



University of Wales Trinity Saint David

Master of Business Administration

Dissertation

A research on factors influencing E-tailing in Hong Kong

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Abstract

The aim of this research is to identify the factors that influence e-tailing in Hong Kong. The study focuses on five variables that have direct influence on purchase intentions, including perceived usefulness, perceived ease of use, e-WOM, perceived value, and e-servqual. A survey has conducted between 24 March to 8 April 2023, and the data collected was analyzed by software IBM SPSS. The purpose of the study is to provide of the factors that influence consumers' purchase intentions of e-tailing in Hong Kong.

The results of the study showed that the five proposed variables have a substantial positive influence on purchase intentions. The study identifies perceived usefulness as the major factor, followed by perceived value, e-servqual, e-WOM, and perceived ease of use. E-tailers in Hong Kong can use these findings to improve their service quality, value proposition, as well as the customer experience, with the aim of attracting more consumers and increasing their revenue.

The study emphasizes the importance of e-tailers providing products and services that meet the needs and expectations of their customers, while offering competitive prices and high-quality service. Additionally, e-tailers should focus on building a positive reputation through word-of-mouth recommendations and ensuring that their platforms are user-friendly. This study contributes to understand the factors that influence e-tailing in Hong Kong and provides a basis for further research in this area.

KEYWORDS: E-tailing, Purchase Intention, Perceived Usefulness, Perceived Ease of Use, E-WOM, Perceived Value, E-Service Quality (E-Servqual)

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1. Introduction

Over the past decades, e-tailing sector has experienced substantial expansion globally, online purchase has transformed the retail industry and changing the consumer shopping experience. With the widespread acceptance of e-commerce, the retail industry is gradually shifting from conventional brick-and-mortar stores to online platforms. Online retailing, or e-tailing, has become an integral aspect of the modern retail industry. E-tailing has revolutionized the shopping habits of consumers, and its popularity has surged since the mid-90s as there were significant advancements in utilization of internet for commercial purposes (MIVA, 2020). This dissertation aims to investigate the factors that affect e-tailing, with focus in Hong Kong.

1.1 Background

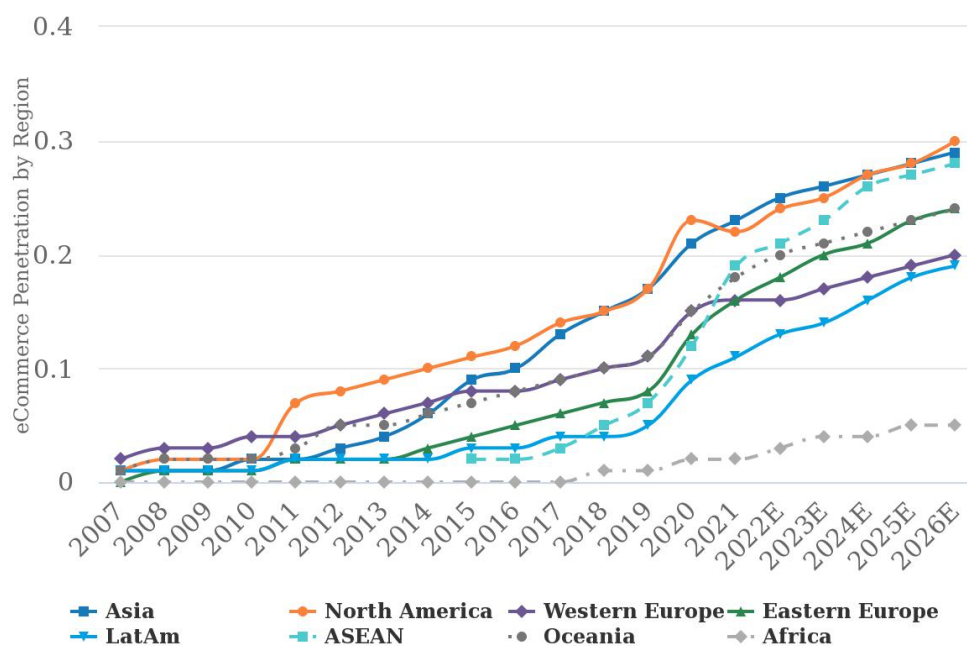
The e-tailing industry has been growing rapidly worldwide. According to a report by eMarketer, global e-commerce sales are forecasted to reach \$4.9 trillion by 2021, increased from \$3.5 trillion in 2019 (Cramer-Flood, 2020). The report also highlights that e-commerce sales has accounted for 16.1% of total retail sales worldwide. The growth of e-tailing has been driven by various factors such as increasing internet penetration, advances in technology, evolution of security measures for processing payment online, etc. These has changed consumer's perception towards online purchasing (Chaffey, 2019).

According to a research and forecast done by Morgan Stanley that studied the penetration of e-commerce by percentage by region in overall retail sales globally. According to the research, the proportion of e-commerce sales versus the total retail sales has been evaluated across various regions from 2016 to 2026. The collected data suggested a continuous upward trend in the percentage of e-commerce sales in all regions, highlighting the increasing significance of online retailing.

Asia has the highest percentage of e-commerce sales versus the total retail sales, increased from 0.1% in 2016 to forecasted percentage 0.29% in 2026. This indicates the increasing popularity of e-commerce platforms among consumers in Asia for their shopping needs. The North American and ASEAN regions follow closely behind, with e-commerce sales increasing from 0.12% to 0.3% and from 0.02% to 0.28%, respectively. These figures suggested that online retailing is gaining momentum in these regions.

The research indicated that e-commerce sales are growing steadily across all regions and the trend is forecasted to continue in the coming years, with more consumers reshaping their buying habits and turning to e-commerce platforms according to their shopping needs.

Figure 1 E-commerce data research and forecast of retail sales grow across global markets.

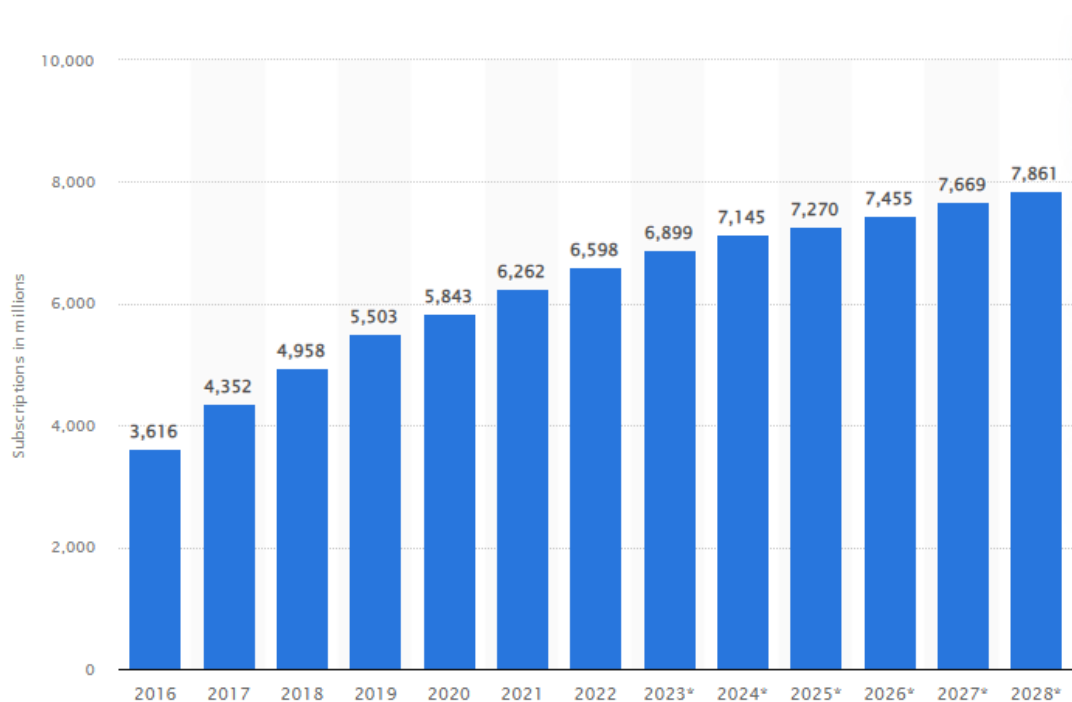


Source: Morgan Stanley (2022)

The thriving of e-commerce has been closely linked to the increasing penetration of the internet and adoption of smartphones worldwide. According to a report by the International

Telecommunication Union, the number of internet users globally increased from 1.0 billion in 2005 to 4.9 billion in 2020 (International Telecommunication Union, 2020). The popularization of the internet usage has enabled more people to access e-tailing platforms and has made online shopping more convenient and user-friendly.

Figure 2 Number of smartphone mobile network subscriptions, Data and Forecast



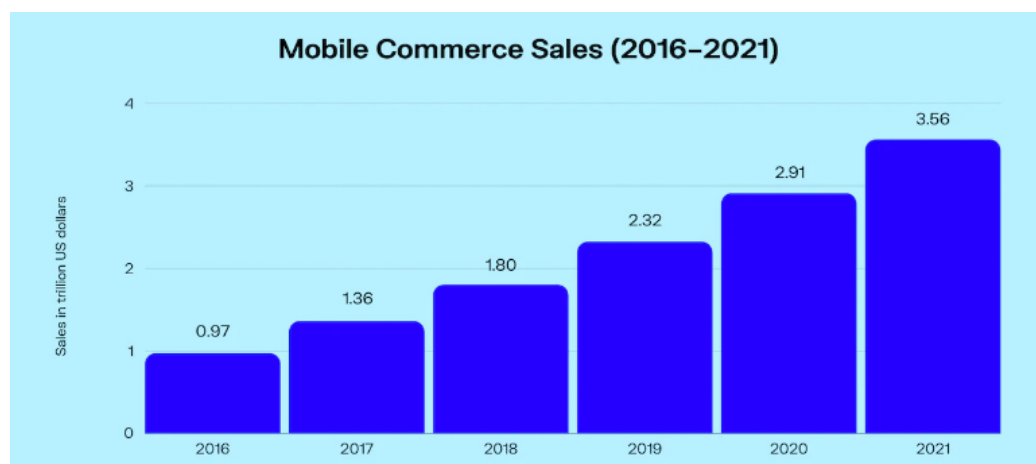
Source: Statista (2022)

Apart from the growing number of internet users, the extensive usage of smartphones has also contributed significantly to the popularization of e-tailing. According to a report by Statista, from 2016 to 2022, the number of smartphone users increased from 3.616 billion to 6.598 billion, indicating a significant growth in the adoption of smartphones worldwide. This trend is forecasted to be continued in the coming years, with the number of smartphone users increase to 7.861 billion by 2028. The increasing use of smartphones has enabled consumers

to shop online from anywhere, at any time, and has made online shopping more convenient and accessible.

Another key factor that has played a major role in the development of e-tailing over the past decade would be the advancement of technology. E-commerce platforms have become more sophisticated, offering a range of features and services such as personalized recommendations, real-time inventory tracking, and mobile payments with advanced authentication system for security purpose; with the help of mobile applications and artificial intelligence (AI), these technology advancements have substantial impacts on the evolution of e-tailing and have helped to drive sales growth in the industry. In the early days of mobile apps, they were primarily used for simple tasks such as checking email or browsing the web. However, with the increasing adoption of smartphones and tablets, mobile apps have become an essential part of everyday life, providing a range of innovative features and services. Consumers are increasingly turning to mobile devices for their shopping needs, and mobile apps have become an essential tool for e-commerce retailers. According to a report by Statista, mobile e-commerce sales has reached US\$3.56 trillion by 2021, increased from US\$1.36 trillion in 2017. (Statista, 2021)

Figure 3 Mobile Commerce Sales (2016-2021)

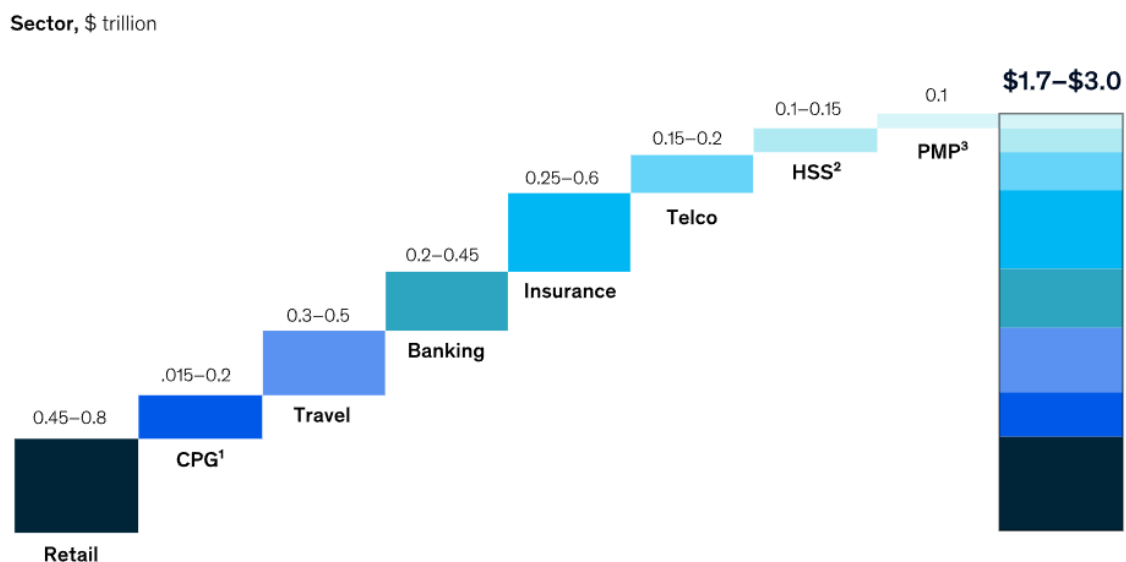


Source: Statista (2022)

AI has played a significant role in improving e-commerce sales by providing retailers with the tools to analyze and understand consumer behavior, and providing personalized recommendations and offers to customers. AI can analyze vast amounts of data to identify patterns and trends, enabling retailers to optimize their marketing campaigns and tailor their offerings to individual customers. Personalized recommendation is one of the major applications that e-commerce adopts from AI. The algorithms can analyze a customer's purchase history, browsing behavior, and other data to provide personalized product recommendations, increasing the likelihood of a purchase and enhance the whole customer journey and experience. According to a report by McKinsey, a customer journey with tailored recommendations and offers have the potential to generate 1.7 to 3 trillion of US dollars. (Mckinsey & Company , 2019)

Figure 4 Value of personalization generates potential revenue.

The value of personalization is in the trillions of dollars.



Source: Mckinsey & Company (2019)

The research has pinpointed that retail industry can benefit the most by personalization, it is estimated to generate between 0.45 - 0.8 trillion dollars. This can be attributed to the fact that

personalized recommendations and offers can help retailers to increase customer loyalty, increase average order value, and improve the overall customer experience. As technology continues to evolve, it is likely that personalization will develop as an increasingly important aspect of the business landscape, transforming the way companies interact with their customers and drive sales growth across a range of industries.

Furthermore, millennials, also named as Generation Y, referring to people who born between 1981 to 1996. With an approximate global population of over 1.8 billion millennials, equivalent to 23% of the global population, this group of people have fully grown and stepped into their adulthood and established their career, therefore their spending power is increasing continuous. A study from Business Wire (2023) has revealed that millennials will be dominating the global e-commerce sales (Business Wire , 2023). According to a study by Invesp Co. has provided insights regarding millennials shopping habits, 67% of millennials would rather shop online than brick-and-mortar stores, 81.3% at least purchase online once per month, 45% of millennials prefer online purchasing as they can run price and products comparisons. (Invesp cro , 2020) Millennials highly value online purchase experience and this indicated the importance of e-tailing platforms to provide superior customers journey, service and experience to cater the needs and expectation of this group of people – which will be dominating the e-tailing industry.

Hong Kong as one of the highest population density cities in the world. With a population of over 7.5 million people (Census and Statistics Department , 2021). The e-tailing market is forecasted to experience a substantial growth in the coming years, with revenue forecasted to reach US\$24.06 billion by 2023; an annual growth rate of 10.00% from 2023 to 2027, by 2027, the market volume of US\$35.22 billion will be reached. The eCommerce market is also expected to see growth in the number of users; forecasted an amount of 6.62 million users by

2027. User penetration is expected to reach 80.9% by 2023 and is forecasted to increase to 88.2% by 2027. The average revenue per user (ARPU) is expected to be US\$3.97K (Statista, 2022). A study conducted by Nielsen in 2020 found that the COVID-19 pandemic had a significant impact on Hong Kong consumer behavior. The study found that there was a significant increase in online shopping, with 74% of respondents stating that they had increased their online shopping frequency since the pandemic began. (Government of HKSAR, 2021)The study also found that consumers were reshaping their purchasing behaviors from offline to online channels due to experiencing strict social distancing policy during the pandemic and got used to the convenience of online shopping, with 47% of respondents stating that they had decreased their offline shopping frequency (Nielson, 2020).

According to a report by J.P Morgan in 2019 – 2019 Payment Trends – Global Insights Report (JP. Morgan, 2019) the business-to-consumer e-commerce market in Hong Kong is valued at \$3.7 billion. This figure is a clear indication of the market's advanced e-commerce infrastructure and its potential for rapid growth in the industry.

The report also highlighted that despite only 25% of Hong Kong's citizens presently engaging in online shopping, which contributes to a mere 11% of the market's total retail expenditure, the online retail market in Hong Kong is expected to increase at a significant rate of 10.2% annually. This suggests that there is great potential for growth in the e-tailing industry in Hong Kong, and the market is expected to be one of the most substantial markets in the global e-tailing scene.

The development of the e-commerce market in Hong Kong can be divided to various factors respectively, including the increasing adoption of mobile devices, the rise of digital payment systems, and the growing popularity of online marketplaces. The advanced accessibility to high-speed internet and the increasing figures of online shoppers in Hong Kong has also

contributed to the growth of the e-commerce industry. Given that the e-commerce market in Hong Kong is still in its early stages, there is area for growth in the industry. As more consumers in Hong Kong become comfortable with online shopping and as the e-commerce infrastructure in the country continues to improve, it is likely that the e-commerce industry will experience exponential growth in the coming years.

1.2 Research motive

E-commerce is an increasingly important industry in Hong Kong, online shopping is becoming a more and more popular choice among consumers, especially after years of social distancing policies. It is critical for businesses to understand the factors and the potential on the growth and sustainability of the e-tailing ecology in Hong Kong, on the other hand, to understand the limitations as well. The purpose of this study is to provide comprehensive research and to understand the underlying factors that influencing e-tailing in Hong Kong and their implications for e-commerce businesses holistically, policymakers, and consumers alike. By doing so, this research will contribute to the development of effective strategies that can sustain the growth and competitiveness of the e-commerce industry in Hong Kong.

1.3 Research Questions and Aims

In this report, it is going to address below research questions and aim to address the factors that have major impact on e-tailing in Hong Kong and challenges that e-tailing businesses are undergoing and examine potential resolutions to these challenges. Relevant challenges may include competition from offline retailers, logistical challenges, and cybersecurity risks.

1. What are the major factors that influence e-tailing in Hong Kong, and how do these factors impact the growth and development of the e-commerce industry in the country?

2. What are the challenges facing e-tailing businesses in Hong Kong, and how can these challenges be resolved?

1.4 Research Objective

The objective of this study is to identify the factors that influence e-tailing in Hong Kong and examine the impact on the growth and to address any potential limitations in e-commerce industry in the market. The study also aims to identify the challenges facing e-tailing businesses in Hong Kong and develop potential solutions to these challenges.

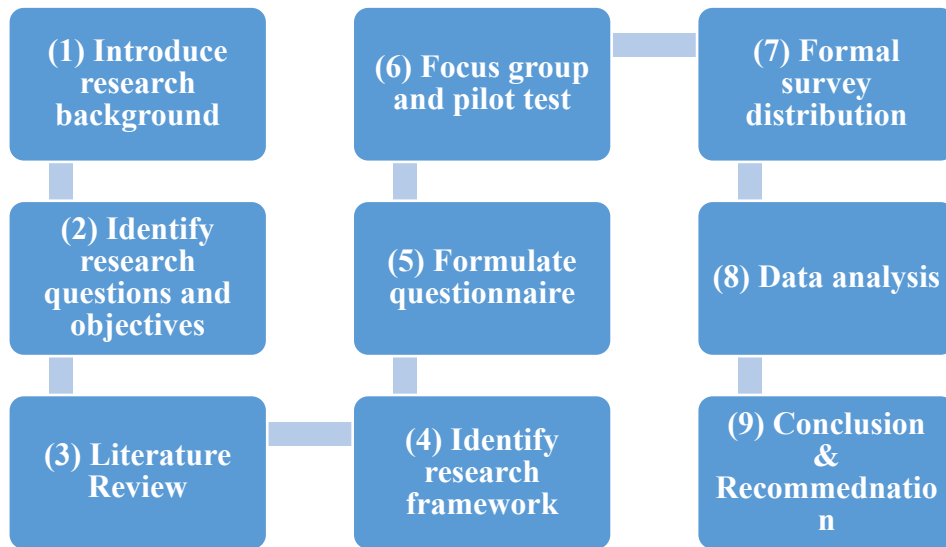
To achieve this objective, the study will resolve questions raised:

1. The purpose of this research questions is to identify the factors that have major impact on e-tailing in Hong Kong, including consumer behavior, government regulations, infrastructure, and technology. The study will examine how these factors impact the growth and development of the e-commerce industry in the country.
2. The purpose of this research question is to identify the challenges that e-tailing businesses in Hong Kong are facing, including competition from offline retailers, logistical challenges, and cybersecurity risks. The study will examine potential solutions to these challenges and develop recommendations for e-tailing businesses in Hong Kong.

By resolving these research questions, the study objective is to challenge and analyze the existing knowledge on e-tailing in Hong Kong and provide a deeper understanding of the factors that influencing the growth and development of the e-commerce industry in the market, also to provide recommendations to sustain competitiveness.

1.5 Research Flow

Figure 5 Research Flow chart



Source: Created by author

(1) Introduce research background

The research background has been mentioned in chapter 1 for a holistic description of the global and local situation. This section has created the purpose of the research is to explore factors that are influencing Hong Kong E-tailing.

(2) Identify research questions and objectives

Based on the research background, therefore, research questions and objectives have been identified in section 1.3 and 1.4. The research questions will focus on the key factors that influence e-tailing in Hong Kong and the challenges that e-tailing businesses in Hong Kong face. The objectives of the research include identifying these factors and challenges, develop potential solutions to these challenges, and providing recommendations for businesses and policymakers in Hong Kong.

(3) Literature Review

Following step in this research process is to conduct a comprehensive literature review. The literature review will focus on relevant research and reports related to e-tailing in Hong Kong. This will be discussed in chapter 2.

(4) Identify research framework

To identify the research framework in chapter 3. The research framework will provide a structure for the analysis of the data collected from the questionnaire. The framework will be developed based on the research questions and objectives identified earlier.

(5) Formulate questionnaire

The questionnaire will be developed based on the research questions and framework identified earlier. The questionnaire will be designed to collect data based on the proposed variables that have direct impact on the purchase intentions in e-tailing in Hong Kong and the challenges that e-tailing businesses undergoing.

(6) Focus group and pilot test

The focus group will involve a group of participants who will be asked to provide their opinions and insights on e-tailing in Hong Kong. The pilot test will be conducted to validate the research methodology and ensure that the questionnaire is effective in collecting the necessary data.

(7) Formal survey distribution

With the formal survey formulate and revised base on the feedback from focus group and pilot test. The survey will be distributed to a sample of e-tailing businesses and consumers in

Hong Kong. The data collected from the survey will be analyzed using the research framework identified earlier.

(8) Data analysis

The data analysis will focus on identifying the key factors that influence e-tailing in Hong Kong and the challenges that e-tailing businesses in Hong Kong face. The data analysis will also examine potential solutions to these challenges.

(9) Conclusion & Recommendation

The final step in this research process is to draw conclusions and provide recommendations based on the findings of the study. The conclusions will summarize the key findings of the study, while the recommendations will provide guidance for e-tailing businesses and policymakers in Hong Kong. Overall, this research aims to contribute and challenge the existing body of knowledge on e-tailing in Hong Kong and provide insights and resolutions that influence the growth and development of the e-commerce industry positively or negatively.

1.6 Concluding Summary

To conclude the first chapter, by identifying the research background, objectives, questions and research flow. Chapter 1 is to set the foundation for the research topic and provides a clear understanding of the research questions and objectives, as well as the research flow. The findings of this study will have a good amount of implications for businesses and policymakers in Hong Kong, and will add to the existing pool of information and knowledge on e-tailing in the marketing.

2. Literature Review

In chapter 2, the literature review will include a comprehensive search of relevant academic journals, industry reports, and other relevant sources, also to identify research methodology in this report. The literature on e-tailing in Hong Kong highlights the importance of mobile devices, digital payment systems, and online marketplaces in the market's e-commerce industry. It also highlights the challenges that e-tailing businesses are facing, which will also be addressed in this report.

2.1 Technology Acceptance Model (TAM)

Since the e-commerce industry is undergoing rapid growth locally and globally, it is more and more important for businesses to understand the factors that influence consumer behavior in online shopping and the level of acceptance to new technology. One of the widely used models for understanding consumer acceptance of technology is the Technology Acceptance Model (TAM). The TAM is a well-established and extensively research model that has been adopted in numerous studies to understand technology acceptance by consumers and usage. The purpose of this research is to adopt TAM to understand the factors that influence e-tailing in Hong Kong.

Technology Acceptance Model (TAM) is a research model designed to explain how users adopt and perceived technology (Venkatesh & Bala, 2008). The model focuses on 3 big categories – perceived usefulness, perceived ease of use, and user acceptance of information technology (Davis, 1989). Since its introduction, the TAM has undergone several revisions and extensions. One of the major revisions was proposed by Venkatesh and Davis in 2000. They expanded the model to include social influence, cognitive instrumental processes, and

facilitating conditions as additional factors that influence technology acceptance (Venkatesh, V. & Davis, F. D., 2000).

For current e-tailing industry in Hong Kong, the TAM can be adopted to understand the major factors that influence the consumers' adoption of e-commerce platforms. The perceived usefulness of online shopping, such as the convenience, product availability, and price comparison, can affect the willingness of consumers to shop online (Li & Huang, 2017). Moreover, the perceived ease of use of e-commerce platforms, such as the user interface, shopping process, and payment security, can also affect the adoption of online shopping (Shin, 2008). Therefore, the TAM can be adapted to this research by providing a theoretical framework to better understand the factors that are affecting the adoption of e-commerce technologies in the retail industry in Hong Kong.

Moreover, the TAM can benefit this research by providing a comprehensive and well-established theoretical foundation to guide the data analysis and interpretation. By using the TAM, a clear and structured methodology can be established to collect and analyze the data, which the validity and reliability of the research can enhanced.

2.2 Perceived usefulness (PU)

Perceived usefulness is an essential construct in the Technology Acceptance Model (TAM) that refers to the degree of which a technology is perceived by users as useful in achieving specific goals or tasks. Perceived usefulness refers to the degree of which users perceive a technology to improve their productivity in certain aspects (Davis, 1989). To summarize, if users perceive a technology as useful, they will be more likely to adopt and use it and is often measured using self-reported questionnaires.

According to Bélanger and Carter (2008), the study conducted a meta-analysis of research studies that employed the Technology Acceptance Model (TAM) to investigate the adoption

of information technology. The researchers discovered that perceived usefulness was a major predictor of users' intention to utilize a technology, and that this association was influenced by variables such as age, gender, and experience. The reference reinforces the notion that perceived usefulness is a crucial factor that impacts on user behavior and provides supporting evidence for its significance in the adoption of information technology.

2.2.1 Measurement of perceived usefulness

There are various questionnaires that have been developed and used to measure perceived usefulness, including the original TAM questionnaire developed by Davis (1989), the Technology Acceptance Model 2 (TAM2) questionnaire developed by Venkatesh and Davis (2000), and the Unified Theory of Acceptance and Use of Technology (UTAUT) questionnaire (Venkatesh, 2003).

The TAM questionnaire developed by Davis (1989) consists of four major items that measure perceived usefulness. The items are as follows:

1. *"Using [the technology] would enhance my effectiveness at work."*
2. *"Using [the technology] would increase my productivity."*
3. *"Using [the technology] would make it easier to do my job."*
4. *"I would find [the technology] useful in my job."*

The questionnaire has addressed 4 key factors that Davis considered valuable for measuring perceived usefulness of a technology towards the purchase intention, including the effectiveness of doing a task, increase productivity, does the technology made a task easier and therefore to determine if the technology is useful.

Table 1 Summary of literature review on perceived usefulness

Reference	Definition or measurement
Davis (1989)	A person believes in a technology can enhance their productivity may have higher chance to adopt it.
Venkatesh and Davis (2000)	Formulated a questionnaire with focus in 4 key factors to measure perceived usefulness – effectiveness, enhancement of productivity, make life easier and therefore to find the technology useful.
Bélanger and Carter (2008)	The reference supports the point that perceived usefulness is an important predictor of user behavior and provides evidence for its significance in the adoption of information technology.

Source: Created by author

2.3 Perceived Ease of Use (PEOU)

Perceived ease of use is another key construct in the Technology Acceptance Model (TAM) developed by Davis (1989). It refers to the degree of which a technology is perceived by users as easy to use, as in effortless to learn and operate, without requiring excessive effort or time. If users perceive a technology as simple to use, they are more likely to adopt and utilize it. Perceived ease of use and perceived usefulness are closely connected since both constructs impact user acceptance and usage of technology. In the Technology Acceptance Model (TAM), these two constructs are viewed as interdependent because users' perceptions of ease of use can influence their perceptions of usefulness, and vice versa.

According to Legris et al. (2003), the study has conducted an assessment to reevaluate the Technology Acceptance Model in the context of e-commerce. The results revealed that perceived ease of use was a substantial determinant of users' adoption of e-commerce, with this relationship being influenced by variables such as age and experience.

2.3.1 Measurement of perceived ease of use

According to Davis (1989), perceived ease of use is measured by the degree to which a technology is perceived as requiring little effort to use. Specifically, perceived ease of use is determined by the following factors:

1. Cognitive Effort: This aspect relates to the level of mental exertion required to use the technology, such as concentration, attention, and memory.
2. Physical Effort: This aspect pertains to the degree of physical dexterity and strength needed to operate the technology.
3. Time: This aspect refers to the amount of time required to use the technology.
4. Skill: This aspect refers to the level of expertise required to operate the technology.
5. Complexity: This aspect relates to the degree to which a user believes that the technology is complex and difficult to understand.

To measure perceived ease of use, researchers typically use a Likert scale and ask users to rate their level of agreement with the statements related to these factors.

For instance, the Technology Acceptance Model questionnaire developed by Davis (1989) includes four statements related to perceived ease of use., such as:

1. *"Learning to use [the technology] is easy for me."*
2. *"I find [the technology] easy to use."*
3. *"Using [the technology] does not require a lot of mental effort."*
4. *"I find [the technology] to be flexible to interact with."*

The questionnaire has addressed 4 key factors that Davis considered valuable for measuring

the perceived ease of use of a technology, including how easy for a person to be skillful at using the technology, a person find the technology easy to control, the mental effort needed for be skillful of using a technology and the flexibility (Davis, 1989).

Another study from Gefen and Straub (2000), that investigated the relationship between and the importance of perceived ease of use in the adoption of e-commerce. The study used a survey of 120 online shoppers to collect data on users' perceptions of ease of use, usefulness, and their intentions to adopt e-commerce. The survey included questions on users' attitudes towards e-commerce, their previous experience with e-commerce, and their familiarity with the technology. The study has reached to a conclusion that in order to convince a person to adopt a new technology, the shorter the amount of time that person gets to be skillful and familiar operating the technology, the higher the level of acceptance will occur.

Table 2 Summary of literature review on perceived ease of use

Reference	Definition or measurement
Davis (1989)	A person can easily pick up and manage the technology may have higher chance to adopt it.
Gefen, D., & Straub, D., (2000)	The study addressed that perceived ease of use is a critical variable towards purchase intention to e-commerce.
Collerette, P. (2003)	The study tested TAM

Source: Created by author

2.4 Electronic Word of Mouth (eWOM)

e-WOM, or electronic word-of-mouth, refers to the sharing of opinions, feedback, and recommendations about products, services, and brands through online channels, such as social media, forums, blogs and other online reviews – ie. Website comments sections, etc. These are different forms and platforms for online communication that allows consumers to

exchange information and experiences with others in a digital environment, and it can have a major impact on consumer behavior and purchase decisions (Park, 2007).

e-WOM can take many forms, including product reviews, ratings, comments, and social media posts, and it may come from various sources, social ties such as friends, family, peers, and strangers (Liu, 2018). One of the key features of e-WOM is its perceived credibility and trustworthiness, which is often viewed as more reliable than traditional advertising and marketing messages (Hennig-Thurau, 2004).

According to Chevalier and Mayzlin's (2006) study about the impact of online word of month (WOM) on consumer behavior and has provided empirical evidence that it is proven that WOM can be hugely affect consumer purchase decisions even in the absence of traditional advertising. The relationship between online book reviews and sales on Amazon online store was the foundation of this study, it has been discovered that one-star review increases in a book's average rating on the platform led to a 5% to 9% increase in sales. This indicated that a high level of direct relationship between reviews driving sales and revealed some of the consumers will make purchase decision based on the review (Chevalier, 2006).

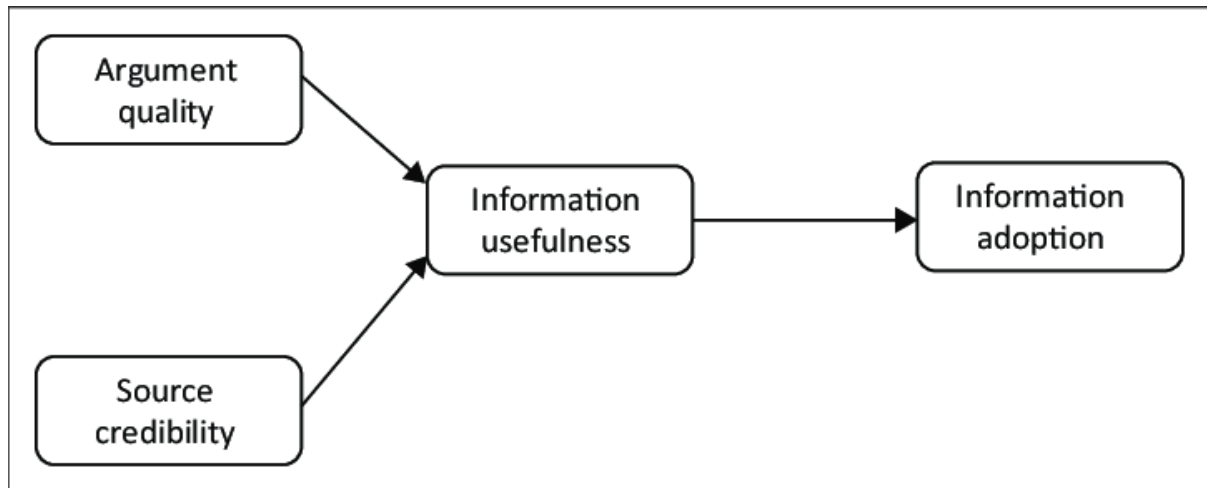
2.4.1 Measurement of e-WOM

According to Rice and Atkin in their book "Public Communication Campaigns" in 1989 (Rice, R. E., & Atkin, C. K., 1989), it explains how individuals adopt new technologies or innovations, and it has been applied to various contexts, including e-WOM.

The theory of argument quality, source credibility, information usefulness, and information adoption are related to the broader field of persuasive communication and have been studied in the context of advertising, public relations, and marketing. These variables are important for

understanding how persuasive messages are processed and how they influence attitudes and behaviors.

Figure 6 Information Adoption model



Source: Rice, R. E., & Atkin, C. K. (1989)

1. Argument quality refers to the strength and persuasiveness of the message itself, including the evidence, reasoning, and appeals used to support the argument. High-quality arguments are more likely to be accepted and attitudes change and behaviors than low-quality arguments.
2. Source credibility refers to the perceived expertise, trustworthiness, and likability of the message source. Messages from credible sources are more likely to be accepted and adopted than messages from less credible sources.
3. Information usefulness refers to the relevancy and practicality of a piece of information presented in the message. Messages that provide useful information that is relevant to the audience's needs and interests will likely to be accepted and to change attitudes and behaviors than messages that are irrelevant or impractical.

4. Information adoption refers to the process of adopting and integrating new information into one's life or work. This process can involve a range of factors, including motivation, ability, opportunity, and social norms.

By considering these variables in the design and delivery of persuasive messages, businesses and marketers can increase the effectiveness of their communications and drive adoption and loyalty.

Table 3 Summary of literature review on e-WOM

Reference	Definition or measurement
Park (2007)	Defined e-WOM as sharing opinion, feedback and comments on electronic platforms.
Liu (2018)	Defined different forms of e-WOM
Hennig-Thurau, (2004)	Argued that e-WOM is perceived as more reliable versus traditional advertisements and marketing approach
Rice, R. E., & Atkin, C. K., (1989)	Proposed that argument quality and source credibility will have direct impact on the information usefulness. If one person found a piece of information useful, they will have higher chance to adopt that information.

Source: Created by author

2.5 Perceived value

Perceived value refers to the customer's evaluation of the benefits they receive relative to the costs they incur while purchasing or utilizing a product or service. Perceived value is a subjective perception of the worthiness of a product or service based on the customer's individual needs, preferences, and expectations. Perceived value is a major factor in consumer behavior and decision-making processes. Customers will be more likely to purchase products and services that provide a high perceived value, meaning that the benefits outweigh the costs. Conversely, customers are less likely to purchase products and services

that provide a low perceived value, meaning that the costs outweigh the benefits (Sweeney, 2001).

2.5.1 Measurement of perceived value

According to Zeithaml's (1988), perceived value is a function of three components: perceived quality, perceived price, and perceived sacrifice. Perceived quality refers to the customer's personal assessment towards the product's or service's attributes, such as its reliability, durability, and performance. Perceived price refers to the customer's personal assessment towards the monetary cost of a product or service. Perceived sacrifice refers to the customer's assessment of the non-monetary costs associated with the product or service, such as time, effort, and psychological costs.

Another study from Sweeney and Soutar (2001) developed a multiple-item scale to measure perceived value, which consists of five dimensions: Quality for price paid – the perceived quality of a product or service versus to its price. Social benefits – how a product or service contribute to a person's social status. Epistemic benefits – the level of intellectual and knowledge provided by a product or service. Emotional benefits – the way a product or service makes a person feel; for example, the level of happiness a person feels after purchasing a certain product or experiencing a certain service treatment. Conditional value – a product or service to be valuable in a certain scenario or situation; for example, sample size make-up products can add value while a person is travelling but not in normal daily lives. The scale has been widely used in marketing research to measure customers' perceptions of value and to develop interventions aimed at improving customers' perceptions of value.

According to another study by Woodruff (1997), the article has proposed an idea of to enhance the competitive advantage by replacing product and service quality, cost, and speed that affect customer's overall assessment of the benefits and costs of a product or service and preferences, expectations, and experience. The article also discusses the implications of customer value for marketing strategy and offers recommendations for companies seeking to create and capture customer value.

Table 4 Summary of literature review on the perceived value

Reference	Definition or measurement
(Zeithaml, 1988)	Zeithaml's model proposes that the customer's assessment of perceived value is a function of the relationship between perceived quality and perceived price, and the relationship between perceived quality and perceived sacrifice.
(Sweeney, 2001)	Sweeney and Soutar has developed the scale to analyze the factors that influence customers' perceptions of value and to develop interventions aimed at improving customers' perceptions of value.
(Woodruff, 1997)	Provided an understanding of product and service quality, cost and speed can affect customer's perceived value.

Source: Created by author

2.6 Electronic service quality (e-servqual)

E-SERVQUAL is a widely used model to measure e-service quality. The model is an adaptation of the original SERVQUAL model developed by Parasuraman, Zeithaml, and Berry (1988) for evaluating and measuring service quality in traditional service settings.

The modified version of e-SERVQUAL model proposed by Parasuraman, Zeithaml, and Malhotra (2005) includes five dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are suggested to be particularly relevant in the online context, where customers may have different expectations and experiences than in traditional service settings.

2.6.1 Measurement of e-SERVQUAL

With reference to the modified e-SERVQUAL model proposed in 2005, to measure e-service quality using the e-SERVQUAL model, researchers typically use a survey instrument that includes a series of Likert-scale items or statements related to each of the five dimensions.

- I. Tangibles: This dimension indicates the appearance and functionality of the website and other physical or virtual materials associated with the service.

Examples of tangible elements include the design, layout, and navigation of the website, as well as the quality of graphics and images.
- II. Reliability: This dimension indicates the ability of the website to perform as expected and to deliver accurate and timely information. Examples of reliability elements include the speed of page loading, the accuracy of information, and the security of online transactions.
- III. Responsiveness: This dimension indicates the willingness and ability of the website to respond to customer needs and inquiries. Examples of responsiveness elements include the availability of customer service representatives, the speed of response to customer inquiries, and the ability of the website to provide personalized recommendations.
- IV. Assurance: This dimension indicates the trustworthiness and expertise of the website and the organization behind it. Examples of assurance elements include the availability of customer reviews and ratings, the presence of privacy policies and security certifications, and the quality of customer service interactions.
- V. Empathy: This dimension indicates the ability of the website and the organization to understand and meet the needs and expectations of the customer. Examples of empathy elements include the availability of personalized recommendations and

promotions, the ease of use of the website, and the availability of multiple channels for customer feedback.

Table 5 Summary of literature review on the e-servqual

Reference	Definition or measurement
Parasuraman, Zeithaml, and Malhotra (2005)	Proposed a modified SERVQUAL model for measuring e-service quality
Valarie A. Zeithaml, A. Parasuraman and Leonard L. Berry (1988)	Proposed the original SERVQUAL model to measure consumer's expectation and perceptions of service quality.

Source: Created by author

2.7 Relationship between variables and purchase intention

This section will discuss relationship between each variable towards purchase intention.

Variables including perceived usefulness, perceived ease of use, e-WOM, perceived value and e-service quality.

2.7.1 Relationship between perceived usefulness and purchase intention

According to Davis (1989) perceived usefulness is a major factor in the Technology Acceptance Model (TAM) and has been found to be a significant predictor of behavioral intention in many studies. When customers perceive a website or e-commerce platform to be useful, they are more likely to engage with it and have a higher intention to purchase products or services. This is because perceived usefulness reflects the degree to which customers believe that the platform can help them achieve their goals, such as finding the right product or service. In other words, customers are more likely to engage with platforms that provide them with the tools and resources they need to accomplish their tasks. For example,

Venkatesh and Davis (2000) found that perceived usefulness was a significant predictor of purchase intentions in a study of online shopping behavior.

⇒ Customers who perceive a website or e-commerce platform to be useful will have a higher intention to purchase products or services from that platform.

⇒ *Hypothesis: Perceived usefulness positively influences purchase intentions.*

2.7.2 Relationship between perceived ease of use and purchase intention

According to Davis (1989), perceived ease of use is also a key factor in the TAM and has been found to be a significant predictor of behavioral intention in many studies. When customers perceive a website or e-commerce platform to be easy to use, they are more likely to engage with it and have a higher intention to purchase products or services. This is because perceived ease of use reflects the degree to which customers believe that the platform is easy to navigate, understand, and use. In other words, customers are more likely to engage with platforms that are intuitive and user-friendly. For another example, it has been found that perceived ease of use was a significant predictor of purchase intentions in a study of mobile shopping behavior (S.T. Markun Hanjaya, 2019).

⇒ Customers who perceive a website or e-commerce platform to be easy to use will have a higher intention to purchase products or services from that platform.

⇒ *Hypothesis: Perceived ease of use positively influences purchase intentions.*

2.7.3 Relationship between e-WOM and purchase intention

e-WOM is a powerful tool for influencing consumer behavior, as it provides customers with information and insights from other customers. Positive e-WOM can increase the perceived value of a product or service and create a sense of trust and credibility. When customers receive positive e-WOM about a product or service, they are more likely to have a higher

intention to purchase that product or service. According to Cheung and Thadani (2012), the research has investigated the impact of e-WOM on purchase intention in the context of social networking platforms. It has been discovered that positive e-WOM had a significant positive effect on purchase intention, while negative e-WOM had a significant negative effect on purchase intention. Another research from Liu and Liang (2014), based on online hotel booking, the hotels with positive e-WOM, under the same external factors including price, level of the hotel, etc. are more likely to be booked, vice versa for negative e-WOM.

⇒ Customers who receive positive e-WOM about a product or service will have a higher intention to purchase that product or service.

⇒ *Hypothesis: Positive e-WOM positively influences purchase intentions.*

2.7.4 Relationship between perceived value and purchase intention

Perceived value is the customer's perception of the benefits received relative to the cost of the product or service. Sweeney, Soutar, and Johnson (1999) investigated the relationship between perceived value and purchase intention in the context of a retail environment. They conducted a survey of customers in a large department store and collected data on customers' perceptions of the quality of the store's products and services, as well as their intentions to make purchases. To measure perceived value, the researchers used a multi-item scale that included items such as "the prices of products in this store are reasonable" and "the quality of products in this store is worth the price." They also measured purchase intention using a single-item scale that asked customers how likely they were to make a purchase in the store. The results of the study showed a strong positive relationship between perceived value and purchase intention. Specifically, customers who perceived higher value in the store's products and services were more likely to have a higher intention to purchase from the store.

Another research from Gan and Wang (2017), discussed the relationship between perceived value and purchase intention in the context of online shopping. They conducted an online survey of 305 participants in China and collected data on customers' perceptions of the quality of online shopping websites, as well as their intentions to make purchases.

To measure perceived value, the researchers used a multi-item scale that included items such as "the website offers good value for the price" and "the website provides a good balance between quality and price." They also measured purchase intention using a single-item scale that asked customers how likely they were to make a purchase from the website. The results of the study showed a strong positive relationship between perceived value and purchase intention.

⇒ Customers who perceive that a product or service offers good value for the cost will have a higher intention to purchase that product or service.

⇒ *Hypothesis: Perceived value positively influences purchase intentions.*

2.7.5 Relationship between e-servqual and purchase intention

E-servqual is a measure of e-service quality that includes dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. According to Paraskevas and Vrontis (2006), the study provides evidence for the importance of e-servqual in predicting purchase intention in the e-commerce context through conducting a survey with 500 online shoppers and collected data on customers' perceptions of the quality of e-service provided by e-commerce websites, as well as their intentions to make purchases. The study also suggests that the different dimensions of e-servqual may have varying levels of influence on purchase intention, highlighting the need for e-commerce websites to focus on all aspects of e-service quality to maximize purchase intentions.

⇒ Customers who perceive high levels of e-service quality, as measured by e-servqual, will have a higher intention to purchase products or services from that platform.

⇒ *Hypothesis: e-servqual positively influences purchase intentions.*

3. Research Methodology

This chapter will identify the research methodology that this research will adopt.

3.1 Research Framework

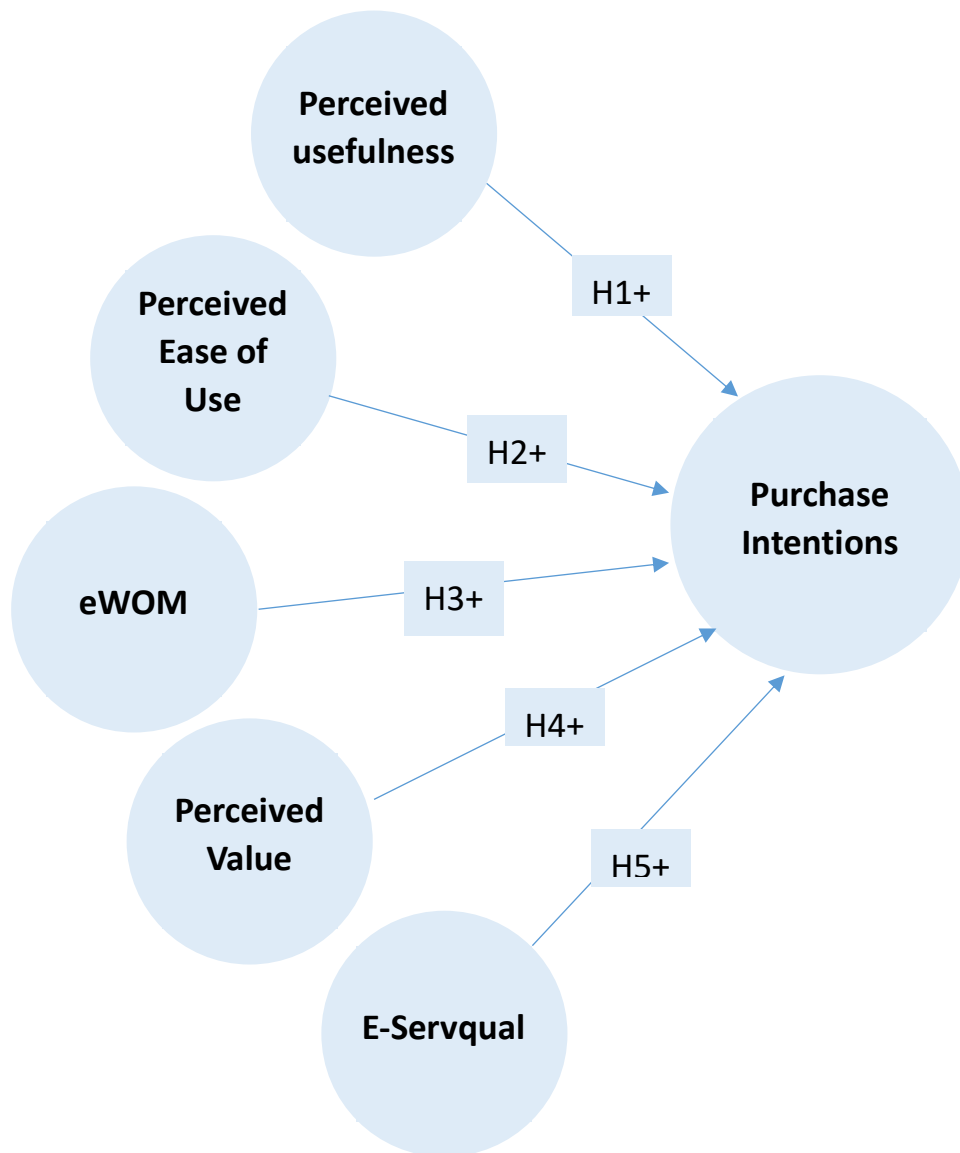


Figure 7 Research Framework

Source: Created by author

3.2 Research hypotheses and method

According to the research and literature review from previous chapters, a questionnaire based on the below hypotheses will be developed in order to collect data and further analyze. As per previous chapter, the relationships between these variables towards purchase intention have been identified.

⇒ *H1: Perceived usefulness positively influences purchase intentions.* (Davis, 1989)

⇒ *H2: Perceived ease of use positively influences purchase intentions.* (Venkatesh, V. & Davis, F. D., 2000)

⇒ *H3: Positive e-WOM positively influences purchase intentions.* (Hennig-Thurau, 2004)

⇒ *H4: Perceived value positively influences purchase intentions.* (Kopp, 2020)

⇒ *H5: Hypothesis: e-servqual positively influences purchase intentions.* (Yoo, 2001)

3.2.1 Types of research

This research will be utilizing both qualitative and quantitative. Qualitative research is identified as the study of the nature of phenomena, this type of research will include the data in form of words but not numbers. (Philipsen, 2007) Quantitative research is identified as a process of numerical data collection and analyzing, it is the opposite of qualitative research, this type of research will only include numerical data. It can be used to make predictions based on finding patterns, average, relationships, etc. (Bhandari, 2020).

3.2.2 Types of data collections

Data collection an important procedure during academic research as it can gather information that can be used to answer research questions and test proposed hypotheses.

Survey is considered one of the widely used method of primary data collection in academic research, as they allow researchers to collect large amounts of data from a wide range of participants. According to Dillman, Smyth, and Christian (2014), the research has provided an in-depth analysis of the tailored design method, which is a comprehensive approach to survey research that involves tailoring the survey design to the specific needs of the research question and the target population (Dillman, 2014). Conducting focus group meeting is another method of primary data collection, it can provide qualitative data based on the authentic real time response and reaction from participants of different topics and can be used to generate new ideas for research. Morgan (1996) provides an in-depth analysis of focus group methodology that supports the point that focus groups are useful for exploring participants' attitudes and experiences in a group setting and provides guidance on how to use focus groups in academic research.

As for secondary data collection, it is defined as obtaining data that has already been collected by other researchers or organizations. Secondary data can be collected from a variety of sources, including reliable websites or digital platforms, government organizations, non-profit organizations and academic journals. Secondary data can be useful for providing context and background information on a research topic and can be used as supplement to primary data collection (Bryman, 2016). Therefore, both primary and secondary data collection will be performed in this research.

3.3 Sampling Method

For this research, snowball sampling will be adopted.

Snowball sampling is a sampling method that is commonly used in social science research to collect data. This sampling method was first suggested by Coleman (1958 – 1959) and

Goodman (1961), this sampling method is to seek assistance from research participants to refer and reach out to other potential participants and pass on.

3.3.1 Data collection

The current survey has adopted snowball as sampling method, the survey was circulated with Google Form link for easy access on smartphones, which was distributed via WhatsApp, Telegram, and emails. A total of 260 people were invited to participate in the survey, which was conducted within the period of 1st – 31st March 2023. Only Hong Kong residents were participated in the study. In a total of 246 valid results were collected from the survey. The use of snowball sampling allowed for recruiting participants who may have been difficult to reach using other sampling methods, and the use of an online survey allowed the convenience participation.

3.4 Questionnaire Design

The questionnaire consists of two sections. The first section measures the proposed variables – perceived usefulness, perceived ease of use, e-WOM, perceived value, e-service quality impact towards purchase intention. The questions in this section use a 5-point Likert scale, ranging from strongly disagree to strongly agree. The second section collects demographic information about the respondents, including age, gender, and education level.

The questions in this survey are adapted from previous research on e-commerce and the TAM. The perceived usefulness questions are based on Davis (1989), who defined perceived usefulness as "the level of enhancement of ones' productivity and performance by utilizing a particular system" The perceived ease of use questions is based on the work of Venkatesh and Davis (2000), who defined perceived ease of use as "the level of effort that a person has to pay for utilizing a particular system." The e-WOM questions are based on the work of Cheung et al. (2012), who defined e-WOM as "the sharing of opinions and reviews about

products and services via the internet." The perceived value questions are based on the work of Zeithaml (1988), who defined perceived value as "the overall assessment of the utility of a product based on its perceived benefits versus its cost." The e-service quality questions are based on the work of Parasuraman et al. (1988), who defined e-service quality as "the level of quality that customers' can be expected and is this level fulfilling a person's needs in the digital environment."

The results will be analyzed using statistical methods and software IBM SPSS. The findings of this survey will provide valuable insights into consumer behavior in e-commerce and help retailers to improve their online sales.

Table 6 The construct of questionnaire

	Questionnaire	Reference
Perceived Usefulness	- PU1: Shopping on E-commerce platforms is more convenient than shopping in brick-and-mortar stores. - PU2: I find shopping on E-commerce platforms saves my time. - PU3: I find shopping on E-commerce platforms allows me to access a wider range of products. - PU4: Shopping on E-commerce platforms allows me to compare prices more easily than shopping in brick-and-mortar stores. - PU5: Shopping on E-commerce platforms allows me to shop anytime, anywhere.	(Davis, 1989)

Perceived Ease of Use	- PEU1: I find it easy to navigate E-commerce platforms. - PEU2: E-commerce platforms are easy to use. - PEU3: E-commerce platforms have a simple interface. - PEU4: I think the checkout process on E-commerce platforms is easy to complete. - PEU5: I tend to feel secure to purchase on E-commerce platforms as most of them provide clear and detailed product information.	(Davis, 1989)
e-WOM:	- WOM1: I trust online reviews when making purchase decisions. - WOM2: Positive online reviews influence my purchase decisions. - WOM3: Negative online reviews influence my purchase decisions. - WOM4: I prefer to read reviews from people who have similar preferences and interests as me. - WOM5: I am more likely to trust reviews from verified purchasers.	(Rice, R. E., & Atkin, C. K., 1989)
Perceived Value	- PV1: I think shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores.	(Sweeney, 2001)

	- PV2: I believe the quality of products purchased on E-commerce platforms is comparable to those sold in brick-and-mortar stores. - PV3: E-commerce platforms offer better discounts and deals than brick-and-mortar stores. - PV4: Shopping on E-commerce platforms allows me to avoid additional expenses such as transportation costs.	
e-Service Quality	- ESQ1: I think E-commerce platforms are reliable. - ESQ2: I think E-commerce platforms are responsive to customer needs. - ESQ3: I believe E-commerce platforms provide fast and efficient delivery. - ESQ4: I think E-commerce platforms have a user-friendly return and exchange policy.	
Purchase Intention	- PI1: I believe that making a purchase on E-commerce platforms is convenient. - PI2: I trust that the products I purchase on E-commerce platforms will meet my expectations. - PI3: I enjoy the experience of shopping on E-commerce platforms.	

Source: Created by author

3.4.1 Pilot testing questionnaire with focus group

Pilot testing a questionnaire with a focus group is an important step in the development of a survey. This process involves raising the questionnaire to a small sample of participants, therefore to identify any issues or problems with the questionnaire and to assess its feasibility and effectiveness.

The main reason for conducting a pilot test with a focus group is to ensure that the survey instrument is valid, reliable, and effective in collecting the intended data. By testing the questionnaire with a small group of participants, researchers can identify any unclear or confusing questions, assess the length and complexity of the survey, and gather feedback on the overall design and content of the questionnaire, real time reaction and attitude can also help evaluate the legitimacy of questions. This process can help to refine the questionnaire and ensure that it is suitable for use in the target population. According to Fowler (2013), the study emphasizes the importance of pilot testing a questionnaire with a focus group to ensure its validity and reliability. Pilot testing a questionnaire can help to identify potential issues or problems with the survey instrument and refine it before distributing to the target population. (Fowler Jr, 2013)

Prior to distributing the formal survey, three focus group meetings were conducted from 20 February 2023 to 1 March 2023, with 8-15 participants in each session. During the meetings, all survey questions were discussed, and feedback was gathered from the participants. This pilot testing process has identify questions to add or eliminate or refine based on the participants' feedback.

3.5 Formal Survey

After passing the pilot test and conducting a reliability test, the formal survey instrument was deemed valid and reliable for use in the target population. The survey was then distributed to the intended participants, by adopting snowball method, participants have helped to pass on the survey to a potential group of people. The data collected from the formal survey was then analyzed using appropriate statistical methods therefore to resolve the research questions and test the study hypotheses.

3.6 Data Analysis

The data analysis for this study will be based on several statistical methods, including reliability test, correlation coefficient, and ANOVA. The reliability test will assess the internal consistency and stability of the survey instrument, while the correlation coefficient will be used to explore the relationships between variables. ANOVA will be used to test for significant differences between groups on various measures. Based on analyzing the data and mean scores of each variable has been identified, this can help to provide insights into the patterns and relationships in the data and can be used to test the study hypotheses, therefore recommendations can be suggested based on obtained result.

3.6.1 Reliability Analysis

Reliability analysis is commonly used in research to assess the consistency of a measure or instrument. The most commonly used method for assessing reliability is Cronbach's alpha, which measures the internal consistency of a set of items or questions. A high Cronbach's alpha indicates that the items are measuring the same construct consistently and effectively.

Table 7 Reliability test

Title	Reliability		
	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
PU1: Shopping on E-commerce platforms is more convenient than shopping in brick-and-mortar stores.	0.511	0.918	0.921
PU2: I find shopping on E-commerce platforms saves my time.	0.502	0.918	
PU3: I find shopping on E-commerce platforms allows me to access a wider range of products.	0.541	0.918	
PU4: Shopping on E-commerce platforms allows me to compare prices more easily than shopping in brick-and-mortar stores.	0.474	0.919	
PU5: Shopping on E-commerce platforms allows me to shop anytime, anywhere.	0.449	0.919	
PEU1: I find it easy to navigate E-commerce platforms.	0.522	0.918	
PEU2: E-commerce platforms are easy to use.	0.647	0.916	
PEU3: E-commerce platforms have a simple interface.	0.564	0.917	
PEU4: I think the checkout process on E-commerce platforms is easy to complete.	0.56	0.918	
PEU5: I tend to feel secure to purchase on E-commerce platforms as most of them provide clear and detailed product information.	0.57	0.917	
WOM1: I trust online reviews when making purchase decisions.	0.513	0.918	
WOM2: Positive online reviews influence my purchase decisions.	0.611	0.917	
WOM3: Negative online reviews influence my purchase decisions.	0.48	0.919	
WOM4: I prefer to read reviews from people who have similar preferences and interests as me.	0.622	0.917	
WOM5: I am more likely to trust reviews from verified purchasers.	0.643	0.916	

PV1: I think shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores.	0.488	0.919
PV2: I believe the quality of products purchased on E-commerce platforms is comparable to those sold in brick-and-mortar stores.	0.551	0.918
PV3: E-commerce platforms offer better discounts and deals than brick-and-mortar stores.	0.507	0.918
PV4: Shopping on E-commerce platforms allows me to avoid additional expenses such as transportation costs.	0.466	0.919
ESQ1: I think E-commerce platforms are reliable.	0.544	0.918
ESQ2: I think E-commerce platforms are responsive to customer needs.	0.559	0.918
ESQ3: I believe E-commerce platforms provide fast and efficient delivery.	0.456	0.919
ESQ4: I think E-commerce platforms have a user-friendly return and exchange policy.	0.494	0.919
PI1: I believe that making a purchase on E-commerce platforms is convenient.	0.483	0.919
PI2: I trust that the products I purchase on E-commerce platforms will meet my expectations.	0.563	0.917
PI3: I enjoy the experience of shopping on E-commerce platforms.	0.544	0.918

Source: Created by author based on data analysis

According to the table above, the reliability coefficient value is 0.921, which is greater than 0.9, indicating that the quality of the research data reliability is high. Regarding the "deleted item α coefficient," the reliability coefficient does not significantly increase when any item is deleted, indicating that items should not be deleted.

Regarding the value if corrected item-Total correlation, all values are all greater than 0.4, indicating that the analysis items have a good correlation with each other, and that the reliability level is good. In summary, the research data's reliability coefficient value is higher

than 0.9, indicating high data reliability quality, which can be used for further analysis. These findings are consistent with previous research that has emphasized the importance of assessing the reliability and validity of research data. High reliability coefficients and CITC values suggest that the data is consistent and that the items are measuring the same construct, which enhances the overall validity of the research findings. These results are important in ensuring that research findings are robust and can be used to inform decision-making processes.

4 Research Result and Analysis

The data collection methods used in this study include online questionnaires and telephone surveys. A total of 260 responses were obtained, invalid questionnaires were eliminated, resulting in a total of 246 valid questionnaires. Statistical analysis was then conducted using IBM SPSS software.

4.1 Sample Structure Analysis

The majority of the respondents were female, with a ratio of 59.30% to 40% compared to males. In terms of age groups, the main sample groups were aged 25-34 and 35-44, accounting for 47.15% and 17.89% of the sample, respectively. Thirdly, 54.07% of the respondents had graduated from university.

Table 8 Respondent demographics

Respondent Demographics			
Title	Category	Frequency	Percentage (%)
Gender	Female	146	59.30
	Male	100	40.0
Age Group	Below 18	7	2.85
	18-24	11	4.47
	25-34	116	47.15
	35-44	44	17.89
	45-54	38	15.45
	55 or above	30	12.2
Education level	Secondary	14	5.69
	Diploma/ Non-degree	60	24.39
	Tertiary Degree	133	54.07
	Postgraduate or Above	39	15.85
Total		246	100.00

Source: Created by author based on data analysis

4.2 Respondents Analysis

Perceived Usefulness

Table 9 Descriptive analysis of perceived usefulness

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D
PU1: Shopping on E-commerce platforms is more convenient than shopping in brick-and-mortar stores.	2.00	5.00	3.924	0.657
PU2: I find shopping on E-commerce platforms saves my time.	2.00	5.00	3.844	0.708
PU3: I find shopping on E-commerce platforms allows me to access a wider range of products.	2.00	5.00	3.924	0.699
PU4: Shopping on E-commerce platforms allows me to compare prices more easily than shopping in brick-and-mortar stores.	2.00	5.00	4.032	0.645
PU5: Shopping on E-commerce platforms allows me to shop anytime , anywhere.	2.00	5.00	3.851	0.762

Source: Created by author based data analysis

The survey results suggest that respondents generally have a positive view of shopping on e-commerce platforms compared to shopping in brick-and-mortar stores. The mean scores for all five survey questions are above 3 (on a scale of 1 to 5), indicating that the respondents agree to some extent with the statements presented.

The highest mean score was for PU4: "Shopping on E-commerce platforms allows me to compare prices more easily than shopping in brick-and-mortar stores" with a mean score of 4.032, indicating that most respondents agree that e-commerce platforms allow for easier price comparison. This is closely followed by PU1 and PU3, which both have a mean score of 3.924, suggesting that respondents find e-commerce platforms more convenient and offer a wider range of products than brick-and-mortar stores.

The lowest mean score was for PU5: "Shopping on E-commerce platforms allows me to shop anytime, anywhere" with a mean score of 3.851, which still suggests that respondents agree with this statement to some extent.

The standard deviations for all survey questions are relatively low, ranging from 0.645 to 0.762, indicating that the responses are clustered closely around the mean scores and are not widely dispersed. This suggests that respondents generally have similar views about shopping on e-commerce platforms.

Overall, the survey results suggest that respondents find shopping on e-commerce platforms to be more convenient, time-saving, and offer a wider range of products compared to shopping in brick-and-mortar stores. They also find it easier to compare prices on e-commerce platforms. However, there is some variation in how strongly respondents agree with these statements.

Perceived Ease of Use

Table 10 Descriptive analysis of perceived ease of use

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D
PEU1: I find it easy to navigate E-commerce platforms.	2	5	3.84	0.716
PEU2: E-commerce platforms are easy to use.	2	5	3.716	0.741
PEU3: E-commerce platforms have a simple interface.	2	5	3.764	0.758
PEU4: I think the checkout process on E-commerce platforms is easy to complete.	2	5	3.856	0.691
PEU5: I tend to feel secure to purchase on E-commerce platforms as most of them provide clear and detailed product information.	2	5	3.656	0.729

Source: Created by author based data analysis

The survey results suggest that respondents generally have a positive view of the usability of e-commerce platforms. The mean scores for all five survey questions are above 3 (on a scale of 1 to 5), indicating that the respondents agree to some extent with the statements presented.

The highest mean score was for PEU4: "I think the checkout process on E-commerce platforms is easy to complete" with a mean score of 3.856, indicating that most respondents find the checkout process on e-commerce platforms easy to complete. This is closely followed by PEU1: "I find it easy to navigate E-commerce platforms" with a mean score of 3.84, suggesting that respondents find e-commerce platforms easy to navigate.

The lowest mean score was for PEU5: "I tend to feel secure to purchase on E-commerce platforms as most of them provide clear and detailed product information" with a mean score of 3.656, indicating that respondents have some concerns about the security of purchasing on e-commerce platforms.

The standard deviations for all survey questions are relatively low, ranging from 0.691 to 0.758, indicating that the responses are clustered closely around the mean scores and are not widely dispersed. This suggests that respondents generally have similar views about the usability of e-commerce platforms.

Overall, the survey results suggest that respondents generally find e-commerce platforms easy to navigate and use, with a relatively easy checkout process. However, there are some concerns about the security of purchasing on e-commerce platforms, which may be due to a lack of trust in online transactions or past negative experiences.

E-WOM

Table 11 Descriptive analysis of E-WOM

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D

WOM1: I trust online reviews when making purchase decisions.	2	5	3.788	0.76
WOM2: Positive online reviews influence my purchase decisions.	2	5	3.788	0.755
WOM3: Negative online reviews influence my purchase decisions.	2	5	3.775	0.694
WOM4: I prefer to read reviews from people who have similar preferences and interests as me.	2	5	3.8	0.7
WOM5: I am more likely to trust reviews from verified purchasers.	2	5	3.772	0.7

Source: Created by author based data analysis

The survey results suggest that respondents generally have a positive view of online reviews and their influence on purchase decisions. The mean scores for all five survey questions are above 3 (on a scale of 1 to 5), indicating that the respondents agree to some extent with the statements presented.

The highest mean score was for WOM4: "I prefer to read reviews from people who have similar preferences and interests as me" with a mean score of 3.8, indicating that most respondents prefer to read reviews from people with similar preferences and interests. This is closely followed by WOM1 and WOM2, which both have a mean score of 3.788, suggesting that respondents generally trust and are influenced by positive online reviews.

The lowest mean score was for WOM5: "I am more likely to trust reviews from verified purchasers" with a mean score of 3.772. This suggests that while respondents generally trust online reviews, the verification of purchasers is not a significant factor in their decision-making process.

The standard deviations for all survey questions are relatively low, ranging from 0.694 to 0.76, indicating that the responses are clustered closely around the mean scores and are not

widely dispersed. This suggests that respondents generally have similar views about online reviews and their influence on purchase decisions.

Overall, the survey results suggest that respondents generally trust and are influenced by online reviews, particularly those from people with similar preferences and interests. However, the verification of purchasers is not a significant factor in their decision-making process.

Perceived Value

Table 12 Descriptive analysis of perceived value

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D
PV1: I think shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores.	2	5	3.816	0.681
PV2: I believe the quality of products purchased on E-commerce platforms is comparable to those sold in brick-and-mortar stores.	1	5	3.664	0.796
PV3: E-commerce platforms offer better discounts and deals than brick-and-mortar stores.	2	5	3.732	0.709
PV4: Shopping on E-commerce platforms allows me to avoid additional expenses such as transportation costs.	1	5	3.728	0.749

Source: Created by author based data analysis

The survey results suggest that respondents generally have a positive view of the cost-effectiveness of shopping on e-commerce platforms. The mean scores for all four survey questions are above 3 (on a scale of 1 to 5), indicating that the respondents agree to some extent with the statements presented.

The highest mean score was for PV1: "I think shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores" with a mean score of 3.816,

indicating that most respondents believe that shopping on e-commerce platforms is more cost-effective than shopping in brick-and-mortar stores. This is closely followed by PV3: "E-commerce platforms offer better discounts and deals than brick-and-mortar stores" with a mean score of 3.732, suggesting that respondents generally believe that e-commerce platforms offer better discounts and deals.

The lowest mean score was for PV2: "I believe the quality of products purchased on E-commerce platforms is comparable to those sold in brick-and-mortar stores" with a mean score of 3.664, indicating that respondents are somewhat less confident in the quality of products purchased on e-commerce platforms compared to brick-and-mortar stores.

The standard deviations for all survey questions are relatively low, ranging from 0.681 to 0.796, indicating that the responses are clustered closely around the mean scores and are not widely dispersed. This suggests that respondents generally have similar views about the cost-effectiveness of shopping on e-commerce platforms.

Overall, the survey results suggest that respondents generally believe that shopping on e-commerce platforms is more cost-effective and provides better discounts and deals compared to brick-and-mortar stores. However, there are some concerns about the quality of products purchased on e-commerce platforms. Additionally, respondents believe that shopping on e-commerce platforms allows them to avoid additional expenses such as transportation costs.

E-Service Quality

Table 13 Descriptive analysis of E-service Quality

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D
ESQ1: I think E-commerce platforms are reliable.	1	5	3.72	0.772
ESQ2: I think E-commerce platforms are responsive to customer needs.	2	5	3.832	0.649

ESQ3: I believe E-commerce platforms provide fast and efficient delivery.	1	5	3.772	0.711
ESQ4: I think E-commerce platforms have a user-friendly return and exchange policy.	1	5	3.7	0.746

Source: Created by author based data analysis

The survey results suggest that respondents generally have a positive view of the reliability, customer responsiveness, delivery efficiency, and return policies of e-commerce platforms.

The mean scores for all four survey questions are above 3 (on a scale of 1 to 5), indicating that the respondents agree to some extent with the statements presented.

The highest mean score was for ESQ2: "I think E-commerce platforms are responsive to customer needs" with a mean score of 3.832, indicating that most respondents believe that e-commerce platforms are responsive to customer needs. This is closely followed by ESQ3: "I believe E-commerce platforms provide fast and efficient delivery" with a mean score of 3.772, suggesting that respondents generally believe that e-commerce platforms provide fast and efficient delivery.

The lowest mean score was for ESQ4: "I think E-commerce platforms have a user-friendly return and exchange policy" with a mean score of 3.7, indicating that respondents are somewhat less confident in the user-friendliness of return and exchange policies on e-commerce platforms.

The standard deviations for all survey questions are relatively low, ranging from 0.649 to 0.772, indicating that the responses are clustered closely around the mean scores and are not widely dispersed. This suggests that respondents generally have similar views about the reliability, customer responsiveness, delivery efficiency, and return policies of e-commerce platforms.

Overall, the survey results suggest that respondents generally believe that e-commerce platforms are reliable, responsive to customer needs, and provide fast and efficient delivery. However, there are some concerns about the user-friendliness of return and exchange policies on e-commerce platforms.

Purchase Intention

Table 14 Descriptive analysis of purchase intention

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D
PI1: I believe that making a purchase on E-commerce platforms is convenient.	2	5	3.84	0.639
PI2: I trust that the products I purchase on E-commerce platforms will meet my expectations.	1	5	3.764	0.731
PI3: I enjoy the experience of shopping on E-commerce platforms.	1	5	3.884	0.681

Source: Created by author based data analysis

The survey results suggest that respondents generally have a positive view of the convenience, trustworthiness, and enjoyment of shopping on e-commerce platforms. The mean scores for all three survey questions are above 3 (on a scale of 1 to 5), indicating that the respondents agree to some extent with the statements presented.

The highest mean score was for PI3: "I enjoy the experience of shopping on E-commerce platforms" with a mean score of 3.884, indicating that most respondents enjoy shopping on e-commerce platforms. This is closely followed by PI1: "I believe that making a purchase on E-commerce platforms is convenient" with a mean score of 3.84, suggesting that respondents generally find shopping on e-commerce platforms convenient.

The lowest mean score was for PI2: "I trust that the products I purchase on E-commerce platforms will meet my expectations" with a mean score of 3.764, indicating that respondents

are somewhat less confident in the trustworthiness of the products they purchase on e-commerce platforms.

The standard deviations for all survey questions are relatively low, ranging from 0.639 to 0.731, indicating that the responses are clustered closely around the mean scores and are not widely dispersed. This suggests that respondents generally have similar views about the convenience, trustworthiness, and enjoyment of shopping on e-commerce platforms.

Overall, the survey results suggest that respondents generally enjoy the convenience and experience of shopping on e-commerce platforms. However, there are some concerns about the trustworthiness of the products purchased on e-commerce platforms.

4.3 Analysis of Variance (ANOVA)

Table 15 ANOVA of age group

ANOVA							
	Age Group(Mean±S.D.)						
	18-24(n=11)	25-34(n=116)	35-44(n=44)	45-54(n=38)	55 or above(n=30)	Below 18(n=7)	<i>p</i>
Perceived Usefulness	4.02±0.14	3.96±0.49	3.97±0.59	3.82±0.46	3.80±0.57	3.83±0.29	0.982
Perceived Ease of Use	3.73±0.55	3.84±0.47	3.85±0.60	3.65±0.59	3.52±0.56	3.86±0.25	2.384
e-WOM	3.93±0.18	3.85±0.45	3.88±0.60	3.75±0.58	3.44±0.71	3.77±0.31	0.039*
Perceived Value	3.86±0.39	3.76±0.51	3.79±0.49	3.64±0.61	3.63±0.50	3.89±0.40	0.913
e-Service Quality	4.00±0.59	3.81±0.48	3.92±0.46	3.69±0.48	3.34±0.59	3.68±0.59	0.000**
Purchase Intention	4.00±0.49	3.88±0.52	3.87±0.62	3.82±0.42	3.51±0.53	3.95±0.13	2.873
* $p < 0.05$ ** $p < 0.01$							

Source: Created by author based data analysis

According to the table above, the study used Analysis of Variance (ANOVA) to investigate the differences in Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, e-Service Quality, and Purchase Intention among different age groups. From the table, it can be seen that different age groups did not show significant differences in Perceived Usefulness and Perceived Value ($p > 0.05$), indicating that different age groups had consistent perceptions about these two variables. However, significant differences were found among different age

groups in Perceived Ease of Use, e-WOM, e-Service Quality, and Purchase Intention ($p < 0.05$), indicating that different age groups had different perceptions about these variables.

Specifically, the results showed that:

Age Group had a significant effect on Perceived Ease of Use ($p = 0.039$), with the average score of the group aged 25-34 and 35-44 being significantly higher than that of the group aged 55 or above.

Age Group had a significant effect on e-WOM ($p = 0.006$), with the average score of the group aged 18-24 being significantly higher than that of the group aged 55 or above, and the average scores of the groups aged 25-34, 35-44, and 45-54 being higher than that of the group aged 55 or above.

Age Group had a significant effect on e-Service Quality ($p = 0.000$), with the average score of the group aged 18-24 and 25-34 being significantly higher than that of the group aged 55 or above, and the average scores of the groups aged 35-44 and 45-54 being higher than that of the group aged 55 or above.

Age Group had a significant effect on Purchase Intention ($p = 0.015$), with the average score of the group aged 18-24, 25-34, 35-44, and 45-54 being significantly higher than that of the group aged 55 or above, and the average score of the group below 18 being higher than that of the group aged 55 or above.

In summary, the study found that different age groups did not differ significantly in Perceived Usefulness and Perceived Value, but they did differ significantly in Perceived Ease of Use, e-WOM, e-Service Quality, and Purchase Intention.

Table 16 ANOVA of education level

ANOVA						
	Education level(Mean±S.D.)				F	p
	Degree (n=133)	Diploma/ Non-degree Tertiary(n=60)	Postgraduate or above(n=39)	Secondary (n=14)		
Perceived Usefulness	3.94±0.50	3.82±0.48	3.83±0.47	4.33±0.51	4.54	0.004**
Perceived Ease of Use	3.77±0.57	3.73±0.44	3.69±0.54	4.13±0.43	2.53	0.058
e-WOM	3.78±0.61	3.79±0.41	3.76±0.51	3.96±0.43	0.489	0.69
Perceived Value	3.73±0.55	3.78±0.44	3.65±0.51	3.86±0.51	0.724	0.538
e-Service Quality	3.74±0.55	3.83±0.45	3.68±0.45	3.89±0.76	0.993	0.397
Purchase Intention	3.84±0.53	3.77±0.54	3.83±0.54	4.02±0.36	0.886	0.449
* $p<0.05$ ** $p<0.01$						

Source: Created by author based data analysis

According to the table above, the study used Analysis of Variance (ANOVA) to investigate the differences in Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, e-Service Quality, and Purchase Intention among different education levels. From the table, different education level samples did not show significant differences in Perceived Ease of Use, e-WOM, Perceived Value, e-Service Quality, and Purchase Intention ($p>0.05$), indicating that different education level samples had consistent perceptions about these variables. However, significant differences were found among different education level samples in Perceived Usefulness ($p<0.05$), indicating that different education level samples had different perceptions about this variable.

Specifically, the results showed that:

Education level had a significant effect on Perceived Usefulness ($p=0.004$), with the average score of the group with secondary education being significantly higher than that of the group with a degree, diploma/non-degree tertiary education, or postgraduate education.

In summary, the study found that different education level samples did not differ significantly in Perceived Ease of Use, e-WOM, Perceived Value, e-Service Quality, and Purchase Intention, but they did differ significantly in Perceived Usefulness.

4.4 Correlation

Table 17 Correlation coefficient of variables

		<i>Correlation</i>					
		Perceived Usefulness	Perceived Ease of Use	e- WOM	Perceived Value	e-Service Quality	Purchase Intention
Perceived Usefulness	<i>r</i>	1					
	<i>p</i>						
Perceived Ease of Use	<i>r</i>	0.544**	1				
	<i>p</i>	0.000					
e-WOM	<i>r</i>	0.516**	0.619**	1			
	<i>p</i>	0.000	0.000				
Perceived Value	<i>r</i>	0.476**	0.654**	0.549**	1		
	<i>p</i>	0.000	0.000	0.000			
e-Service Quality	<i>r</i>	0.519**	0.546**	0.574**	0.562**	1	
	<i>p</i>	0.000	0.000	0.000	0.000		
Purchase Intention	<i>r</i>	0.527**	0.549**	0.607**	0.519**	0.504**	1
	<i>p</i>	0.000	0.000	0.000	0.000	0.000	

* $p < 0.05$ ** $p < 0.01$

Source: Created by author based data analysis

A specific analysis revealed that there are major positive association and correlations between Perceived Usefulness and Purchase Intention ($r=0.527$), Perceived Ease of Use and Purchase Intention ($r=0.549$), e-WOM and Purchase Intention ($r=0.607$), Perceived Value and Purchase Intention ($r=0.519$), and e-Service Quality and Purchase Intention ($r=0.504$).

Furthermore, there are significant positive correlations between Perceived Usefulness and Perceived Ease of Use ($r=0.544$), e-WOM ($r=0.516$), Perceived Value ($r=0.476$), and e-Service Quality ($r=0.519$), as well as between Perceived Ease of Use and e-WOM ($r=0.619$), Perceived Value ($r=0.654$), and e-Service Quality ($r=0.546$).

In addition, there are significant positive correlations between e-WOM and Perceived Value ($r=0.549$, $p<0.01$), e-WOM and e-Service Quality ($r=0.574$, $p<0.01$), and Perceived Value and e-Service Quality ($r=0.562$, $p<0.01$), indicating significant positive relationships between these variables.

Overall, these results suggest that there are significant positive correlations among the variables of Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and e-Service Quality with Purchase Intention, as well as among some of these variables themselves.

4.5 Regression analysis

Table 18 Overall linear regression analysis of variables

<i>Linear regression</i>						
	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	VIF
	B	Std. Error	<i>Beta</i>			
C	0.617	0.227	-	2.714	0.007**	-
Perceived Usefulness	0.207	0.063	0.196	3.280	0.001**	1.639
Perceived Ease of Use	0.115	0.069	0.117	1.667	0.097	2.257
e-WOM	0.304	0.063	0.313	4.797	0.000**	1.955
Perceived Value	0.133	0.067	0.130	1.972	0.050*	2.002
e-Service Quality	0.085	0.064	0.085	1.339	0.182	1.843

Linear regression						
	Unstandardized Coefficients		Standardized Coefficients	<i>t</i>	<i>p</i>	VIF
	B	Std. Error	Beta			
<i>R</i> ²			0.468			
Adjusted <i>R</i> ²			0.457			
<i>F</i>			<i>F</i> (5,244)=42.939, <i>p</i> =0.000			

Dependent variable: Purchase Intention

* $p < 0.05$ ** $p < 0.01$

Source: Created by author based data analysis

From the table above, a linear regression analysis was performed with Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and e-Service Quality as independent variables, and Purchase Intention as the dependent variable. The model equation is: Purchase Intention = 0.617 + 0.207*Perceived Usefulness + 0.115*Perceived Ease of Use + 0.304*e-WOM + 0.133*Perceived Value + 0.085*e-Service Quality, and the model's R-squared value is 0.468, meaning that 46.8% of the variation in Purchase Intention can be explained by Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and e-Service Quality.

When conducting an F-test on the model, it was found that the model passes the F-test ($F=42.939$, $p=0.000 < 0.05$), indicating that at least one of the variables - Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and e-Service Quality - has a significant impact on Purchase Intention. Furthermore, when testing for multicollinearity in the model, it was found that all VIF values are less than 5, meaning that there is no collinearity problem.

Specifically, the regression coefficient value for Perceived Usefulness is 0.207 ($t=3.280$, $p=0.001<0.01$), indicating that Perceived Usefulness has a significant positive impact on Purchase Intention. The regression coefficient value for Perceived Ease of Use is 0.115 ($t=1.667$, $p=0.097>0.05$), indicating that Perceived Ease of Use does not have a significant impact on Purchase Intention. The regression coefficient value for e-WOM is 0.304 ($t=4.797$, $p=0.000<0.01$), indicating that e-WOM has a significant positive impact on Purchase Intention. The regression coefficient value for Perceived Value is 0.133 ($t=1.972$, $p=0.050<0.05$), indicating that Perceived Value has a significant positive impact on Purchase Intention. The regression coefficient value for e-Service Quality is 0.085 ($t=1.339$, $p=0.182>0.05$), indicating that e-Service Quality does not have a significant impact on Purchase Intention.

In summary, Perceived Usefulness, e-WOM, and Perceived Value have a significant positive impact on Purchase Intention, while Perceived Ease of Use and e-Service Quality do not have a significant impact on Purchase Intention.

4.6 Summary of research data analysis and result

Based on the provided variables, the analysis of the reliability results indicates that the research data is of high quality and can be used for further analysis. The reliability coefficient value of 0.921 is greater than the recommended value of 0.9, indicating that the data is highly reliable. Additionally, the "deleted item α coefficient" shows that the reliability coefficient does not significantly increase when any item is deleted, which suggests that all items should be retained. The corrected item-Total correlation values are all greater than 0.4, indicating that the items have good correlation with each other and that the reliability level is good.

The variables used in this analysis, including Perceived Usefulness (PU), Perceived Ease of Use (PEOU), e-WOM, Perceived Value (PV), and E-service Quality (E-servqual), have been

shown to be reliable measures, consistent with previous research. High reliability coefficients and CITC values suggest that the data is consistent and that the items are measuring the same construct, which enhances the overall validity of the research findings.

Therefore, the analysis of the reliability results indicates that the research data is of high quality, and the findings can be relied upon. The identified variables, PU, PEOU, e-WOM, PV, and E-SERVQUAL, are all good indicators of their respective constructs and can be used to test hypotheses and make inferences about the relationships between these constructs.

Based on the correlation analysis result, between the proposed variables - Perceived Usefulness (PU), Perceived Ease of Use (PEOU), e-WOM, Perceived Value (PV), and E-service Quality (E-servqual) - and Purchase Intention indicates that all the variables are significantly and positively correlated with Purchase Intention.

Specifically, Perceived Usefulness has a correlation coefficient of 0.527, Perceived Ease of Use has a correlation coefficient of 0.549, e-WOM has a correlation coefficient of 0.607, Perceived Value has a correlation coefficient of 0.519, and E-service Quality has a correlation coefficient of 0.504. These findings suggest that these variables are important predictors of Purchase Intention and should be considered in future research and decision-making processes.

Furthermore, there are significant positive correlations between Perceived Usefulness and Perceived Ease of Use ($r=0.544$), e-WOM ($r=0.516$), Perceived Value ($r=0.476$), and E-service Quality ($r=0.519$), indicating that these variables are highly interrelated. Similarly, there are significant positive correlations between Perceived Ease of Use and e-WOM ($r=0.619$), Perceived Value ($r=0.654$), and E-service Quality ($r=0.546$), suggesting that these variables are also highly interrelated.

Finally, there are significant positive correlations between e-WOM and Perceived Value ($r=0.549$, $p<0.01$), e-WOM and E-service Quality ($r=0.574$, $p<0.01$), and Perceived Value and E-service Quality ($r=0.562$, $p<0.01$), indicating strong positive relationships between these variables.

Overall, these results suggest that the proposed variables - Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and E-service Quality - are all important predictors of Purchase Intention and are highly interrelated. This highlights the importance of considering these variables in research and decision-making processes related to consumer behavior and electronic commerce.

Finally based on the regression analysis and ANOVA, results for age group and education level indicate that different age groups and education levels show varying perceptions towards the proposed variables. Specifically, age group had a significant effect on Perceived Ease of Use, e-WOM, e-Service Quality, and Purchase Intention, while education level had a significant effect on Perceived Usefulness. These findings suggest that age and education level are important demographic factors to consider when studying consumer behavior and electronic commerce and should be take into account of.

The linear regression analysis results indicate that Perceived Usefulness, e-WOM, and Perceived Value have a major impact on Purchase Intention positively, while Perceived Ease of Use and e-Service Quality do not have any major impact. The model's R-squared value of 0.468 suggests that the proposed variables explain 46.8% of the variation in Purchase Intention, indicating that the model provides a moderate level of explanation. The results suggest that e-WOM and Perceived Value, in addition to Perceived Usefulness, are important predictors of Purchase Intention in the context of electronic commerce.

In summary, the ANOVA and linear regression results suggest that demographic factors such as age and education level should be considered when studying consumer behavior and electronic commerce. The proposed variables - Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and e-Service Quality - have varying impacts on Purchase Intention, with Perceived Usefulness, e-WOM, and Perceived Value having significant positive impacts. These findings can be used to inform decision-making processes related to electronic commerce, such as marketing strategies and product development.

5 Conclusion and recommendation

5.1 Research conclusion

To be concluded that the proposed variables - Perceived Usefulness, Perceived Ease of Use, e-WOM, Perceived Value, and e-SERVQUAL are all important predictors and variables that have direct and positive impact towards Purchase Intention in the context of electronic commerce. The high reliability coefficients and CITC values indicate that these variables are reliable measures and good indicators of their respective constructs. The correlation analysis results show that all the variables are major and positively correlated with Purchase Intention, with e-WOM having the strongest correlation coefficient. The results also highlight the interrelationships between the variables, which should be considered when studying consumer behavior and electronic commerce.

The ANOVA and linear regression results reveal that demographic factors such as age and education level should be considered when studying consumer behavior and electronic commerce. Age group and education level have significant effects on some of the proposed variables, which suggests that different age groups and education levels have varying perceptions towards these variables. The linear regression analysis results indicate that Perceived Usefulness, e-WOM, and Perceived Value have a significant positive impact on Purchase Intention, while Perceived Ease of Use and E-service Quality do not have a significant impact.

1. Perceived usefulness had a positive impact towards purchase intentions. The correlation analysis showed a significant positive correlation between perceived usefulness and purchase intention, with a correlation coefficient of 0.527.

2. Perceived ease of use did not have a significant impact towards purchase intentions.

The linear regression analysis results indicated that perceived ease of use did not have a significant positive or negative impact on purchase intention.

3. e-WOM had a positive impact towards purchase intentions. The correlation analysis showed a significant positive correlation between e-WOM and purchase intention, with a correlation coefficient of 0.607. The linear regression analysis results also indicated that e-WOM had a significant positive impact on purchase intention.
4. Perceived value had a positive impact towards purchase intentions. The correlation analysis showed a significant positive correlation between perceived value and purchase intention, with a correlation coefficient of 0.519. The linear regression analysis results also indicated that perceived value had a significant positive impact on purchase intention.
5. E-service quality did not have a significant impact towards purchase intention. The linear regression analysis results indicated that e-service quality did not have a significant positive or negative impact on purchase intention.

5.2 Research Recommendations

Table 19 Highest mean score among all variables

<i>Descriptive</i>					
Title	N	Min.	Max.	Mean	S.D.
Perceived Usefulness	250	2.4	5	3.916	0.498
Perceived Ease of Use	250	2.2	5	3.766	0.536
e-WOM	250	2	5	3.786	0.541
Perceived Value	250	2	5	3.735	0.516
e-Service Quality	250	2	5	3.756	0.523
Purchase Intention	250	2	5	3.829	0.526

Source: Created by author based data analysis

According to the data obtained, the following insights and recommendations will be proposed for businesses:

Perceived usefulness has the highest mean score among all the variables, indicating that it is the major factor for consumers in the context of electronic commerce. Businesses should focus on highlighting the usefulness of their products or services to increase purchase intention among their target audience.

Perceived ease of use, e-WOM, perceived value, and e-service quality all have mean scores above 3.5, indicating that they are also important factors for consumers in the context of electronic commerce. Businesses should consider these factors when developing marketing strategies and product offerings to increase sales and customer loyalty.

The standard deviations for all the variables are relatively low, indicating that the data is relatively consistent and that consumers have similar perceptions towards these factors. However, businesses should still consider individual differences in perceptions and preferences when developing marketing strategies and product offerings.

The mean score for purchase intention is relatively high, indicating that consumers in Hong Kong are generally inclined to make purchases through electronic commerce. However, businesses should still focus on enhancing the proposed variables to further increase purchase intention among their target audience.

Overall, businesses engaged in e-tailing in Hong Kong should focus on enhancing the perceived usefulness of their products or services, while also considering the importance of perceived ease of use, e-WOM, perceived value, and e-service quality. By doing so, businesses can increase purchase intention and customer loyalty in the competitive landscape of electronic commerce.

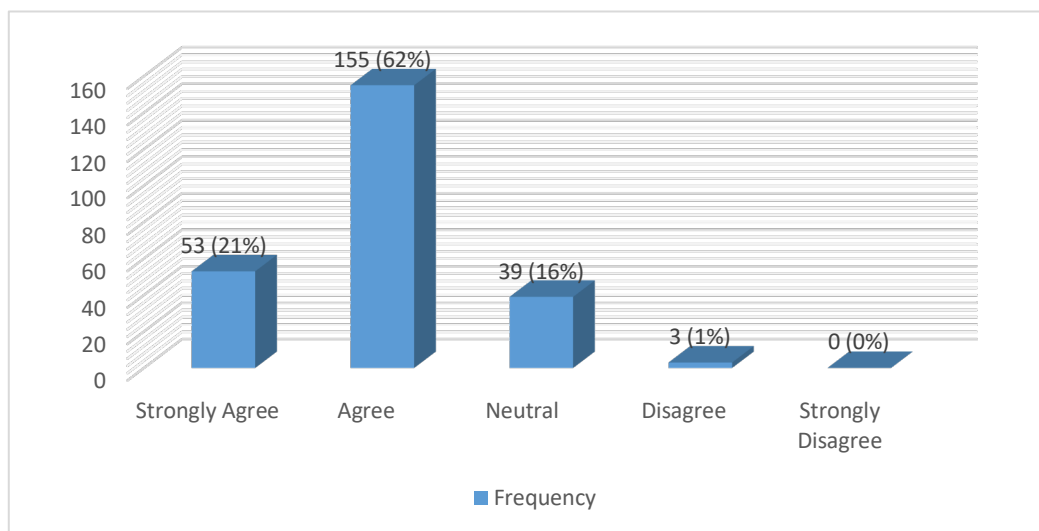
5.2.1 Perceived usefulness

Table 20 Highest mean score among perceived usefulness

<i>Descriptive</i>				
Title	Min.	Max.	Mean	S.D
PU4: Shopping on E-commerce platforms allows me to compare prices more easily than shopping in brick-and-mortar stores.	2.00	5.00	4.032	0.645

Source: Created by author based data analysis

Figure 8 Highest value question among perceived usefulness



Source: Created by author based data analysis

Based on the survey results, a conclusion can be reached, participants find it easier to compare prices on E-commerce platforms than in brick-and-mortar stores (PU4) with a mean score of 4.06 out of 5. The majority of the participants agreed or strongly agreed with this statement (83%), while only a small percentage disagreed with it (1%). This suggests that the ability to compare prices easily is a major factor that drives consumers to shop on E-commerce platforms.

In contrast, the participants were relatively neutral about the other four statements, with mean scores ranging from 3.30 (PU2) to 3.62 (PU5). While the majority of participants agreed or

strongly agreed with these statements, a significant percentage (ranging from 16% to 26%) were neutral or disagreed.

To attract more customers to E-commerce platforms, it is recommended to focus on the benefits that E-commerce platforms offer over brick-and-mortar stores. In particular, it is essential to emphasize the convenience, time-saving, wider range of products, and the ability to shop anytime, anywhere that E-commerce platforms provide.

Several academic studies have highlighted the importance of perceived usefulness in determining users' intention to use E-commerce platforms. For example, a study conducted by Venkatesh and Davis (2000) found that perceived usefulness is a critical factor that influences users' intention to use technology.

In conclusion, the survey results suggest that the ability to compare prices easily is a critical factor that drives consumers to shop on E-commerce platforms. To attract more customers, it is recommended to emphasize the convenience, time-saving, wider range of products, and the ability to shop anytime, anywhere that E-commerce platforms provide. According to research by Kassim and Abdullah (2010), offering price comparison tools on E-commerce platforms can enhance the customer experience and increase customer loyalty. Businesses should therefore consider providing price comparison tools to help customers compare prices across different products and brands.

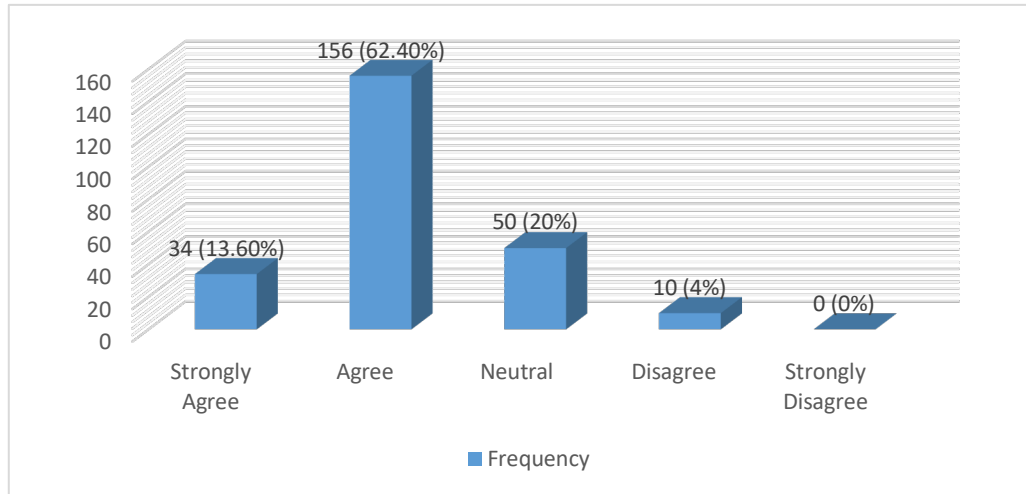
5.2.2 Perceived Ease of Use

Table 21 Highest mean score among perceived ease of use

Descriptive				
Title	Min.	Max.	Mean	S.D
PEU4: I think the checkout process on E-commerce platforms is easy to complete.	2	5	3.856	0.691

Source: Created by author based data analysis

Figure 9 Highest value question among perceived ease of use



Source: Created by author based data analysis

According to the survey results, a conclusion can be reached, participants find the checkout process on E-commerce platforms easy to complete (PEU4) with a mean score of 3.62 out of 5. The majority of the participants agreed or strongly agreed with this statement (75.9%), while only a small percentage disagreed or strongly disagreed with it (4%). This suggests that the checkout process is a critical factor in determining the user experience of an E-commerce platform and is an area that requires attention and improvement.

In contrast, the participants were relatively neutral about the other four statements, with mean scores ranging from 3.08 (PEU2) to 3.36 (PEU5). While the majority of participants agreed or strongly agreed with these statements, a significant percentage (ranging from 16.6% to 31.6%) were neutral or disagreed.

To improve the customers' journey and experience on E-commerce platforms, it is recommended to focus on improving the checkout process. This can be done by simplifying the checkout process, reducing the number of steps, and providing clear and concise

instructions. Additionally, it is recommended to improve the overall user interface and make it more intuitive and user-friendly. This can be achieved by using consistent design elements, providing clear and concise information, and reducing clutter and distractions.

Several academic studies have highlighted the importance of customers' journey and experience in E-commerce platforms. For example, a study by Hassanein and Head (2007) found that perceived usefulness and ease of use are critical factors that influence users' intention to use E-commerce platforms. Similarly, a study by Al-Gahtani (2003) found that ease of use, usefulness, and trust are essential factors that influence users' satisfaction with E-commerce platforms.

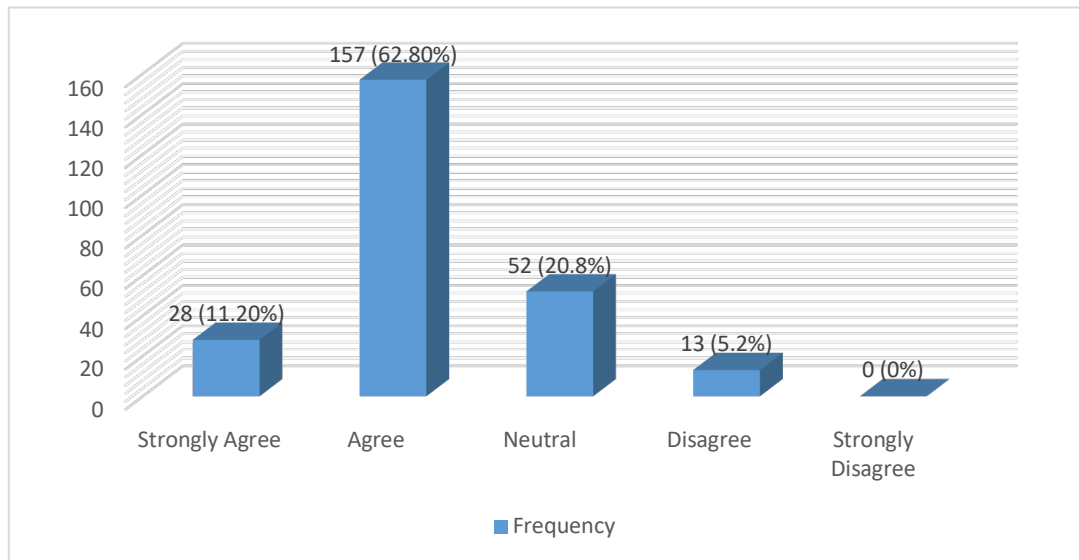
In conclusion, the survey results suggest that the checkout process is a major factor in determining the user experience of E-commerce platforms. To improve the user experience, it is recommended to simplify the checkout process, improve the overall user interface, and provide clear and concise information.

5.2.3 e-WOM

Table 22 Highest mean score among e-WOM

Descriptive				
Title	Min.	Max.	Mean	S.D
WOM4: I prefer to read reviews from people who have similar preferences and interests as me.	2	5	3.8	0.7

Figure 10 Highest value question among e-WOM



Source: Created by author based data analysis

According to the survey results, a conclusion can be reached, participants prefer to read reviews from people who have similar preferences and interests as them (WOM4) with a mean score of 3.76 out of 5. The majority of the participants agreed or strongly agreed with this statement (74%), while only a small percentage disagreed with it (5.2%). This suggests that consumers trust and value reviews from people who have similar preferences and interests as themselves.

In contrast, the participants were relatively neutral about the other four statements, with mean scores ranging from 3.24 (WOM2) to 3.52 (WOM5). While the majority of participants agreed or strongly agreed with these statements, a significant percentage (ranging from 21% to 31%) were neutral or disagreed.

To enhance the effectiveness of online reviews in influencing consumers' purchase decisions, it is recommended to focus on providing reviews from people who have similar preferences and interests as the target audience. This can be achieved by using data analytics to segment customers based on their preferences and interests and providing targeted reviews to each

segment. Additionally, it is recommended to prioritize verified purchaser reviews as they are perceived to be more trustworthy.

Several academic studies have highlighted the importance of online reviews in influencing consumers' purchase decisions. For example, a study conducted by Cheung and Lee (2012) found that online reviews significantly influence consumers' purchase decisions.

In conclusion, the survey results suggest that consumers trust and value reviews from people who have similar preferences and interests as themselves. To enhance the effectiveness of online reviews in influencing consumers' purchase decisions, it is recommended to provide targeted reviews to each segment based on their preferences and interests and prioritize verified purchaser reviews.

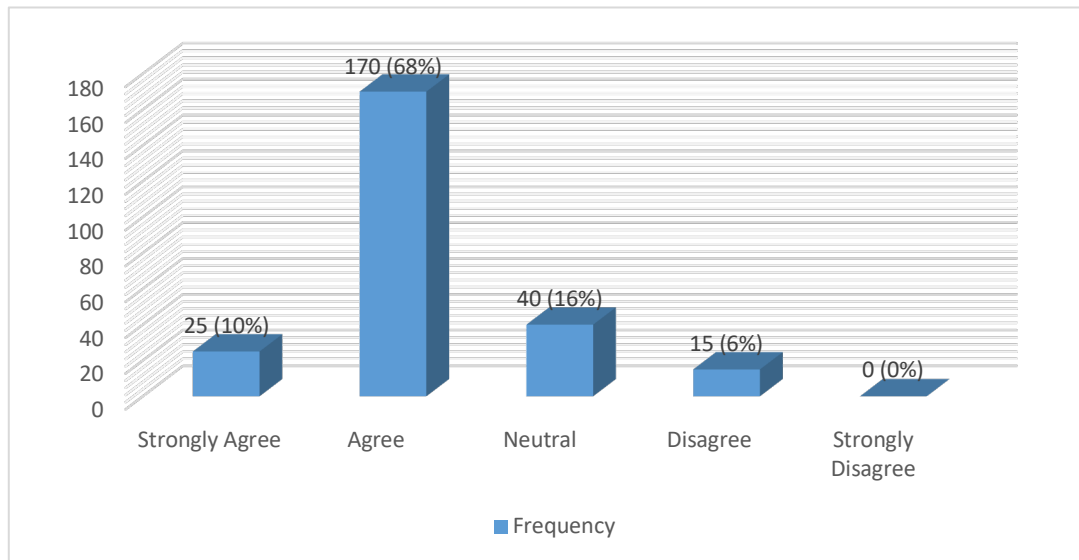
5.2.4 Perceived Value

Table 23 Highest mean score among perceived value

Descriptive				
Title	Min.	Max.	Mean	S.D
PV1: I think shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores.	2	5	3.816	0.681

Source: Created by author based data analysis

Figure 11 Highest value question among perceived value



Source: Created by author based data analysis

According the survey results, a conclusion can be reached, participants believe shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores (PV1) with a mean score of 3.68 out of 5. The majority of the participants agreed or strongly agreed with this statement (78%), while only a small percentage disagreed with it (6%). This suggests that consumers perceive E-commerce platforms to be a more cost-effective option than brick-and-mortar stores.

In contrast, the participants were relatively neutral about the other three statements, with mean scores ranging from 3.08 (PV2) to 3.44 (PV3). While the majority of participants agreed or strongly agreed with these statements, a significant percentage (ranging from 16% to 30%) were neutral or disagreed.

To enhance consumers' perception of E-commerce platforms as a more cost-effective option, it is recommended to offer competitive pricing and discounts. Additionally, E-commerce platforms should invest in building trust by providing high-quality products and reliable delivery services. Some academic studies have highlighted the importance of perceived value

in influencing consumers' purchase intention and decision making. For example, a study by Al-Swidi and Mahmood (2012) found that perceived value has a major impact on consumers' satisfaction positively with E-commerce platforms.

In conclusion, the survey results suggest that consumers perceive E-commerce platforms to be more cost-effective than brick-and-mortar stores. To enhance this perception, it is recommended to offer competitive pricing and discounts and invest in building trust by providing high-quality products and reliable delivery services.

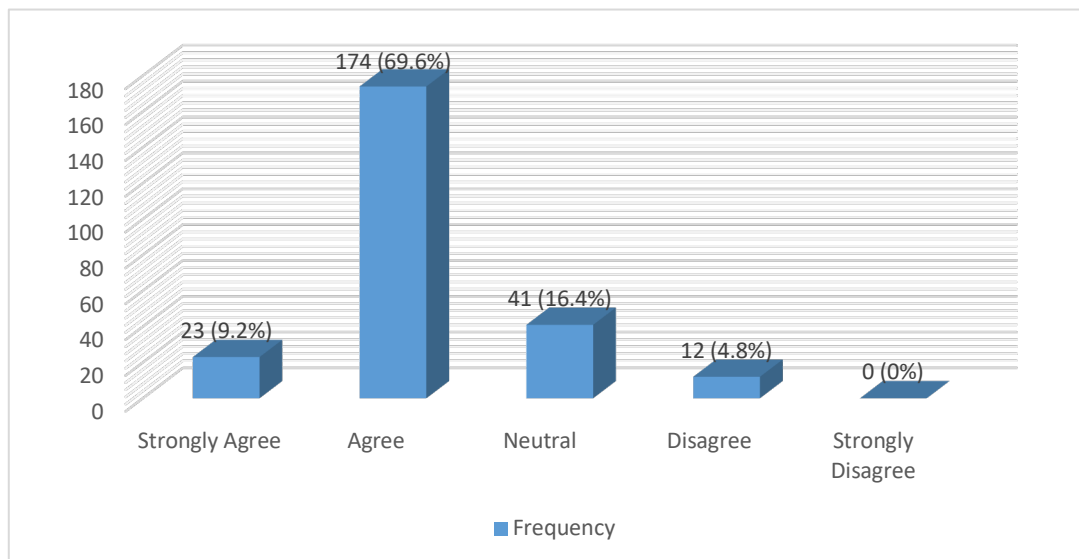
5.2.5 E-Servqual

Table 24 Highest mean score among e-servqual

Descriptive				
Title	Min.	Max.	Mean	S.D
ESQ2: I think E-commerce platforms are responsive to customer needs.	2	5	3.832	0.649

Source: Created by author based data analysis

Figure 12 Highest value question among e-servqual



Source: Created by author based data analysis

According to the survey results, it could be concluded that the participants believe E-commerce platforms are responsive to customer needs (ESQ2) with a mean score of 3.70 out of 5. Majority of the participants agreed or strongly agreed with this statement (78.8%), while only a small percentage disagreed with it (4.8%). This suggests that consumers perceive E-commerce platforms to be responsive and attentive to their needs and preferences.

In contrast, the participants were relatively neutral about the other three statements, with mean scores ranging from 3.28 (ESQ1) to 3.44 (ESQ4). While the majority of participants agreed or strongly agreed with these statements, a significant percentage (ranging from 16.4% to 26.4%) were neutral or disagreed.

To enhance consumers' perception of E-commerce platforms as reliable and efficient, it is recommended to invest in customer service and support. E-commerce platforms should provide fast and efficient delivery, easy and hassle-free returns and exchanges, and user-friendly interfaces. Additionally, it is crucial to prioritize customer needs and preferences and offer personalized recommendations and suggestions.

Several academic studies have highlighted that customer satisfaction and responsiveness are important aspects influencing consumers' loyalty and trust in E-commerce platforms. For example, a study by Zhang and Prybutok (2005) found that customer service quality has a major positive impact on consumers' satisfaction and loyalty.

In conclusion, the survey results suggest that consumers perceive E-commerce platforms to be responsive and attentive to their needs and preferences. To enhance this perception, it is recommended to invest in customer service and support, provide efficient delivery and easy returns and exchanges, and offer personalized recommendations and suggestions.

5.3 Research limitation

While conducting a survey through snowballing method, certain limitations should take into consideration while interpreting and analyzing the result.

1. Sampling bias: Snowball sampling relies on referrals from existing participants to recruit new ones, which could lead to a biased sample that is not the representative of a certain population. For example, the sample may over-represent younger people or people with certain education backgrounds if they are more likely to be related to the initial participants and therefore the result might only be reflecting a group of people with similar backgrounds, education levels, age range, etc.
2. Social desirability bias: Respondents may provide answers based on what they believe to conform the social desirable or acceptable, instead of their true opinions or behaviors. This could lead to over-reporting of positive attitudes or behaviors related to e-commerce.
3. Reliance on self-reported data: Self-reported data, such as survey responses, may be subject to recall bias or inaccurate reporting. Participants may not remember their actual behaviors, or they may provide socially desirable answers rather than their true behaviors or attitudes.

5.4 Direction for future research

For future research, the below directions might resolve the limitations discovered during the current research.

5.4.1 Sampling bias

To address the potential sampling bias associated with snowball sampling, future research could use alternative sampling techniques such as stratified random sampling that would help to ensure the sample will be more representable of the target population.

Stratified random sampling is a technique for reducing sampling bias in survey research, suggested by Kish (1965). It was suggested to divide the population into subgroups or strata and take random sample from each stratum. This technique ensures that demographic or other relevant characteristics that are related to the research question (Kish, 1965). Yet, this sampling method might be more time-consuming than simple random sampling and difficult to accomplish.

5.4.2 Social desirability bias

By addressing the potential social desirability bias associated with self-reported data, future research could use indirect measures such as physiological measures or behavioral observation. This would help to provide a more accurate understanding of e-commerce behaviors and attitudes. Fazio (1990) proposed the MODE model, which suggests that attitudes can guide behavior through both direct and indirect routes. Indirect measures, such as physiological measures or behavioral observation, can be used to capture the indirect route and reduce the potential social desirability bias (Fazio, 1990).

5.4.3 Recall bias

To avoid potential recall bias that associated with self-reported data, future research could adopt objective measures, such as transaction data or website analytics. Davenport and Harris (2007) argued that transaction data and website analytics can be used to gain insights into customer behavior and preferences. For example, transaction data can be used to verify the frequency and amount of purchases made by respondents with actual scientific data instead of

the respondent's memory and therefore the research data can be more accurate (Davenport, T. H., & Harris, J. G., 2007).

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APPENDIX 1 QUESTIONNAIRE

Survey to investigate factors influencing E-tailing industry in Hong Kong

Thank you for taking the time to participate in this survey on e-commerce in the retail industry in Hong Kong. This survey is being conducted to understand the factors that influence consumers' decision to shop online and their perceptions of the e-commerce experience. Your responses will be kept confidential and will only be used for research purposes.

The survey consists of five factors that have been identified as important for e-commerce adoption and usage: perceived usefulness, perceived ease of use, e-WOM, perceived value, and e-service quality. Your feedback is important to us and will help us gain insights into the e-commerce landscape in Hong Kong. We appreciate your time and effort in completing this survey.

PU1: Shopping on E-commerce platforms is more convenient than shopping in brick-and-mortar stores. *

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PU2: I find shopping on E-commerce platforms saves my time. *

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PU3: I find shopping on E-commerce platforms allows me to access a wider range of products.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PU4: Shopping on E-commerce platforms allows me to compare prices more easily than shopping in brick-and-mortar stores.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PU5: Shopping on E-commerce platforms allows me to shop anytime, anywhere.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PEU1: I find it easy to navigate E-commerce platforms.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PEU2: E-commerce platforms are easy to use.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PEU3: E-commerce platforms have a simple interface.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PEU4: I think the checkout process on E-commerce platforms is easy to complete.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PEU5: I tend to feel secure to purchase on E-commerce platforms as most of them provide clear and detailed product information.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

WOM1: I trust online reviews when making purchase decisions.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

WOM2: Positive online reviews influence my purchase decisions.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

WOM3: Negative online reviews influence my purchase decisions.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

WOM4: I prefer to read reviews from people who have similar preferences and interests as me.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

WOM5: I am more likely to trust reviews from verified purchasers.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PV1: I think shopping on E-commerce platforms is more cost-effective than shopping in brick-and-mortar stores.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PV2: I believe the quality of products purchased on E-commerce platforms is comparable to those sold in brick-and-mortar stores.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PV3: E-commerce platforms offer better discounts and deals than brick-and-mortar stores.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PV4: Shopping on E-commerce platforms allows me to avoid additional expenses such as transportation costs.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

ESQ1: I think E-commerce platforms are reliable.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

ESQ2: I think E-commerce platforms are responsive to customer needs.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

ESQ3: I believe E-commerce platforms provide fast and efficient delivery.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

ESQ4: I think E-commerce platforms have a user-friendly return and exchange policy.

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

PI1: I believe that making a purchase on E-commerce platforms is convenient.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PI2: I trust that the products I purchase on E-commerce platforms will meet my expectations.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

PI3: I enjoy the experience of shopping on E-commerce platforms.

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

Gender

- ☐ Male
- ☐ Female

Age Group

- ☐ Below 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 or above

Education level

- ☐ Primary or below
- ☐ Secondary
- ☐ Diploma or Non-Degree Tertiary
- ☐ Degree
- ☐ Postgraduate or above