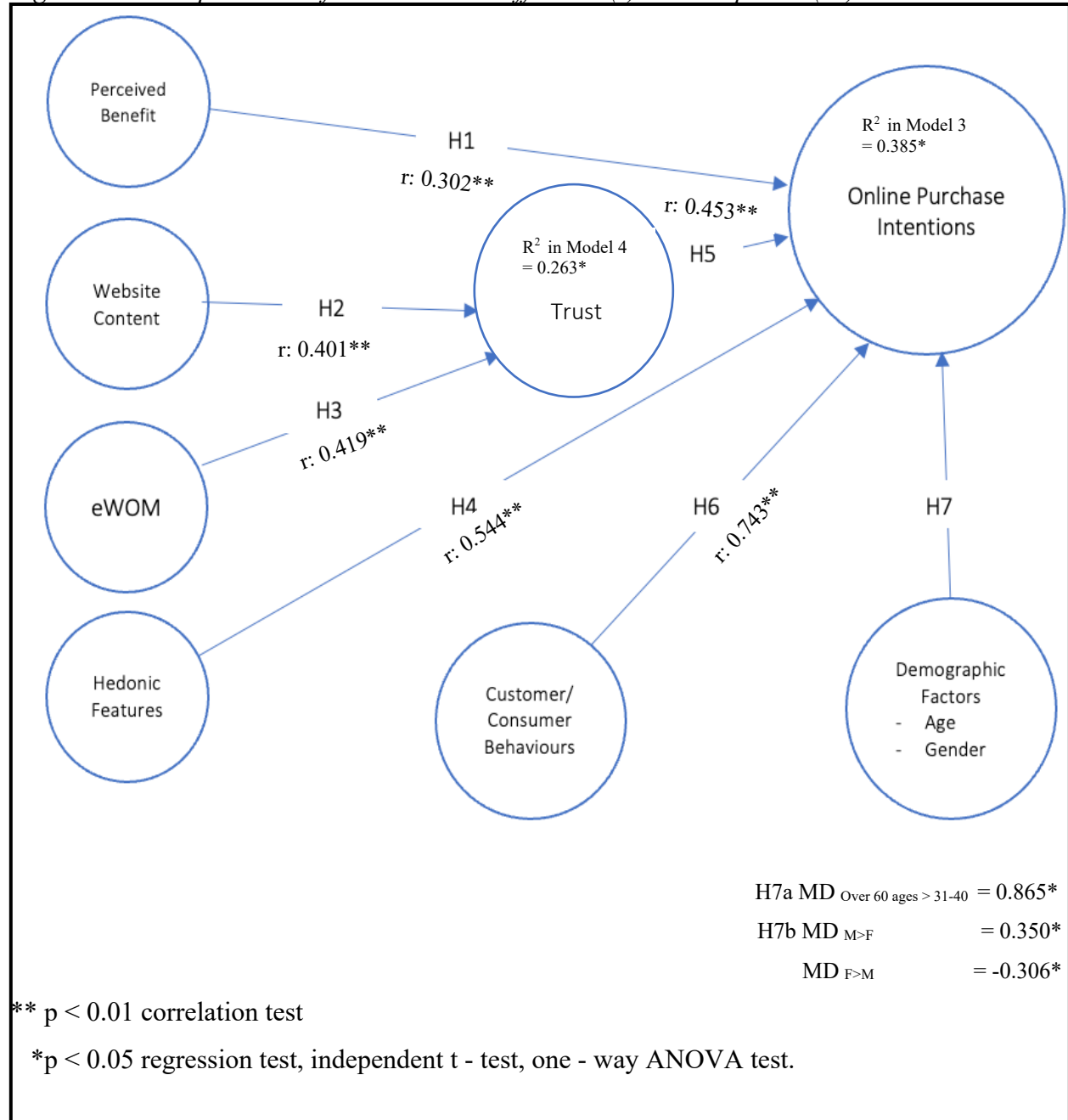
		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Significance		Mean Difference
						One-Sided p	Two-Sided p	
OPI1. Are you considering purchasing a watch soon?	Equal variances assumed	0.039	0.844	1.913	305	0.028	0.057	0.35
	Equal variances not assumed			1.917	299.389	0.028	0.056	0.35
OPI3. In general, I follow recommendations from brands made by their KOLs.	Equal variances assumed	0.163	0.686	-1.896	305	0.029	0.059	-0.306
	Equal variances not assumed			-1.893	294.652	0.03	0.059	-0.306

Source: Constructed by Author

4.11 Synopsis and Results (Summary of the research findings)

The following table summarises the correlation coefficients (r), and R squared (R^2) from the regression analysis follows.

Figure 15: An Explanation of Correlation Coefficients (r) and R Squared (R^2)



Source: Constructed by Author

Table 41: Summary of the research analysis associated with the proposed hypothesis

Items	Development of a hypothesis	r**	Results
H ₁	The higher the PB, the stronger the OPI.	0.302	Support
H ₂	The more legitimate the WC, the more likely it is to be Trusted during online shopping.	0.401	Support
H ₃	The more reliable the eWOM, the more trustworthy it is for online shopping.	0.419	Support
H ₄	When HF is higher, OPI increases significantly.	0.544	Support
H ₅	The more legitimate the TR, the more likely it is to be trusted during online shopping	0.453	Support
H ₆	OPI increases significantly when CB is higher.	0.743	Support
H _{7a}	There is a significant variation in OPI across the age groups of Over 60 > 31- 40	0.865	Support
H _{7b}	There is a significant variation in considering buying watches in the future (OPI) in gender. Male > Female	0.350	Support
	There is a significant variation in OPI influence by KOL in gender. Female > Male	-0.306	Support

Source: Constructed by Author

The correlation coefficient (r) (Pearson, 1985) quantifies how an independent variable influences the dependent variable. Beta coefficients are optimally calculated when the impact is significant. The correlation between the two variables is significantly enhanced when the Pearson correlation coefficient (r) is merely +1 or -1. In conclusion, Table 50 indicates that H₆, in conjunction with CB, was the most notable influence on the OPI of the watch industry, with an r-value of 0.743**. With an r-value of HF is 0.544**, H₄ has the second-highest positive effect on OPI, and PB is the weakest, with r-value of 0.302**

Chapter 5: Recommendation and Conclusion

Online shopping has become an integral aspect of our lifestyle. A great deal of hype surrounds artificial intelligence's potential to replace a great deal of work. However, despite the growth of e-commerce, the watch industry has been slow to adopt digital commerce and continues to rely on traditional methods of purchasing watches.

5.1 Conclusion

This paper presents a theoretical framework for exploring PB, WC, eWOM, HF, TR, CB, and demographic factors. It was developed based on two Focus Groups (Bryman, 2016) and Literature Review (Jesson and Matheson, 2011) findings. This study examines the factors influencing Hong Kong watch customers' OPI. The Snowball metric (Naderifar et al. 2017) was used to select 307 research participants divided into five age categories. In the age group 41-50, 126 participants represented 41.04% of the sample was the highest response. The gender distribution of participants with 45.93% females and 54.07% males. Females are significant differences were observed between the two genders. OPI's mean ($MD = 2.795^{**}$) is lower among males than among females. OPI differs significantly between age groups of Over 60 and 31-40 ($MD = 0.865^{**}$, $p < 0.05$). The study found that 31 - 40 had a lower mean OPI than other age groups.

Triangulation (Qualitative and Quantitative) methods (Thurmond, 2001) were used to obtain quantitative data from watch buyers, consisting of surveys and interviews. This was followed by thematic analysis, regression and data analysis. In the factor analysis, 63.926% of the cumulative variance can be attributed to eigenvalues (PB & WC = 9.769, CB = 3.715, TR = 1.470, HF & eWOM = 1.187, and OPI = 1.1119). Since the Eigenvalues exceed 1 (Kaiser, 1991), all factors are relevant. PB and WC constitute crucial components of this study.

This study revealed that PB of online shopping, such as discounts and convenience, influenced potential customers. WC and eWOM were essential contributors to customers' OPI. Social influence contributes to a customer's emotional responses, while TR and site security can influence decisions. HF created an even stronger impulse to buy, while customer service and multi-platform stores reached more customers. CB is the most significant variable ($r\text{-value} = 0.743$) in OPI.

The result of Correlation Coefficients (r) and R Squared (R^2) (Pearson, 1985) illustrated ($r = 0.743$, $p < 0.01$) that the relevance of this research is underlined by considering the lack of scholarly works investigating OPI in the watch industry. As a result of the study, valuable insights have been gained into how the watch industry can utilise CB to enhance OPI.

This research paper contributes to the knowledge of OPI in the Hong Kong watch industry. Analysing the results allows us to identify which strategies succeed. Additionally, understanding the factors contributing to OPI will drive future research more effectively.

5.2 *Recommendations*

To answer the original research question, HF ($r = 0.544$, $p < 0.01$) and TR ($r = 0.453$, $p < 0.01$) exert the most decisive influence on OPI, respectively. CB has the most profound impact on OPI ($r = 0.743$, $p < 0.01$). As opposed to PB, OPI is less affected by PB. Both WC ($r = 0.401$, $p < 0.01$) and eWOM ($r = 0.419$, $p < 0.01$) have a relatively comparable impact on TR.

Consumers have become increasingly engaged in the virtual world in the past three years of COVID-19, from online shopping to working from home. Considering the habits of CB, the high value of HF, and the lack of TR associated with online shopping, the watch industry has little to gain from the phenomenon. For instance, buyers need more physical interaction with the product to appreciate the watch's quality.

The industry has yet to find a way to replicate the experience of trying it on in person. Educating and focusing on the market segment is imperative since the study found that the 31 - 40 age group had a lower mean OPI than the other age groups - the second highest age group in 18 - 30. These age groups are likely to be more open to various products and services; they spend more time on social media and are more likely to buy luxury goods online.

Yang (2018) shared an investigation in 2018 about those aged 18 - 34 who intended to buy luxury goods in the next five years, which is 2023, forecasted the increase by 57% to 70%; these aged groups spend most of the time on the internet browsing up to 85%. Most shoppers between the ages of 18 and 34 purchase luxury goods several weeks in advance. Interestingly, in line with this

study, 64% of consumers over 45 also dedicate themselves to browsing before purchasing. By focusing on these age groups, the watch industry can understand OPI, allowing the marketing strategy to be adjusted accordingly.

5.2.1 Theoretical Implications

This study contributes to knowledge in the field, specifically regarding online business in Hong Kong. The distinction lies in the use of digital platforms by consumers and vendors via the Internet. By doing so, the watch industry can better understand consumers' needs and why they purchase online post-pandemic.

Theoretically, this study provides insight into a better understanding of how OPI is affected by different factors. CB is the most significant factor affecting OPI; it aligns with the research of Torres (2021). The watch industry should consider developing a customised feature on social media that arises from CB, and marketing plans should be devised. HF has strong evidence correlated to OPI; it created a more vital impulse to buy, while customer service and multi-platform stores reached more customers, discounts and promotions discovered in PB and an overall secure shopping experience in line with research by Akrama et al. (2021) concluded that that clients' satisfaction extensively determined HF and OPI. Thus, developing customer-oriented strategies was necessary to increase customer satisfaction and boost OPI. WC and eWOM strongly influence TR, increasing customer desire to purchase.

Bilal et al.'s research (2022) revealed that eWOM propagation and raising OPI are vital aspects of TR. It is essential to design a user-friendly website that incorporates product information, customer reviews and ratings to achieve customer satisfaction; when a website is user-friendly, it can improve customer engagement, retention, and sales. It facilitates customers' ability to find what they are looking for more quickly, resulting in a more effortless shopping experience.

Research supports the existence of PB, WC, eWOM, HF, TR, and CB as essential factors influencing OPI. Furthermore, it shows how demographics respond differently to factors. Watch industry marketers must understand how these factors are related to effectively target their online customers.

5.2.2 Practical Implications

This research paper has substantial practical implications for the watch industry benefiting brands, distributors, and online retailers. Analysing the results allows them to determine which business strategies effectively catch up with this trend.

5.2.1.1 Consumer Behaviour

This research paper has highlighted the importance of CB in influencing the OPI of customers in the watch industry. With the help of this study, brands can gain valuable insights into how to engage better and retain their customers.

Education: It is essential to educate consumers on the importance of their CB and how they can benefit from buying watches from the internet. It should be done through campaigns and advertisements to change the culture of purchasing watches in the store as equal to ordering them online. Viewers can shop comfortably anywhere by making programmes available online and on social media.

Furthermore, messaging should be crafted to showcase the convenience of online purchases. It includes quick delivery, access to various styles, and attractive discounts not available in-store. This way, buyers will understand that Internet shopping can be as beneficial and enjoyable as spending time in-store. Customers may also benefit from a more customized shopping experience online. Personalized product recommendations and promotional offers are provided to consumers based on their shopping history.

Consequently, customer satisfaction increases, encouraging impulse buying in the short term and strengthening customer loyalty over time; customers are more likely to continue shopping online (Watchfinder&Co, 2023).

5.2.1.2 Hedonic Features

HF is evaluated as the second important factor that influences customers' OPI. It is essential to build a membership program to encourage consumers to shop online repeatedly. An effective loyalty program should enhance customers' perceptions and escalate the HF to increase OPI.

Encourage Re-Consumption: Consumers should be encouraged to make spontaneous purchases when buying watches. It can be done by providing incentives for return consumption, such as discounts or rewards for frequently purchasing wristwatches or accessories like watch straps. The membership program should offer customers exclusive offers (such as limited-edition e-shop items or purchases arranged in advance), discounts, product bundles and other benefits. It should also include extended after-sales service and additional support tailored to the Internet shop; these features ensure clients have an excellent online shopping experience. The report of Yang (2018) mentioned customisation as part of the membership program; these VIPs should have access to premium events (exclusive to members), such as upcoming product launches, workshops, and special meetups (such as owner groups on social media and a WhatsApp group). Through these arrangements, consumers can feel superior and belong to a brand; they can enjoy happiness in online shopping. For instance, Cartier's offers exclusive online pre-releases to buy upcoming items in advance. Besides establishing a hedonic experience, this value-added service by maintaining a healthy relationship with the client and giving extraordinary value (Cartier, 2023).

5.2.1.3 Trust

TR was repeatedly mentioned in focus groups and surveys. It is an essential factor when shopping online. Customers need to feel secure when making transactions and trust the website's authenticity and credibility.

Establish A Relationship: To address this issue, businesses must take the necessary steps to build trust with their customers. One way to improve trust in online shopping is to provide customers with clear and detailed product descriptions, including photos and videos when available. By doing so, customers can better understand the product and make an informed purchase decision. Additionally, businesses must provide various payment options like credit cards, PayPal (PayPal, 2023) and other secure payment systems. In this way, customers feel safe when paying. Another

way to build trust in online shopping is to provide customers with reliable delivery services. It can include tracking numbers, estimates of delivery times, and updates on order status. As a result, customers feel secure when making purchases.

Finally, businesses should maintain a positive reputation by providing excellent customer service. It can include responding promptly to customer inquiries, resolving issues quickly and efficiently, and providing helpful and friendly advice. Refunds are a vital component to earning customer trust; It is possible to make customers feel valued and secure when shopping with a business. For example, learning a lot about online shopping from Hong Kong's insurance industry is possible. Life insurance plans in Hong Kong have a cooling-off period of at least 21 days after delivery. During the cooling-off period, the insurance policy is fully refundable (Financial Services and the Treasury Bureau, 2010); this approach makes customers feel more secure when purchasing online. Additionally, eBay (2023), Amazon (2023) and Taobao (2023) offer free returns.

Throughout the years, these policies have been established and worked well; they have given customers the confidence they need to build up trust, influence their online shopping behaviours, as well as have an impact on OPI. By taking these steps, companies can improve trust in online shopping and ensure customers feel confident when purchasing. Consequently, it is capable of helping to build customer loyalty and boost OPI.

5.2.1.4 Website Contents and eWOM

WC and eWOM strongly influence TR, increasing customer desire to purchase. Designing a user-friendly website that incorporates features such as accurate product information, customer reviews, and ratings is essential to achieve customer satisfaction. When a website is user-friendly, it can improve customer engagement, retention, and sales. It facilitates customers' ability to find what they are looking for more quickly, resulting in a more effortless shopping experience.

Emerge A Positive Hype: Watch brands can incorporate social media strategies such as influencer marketing to increase social buzz around their products. Per 5.2.1.2, HF has a substantial impact on OPI. To attract potential customers, watch companies should provide high-quality, stylish products. Customer satisfaction is associated with the phenomenon of eWOM. For continuous

improvement, customer feedback can contribute to brand loyalty, encourage repeat business, and ensure customers are satisfied with their purchases. In addition, customers can recommend the shop to their family and friends. Customer feedback can also to improve the shop's services and make them more appealing to its customers.

Engage Technology Support: Customer service and technological advancements maximise customer satisfaction. Maintaining positive customer sentiment and shaping customer perceptions about the brand through customer service, multi-platform stores, customer loyalty programmes, and engagement can enhance customer purchase experience and loyalty. McKinsey reported in 2018 that "Luxury 4.0" was manifesting. It is an organisational approach: luxury corporations utilise information to connect with consumers, identify perspectives (in line with CB) and optimise merchandise conceptualisation. (Achille, Marchessou, and Remy, 2018). Technology such as Virtual Reality try-on haul (VR) and interactive sessions can also help the industry bridge the gap between physical and digital stores, increasing customer satisfaction and OPI. Luxury watch brand IWC launched a mobile app for VR product testing. **Augmented reality** (AR) techniques enhance functionality. The user can view watches without boundaries by locating the mobile device at the wrist (Schaffhausen, 2021).

Governments are critical to promoting technology-driven customer service and loyalty in the watch industry. For instance, the government can fund companies to invest in artificial intelligence chatbots to support the after-sales service. It can also facilitate training on online shopping technologies. Nonetheless, the existing incentive policy strongly emphasises research and development (R&D) in the manufacturing or export sectors. It would be nice to allocate some budget to online shopping (Legco, 2022).

5.2.1.5 Perceived Benefits

Although PB had the lowest impact among the other factors in this study, it must be addressed. Research conducted by Xu, Huang, and Li (2019) on PB emphasizes saving time, reducing costs, and improving convenience.

Enhance A Positive Shopping Experience Online: Watch industry can improve online shopping perception in several ways. A positive shopping experience can be created by leveraging the latest

technologies, providing the reliable and trustworthy information, and leveraging the latest technology in the watch industry. More customers will be encouraged to shop online as a result of this. Ideally, it would be beneficial for the watch industry to focus more on creating an attractive environment, customer involvement, and perceived customer benefits to address these factors. Forbes Council Member Levi (2022) discussed September and suggested several solutions to meet online customer expectations. Online retailers can offer free shipping, exclusive discounts, automated processes, free returns or refunds, and smooth service across devices to encourage consumers to shop at their websites. Aside from personalized recommendations, faster checkout processes and order tracking information can also be provided to customers. As a result, customers' shopping experience can be further enhanced, which give the advantage to OPI.

5.3 Limitations

This research is limited in some respects. Firstly, it investigated purchase intentions in the watch industry. However, more prior research was needed in this area due to the recent shift towards smartwatches, leading to complications. Consequently, the younger aged group needed more interest and experience buying a traditional watch, which biased the results.

Secondly, snowball sampling was used to recruit participants who generated a large sample size. As a result, this could lead to bias as the sample may need to reflect the population accurately. The selection also needed to be more diverse regarding educational backgrounds or other demographics. It could have resulted in an incomplete picture of the people in question, leading to inaccurate conclusions.

Finally, due to the COVID-19 pandemic, the surveys could only be conducted online in Hong Kong, making reaching out to potential participants difficult. Participants would have provided more detailed and candid responses to the study if it had been conducted in person.

5.4 Suggestion for further research

Table 42: Highlight of further research

This study highlights the impact of PB, WC, CB, NF and HF as significant factors in predicting the OPI of the watch industry. Further research is suggested in the following areas:
1. Although this study is limited to the age and gender sectors, it can be expanded to include all educational backgrounds. In addition, it can consist of households and individuals with varying income levels. It could allow for a more comprehensive understanding of performance drivers.
2. Comparison with similar industries: To better understand the outcome at OPI and the factors influencing the performance, a comparison with competitors and related industries could be made. For example, watch and jewellery are generally categorised as luxury items compared to daily usage and apparel in the jewellery industry. It could enhance the ability to explain industry-specific factors more accurately and how relative performance can be measured against similar sectors over time (Trivedi and Sama, 2020).
3. Elaboration on other sources of success: Factors such as industry-related news or developments, legal or regulatory requirements and technological advancements will presumably affect OPI. It would be worthwhile conducting further research focusing on all these elements contributing to efficiency and productivity in future endeavours.
4. Additional evaluation of outlying data points: This study used statistical models often dependent on normal distributions - however, there may be an undue concentration of particular data points that could skew results or lead to misinterpretations. By providing additional insights through manual evaluation of outliers, anyone might gain a better overall picture of these matters.
A better understanding of the above suggestions will lead to more effective future research. With this newfound knowledge, future research can be conducted more efficiently and effectively, making the most of the data available.

Source: Constructed by Author

5.5 Summary

Online shopping has recently become increasingly popular, with many consumers using their old CB. Education can alter online shopping behaviours. This study identified several aspects contributing to customers' HF when buying wristwatches. TR is influenced by eWOM and WC, and the other way around. CB, HF, TR, eWOM, WC, and PB ultimately influence OPI. There are six E's (Table 42) that the watch industry may consider improving the OPI:

Table 43: Recommendations to watch industry

Recommendations to watch industry			
Proiority	Factors	Recommendaitions	Correlation coefficient r**
1	Customer/Consumer Behaviours	Education: By promoting campaigns that equalize in-store and online purchases.	Highest 0.745
2	Hedonic Features	Encourage Re-Consumption Engaging Technology Support Offer loyalty programs with discounts and rewards to Exclusive to VIP and owner groups	High 0.544
3	Trust	Establish A Relationship Use a secure payment system to protect customer data and ensure safety. Provide a generous return policy. Ensure the refund process is hassle-free before purchasing.	Medium 0.453
4	eWOM	Emerge A Positive Hype Marketing with influencers (KOL) Maintain customer satisfaction by accurate info	Low 0.419
5	Website Content (	Engage Technology Support VR and interactive sessions can help increase customer satisfaction and boost OPI.	Low 0.401
6	Preceived Benefit	Enhance A Positive Shopping Experience Online: Offer an enjoyable shopping experience with attractive visuals, easy-to-navigate menus, and a clear checkout	Lowest 0.302
** p < 0.01 correlation test			

Source: Constructed by Author

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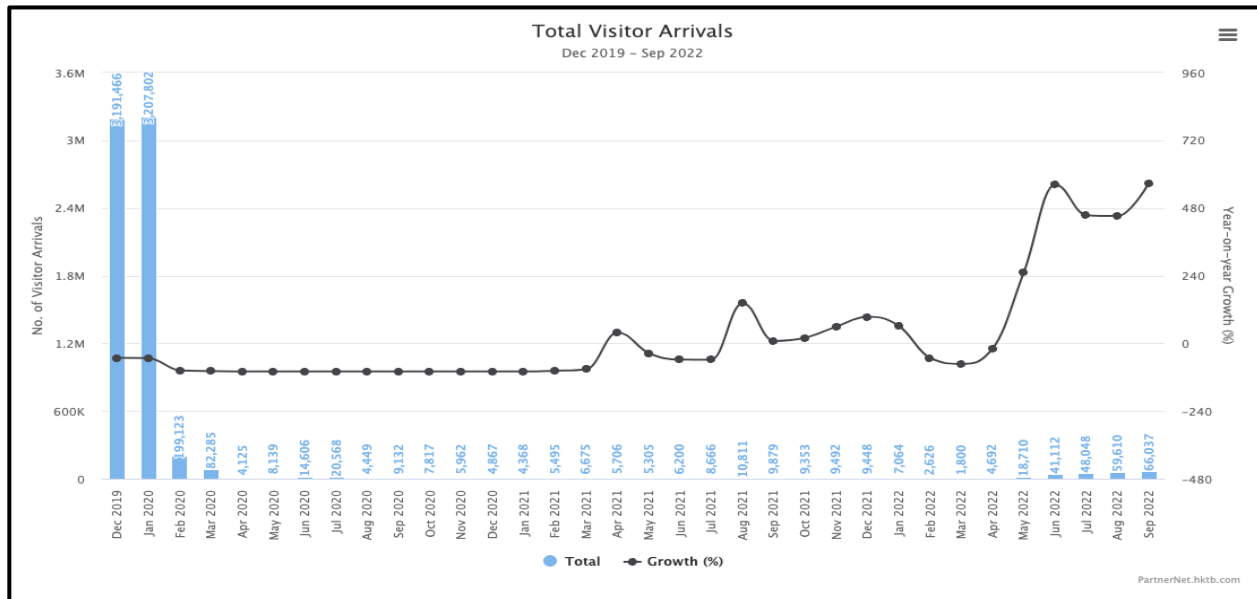
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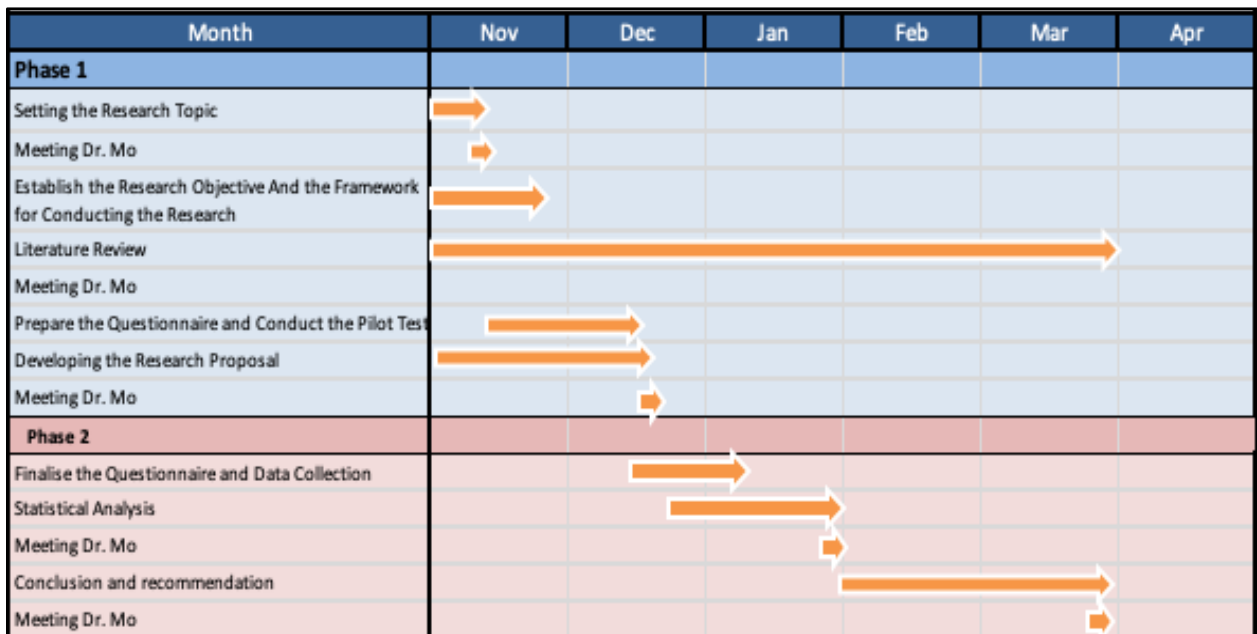
Appendices

Appendix A: Total visitor arrival from Dec 2019 to Sep 2019



Source: Partner Net, 2022.

Appendix B: Gantt Chart for Research Schedule



Source: Constructed by Author

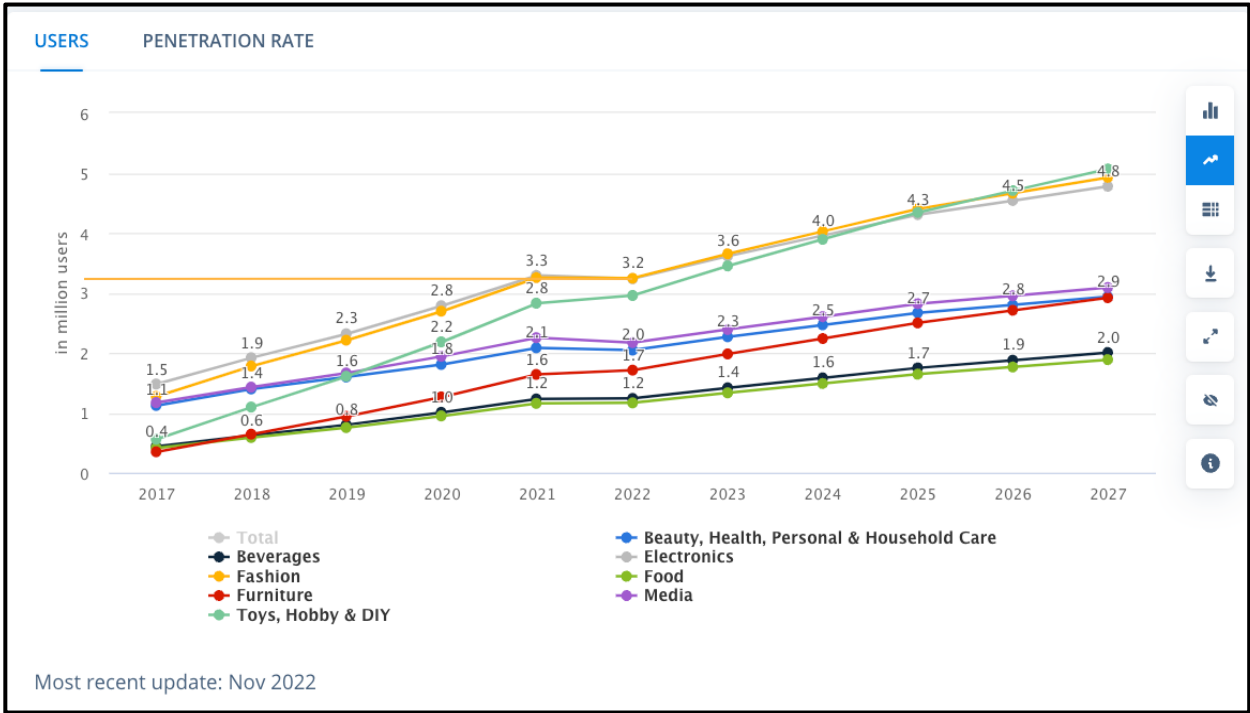
Items measuring online shopping variables				Type of data	Adopted from
			Perceived benefits		
PB1	Target	Independent	Online shopping allows me to shop in the privacy of my home or office.	6 - point Likert scale (Joshi et al. 2015, p.397).	(Al-Debei and Akrouh, 2015)
PB2			Online shopping allows me to make purchases at any time and from anywhere.		(Al-Debei and Akrouh, 2015)
PB3			Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.		(Al-Debei and Akrouh, 2015)
					Website content
WC1			A website whose internal navigation is convenient and meets my needs is important.		(Al-Debei and Akrouh, 2015)
WC2			The ordering process used by the site is simple and essential for online shopping.		(Al-Debei and Akrouh, 2015)
WC3			It is essential for online shopping to have a fast-loading website.		(Al-Debei and Akrouh, 2015)
WC4			Search capability on a website (including keyword, website, service, and product optimisation).		(Al-Debei and Akrouh, 2015)
WC5			Finding the desired products on a website with the least effort.		(Al-Debei and Akrouh, 2015)
WC6			A website is visually pleasing.		(Torres, 2021)
WC7			A website is visually appealing.		(Torres, 2021)
WC8			It would be easy for me to become proficient at using.		(Torres, 2021)
					E-word of mouth (eWOM)
eWOM1			It is common for me to read online testimonials for products purchased online.		(Al-Debei, et al., 2015)
eWOM2			I have only read positive feedback about the website I am considering purchasing.		(Al-Debei, et al., 2015)
eWOM3			Positive reviews of a product when considering online purchases.		(Al-Debei, et al., 2015)
eWOM4			When considering an online purchase, recommendations from social media are important (e.g. Facebook, Instagram or others).		(Al-Debei, et al., 2015)
eWOM5			It gives me additional confidence to purchase a product when I read online reviews and recommendations from other consumers.		(Al-Debei, et al., 2015)
					Hedonic Features
HF1			When I buy a product, I look for the most attractive design to make me feel confident.		(Mazumder and Sanyal, 2022).
HF2			Knowing the opinions of others regarding such product before buying is imperative.		(Mazumder and Sanyal, 2022).
HF3			I am satisfied with the item I purchased because it is superior to others.		(Mazumder and Sanyal, 2022).
HF4			My personality must be reflected in the items I purchase to look aesthetically pleasing.		(Mazumder and Sanyal, 2022).
HF5			Shopping for watches online should be a pleasant experience for me.		(Al-Debei and Al-Lozi, 2014)
HF6			Purchasing watches online should be a fun experience for me.		(Al-Debei and Al-Lozi, 2014)
HF7	It would be a pleasure to purchase watches online.	(Al-Debei and Al-Lozi, 2014)			
HF8	I feel comfortable buying watches online.	(Al-Debei and Al-Lozi, 2014)			
		Trust			
TR1	Shopping online is a safe and secure process.	(Al-Debei and Akrouh, 2015)			
TR2	My personal information will be protected when I shop online.	(Al-Debei and Akrouh, 2015)			
TR3	With digital certificates, I am confident that online purchases are secure.	(Al-Debei and Akrouh, 2015)			
TR4	I trust online shopping will not sell my personal information (e.g. e-mail, phone number or name) to others for commercial use.	(Al-Debei and Akrouh, 2015)			
TR5	It gives me a sense of trust when I shop online.	(Torres Arez, 2021)			
TR6	My confidence in the website's reliability is increased if it provides sufficient information about the company's history.	(Torres Arez, 2021)			
		Customer/Consumer Behaviours			
CB1	Online shopping is more convenient than shopping in a physical store.	(Al-Debei and Akrouh, 2015)			
CB2	Shopping online is a pleasant experience.	(Al-Debei and Akrouh, 2015)			
CB3	Ask others about what KOL are recommending or presenting on social media is essential.	(Bu and Parkinson, 2022)			
CB4	Identifying KOLs who recommend or present products or services is essential.	(Bu and Parkinson, 2022)			
CB5	Observing how others interact with KOL recommendations or information presented by them is crucial.	(Bu and Parkinson, 2022)			
CB6	Use social media to share relevant information based on recommendations from KOLs (e.g. retweet or share the watch they recommend on your account).	(Bu and Parkinson, 2022)			
CB7	Assist the KOL in fulfilling his or her social media responsibilities by providing the necessary information.	(Bu and Parkinson, 2022)			
CB8	KOL recommendations should be considered when I want to buy a watch.	(Bu and Parkinson, 2022)			
		Online Purchase Intention			
OPI1	Are you likely to consider purchasing a watch in the near future?	(Torres, 2021)			
OPI2	Would you be likely to visit a watch website before making a purchase?	(Torres, 2021)			
OPI3	Do you think watch can be purchased online?	(Torres, 2021)			
OPI4	Do you think it would be a good idea to purchase watches from an online retailer?	(Torres, 2021)			
OPI5	In the future, are you likely to purchase a watch from an online shop?	(Torres, 2021)			
OPI6	In general, I would follow recommendations from brands made by their KOLs.	(Bu and Parkinson, 2022)			
OPI7	The brands recommended by KOLs would be my first choice.	(Bu and Parkinson, 2022)			
OPI8	In the future, I will purchase watches from brands recommended by the KOLs that I follow.	(Bu and Parkinson, 2022)			
		Demographic Factors			
DF1	Classification Question	Age.	Categorical Data (Agestri, 2003).	(Tengilmoglu and Hassan, 2020)	
DF2		Gender		(Tengilmoglu and Hassan, 2020)	

Appendix D: Final Survey

Items	Items measuring online shopping variables	Adopted from
PB	PB1:Online shopping allows me to shop in the privacy of my home or office.	(Al-Debei and Akroush, 2015)
	PB2:Online shopping allows me to make purchases at any time and from anywhere.	(Al-Debei and Akroush, 2015)
	PB3:Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.	(Al-Debei and Akroush, 2015)
WC	WC1:The ordering process used by the site is simple and essential for online shopping.	(Al-Debei and Akroush, 2015)
	WC2:The search capability on a website (including keyword, website, service, and product optimisation).	(Al-Debei and Akroush, 2015)
	WC3:A website is visually pleasing.	(Torres, 2021)
	WC4:It would be easy for me to become proficient at using.	(Torres, 2021)
eWOM	eWOM1:It is common for me to read online testimonials for products purchased online.	(Al-Debei, et al., 2015)
	eWOM2:I have only read positive feedback about the website I am considering purchasing.	(Al-Debei, et al., 2015)
	eWOM3:When considering an online purchase, recommendations from social	(Al-Debei, et al., 2015)
	eWOM4:It gives me more confidence to purchase a product when I read online reviews and recommendations from other consumers.	(Al-Debei, et al., 2015)
Hedonic Features		
HF	HF1:When I buy a product, I look for the most attractive design to make me feel	(Mazumder and Sanyal, 2022).
	HF2:Knowing the opinions of others regarding such product before buying is important	(Mazumder and Sanyal, 2022).
	HF3:I am satisfied with the item I purchased because it is superior to others.	(Mazumder and Sanyal, 2022).
	HF4:It would be a pleasure to purchase watches online.	(Al-Debei and Al-Lozi, 2014)
TR	TR1:Shopping online is a safe and secure process.	(Al-Debei and Akroush, 2015)
	TR2:My personal information will be protected when I shop online.	(Al-Debei and Akroush, 2015)
	TR3:I trust online shopping will not sell my personal information (e.g. e-mail, phone number, etc.)	(Al-Debei and Akroush, 2015)
	TR4:My confidence in the website's reliability is increased if it provide sufficient information	(Torres Arez, 2021)
CB	CB1:Online shopping is more convenient than shopping in a physical store.	(Al-Debei and Akroush, 2015)
	CB2:Shopping online is a pleasant experience.	(Al-Debei and Akroush, 2015)
	CB3:Identifying KOLs who recommend or present products or services is essential	(Bu and Parkinson, 2022)
	CB4:KOL recommendations should be considered when I want to buy a watch.	(Bu and Parkinson, 2022)
OPI	OP1:Are you considering purchasing a watch soon?	(Torres, 2021)
	OP2:In the future, are you likely to purchase a watch from an online shop?	(Torres, 2021)
	OP3:In general, I would follow recommendations from brands made by their KOLs	(Bu and Parkinson, 2022)
	OP4:The brands recommended by KOLs would be my first choice.	(Bu and Parkinson, 2022)
DF	DF1:Age.	(Tengilimoglu and Hassan, 2020)
	DF2:Gender	(Tengilimoglu and Hassan, 2020)

Source: Constructed by Author

Appendix E: Total online users between 2017 to 2027



Source: Statista, 2022a

Appendix F: Simple Random Sampling Method for Calculating Sample Size

$$n = \frac{N \left(\frac{Z}{e} \right)^2 pq}{N - 1 + \left(\frac{Z}{e} \right)^2 pq}$$
$$= \frac{3,200,000 \times 3.8416 \times 0.4667 \times 0.5333}{0.0036 \times 3,200,265}$$
$$= \frac{0.9999 \times 266}{3,200,000} \times 266$$

at least sample size

Target population

Confidence level 95%

Tolerance level

Successful rate from Pilot test (OPI1)=42/90

Source: Created by Author

Appendix G: Focus Group Questionnaire

Hi, I am an MBA student at the University of Wales Trinity Saint David. I am researching consumer online purchase intentions in the watch industry based on the perceived benefit, website content, eWOM, hedonic features and customer behaviours for my dissertation; this focus group questionnaire will only take 60 minutes. Please put a tick into the correct answer box. All the information collected will be kept confidential and for academic purposes only. Your opinion will be beneficial to us. Thank you so much for your cooperation.

Demographic questions

Gender

1. M
2. F

Age

1. 18 – 30
2. 31 – 40
3. 41 – 50
4. Over 60

Education levels

1. High school or equivalent
2. Associate degree
3. Bachelor's degree
4. Master's degree
5. Doctorate degree

Marital status

1. Single
2. Married
3. Divorced/Separated/Widowed
- 4.

Number of children in the family

1. One
2. Two
3. Three
4. Four or above

General Questions

GQ1. Do you have a general opinion of online shopping?

GQ2. In your opinion, what is the best thing about shopping online?

GQ3. What is your frequency of online shopping?

1. Not very often
2. Once a week
3. Two or three times a week
4. Everyday

GQ4. Can you tell me what you usually purchase online?

GQ5. Is it possible to purchase watches online?

GQ6. Have you ever purchased a watch online?

GQ7. In the next six months, do you intend to purchase watches?

GQ8. Would you be interested in purchasing watches online?

GQ9. Do you have any concerns or problems when shopping for watches online?

GQ10. Are you seeing any trends in the online shopping especially in watches industry?

Competitor Questions.

CQ1. In comparison to retail stores, what are the advantages of shopping online for watches?

CQ2. Is there any way to improve online shopping to give it a competitive edge over traditional retail stores?

Improvements & Dissatisfaction Questions

IDQ1. How significant is your problem or concern with online shopping? Is there a cause for this problem?

IDQ2. If you were considering purchasing watches online, would you consult others via social media?

IDQ3. Are you interested in receiving recommendations from watch KOLs?

IDQ4. Are there any strengths or weaknesses in following the recommendations of watch KOLs?

IDQ5. How do you choose to purchase a watch online? Do you prefer to buy a watch based on your own taste or would you prefer to follow the recommendation of a KOL?

IDQ6. Despite not having any initiative to buy a new watch, are you inclined to consider purchasing the watch recommended by the KOL?

IDQ7. Could you recommend to others the KOL you follow when they are considering purchasing a timepiece?

IDQ8. Do you have any core values and beliefs that make you prefer to purchase watches online rather than in a physical store?

IDQ9. Is there anything else that influences or motivates you to purchase a watch online that wasn't mentioned above?

Overall Usage and Opinion Questions

UO1. Could you please describe the factors that influenced you to purchase a watch?

UO2. Over the past 12 months, what changes have you observed in your opinion of online watch shopping?

UO3. If you were to purchase a watch online, what expectations would you have? Can you describe it?

UO4. Are you planning to purchase another watch online in the upcoming year or will you be using online channels more frequently to obtain information? Why or why not?

UO5. How much would you be willing to spend if you purchased a watch online? What are the maximum amounts? And why?

Probing Questions

PQ1. How likely are you to choose to buy a watch online? What are your reasons for doing so?

PQ2. Why do you have such specific expectations when purchasing watches online as you mentioned above?

PQ3. How satisfied are you with your online watch shopping experience?

PQ4. How likely are you to recommend online shopping for watches to a friend?

PQ5. Would you consider purchasing a watch online for HK\$20,000? Why or why not?

PQ6. Did you ever purchase a watch online?

Appendix H: Correlation Test H1 to H6

Correlation Test H1 and H4

		PB1. Online shopping allows me to shop in the privacy of my home or office.	PB2. Online shopping allows me to make purchases at any time and from anywhere.	PB3. Shopping online has the advantage of saving me the hassle of visiting traditional retail locations.	HF1. When I buy a product, I look for the most attractive design to make me feel confident.	HF2. Knowing the opinions of others regarding the product before buying is imperative.	HF3. I am satisfied with the item I purchased because it is superior to others.	HF4. It would be a pleasure to purchase watches online.
OPI	Pearson Correlation	.190**	.161**	.302**	.305**	.243**	.228**	.544**
	Sig. (1-tailed)	0.000	0.002	0.000	0.000	0.000	0.000	0.000
	N	307	307	307	307	307	307	307
**. Correlation is significant at the 0.01 level (1-tailed).								
*. Correlation is significant at the 0.05 level (1-tailed).								

Source: Constructed by Author

Correlation Test H2 and H3

		WC1. The ordering process used by the site is simple and essential for online shopping.	search capability on a website (including keyword, website, service, and product optimisation)	WC3. A website is visually appealing.	WC4. It would be easy for me to become proficient at using the website.	eWOM1. It is common for me to read online testimonials for products purchased online.	eWOM2. I have only read positive feedback about the website I am considering purchasing.	When considering an online purchase, recommendations from social media are important (e.g. Facebook,	gives me more confidence to purchase a product when I read online reviews and recommend
TR	Pearson Correlation	.337**	.369**	.401**	.354**	.382**	.279**	.307**	.419**
	Sig. (1-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	307	307	307	307	307	307	307	307
**. Correlation is significant at the 0.01 level (1-tailed).									
*. Correlation is significant at the 0.05 level (1-tailed).									

Source: Constructed by Author

Correlation Test H5 and H6

		TR1. Shopping online is a safe and secure process.	TR2. My personal information will be protected when I shop online.	TR3. I trust online shopping will not sell my personal information (e.g. e-mail, phone number or name) to others for commercial use.	TR4. My confidence in the website's reliability is increased if it provides sufficient information about the company's history.	CB1. Online shopping is more convenient than shopping in a physical store.	CB2. Shopping online is a pleasant experience.	CB3. Identifying KOLs who recommend or present products or services is essential.	CB4. KOL recommendations should be considered when I want to buy a watch.
OPI	Pearson Correlation	.405**	.405**	.453**	.269**	.341**	.372**	.619**	.743**
	Sig. (1-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
	N	307	307	307	307	307	307	307	307
**. Correlation is significant at the 0.01 level (1-tailed).									
*. Correlation is significant at the 0.05 level (1-tailed).									

Source: Constructed by Author

Appendix I: Displays the prevalence figures in Focus Group II

Demographic questions				
Participate	T	K	N	C
Gender	M	F	M	F
Age	1	1	2	2
Education levels	4	4	4	4
Marital status	1	1	2	1
Number of children in the family	0	0	1	0
General Questions				
GQ1	Convenience. Avoid to go out in COVID, Increase OPI	Convenience, Anytime/Anywhere, Fast to compare Price	Convenience, Fast to anything online	Convenience. Upper Trend, Easy, No Boundary, Easy &
GQ2	Save time, Stay Home Shopping	Convenience, Stay Home Shopping Comfortably	Convenience, Stay Home Shopping	No Boundary, Low Shipping Cost push to buy more. Fast, Easy to Buy online, Clear Mind, Strong OPI
GQ3	Once a week	Two/Three times a week	Two/Three times a week	Not Certain, Push by IG & FB advs.
GQ4	Apparel	Daily needs, Accessories	Daily needs, Electronic Eqt. Accessories	Daily needs, Apparel, Accessories
GQ5	Yes, Pirce, not over 10 K	Yes, Web provide info, Review buy other buyers	Yes	Yes, Price, Low Price
GQ6	Yes	No, Only in shop	No	Yes, Small Brand
GQ7	Yes	Yes, Watch as accessory	No	Maybe
GQ8	Yes, consider to buy	Yes, No Fraud, Refund/Return, Enough Info	No	Yes, Price, Brand
GQ9	Yes +/- few thousand	Yes, No Fraud, Refund/Return, Info	Can't see is it fit for himself, Refund/Return	Warranty coverage
GQ10	Yes, for Low Price	Under 3000, pop-up adv	Watch is difficult	OPI Upper Trend, Below 20,000
Competitor Questions				
CQ1	Online shopping more relax and comfortable. CQ1 T	Convenience, Fast, Compare Price easily, No Time to shop afterwork Stay Home	Convenience, More choices than shops	Relaxed and comfortable. Anytime/Any where, Cheaper than shop, No Time to shop
CQ2	Online to Offline. Purchase online	Quality Guarantee, Refund/Return Policy, Reliable delivery	Broken, Refund/Return Policy, After Sales Service,	n/a
Improvements & Dissatisfaction Questions				
IDQ1	Fraud	Fraud, Refund/Return Policy, Reliable Delivery	Items not same as pictures Refund/Return Policy, More Confident in Shop	Oversea Delivery, Hard to Track, Missing items
IDQ2	No, Good Credit Website search comments	Yes, Read comments with Pictures, Motivate to buy the watches	No	n/a
IDQ3	Yes, info from KOL	Yes, Knowledge fr KOL	No interest of KOL	Yes, info from KOL
IDQ4	There is +ve faster info from KOL, but -ve Bias from they're paid	There is +ve discount from KOL, -ve Bias from paid	There is +ve info from KOL, -ve Bias from paid	There is +ve Pro info from KOL, -ve Bias from paid
IDQ5	Own Taste	Both, KOL also influence	Own Taste	Own Taste
IDQ6	No intention, won't follow KOL	No	No	No
IDQ7	Yes, forward the KOL I follow	Yes, refer the KOL	No, Don't follow KOL	No
IDQ8	Cheap	Good Credit of online shop Sufficient info about the product	Prefer Retail Shop	Don't like to go to Shop
IDQ9	Convenience is most important	Influence by Friends, Trend, Good looking	Uniqueness, Can't buy in local shop	n/a
Overall Usage and Opinion Questions				
UO1	Attractive, Preserve Val	Needs and Wants	No	Cheaper than Shop
UO2	No Difference	More adv in COVID, increase desire to search	No Difference	No Difference
UO3	Fast Delivery, Not Broken, Refund, Exchange	Fast Delivery	After Sales Service	Fast Delivery, Not Broken
UO4	Search info, Anytime/Anywhere	Yes, Reliable Web-site	No	No, Search online, more info, Buy at shop
UO5	15000	5000	3000 to 4000	Not Over 20,000
Probing Questions				
PQ1	Yes, Brand not selling in HK, Local retail price higher than online, Offline see the real watch and buy at Good Credit online shop	Reliable	Not Likely	Middle Price shop online, Small Unique Brand
PQ2	Good, Cheaper than store	n/a	n/a	Good experience
PQ3	Good	n/a	n/a	Overall OK, System Easy to Use
PQ4	Fair, not Really	n/a	No	Yes
PQ5	No way	n/a	No way	Yes
PQ6	Yes	n/a	Never	n/a

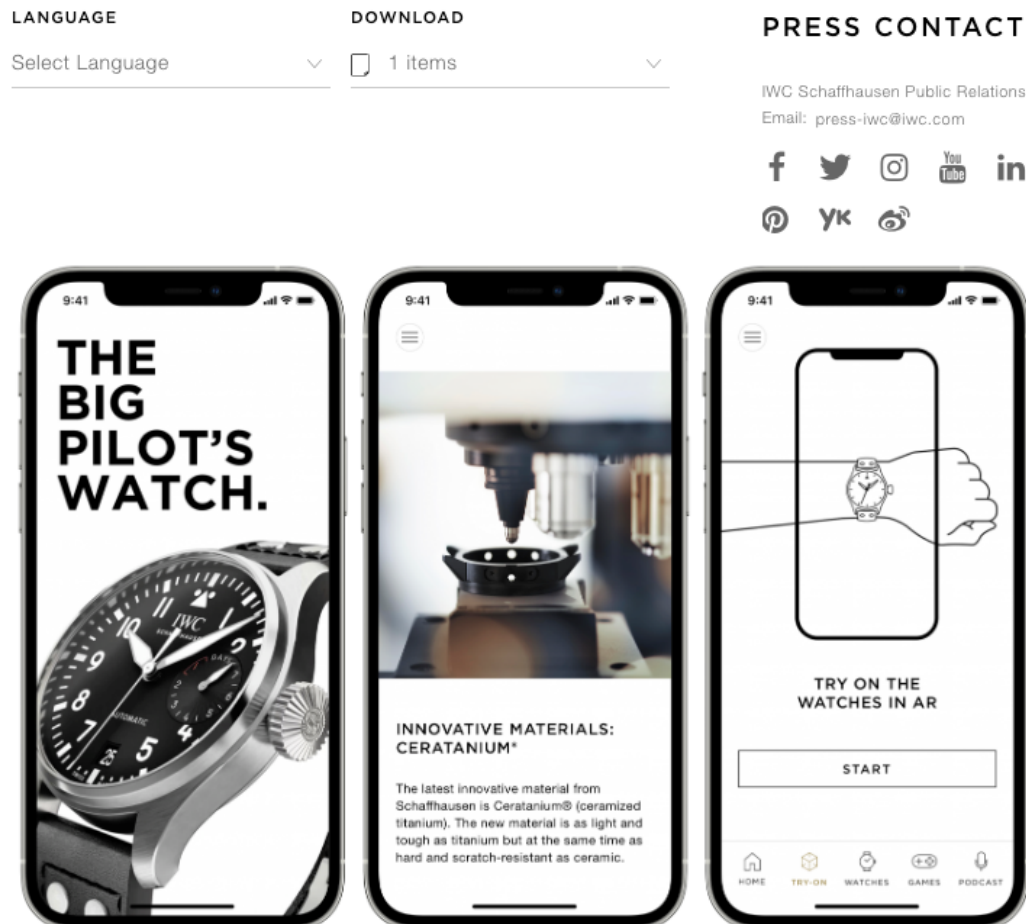
Source: Created by Author

Appendix J: Displays the prevalence figures in Focus Group I

Demographic questions				
Participate	R	W	S	H
Gender	M	M	M	M
Age	3	3	3	2
Education levels	1	1	1	1
Marital status	2	2	2	1
Number of children in the family	1	1	0	0
General Questions				
GQ1	HK too small, Convenience, Not work, Buy in Shop. GQ1 RICK	HK too small, HK Convenience, Daily usage, Shoes, Toys (can't buy in HK). Buy in Shop	HK is too small, Convenience online, Low price online Touch the watch in shop, is it FIT to himself	Become the mainstream shopping habit of the new generation
GQ2	n/a	Immediate to know price Info of the goods. TIME consuming, Shop Anywhere & Any place	Convenience online, Ship to house, Check info, Compare the price, Shop immediately	Convenience of comparison, Easily find different prices
GQ3	n/a	Not often	Not often	Not often
GQ4	n/a	Shoes, Toys	Clothe & Toys	Clothes, Daily Usage, e-item
GQ5	Not prefer	Yes	Yes	Yes
GQ6	No	Yes	No	Yes
GQ7	n/a	No	No	May be
GQ8	No	Yes	No	Unique style, Not in market
GQ9	Shipping, Broken, Touch the watch, Buy in shop	Fraud	Fraud, Broken, Not same as mention as web	Maintenance, Fraud, General Risk
GQ10	n/a	GQ10 WEI	Daily usage, buy in shop	GQ10 H
Competitor Questions				
CQ1	Impulse spending, Ltd edn. Buy in advance	Build up relationship in advance	No need to go out.	Stress-free browsing, Price transparency, Reference when purchasing
CQ2	n/a	Increase the closing level	Shop at home. Online no adv.	AR try-on haul, Price, 2nd hands
Improvements & Dissatisfaction Questions				
IDQ1	Broken	n/a	n/a	Broken in Delivery
IDQ2	close friend, pro, not random online	No He prefer to solve problem by himself	n/a	No
IDQ3	Yes. Hobby watch KOL	Yes	No	No
IDQ4	n/a	n/a	Don't listen KOL	Yes from ProKOL but Bias from adv. KOL
IDQ5	Good KOL refer to friend	His Own Taste	His Own Taste	His Own Taste
IDQ6	Yes, KOL strong Influence	Yes	No	Depends
IDQ7	Yes	Yes	Yes	Depends
IDQ8	n/a	No, decision on his own	Never	Never
IDQ9	No	IDQ9	Item not in HK? Buy online	Item not in HK? Buy online
Overall Usage and Opinion Questions				
UO1	Preserve Val/Lift Val, UO1 RICK	Price	Preserve Val/Lift Val, Design	Uniqueness, Design, Brand, Price
UO2	No Difference	No Difference	No Difference	No Difference
UO3	SPECIAL item to retail. Uniqueness from KOL.	SPECIAL gift and packing	After sales service, Refund, Safe in delivery	After sales service, Cool down period, Payment Installment
UO4	No but Get info online	No	No but info online	Info online, No Boundary
UO5	Not more than 2000	HKD6000	HKD1000	HKD 10K with instalment
Probing Questions				
PQ1	No, PQ1 RICK	20%	20%	2nd hands wtach
PQ2	n/a	Same as web quality as mention	Same as web mention, Not Fraud	More choice of 2nd hands wtach
PQ3	Sometime hv surprise	Acceptable	No experience	n/a
PQ4	Yes, himself	Yes	No	n/a
PQ5	No way	No way	No way	n/a
PQ6	No	n/a	No	n/a

Source: Created by Author

IWC SCHAFFHAUSEN LAUNCHES MOBILE APP WITH VIRTUAL WATCH TRY-ON



Schaffhausen, 6th April 2021 – IWC Schaffhausen launches a smartphone app in time for the digital Watches and Wonders exhibition. This IWC APP will bring the Swiss luxury watchmaker even closer to watch lovers, connecting IWC's global family digitally. The signature launch feature is a virtual watch try-on based on Augmented Reality (AR). Customers can point their camera at their wrist and try on IWC's 2021 novelties virtually.