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Research Title:

The study of the relationship between social media marketing activities, relationship quality, consumer experience, and consumers' purchase intention of premium chocolate brands products in Hong Kong

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I. Abstract

The research aim of this study is to find out whether there is the relationship between Social Media Marketing Activities (SMMA), Relationship Quality (RQ), Consumer Experience (CX) and Consumers' Purchase Intention (PI) on premium chocolate market in Hong Kong.

In global and Hong Kong chocolate markets, the market size and CARG is growing; the trend is increasing to use social media as one of the promotional channels; and there are challenges that people are more health-conscious, have more demand on premium, sustainable and organic, dark, sugar-free, and different tastes of chocolate. There are business opportunities for premium chocolate brands to run business in Hong Kong.

Literature review of social media marketing activities, relationship quality, consumer experience to consumers' purchase intention and the triangulation method: Focus group of qualitative research and questionnaire survey of quantitative research were applied in this study to increase the reliability and validity of this report. The research target of survey was defined as the total number of populations in Hong Kong collected from 2023 Population Census, snow sampling method was used, and IBM SPSS Statistics software version 29.0.1.0 is used for analyzing the collected data of questionnaire survey.

After studying by collecting different information, it is found that there are positive relationships between the Trendiness of Social Media Marketing Activities (SMMA), the Satisfaction of Relationship Quality (RQ), the Perceived

Accuracy of Consumer Experience (CX) with Consumers' Purchase Intention (PI) on premium chocolate market in Hong Kong. The recommendations are provided to improve these three aspects in order to allow premium chocolate brands in Hong Kong to increase their consumers' intention to buy their brands in this high competition environment.

In this study, there were some research limitations. As there was research time limit, the researcher cannot collect the data from everyone in population, total 144 respondents replied to the survey. Also there may be the potential sampling bias in snowball sampling method or error due to the group of subjects have similar characteristics. Further research should be required to increase the accuracy of the study.

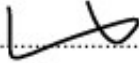
Keywords: Premium chocolate market, Social media, Social Media Marketing Activities, Relationship Quality, Consumer Experience, and Consumers' Purchase Intention

II. Declaration

Declaration/Statements page

DECLARATION

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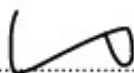
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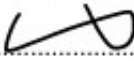
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III. Table of Contents

	<u>Page</u>
I. Abstract	i
II. Declaration	ii
III. Table of Contents	iii
IV. List of Tables	iv
V. List of Figures	v
1 Introduction	
1.1 Background	
1.1.1 Market size and CARG of chocolate markets in global and Hong Kong	
1.1.2 Market trend by using social media as promotional channel in global and Hong Kong chocolate markets	
1.1.3 Market trend for relationship quality – Sustainability and consumers' needs of chocolate in global and Hong Kong markets	
1.1.4 Market Trend of Consumer experience – Consumers' preference of chocolate in global and Hong Kong markets	
1.2 Research motivation	
1.3 Research Problems	
1.4 Research aims and objective	
1.5 Summary	
2 Literature review	
2.1 Social Media Marketing Activities (SMMA)	
2.1.1 Definition	
2.1.2 Construct and Measurement	
2.1.3 Concluding summary	
2.2 Relationship Quality (RQ)	
2.2.1 Definition	
2.2.2 Construct and Measurement	
2.2.3 Concluding summary	
2.3 Consumer Experience (CX)	
2.3.1 Definition	
2.3.2 Construct and Measurement	
2.3.3 Concluding summary	

- 2.4 Consumer's Purchase Intention (PI)
 - 2.4.1 Definition
 - 2.4.2 Concluding summary
- 2.5 Relationship amongst variables
 - 2.5.1 The Effect of Social media marketing activities (SMMA) to consumers' purchase intention (PI)
 - 2.5.2 The Effect of Relationship quality (RQ) to consumer's purchase intention (PI)
 - 2.5.3 The Effect of Consumer experience (CX) to consumers' purchase intention (PI)
- 2.6 Concluding summary
- 3 Research Methodology
 - 3.1 Research Framework
 - 3.2 Hypothesis
 - 3.3 Types of Research
 - 3.3.1 Qualitative Research
 - 3.3.2 Quantitative Research
 - 3.3.3 Triangulation
 - 3.4 Type of data
 - 3.4.1 Primary data
 - 3.4.2 Secondary data
 - 3.5 Research Target
 - 3.6 Sampling Methods
 - 3.7 Sample Size
 - 3.7.1 Determination of preferable final survey sample size
 - 3.7.2 Determination of preferable pilot test sample size
 - 3.8 Data Analytical Models
 - 3.8.1 Descriptive Analysis
 - 3.8.2 Reliability Analysis
 - 3.8.3 Correlation Analysis
 - 3.8.4 Regression Analysis
 - 3.9 Questionnaires Design
 - 3.9.1 Questionnaires Design (Part 2: Demographic data collection)
 - 3.9.2 Scales to be used in the questionnaire
 - 3.9.3 Definitions of Variables in Questionnaires and Measurement Methods
 - 3.10 Pretest of Questionnaires

- 3.10.1 Pretest of Questionnaires Design (Part 1: First Version) – Variables and Constructs/ Measurement
- 3.10.2 Focus Group of Questionnaires Design (Part 1: First Version) – Variables and Constructs/ Measurement
- 3.11 Final Version of Questionnaires
 - 3.11.1 Final Version of Questionnaires Design (Part 1: Variables and Constructs/ Measurement – First stage and second stage)
- 3.12 Research Ethics

4 Results and Analysis

- 4.1 Descriptive Analysis
 - 4.1.1 Gender distribution
 - 4.1.2 Age distribution
 - 4.1.3 Personal monthly income distribution (HKD)
 - 4.1.4 Educational level distribution
 - 4.1.5 Descriptive statistics of sample means and standard deviation
- 4.2 Reliability Analysis
- 4.3 Correlation Analysis
- 4.4 Regression Analysis
- 4.5 Testing of Research Hypothesis

5 Conclusion, Recommendation and Research limitation

- 5.1 Conclusion
- 5.2 Recommendation
 - 5.2.1 Recommendation on trendiness of social media marketing activities (SMMA) to consumers' purchase intention (PI)
 - 5.2.2 Recommendation on satisfaction of relationship quality(RQ) to consumers' purchase intention (PI)
 - 5.2.3 Recommendation on perceived accuracy of consumer experience (CX) to purchase intention (PI)
 - 5.2.4 Other recommendation
- 5.3 Research Limitation
- 5.4 Further research

6 Reference

7 Appendixes

- Appendix 1 Timetable
- Appendix 2 Research Proposal (P1- P21)
- Appendix 3 The usage of social media in Hong Kong
- Appendix 4 Average rents and rental indices of fresh and renewal lettings of private non-domestic premises by type of premises and area/district in Hong Kong in 2022
- Appendix 5 Hong Kong Population Estimates in Mid-year 2023
- Appendix 6 Population by Sex (Male) and Age Group Determination in Hong Kong in Mid-year 2023
- Appendix 7 Population by Sex (Female) in Hong Kong in Mid-year 2023
- Appendix 8 Monthly Employment Income (HKD) Determination and the number of employed persons of monthly employment income (HKD) in Hong Kong in 2023
- Appendix 9 Education Level Determination and the number of employed persons of different education level in Hong Kong in 2023
- Appendix 10 List of factors for consumer satisfaction in online shopping
- Appendix 11 Usage of different factors for consumer satisfaction in online shopping in different time periods
- Appendix 12 Frequency of usage of online consumer satisfaction related factors
- Appendix 13 Significant factors in relation to online consumer satisfaction

IV. List of Tables

Table 1	The forecast of the market size and CARG of chocolate markets in global and Hong Kong
Table 2	Promotional Channel of Global Chocolate Market
Table 3	The usage of social media in Hong Kong
Table 4	Promotional strategies of Godiva, Lucullus and Venchi in Hong Kong
Table 5	Global Market Trend for Relationship quality – Sustainability and consumers’ needs of chocolate in global market
Table 6	Market Trend for Relationship Quality - Consumers' need of chocolate in Hong Kong market
Table 7	The Market Trend for Consumers' preference of the chocolate in global market
Table 8	A summary of definitions of Social Media Marketing Activities (SMMA)
Table 9	A summary of construct and measurement of Social Media Marketing Activities (SMMA)
Table 10	Selected constructs for measuring Social Media Marketing Activities (SMMA)
Table 11	A summary of definitions of Relationship Quality (RQ)
Table 12	A summary of construct and measurement of Relationship Quality (RQ)
Table 13	Selected constructs for measuring the Relationship Quality (RQ)
Table 14	A summary of definition of consumer experience (CX)
Table 15	A summary of construct and measurement of consumer experience (CX)
Table 16	Selected constructs for measuring consumer experience (CX)
Table 17	A summary of definitions of consumers' purchase intention (PI)
Table 18	Selected constructs for measuring consumers' purchase intention (PI)
Table 19	A summary of effect of social media marketing activities (SMMA) to consumers' purchase intention (PI)
Table 20	A summary of effect of relationship quality (RQ) to consumers' purchase intention (PI)
Table 21	A summary of effect of consumer experience (CX) to consumers' purchase intention (PI)

Table 22	A summary of variables and constructs of consumers' purchase intention (PI)
Table 23	Different definitions of triangulation
Table 24	The confidence interval of Z-core
Table 25	Types of correlations: positive or direct, and negative or indirect explained by Neil J. Salkind
Table 26	The interpretation for the extension of the relationship between variables explained by Neil J. Salkind
Table 27	The Pearson's product moment correlation coefficients range and relationship between two variables explained by Martyn Denscombe
Table 28	The interpretation of correlation type, strength, and direction between two variables explained by Shaun Turney
Table 29	Interpretation of R Squared value by Stephen Allwright
Table 30	Interpretation of VIF value explained by Jim Forst
Table 31	Interpretation of VIF value explained by Statistics How To
Table 32	Interpretation of VIF value explained by Satya Repala
Table 33	First and Final Versions of Questionnaires Design (Part 2: Demographic data collection)
Table 34	Social Media Marketing Activities (SMMA) Constructs and Measurement Methods
Table 35	Relationship Quality (RQ) Constructs and Measurement Methods
Table 36	Consumer Experience (CX) Constructs and Measurement Methods
Table 37	Consumers' Purchase Intention (PI) Constructs and Measurement Methods
Table 38	Summary of pretest analysis - Questionnaires Design (Part 1: First Version)
Table 39	Reliability Statistics for first version of survey
Table 40	Implements and results of focus group details
Table 41	The implementation of final survey in first and second stages
Table 42	Questionnaires Design (Part 1: Final Version) – Variables and Constructs/ Measurement
Table 43	Gender distribution (N=144)
Table 44	Age distribution (N=144)
Table 45	Personal monthly income distribution (HKD) (N=144)
Table 46	Educational level distribution (N=144)
Table 47	Descriptive statistics of sample means and standard deviation

Table 48	Reliability Statistics for final version of survey
Table 49	Summary of correlations
Table 50	Model summary
Table 51	Coefficients summary
Table 52	The summary of ANOVA between dependent variable PI (Consumers' purchase intention) and Predictors: (Constant): AVE_EN: Entertainment, AVE_IN: Interaction, AVE_TR: Trendiness, AVE_CU: Customization, AVE_EW Electronic - Word-of-Mouth, AVE_TT: Trust, AV_SA: Satisfaction, AVE_PP: Perceived Personalization, AVE_PR: Perceived Relevance, AVE_PA: Perceived Accuracy, AVE_PC: Perceived Convenience
Table 53	Research result

V. List of Figures

- Figure 1 The average rents and rental indices of fresh and renewal lettings of private non-domestic premises by type of premises – Private retails and area/district in Hong Kong, Kowloon, and New Territories in 2018 - 2022
- Figure 2 The rental index of private retail (non-domestic premises) in Hong Kong in 2018 – 2022
- Figure 3 The market size of global chocolate market in 2023 and forecast from 2024 to 2030 (with CARG 5.1%)
- Figure 4 The forecast market size of Hong Kong chocolate market from 2024 to 2028 (with CARG 5.1%)
- Figure 5 Essential digital headlines in Hong Kong (Overview of the adoption and use of connected devices and services) in Jan 2023
- Figure 6 Most used social media platforms in Hong Kong (Percentage of internet users aged 16 to 64 who use each platform each month) in Jan 2023
- Figure 7 Sources of Brand Discovery in Hong Kong (Percentage of internet users aged 16 to 64 who discover new brands, products, and services via each channel or medium) in Jan 2023
- Figure 8 Weekly Online Shopping Activities in Hong Kong (Percentage of internet users aged 16 to 64 who engage in selected ecommerce activities each week) in Jan 2023
- Figure 9 Key Drivers of using social media in Hong Kong in percentage for users aged 16-64 years old
- Figure 10 Chocolate Scorecard
- Figure 11 How the world's biggest chocolate-makers stack up when it comes to the environment and human-rights - Based on five factors: traceability, providing a living income, preventing child labor, avoiding deforestation, implementing agroforestry, and reducing pesticide use
- Figure 12 Research Model of this study
- Figure 13 Types of Qualitative Research
- Figure 14 Types of Quantitative Research
- Figure 15 Triangulation
- Figure 16 Standard Deviations of normal distribution
- Figure 17 Calculator.net – Sample Size Calculator

- Figure 18 Likert Scale: 5-point system used in this study
- Figure 19 Mean of the significant factors affecting on consumers' purchase intention

1. Introduction

In this section, it covered the background of chocolate industry including the details of market size and CARG, the market trend and the challenges in global and Hong Kong chocolate markets, for understanding the current situation and business opportunities of running chocolate business.

GODIVA Chocolatier (Asia) Limited (GODIVA), Lucullus Food & Wines Co., Ltd (Lucullus) and Venchi HK Ltd. (Venchi) were defined as premium chocolate brands in Hong Kong (Flanders Investment & Trade Market Survey, 2016) and they also can be defined as large companies with at least HKD 20 million operating activities annually in Hong Kong (news.gov.hk,2012) which were taken to illustrate the market situation in Hong Kong.

1.1. Background

Chocolate products are part of the Chocolate Confectionery segment, includes chocolate bars, candy bars, and pralines. Cookies and spreads containing cocoa are excluded from this segment (Statista, 2023).

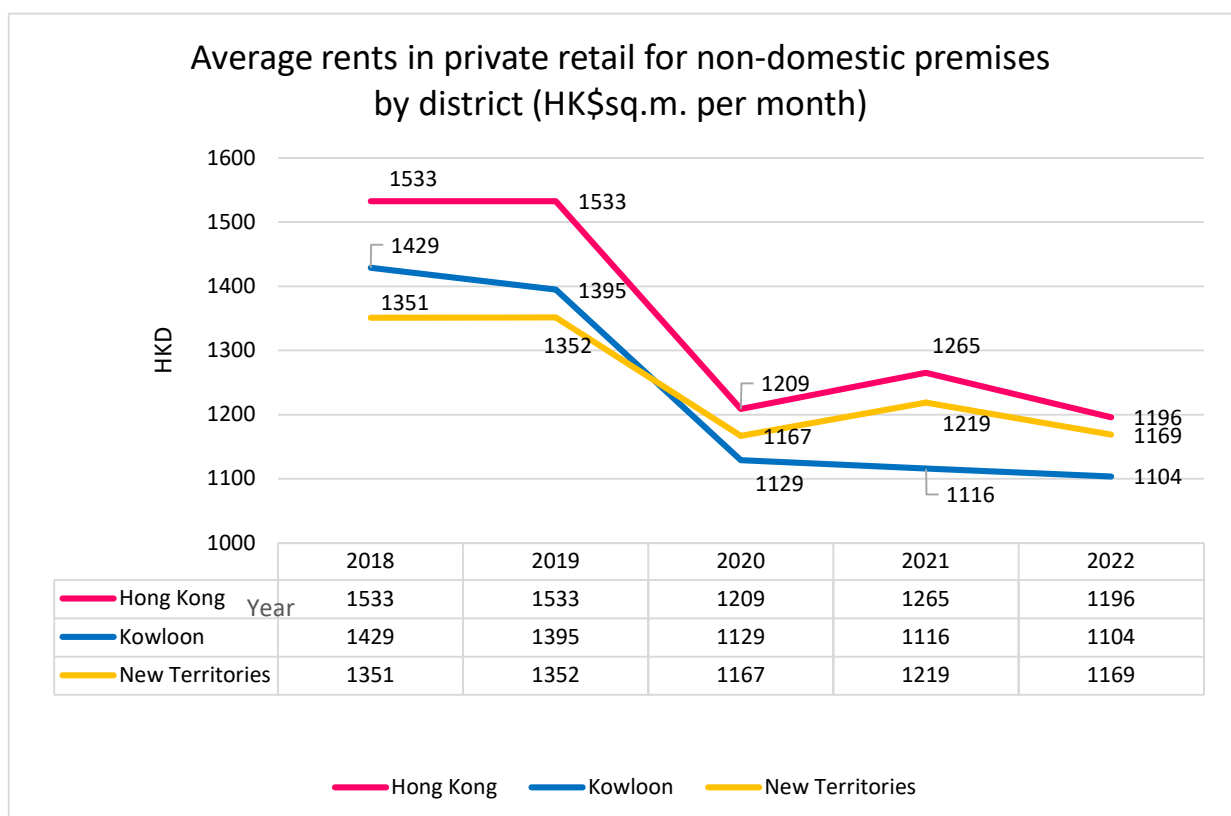
Premium chocolates are made of high-quality ingredients with rich taste and texture by using superior craftsmanship. They can be differentiated from regular chocolate easily as their selling prices are much higher and packed with luxury packaging. Nowadays, companies are providing customized aesthetically-pleasing packages according to consumers' preferences that leads the trend of companies to offer personalized chocolates and drives the demand for premium chocolates globally (Research and Markets, 2023).

In global and Hong Kong chocolate markets, the market size and CARG is growing; the trend is increasing to use social media as one of the promotional channels; and there are challenges that people are more health-conscious, have more demand on premium, sustainable and organic, dark, sugar-free, and different tastes of chocolate. There are business opportunities for premium chocolate brands to run business in Hong Kong. However, companies face the issues of high rent and competition in Hong Kong, companies.

Hong Kong Economic Times (2023) It reported that as the reopening of borders, more tourists have been visiting Hong Kong which enhanced the economics in Hong Kong and the rent of retail shops increased 30%.

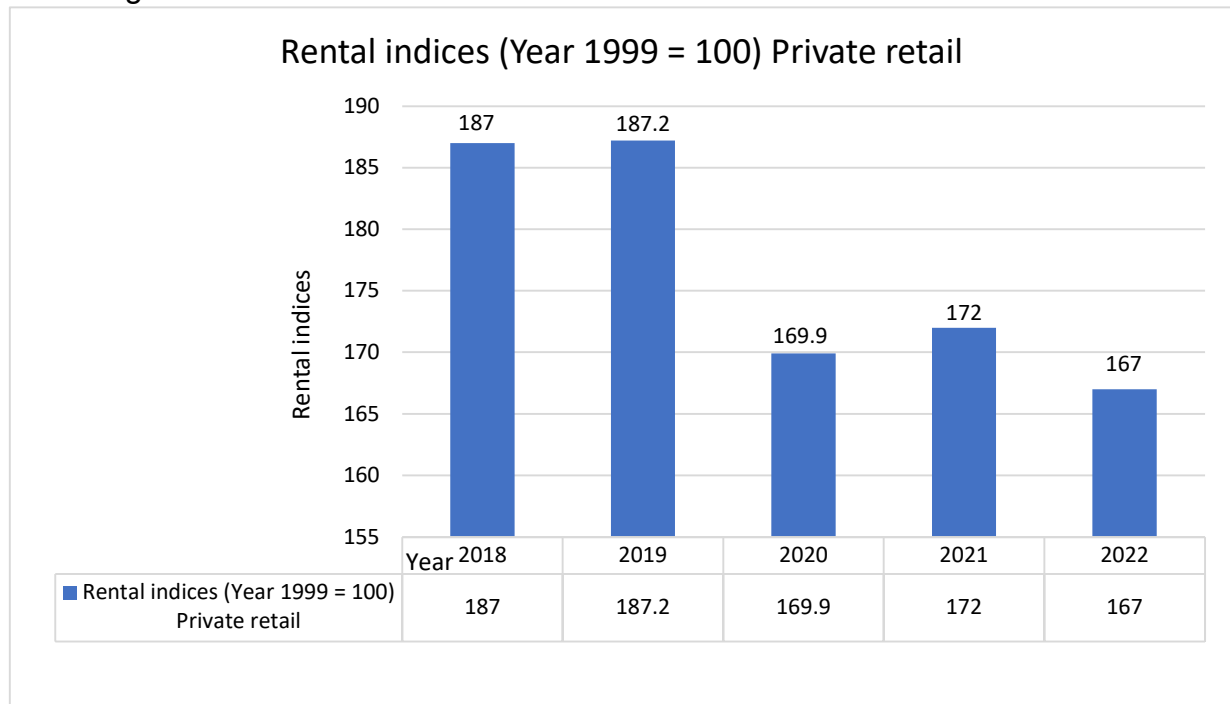
Hong Kong Annual Digest of Statistics discovered the average rents and rental indices of fresh and renewal lettings of private non-domestic premises by type of premises (Private retails and area/district in Hong Kong, Kowloon, and New Territories) in 2022, were still high at HKD 1196 per sq. m. per month, HKD 1104 per sq. m. per month and HKD 1169 per sq. m. per month respectively. The rental index of private retail (non-domestic premises) was at 167 in 2022 by comparing with the baseline index at 100 in 1999, there was a dramatical increase of 67% in the rent of private retail (non-domestic premises) in Hong Kong in 2022 (Hong Kong Census and Statistics Department, 2023) (Figure 1 – 2).

Figure 1: The average rents and rental indices of fresh and renewal lettings of private non-domestic premises by type of premises – Private retails and area/district in Hong Kong, Kowloon, and New Territories in 2018 - 2022



Source: Constructed by author

Figure 2: The rental index of private retail (non-domestic premises) in Hong Kong in 2018 – 2022



Source: Constructed by author

Godiva, Lucullus and Venchi's websites each operate over 15 retail shops in different shopping malls in Hong Kong (Godiva, Lucullus and Venchi's websites, 2023), assuming the size of each shop is 100 sq.m. and taking the average of the monthly rent rate from Hong Kong Census and Statistics Department in 2023, the estimated annual rent of 15 shops for each brand is about HKD 20 million per year.

Assuming the increase of rent is kept going at 30% each year by using the data from Hong Kong Economic Times in May 2023, the rents are HKD 26 million in 2023, HKD 33.8 million in 2024, HKD 43.94 million in 2025 and so on. The rent is relatively high for chocolate companies to run their physical retail shops in Hong Kong.

Apart from high rent of retail shops in Hong Kong, with no counting of other chocolate brands, Godiva, Lucullus and Venchi have been running total 58 shops in Hong Kong, it shows that the competition is high in chocolate industry in Hong Kong.

Back to 2016, chocolate companies in Hong Kong started to open their online shops for running business to overcome the issues of high rent and competition (Flanders Investment & Trade Market Survey, 2016). It is believed that online business is a trend in Hong Kong chocolate market.

1.1.1 Market size and CARG of chocolate markets in global and Hong Kong

The compound Annual Growth Rate (CAGR) is used to measure the investment grow from the opening balance to the ending balance each year with the assumption that the profits are used for reinvestment every year. A good CAGR is at 5 – 12% for large chocolate companies (Chaluvadi. S, 2023).

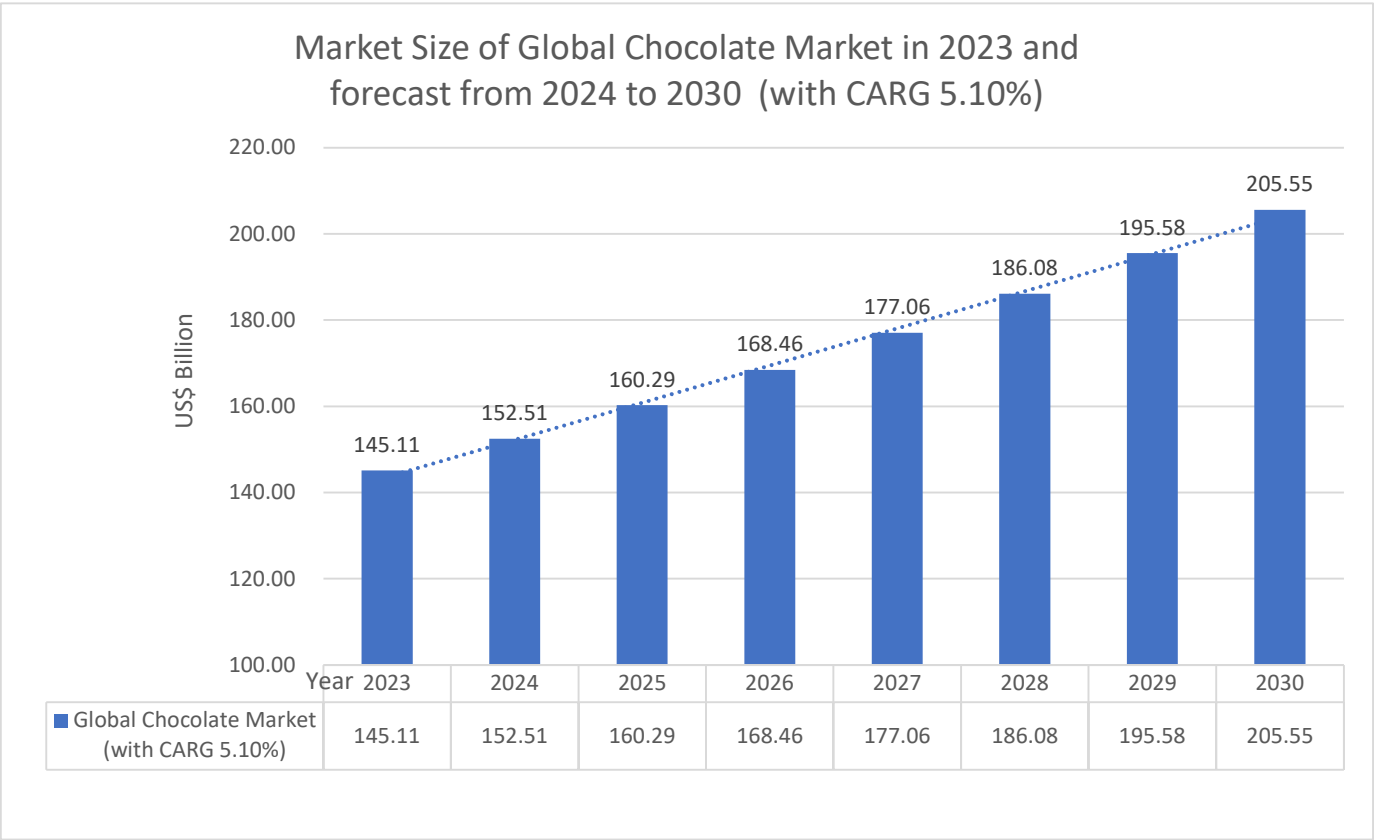
Regarding the market size and CAGR forecast of the chocolate market in global and Hong Kong, (Maximize Market Research, 2023) It estimated CAGR of the global chocolate market at 5.1% from 2024 to 2030 and is projected to reach USD 205.55 billion. Statista (2023) It estimated CAGR of the chocolate market in Hong Kong at 5.58% from 2024 to 2028 and is projected USD 1.23 billion in 2028, Table 1 and Figure 3- 4 provide the summary of the forecast of the market size and CARG of chocolate markets in global and Hong Kong.

Table 1: The forecast of the market size and CARG of chocolate markets in global and Hong Kong

Market Research Company	Forecast of market size and CAGR	
	Global Market	Hong Kong Market
Maximize Market Research, 2023	CAGR from 2024 to 2030: 5.1%; To reach USD 205.55 billion in 2030	-
Statista (2023)	-	CAGR from 2024 to 2028: 5.58%; To reach USD 1.23 billion in 2028

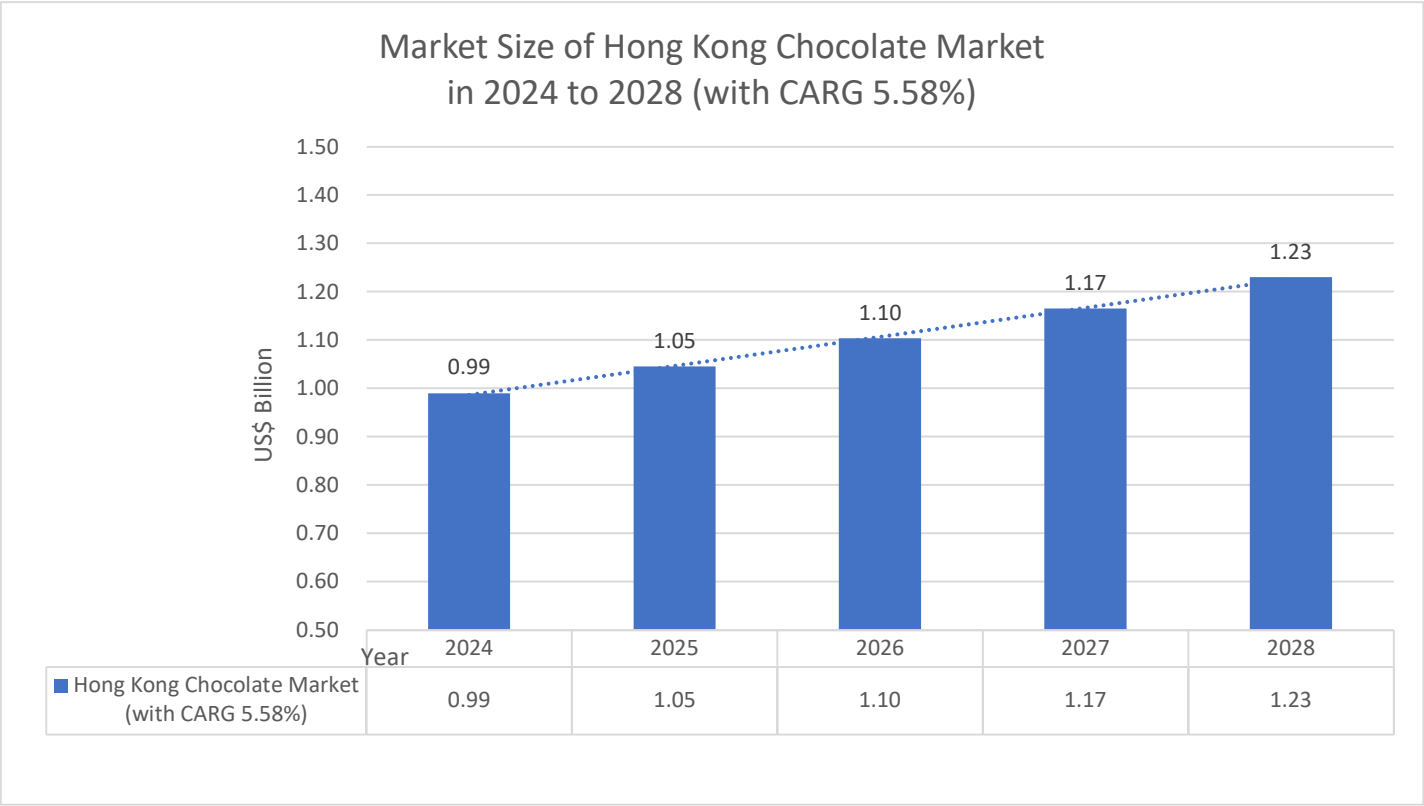
Source: constructed by author

Figure 3: The market size of global chocolate market in 2023 and forecast from 2024 to 2030 (with CARG 5.1%)



Source: Constructed by author

Figure 4: The forecast market size of Hong Kong chocolate market from 2024 to 2028 (with CARG 5.1%)



Source: Constructed by author

The forecast market sizes are in increasing trend and CAGR are higher than 5% at a good growth rate in global and Hong Kong chocolates markets, there is a good business opportunity for large chocolate companies to run business in Hong Kong.

1.1.2 Market trend by using social media as promotional channel in global and Hong Kong chocolate markets

Kumar, R. (2023) Social media marketing can attract potential consumers to make purchases, build a loyal community, and collect comments from consumers. Goodman, K. (2021) It can shorten the consumers' purchasing journey, boost consumers' feeling of enjoyment and satisfaction, when they find it is easy to access an online shop and get support on social media platforms, it increases their purchase intention.

(Lizzie Davey, 2023) Social media marketing drives sales, build brand awareness, connect with leads and consumers, and provide consumer support services. (Carolyn Mae Kim, 2021, P113) It can build relationships and effective communication to make sure of brands' credibility, trustworthiness and publics' perception.

(New iMedia, 2024) The social users can share their loved product/brand information easily to generate a "viral effect", it helps drive new leads, expand consumer base. Companies also can provide a two-way communication channel with consumers to improve companies' consumer services and sustain consumer loyalty.

1.1.2.1 Social media usage in global chocolate market

For the global chocolate market, five marketing research companies, Allied Market Research (AMR), Future Market Insights, Inc. (FMI), Grand View Research, Inc (GVR), Maximize Market Research Pvt. Ltd (MMR). and Polaris Market Research (PMR), found that there are the growth of internet penetration and e-commerce, and it leads chocolate brands to set up online sales channels for selling their chocolates (AMR, 2022; FMI, GVR, MMR, PMR, 2024).

(Kristina Monllos, 2019) Kristina interviewed John Galloway, chief marketing and innovation officer for Godiva in 2019, John mentioned that Godiva in overseas used digital video advertising by social media on Facebook, Instagram, and YouTube to gain consumers to consider purchasing chocolates more frequently.

Table 2 provided a summary for promotional channel of global chocolate market.

Table 2: Promotional Channel of Global Chocolate Market

Marketing Research Company and Godiva	Promotional Channel of Global Chocolate Market
Allied Market Research, 2022	Growth of internet penetration and e-commerce, leading chocolate brands to set up their online sales channels for running business
Future Market Insights, 2023	
Grand View Research, 2023	
Maximize Market Research, 2023	
Polaris Market Research, 2024	
Godiva, 2019	Used digital video advertising by social media on Facebook, Instagram, and YouTube for promotion

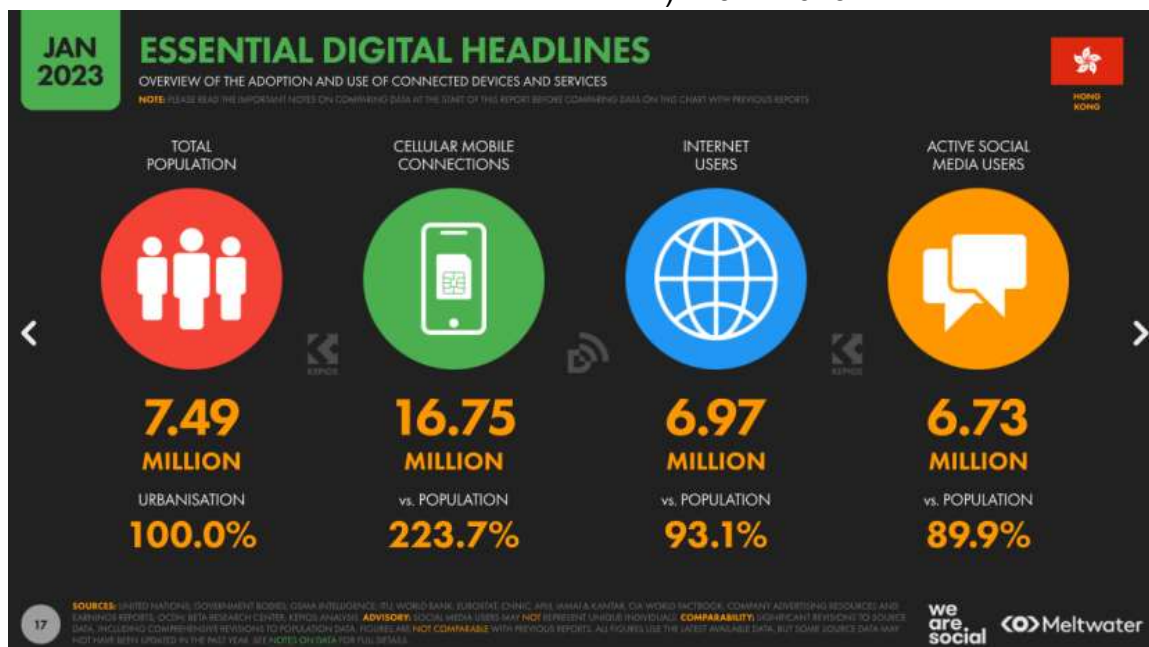
Source: constructed by author

1.1.2.2 Social media usage in Hong Kong chocolate market

(New imedia, 2024) With the enhancement of technology in Hong Kong, e-commerce with 24/7 product information and online services has become a must to maintain businesses. Starting an e-business is recommended to convert online reach to instant purchase, incorporate with online and offline sales channel for consumers to make purchase, understand consumer behaviour and communicate with consumers for generating more revenue.

KEMP, S. (2023) About the usage of social media in Hong Kong, in Jan 2023, there were 7.49 million people in Hong Kong, in which, 6.97 million (93.1%) had habit to use internet and 6.73 million (89.9%) were active users in social media platforms. The study also showed the online habits for the age group of 16 – 64 (Figure 5):

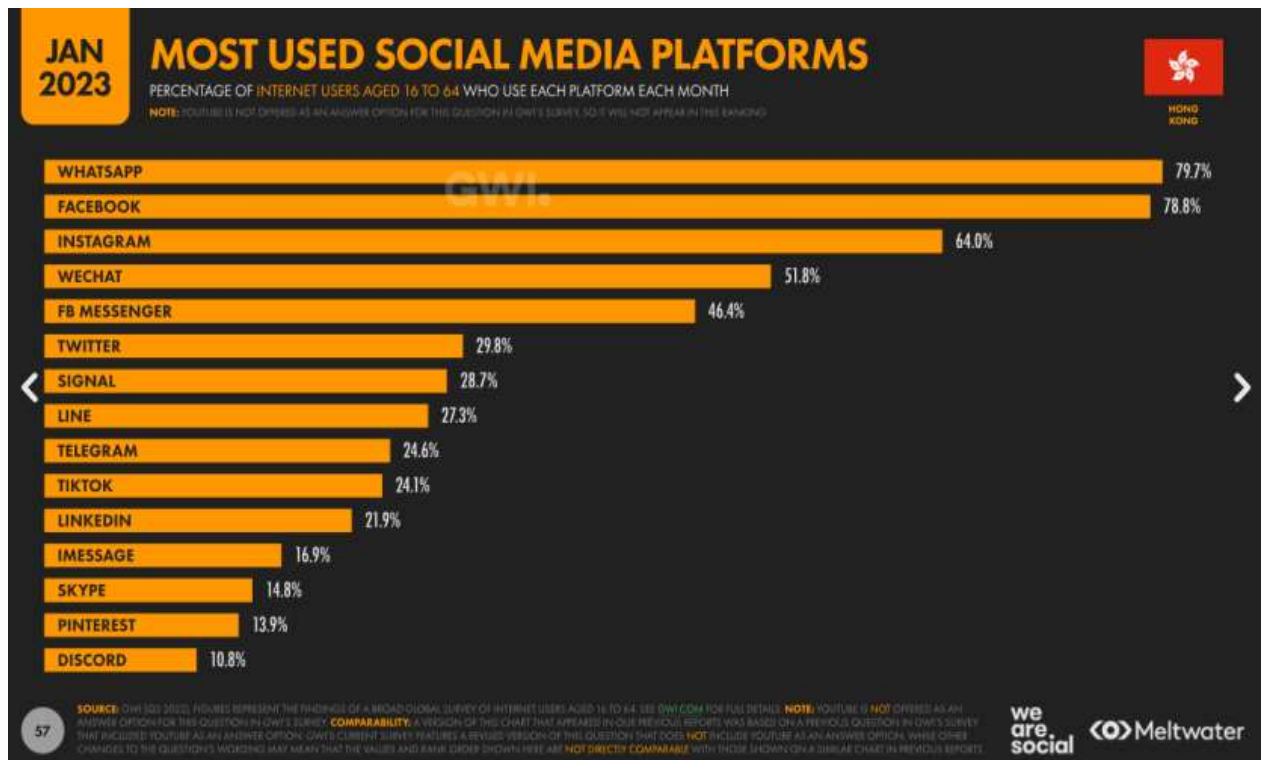
Figure 5: Essential digital headlines in Hong Kong (Overview of the adoption and use of connected devices and services) in Jan 2023



Source: KEMP, S. (2023)

KEMP, S. (2023) The top common social media platforms in Hong Kong of this age range were WhatsApp, Facebook, Instagram, WeChat, Facebook Messenger, and YouTube (Figure 6):

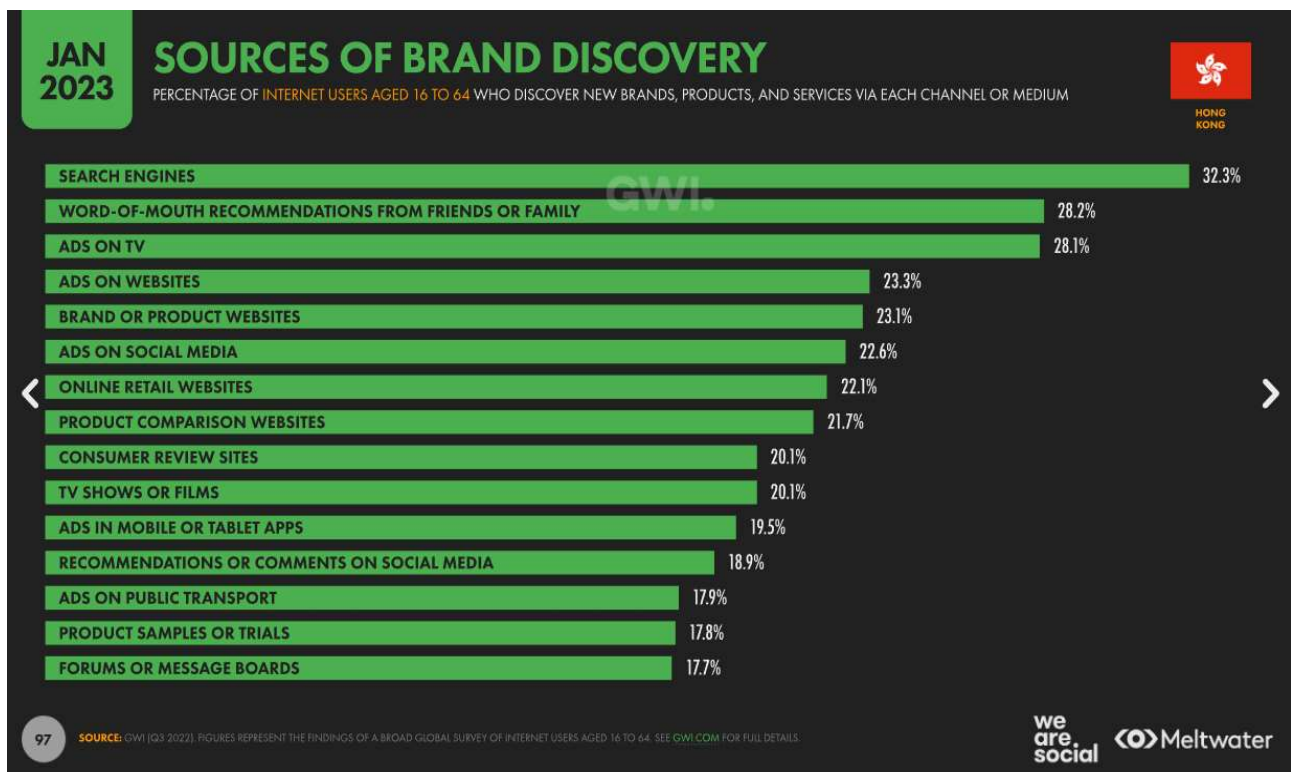
Figure 6: Most used social media platforms in Hong Kong (Percentage of internet users aged 16 to 64 who use each platform each month) in Jan 2023



Source: KEMP, S. (2023)

KEMP, S. (2023) The users discovered a new brand, products and services by search engines, word-of-mouth recommendations from friends or family, Ads on TV or brand or product websites, and Ads on social media (Figure 7):

Figure 7: Sources of Brand Discovery in Hong Kong (Percentage of internet users aged 16 to 64 who discover new brands, products, and services via each channel or medium) in Jan 2023



Source: KEMP, S. (2023)

KEMP, S. (2023) The weekly online shopping activities, there were 50% people purchased a product or service online, 31.5% used an online price comparison service, and 9% used buy now pay later service weekly (Figure 8).

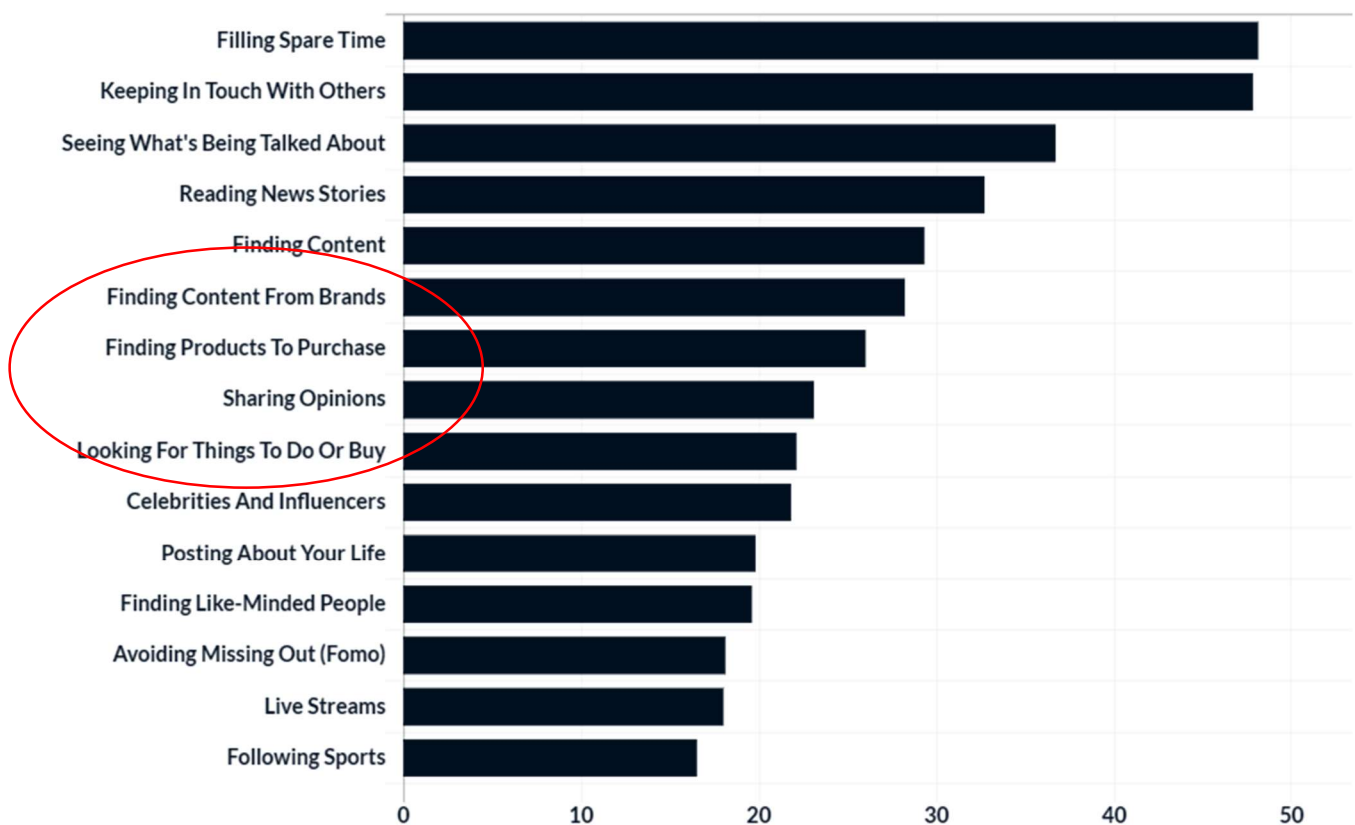
Figure 8: Weekly Online Shopping Activities in Hong Kong (Percentage of internet users aged 16 to 64 who engage in selected ecommerce activities each week) in Jan 2023



Source: KEMP, S. (2023)

OOSGA (2023) In 2022, the key drivers of Hong Kong people aged 16 – 64, used social media about purchasing activities were finding content from brands (about 28%), finding products to purchase (about 26%), and looking for things to do or buy (about 23%) (Figure 9):

Figure 9: Key Drivers of Using Social Media in Hong Kong in percentage for users aged 16-64 years old



Source: OOSGA, 2023

Simon and OOSGA's reports showed that social media marketing activities play a key factor for Hong Kong people to make purchases of products and services.

Flanders Investment & Trade Market Survey (2016) The researcher mentioned that chocolate companies in Hong Kong started to open online shops for increasing their market share, reducing the significant fixed cost of companies as the rent in Hong Kong was expensive, and allowing their consumers to enjoy shopping during non-working hours of retail shops. Ms. Wong of Venchi also mentioned that the rent and the competition of chocolate market in Hong Kong were high (Hong Kong Trade Development Council,2020)

For the selected three premium chocolate brands in Hong Kong, the companies background, and promotional strategies of GODIVA Chocolatier (Asia) Limited (Godiva), Lucullus Food & Wines Co., Ltd (Lucullus) and Venchi HK Ltd. (Venchi) were illustrated in the following in Table 4.

Godiva (2023) Godiva was originated in Belgium. It mentioned in its' website in Hong Kong that it is the global leader in premium chocolate with a brand image of "Luxury, quality and the most delicious chocolate", for providing highest quality products in a safe way and delivering consistent over consumers' expectation and follows the sustainability actions as Godiva's group. It continues to expand its worldwide presence, develop more new product categories and promotional channels in new geographies.

Lucullus (2023) Lucullus with its root in Hong Kong, opened in the five-star hotel - Peninsula Hotel 40 years ago in Hong Kong. It presents its image of dragon and combines eastern and western styles for delivering high-end chocolate and innovate the world of confectioneries.

Venchi (2023) Venchi was originated in Italy. It mentioned in its' website in Hong Kong that it has been expanding internationally in different places for providing delicious chocolate with healthy and natural ingredients. Venchi also is committed improving procurement process and increasing the transparency and sustainability of supply chain, such as promoting energy saving and diversification and using sustainable packaging materials to replace plastics.

Table 4: Promotional strategies of Godiva, Lucullus and Venchi in Hong Kong

Chocolate brands	Promotional Strategies of Godiva, Lucullus and Venchi in Hong Kong										
	Concern about ESG factors	No. of Retail shops	Online shop	Online chatbox	Online corporate form/ services	Facebook	Instagram	WhatsApp	WeChat	You Tube	Membership programme
Godiva, 2023	V	19	V	X	V	V (135K followers)	V (12.7K followers)	V	X	X	V
Lucullus, 2023	No mentioned	23	V	Closed	V	V (17K followers)	V (16.4K followers)	X	V	X	V
Venchi, 2023	V	16	V	V	V	V (139K followers)	V (9965 followers)	X	X	V	X

Source: constructed by author

The promotional strategies for three premium chocolate brands in Hong Kong in Table 4: They have both online and retails shops, online corporate form/services, uses popular social media - Facebook and Instagram for promotion while Godiva also has WhatsApp, Lucullus has Wechat, and Venchi has Online chatbox and YouTube account for communicating with consumers

or promoting their products. Moreover, Venchi mentioned ESG aspects, and Godiva and Lucullus have membership programmes.

By comparing with the usage of social media in Hong Kong in table 3 (in appendix 3), it shows that three companies can provide the appropriate communication channels, online shops, memberships programmes on social media, and meet global trend and Hong Kong people's usage and habits on social media to sell their chocolates. Godiva and Venchi also mentioned their concerns on the global heat topic about ESG factors while Lucullus does not.

1.1.3 Market trend for relationship quality – Sustainability and consumer needs of chocolate in global and Hong Kong markets

The sustainability means “Meeting the needs of the present without compromising the ability of future generations to meet their own needs”, and the importance of sustainability increases (United Nations, 2024). The organic farming is probably to be a good model for productive and sustainable food production (Cambridge University Press, 2014).

In global chocolate market, different research companies found that there is increasing the demand for premium chocolate in global market, consumers are concerned about ESG factors and increase the demand of organic and sustainable chocolate, they buy chocolate as gifts to others in different occasions.

Due to the high competition and opportunities as above, chocolate companies offer more quality premium chocolate, provide more communication channels, organize membership programmes and provide more consumer services.

1.1.3.1 Market trend for relationship quality – Sustainability and consumers’ needs of chocolate in global market

In global chocolate market, different research companies found that consumers increase the demand for premium chocolate, consumers are concerned about ESG factors and demand more for organic and sustainable chocolate, they also buy chocolate as gifts to others in different occasions which are shown in Table 5.

Table 5: Global Market Trend for Relationship quality – Sustainability and consumers’ needs of chocolate in global market

Research Company	Global Market Trend – Relationship quality - Sustainability and product offerings of chocolate markets in global market		
Future Market Insights, 2023	Increasing the demand for premium chocolates	-	Consumers buy chocolate as gifts for different occasions
Grand View Research, 2022 and 2024		People are concerned more on ESG factors. Increasing demand for organic and sustainable chocolate products and corporate’s action on climate change.	-
Maximize Market Research Pvt. Ltd., 2024		-	
Polaris Market Research, 2024		-	
Barry Callebaut, 2024	-	Increasing of sustainability concerns on chocolate supply chain.	-
Mara Mennicken, 2024		The labels of ‘Rainforest Alliance’ or ‘Fairtrade’ certification to identified if chocolate is a sustainable product or not.	
ARYN BAKER, 2023		ESG issue: The chocolate industry is closely believed that it has an association with unfair labor environment, deforestation, and loss of biodiversity.	
Chocolate Scorecard, 2024		The annual assessment by using Chocolate Scorecard is used to measure the results of sustainability in five aspects.	

Source: Constructed by author

In global chocolate market, there are the increase for demanding premium chocolates and consumers buy chocolate as gifts for different occasions (Future Market Insights, Grand View Research, Maximize Market, Polaris Market, 2024).

Grand View Research (2022) There were an increase demand for sustainably produced chocolate and corporate's action on climate change. Manufacturers started to generate environmental-friendly substitutes and the major industry players have been sourcing cocoa-containing products from sustainable sources and the scale will reach at least 80% by 2025.

There are the growing concerns on ESG (Environmental, Social, and Governance) factors in the industry, the production, supply chain and consumption patterns are affected in terms of ESG, it also leads to the increase demand for sustainable chocolate products, innovative favours and premium products (Grand View Research, 2023).

(Barry Callebaut, 2024) The sustainability in the chocolate supply chain involving a diversity of farming communities, it allows the future generations forever to continue their enjoyment of chocolate. Five key issues of sustainability are farmer poverty (living standard is below the World Bank's benchmark), poor productivity due to poor agricultural practices, employing child labor, the impacts of deforestation and climate change.

(Mara Mennicken, 2024) The ethical and sustainable practices are involves in the producing sustainable chocolate. The labels of 'Rainforest Alliance' or 'Fairtrade' certification can be used to identified if it is a sustainable chocolate. (ARYN BAKER, APRIL 5, 2023) The chocolate industry is closely believed that it has an association with unfair labor environment, deforestation, and loss of biodiversity.

(Chocolate Scorecard, 2024) The annual assessment by using Chocolate Scorecard in the following Figure 10 is used to measure the results of sustainability in five aspects- traceability, providing a living income (a human right), preventing child labor, avoiding deforestation, implementing agroforestry, and reducing pesticide use. Figure 11 also shows there are four ranks of the industry – Green means “Good” with 4 marks or above, Yellow means “Improving” with 3 marks, Orange means “Trying” with 2 marks and Red means “Need to catch up”. Godiva got 2.22 marks which is under the middle-level in the industry and has to try more best (Time, 2023).

Figure 10: Chocolate Scorecard



Source: Chocolate Scorecard, 2024

Figure 11: How the world's biggest chocolate-makers stack up when it comes to the environment and human-rights - Based on five factors: traceability, providing a living income, preventing child labor, avoiding deforestation, implementing agroforestry, and reducing pesticide use

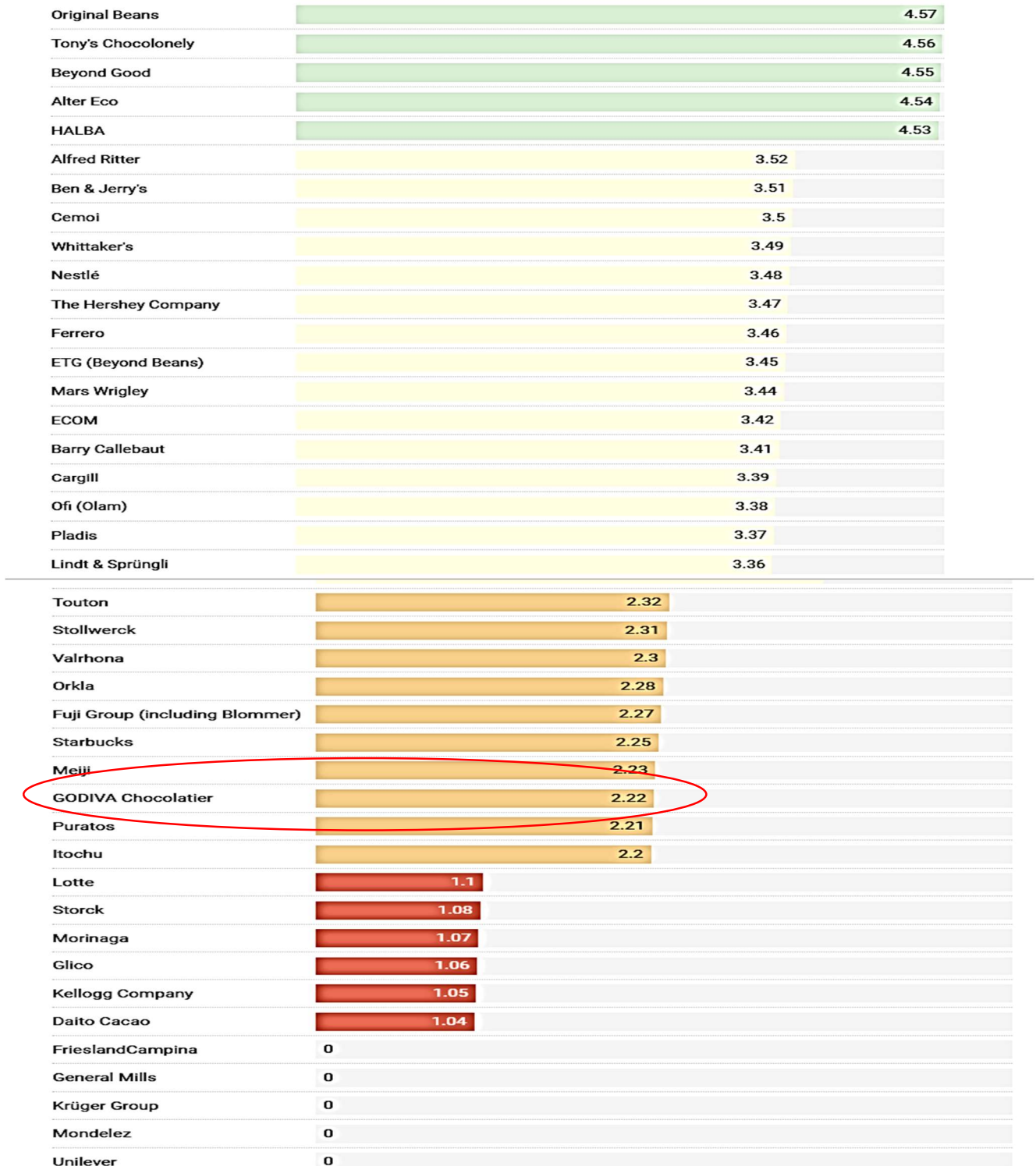


Chart: Elijah Wolfson for TIME • Source: Chocolate Scorecard

TIME

Source: Chocolate Scorecard, 2024

1.1.3.2 Market trend for relationship quality – Consumers’ needs of chocolate in Hong Kong market

For Hong Kong chocolate market, Hong Kong people demand for top quality food and premium chocolate and like attractive packaging as they buy for a gift to others (Flanders Investment & Trade Market Survey, 2016); Ms. Wong of Venchi said consumers buy chocolate as a gift or for self-enjoyment (Hong Kong Trade Development Council, 2020) and (Hong Kong Economic Times, 2021) the reporter interviewed with CEO of Lucullus in September 2021, Mr. Lai expressed that the aim of Lucullus was to become the top chocolate brand in Hong Kong which are shown in Table 6.

Table 6: Market Trend for Relationship Quality - Consumers’ needs of chocolate in Hong Kong market

Market Research Company	<i>Market Trend for Relationship Quality - Consumers’ needs of chocolate in Hong Kong market</i>
Flanders Investment & Trade Market Survey, 2016	Hong Kong people demand for top quality food and premium chocolate and like attractive packaging as they buy for a gift to others.
Hong Kong Trade Development Council, 2020	Ms. Wong of Venci said consumers buy chocolate as a gift or for self-enjoyment.
Hong Kong Economic Times, 2021	Lucullus aimed to become the top brand in Hong Kong.

Source: Constructed by author

Due to the high competition and opportunities as above, there are the trend for companies to offer more quality premium chocolates, provide more

communication channels, organize membership programmes and provide more consumer services which are also mentioned in table 4 previously.

1.1.4 Market Trend of Consumer experience – Consumers' preference of chocolate in global and Hong Kong markets

Consumers in global and Hong Kong markets are more health-conscious and demand more sugar free chocolates and new products in different tastes.

For the global market, five marketing research companies, Allied Market Research (AMR), Future Market Insights, Inc. (FMI), Grand View Research, Inc (GVR), Maximize Market Research Pvt. Ltd (MMR). and Polaris Market Research (PMR) found the market trend of consumers' preferences which are shown in Table 7. Four of them mentioned the demand for premium chocolate and dark chocolate is increasing, and three of them mentioned that consumers are more health conscious while AMR said consumers' taste change drive new products innovation and FMI said consumer buy chocolates as presents in different occasions ((Allied Market Research, 2022) (AMR), (Future Market Insights, 2023) (FMI), (Grand View Research, 2023) (GVR), (Maximize Market Research, 2023) (MMR). and (Polaris Market Research, 2024) (PMR)).

In Hong Kong, consumers are more health-conscious, prefer less sugar and organic chocolate consisting of natural and fresh ingredients and constantly demand for new tastes (Flanders Investment & Trade Market Survey, 2016).

Table 7: The Market Trend for Consumers' preference of the chocolate in global market

<i>Marketing Research Company</i>	Market Trend – Consumer experience – Consumers’ preference of chocolate in global market		
Allied Market Research, 2022	Consumers are more health-conscious	Varying consumers' tastes drive new products innovation	-
Future Market Insights, 2023		Increasing the demand for dark chocolate	Increasing demand for sugar-free products
Grand View Research, 2023	-		People like the innovation of product diversities
Maximize Market Researc, 2023			-
Polaris Market Research, 2024	Consumers are more health-conscious		

Source: constructed by author

1.2 Research motivation

Online shopping on social media is a trend in the world and the usage of social media in Hong Kong which can provide the insights for companies in Hong Kong to run online shops and social media marketing activities.

In Hong Kong, the chocolate brands opened their shops at prime locations for attracting more people to buy their chocolates (Flanders Investment & Trade Market Survey, 2016). As there are high rent and high competition in Hong Kong, the chocolate brands also started to open online shops for business to gain more market share, reduce the costs and let consumers continue enjoy flexibility shopping during non-opening hours of retail shops from 2016 (Flanders Investment & Trade Market Survey, 2016).

Apart from social media marketing activities, to run chocolate business in Hong Kong, chocolate companies are also recommended to study more about key factors, Relationship quality – Sustainability and consumers' needs, Consumer experience – Consumers' preference, to fulfil consumers' expectation and needs.

1.3 Research problems

In this high rent and high competition chocolate market in Hong Kong, it is to find out whether there are relationships between Social Media Marketing Activities (SMMA), Relationship Quality (RQ), Consumer Experience (CX) and Consumers' Purchase Intention (PI) on premium chocolate market in Hong Kong to improve on sales performance.

1.4 Research aims and objective

The aims of this research are to study the relationship between the independent variables - Social media marketing activities (SMMA), relationship quality (RQ), experience (CX), and the dependent variable - Consumers' purchase intention (PI) of premium chocolate brands in Hong Kong.

The research objectives are illustrated in the following:

- To identify the factors affecting consumers' purchase intention of premium chocolate products in Hong Kong;
- To find out the relationship of factors to consumers' purchase intention;
- To recommend premium chocolate brands in Hong Kong to improve their promotional strategies for enhancing the sales performance

1.5 Summary

There are high rent and high competition in chocolate industry in Hong Kong, online shopping promotional sales channel are used in this industry. (DataBridge Marketing Research, 2023) The rising trend of online promotional platforms created the business opportunities to help drive the growth of the chocolate market. In this study, it is found that there is positive relationship

between Social Media Marketing Activities (SMMA), Relationship Quality (RQ), Consumer Experience (CX) between Consumers' Purchase Intention (PI) on premium chocolate market in Hong Kong.

2 Literature review

In this section, the definition, the construct, and measurement items and concluding summary of the Individual Variables (IV) - Social Media Marketing Activities (SMMA), Relationship Quality (RQ) and Consumer Experience (CX), and the Dependent Variable (DV) – Purchase Intention (PI) are illustrated.

2.1 Social Media Marketing Activities (SMMA)

Different researchers provided different definitions in Table 8, constructs and measurements in Table 9 of Social Media Marketing Activities (SMMA) which the explanations and concluding summary were illustrated in the following. The definitions are using social media to promote companies, create interaction with consumers, allows consumers to exchange contents online, companies use it for social monitoring to increase consumers' purchase intention.

2.1.1 Definition

(Mirza Ashfaq Ahmed, Zahra Zahid, 2014) Companies use social media-website, online chat, email, and e-discussion to interact more with their consumers that affect consumers buying decisions. Since social networking allows fast, viral distribution, it can get consumers attracted to share the online contents.

(Heidy, M., Lamhot, P., 2021) Social media marketing is an effective internet-based method to promote a company website, brand, draw consumers' attention, and encourage consumers' purchase behaviours. Most of consumers got companies' information from website and social media and make purchase.

(Patria, L., 2018) Social media is an internet-based application allowing the users to generate and exchange content with no time, place, media, and cost restrictions which can increase consumers' purchase intention.

(Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023) Social media platforms let marketers understand target audience's preferences and interests so that companies can create tailored-made advertisements to increase their brands' reputation and consumers' purchase intention.

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) Social media is an internet-based channels allowing users to exchange their generated content in real time and companies can turn social media networks to gain their desired marketing results for increasing purchase intention.

(Imran, 2022) Social media provides online contents to consumers and allow marketers to interact with consumer in real-time which it can enhance its brand values to promote consumers' purchase intention.

(Prasetyo, A., Vanessa, N., Lim, S., 2020) Social media marketing activities involve an online environment by social media to let consumer share their thoughts and feedback, and companies can advertise their products to increase consumers' purchase intention.

(OKKY RIZKIA YUSTIAN, 2020) Social media makes interactions, provide an online place for users sharing their thoughts, idea and collaborating others with real-time communication which allow companies use it for social media monitoring, conducting marketing and advertising to increase sales and profit.

Table 8: A summary of definitions of Social Media Marketing Activities (SMMA)

Researcher	Definition
(Mirza Ashfaq Ahmed, Zahra Zahid, 2014)	Companies use social media to interact with their consumers that affect consumers buying decisions and get consumers attracted to share the online contents
(Heidy, M., Lamhot, P., 2021)	Social media marketing promotes a company, draw consumers' attention, and encourage consumers to purchase products/services
(Patria, L., 2018)	Social media allows the users to generate and exchange content which can increase consumers' purchase intention
(Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023)	Social media platforms let marketers understand consumers' preferences, for creating tailored-made advertisements to increase consumers' purchase intention
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Social media allows users to exchange their generated content in real time, companies turn social media networks to their marketing objectives for increasing consumers' purchase intention
(Imran, 2022)	Social media provide online contents to consumers and allow marketers to interact with consumer in real-time to promote consumers' purchase intention
(Prasetyo, A., Vanessa, N., Lim, S., 2020)	Social media marketing activities let consumers share their thoughts and feedback, companies can advertise online to increase consumers' purchase intention
OKKY RIZKIA YUSTIAN, 2020	Social media let users share their comments and collaborate others in real-time, companies use it for social media monitoring, conducting promotional activities to increase sales and profit

Source: Constructed by author

2.1.2 Construct and Measurement

Different construct and Measurement are brand trust, brand image, entertainment, Interaction, Trendiness, Electronic Word-of-Mouth (E-WOM)/ Word-of-Mouth (WOM), Customization and Advertisement.

Table 9: A summary of construct and measurement of Social Media Marketing Activities (SMMA)

Researcher	Construct	Description
(Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023)	Brand Trust	Providing effective communication, customized products, more product options, transparency in pricing to build brand trust
	Brand Image	It is a perception in consumers' mind about a company's products or services so that companies must build product character, uniqueness, and emotional appeal
	Electronic Word-of-Mouth (E-WOM)	EWOM means social media offers a platform for potentials or existing consumers via the Internet to express their positive or negative comments about companies' product which influence others' purchase intention to buy a product or not
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Entertainment	Bringing consumer happiness, excitement, or entertainment after seeing the company's marketing content
	Interaction	Utilizing the stories features for creating two-way direct communication between the consumers and company
	Trendiness	The marketing content published bases on the current situation, up-to-date and relevant information about inside or outside the company
	Customization	The layout of the content/posts is easy to understand and let consumers find the product information easier
	Word-of-Mouth (WOM)	Marketing content invite consumers indirectly to share it on their personal account and other groups
(Prasetyo, A., Vanessa, N., Lim, S., 2020)	Entertainment	Rising consumers continuous usage intention and enhance their positive emotions and participatory behavior by designing entertainment contents to build a strong emotional connection with consumers and share their companies' information
	Interaction	Letting users exchange their opinions and companies respond shortly
	Trendiness	Providing the latest company and product information
	Customization	Providing social media for users to find their required information and allow them to express their thoughts freely
	Advertisement	Ad campaigns or promotion carrying out by companies for increasing sales

(Heidy Maslim, Lamhot Henry Pasaribu, 2021)	Electronic word-of-mouth (E-WOM)	Electronic word-of-mouth are the positive or negative statements sharing by consumers or potentials about a product or service to many people via different social media platforms on the Internet. The researchers found that EWOM has a significant positive impact on emotional experience leading a significant positive impact on consumers' purchase intention then
(Patria, L., 2018)	Electronic word-of-mouth (E-WOM)	EWOM is one of the constructs of social media marketing activities leading positive purchase intention which the measurements which are same as WOM as the researchers Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. used

Source: Constructed by author

2.1.3 Concluding summary

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) The constructs of these researchers were used as they are more comprehensive to explain the definition of SMMA and electronic word-of-mouth EWOM is used in this study as different researchers showed that EWOM have positive impacts on consumers' purchase intention (Heidy Maslim, Lamhot Henry Pasaribu, 2021) and (Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane, 2023) and (Patria, L., 2018). The constructs of Entertainment (EN), Interaction (IN), Trendiness (TR), Customization (CU), and E -Word- of-Mouth (EW) are selected for measuring Social Media Marketing Activities (SMMA). Table 10 provided the selected constructs for measuring Social Media Marketing Activities (SMMA)

Table 10: Selected constructs for measuring Social Media Marketing Activities (SMMA)

Constructs	Reference
Independent Variable: Social Media Marketing Activities (SMMA)	
Entertainment (EN)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	Heidy Maslim ¹ , Lamhot Henry Pasaribu ²
	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane
Interaction (IN)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
Trendiness (TR)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya*
Customization (CU)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya*
E -Word-of-Mouth (EW)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	Heidy Maslim, Lamhot Henry Pasaribu, 2021
	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane, 2023
	(Patria, L., 2018)

Source: Constructed by author

2.2 Relationship Quality (RQ)

Relationship quality is the degree and strength of the relationship between companies and users.

2.2.1 Definition

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) The overall level about the strength of relationship between users and companies including trust and satisfaction on marketing contents to remain consumer loyalty, purchase intention, and continuous participation intention in social commerce and networking sites.

(Ahmed Hussein Alia, Tim Gruchmannb, Ani Melkonyanc, 2022) The degree of the strength of consumers' relationship's: when satisfactory past performance is consistently delivered, the consumers believe the integrity of salespersons and have confidence on their future performance which relationship quality increases.

Umme Hani, Shahriar Akter, Ananda Wickramasinghe, Uraiporn Kattiyapornpong, Marcello Mariani (2022) Relationship quality reflects the degree of expectations are met in overall. High relationship quality can benefit both companies and users to build an effective, stable, and long-term relationship.

Table 11 provides a summary of definitions of Relationship Quality (RQ).

Table 11: A summary of definitions of Relationship Quality (RQ)

Researcher	Definition
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	The overall level of relationship between users and companies to remain consumer loyalty, purchase intention, and continuous participation intention in social commerce and networking sites
(Ahmed Hussein Alia, Tim Gruchmannb, Ani Melkonyanc, 2022)	The degree of consumers' relationship's: When satisfactory past performance is consistently delivered, the consumers have confidence on companies current and future performance, relationship quality increases
Umme Hani, Shahriar Akter, Ananda Wickramasinghe, Uraiporn Kattiyapornpong, Marcello Mariani (2022)	Relationship quality reflects the degree of expectations. High relationship quality builds an effective, stable, and long-term relationship between companies and partners

Source: Constructed by author

2.2.2 Construct and Measurement

Different researchers used trust, satisfaction, dependence, commitment, respect and reciprocity for the constructs and measurements in their researches. The details is shown in Table 12.

Table 12: A summary of construct and measurement of Relationship Quality (RQ)

Researcher	Construct	Description
Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)	Trust	Trust is impacted by the reputation of companies on social commerce activity
	Satisfaction	The community's life satisfaction was affected by their social media usage. When companies' online convenience can increase the level of consumer satisfaction
(Ahmed Hussein Alia, Tim Gruchmannb, Ani Melkonyanc, 2022)	Dependence	Dependence refers to the extent of a company needs to keep relationship with its' partner to get the desired objectives for reducing perceived risks and increase confidence
	Trust	Trust is that one party has confidence on its' partner's reliability and integrity, and feel the partners have capability
	Commitment	Commitment is the result of dependence and trust for keeping a lasting valuable relationship
Umme Hani, Shahriar Akter, Ananda	Trust	Trust is reflected by credible offerings, caring services, and customized solutions
Wickramasinghe, Uraiporn	Respect	Respect is reflected by customer recognition, customer responsibility, and customer empathy
Kattiyapornpong, Marcello Mariani (2022)	Reciprocity	Reciprocity is reflected by firm- hosted community support, information empowerment, and customer enjoyment

Source: Constructed by author

2.2.3 Concluding summary

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) The constructs of Trust and Satisfaction were used as the description match consumers' relationship quality while (Ahmed Hussein Alia, Tim Gruchmannb, Ani Melkonyanc, 2022) and Umme Hani, Shahriar Akter, Ananda Wickramasinghe, Uraiporn Kattiyapornpong, Marcello Mariani (2022) mentioned the relationship quality with partners only. Table 13 shows the selected constructs for measuring the Relationship Quality (RQ).

Table 13: Selected constructs for measuring the Relationship Quality (RQ)

Constructs	Reference
Independent Variable: Relationship Quality (RQ)	
Trust (TT)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
Satisfaction (SA)	

Source: Constructed by author

2.3 Consumer Experience (CX)

Consumer experience is the feeling, total image and perception of consumers to the companies.

2.3.1 Definition

(Oracle, 2024) Consumer experience is business engagement at every process of consumers' buying journey. Consumers feel happy and satisfied, the consumer experience is positive that comes from products and services meeting consumers' expectation and having no difficulties to access the websites.

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) Consumer experience improve companies' competitive position affecting by consumers' cognitive, emotional, behavioral, sensory, and social responses to companies' products during their buying journey. A good consumer experience at shops involves personal communication and face-to-face interaction with consumers and a good online experience means company can provide good information and allow consumers use easily. CX consists of sense, think, feel, act, and relate.

(Abdelkader, 2023) Consumer experience contains Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) for measurement.

(Olli Tyrväinen, Heikki Karjalainen, Hannu Saarijärvi, 2020) Consumer experience is a consumer's subjective response to any contact with a company, including search, purchase, consumption, and other after-sale phases. Its components also involve cognitive, emotional, sensorial, pragmatic, lifestyle, and relational.

(Osama Ahmed Abdelkader, 2023) Consumers' experience means consumers' total image and perception to a brand through the interactions in their full journey that increase consumer loyalty and make order.

A summary of definition of consumer experience (CX) is shown in Table 14.

Table 14: A summary of definition of consumer experience (CX)

Researcher	Definition
(Oracle, 2024)	Consumer experience is business engagement at every process of consumers' buying journey. When consumers feel happy and satisfied, the consumer experience is positive
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Consumer experience improve companies' competitive position affecting by consumers' feelings to companies' products during their buying journey
(Abdelkader, 2023)	Consumer experience contains Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) for measurement
Olli Tyrväinen Heikki Karjalainen , Hannu Saarijärvi 2020	Consumer experience is a consumer's subjective response to any contact with a company
(Osama Ahmed Abdelkader, 2023)	Consumers' experience means consumers' total image and perception to a brand that increase consumer loyalty and make order

Source: Constructed by author

2.3.2 Construct and measurements

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) used the constructs of sense, think, feel, act and relate; (Abdelkader, 2023) used Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) and (Olli Tyrväinen Heikki Karjaluoto, Hannu Saarijärvi 2020) used cognitive experience and emotional experience which are shown in Table 15.

Table 15: A summary of construct and measurement of consumer experience (CX)

Researcher	Construct	Description
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Sense	The primary senses (view, sound, scent, taste, and touch) are able to influence the consumer's purchase decision
	Think	Consumers' inner sensations and emotions that generate a direct interaction between consumers and product/service providers which consumer are willing to create positive emotional feedback
	Feel	A kind of experience allow the user to think more innovative ways, get a simple perception and enhance their participation through the marketing campaign
	Act	It includes different choices for user's everyday behavioral activities providing them permanent impressions or direct subconscious reactions
	Relate	A form of perception about human feelings with linking the ideal self and users' cultures
(Abdelkader, 2023)	Perceived Personalization	The companies can personalize to consumers' needs, show their understanding about consumers' preferences, and needs and provide related recommendations and advice to consumers
	Perceived Relevance	The companies can provide relevant and useful information basing on consumers' needs and provide related options and alternatives
	Perceived Accuracy	The companies can provide accurate, reliable, correct, and updated information that the consumers trust it
	Perceived Convenience	The companies can provide a guidance with a quick and efficient solution for consumers' products selection for saving their time

Olli Tyrväinen Heikki Karjalainen , Hannu Saarijärvi 2020	Cognitive experience	It is the flow during shopping to express the states of consumers' enjoyment, involvement, and concentration to generate a positive and subjective experience by reviewing incoming information, online interactions, learning and developing new skills
	Emotional experience	It is an emotional response to stimuli, entertaining to generate consumers' enjoyment that experience makes the consumer feel good and enriched. It builds long-term linkage in consumer's memory lead to a certain behaviors

Source: Constructed by author

2.3.3 Concluding Summary

(Abdelkader, 2023) The constructs of consumer experience comprising Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) are used in this study as the descriptions of personalization to consumers' needs, relevance, accurate of information and guidance are more related the topic of this study while (Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) and Olli TyrväinenHeikki Karjalainen, Hannu Saarijärvi 2020 provided a very simple elements of consumer experience only. A summary of selected constructs for measuring consumer experience (CX) is shown in Table 16.

Table 16: Selected constructs for measuring consumer experience (CX)

Constructs	Reference
Independent Variable: Consumer Experience (CX)	
Perceived Personalization (PP)	(Abdelkader, 2023)
Perceived Relevance (PR)	
Perceived Accuracy (PA)	
Perceived Convenience (PC)	

Source: Constructed by author

2.4 Consumers' Purchase Intention (PI)

Different definitions of consumers' purchase intention are that consumers are willing to buy, have possibility and tendency to buy, a series of choices during buying decision-making processes, it is positively affected by social media marketing activities.

2.4.1 Definition

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) Purchase intention is that the consumers have willingness to purchase products or being a potential consumer after receiving social media marketing content.

(Heidy, M., Lamhot, P., 2021) Purchase intention is a series of choices that consumers review in their buying decision-making processes which are related to consumers' behavior, perceptions and attitudes, product prices, perceived quality, and value.

(Patria, L, 2018) Purchase intention is the possibility of consumers to purchase products in the future based on AIDA model: consumers' attention, interest, desire, and action.

(Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023) Different researchers explained the effects of online advertising, and electronic word of-mouth on social media platforms to purchase intention. They found that marketing activities on social media platforms affected purchase intention positively.

(Prasetyo, A., Vanessa, N., Lim, S., 2020) An intention motivates people to conduct actions which a purchase intention is the combination of consumers' interest and the possibility to purchase products.

(OKKY RIZKIA YUSTIAN, 2020) Purchase intention is a tendency to buy products/ services that are affected by consumers' attitudes, satisfaction, and their perceptions. It also indicates the consumers' desire to make repeat orders and measure consumer contributions to brands in the future.

A summary of definitions of consumers' purchase intention (PI) is shown in Table 17.

Table 17: A summary of definitions of consumers' purchase intention (PI)

Researcher	Definition
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Purchase intention is that the consumers have willingness to purchase products or being a potential consumer
(Heidy, M., Lamhot, P., 2021)	Purchase intention is a series of choices in consumers' buying decision-making processes
(Patria, L, 2018)	Purchase intention is the possibility of consumers to purchase products
(Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023)	The effects of online advertising, and electronic word of-mouth on social media platforms affect purchase intention positively
(Prasetyo, A., Vanessa, N., Lim, S., 2020)	A purchase intention is the combination of consumers' interest and the possibility to purchase products
(OKKY RIZKIA YUSTIAN, 2020)	Purchase intention is a tendency to buy products/ services or make repeat orders and measure consumer contributions to brands in the future

Source: Constructed by author

2.4.1 Concluding Summary

Social media marketing activities, relationship quality and consumer experience are chosen as the researchers showed there are the relationship with these constructs and purchase intention.

Table 18: Selected constructs for measuring consumers' purchase intention (PI)

Independent Variables	Reference
Dependent Variable: Purchase Intention (PI)	
Social Media Marketing Activities (SMMA)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	Heidy Maslim ¹ , Lamhot Henry Pasaribu ²
	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane
	Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya*
	(Patria, L., 2018)
Relationship Quality (RQ)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
Consumer Experience (CX)	(Abdelkader, 2023)

Source: Constructed by author

2.5 Relationship amongst variables

In this section, summaries of different researches showed Social media marketing activities (SMMA), Relationship quality (RQ) and Consumers' experience (CX) affects Consumers' purchase intention positively.

2.5.1 Social media marketing activities affects consumers' purchase intention

The following is a summary of effect of Social Media Marketing Activities (SMMA) to purchase intention (PI) in Table 19 which (Heidy, M., Lamhot, P., 2021), (Patria, L., 2018), (Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023), (Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020), (Imran, 2022), (Prasetyo, A., Vanessa, N., Lim, S., 2020) found that there are positive relationship of Social Media Marketing Activities (SMMA) to purchase intention (PI).

Table 19: A summary of effect of social media marketing activities (SMMA) to consumers' purchase intention (PI)

Researcher	Effect of Social Media Marketing Activities (SMMA) to consumers' purchase intention (PI)
(Heidy, M., Lamhot, P., 2021)	Social media marketing promotes company brands to encourage and lead consumers make purchase
(Patria, L., 2018)	Social media allows the users to generate and exchange content that can increase consumers' purchase intention
(Hanadi, S., Asma'a, Al., Sameer, A., Munif, Z., Mohammed, O., 2023)	Social media platforms let marketers create tailored-made advertisements to increase consumers' purchase intention.

(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Social media allows users to exchange their generated content that can increase consumers' purchase intention.
(Imran, 2022)	Social media provide online contents to consumers and allow marketers to interact with consumer to enhance its brand values and promote consumers' purchase intention
(Prasetyo, A., Vanessa, N., Lim, S., 2020)	Social media marketing activities let consumer share their thoughts and feedback, and companies can advertise their products to increase consumers' purchase intention

Source: Constructed by author

2.5.2 Relationship quality (RQ) affects consumers' purchase intention (PI)

The following is a summary of effect of Relationship quality (RQ) to purchase intention (PI) in Table 20 which (Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020) found there is positive relationship of Relationship quality (RQ) to purchase intention (PI) while (Ahmed Hussein Alia, Tim Gruchmannb, Ani Melkonyanc, 2022) mentioned the consumer satisfaction increases the relationship quality only, and Umme Hani, Shahriar Akter, Ananda Wickramasinghe, Uraiporn Kattiyapornpong, Marcello Mariani (2022) mentioned to build long-term relationship only.

Table 20: A summary of effect of relationship quality (RQ) to consumers' purchase intention (PI)

Researcher	Effect of Relationship quality (RQ) to consumers' purchase intention (PI)
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	The overall level of the strength of relationships between users and companies including trust and satisfaction on marketing contents to remain consumer purchase intention
(Ahmed Hussein Alia, Tim Gruchmannb, Ani Melkonyanc, 2022)	The degree of the strength of consumers' relationship's: when satisfactory past performance is consistently delivered, the relationship quality increases
Umme Hani, Shahriar Akter, Ananda Wickramasinghe, Uraiporn Kattiyapornpong, Marcello Mariani (2022)	Relationship quality reflects the degree of expectations. High relationship quality builds an effective, stable, and long-term relationship between companies and partners

Source: Constructed by author

2.5.3 Consumer experience (CX) affects purchase intention (PI)

The following is a summary of effect of Consumer experience (CX) to consumers' purchase intention (PI) in Table 21 which (Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020), (Abdelkader, 2023), Olli Tyrväinen, Heikki Karjaluo, Hannu Saarijärvi 2020) and (Osama Ahmed Abdelkader, 2023) found Consumer experience (CX) increases purchase or purchase intention.

Table 21: A summary of effect of consumer experience (CX) to consumers' purchase intention (PI)

Researcher	Definition
(Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R., 2020)	Consumer experience improve companies' competitive position, a good consumer experience at shops involves personal communication and face-to-face interaction with consumers and a good online experience means company can provide good information and allow consumers use easily that increase purchase intention
(Abdelkader, 2023)	Consumer experience contains Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) for measurement which increase client loyalty and dealing
Olli Tyrväinen Heikki Karjaluo , Hannu Saarijärvi 2020	Consumer experience is a consumer's subjective response to any contact with a company, including search, purchase, consumption, and other after-sale phases which increase client purchase intention
(Osama Ahmed Abdelkader, 2023)	Consumers' experience means consumers' total image and perception to a brand that increase consumer loyalty and make order

Source: Constructed by author

2.6 Concluding summary

After conducting the above literature review, it is found that social media marketing activities (SMMA), relationship quality (RQ) and consumer experience (CX) affecting on consumers' purchase intention (PI). Table 22 shows a summary of variables and constructs of consumers' purchase intention (PI).

Table 22: A summary of variables and constructs of consumers' purchase intention (PI)

Type of variable	Variable	Construct	Reference
Independent variable	Social Media Marketing Activities (SMMA)	Entertainment (EN)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020); Heidy Maslim ¹ , Lamhot Henry Pasaribu ² ; Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane
		Interaction (IN)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
		Trendiness (TR)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020); Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya*
		Customization (CU)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020), Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya*
		E -Word-of-Mouth (EW)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020), Heidy Maslim, Lamhot Henry Pasaribu, 2021; Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane; (Patria, L., 2018)

Independent variable	Relationship Quality (RQ)	Trust (TT)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
		Satisfaction (SA)	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
Independent variable	Consumer Experience (CX)	Perceived Personalization (PP)	(Abdelkader, 2023)
		Perceived Relevance (PR)	(Abdelkader, 2023)
		Perceived Accuracy (PA)	(Abdelkader, 2023)
		Perceived Convenience (PC)	(Abdelkader, 2023)

Source: Constructed by author

3 Research Methodology

Divya, S. (2023) A research methodology includes the procedures, methods and techniques applying in the research to identify and analyze the collected data to a specific research topic. It is a process that the researcher designs its study to achieve the aims of the research by using the selected instruments which includes research design, method of data collection and analysis as well as the overall framework to be conducted.

This section illustrated the procedures, methods, and techniques for identifying and analyzing the collected data.

IBM SPSS Statistics software (Statistical Product and Service Solutions), version 29.0.1.0 is used in this study to analyze the collected data which provides advanced statistical analysis, identify trends, and produce forecasts (IBM, 2024).

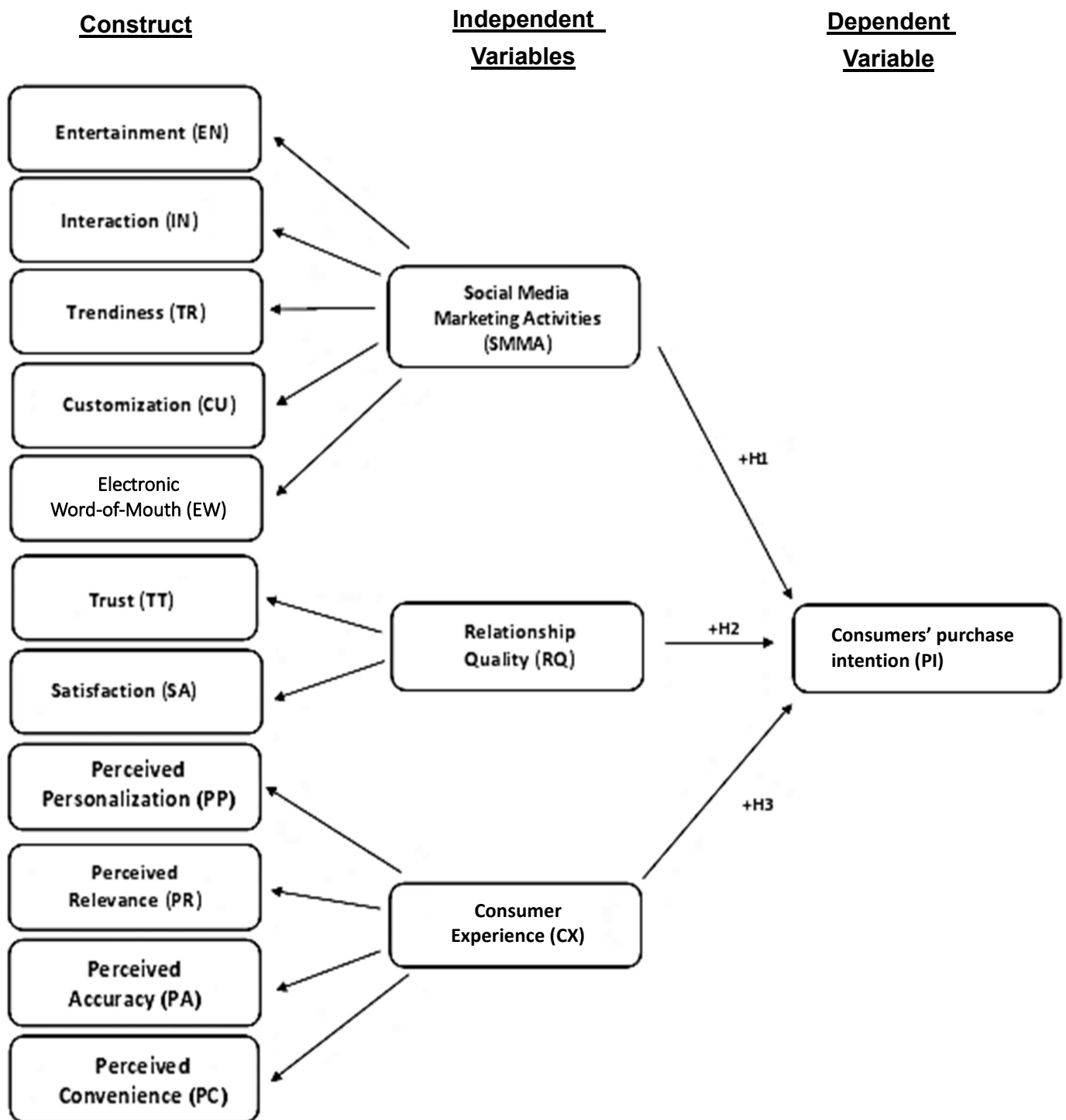
3.1 Research Framework

(Gary Thomas, 2009, P105, P127) Variable are measurable attributes of things about any change the researchers want to study. Independent variable is the variable that the researchers change while dependent variable is the variable, the researchers are examining to assess the impact of changing about the independent variable.

The research hypotheses in this study are set to find out the relationship between independent variables - social media marketing activities, relationship quality and consumer experience and dependent variable – consumers' purchase intention of premium chocolate brands.

The research model of this study was illustrated in Figure 12, there are three hypotheses, (1) Social media marketing activities, (2) Relationship quality, and (3) Consumer experience are positively related to consumers' purchase intention.

Figure 12: Research Model of this study



Source: Constructed by author

3.2 Hypothesis

H1: Social media marketing activities is positively related to purchase intention (Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., and Athapol, R., 2020; Heidy Maslim, Lamhot Henry Pasaribu, 2021; Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane, 2023; Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya, 2020; Patria, L., 2018).

H2: Relationship quality is positively related to purchase intention (Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020); Created by author))

H3: Consumer Experience is positively related to purchase intention (Abdelkader (2023); Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., and Athapol, R. (2020))

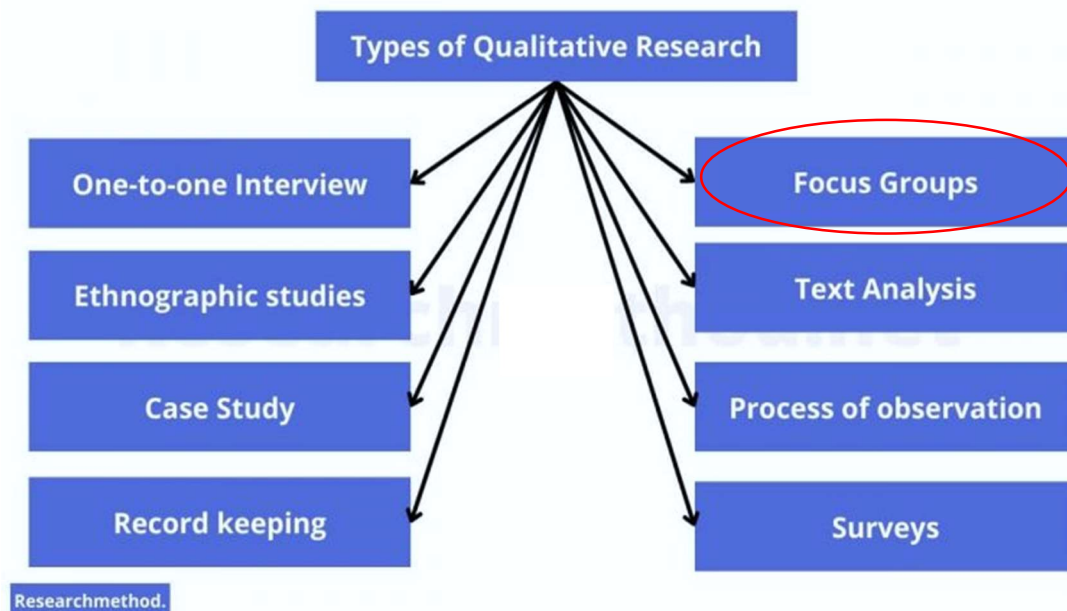
3.3 Types of Research

In this section, Qualitative Research, Quantitative Research and Triangulation Method are illustrated.

3.3.1 Qualitative Research

(Muhammad Hassan, 2024) Qualitative research is one kind of research methodology aims to understand people's beliefs, attitudes, behaviors, and experiences through the collected non-numerical data. It also uncovers the meaning and significance of social phenomena which is often used in sociology, anthropology, psychology, and education. Figure 13 shows the methods of qualitative research which involves the use of interviews, focus groups, observations, and textual analysis.

Figure 13: Types of Qualitative Research



Source: Muhammad Hassan, 2024

In this study, a focus group was used to test the questionnaire design.

3.3.2 Quantitative Research

(Muhammad Hassan, 2024) Quantitative research is one kind of research methodology aims to test hypotheses and answer research questions through the collection and analysis of numerical data. The quantitative research is to collect quantitative data which the methods involve the use of surveys, experiments, or other structured data collection methods. Figure 14 shows different types of quantitative research, such as descriptive and experimental research design, and survey. Types of Quantitative Research is shown in Figure 14.

Figure 14: Types of Quantitative Research



Researchmethod.net

Source: Muhammad Hassan, 2024

In this study, a questionnaire survey was used to collect the data for analyzing the question of this study.

3.3.3 Triangulation

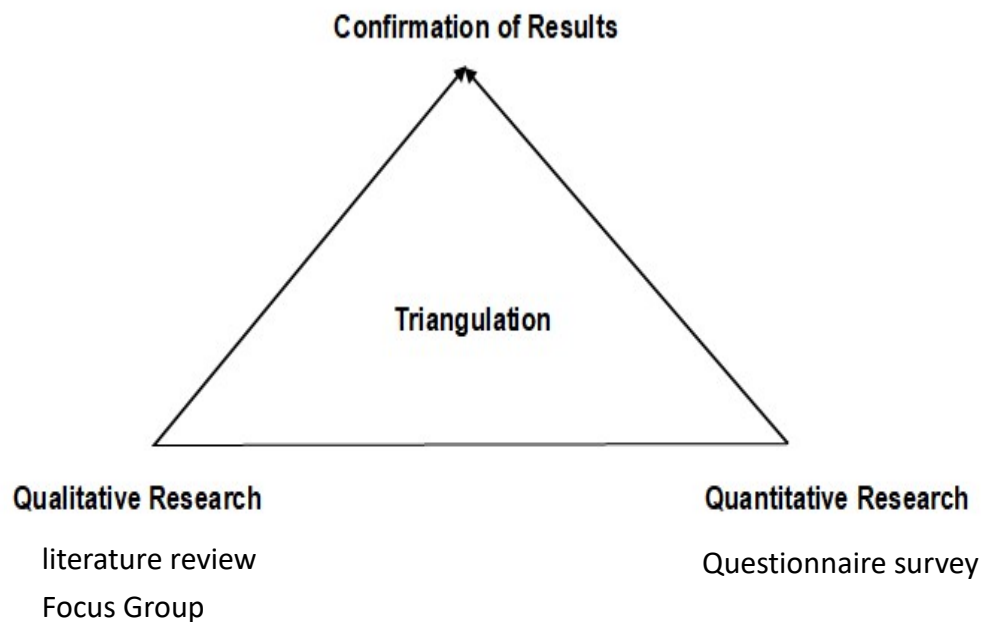
Different researchers' given different definitions of triangulation are shown in Table 23. Triangulation in research can address the matters of accuracy and appropriateness of data (Martyn Denscombe, 2010, P299), triangulation in research means the researchers use multiple research methods- both of qualitative research and quantitative research, to address research questions to reduce bias in the study and enhance the validity and reliability of findings (Bhandari, 2023) and (Muhammad Hassan, 2024).

Table 23: Different definitions of triangulation

Researcher	Definition
(Martyn Denscombe, 2010, P299)	Triangulation in research can address the matters of accuracy and appropriateness of data which the researchers can see the data are on the right line by using sources of contrasting data to support the confidence.
(Bhandari, 2023)	Triangulation in research means the researchers use multiple research methods- both of qualitative research and quantitative research, to address research questions that can enhance the validity and credibility of findings and reduce the bias in the study, but it is time consuming.
(Muhammad Hassan, 2024)	Triangulation is a research technique that multiple research methods - both of quantitative and qualitative research at different stage of research procedures, are used or different sources of data are collected for analysis, to enhance the validity and reliability of findings.

Source: Constructed by author

Figure 15: Triangulation



Source: Constructed by author

In this study, the triangulation was applied including qualitative research and quantitative research (Figure 15). A literature review (Qualitative research - Secondary research) which the existing data is collected from governments, educational institutions, libraries, newspapers, academic journals, or magazines, websites, and media for analyzing in this report. These methods are relatively in lower cost when getting the useful data. Also, a focus group (Qualitative research - Primary research) to fine-tune the questionnaires design, a questionnaire survey by inviting a few people to fill out the questionnaire to pretest the design of questionnaires and applying final survey (Quantitative research - Primary research) were used. Using triangulation method can increase the validity and credibility of this study.

3.4 Type of data

In this study, primary data and secondary data are adopted.

3.4.1 Primary data

(SmartSurvey, 2023) Primary research is that a researcher conducts research to obtain first-hand data (primary data) rather than using existing data for the study. The common research methods are interviews, surveys, focus groups and observations. The costs of the methods are relatively high as it takes time and resources to collect the primary data. (Gary Thomas, 2009, P31) Primary sources indicate a first analysis or presentation of the data that no one has analyzed before, such as the government documents and statistics, reports of surveys for commercial purpose or other researches. In this study, a survey and a focus group were conducted.

3.4.2 Secondary data

(George, 2023) Secondary research is that a researcher uses existing data (secondary data) that was collected by others. The data can be collected from credible sources like governments, agencies, educational institutions, libraries, newspapers, academic journals, or magazines. These methods are relatively in lower cost as the data is existing, but the data may not be updated or reliable. In this study, the data were collected from governments, libraries, newspapers, academic journals, and websites.

3.5 Research Target

In this study, the target respondents of survey are the consumers of premium chocolate products in Hong Kong. As the premium chocolate brands target the publics of whole Hong Kong as their target market, the research target of this survey was defined as the total number of populations in Hong Kong collected from 2023 Population Census (Hong Kong Census and Statistics Department, 2023) and assume the respondents have same chance and opportunity to buy premium chocolates in Hong Kong.

Therefore, the target population was set at 7,498,100 persons which was the total number of populations in Hong Kong collected from 2023 Population Census (Hong Kong Census and Statistics Department, 2023).

3.6 Sampling Methods

(Alan Bryman, Oxford University Press, 2016, p176 -179, P187 – 188) There are probability sampling and non-probability sampling methods:

Probability sampling method is a form of probability sampling which each unit of the population has an equal probability of inclusion in the sampling: There are four methods:

- a) Simple random sampling - To generate randoms number to approach the selected samples;
- b) Systematic sampling - To take a random start and select the samples in certain intervals;
- c) Stratified random sampling – To separate into different groups and apply simple random sampling or systematic sampling to take the samples; and
- d) Multi-stage cluster sampling – To take people from clusters to reply the survey.

Non-probability sampling method is a form of sampling which are not conducted according to the principles of probabilities sampling, there are three methods:

- a) Convenience sampling – To find samples by availability;
- b) Snowball sampling - To make an initial contact of a small group and they contact others to answer the survey;
- c) Quota sampling – To take samples from different defined categories.

(Adi Bhat, 2024) There are four non-probability sampling techniques:

- a) Snowball sampling - Like a referral basis to accumulate the required number of samples;
- b) Convenience Sampling - Finding the easiest people to get information but there is lack of variety in the samples;
- c) Consecutive Sampling - Researchers select a specific sample or group over a period but there is sampling bias); and
- d) Quota Sampling - Creating quotas of each subset to gain data accordingly but accuracy may be affected.

After studying the above methods, four probability sampling methods explained by Alan Bryman in 2016 and three non-probability sampling methods: convenience sampling, consecutive sampling, and quota sampling by Alan Bryman in 2016 and Adi Bhat, 2024, are inappropriate to arrange as the total target population is all of Hong Kong people with huge number and are difficult to approach the selected samples. Therefore, snowball sampling method is more useful to apply in this study as research time is limited and this method can gain the data quickly.

About the details for operation and its advantages, (Martyn Denscombe, 2010, P37) snowball sampling can be started with a nomination of a few people, and they can invite others who are relevant for the purposes of the research to be the samples. The advantage is quick to gain the multiplier effect to accumulate of numbers. (Adi Bhat, 2024) Snowball sampling method is a quick method to find samples, cost effective and can contact the samples which are difficult to reach But sampling bias may happen as people being referred may have similar

characteristics.

The operation of snowball sampling is that the researchers start to find people who are willing to answer the survey and ask them to introduce their network for gaining more replies. However, there may be the risks of biases as the chance of including each unit in target population is not same (Kassiani Nikolopoulou, 2023).

It shows that snowball sampling method like a snowball run and run for getting data for studying, it is more appropriate for using in this study with time and accessibility limitation, but there may be the risks of biases as the chance to take each unit in target population is not equal.

3.7 Sample size determination

Preferrable final survey sample size and preferable pilot test sample size were determined.

3.7.1 Determination of preferable final survey sample size

(John W. Creswell, J. David Creswell, Research Design, p163, 2023) A larger sample size will provide more precise results, but it will be time-consuming and costly for recruiting more respondents. In survey research, the sampling size for investigation is 10% or the size is identified by basing on the previous studies. Since these approaches may not be the best, sample size determination should be determined according to the analysis plan and the expected objectives. Based on the above-mentioned method to take 10% of population, the calculated sample sizes are 749,810 respondents which is costly in time and resources, so this method is inappropriate.

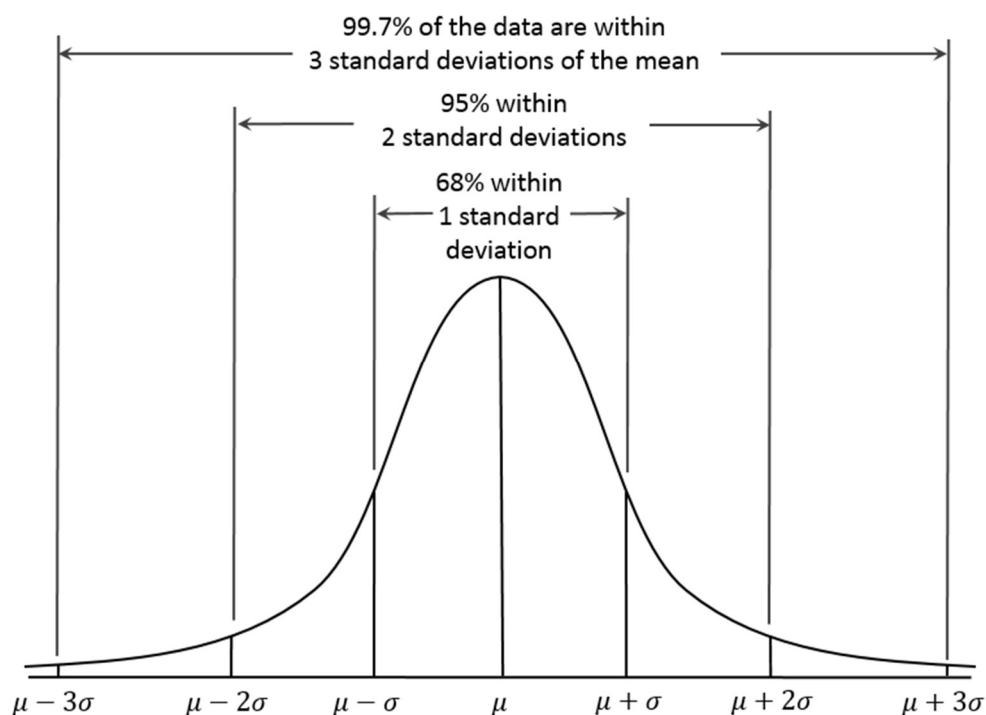
(Mumtaz Ali Memon, Hiram Ting, Jun-Hwa Cheah, T. Ramayah, Francis Chuah Tat-Huei Cham, June 2020, p.iv) The researchers mentioned the method of “Sample-to-variable ratio” which suggested a minimum observation-to-variable ratio of 5:1, but ratios of 15:1 or 20:1 were more preferred (Hair et al., 2018). That means to take a minimum of five respondents for each independent variable in the model but taking 15 to 20 respondents per independent variable were strongly recommended. According to the above recommendation, the calculated sample sizes are 45 to 60 respondents which is much lesser than the population so that this method is also not arranged.

For the following method, the sample size determination is based on the standard deviations, the standard error of the mean, the confidence level and statistical significance (p-value) for calculation which is much appropriate for this study.

3.7.1.1 Standard Deviations σ

(Jakub Janus and Bogna Szyk, 2024) The normal distribution (also called the Gaussian) is a continuous probability distribution, and most data is close to a central value with no bias to left or right. The standard deviation of normal distribution indicates how widespread the numbers are. Figure 16 shows the bell-shaped curve for more details, normally, 68% of values should be existed within 1 standard deviation from the mean, 95% within 2 standard deviations, and 99.7% within 3 standard deviations. The number of standard deviations from the mean is called the z-score.

Figure 16: Standard Deviations of normal distribution



Source: Jakub Janus, PhD and Bogna Szyk, 2024

3.7.1.2 Standard error of the mean

(Gregory J. Privitera, 2012, P204) The standard error of the mean or standard error, is the standard deviation of sample means in the sampling distribution. It is the distance about the sample mean values deviating from the value of the population mean.

(CFI, 2024) Standard error is used to measure variability, estimate the efficiency, accuracy, and consistency of a sample. It gives an estimation of what the standard deviation of a sample is and measures how precisely a sampling distribution represents a population.

(Bruce C. Straits, Royce A. Singleton, JR., Oxford University Press, 2018, P133) The smaller the standard error, the smaller the confidence interval and the more precise the sample estimates.

(WILL KENTON, 2024) Standard error of the mean or standard error, measures the amount of discrepancy between a sample mean with the actual mean in the population. It shows how accurately sample data represents the whole population by using standard deviation so that the smaller the standard error the better. A standard error of zero or a close value indicate that the estimate value is same as the actual value exactly.

3.7.1.3 Confidence interval

Mcleod (2023) The confidence interval is a range likely to include a population value with a certain level of confidence. It is often expressed as a percentage (%) which a population mean locates between an upper and lower interval. The most commonly used value is 95%. Sullivan (2023) A 95% confidence interval is often used mostly in the health-related research. (Bruce C. Straits, Royce A. Singleton, JR., Oxford University Press, 2018, P115-116) A confidence interval tells that the interval estimates gained in the process is probably to contain the population parameter 95% of the time. When the results are presented for opinion polls, newspapers, and magazines, 95% confident interval usually are used.

Z-score with upper and low score at different confidence intervals are used, Table 24 showed the confidence levels at 0.90/ 90%, 0.95/ 95% and 0.99/ 99% which the related z-score are 1.645, 1.95 and 2.58 respectively (Mcleod, 2023) and (Lisa Sullivan, 2023).

Table 24: The confidence interval of Z-core

Confidence Level	Z-Score
0.90 / 90%	1.645
0.95 / 95%	1.96
0.99 / 99%	2.58

Source: Mcleod, 2023 and Lisa Sullivan, 2023

Confidence Interval Formula

$$\bar{x} \pm z \frac{s}{\sqrt{n}}$$

Where

- $\bar{x}$ is the mean
- **Z** is the chosen Z-value (1.96 for 95%)
- **s** is the standard error
- **n** is the sample size

Referring to the above studies, 95% confidence interval is chosen.

3.7.1.4 Statistical significance (p-value)

(Gary Thomas, 2009, P269) The statistical significance (p) expresses the probability with a value from 0 to 1, to indicate the happening of a particular incident. The probability is less than 5 out of 100, the result is found by change that is $p < 0.05$.

(BRIAN BEERS, February 23, 2024) The p-value is the probability of getting results in a statistical hypothesis test and serves as a rejection point which the null hypothesis would be rejected. A p-value is always used to promote credibility for studies, the smaller p-value means there is stronger evidence. When p-value is at 0.05 or lower, the statistical hypothesis is considered to be statistically significant, the null hypothesis should be rejected. Or the value is higher than 0.05, the deviation from the null hypothesis is not statistically significant, the null hypothesis is not rejected.

(Kate Williams, 2023) Statistical Significance p-value shows the result of researcher have a meaning which a small p-value (below 0.05) means strong evidence supports the researcher's findings.

(Saul Mcleod, PhD, 2023) A p-value is level of statistical significance, the value is between 0 and 1 is used to describe the data would be happened by random chance that means the null hypothesis is true. The smaller the p-value, the stronger the evidence that the null hypothesis should be rejected. A p-value is ≤ 0.05 , it indicates that the result is statistically significant, the observed data provides strong evidence against the null hypothesis.

(ENTREPRENEUR, 2023) The p-value quantifies the probability of gaining the observed data if the null hypothesis is true. It also works as a decision-making tool to see whether to reject the null hypothesis or not. A p-value is common set at 0.05, the results are deemed statistically significant if the p-value is lower than the significance level.

After studying the above information, the statistical significance p-value of 0.05 is determined to provide the strong evidence to indicate the result of study is statistically significant.

(Mumtaz Ali Memon, Hiram Ting, Jun-Hwa Cheah, T. Ramayah, Francis Chuah Tat-Huei Cham, June 2020, p.v) The researchers suggested to use the online calculators (calculator.net, 2024) to determine sample size. When setting the confident level at 95%, margin of error at 5% and population size at 7,498,100, the sample size is 385 shown in Figure 17.

Figure 17: Calculator.net – Sample Size Calculator

The screenshot displays the 'Sample Size Calculator' interface on the Calculator.net website. At the top, the site's logo and navigation links are visible. The main heading is 'Sample Size Calculator', followed by a sub-heading 'Find Out The Sample Size'. A brief description states: 'This calculator computes the minimum number of necessary samples to meet the desired statistical constraints.' Below this, a green box labeled 'Result' shows the calculated sample size: 'Sample size: 385'. A note explains: 'This means 385 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value.' The input fields are as follows: 'Confidence Level' is set to 95% (dropdown), 'Margin of Error' is set to 5% (input field), 'Population Proportion' is set to 50% (input field) with a note 'Use 50% if not sure', and 'Population Size' is set to 7498100 (input field) with a note 'Leave blank if unlimited population size.' At the bottom, there are 'Calculate' and 'Clear' buttons.

Field	Value	Notes
Confidence Level	95%	Dropdown menu
Margin of Error	5%	Input field
Population Proportion	50%	Input field; Note: Use 50% if not sure
Population Size	7498100	Input field; Note: Leave blank if unlimited population size

Source: Calculator.net, 2024

3.7.2 Determination of preferable pilot test sample size

(Wolfgang Viechtbauer, Luc Smits, Daniel Kotz, Luc Budé, Mark Spigt, Jan Serroyen, Rik Crutzen, 2015) A pilot study is a good chance to discover the problems and minimizing the effort on adjusting the processes and allow the researcher to develop contingency plans before conducting the large study.

They found that there were four different researchers led to different guidelines for determining an appropriate sample size for a pilot study, such as taking:

- (a) 12 participants from each group (Julious S.A., 2005);
- (b) the range from 10 to 40 participants per group basing on the parameters of interest (Hertzog M.A., 2008) and (Johanson G.A., Brooks G.P., 2010);
- (c) at least 9% of the sample size of main survey (Cocks K., Torgerson D.J., 2013);
- (d) at least 50 participants (Sim J., Lewis M., 2012).

Referring to above sampling guidelines (b - c), the sample sizes are at least 40 participants or 35 participants respectively. Since there was limited time to follow guidelines (a) 48 participants and (d) at least 50 participants, the guideline (b) 40 participants were selected for answering the questionnaires to fulfill the needs of conducting pilot study, which is also higher than the number calculated by the guideline (c).

3.8 Data Analytical Models

(Catherine Cote, 2021) There are four types of data analytics - Descriptive analytics, Diagnostic analytics, Predictive analytics and Prescriptive analytics, for analyzing and testing data to answer questions, identifying trends, finding out insights and using for decision-making:

- a. Descriptive Analytics - It is an easily understandable way by using charts, graphs, and maps to illustrate the trends in data to the questions.
- b. Diagnostic Analytics – It addresses why the trend happen or its movement, get at the root of an issue, discover correlations between and determine causal relationships where probably.
- c. Predictive Analytics – It makes predictions of trend and events to forecast what will happen in the future.
- d. Prescriptive Analytics – It considers all factors and suggests actionable plan to questions.

The descriptive analytics is applied in this study for analyzing and testing data to answer questions, identifying trends and finding out insights so that the recommendation can be provided while diagnostic analytics, predictive analytics and prescriptive analytics are inappropriate for using in this study as a future study is required for finding the root of trend, prediction in the future and suggested actionable plan.

3.8.1 Descriptive Analysis

Frequency distributions, tables and figures were used in this study for analyzing and testing data to answer questions, identifying trends and finding out the insights of running premium chocolate business in Hong Kong.

3.8.2 Reliability Analysis

(Martyn Denscombe, 2010, P298) Reliability refers to whether a research instrument is neutral in its effect and consistent and generate the same results on different occasions.

3.8.2.1 Cronbach's alpha coefficient

(Jim Frost, 2020) Cronbach's alpha coefficient is used to measure the reliability of a series of survey items and determine whether a collection of items measures the same characteristic. It also quantifies the degree of agreement from 0 to 1 which high values means higher agreement between the items and the response values for each respondent across a series of questions are consistent that the measurements are reliable. Analysts often use 0.7 as a benchmark for Cronbach's alpha. The value at this level or high means the items are sufficiently consistent to indicate the measure is reliable. While zero means there is no correlation and totally independent between the items.

(Chelsea Goforth, 2015) Cronbach's alpha is a measure, range from 0 to 1, for accessing the reliability or internal consistency of a series of test items and is used to measure the extent and strength of that consistency. If all the items are

totally independent from one another, the items are not correlated, Cronbach's alpha is at 0. A good coefficient is defined depending on the researcher's theoretical knowledge of the scale in question, many methodologists suggested a minimum coefficient between 0.65 and 0.8, and it is usually not acceptable if the coefficients are less than 0.5.

(Imasuen Kennedy, 2022, pp. 17-29) The correlation coefficient is to determine the extent of reliability. A correlation coefficient of + 1.0 is regarded as a perfect positive relationship, - 1.0 as a perfect negative relationship and that of 0.0 indicates no relationship between the items. A correlation closes to +1.0, the more reliable the results and the reliability of 0.7 is a minimum for a good test.

According to the above research, Cronbach's alpha at 0.7 or over can express the reliability in this study.

3.8.3 Correlation - Validity Analysis

(Martyn Denscombe, 2010, P298) Validity refers to the accuracy, appropriateness, and precision of the data of the research question being investigated, to see the data are right for the investigating topic and the data are measure correctly.

Apart from the designs of questionnaires that were mentioned before, (Floyd J. Fowler, Jr., Sage Publications, Inc, 4th Edition, p60 – 61, 2009) to increase the validity of report, the researchers try to reduce the nonresponse rate of questionnaire survey, by sending the questionnaires to samples by post, e-mail invitation with internet survey parallelly. If the response rate is still low, the researchers can keep repeated contacts, trying the use phone calls to improve the rate.

3.8.3.1 Pearson's correlation coefficient (r)

Pearson's correlation coefficient (r) is also a measure for indicating the validity. (Neil J. Salkind, P200 - 201, 2009) The researcher said that the most frequent measure used to assess degree of relatedness is the Pearson product moment correlation coefficient (r) to reflect the relationship between two variables, the value between -1.00 and +1.00 are used. The correlations can be direct or positive, means that one variable change in value, the other also change in the same direction. When the correlation reflects an indirect or negative relationship, means that one variable change in value, the other change in the opposite direction. The symbol r_{xy} represents a correlation between the variable X and Y. Table 25 shows two types of correlations: positive or direct, and negative or indirect in four scenarios.

Table 25: Types of correlations: positive or direct, and negative or indirect explained by Neil J. Salkind

Scenarios	If X...	and Y ...	The Correlation is
1	Increases in value	Increases in value	Positive or direct
2	Decreases in value	Decreases in value	Positive or direct
3	Increases in value	Decreases in value	Negative or indirect
4	Decreases in value	Increases in value	Negative or indirect

Source: Neil J. Salkind, P201, 2009

(Neil J. Salkind, P204, 2009) The Pearson Correlation Coefficient also reflects the extent of the relationship between variables. The interpretation can be found in the following table 26:

Table 26: The interpretation for the extension of the relationship between variables explained by Neil J. Salkind

Correlations (r) between	Correlation type/ Direction	Extension of relationship between two variables - Are said to be
$r > 0.8$ to 1.0	Positive correlation	Very strong
$r > 0.6$ to 0.8		Strong
$r > 0.4$ and 0.6		Moderate
$r > 0.2$ and 0.4		Weak
$r > 0$ and 0.2		Very weak
$r = 0$	No correlation	No relationship between the variables
$r < 0$ and 0.2	Negative correlation	Very weak
$r < 0.2$ and 0.4		Weak
$r < 0.4$ and 0.6		Moderate
$r < 0.6$ to 0.8		Strong
$r < 0.8$ to 1.0		Very strong

Source: Constructed by author

(Martyn Denscombe, 2010, P258-259) The researcher also said that the most commonly used correlation statistics are Pearson's product moment correlation coefficient to work with ratio data and interval, for accessing the strength of a relationship between two variables. Researchers normally use any correlation coefficient between 0.3 to 0.7 (plus or minus) to represent a reasonable correlation between two variables. They consider that 0.3 is reasonably weak and 0.7 is reasonably strong. Table 27 shows the relationship and strengths between two variables.

Table 27: The Pearson's product moment correlation coefficients range and relationship between two variables explained by Martyn Denscombe

Correlation coefficient (r)	Relationship between two variables
$r = +1$	Perfect positive correlation (one goes up, other goes up)
$r = +0.7$	Reasonably positive strong
$r = +0.3$	Reasonably positive weak
$r = 0$	No relationship
$r = -0.3$	Reasonably negative weak
$r = -0.7$	Reasonably negative strong
$r = -1$	Perfect negative correlation (one goes up, other goes down)

Source: Constructed by author

(Shaun Turney, 2024) The Pearson correlation coefficient (r) is the most common way to measure a linear correlation. A number between -1 and 1 is to measure the strength and direction of the relationship between two variables. Table 28 show the interpretation of correlation type, strength, and direction between two variables.

Table 28: The interpretation of correlation type, strength, and direction between two variables explained by Shaun Turney

Pearson correlation coefficient (r) value	Strength of coefficient	Correlation type/ Direction	Interpretation
$r > 0.5$ to 1	Strong	Positive correlation	One variable changes, the other variable changes in the same direction
$r > 0.3$ to 0.5	Moderate		
$r > 0$ and 0.3	Weak		
$r = 0$	None	No correlation	No relationship between the variables
$r < 0$ to -0.3	Weak	Negative correlation	One variable changes, the other variable changes in the opposite direction
$r < -0.3$ to -0.5	Moderate		
$r < -0.5$ to -1	Strong		

Source: Constructed by author

Since Neil J. Salkind's interpretation, i.e. tables 27– 28, shows more details and levels with the relationship, strengths and direction of changes between two variables, this method was used to analyze the collected data.

3.8.3.2 Coefficient of Determination, r^2

(Sarah Boslaugh, P187, 2013) The Coefficient of Determination, r^2 , reflects the direction and strength of the linear relationship between two variables.

(JASON FERNANDO, 2023) R-squared (r^2) is a statistical measure that reflects the proportion of the variance for a dependent variable to be explained by an independent variable in a regression model. R-squared values range from 0 to 1 or 0% to 100%. When R-squared of a model is 0.50, that means there is about half of the observed variation of dependent variable can be explained by the variance of independent variable.

R-squared only works in a simple linear regression model while adjusted R-squared is used in a multiple regression made up of several independent variables. And Beta is also a measure of correlation for relative riskiness if it is at 1.0 means that the risk (volatility) is identical to that of its benchmark.

Regarding a good R-squared value, it depends on the context and the specific analysis. In some fields, R-squared value can be higher at 0.9 or above.

(Stephen Allwright, 24 Aug 2022) R-squared measures the extent of the dependent variable variation can be explained by the independent variables in the model. Table 29 explained the interpretation of R Squared value in different ranges.

Table 29: Interpretation of R Squared value by Stephen Allwright

R Squared value	Interpretation
R > 0.75 to 1	Significant amount of variance explained
R > 0.50 to 0.75	Good amount of variance explained
R > 0.25 to 0.50	Small amount of variance explained
R = 0 to 0.25	Little to no variance explained

Source: Stephen Allwright, 2022

Since Stephen Allwright's interpretation shows more details about the extent of the dependent variable variation that can be explained by the independent variables in the model, this method was used to analyze the collected data.

3.8.4 Regression Analysis

(William E. Wagner, III, 2015, p103) Regression analysis is used to predict one variable from information collected about other variables. Variance inflation factor (VIF) is used for analyzing the data.

3.8.4.1 Variance inflation factor (VIF)

(Jim Frost, 2024) Variance Inflation Factors (VIFs) measure the correlation among independent variables in regression models to calculate the degree of multicollinearity. The greater multicollinearity can cause problems for regression models. Table 30 shows VIF at 1 indicates there is no multicollinearity and higher one means there is more multicollinearity. VIF from 5 or higher represents there are problematic amounts of multicollinearity and the researcher used 5 as a threshold considered that the model works well.

Table 30: Interpretation of VIF value explained by Jim Forst

VIF value	Interpretation
VIF equal to 1	No multicollinearity
VIF equal to 5	The model works well
VIF is greater than 5 and 10	The variable has high multicollinearity (a problem in model)

Source: Constructed by author

(Statistics How To, 2024) A variance inflation factor (VIF) detects multicollinearity in regression analysis shown in Table 31. If there is the correlation between predictors (i.e. independent variables) in a model, it affects the results of regression. The VIF estimates the amount of the variance of a regression coefficient being inflated due to multicollinearity in the model.

Table 31: Interpretation of VIF value explained by Statistics How To

VIF value	Interpretation
VIF equal to 1	variables are not correlated
VIF between 1 and 5	variables are moderately correlated
VIF greater than 5	variables are highly correlated
VIF higher than 10	High correlation and is cause for concern

Source: Constructed by author

(Satya Repala, 2023) Variance inflation factor (VIF) is a statistical measure to indicate the degree of multicollinearity for each predictor variable in a regression model. A high VIF indicates the variable is redundant, it leads to the instability in the regression model. Table 32 shows the Interpretation of VIF in different values which VIF is lower than 5, there is no issue of study; VIF is from 5 to 10, the variable has moderate to high multicollinearity, further investigation is required; and VIF is greater than 10, there is serious issue and need to consider mitigation techniques.

Table 32: Interpretation of VIF value explained by Satya Repala

VIF value	Interpretation
VIF < 5	The variable has low multicollinearity (no significant issue)
VIF between 5 and 10	The variable has moderate multicollinearity (requires further investigation)
VIF > 10	The variable has high multicollinearity (serious issue and need to consider mitigation techniques)

Source: Satya Repala, 2023

After understanding of above studies, the explanation of VIF from Satya Repala is used as it gave more details and recommendations to follow if the value is too high with problems in model.

3.9 Questionnaire Design

Questionnaire design is based on the definitions and constructs in chapter 2 to build the survey questions.

(Gary Thomas, 2009, P173 -174) Gary illustrated that a questionnaire survey is a written form sending to respondents by post, email or online for letting them answer and complete that it is used to collect their reality or attitudes, personalities. He also pointed out some basic techniques in designing a questionnaire. The designing techniques were to keep the questions short, to be clear what are asking and arrange each question to collect only one information, to be precise and collect all the required information in a questionnaire.

(Floyd J. Fowler, Jr., 2009, P88 – 102) To increase the reliability of answers, the researcher should avoid using inadequate wording, poorly defined terms, multiple questions and should use clear categories labels and scales. (Floyd J. Fowler, Jr., 2009, P105 -110) To increase the validity and accuracy of research, the researchers can choose the right respondents and provide the definitions of terms for allowing the respondents to understand the questions. Also, the researchers should avoid using the wordings about embarrassing and illegal issues to minimize a sense of embarrassment and judgement.

In this study, the above techniques were applied and considered when designing the questionnaires.

3.9.1 Questionnaires Design (Part 2: Demographic data collection)

Demographic data of respondents is collected which the first and final versions of questionnaires in this part are same. The choices of gender, age, personal monthly income (HKD) and educational level were defined according to the defining methods of Hong Kong Census and Statistics Department in 2023 were shown in Table 33 (Hong Kong Census and Statistics Department, 2023).

Table 33: First and Final Versions of Questionnaires Design (Part 2: Demographic data collection)

Demographic Data	Details:		
	Items	Choices	Reference
	1. Gender	Male Female	Hong Kong SAR Census and Statistics Department (2023)
	2. Age	Below 10 10-24 25-44 45-64 65 or above	
	3. Personal monthly income (HKD)	Below 10,000 10,000- 19,999 20,000-29,999 30,000-39,999 40,000-49,999 50,000 or above	
	4. Educational level	Primary and below Secondary (Lower secondary) Secondary (Upper secondary) Post-secondary (Diploma/Certificate course) Post-secondary (Sub-degree course) Post-secondary (Degree course or above)	

Source: Constructed by author

3.9.2 Scales to be used in the questionnaire

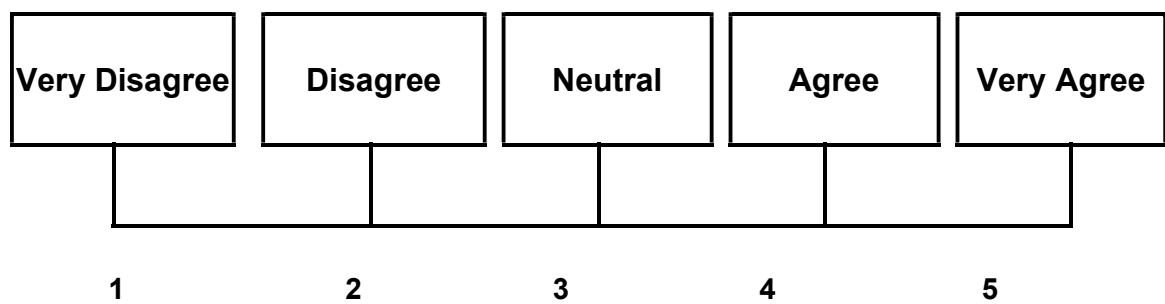
Regarding the scales to be used in the questionnaire, (Gary Thomas, 2009, P178 -179) Gary said that the scales of questions is used to indicate sets of responses, the “Likert Scale” and “Semantic differential scale” are tools which can be applied easily in the questionnaire to allow respondents to express their responses of each question. The Likert Scales was created by the psychologists Rensis Likert primarily for measuring attitudes, belief, or characteristics. The respondents indicated their degree of agreement to statements given by the researchers in a five-point scale questions. The answer usually from “Strongly agree”, “Agree”, “Neither agree nor disagree”, “Disagree”, and “Strongly disagree”. While the semantic differential scale indicates opposite-meaning adjectives, such as ‘exciting/boring’, to require the respondent to rate something on a seven-point scale regarding adjectives.

About the number points format, (John Dawes, 2007) John said that the results by using a 5-point format seems to be same as using 7-point format. (James Hartley, October 9, 2013) Scales using 5 or 7 scale-points are common which most of the researchers used the start with 0 (or 1) for the negative and end of the scale of 5 (or 7) for representing the positive.

(Jim Frost, 2024) Jim said that using Likert scale questions when the researchers aim to get more than a binary answer. It measures the degree of sentiment towards something and is perfect to understand consumer satisfaction, or agreement with a statement. The researchers usually use a 5-point system or sometimes use 7-point system.

As this study aims to find out the degree of people's agreement to the statement, the Likert Scale: 5-points scales are easier to use and allow respondents to save more time when selecting the suitable answer. The 5-points scales with assigned "1- Very disagree", "2- Disagree", "3- Neutral", "4 - Agree" and 5 - Very agree" was used in the questionnaire for respondents' choices. Figure 18 shows the figure of the Likert Scale: 5-points scales for easy understanding.

Figure 18: Likert Scale: 5-point system used in this study



Source: Constructed by author

3.9.3 Definitions of Variables in Questionnaires and Measurement Methods

In this section, the definitions of variables in questionnaires, Social Media Marketing Activities (SMMA), Consumer Experience (CX), Relationship Quality (RQ), Consumers' Purchase Intention (PI) and their measurement methods were illustrated.

3.9.2.1 Social Media Marketing Activities Constructs and Measurement Methods

Constructs and Measurement Methods of Social Media Marketing Activities:

Entertainment (EN), Interaction (IN), Trendiness (TR), Customization (CU) and E - Word-of-Mouth (EW) were illustrated in Table 34.

Table 34: Social Media Marketing Activities (SMMA) Constructs and Measurement Methods

Construct	Measurement Items	Reference
Independent variable - Social Media Marketing Activities (SMMA)		
Entertainment (EN)	EN1. I purchase chocolate on social media online shop because of fun.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EN2. I purchase chocolate on social media online shop because the contents shown are interesting.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EN3. Product and service contents on chocolate brand's social media accounts are attractive.	Heidy Maslim ¹ , Lamhot Henry Pasaribu ²
	EN4. I like the way the advertisements chocolate brand has posted on social media.	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane
Interaction (IN)	IN1. I purchase chocolate on social media online shop because of allows me to share its information with others.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	IN2. I purchase chocolate on social media online shop because of possible to have a conversation/comment sharing.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	IN3. I purchase chocolate on social media online shop because it is easy to deliver my opinion.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)

Trendiness (TR)	TR1. I purchase chocolate on social media online shop because of contents shown are up to date.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	TR2. I purchase chocolate on social media online shop because of shows the latest product information.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	TR3. Using chocolate brand's social media is very trendy.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
Customization (CU)	CU1. I purchase chocolate on social media online shop because of offers customized information searches.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	CU2. I purchase chocolate on social media online shop because of provides customized service.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	CU3. I can easily obtain information that I need thanks to the directions on this chocolate brand's social media.	Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sannya*
E -Word-of-Mouth (EW)	EW1. I would like to pass along information on brand, product, or services from chocolate brand's social media to my friends.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EW2. I would like to upload/repost content from chocolate brand's social media on my blog or social media/ microblog.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EW3. I often read reviews to choose chocolate right.	Heidy Maslim, Lamhot Henry Pasaribu, 2021
	EW4. I discuss the variety of the chocolate brand offered.	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane, 2023, (Patria, L., 2018)

Source: Constructed by author

3.9.2.2 Relationship Quality (RQ) Constructs and Measurement Methods

Constructs and Measurement of Relationship Quality (RQ): Trust (TT) and Satisfaction (SA) were illustrated in Table 35.

Table 35: Relationship Quality (RQ) Constructs and Measurement Methods

Constructs	Measurement Items	Reference
Independent Variable: Relationship Quality (RQ)		
Trust (TT)	TT1. I feel that chocolate brand's social media online shop can be relied upon to keep promises.	Ardy, W., Shih-Chih,
	TT2. Chocolate brand's social media online shop is trustworthy.	C., Uraiporn, W.,
	TT3. If I required help, the chocolate brand on social media would do its best to help me.	Yin, Ma., Athapol,
	TT4. I consider purchasing chocolate on social media online shop because the social media online shop can keep promises.	R. (2020) Created by Author
Satisfaction (SA)	SA1. Overall, I will be satisfied with the chocolate brand's online shops on social media.	Ardy, W., Shih-Chih,
	SA2. I will be pleased with the experience of buying chocolate from social media.	C., Uraiporn, W.,
	SA3. Buying chocolate from social media is a good idea.	Yin, Ma., Athapol, R. (2020)

Source: Constructed by author

3.9.2.3 Consumer Experience Constructs and Measurement Methods

Consumer Experience (CX) Constructs and Measurement Methods: Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) are shown in Table 36.

Table 36: Consumer Experience (CX) Constructs and Measurement Methods

Constructs	Measurement Items	Reference
Independent Variable: Consumer Experience (CX)		
Perceived Personalization (PP)	PP1. I consider that the information provided by chocolate brand's social media is personalized to my needs.	Abdelkader (2023)
	PP2. I consider that chocolate brand's social media demonstrated an understanding of my preferences and needs.	
	PP3. I consider that chocolate brand's social media provides recommendations and suggestions which are relevant to me.	
Perceived Relevance (PR)	PR1. I consider that the information provided by chocolate brand's social media is relevant to my needs.	
	PR2. I consider that the information provided by chocolate brand's social media is useful and informative.	
	PR3. I consider that chocolate brand's social media provides relevant options and alternatives for me.	
Perceived Accuracy (PA)	PA1. I consider that the information provided by chocolate brand's social media is accurate and reliable.	
	PA2. I consider that the information provided by chocolate brand's social media is correct and up-to-date.	
	PA3. I trust the information provided by chocolate brand's social media.	
Perceived Convenience (PC)	PC1. I think that chocolate brand's social media is easy to use and navigate.	
	PC2. I consider that chocolate brand's social media provides quick and efficient solutions to my inquiry.	
	PC3. Chocolate brand's social media saved my time and effort compared to other methods of interaction.	

Source: Constructed by author

3.9.2.4 Consumers' Purchase Intention (PI) Constructs and Measurement Methods

The Consumers' Purchase Intention (PI) Constructs and Measurement Methods are shown in Table 37.

Table 37: Consumers' Purchase Intention (PI) Construct and Measurement Methods

Constructs	Measurement Items	Reference
Purchase Intention (PI)	Dependent Variable: Purchase Intention (PI)	
	PI1. I am likely to purchase chocolate on social media online shop.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	PI2. I would consider purchasing chocolate on social media online shop in the future.	
	PI3. Chocolate brand's social media is important for me to help make a purchase decision of chocolate.	

Source: Constructed by author

3.10 Pretest of Questionnaires

Before conducting a whole survey, (Bruce C. Straits, Royce A. Singleton, JR., Oxford University Press, 2018, P228 – 229) A pre-test is to find a small group of persons to try the survey in order to determine whether the survey instrument meets the purpose of research and whether a further revision is required.

(Gary Thomas, 2009, P132) it is suggested that a small study (pilot study) is arranged first to fine-tune and modify research methods or pretest the research techniques. (Cleave, 2021) A pilot testing of questionnaire is applied as a systemic review and pre-test of the questionnaire in a less expensive way to discover potential issues quickly, check the validity of each question which the information can be measured and meet the objectives of the study or not, analyze the questions flow, check people's understanding of questions, clarify the confusion, and lead the company to a right track before accessing a whole survey.

In this study, a primary survey by using questionnaire on internet was applied and the above-mentioned Gary's & Floyd J. Fowler, Jr.'s questionnaire design techniques were considered for designing the questionnaire, a pre-test and pilot test was also applied before a whole survey.

3.10.1 Pretest of Questionnaires Design (Part 1: First Version) – Variables and Constructs/ Measurement

The purpose of questionnaires distribution in small quantity is for pretesting the questionnaires questions. A pretest was conducted from 3 – 6 January 2024 for data collection, and data of 40 respondents were collected in that initial stage which a summary is shown in Table 38. And Table 39 showed the reliability statistics for first version of survey, Cronbach's Alpha is higher than 0.7, the survey can be started.

Table 38: Summary of Pretest analysis - Questionnaires Design (Part 1: First Version)

Purpose of pretest analysis:	Conducting a pretest of the first version of survey
Research topic in this stage	The study of the relationship between social media marketing activities, relationship quality, consumer experience, and consumers' purchase intention of chocolate brands products in Hong Kong
Sampling period:	3 - 6 January 2024
Sample size:	40

Source: Constructed by author

Table 39: Reliability Statistics for first version of survey

Construct	Indicators	N of Items	Cronbach's Alpha (40 results)
SMMA, RQ, CX, PI	All 38 items	38	0.985
SMMA	EN1 - EN4	4	0.873
	IN1- IN3	3	0.915
	TR1 - TR3	3	0.913
	CU1 - CU3	3	0.925
	EW1 - EW4	4	0.881
RQ	TT1 - TT4	3	0.938
	SA1 - SA3	3	0.960
CX	PP1 - PP3	3	0.971
	PR1 - PR3	3	0.949
	PA1 - PA3	3	0.943
	PC1- PC3	3	0.914
PI	PI1 - PI3	3	0.946

Source: constructed by author

3.10.2 Focus Group of Questionnaires Design (Part 1: First Version) – Variables and Constructs/ Measurement

Deakin University (2023) Focus group interview is that a researcher invites individuals from the study population to form a group for discussing the issues of research and generate research data. The interview is recorded for creating transcripts, a facilitator acts as a guide using open-ended questions to allow 4 to 10 participants per meeting discussing the topics within 2 hours maximum. This method is a quick way to obtain more valuable critical comments than individual interviews, but it takes more time for data analysis, and the focus group behaviour and views may be influenced by a strong facilitator.

In this study, a group of 8 participants were invited to express their comments and recommendation on questionnaires design (Part 1: First Version). Table 40 illustrated the implement and results of a focus group that was conducted on 13 January 2024. The aims were to simplify the questionnaire, find out the issues on the questions, fine-tuned the layout and questions before conducting the final survey which a summary is shown in Table 40.

Table 40: Implements and results of focus group details

Purpose of focus group:	Collecting the feedback of questionnaire design (Part 1: First version) and fine-tuned the layout and questions before conducting the final survey
Date:	13 Jan 2024
Time:	6pm - 7pm
Venue:	Mr. Wu's house in Yuen Long
Holder:	Kitty Lam
Participants (8 persons):	Ms. Chan, Mr. Hui, Mrs. Hui, Mr. Lo, Ms. Lun, Ms. Suen, Mr. Wu, Mr. Yau

Name of Participants	Participants' previous experience and their feedback of questionnaire design (First version)	Adjustments of for fine-tuning the first version to arrange the final version
Ms. Chan	Ms. Chan has experience on browsing the website of premium chocolate brands' social media before and she thought that there is no social media for the low-tier brands.	To add "premium" on the topic of survey to specific the aims of study are for studying the premium chocolate brands in Hong Kong.
Mr. Hui	Mr. Hui thought that buying chocolate on online shop by social media is not fun and trendy.	No adjustment on question is required as he can choose " Very disagree" or " Disagree" to express his answer.
Mr. Lo	Mr. Lo has no problem about the questionnaire.	No adjustment on question is required.
Mrs. Hui	Mrs. Hui and Ms. Lun felt that some questions are duplicated, or the contents are likely to be same.	To review the questions again, there should be no problem on contents.
Ms. Lun		To rearrange the sequence of the questions and arrange the similar questions with into some sub-sections for saving time of reading the contents.
Ms. Suen	Ms. Soon and Mr. Wu felt that there are too many questions to ask.	To arrange the similar questions with into some sub-sections for saving time of reading the contents.
Mr. Wu		
Mr. Yau	Mr. Yau has no experience on purchasing chocolate on online shop by social media, he found difficulties to answer this survey.	To add the wordings of "I consider purchasing", "I feel" and "I will be" in the questions of the final survey to let all people express their agreement to the statement easier even they have no and less experience before.

Source: Constructed by author

3.11 Final Version of Questionnaires Design (Part 1: Variables and Constructs/ Measurement – First stage and second stage)

The implementation of final survey in first stage for conducting the pretest and second stages for conducting a larger final survey were on 21 – 26 January 2024 and 21 January 2024 to 6 February 2024 respectively. There were about 650 questionnaires distributing to invitie samples and their referrals to answer. The sample size of first stage was 40 and the no. of collected responses in second stage was 144. In which, as the no. of collected responses were not many, chasing action was conducted on 25 January 2024 to 6 February 2024 to improve the response rate. A summary of processes was showed in Table 41. In addition, Table 42 shows the final version of questionnaire design (Part 1).

Table 41: The implementation of final survey in first and second stages
Questionnaires - Final Version:

Research topic in these two stages:	The study of the relationship between social media marketing activities, consumer experience, relationship quality, and consumers' purchase intention of premium chocolate brands products in Hong Kong
First stage - Purpose:	Conducting a pretest of final survey
Sampling period:	21 - 26 January 2024
Sampling size:	40
Second stage - Purpose:	Conducting a final survey
No. of distribution of survey:	About 650 questionnaires
Sampling period (included the period of above pretest):	21 January 2024 to 6 February 2024
Chasing the samples to answer the survey	25 January 2024 to 6 February 2024
No. of collected responses (included the period of above pretest):	144

Source: Constructed by author

After getting the feedback from focus group, the questionnaire was fine-tuned and added one more question of TT4 of Trust (TT) to see if respondents will consider buying chocolate due to trust. The 5-points scales with assigned “1- Very disagree”, “2- Disagree”, “3- Neutral”, “4 - Agree” and 5 - Very agree” was used for the below questions.

Table 42: Questionnaires Design (Part 1: Final Version) – Variables and Constructs/ Measurement

Construct	Measurement Items	Reference
Independent variable - Social Media Marketing Activities (SMMA)		
Entertainment (EN)	EN1. I consider purchasing chocolate on social media online shop because it is fun.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EN2. I consider purchasing chocolate on social media online shop because the contents shown are interesting.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EN3. I think that product and service contents on chocolate brand's social media are attractive.	Heidy Maslim ¹ , Lamhot Henry Pasaribu ²
	EN4. I like the way the advertisements chocolate brand has posted on social media.	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane
Interaction (IN)	IN1. I consider purchasing chocolate on social media online shop because it allows me to share its information with others.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	IN2. I consider purchasing chocolate on social media online shop because it is possible to have conversations/comments sharing.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	IN3. I consider purchasing chocolate on social media online shop because it allows me to deliver my opinion easily.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)

Trendiness (TR)	TR1. I consider purchasing chocolate on social media online shop because the contents shown are up to date.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	TR2. I consider purchasing chocolate on social media online shop because it shows the latest product information.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	TR3. I think that using chocolate brand's social media is very trendy.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
Customization (CU)	CU1. I consider purchasing chocolate on social media online shop because it offers customized information searches.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	CU2. I consider purchasing chocolate on social media online shop because it provides customized service.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	CU3. I consider that I can easily obtain information that I need thanks to the directions on this chocolate brand's social media.	Prasetyo Matak Ajia, Vanessa Nadhilaa and Lim Sanny*
E -Word-of-Mouth (EW)	EW1. I would like to pass along information on brand, product, or services from chocolate brand's social media to my friends.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EW2. I would like to upload/repost content from chocolate brand's social media on my blog or social media/ microblog.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	EW3. I often read reviews on social media to choose chocolate right.	Heidy Maslim, Lamhot Henry Pasaribu, 2021
	EW4. I discuss the variety of the chocolate brand offered on social media.	Hanadi A. Salhaba*, Asma'a Al-Amarnehb, Sameer M. Aljabalyc, Munif M. Al Zoubid and Mohammed D. Othmane, 2023, (Patria, L., 2018)
Independent variable - Relationship Quality (RQ)		
Trust (TT)	TT1. I feel that chocolate brand's social media online shop can be relied upon to keep promises.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	TT2. Chocolate brand's social media online shop is trustworthy.	

	TT3. If I required help, the chocolate brand on social media would do its best to help me.	
	TT4. I consider purchasing chocolate on social media online shop because the social media online shop can keep promises.	Created by Author
Satisfaction (SA)	SA1. Overall, I will be satisfied with the chocolate brand's online shops on social media.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	SA2. I will be pleased with the experience of buying chocolate from social media.	
	SA3. Buying chocolate from social media is a good idea.	
Independent variable -Customer Experience (CX)		
Perceived Personalization (PP)	PP1. I consider that the information provided by chocolate brand's social media is personalized to my needs.	Abdelkader (2023)
	PP2. I consider that chocolate brand's social media demonstrated an understanding of my preferences and needs.	
	PP3. I consider that chocolate brand's social media provides recommendations and suggestions which are relevant to me.	
Perceived Relevance (PR)	PR1. I consider that the information provided by chocolate brand's social media is relevant to my needs.	
	PR2. I consider that the information provided by chocolate brand's social media is useful and informative.	
	PR3. I consider that chocolate brand's social media provides relevant options and alternatives for me.	
Perceived Accuracy (PA)	PA1. I consider that the information provided by chocolate brand's social media is accurate and reliable.	
	PA2. I consider that the information provided by chocolate brand's social media is correct and up-to-date.	
	PA3. I trust the information provided by chocolate brand's social media.	

Perceived Convenience (PC)	PC1. I think that chocolate brand's social media is easy to use and navigate.	
	PC2. I consider that chocolate brand's social media provides quick and efficient solutions to my inquiry.	
	PC3. Chocolate brand's social media saved my time and effort compared to other methods of interaction.	
Dependent variable - Purchase Intention (PI)		
Purchase Intention (PI)	PI1. I am likely to purchase chocolate on social media online shop.	Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020)
	PI2. I would consider purchasing chocolate on social media online shop in the future.	
	PI3. Chocolate brand's social media is important for me to help make a purchase decision of chocolate.	

Source: Constructed by author

3.12 Research Ethics

(Alan Bryman, 2016, p125) Alan mentioned that when the researchers conduct the research, they have to consider whether there is harm to the participants, keep privacy and avoid fraud.

For this study, it was conducted by the researcher ethically to serve for the purpose of research study and academic purpose only with no financial and personal gain, and no harm to the respondents. The collected data of questionnaires by internet survey and the comments by focus group, is kept confidentially and privacy in the researcher's flat which the data will be destroyed within one month after the completion of this study.

4. Results and Analysis

In the questionnaire survey, the preferable samples size originally is 385 but there were 144 respondents reply to the survey.

Green (1991) The researcher mentioned another acceptable process to determine the required number of respondents in research. He suggested the sample size can be calculated by a formular $N \geq 50+8m$, in which, m is the number of predictors in the model.

In this study, there are 4 variables, the sample size of 82 responses can be calculated and accepted according to Green's method. Therefore, Green's method for determining sample size of final survey was taken in this study, the acceptable number of samples size can be at 82 responses.

For analyzing the collected data, IBM SPSS Statistics software (Statistical Product and Service Solutions), version 29.0.1.0 is used in this study to analyze the collected data.

4.1 Descriptive Analysis

In this section, gender, age, personal monthly income distribution (HKD) and educational level distribution of collected data is illustrated.

4.1.1 Gender distribution

The counts of respondents by gender and age are shown in Table 43. There were 144 respondents in total who replied to this survey, in which, there were 50 males (34.7%) and 94 females (65.3%). As the proportion of respondents in male and female are much different from Hong Kong population, there may be the variance of the result of this study.

Table 43: Gender distribution (N=144)

Personal Information	Items	Respondent		Hong Kong population	
		Count	%	Total Count	%
Gender	Male	50	34.70%	3,419,134	45.60%
	Female	94	65.30%	4,078,966	54.40%
Total	-	144	100%	7,498,100	100%

Source: Constructed by author

4.1.2 Age distribution

About the age distributions is shown in Table 44, there are no respondents were under the age range of below 10, 6 respondents (4.2%) aged 10 – 24, 83 respondents (57.6%) aged 25 – 44, 46 respondents (31.9%) aged 45 – 64, and 9 respondents (6.3%) aged 65 or up. As the proportion of respondents in age are much different from Hong Kong population, there may be the variance of the result of this study.

Table 44: Age distribution (N=144)

Personal Information	Items	Respondent		Hong Kong population	
		Count	%	Total Count	%
Age	Below 10	0	0.00%	472,380	6.30%
	10 - 24	6	4.20%	914,768	12.20%
	25-44	83	57.60%	2,099,468	28.00%
	45-64	46	31.90%	2,384,396	31.80%
	≥65	9	6.30%	1,627,088	21.70%
Total	-	144	100%	7,498,100	100%

Source: Constructed by author

4.1.3 Personal monthly income distribution (HKD)

The counts of respondents by personal monthly income (HKD) are shown in Table 45, there are 20 respondents (13.9%) had personal monthly income below HKD 10,000; 37 respondents (25.7%) had HKD 10,000 – 19,999; 37 respondents (25.7%) had HKD 20,000 – 29,999; 28 respondents (19.4%) had HKD 30,000 – 39,999; 10 respondents (6.9%) had HKD 40,000 – 49,999 and 12 respondents (8.3%) had HKD 50,000 or up. As the proportion of respondents in Personal monthly income distribution (HKD) are much closed to Hong Kong population, the variance of the result of this study is less.

Table 45: Personal monthly income distribution (HKD) (N=144)

Personal Information	Items	Respondent		Hong Kong population (Employed person)	
		Count	%	Total Count	%
Personal monthly income (HKD)	Below 10,000	20	13.90%	660,900	17.7%
	10,000-19,999	37	25.70%	1,138,300	30.6%
	20,000-29,999	37	25.70%	798,600	21.5%
	30,000-39,999	28	19.40%	398,800	10.8%
	40,000-49,999	10	6.90%	214,200	5.8%
	≥50,000	12	8.30%	498,700	13.5%
Total	-	144	100%	3,709,500	100%

Source: Constructed by author

4.1.4 Educational level distribution

The counts of respondents by educational level are shown in Table 46, there are no respondent was under the level of primary and below, 9 respondents (6.3%) had secondary (lower secondary) level; 28 respondents (19.4%) had secondary (upper secondary) level; 33 respondents (22.9%) had post-secondary (diploma/certificate course) level; 4 respondents (2.8%) had post-secondary (sub-degree course) level and 70 respondents (48.6%) had post-secondary (degree course or above) level. As the proportion of respondents in educational level are much different from Hong Kong population, there may be the variance of the result of this study.

Table 46: Educational level distribution (N=144)

Personal Information	Items	Respondent		Hong Kong population (Employed person)	
		Count	%	Total Count	%
Educational Level	<i>Primary and below</i>	0	0.00%	262,800	7.10%
	Secondary (Lower secondary)	9	6.30%	487,400	13.10%
	Secondary (Upper secondary)	28	19.40%	1,309,200	35.30%
	Post-secondary (Diploma/Certificate Course)	33	22.90%	127,200	3.40%
	Post-secondary (Sub-degree course)	4	2.80%	249,600	6.70%
	Post-secondary (Degree course or above)	70	48.60%	1,273,300	34.30%
Total	-	144	100%	3,709,600	100%

Source: Constructed by author

4.1.5 Descriptive statistics of sample means and standard deviation

The descriptive statistics of sample means, and standard deviation are shown in Table 47. Mean: AVE_TR (Trendiness of social media marketing activities) is the highest in the construct of social media marketing activities with standard deviation smaller than 1; Mean: AVE_SA (satisfaction of Relationship Quality) is the highest in the highest in the construct of Relationship Quality with standard deviation smaller than 1, and Mean: AVE_PA (Perceived Accuracy of consumer experience) is the highest in the construct of Consumer Experience with standard deviation smaller than 1. That means the factors of AVE_TR, AVE_SA and AVE_PA are more significant.

Table 47: The Descriptive Statistics

Construct	No. of questions	Measurement Items	Mean	Std. Deviation	Mean	Std. Deviation
Independent variable - Social Media Marketing Activities (SMMA)						
Entertainment (EN)	4	EN1. Consider buying on chocolate brands' social media if feeling is fun	2.76	0.9980	3.12	0.79109
		EN2. Consider buying chocolate brands' social media if the contents shown are interesting	3.01	0.9930		
		EN3. Consider buying chocolate brands' social media if the product and service contents are attractive	3.41	0.9560		
		EN4. Like the way of chocolate brands' social media posted advertisements	3.30	0.9320		
Interaction (IN)	3	IN1. Consider buying chocolate brands' social media if allowing to share its information with others	3.15	1.0440	3.13	0.9761
		IN2. Consider buying chocolate brands' social media if allowing conversations/comments sharing	3.14	1.0280		
		IN3. Consider buying chocolate brands' social media if allowing to deliver my opinion easily	3.10	1.0020		
Trendiness (TR)	3	TR1. Consider buying chocolate brands' social media if the contents shown are up to date	3.38	0.9820	3.37	0.83727
		TR2. Consider buying chocolate brands' social media if showing the latest product information	3.44	0.9660		
		TR3. Feel to use chocolate brands' social media is very trendy	3.29	0.9890		

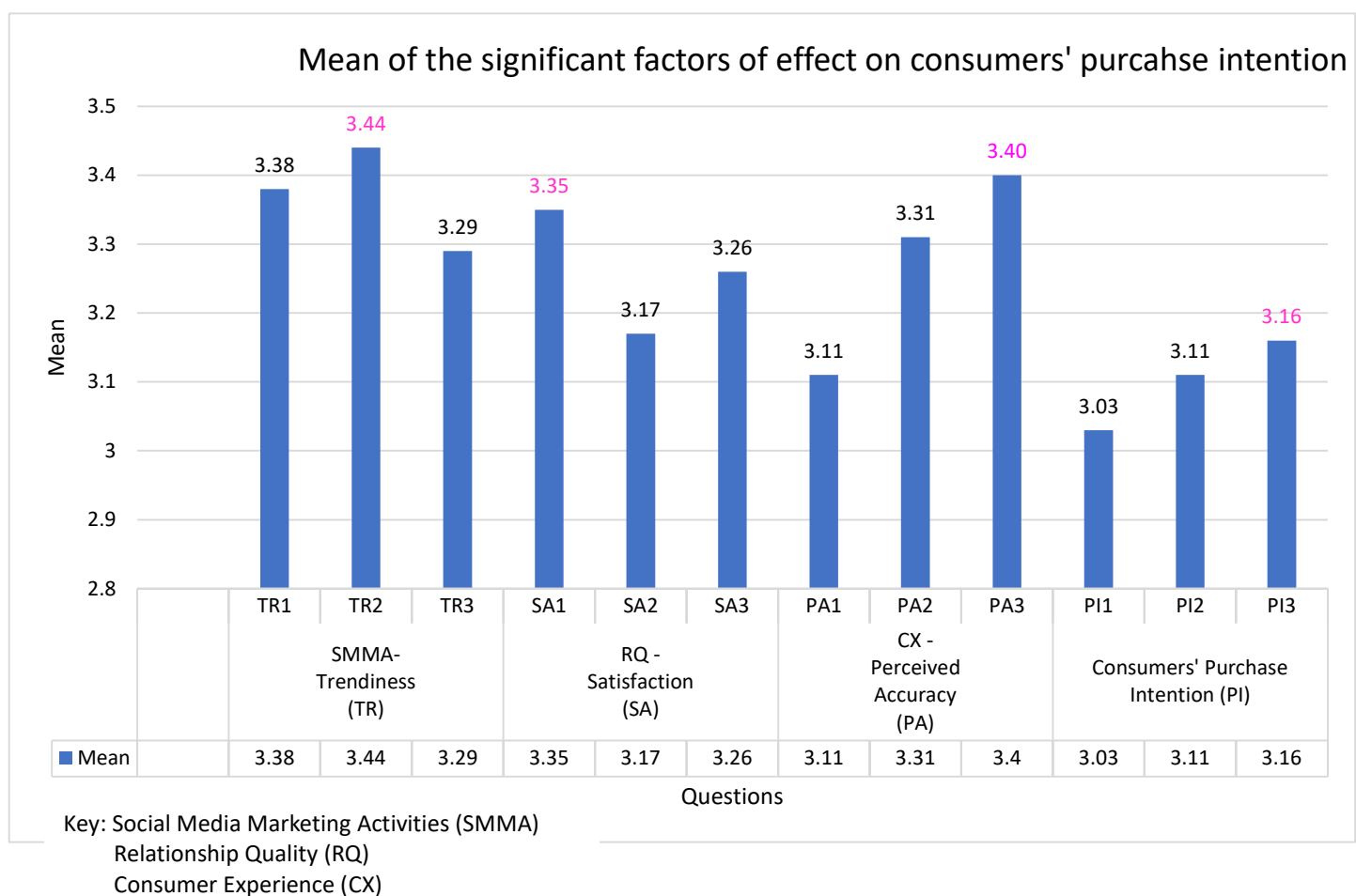
Customization (CU)	3	CU1. Chocolate brands’ social media offers customized information searches	3.12	1.0940	3.18	0.91771
		CU2. Chocolate brands’ social media provides customized service	3.06	1.0360		
		CU3. Users are easily to obtain information thanks to the directions from chocolate brands’ social media	3.35	0.9790		
Electronic - Word-of- Mouth (EW)	4	EW1. Users like to pass along chocolate brands’ social media information on brand to my friends	3.08	1.1470	2.95	1.00895
		EW2. Users like to upload/repost content from chocolate brands’ social media on their personal blog or social media/ microblog	2.83	1.2120		
		EW3. Users often read reviews on social media to choose chocolate right	2.88	1.1910		
		EW4. Users discuss the variety of chocolate brands’ offering on that companies’ social media	3.01	1.1440		
Independent variable - Relationship Quality (RQ)						
Trust (TT)	4	TT1. Feel chocolate brands’ social media online shop can keep promises	3.28	0.9940	3.20	0.8655
		TT2. Chocolate brands’ social media online shop is trustworthy	3.37	1.0490		
		TT3. Chocolate brands’ social media can help if require need	3.10	1.0400		
		TT4. The chocolate brands’ social media online shop can keep promises	3.06	0.9620		
Satisfaction (SA)	3	SA1. Satisfying with the chocolate brands’ online shops on social media in overall	3.35	0.9480	3.26	0.88475
		SA2. Be pleased with the experience of buying chocolate from social media	3.17	0.9750		
		SA3. Buying chocolate from social media is a good idea	3.26	1.0220		
Independent variable - Consumer Experience (CX)						
Perceived Personalization (PP)	3	PP1. The information provided by chocolate brands’ social media is personalized to users’ needs	2.76	0.9100	2.98	0.78071
		PP2. Chocolate brands’ social media demonstrated an understanding of users’ preferences and needs	3.24	0.9610		
		PP3. Chocolate brands’ social media provides recommendations and suggestions which are relevant to users	2.94	0.9590		
Perceived Relevance (PR)	3	PR1.The information provided by chocolate brands’ social media is relevant to users’ needs	2.98	0.9270	2.99	0.83433
		PR2. The information provided by chocolate brands’ social media is useful and informative	3.13	0.9000		
		PR3. Chocolate brands’ social media provides relevant options and	2.87	0.9980		

		alternatives for users				
Perceived Accuracy (PA)	3	PA1. The information provided by chocolate brands’ social media is accurate and reliable	3.11	0.9020	3.27	0.81043
		PA2. Information of Chocolate brands’ social media is correct and up to date	3.31	0.9480		
		PA3. Trust the information on chocolate brands’ social media	3.40	0.9780		
Perceived Convenience (PC)	3	PC1. Chocolate brands’ social media is easy to use and navigate	3.34	0.9470	3.18	0.79621
		PC2. Chocolate brands’ social media provides quick and efficient solutions to users’ inquiry.	2.86	0.9510		
		PC3. Chocolate brands’ social media saved users’ time and effort for comparison with other platforms	3.33	1.0300		
Dependent variable - Consumers’ Purchase Intention (PI)						
-	3	PI1. Users likely to purchase chocolate on social media online shop	3.03	1.2080	3.10	1.07978
		PI2. Consider buying chocolate on social media online shop in the future	3.11	1.1530		
		PI3. Chocolate brands’ social media is important for user to help make a purchase decision of chocolate	3.16	1.1570		
Total	39	-	-	-	-	-

Source: Constructed by author

The Mean of the significant factors of affecting on consumers' purchase intention is shown in Figure 19. In which, it shows that TR2 (mean is 3.44): Consumers are concerned more on getting latest product information, SA1 (mean is 3.35): Consumers are satisfied with chocolate brands' online shops on social media in overall and PA3 (mean is 3.40): Consumers trust chocolate brands' social media posted information, and PI3 (mean is 3.16): Consumers think Chocolate brands' social media is important and can help them make buying decisions.

Figure 19: Mean of the significant factors of affecting on consumers' purchase intention



Source: Constructed by author

4.2 Reliability Analysis

The reliability analysis test for dependent variable and independent variable by using Cronbach's Alpha is used. It is found that all of Cronbach's Alpha in below table 48 are greater than 0.7, so that the reliability is expressed in this study (Jim Frost, 2020).

Table 48: Reliability Statistics for final version of survey

Reliability Statistics for final version of survey				
Construct	Indicators	N of Items	Cronbach's Alpha (First 40 results)	Cronbach's Alpha (All 144 results)
SMMA, RQ, CX, PI	All 39 items	39	0.983	0.978
SMMA	EN1 - EN4	4	0.843	0.832
	IN1 - IN3	3	0.949	0.949
	TR1 - TR3	3	0.847	0.816
	CU1 - CU3	3	0.883	0.861
	EW1 - EW4	4	0.840	0.882
RQ	TT1 - TT4	4	0.913	0.878
	SA1 - SA3	3	0.875	0.883
CX	PP1 - PP3	3	0.831	0.770
	PR1 - PR3	3	0.846	0.862
	PA1 - PA3	3	0.838	0.823
	PC1 - PC3	3	0.821	0.748
PI	PI1 - PI3	3	0.907	0.910

Source: constructed by author

4.3 Correlation Analysis

The summary of Correlations is shown in Table 49. The Pearson Correlation with significant level (2-tailed) at 0.000, for AVE_TR (Trendiness of Social Media Marketing Activities) is 0.619 and AVE_SA (Satisfaction of Relationship Quality) is 0.864 are greater than 0.6, that means there are positive strong correlations between independent variables (Social Media Marketing Activities and Relationship Quality) and dependent variable (PI) respectively. The Pearson Correlation for AVE_PA (Perceived Accuracy of Consumer Experience) is 0.554, that means there is positive moderate correlation between independent variable (CX) and dependent variable Consumers' Purchase Intention (PI) respectively (Neil J. Salkind, P204, 2009).

Table 49: Summary of correlations

Correlations (N=144)													
		AVE _EN	AVE _IN	AVE _TR	AVE _CU	AVE _EW	AVE _TT	AVE _SA	AVE _PP	AVE _PR	AVE _PA	AVE _PC	AVE _PI
AVE_PI	Pearson Correlation	.652**	.481**	.619**	.593**	.830**	.676**	.864**	.668**	.537**	.554**	.730**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	-
	Sum of Squares and Cross- products	79.602	72.432	80.012	83.975	129.238	90.354	118.009	80.528	69.136	69.327	89.753	166.728
	Covariance	0.557	0.507	0.560	0.587	0.904	0.632	0.825	0.563	0.483	0.485	0.628	1.166
**. Correlation is significant at the 0.01 level (2-tailed).													

Source: Constructed by author

4.4 Regression Analysis

The model summary is shown in Table 50. The overall R value is 0.896 (with standard error of the estimate of 0.49866 below 0.5) which is higher than 0.7, that means the independent variables: Social media marketing activities (SMMA), Relationship Quality (RQ) and Consumer Experience (CX) are positive strongly correlated with dependent variable: Purchase Intention (PI). If SMMA, RQ or CX goes up, the PI also goes up with the same direction. Since R Square is 0.803 which is higher than 0.75, it is found that the significant amount of variance is explained.

Table 50: Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	0.803	0.787	0.49866
a. Predictors: (Constant), AVE_EN: Entertainment, AVE_IN: Interaction, AVE_TR: Trendiness, AVE_CU: Customization, AVE_EW Electronic -Word-of-Mouth, AVE_TT: Trust, AV_SA: Satisfaction, AVE_PP: Perceived Personalization, AVE_PR: Perceived Relevance, AVE_PA: Perceived Accuracy, AVE_PC: Perceived Convenience				

Source: Constructed by author

The summary of coefficients is shown in Table 51. VIF for AVE_TR (Trendiness of Social Media Marketing Activities) is 3.926, AVE_SA (Satisfaction of Relationship Quality) is 4.891, AVE_PA (Perceived Accuracy of Consumer Experience) is 4.382, as the values are lower 5, that means the variables has low multicollinearity with no significant issue in the research model.

Table 51: Coefficients summary

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.222	0.196	-	-1.134	0.259	-	-
	AVE_EN	-0.133	0.102	-0.098	-1.314	0.191	0.269	3.714
	AVE_IN	-0.086	0.085	-0.078	-1.014	0.312	0.252	3.964
	AVE_TR	0.182	0.099	0.141	1.839	0.068	0.255	3.926
	AVE_CU	-0.116	0.106	-0.099	-1.094	0.276	0.183	5.450
	AVE_EW	0.426	0.085	0.398	4.990	0.000	0.234	4.275
	AVE_TT	-0.028	0.104	-0.023	-0.274	0.785	0.215	4.643
	AV_SA	0.652	0.104	0.534	6.256	0.000	0.204	4.891
	AVE_PP	0.258	0.128	0.187	2.021	0.045	0.175	5.726
	AVE_PR	0.027	0.119	0.020	0.223	0.824	0.177	5.656
	AVE_PA	-0.190	0.108	-0.142	-1.761	0.081	0.228	4.382
	AVE_PC	0.078	0.130	0.058	0.601	0.549	0.162	6.168
a. Dependent Variable: AVE_PI (Consumers' purchase intention)								

Source: Constructed by author

The summary of ANOVA between Dependent Variable is shown Table 52: PI (Consumers' purchase intention) and Predictors: (Constant): AVE_EN: Entertainment, AVE_IN: Interaction, AVE_TR: Trendiness, AVE_CU: Customization, AVE_EW Electronic -Word-of-Mouth, AVE_TT: Trust, AV_SA: Satisfaction, AVE_PP: Perceived Personalization, AVE_PR: Perceived Relevance, AVE_PA: Perceived Accuracy, AVE_PC: Perceived Convenience. F-value is 48.956 with significant level <0.01 which 95% of results are reliable.

Table 52: The summary of ANOVA between dependent variable PI (Consumers' purchase intention) and Predictors: (Constant): AVE_EN: Entertainment, AVE_IN: Interaction, AVE_TR: Trendiness, AVE_CU: Customization, AVE_EW Electronic -Word-of-Mouth, AVE_TT: Trust, AV_SA: Satisfaction, AVE_PP: Perceived Personalization, AVE_PR: Perceived Relevance, AVE_PA: Perceived Accuracy, AVE_PC: Perceived Convenience

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.905	11	12.173	48.956	<.001 ^b
	Residual	32.823	132	0.249	-	-
	Total	166.728	143	-	-	-
a. Dependent Variable: AVE_PI (Consumers' purchase intention)						
b. Predictors: (Constant): AVE_EN: Entertainment, AVE_IN: Interaction, AVE_TR: Trendiness, AVE_CU: Customization, AVE_EW Electronic -Word-of-Mouth, AVE_TT: Trust, AV_SA: Satisfaction, AVE_PP: Perceived Personalization, AVE_PR: Perceived Relevance, AVE_PA: Perceived Accuracy, AVE_PC: Perceived Convenience						

Source: Constructed by author

4.5 Testing of Research Hypothesis

The summary of result in shown in Table 53. It is found that H1 – H3 are supported. There are positive relationships between independent variables Social Media Marketing Activities (SMMA), Relationship Quality (RQ), Consumer Experience (CX) and dependent variable Consumers' Purchase Intention (PI).

Table 53: Research result

Hypothesis	Variable	Measurement	Cronbach's Alpha	Pearson Correlation	R	R square	Results
H1	SMMA -> PI	EN1 - EN4	0.832	.652**	0.896	0.803	Supported
		IN1- IN3	0.949	.481**			
		TR1 - TR3	0.816	.619**			
		CU1 - CU3	0.861	.593**			
		EW1 - EW4	0.882	.830**			
H2	RQ-> PI	TT1 - TT4	0.878	.676**			Supported
		SA1 - SA3	0.883	.864**			
H3	CX-> PI	PP1 - PP3	0.770	.668**			Supported
		PR1 - PR3	0.862	.537**			
		PA1 - PA3	0.823	.554**			
		PC1- PC3	0.748	.730**			
Criteria			> 0.7, reliability is present	Positive correlation, significant level (2-tailed) at 0.000	> 0.8, Very strong correlation	>0.75, significant amount of variance is explained	-

Source: Constructed by author

5.Conclusion, Recommendation and Research limitation

Conclusion, Recommendation and Research limitation are illustrated in the following.

5.1 Conclusion

In this report, the primary and secondary information were collected for studying. 144 respondents replied to the survey. After the data analysis, it is found that there are positive relationships of trendiness of social media marketing activities, satisfaction of relationship quality and perceived accuracy of consumer experience affect consumers' purchase intention on premium chocolate products. Recommendations for improvement on online shopping strategy and research limitation of this report are also illustrated in the following part.

The premium chocolate brands can refer to Linda's recommendations and others in coming sections. (Linda Coles, 2018 page 8- 10) She explained that the ways to grow business by using social media:

- (1) Getting consumers' interest on what the companies can offer, what issues they need to fix or wants they desire to meet.
- (2) Delivering great and right content to provide consumers with a solution.
- (3) Listening consumers' actual needs from product or service.
- (4) Establishing business network and getting insights about consumers how and when they use companies' offerings.
- (5) Finding fans and sending samples of new products to make them happy or speak more about companies' brand positively online.

5.2 Recommendation

In chapter 4, it is found that the trendiness of social media marketing activities, the satisfaction of relationship quality and the perceived accuracy of consumer experience are the key factors affecting consumers' purchase intention. The improvement plan of these factors are illustrated in the following.

5.2.1 Improvement to trendiness of social media marketing activities

(Wordstream, 2024) Social media marketing is a powerful way in digital form for bringing business and driving leads and sales. Companies have to update and make sure to post regularly to provide true and consistent information, create a friendly and trustworthy environment that consumers will find companies are supportive and interesting.

(Zuzanna Patockaon, 2023) In current crowded competitive e-commerce place, consumers are likely to have confidence to complete their purchase when they find quality product information with suitability and relevance for their needs. (Industry Dive, 2016) The quality and completeness of product content impact online sales and brand loyalty significantly. The poor one will cause to product returns, shopping cart abandonment and effect on brand trust. Companies should pay more attention on providing updated quality product information.

Goodman, K. (2021) Building an educational content on social media can build trust with consumers. Companies should create more new innovative content about chocolate market and trend, for attracting more consumers to visit brands' social media platform.

(MUHAMMAD BILAL, ZENG JIANQU and JUNLAN MING, 2021) Trendiness is a social media marketing component to build consumer engagement which it is a core factor affecting consumer purchasing intention. Companies should arrange the website and social media with more trendiness.

(Connor Tomlinson, 2024) A website likes a front door to any business in this high-technological age. A user-friendly website with updated relevant content and social media icons matches current trending but outdated one fails to function well what consumers need, reduce users' experience, satisfaction, brand image, loyalty, trust, and credibility. Regular checks and updates are important to keep attractiveness, maintain business competitive and adapt in a fast-changing digital world.

(Lizzie Davey, 2023) Companies can also develop posts with the news of chocolate industry and trend recently, share fun stats and facts to educate consumers, ask consumers questions to stimulate their responses, give some transparency about companies' background and business, and publish blogs, product shorts, trending reels, and posts to keep consumers entertained.

5.2.2 Improvement to satisfaction of relationship quality

The strategy for running online shopping involves arranging product detail pages, establishing different online purchasing procedures on social media and websites and including social listening and monitoring.

(OneTimePIM, 2024) To increase consumer satisfaction in e-commerce business, rich product information is important for consumer to make purchasing decision.

Adobe Communications Team (2022) A good product detail pages online with full of accurate information can increase consumer pleasant experiences, build trust, and avoid consumer dissatisfaction so that companies should arrange a clear and accurate product details pages on their websites for increasing satisfaction.

Abdallah, N. (2021) Regarding consumer satisfaction towards online shopping, consumers prefer to purchase online as the purchasing procedures are user-friendly, but they faced the issues of delivery delays, damaged goods, and trust concerns during online shopping. Companies should improve and streamline the purchasing procedures, address consumers' problems, and provide online services to maintain the consumer satisfaction.

(Clodagh O'Brien, 2022) The benefit of applying social media strategy on business is to provide consumer service and support on social media. (Piruni Deyalage & Dushyantha Kulathunga, 2020) While the researcher also

mentioned, as there is fast growing of online shopping, consumer satisfaction has become a significant concern. The researchers collected 41 research articles to state the key factors for consumer satisfaction to online shopping. Referring to Appendix 19-22, since they cannot collect all the articles in the world, 51 factors affecting consumer satisfaction were summarized in their report. In which, the top 5 of the frequency of usage found in their research are website design, security, consumer service, product information quality and convenience. Companies should pay more attention on these top 5 factors and study the rest for improving the consumers satisfaction about the brands, for examples, providing promotion and gift sets on festivals, high quality product such as healthier chocolate as organic and sustainable chocolate products, sugar-free chocolates and dark chocolates and vegetable-based chocolate, providing new tastes and running membership programme and others.

(Resource Label Group, 2024) As counterfeit products damage the brand reputation and harm consumers, anti-counterfeiting label is the first line to defense counterfeiters which can let buyers to scan and verify the products' authenticity. (NeuroTags, 2020) Anti-counterfeit packaging can serve the purpose of security, QR codes, RFID tags, electronic labeling technology can be applied for increasing consumers' safety, value, and use.

(Grand View Research, 2023) The ethical and sustainable production of chocolate in terms of ESG factors are the trend: Climate change, Greenhouse gas (GHG) emissions, achievement of ISO 14001 certification, human right, employees' safety and training, supplier codes of conduct and corporate governance practices. Companies should put more effort to improve the above

aspects and consider applying for the labels of 'Rainforest Alliance' or 'Fairtrade' certification to demonstrate their chocolates are sustainable chocolate for fulfilling consumers' needs. The annual assessment by using Chocolate Scorecard should be also applied for measuring the results of sustainability.

Supriya (2023) Companies use social media to increase brand awareness, post their advertisements, share their updates of products and services, make sales, and build communities with loyal consumers. Social listening is applied, when people discuss, comment, and express their dissatisfaction about the brands on social media platforms, companies should keep checking and monitoring the messages, tags and mentions, and address these comments and let people know you are willing to listen to their voices and solve their problem for improving consumer satisfaction.

ADOBE ACROBAT (2024) In addition, companies' websites serve purpose to get more valuable data and feedbacks from consumers which can help companies grow their business by learning this critical information. Companies can try to do research by asking a few crucial questions on landing pages and analyzing the results to get more consumers' comments for improving their offerings.

Birt, J. (2022) Social listening and monitoring is also important for companies to understand how, what and why their audience feel and make the comments on brands, products and services via audiences' blogs and social media so that companies are able to pay attention, take care of consumers' problems and concerns, build a deep relationship and come up a solution with consumers in

order to have an insight on planning forthcoming strategies to provide better products and services.

(Carolyn Mae Kim, 2021, P47) Proactive company always use social media to listen and interactive with their stakeholders which can provide the insight and early alert to the company. (Claire Diaz-Ortiz, 2019, p87) Social media provide a public platform for consumers to express their dissatisfaction. If the comment are not offensive, the company does not need to delete the negative content but be transparent to the public and address and tackle the issues for trying to turn it into a positive one.

(Wordstream, 2024) “Don’t just post—participate”. Companies should study who comment, like and share the posts, post polls, and ask questions. (Dave Chaffey & PR Simit, 2013, p235) Social listening can also let companies understand the market issues, what the potential and existing consumers discuss and know what the users are interested in, so that companies can establish a further development plan for fulfilling their needs. Therefore, when there are negative comments, the companies should manage and respond for demonstrating their cares to users.

5.2.3 Improvement to perceived accuracy of consumer experience

ADOBE ACROBAT (2024) Nowadays, consumers do their research online and expect to have replies about their enquires on companies' websites before making buying decisions. Companies' websites can tell everyone what they are about, what they are doing, generate business and provide consumer services online. Keeping companies' websites updated in real time with consistent information and making companies' websites easy to navigate are important which provide a relevant and trust source of information, give a reliable and easy-accessible communication channel to consumers. It can improve companies' credibility and reputation, increase consumers' trustiness to companies and consumers' willingness to come again. Therefore, it is important to conduct continuous monitoring closely to make sure companies' website are on point for providing updated companies information when consumers want to search.

(Claire Diaz-Ortiz, 2019, p.37) Regular update of the webpages and social media can make sure consumers keep in mind about the company and let them know what the company is doing. Adobe Communications Team (2022) Everyone understands users don't buy product if they have doubts on products. Product detail pages are important for brands to stand out from other competitors, let users gain pleasant experiences, high-quality product pages also build trust, confidence, and brand integrity with users, and reduce the product returns and avoid consumer dissatisfaction. When a product details page is user-friendly with clear title, product image and comprehensive accurate data, to outline a high-level overview of product description what

online audiences need to know about a specific product, it can let users evaluate a product, give them the necessary details to make a purchase, and increases users' trust and confidence in companies' product to persuade them to complete the purchase or buy products in the future.

(Dave Chaffey & PR Simit, 2013, p245) Therefore, it is important that companies should arrange regular updates on companies' social media with consistent types of content with appropriate frequency according to the needs and expectations of online users and the objectives of companies.

(Averi Easley, 2023) Consumers are more likely to buy a product if they can find detailed and accurate product information, make repeat purchase, and tell friends about their positive experience.

(Erick C. Jones and Christopher A. Chung, 2008, p251) As there is the uniqueness of the RFID tag ID, it helps to prevent the product counterfeiting and get the real time information in the logistic chain.

(Sylvain Charlebois and Sanaz Haratifar, 2015) Barcodes, QR or data matrix codes, and RFID systems can verify the suspected fraud, trace in food supply chains to enhance consumer safety and confidence and reduce the problem of fraud and counterfeiting. Consumers also can scan the barcodes by their mobile phone to get information.

(Pengfei Li, Jingjie Yang, Ana M. Jimenez-Carvelo, Sara W. Erasmus, 2024)

Counterfeiting is a common on food fraud, anti-counterfeiting system of QR codes and authentication codes arranged on the products can increase food supply chain integrity. Also, QR code is one kind of digital marketing tools to promote the brands for increasing sales and brand images, providing entertaining services and sharing company information to increase consumer experience.

5.3.4 Other recommendations

(ADAM HAYES, 2021) Companies with both online and physical shops, online-to-offline (O2O) commerce can be applied for generating product awareness online, draws potential consumers to research different offerings from online channels, and they buy in physical shops. Companies sometimes can allow consumers to buy online and offer in-store pick up services. As companies have physical shops, consumers also can visit the shops to compare the prices and see the appearance and eventually buy from online shops.

(Dave Chaffey, 2002, p405) The researcher suggested to use different initiatives to improve the consumers' value:

1. Consumer conversion and consumer experience strategic initiatives: To invest more in new consumer features on the site with more specific functionality integrated into existing site to increase conversion rate, average order value and consumer experience.
2. Consumer development initiatives - To provide personalized recommendations for existing consumers and arrange more participation through consumer communities.
3. Consumer acquisition initiatives – To improve the page type and landing pages and SEO to increase conversion rate.

5.3 Research Limitation

As the researcher cannot study everyone in a population and there was research time limit to improve more on response rate of survey, the researcher uses more support of literatures and collected different information sources to aim at increasing the reliability and validity, to estimate a population's characteristics by analyzing the collected sample data.

Also, there may be a potential sampling bias in snowball sampling method or there is error due to the group of subjects have similar characteristics. Further investigation or research should be required to increase the accuracy of the study.

5.3 Further Research

(Martyn Denscombe, 2010, P37) The research mentioned that the larger sample size, the higher accuracy of survey results. Since there were 144 questionnaires were returned, it is only 0.002% of total population of 7,498,100, it is recommended further research to be required to increase the accuracy of result.

Since there is limitation and have potential sampling bias by using snowball sampling, a triangulation in research is recommended to reduce bias in the study and enhance the validity and reliability of findings (Martyn Denscombe, 2010, P299), (Bhandari, 2023) and (Muhammad Hassan, 2024).

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7. Appendixes

Appendix 1: Timetable of dissertation completion

No.	Desriptions of tasks	4Q 2023			1Q 2024			2Q 2024
		Oct	Nov	Dec	Jan	Feb	Mar	Apr
Stage of design the preparation works								
1	Define research Background							
2	Identify research motivation and problems							
3	Identify research aims and objectives							
4	Conduct literature review							
5	Conduct research framework							
6	Draft pilot test, questionnaire and preparation of focus group							
Stage of execution of data collection and analysis								
7	Distribute formal questionnaire for collecting data							
8	Forming focus group and conduct interview for collecting data							
9	Analyze the collected data							
Stage of recommendation and conclusion								
10	Provide the recommendation and conduct the final review of analysis							
11	Provide a conclusion of study							
12	Submission of final report							

Source: Constructed by author, 2023

Appendix 2: Research Proposal (P1 – P21)

MBA Dissertation Proposal by Kitty Lam

Research Title:

The study of the relationship between social media marketing activities, relationship quality, customer experience, and customers' purchase intention of chocolate brands products in Hong Kong.

Subject: HKBM7014 - Proposal for Final Dissertation

Student Name: Lam Pui Ki, Kitty

Student ID No.: 2227331

Date of Submission: 18 December 2023

Table of Contents

Page

List of Tables

Table 1: Marketing Strategies of Godiva, Venchi and Lucullus in Hong Kong

Table 2: The confidence interval of Z-core

List of Figures

Figure 1: Timeline of report completion

Figure 2: Research Model of this study

1. Introduction 1 - 4

1.1 Background

1.2 Research motivation

1.3 Research Problems

1.4 Research aims and objective

1.5 Summary

1.6 Timelines of this study

2. Literature review 5 –10

2.1 Social Media Marketing Activities

2.1.1 Definition

2.1.2 Construct/Measurement

2.1.3 Concluding summary

2.2 Relationship Quality

2.2.1 Definition

2.2.2 Construct/Measurement

2.2.3 Concluding summary

2.3 Customer Experience

2.3.1 Definition

2.3.2 Construct/Measurement

2.3.3 Concluding summary

2.4 Purchase Intention

2.4.1 Definition

2.4.2 Construct/Measurement

2.4.3 Concluding summary

2.5 Relationship amongst variables

2.5.1 Social media marketing activities affects purchase intention

2.5.2 Relationship quality to purchase intention

2.5.3 Customer experience to purchase intention

2.6 Concluding summary

3. Research Methodology

11-15

3.1 Research model with hypotheses

3.2 Literature review, Qualitative research and Quantitative research

- Secondary surveys

3.3 Focus group interview (Qualitative research- Primary survey)

3.4 Questionnaire survey method (Quantitative research- Primary survey)

3.5 Research Method Limitations

3.6 Research Ethics

3.7 References

In this section, it illustrated the global trend and market overview of chocolate industry in Hong Kong, why the chocolate brands - Godiva, Venchi and Lucullus were chosen for studying in this research and the current situations of social media marketing promotion strategies and online shops in Hong Kong for chocolate brands for these three selected brands.

1.1 Background

In global chocolate confectionery market, Maximize Market Research (2023) The chocolate market size of both online and offline business channels was recorded with value at US\$ 138.07 billion in 2022 and the expected total revenue is estimated to grow at 5.1% from 2023 to 2029, reaching about US\$ 195.58 billion. DataBridge Marketing Research (2023) The rising trend of online distribution platforms created the business opportunities to help the business extension of physical shops and drive the growth of the chocolate confectionery market.

In Hong Kong, people also buy chocolate at online or retail shops, for self-enjoyment or buy it as a present to others in special occasions, such as Christmas, Easter, and Valentine's Day. However, many chocolate brands were already established, and they faced high competition (Chan, 2020). While the most common used social media platforms in Jan 2023 were YouTube, WhatsApp, Facebook, Instagram, and WeChat (Chiu, 2023).

The chocolate brands - Godiva, Venchi and Lucullus in Hong Kong region were chosen for studying in this research as they have over 15 chain-stores in Hong Kong and they also have online shops and social media marketing activities.

In Table 1, it showed the marketing strategies of Godiva, Venchi and Lucullus in Hong Kong.

Table 1: Marketing Strategies of Godiva, Venchi and Lucullus in Hong Kong

Marketing Strategies in Hong Kong of Godiva, Venchi and Lucullus													
Chocolate brands	No. of Retail Shops	Online Shop	Facebook	Instagram	WhatsApp	WeChat	YouTube	Chatbot	Membership programme	B2B e-Form	AI	AR	Videos
1. Godiva	19	V	V (135K followers)	V (12.7K followers)	V	X	X	X	V	X	X	X	V
2. Venchi	16	V	V (139K followers)	V (9965 followers)	X	X	V	V	X	X	X	X	V
3. Lucullus	23	V	V (17K followers)	V (16.4K followers)	X	V	X	V (does not work)	V	V	X	X	V

Source: Created by author, 2023

1.2 Research motivation

Although Godiva and Venchi did better on social media marketing activities and Lucullus was relatively low in this area, the innovative social media platforms are recommended to upgrade for meeting the current digitalized promotion trend.

1.3 Research Problems

Should three companies consider applying more innovative social media marketing strategies?

1.4 Research aims and objective

The aims of this research are to study the relationship between the individual variables - Social media marketing activities, relationship quality, customer experience, and the dependent variable - Customers' purchase intention, of chocolate brands products in Hong Kong.

The research objectives are illustrated in the following:

- To identify the factors affecting customers' purchase intention of chocolate brands products in Hong Kong;
- To use Literature review, Focus group, Questionnaires for study;
- To analyze the collected data and conclude the findings and results;
- To recommend chocolate brands in Hong Kong to use more social media

1.5 Summary

In this high competition in chocolate industry and the innovative social media marketing activities will be the trend using in this industry, the study is to find out the relationship of factors to increase customers' purchase intention of chocolate brands products in Hong Kong.

1.6 Timelines of report completion

The following Figure 1 shows the Gantt chart of timeline for completing this report.

Figure 1: Timelines of report completion

No.	Descriptions of tasks	4Q 2023			1Q 2024			2Q 2024
		Oct	Nov	Dec	Jan	Feb	Mar	Apr
Stage of design the preparation works								
1	Define research Background							
2	Identify research motivation and problems							
3	Identify research aims and objectives							
4	Conduct literature review							
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6	Draft pilot test, questionnaire and preparation of focus group							
Stage of execution of data collection and analysis								
7	Distribute formal questionnaire for collecting data							
8	Forming focus group and conduct interview for collecting data							
9	Analyze the collected data							
Stage of recommendation and conclusion								
10	Provide the recommendation and conduct the final review of analysis							
11	Provide a conclusion of study							
12	Submission of final report							

Source: Created by author, 2023

2. Literature review

In this section, the definition, the construct/measurement of the Individual Variables- Social Media Marketing Activities, Relationship Quality, and Customer Experience, and the Dependent Variable – Purchase Intention are illustrated.

2.1 Social Media Marketing Activities (SMMA)

2.1.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Social media is an internet-based channels allowing users to interact with specific communities in real time. The construct of SMMA are Entertainment, Interaction, Trendiness and Customization, Word-of-Mouth (WOM).

2.1.2 Construct/ Measurement

a. Entertainment:

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Entertainment is that the customers are entertained by getting companies' free marketing contents for producing social network activities.

b. Interaction

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) A social media marketing campaign creates direct interactions between users and companies.

c. Trendiness

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Trendiness is that the social media allows customers to obtain the companies' latest information and trends of products in real time.

d. Customization

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Customization is that the customers enable to use the customized information searching via the companies provided searching services.

e. Word-of-mouth (WOM)

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) WOM is that the customers are willing to share their seen information on companies' social media to others.

2.1.3 Concluding summary

The constructs of SMMA comprising interaction, entertainment, trendiness, word-of-mouth (WOM), and customization are used in this study as there were different researchers of previous studies supported by literature reviews and used these same constructs in their studies to prove the relationship with purchase intention.

2.2 Relationship Quality

Relationship quality is important to show the relationship between the service providers and their customers. The following section illustrated the definition of relationship quality, the construct/measurement, and the concluding summary for selection of these construct/measurement in this study.

2.2.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Relationship quality is the overall degree talking about the strength of relationships between social media users and the companies which consist of trust and satisfaction.

2.2.2 Construct/Measurement

a. Trust

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) The researchers mentioned that trust is a part of the dimension of relationship quality relying on what kind of message delivered by the companies. The quality is good, the customers trust, loyalty and purchase intention are maintained.

b. Satisfaction

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) The good quality of companies' information in social media provides a good effect of continuous customers' purchase intention.

2.2.3 Concluding summary

The constructs of relationship quality comprising trust and satisfaction are used in this study as different literature showed the relationship between relationship quality and trust and satisfaction.

2.3 Customer Experience

Customer experience is also important to show the relationship between the service providers and their customers.

2.3.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Customer experience improve companies' competitive position. Five types of experiences were explained: Sense, Think, Feel, Act and Relate of customer experience. Abdelkader (2023) Customer experience contains four main elements, Perceived Personalization, Perceived Relevance, Perceived Accuracy and Perceived Convenience for measurement.

2.3.2 Construct/ measurements

a. Perceived Personalization (PP)

Abdelkader (2023) mentioned that the perceived personalization is the companies can personalize to customers' needs, show their understanding of customers' preferences, and needs and provide related recommendations and suggestions to customers.

b. Perceived Relevance (PR)

Abdelkader (2023) mentioned that the perceived relevance is the companies can provide related and useful information according to customers' needs and provide relevant options and alternatives.

c. Perceived Accuracy (PA)

Abdelkader (2023) mentioned that the perceived accuracy is the companies can provide accurate and reliable, correct and updated information which the customers trust it.

d. Perceived Convenience (PC)

Abdelkader (2023) mentioned that the perceived convenience is the customers can use the social media easily with guidance, the companies can provide a quick and efficient solution to save time and effort for products selection compared to other interaction methods.

2.3.3 Concluding Summary

The constructs of customer experience comprising Perceived Personalization , Perceived Relevance, Perceived Accuracy and Perceived Convenience are used in this study.

2.4 Purchase Intention

2.4.1 Definition

Ardy, W., Shih-Chih, C., Uraiporn, W., Yin, Ma., Athapol, R. (2020) Purchase intention is that the customers have willingness to buy products or to be the potential customers after receiving social media marketing content.

2.4.2 Construct/ measurement

Social media marketing activities, relationship quality and customer experience are the constructs in this study which the definition are explained as above section.

2.4.3 Concluding Summary

Social media marketing activities, relationship quality and customer experience are chosen as the researchers showed there are the relationship with these constructs and purchase intention.

2.5 Relationship amongst variables

2.5.1 Social media marketing activities affects purchase intention

According to the above literature reviews, the constructs of SMMA comprising interaction, entertainment, trendiness, word-of-mouth (WOM) presented the positive relationship with purchase intention.

2.5.2 Relationship quality to purchase intention

According to the above literature reviews, the constructs of relationship quality comprising trust and satisfaction showed the positive relationship between relationship quality with purchase intention.

2.5.3 Customer experience to purchase intention

According to the above literature reviews, the constructs of customer experience comprising Perceived Personalization (PP), Perceived Relevance (PR), Perceived Accuracy (PA) and Perceived Convenience (PC) showed the positive relationship between customers experience and purchase intention.

2.6 Concluding summary

It is found that social media marketing activities, relationship quality and customer experience affecting customers purchase intention.

3. Research Methodology

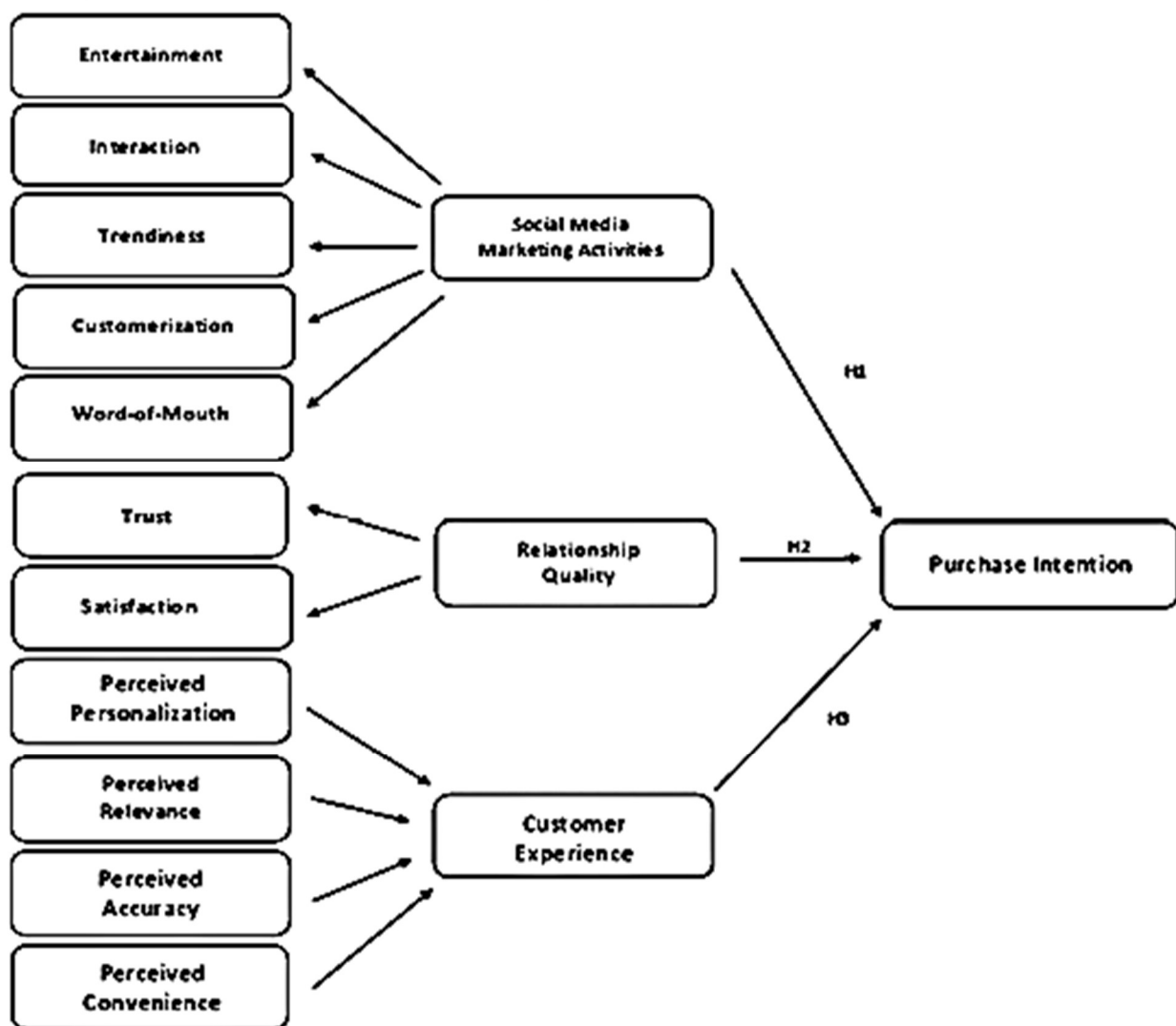
Divya, S. (2023) A research methodology includes the procedures, methods and techniques applying in the research to identify and analyze the collected data to a specific research topic. It is a process that the researcher designs its study to achieve the aims of the research by using the selected instruments which includes research design, method of data collection and analysis as well as the overall framework to be conducted.

In this study, Triangulation includes literature review (Secondary research), focus group interview (Primary research) and questionnaire survey (Primary research) method are used.

3.1 Research model with hypotheses

The research hypotheses are set to find out the relationship between social media marketing activities of chocolate brands and customers' purchase intention. The following figure 2 illustrates the research model of this study, there are three hypotheses, (1) Social media marketing activities, (2) Relationship quality, and (3) Customer Experience are positively related to purchase intention.

Figure 2: Research Model of this study



Source: Created by Author

H1: Social media marketing activities is positively related to purchase intention.

H2: Relationship quality is positively related to purchase intention.

H3: Customer Experience is positively related to purchase intention.

3.2 Literature review, Qualitative research and Quantitative research - Secondary surveys

The existing data is collected from governments, agencies, educational institutions, libraries, newspapers, academic journals, or magazines for analyzing in this research, etc. These methods are relatively in lower cost to get the existing data, but it may not be the most updated or reliable.

3.3 Focus group interview (Qualitative research- Primary survey)

Deakin University (2023) Focus group interview is that a researcher invites individuals from the study population to form a group for discussing the issues of research and generate research data. In this study, a group of 4 participants are invited to express their experience and opinions on social media marketing activities on chocolate brands in 30 minutes freely. The collected data is used for analyzing the impacts and the relationship between social media marketing activities on chocolate brands and customers' purchase intention.

3.4 Questionnaire survey method (Quantitative research- Primary survey)

3.4.1 Final Survey

Final survey is a whole survey that questionnaire is used to collect the data from samples. The following part showed how to define the target population, sampling method, sampling size, and data analysis techniques.

a. Target population

The target population is 7,413,070 persons which is the total number of population in Hong Kong collected from 2021 Population Census (Census and Statistics Department, 2023)

b. Sampling method

Snowball sampling method is used in this study.

c. Sampling size

Mcleod (2023) The confidence level is a range of value that the researcher can be a certain percentage confident contains the true mean of the population. As the researcher cannot study everyone in a population, the researcher can only estimate a population's characteristics by analyzing the collected sample data.

Z-score with upper and low score at different confidence intervals are using, Table 2 showed the confidence levels at 0.9, 0.95 and 0.99 which the related z-score are 1.645, 1.95 and 2.58 respectively.

Table 2: The confidence interval of Z-core

Confidence Level	Z-Score
0.9	1.645
0.95	1.96
0.99	2.58

Source: Mcleod, 2023

Sullivan (2023) A 95% confidence interval is often used mostly in the health-related publications, although this study is not related to health matters, it related to food industry, 95% confidence interval is chosen.

According to 95% confidence interval for determining the sample size, 385 questionnaires are required to collect.

d. Data analysis techniques

For analyzing the collected data from questionnaires, SPSS Statistics software is used. La Trobe University (2023) SPSS Statistics software is a quantitative data analysis tool that was created by IBM for supporting researchers to conduct the in-depth statistical analysis of collected data, identify trends, and produce forecasts. Frost (2023) Cronbach's alpha coefficient measures the internal consistency or the reliability of a set of survey items, it ranges from 0 to 1. Indiana University (2023) Cronbach's alpha normally ranges between 0 and 1. The reliability level of determined coefficient, > 0.9 (Excellent), > 0.8 (Good), > 0.7 (Acceptable), > 0.6 (Questionable), > 0.5 (Poor), and < 0.5 (Unacceptable).

3.5 Research Method Limitations

As the researcher cannot study everyone in a population, it can only estimate a population's characteristics by analyzing the collected sample data. Also, there may be a potential sampling bias in snowball sampling method or there is error due to the group of subjects have similar characteristics.

3.6 Research Ethics

This research is conducted by the researcher ethically, the data is collected to use in this study only, is kept confidentially, and the data is not used for other purposes.

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Appendix 3: The usage of social media in Hong Kong

Table 3: The usage of social media in Hong Kong

Research company	Usage of internet and social media platforms in Hong Kong; and Habits and Key drivers about using social media of Hong Kong people in age group of 16 to 64		
KEMP, S., 2023	Usage of internet and social media platforms in Hong Kong	Total number of Hong Kong people	7.49 million
		Have habit to use internet	6.79 million (93.1% Hong Kong people)
		Active users in social media platforms	6.73 million (89.9% of Hong Kong people)
	Habits to use social media of Hong Kong people in age group of 16 to 64	Top common social media platforms in Hong Kong	WhatsApp, Facebook, Instagram, WeChat, Facebook Messenger, and YouTube.
		Users discovered a new brand, products, and services on social media	By search engines, word-of-mouth recommendations from friends or family, Ads on TV or brand or product websites, and Ads on social media
		About the weekly online shopping activities	50% people purchased a product or service online, 31.5% used an online price comparison service, and 9% used buy now pay later service weekly.
OOSGA, 2023	Key drivers to use social media of Hong Kong people in age group of 16 to 64	Users used social media about purchasing activities	For finding content from brands (about 28%), finding products to purchase (about 26%), and looking for things to do or buy (about 23%).

Source: Constructed by author

Appendix 4: Average rents and rental indices of fresh and renewal lettings of private non-domestic premises by type of premises and area/district in Hong Kong in 2022

表 9.28 按樓宇類別及區域／地區劃分的私人非住宅樓宇新訂及續租租約平均租金及租金指數

Table 9.28 Average rents and rental indices of fresh and renewal lettings of private non-domestic premises by type of premises and area/district

類別／ 區域／地區	Type/ Area/District	2012	2017	2018	2019	2020	2021	2022
平均租金（元／每平方米每月計）	Average rents (\$/sq. m. per month)							
私人零售業樓宇	Private retail							
港島	Hong Kong	1,465	1,518	1,533	1,533	1,209	1,265	1,196
九龍	Kowloon	1,443	1,396	1,429	1,395	1,129	1,116	1,104
新界	New Territories	1,161	1,325	1,351	1,352	1,167	1,219	1,169
私人寫字樓	Private offices							
甲級	Grade A							
上環	Sheung Wan	833	958	1,145	1,039	917	887	885
中區	Central	1,057	1,196	1,266	1,361	1,201	1,075	1,033
灣仔／銅鑼灣	Wan Chai/Causeway Bay	661	784	803	867	774	703	654
北角／鰂魚涌	North Point/Quarry Bay	407	515	540	560	560	547	525
尖沙咀	Tsim Sha Tsui	460	566	589	605	556	523	520
油麻地／旺角	Yau Ma Tei/Mong Kok	546	656	831	867	762	683	634
九龍灣／觀塘(1)	Kowloon Bay/Kwun Tong(1)	—	375	394	397	366	350	355
乙級	Grade B							
上環	Sheung Wan	352	518	570	560	532	521	494
中區	Central	643	785	838	895	820	776	781
灣仔／銅鑼灣	Wan Chai/Causeway Bay	427	543	559	575	528	514	501
北角／鰂魚涌	North Point/Quarry Bay	314	405	432	440	408	404	412
尖沙咀	Tsim Sha Tsui	382	478	492	504	466	464	458
油麻地／旺角	Yau Ma Tei/Mong Kok	384	487	484	507	462	454	468
九龍灣／觀塘(1)	Kowloon Bay/Kwun Tong(1)	—	365	347	360	329	311	315
丙級	Grade C							
上環	Sheung Wan	303	437	435	459	416	416	400
中區	Central	503	610	643	651	601	583	587
灣仔／銅鑼灣	Wan Chai/Causeway Bay	397	494	509	521	486	494	488
北角／鰂魚涌	North Point/Quarry Bay	345	436	459	468	442	443	434
尖沙咀	Tsim Sha Tsui	396	476	491	490	460	469	466
油麻地／旺角	Yau Ma Tei/Mong Kok	312	427	447	461	429	434	445
九龍灣／觀塘(1)	Kowloon Bay/Kwun Tong(1)	—	191 +	191 +	181	168	188 +	160
私人分層工廠大廈 （樓上單位）	Private flatted factories (upper floor units)							
港島	Hong Kong	128	185	194	205	192	198	202
九龍	Kowloon	135	189	204	210	208	215	222
新界	New Territories	90	134	146	154	151	156	161
租金指數（1999年 = 100）	Rental indices (Year 1999 = 100)							
私人零售業樓宇	Private retail	151.3	182.5	187.0	187.2	169.9	172.0	167.0
私人寫字樓 （甲級、乙級及丙級）	Private offices (Grades A, B and C)	188.3	241.8	252.2	261.4	241.7	233.4	230.0
私人分層工廠大廈 （樓上單位）	Private flatted factories (upper floor units)	131.9	190.7	202.3	209.7	200.5	208.8	211.9

Source: Census, 2023

Appendix 5: Hong Kong Population Estimates in Mid-year 2023



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Overview

Year-end 2022**Mid-year 2023**

Population('000)	7 472.6	7 498.1 p
Male population ('000)	3 409.8	3 419.8 p
Female population ('000)	4 062.8	4 078.3 p
Natural change in population ('000)	-29.5	-22.0 p
Net movement in population ('000) @	100.6	174.0 p
Population growth rate (%) ^	1.0	2.1 p

Source: Census, 2023

Appendix 6: Population by Sex (Male) and Age Group Determination in Hong Kong in Mid-year 2023

Table 110-01001 : Population by Sex and Age Group

Statistics																
Year		Population														
		Number ('000)								% of total population						
		2020		2021		2022		2023		2020		2021		2022		2023
Reference time-point		Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end p	Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end	Mid-year
Sex	Age group															
Male	0 - 4	127.0	121.6	117.5	113.7	109.4	105.9	104.1	99.6	1.7	1.6	1.6	1.5	1.5	1.4	1.4
	5 - 9	156.4	151.1	148.8	145.1	139.1	135.6	138.2	136.9	2.1	2.0	2.0	2.0	1.9	1.8	1.8
	10 - 14	147.2	150.2	149.7	150.0	150.5	157.1	161.7	157.0	2.0	2.0	2.0	2.0	2.0	2.1	2.1
	15 - 19	137.5	133.9	134.9	140.9	137.3	147.3	150.0	152.4	1.8	1.8	1.8	1.9	1.9	2.0	2.0
	20 - 24	182.6	171.9	164.7	162.3	153.0	153.4	159.1	150.4	2.4	2.3	2.2	2.2	2.1	2.1	2.1
	25 - 29	221.9	216.7	214.5	211.8	207.3	208.6	205.4	199.8	3.0	2.9	2.9	2.9	2.8	2.8	2.7
	30 - 34	231.2	229.8	228.0	226.7	225.6	228.6	226.7	224.4	3.1	3.1	3.1	3.1	3.1	3.1	3.0
	35 - 39	240.1	235.1	234.5	230.9	227.3	230.1	231.8	232.4	3.2	3.2	3.2	3.1	3.1	3.1	3.1
	40 - 44	238.6	234.5	235.0	234.3	234.6	237.3	238.8	239.5	3.1	3.2	3.2	3.2	3.2	3.2	3.2
	45 - 49	246.0	242.1	242.2	238.7	234.8	234.9	234.4	231.9	3.3	3.3	3.3	3.2	3.2	3.1	3.1
	50 - 54	248.8	246.0	245.0	243.4	243.7	246.9	246.4	245.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3
	55 - 59	297.0	287.7	284.9	278.0	270.7	267.5	262.3	256.5	4.0	3.9	3.8	3.8	3.7	3.6	3.5
	60 - 64	297.9	300.8	300.3	299.8	303.6	307.4	305.9	301.3	4.0	4.1	4.0	4.1	4.1	4.1	4.1
	65 - 69	227.7	231.7	239.5	247.1	254.1	266.3	276.0	280.8	3.0	3.1	3.2	3.3	3.5	3.6	3.7
	70 - 74	168.8	176.8	182.0	187.0	192.9	201.3	205.5	207.5	2.3	2.4	2.5	2.5	2.6	2.7	2.7
	75 - 79	92.2	93.1	96.6	102.0	107.0	115.4	122.0	130.0	1.2	1.3	1.3	1.4	1.5	1.5	1.6
	80 - 84	80.5	81.3	79.7	78.7	77.1	76.9	77.3	75.7	1.1	1.1	1.1	1.1	1.0	1.0	1.0
	≥85	80.1	83.4	84.5	88.1	86.5	89.3	89.6	94.8	1.1	1.1	1.1	1.2	1.2	1.2	1.2
All age groups		3 416.5	3 387.7	3 382.3	3 378.5	3 354.5	3 409.8	3 435.2	3 416.2	45.7	45.6	45.6	45.6	45.7	45.6	45.6

Source: Census, 2023

Appendix 7: Population by Sex (Female) in Hong Kong in Mid-year 2023

Table 110-01001 : Population by Sex and Age Group

		Population															
		Number ('000)								% of total population							
Year		2020		2021		2022		2023		2020		2021		2022		2023	
Reference time-point		Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end p	Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end	Mid-year	Year-end
Sex	Age group																
Female	0 - 4	119.7	115.0	111.5	108.2	103.7	100.0	97.7	93.3	1.6	1.5	1.5	1.5	1.4	1.3	1.3	
	5 - 9	146.7	142.4	140.6	137.1	131.8	128.6	131.1	129.4	2.0	1.9	1.9	1.9	1.8	1.7	1.7	
	10 - 14	138.9	141.3	139.7	139.6	139.6	145.4	148.9	144.7	1.9	1.9	1.9	1.9	1.9	1.9	2.0	
	15 - 19	133.0	129.2	130.0	135.3	131.5	139.5	141.4	142.9	1.8	1.7	1.8	1.8	1.8	1.9	1.9	
	20 - 24	183.2	172.3	161.5	163.3	149.9	152.1	159.3	150.3	2.4	2.3	2.2	2.2	2.0	2.0	2.1	
	25 - 29	258.1	248.6	243.9	236.3	228.8	230.3	226.8	220.5	3.4	3.3	3.3	3.2	3.1	3.1	3.0	
	30 - 34	315.0	306.1	299.0	292.5	286.6	287.9	285.8	281.8	4.2	4.1	4.0	4.0	3.9	3.9	3.8	
	35 - 39	364.3	357.4	353.2	343.9	333.7	334.3	333.0	331.3	4.9	4.8	4.8	4.6	4.5	4.5	4.4	
	40 - 44	346.1	348.9	351.6	349.6	350.1	357.9	361.4	363.0	4.6	4.7	4.7	4.7	4.8	4.8	4.8	
	45 - 49	345.1	340.2	340.8	337.3	331.8	332.9	332.5	330.3	4.6	4.6	4.6	4.6	4.5	4.5	4.4	
	50 - 54	327.1	329.1	330.2	330.1	333.1	340.2	341.3	341.0	4.4	4.4	4.5	4.5	4.5	4.6	4.5	
	55 - 59	348.0	345.4	346.0	341.9	335.2	333.7	329.5	325.0	4.7	4.7	4.7	4.6	4.6	4.5	4.4	
	60 - 64	307.2	312.1	313.6	315.7	324.5	334.5	340.7	341.4	4.1	4.2	4.2	4.3	4.4	4.5	4.5	
	65 - 69	238.2	243.9	252.7	261.2	269.4	282.2	292.5	297.6	3.2	3.3	3.4	3.5	3.7	3.8	3.9	
	70 - 74	173.7	182.6	188.8	194.4	202.1	212.1	219.3	223.0	2.3	2.5	2.5	2.6	2.8	2.8	2.9	
	75 - 79	92.6	95.1	100.5	107.5	114.1	124.0	132.1	140.9	1.2	1.3	1.4	1.5	1.6	1.7	1.8	
	80 - 84	89.6	88.5	85.5	83.5	82.2	81.3	81.3	80.0	1.2	1.2	1.2	1.1	1.1	1.1	1.1	
	≥85	138.0	140.9	141.7	145.6	143.5	145.9	146.3	150.5	1.8	1.9	1.9	2.0	2.0	2.0	1.9	
All age groups		4 064.5	4 039.0	4 030.8	4 023.0	3 991.6	4 062.8	4 100.9	4 086.9	54.3	54.4	54.4	54.4	54.3	54.4	54.4	

Source: Census, 2023

Appendix 8: Monthly Employment Income (HKD) Determination and the number of employed persons of monthly employment income (HKD) in Hong Kong in 2023

Table 210-06313 : Employed persons by monthly employment earnings and sex

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Sex		Male		Female		Both sexes	
		Employed persons (1)		Employed persons (1)		Employed persons (1)	
		No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)
Year / Moving 3-month period	Monthly employment earnings (2)						
2023	< 3,000	29.0	1.6	41.5	2.2	70.5	1.9
	3,000 - 3,999	11.0	0.6	18.6	1.0	29.6	0.8
	4,000 - 4,999	12.4	0.7	218.8	11.7	231.1	6.2
	5,000 - 5,999	15.7	0.9	111.4	5.9	127.1	3.4
	6,000 - 6,999	16.3	0.9	47.6	2.5	63.9	1.7
	7,000 - 7,999	15.7	0.9	27.5	1.5	43.3	1.2
	8,000 - 8,999	21.0	1.1	28.9	1.5	49.9	1.3
	9,000 - 9,999	19.0	1.0	26.5	1.4	45.5	1.2
	10,000 - 11,999	70.3	3.8	88.9	4.7	159.2	4.3
	12,000 - 13,999	99.2	5.4	127.7	6.8	226.9	6.1
	14,000 - 15,999	145.8	7.9	159.2	8.5	305.0	8.2
	16,000 - 17,999	118.3	6.4	116.0	6.2	234.4	6.3
	18,000 - 19,999	114.1	6.2	98.7	5.3	212.8	5.7
	20,000 - 24,999	303.3	16.5	209.0	11.1	512.2	13.8
	25,000 - 29,999	175.7	9.6	110.7	5.9	286.4	7.7
	30,000 - 34,999	155.8	8.5	100.0	5.3	255.8	6.9
	35,000 - 39,999	85.8	4.7	57.2	3.0	143.0	3.9
	40,000 - 44,999	78.2	4.3	54.1	2.9	132.3	3.6
	45,000 - 49,999	48.7	2.7	33.2	1.8	81.9	2.2
	50,000 - 59,999	85.2	4.6	58.9	3.1	144.1	3.9
	60,000 - 79,999	89.2	4.9	72.6	3.9	161.8	4.4
80,000 - 99,999	44.8	2.4	24.9	1.3	69.7	1.9	
≥ 100,000	80.0	4.4	43.1	2.3	123.1	3.3	
Total		1 834.7	100.0	1 874.9	100.0	3 709.6	100.0

Source: Census, 2023

Appendix 9: Education Level Determination and the number of employed persons of different education level in Hong Kong in 2023

Table 210-06304 : Employed persons by educational attainment, age and sex

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Statistics

Age group

Sex

40 and over

Male

Female

Both sexes

15 and over

Male

Female

Both sexes

ed persons (1)

Employed persons (1)

Employed persons (1)

Employed persons (1)

Employed persons (1)

Employed persons (1)

Percentage share (%)

No. ('000)

Percentage share (%)

No. ('000)

Percentage share (%)

No. ('000)

Percentage share (%)

No. ('000)

Percentage share (%)

No. ('000)

Percentage share (%)

No. ('000)

Year

Quarter

Educational attainment (2)

2023

Primary and below

Secondary

Lower secondary (3)

Upper secondary (4)

Post-secondary (5)

Post-secondary - non-degree (6)

Post-secondary - diploma/certificate (7)

Post-secondary - sub-degree (8)

Post-secondary - degree (9)

Overall

9.2

136.4

12.2

243.4

10.6

110.8

6.0

152.0

8.1

262.8

7.1

55.7

644.3

57.5

1 294.4

56.6

886.1

48.3

910.5

48.6

1 796.6

48.4

19.9

179.9

16.1

411.9

18.0

272.0

14.8

215.4

11.5

487.4

13.1

35.9

464.3

41.4

882.5

38.6

614.1

33.5

695.2

37.1

1 309.2

35.3

35.1

340.0

30.3

749.2

32.8

837.7

45.7

812.4

43.3

1 650.1

44.5

8.1

85.0

7.6

179.4

7.8

196.5

10.7

180.3

9.6

376.8

10.2

3.0

43.5

3.9

78.2

3.4

58.6

3.2

68.6

3.7

127.2

3.4

5.1

41.5

3.7

101.3

4.4

137.9

7.5

111.7

6.0

249.6

6.7

27.0

255.0

22.8

569.7

24.9

641.3

35.0

632.1

33.7

1 273.3

34.3

100.0

1 120.7

100.0

2 287.0

100.0

1 834.7

100.0

1 874.9

100.0

3 709.6

100.0

Source: Census, 2023

Appendix 10: List of factors for consumer satisfaction in online shopping

Table 1: List of factors for customer satisfaction in online shopping

No	Author(s)	Year	Factors for customer satisfaction in online shopping
01	Szymanski, D.M. and Hise, R.T.	2000	Convenience, Product Offerings, Product Information quality, Website design, Security
02	Barutcu, S.	2000	Product Information quality, Website design, Customer service, Payment, Shipping policy, Cargo Carriers service quality
03	Cho, N. and Park, S.	2001	Convenience, Product Information quality, Website design, Customer service, Merchandising
04	Kim, S. and Stoel, L.	2004	Website design, Transaction capability, Trust, Information fit to task, Entertainment
05	Evanschitzky, H., Iyer, G.R, Hesse, J. and Ahlert, D.	2004	Convenience, Product Offerings, Product Information quality, Website design, Security
06	Kim, H. R.	2005	Convenience, Product Information quality, Website design, Security, Customer service, Payment, Delivery, Price, Product attractiveness
07	Schaupp, L. C. and Bélanger, F.	2005	Convenience, Security, Merchandising, Perceived privacy, Delivery, Perceived usability, Product quality, Product customization
08	Rodgers, W., Negash, S. and Suk, K	2005	System Quality, Product information quality, Service quality,
09	Lin, H. F.	2007	Product Information quality, Website design, Security, Response, Interactivity, Trust, Empathy
10	Yang, H. and Tsai, F.S..	2007	Customer service, Perceived privacy, Response, Efficiency, Fulfillment & reliability, System availability, Compensation
11	Anand, A	2007	Convenience, Website design, Security, Customer service, Merchandising
12	Liu, X., He, M., Gao, F. and Xie, P.	2008	Product Information quality, Website design, Security, Customer service, Merchandising, Transaction capability, Response, Payment, Delivery
13	Chang, H. H. and Chen, S. W.	2009	Website design, Security
14	Zeng, F., Hu, Z., Chen, R. and Yang, Z.	2009	Product offering, Security, Customer service, Ease of use, Fulfillment & reliability
15	Kim, J., Jin, B. and Swinney, J.L.	2009	Website design, Security, Response, Fulfillment & reliability
16	Maditinos, D. I. and Theodoridis, K.	2010	Convenience, Product Information quality, Website design, Security, Product attractiveness, Service information quality, User participation,
17	Alam, S.S. and Yasin, N.M.	2010	Website design, Delivery, Product variety, Fulfillment & reliability, Time

18	Chung, K.H. and Shin, J.I.	2010	Convenience, Product Information quality, Website design, Security, Customer service,
19	Sheng, T. and Liu, C.	2010	Perceived privacy, Efficiency, Fulfillment & reliability, Accessibility
20	Al-Kasasbeh, M., Dasgupta, S. and Al-Faouri, A.	2011	Website design, Navigation, Personalization,
21	Edi, M.I.	2011	Product Information quality, Website design, Security, Perceived privacy
22	Gelard, P. and Negahdari, A.	2011	Convenience, Website design, Security, Customer service, Merchandizing, Company
23	Lin, C. C., Wu, H. Y. and Chang, Y. F.	2011	System Quality, Product Information quality, Customer service, Delivery, Price, Product quality
24	Momtaz, H., Islam, A. M., Ariffin, K.H. K and Karim, A.	2011	Promotional aspect/Advertisements, Product quality, Brand, Shopping experience
25	Ranjbarian, B., Fathi, S. and Rezaei, Z.	2012	Convenience, Website design, Security, Customer service, Merchandizing
26	Chen, Z., Ling, K.C., Ying, G.X and Meng, T.C.	2012	Product Information quality, Website design, Perceived privacy, Payment, Delivery, Price, Trust
27	Guo, X., Ling, K. C. and Liu, M.	2012	Product Information quality, Website design, Security, Customer service, Payment, Delivery, Product quality, Product variety
28	Polites, G. L. Williams C.K., Karahanna, E. and Seligman, L.	2012	System quality, Product Information quality, Perceived usability, Trust, Perceived value,
29	Dharmesti, M.D.D. and Nugroho, S. S.	2012	Product Information quality, Website design, Security, Customer service, Transaction capability, Response, Payment, Delivery, Product variety
30	Silva, L.A.R.H.D and Abeysekara, N.	2012	Convenience, Promotional aspect/Advertisements, Customer service, Technological aspect,
31	Bellaaj, M.	2013	System quality, Service quality, Web content quality
32	Nikhashemi, S.R., Paim, L., Yasmin, F. and Yousefi, A.	2013	Security, Service quality, Payment, Ease of use,
33	Trong, V.H., Khanh, N.T.V and Gim, G.	2014	Website design, Security, Customer service, Merchandizing, Transaction capability, Payment, Delivery,
34	Ludin, I.H.B.H. and Cheng, B.L.	2014	Product Information quality, Website design, Security, Service quality
35	Khan, S.A., Liang, Y. and Shahzad, S.	2015	Convenience, Product Information quality, Price, Return policy, Product risk, Finance risk, Delivery risk

36	Musa, H., Mohamad, M. A., Khalid, F.A., Rahim, N.A. and Zamri, N.N.A.	2015	Product quality, Brand, Shopping experience
37	Thilakarathne, C. and Abeysekara, N.	2016	Convenience, Security, Customer service, Response, Price,
38	Ting, O. S., Ariff, M.S.M., Zakuan, N., Sulaiman, Z. and Saman, M.Z.M.	2016	Website design, Customer service, Perceived privacy, Response, Efficiency, Fulfillment and reliability
39	Tandon, U., Kiran, R. and Sah, A.	2017	Website design, Perceived usability, Perceived usefulness
40	Al-Jahwari, N. S., Khan, M.F.R., Al-Kalbani, G. K. and Al Khansouri, S.S.	2018	Product offerings, Security, Delivery, Product quality
41	Vasic, N., Kilibarda, M. and Kaurin, T.	2019	Product information quality, Security, Delivery, Price, Product quality, Time

Source: Piruni Deyalage & Dushyantha Kulathunga, 2020

Appendix 11: Usage of different factors for consumer satisfaction in online shopping in different time periods

Table 2: Usage of different factors for customer satisfaction in online shopping in different time periods

No	Factor	2000- 2003	2004- 2007	2008- 2011	2012- 2015	2016- Jan. 2019
01	Website design	3	5	9	6	2
02	Security	1	5	8	6	3
03	Product Information quality	3	4	5	6	1
04	Customer service	2	3	5	5	2
05	Convenience	2	4	3	3	1
06	Delivery	1	2	3	4	2
07	Payment	2	1	1	5	
08	Merchandising	1	2	2	2	
09	Response		2	2	1	2
10	Price	1	1	1	2	2
11	Product quality		1	2	2	2
12	Perceived privacy		2	2	1	1
13	Fulfillment & reliability		1	4		1
14	Product Offerings	1	1	1		1
15	System Quality		1	1	2	
16	Service Quality		1		3	
17	Transaction capability		1	1	2	
18	Trust		2		2	
19	Ease of use	1		1	1	
20	Perceived usability		1		1	1
21	Product variety			1	2	
22	Efficiency		1	1		1
23	Product attractiveness		1	1		
24	Time			1		1

25	Promotional aspect/Advertisements		1	1	
26	Brand		1	1	
27	Shopping experience		1	1	
28	Navigation		1		
29	personalization		1		
30	Company		1		
31	Perceived usefulness				1
32	Additional information services	1			
33	Service information quality		1		
34	Interactivity	1			
35	Empathy	1			
36	Perceived value			1	
37	User participation		1		
38	Product customization	1			
39	System Availability	1			
40	Compensation	1			
41	Return policy				1
42	Web content quality				1
43	Technological aspect				1
44	Information fit to task		1		
45	Entertainment		1		
46	product risk				1
47	Delivery risk				1
48	Financial risk				1
49	Shipping policy	1			
50	Cargo Carriers service quality	1			
51	Accessibility			1	

Source: Piruni Deyalage & Dushyantha Kulathunga, 2020

Appendix 12: Frequency of usage of online consumer satisfaction related factors

Table 3: Frequency of usage of online customer satisfaction related factors

No.	Determinant	Literature citation	Articles count (n = 41)	
			Frequency	%
01	Website design	Szymanski and Hise (2000); Barutçu (2000); Cho and Park (2001); Evanschitzky (2004); Kim(2005); Kim and Stoel (2004); Lin (2007); Anand (2007); Liu et al. (2008); Kim et.al. (2009); Chang and Chen (2009); Alam and Yasin (2010); Chung and Shin (2010); Maditinos and Theodoridis (2010); Al-Kasasbeh et al. (2011); Eid (2011); Gelard and Negahdari (2011); Chen et al. (2012); Guo et al. (2012) ; Dharmesti and Nugroho (2012); Ludin and Cheng (2014); Ranjbarian et al. (2012); Trong et al.(2014); Ting et al. (2016); Tandon et al.(2017)	25	61%
02	Security	Szymanski and Hise (2000); Evanschitzky (2004); Kim(2005); Schaupp and Belanger (2005); Lin (2007); Anand (2007); Liu et al. (2008); Zeng et al. (2009); Kim et.al.(2009); Chang and Chen (2009); Chung and Shin (2010); Maditinos and Theodoridis (2010); Eid (2011); Gelard and Negahdari (2011); Guo et al. (2012); Dharmesti and Nugroho (2012); Ranjbarian et al. (2012); Nikhashemi et al (2013); Ludin and Cheng (2014); Trong et al (2014); Thilakarathne and Abeysekara (2016); Al- Jahwari et al.(2018); Vasic et al. (2019)	23	56%
03	Product Information Quality	Barutçu (2000); Szymanski and Hise (2000); Cho and Park (2001); Evanschitzky (2004); Kim (2005); Rodgers et al (2005); Lin (2007); Liu et al.(2008); Chung and Shin (2010); Maditinos and Theodoridis (2010); Eid (2011); Lin et al. (2011); Chen et al. (2012); Polites (2012); Guo et al. (2012); Dharmesti and Nugroho (2012); Ludin and Cheng (2014); Khan (2015); Vasic et al. (2019)	19	46%

04	Customer service	Barutçu (2000); Cho and Park (2001); Kim (2005); Anand (2007); Yang and Tsai (2007); Liu et al. (2008); Zeng et al. (2009); Chung and Shin (2010); Gelard and Negahdari (2011); Lin et al.(2011); Ranjbarian et al. (2012); Guo et al. (2012); Silva and Abesekara (2012); Trong et al.(2014); Dharmesti and Nugroho (2012); Thilakarathne and Abeysekara (2016); Ting et al. (2016)	17	41%
05	Convenience	Szymanski and Hise (2000); Cho and Park (2001); Evanschitzky (2004); Kim (2005); Schaupp and Belanger (2005); Anand (2007); Chung and Shin (2010); Maditinos and Theodoridis (2010); Gelard and Negahdari (2011); Ranjbarian et al. (2012); Silva and Abeysekara (2012); Khan (2015); Thilakarathne and Abeysekara (2016)	13	32%
06	Delivery	Cho and Park (2001); Kim (2005); Schaupp and Belanger (2005); Liu et al. (2008); Alam&Yasin (2010); Lin et al. (2011); Chen et al. (2012); Guo et al.(2012); Dharmesti and Nugroho (2012); Trong et al. (2014); Al- Jahwari et al. (2018); Vasic et al. (2019)	12	29%
07	Payment	Barutçu (2000); Cho and Park (2001); Kim (2005); Liu et al. (2008); Guo et al. (2012); Dharmesti and Nugroho (2012); Chen et al. (2012); Nikhashemi et al. (2013); Trong et al. (2014)	9	22%
08	Response	Kim and Stoel (2004); Lin (2007); Yang and Tsai (2007); Liu et al. (2008); Kim et al. (2009); Dharmesti and Nugroho (2012); Ting et al. (2016)	7	17%
09	Merchandising	Cho and Park (2001); Schaupp and Belanger (2005); Anand (2007); Liu et al. (2008); Gelard & Negahdari (2011); Ranjbarian et al. (2012); Trong et al. (2014)	7	17%
10	Price	Cho and Park (2001); Kim (2005); Lin et al. (2011); Chen et al. (2012); Khan (2015); Thilakarathne and Abeysekara (2016); Vasic et al. (2019)	7	17%
11	Product quality	Schaupp and Belanger (2005); Lin et al. (2011); Momtaz et al. (2011); Guo et al. (2012); Musa et al. (2015); Al- Jahwari et al. (2018); Vasic et al. (2019)	7	17%
12	Privacy	Schaupp and Belanger (2005); Yang and Tsai (2007); Sheng and Liu (2010); Eid (2011); Chen et al. (2012); Ting et al. (2016)	6	15%

13	Fulfillment/ reliability	Yang and Tsai (2007); Kim et al. (2009); Zeng et al. (2009); Alam and Yasin (2010); Sheng and Liu (2010); Ting et al. (2016)	6	15%
14	Transaction capability	Kim and Stoel (2004); Liu et al. (2008); Dharmesti and Nugroho (2012); Trong et. al. (2014) ;	4	10%
15	Product Offerings	Szymanski and Hise (2000); Evanschitzky (2004); Zeng et al. (2009); Al- Jahwari et al.(2018)	4	10%
16	Trust	Kim and Stoel (2004); Lin (2007); Polites (2012); Chen et al.(2012)	4	10%
17	System Quality	Rodgers et al (2005); Lin et al. (2011); Polites (2012); Bellaj (2013)	4	10%
18	Service Quality	Rodgers et al. (2005); Bellaj (2013); Nikhashemi et al. (2013); Ludin and Cheng (2014)	4	10%
19	Efficiency	Yang and Tsai (2007); Sheng and Liu (2010); Ting et al. (2016)	3	7%
20	Perceived usability	Schaupp and Belanger (2005); Polites (2012); Tandon et al. (2017)	3	7%
21	Product variety	Alam and Yasin (2010); Dharmesti and Nugroho (2012); Guo et al. (2012)	3	7%
22	Ease of use	Cho and Park (2001); Zeng et al. (2009); Nikhashemi et al. (2013)	3	7%
23	Product attractiveness	Kim (2005); Maditinos and Theordoridis (2010)	2	5%
24	Time	Alam and Yasin (2010); Vasic et al. (2019)	2	5%
25	Promotional aspect	Momtaz et al. (2011); Silva and Abeysekara (2012)	2	5%
26	Brand	Momtaz et al. (2011); Musa et al. (2015)	2	5%
27	Shopping experience	Momtaz et al. (2011) Musa et al. (2015)	2	5%
28	Navigation	Al-Kasasbeh et al. (2011)	1	2%
29	Personalization	Al-Kasasbeh et al. (2011)	1	2%
30	Company	Gelard and Negahdari (2011)	1	2%
31	Additional information services	Cho and Park (2001)	1	2%
32	Interactivity	Lin (2007)	1	2%
33	Empathy	Lin (2007)	1	2%
34	Perceived value	Polites (2012)	1	2%
35	User participation	Maditinos and Theordoridis (2010)	1	2%
36	Product customization	Schaupp and Belanger (2005)	1	2%
37	System Availability	Yang and Tsai (2007)	1	2%

38	Compensation	Yang and Tsai (2007)	1	2%
39	Return policy	Khan (2015)	1	2%
40	Web content quality	Bellaaj (2013)	1	2%
41	Technological aspect	Silva and Abeysekara (2012)	1	2%
42	Information fit to task	Kim and Stoel (2004)	1	2%
43	Entertainment	Kim and Stoel (2004)	1	2%
44	Product risk	Khan (2015)	1	2%
45	Delivery risk	Khan (2015)	1	2%
46	Financial risk	Khan (2015)	1	2%
47	Shipping policy	Barutçu (2000)	1	2%
48	Cargo carriers service Quality	Barutçu (2000)	1	2%
49	Accessibility	Sheng amd Liu (2010)	1	2%
50	Service information quality	Maditinos et al. (2010)	1	2%
51	Perceived usefulness	Tandon et al. (2017)	1	2%

Source: Piruni Deyalage & Dushyantha Kulathunga, 2020

Appendix 13: Significant factors in relation to online consumer satisfaction

Table 4 : Significant factors in relation to online customer satisfaction

No.	Variable	Frequency of usage	Frequency of significance	Percentage of significance
01	Website design	25	21	84%
02	Security	23	20	87%
03	Customer service	17	17	100%
04	Product information quality	19	16	84%
05	Convenience	13	13	100%
06	Delivery	12	12	100%
07	Payment	9	9	100%
08	Price	7	7	100%
09	Product quality	7	7	100%
10	Merchandising	7	6	86%
11	Fulfillment & reliability	6	6	100%
12	Response	7	4	57%
13	Perceived privacy	6	4	67%
14	System quality	4	4	100%
15	Service quality	4	4	100%
16	Product offerings	4	3	75%
17	Transaction capability	4	3	75%
18	Ease of use	3	3	100%
19	Efficiency	3	3	100%
20	Trust	4	2	50%
21	Perceived usability	3	2	67%
22	Product variety	3	2	67%
23	Product attractiveness	2	2	100%
24	Promotional aspect/ Advertisements	2	2	100%

25	Time	2	1	50%
26	Navigation	1	1	100%
27	Personalization	1	1	100%
28	Company	1	1	100%
29	Perceived usefulness	1	1	100%
30	Additional			
	information services	1	1	100%
31	Service information			
	quality	1	1	100%
32	Interactivity	1	1	100%
33	Perceived value	1	1	100%
34	Product customization	1	1	100%
35	System Availability	1	1	100%
36	Compensation	1	1	100%
37	Return policy	1	1	100%
38	Web content quality	1	1	100%
39	Technological aspect	1	1	100%
40	Information fit to task	1	1	100%
41	Product risk	1	1	100%
42	Delivery risk	1	1	100%
43	Financial risk	1	1	100%
44	Cargo carriers service			
	quality	1	1	100%
45	Brand	1	1	100%
46	Shopping experience	1	1	100%
47	Empathy	1	0	0%
48	User participation	1	0	0%
49	Entertainment	1	0	0%
50	Shipping policy	1	0	0%
51	Accessibility	1	0	0%

Source: Piruni Deyalage & Dushyantha Kulathunga, 2020