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Declaration/Statements page

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed Lizbeth Ho.Choi Hei..... (candidate)

Date 8 October, 2021.....

STATEMENT 1

This work is the result of my own investigations, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.
A bibliography is appended.

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Study of Online Purchasing Behavior by UTAUT2 Model with Trust Factor

Abstract

For the purpose of this research is to find out the correlation between online shopping and customer purchasing behavior through study of UTAUT2 model.

In this study we will use the model of UTAUT2 proposed by Viswanath Venkatesh in 2012 for finding the factors affecting online purchasing, with the study method through survey with Hong Kong participants on online purchasing and performing survey study within period from 2021 second to third quarter, including various age ranges of participants. For the study we will find out with implementation of UTAUT2 modeling along with the 7 factors of the model to complete analysis of surveying methodology for the study and provide useful suggestions.

Besides that, we also implement several questions with customers purchasing behavior by using survey methodology to study the online purchasing behavioral intention with the pattern and habit for Hong Kong general to perform on online and off-line shopping.

The research was take place through survey study and observe of the pattern of online purchasing. With previous pilot group of around 30 participants. The sample size of study group will be taking sample of 117 Hong Kong citizen for the study group.

The conclusion of the research will be we find out the UTAUT2 plus trust factor are having positive correlation with online study.

The limitation of this research will be the sample size will only consider Hong Kong citizen and is not full cover the preference of Asia and Oversea market. Which can only reflect the preference of Hong Kong citizen towards online shopping.

The suggestion for Improving the above factor will include taking consideration of including customer preference of online shopping into the flow design of online shopping factor.

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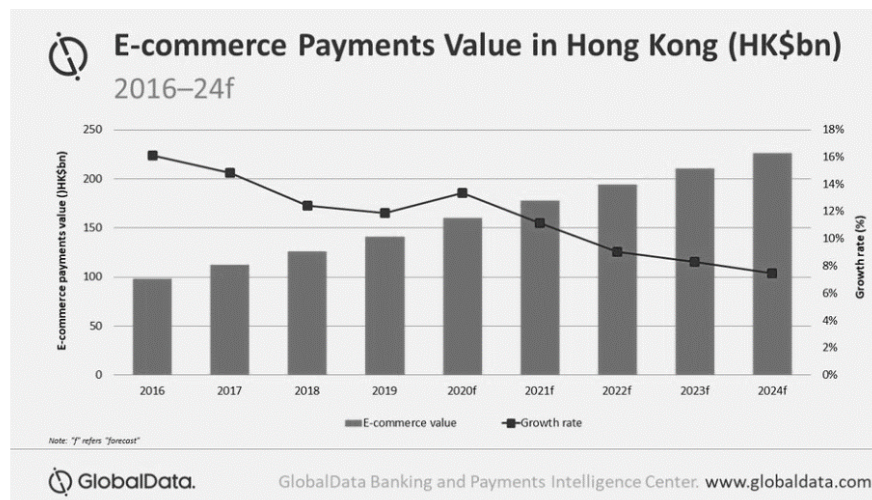
Chapter 1 : Introduction

For the research aim of project, we would like to investigate Online and Mobile Shopping Apps for defining relevant structure for online shopping procedures and as well how do we develop the all round shopping and shipment support. Due to the year of 2020 in COVID-19, we have experience the raise of intention for developing the end using of Online Shopping and Shipping Services for general public and as well the implementation of online purchasing study & project orientation (McKinsey & Company, 2021).

1.1 Research Background

The problem for management will mainly focus about implementation of the use for advance technology and monitoring of all the purchasing behavior of customers. For the use of system and relevant invention we may also account for the feasibility and convenience of customers to use the online shopping technology (Osome, 2021). The implementation of system for improving the accuracy and professional service with stock taking for delivery service may also require the need for researching.

In Hong Kong, the e-commerce market & online shopping trending has become great hit ever in this nearby 5 years time, the trend even get greater from year of 2020 begin for COVID-19. People tends to go online shopping and both global and local online shopping stores has got increase of business revenue (Osome, 2021).



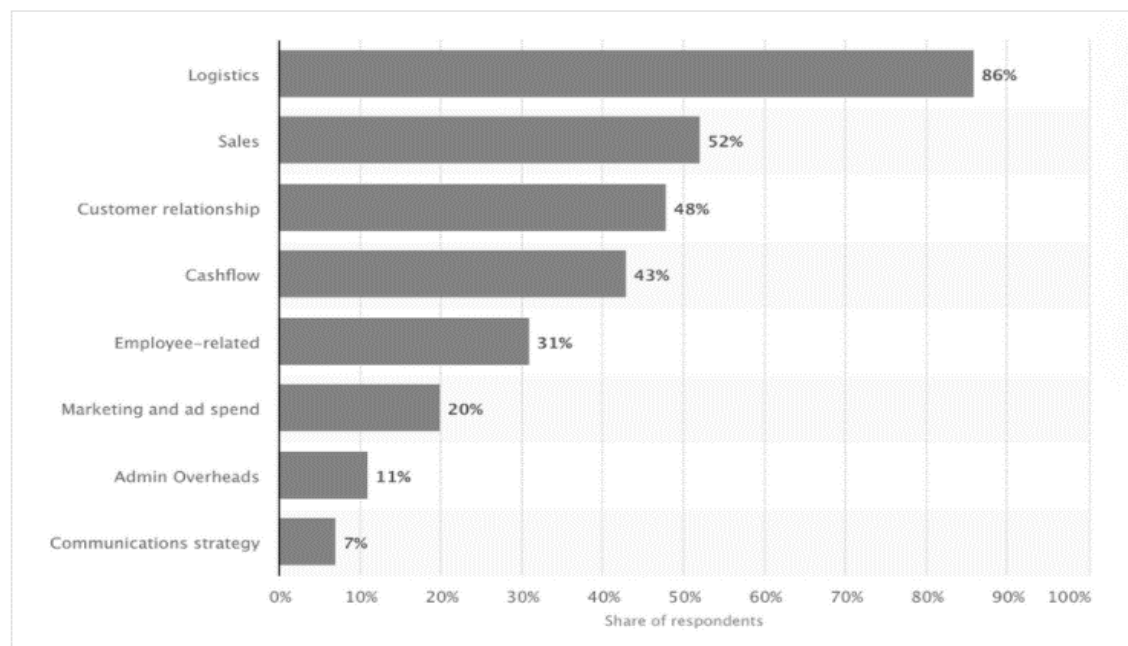
Hong Kong's e-commerce market is projected to witness an increase in compound annual growth rate (CAGR) of 9.9% from 2019 to 2024, where it will be worth about HKD \$226 billion (USD \$29 billion) in 2024, GlobalData's E-Commerce Analytics revealed.

Fig 1.1 E-commerce Payments and market value in Hong Kong from 2016-24.
Source : Osome (2021)

Hong Kong's e-commerce market has been projected to witness increase in compound annual growth rate of 9.9% from 2019 to 2024, where the value will be worth about HKD \$226 billion in 2024 (Global Data's E-Commerce Analytics, 2021).

E-commerce transactions were expected to register with a sharp increase of 13.4% in 2020, with consumers spend their dollars online instead of in physical stores (Osome, 2021).

HOW COVID-19 has Impact Hong Kong E-Commerce Business



Most Affected Areas of E-commerce Business by Coronavirus Outbreak in Hong Kong 2020

Fig. 1.2 The E-commerce business that is mostly affected by COVID-19

Source : Osome (2021)

Under environment of COVID-19, the E-commerce business has greatly affected the whole economy of the world, by which in Hong Kong, the most of the field of business that is affect by the COVID-19 can be count as Logistics affected by 86%, following by sales and customer relationship, affected by 52% and 48% respectively. All other sectors are affected as well (Osome, 2021).

But in contrast to the business affect by COVID-19, the E-commerce business has been recording in raise in value in 2020 and the past 5 years (Melissa, 2021).

For the relevant study on global environmental trending and affecting towards online purchasing, we will usually use UTAUT2 system for investigating and will require for studying the possibility and feasibility for relevant cases. For study of technical system and implementation of UTAUT2, we are enable to figure out the relevant technologies for implementation of projects and as well for shortening the path for online buyers and product / service provider with relevant factors to seeking of help (Yogesh K. Dwivedi et al. ,2020).

1.2 Research Motivation

The research motivation for completing the whole study will be finding out online purchasing intention and customers reactions towards the above topic, along with the possible methodology for taking measurement towards the field, with the above process will become one of the possible strategic of the marketing and as well change of purchasing behavior from traditional buying to digital buying of products.

The factors for purchase intention and trust are included as the main factor for changing environmental and finding possible method to perform the study. The trust for online shopping will find out as the main factor for UTAUT2 and all the above will be the intention for holding the business study (MIS Quarterly, 2012).

The linkage between the research motivation and the background will be to complete the study towards online shopping and perform analysis on the study of topics for digital marketing and E-Commerce study.

1.3 Research Question

The researching questions are base upon UTAUT2 as framework for study upon the field. The main sets of questions are divided into 7 sessions including Performance Expectancy, Hedonic Motivations, Social Influence, Effort Expectancy, Facilitating Conditions, Price Value, Behavioral Intention, Trust. With the above 7 main sessions will derive as our main questions core bases (Yogesh K. Dwivedi et al. ,2020).

For the whole research is aim at making the following set of research directions and with following core questions.

1. What are the main factors influencing Online shopping trend in Hong Kong ?
2. What are the relationship of those factors influencing online shopping behavior in Hong Kong ?
3. Which kind of recommendations need to propose to enhance online shopping behavior ?

1.4 Research Aim

The researching aim for above study purpose are included as study for Online Shopping and Purpose of Purchasing Behavior. With purpose of research are include as aim for whole study. For whole situation of research are mainly aim at taking survey study for online shopping and purchasing behavior.

1. Through research study and survey, to Identify and find out the main factors and intention trends of Online Shopping in Hong Kong.
2. Through studying survey and data analysis, to prove the correlation between shopping behavior and Online shopping factors in Hong Kong.
3. According to the research result from survey and data analysis result, provide Professional Recommendations for online shopping on Commercial Field.

1.5 Research Procedure

The researching procedures will include the following. First will be conducting research topic with various articles reading. Second will be conducting research survey for collect suitable information. Last but not least, will be perform research analysis and study on relevant online shopping topic. The procedures include will be as the aim of purpose for searching relevant field of researching purpose.

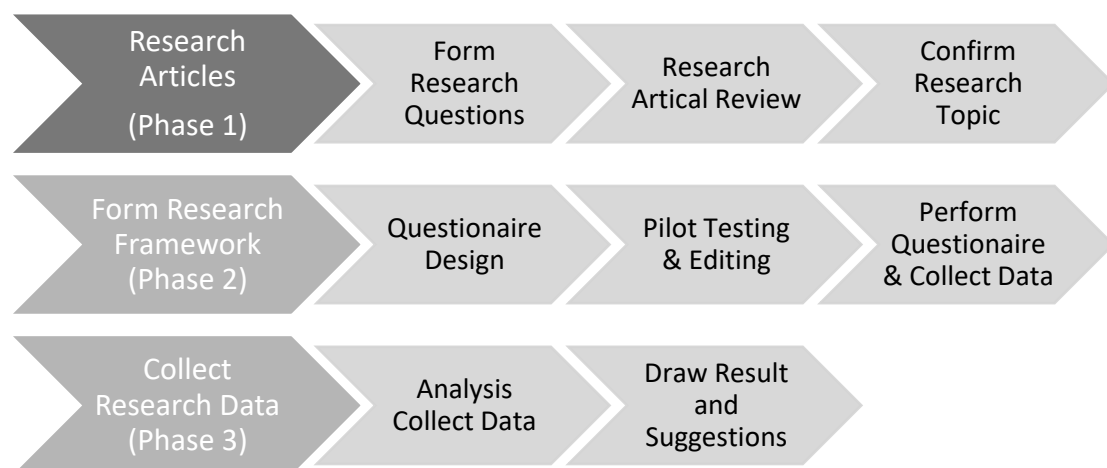


Fig 1.3 Researching Phases for the Study of Online shopping behavior in 2021.

Source : Construct for this research

Chapter 2 : Literature Review

In this chapter is performing literature review and identification between the definition of online / mobile shopping behavior and as well for the research methodology for the field of study of online shopping.

2.1 Online Shopping Behavior

The definition of Online / Mobile shopping is behavior of purchasing items from online media or mobile apps which do not require you to purchase the item in person through getting to the store. It is define as a kind of individual's overall perception and evaluation for. product or service during online shopping which could result in bad or good way (Li & Zhang, 2002).

In this study we are studying 8 factors from UTAUT2 as independent variable and Behavioral Intention of Customer purchasing as dependent variable for the research.

2.2 UTAUT2 and evolution history

The Literature review will include the review of the UTAUT2 of the above setting, besides we will also review some literature of customer purchasing behavior With the above we will mainly use the UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) as the major study of the research (Yogesh et al.,2020).

UTAUT2 Research Framework of the System Model take part in measurement from Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), and for purpose of investigate the effects of performance and effort expectancy, social influence, facilitating conditions and hedonic motivation on the behavioral intention to use conditionally automated cars (Raman, 2012).

The Research Framework for whole system model can be presented through theory analysis from UTAUT (Unified Theory of Acceptance and Use of Technology). UTAUT aims to explain for user intentions to use Information system and subsequent usage behavior. It includes 4 factors : Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions. Which was propose by Venkatesh et al. at year of 2003 and find the model account for 70% of Variance on Behavioral Intention to use (Raman, 2012).

While for UTAUT2 it includes 3 more factors : Hedonic Motivation, Price Value and Habit as 7 main components. In this research we will also include Trust and the 8th factor. We will use the above UTAUT2 and Trust as the external variable for examining the factors that may influence the While for age and gender are another factors influencing Purchasing Intention, which eventually affect the User Behavior (Raman, 2012).

At the very beginning, the first model for the acceptance of technology was developed as the Theory of Reasoned Action (TRA) in year of 1980, which has been revised and finally becomes as the comprehensive version in 2003 as UTAUT. By which the very essential theoretical models for acceptance of technology was developed by Icek Ajzen and Martin Fishbein as TRA model (Sheppard et al. 1988).

The UTAUT model was the advancement of the very basis integrating from eight prior prevailing model. Including Theory of Reasoned Action, Technology Accpetance Model (Davis, 1989), Motivational Model (Davis, wt al. 1992), Theory of Planned Behavior (Ajzen, 1991), Combined TAM and TPB (Taylor & Todd, 1995), Model of PC Utilization (MPCU) (Thompson, et al., 1991), Innovation Diffusion Theory (Moore & Benbasat, 2001) and Social Cognitive Theory (Compeau, et al., 1999).

2.2.1 Dimension of UTAUT2

For the Researching Dimension we divide into 6 sessions. For the first session will be Performance Expectancy, which are define as Expectation of test performance. For second will be Effort expectancy refers to the efforts require for using system, and the relevant level of easiness related to any systems will be require to complete the relevant system (Raman, 2012). The third will be Social influence, among influencing affecting the and the fourth will be Facilitating conditions. For the fifth will be Hedonic Motivation, and Sixth dimension as Price Value, seventh as habit and final one as Trust.

2.2.1.1 Performance Expectancy

For Performance Expectancy, for online shopping we can derive from customer purchasing behavior that the invention of online shopping can help customer attain more convenient shopping experience. With the relevant study on the online shopping influence will be find out through survey and study of groups interview

From Venkatesh research, performance expectancy of the UTAUT2 with purchasing behavior, define as the degree to which an individual perceives that using a system for helping him/her to attain a gain in job performance (Venkatesh et al, 2012).

Performance Expectancy is first derived from the model of TRM (Davis et al., 1989) then to UTAUT2 (Venkatesh et al., 2012). For the definition from Venkatesh will be the degree to which an individual believes that using the system will help him / her to attain gains in job performance. Taylor and Todd (1995) defines as an individual's perception about the likelihood that the use for the system will enhance his or her performance on the job. Thompson et al. (1991) defines as the believe of an individual that accepting the technique or technology will lead to gains in job performance.

Researcher	Definition
Davis et al. (1989)	defines infrastructure performance measure as the percentage of segments under performance restriction.
Venkatesh et al. (2012)	It is the degree to which an individual believes that using the system will help him / her to attain gains in job performance.
Taylor and Todd (1995)	An individual's perception about the likelihood that the use of a system will enhance his or her performance on the job
Thompson et al. (1991)	the believe of an individual that accepting the technique or technology will lead to gains in job performance

Table 2.1 Definition of Performance Expectance

Source : Construct by this Research

Concluding Summary

For any human activity are through the three important factors to perform prediction and explanation, including attitude, social norms and intention. Venkatesh et al. (2012) point out that the importance of work on technology has included.

2.2.1.2 Effort Expectancy

For Effort Expectancy, applies on online shopping we can derive from the case that consumers can use the least effort to perform purchasing through online shopping behavior. We will study the online shopping for customer purchasing behavior.

Effort Expectancy are define as the level of easiness related while using any system (Venkatesh et al, 2012). This means that effort expectancy refers to. the effort needed to use the system.

Effort Expectancy has various definition. From Venkatesh et al. (2012), it defines as the ease associated with the use of the system. For Davis et al. (1989) definition will defines as the idea of someone that use the new technology will be effortless (Davis et al., 1989). While Thompson et al. (1991) defines complexity in this model to be understood as the difficulty to use a system.

Researcher Name	Definition
Davis et al. (1989)	defines the idea of someone that using the new technology will be effortless
Venkatesh et al. (2012)	The degree of ease associated with the use of the system
Rogers, (1995)	definition is apart from one difference equal to the one of complexity. The definition of complexity concerns a general system whereas ease of use is about an innovation
Thompson et al. (1991)	Complexity in this model, to be understood as the difficulty to use a system, as perceived by the users

Table 2.2 Definition of Effort Expectance

Source : Construct by this Research

Concluding Summary

Effort Expectancy is the important factor for using technology to simplify the complexity of work and efficiency, which can be adopt to the new technology for their use. By which Venkatesh et al. (2003) has include this as one of the four important theories in UTAUT.

2.2.1.3 Social Influence

For social influence for online shopping can be define as influence perceives at the level of individual perceives for the important influence on others for using the system.

Social influence is defined as the degree to which an individual perceives that important other (such as relatives, peers and subordinate) believe that he or she should use the new system (Venkatesh et al., 2003).

Social Influence is first derived from the model of TAM (Davis et al., 1989) define as one's perception about how important others think he or she should act. Venkatesh et al. (2012) defines as the degree to which an individual perceives those important others believe he or she should use the new system. Rogers (1995) defines as the perception that the use of a new technique or technology will upgrade a person's image or social status.

Researcher Name	Definition
Davis et al. (1989)	one's perception about how important others think he or she should act
Venkatesh et al. (2012)	the degree to which an individual perceives those important others believe he or she should use the new system
Rogers, (1995)	the perception that the use of a new technique or technology will upgrade a person's image or social status.
Thompson et al. (1991)	Social factors is a core construct of the Model of PC Utilization

Table 2.3 Definition of Social Influence

Source : Construct by this Research

Concluding Summary

Social Influence is the important factor for using technology to affect social factor, which can be adopt to the new technology for their use on personal position in social factor. By which Venkatesh et al. (2003) has include this as one of the four important theories in UTAUT.

2.2.1.4 Facilitating Condition

For the facilitating condition at online shopping can be the perception of the current available technical and organizational infrastructure for enable user at particular technology for building online shopping.

Facilitating conditions is the perception of the user that there is the availability of adequate technical and organizational infrastructure to enable the use of a particular technology (Venkatesh et al., 2012). Facilitating conditions has an impact on the user acceptance of a technology (Venkatesh et al., 2012).

Facilitating Condition is define from Davis et al., (2003) the perceived usefulness and ease of use items. From UTAUT2, Venkatesh et al. (2012) define as the degree to which an individual believes that organizational and technical infrastructure exists to support the use of a system. For Chan et al. (2010) defines as the degree to which a person believes that the existing organizational and technical infrastructure can support the use of technology.

Researcher Name	Definition
Venkatesh et al. (2012)	The degree to which an individual believes that organizational and technical infrastructure exists to support the use of a system
Chan et al. (2010)	The degree to which a person believes that the existing organizational and technical infrastructure can support the use of technology
Davis et al. (2003)	Perceived usefulness and ease of use items

Table 2.4 Definition of Facilitating Condition

Source : Construct by this Research

Concluding Summary

Facilitating Condition is one of the important factor for technology to affect people degree of work, which can be adopt to new technology for their purpose on user experience. By which Venkatesh et al. (2003) has include this as one of the four important theories in UTAUT.

2.2.1.5 Hedonic Motivation

For Hedonic Motivation at online shopping, we can be define as the process of using online shopping for brining shopping customer a pleasure experience.

The definition of Hedonic Motivation from UTAUT2, which is defined as " the fun or pleasure derived from using a technology " (Venkatesh et al. 2012). While Ahmed (2016) is define Hedonic Motivation for reflects a learner's impression of smartphones as engaging and pleasing for educational purpose. And for Sweetser & Wyeth (2005) as users who devote time to Hedonic Motivation do so for intrinsic rewards and generally have little concern for any potential external reward they might receive.

Researcher Name	Definition
Ahmed (2016)	It reflects a learner's impression of smartphones as engaging and pleasing for educational purpose
Venkatesh et al. (2012)	Hedonic Motivation can be define as the pleasure derived from the adoption of a technology
Sweetser & Wyeth (2005)	Users who devote time to Hedonic Motivation do so for intrinsic rewards and generally have little concern for any potential external reward they might receive, rather, they are concerned mostly with the process or experience of use itself.

Table 2.5 Definition of Hedonic Motivation

Source : Construct by this Research

Concluding Summary

For the definition of the Venkatesh et al. (2012) will be define as the reflection for the pleasure derived from the adoption with the technology. From the using of technology will bring pleasure, which affects the intention for using the technical systems, also the research will adopt the balancing method, for use of technology acceptance as possible explanation.

2.2.1.6 Price Value

For the Price value of online shopping we can define as the procurement of price value and digital setting for the whole process of monetary cost and value receiving. Which can affect the company competitive advantages for the purchasing behavior as one of the important measurement (Wang & Wang, 2010).

Price value is positive predictor of consumer behavioral intention to use technology in UTAUT2 such that perceived benefits of using a technology is greater than the perceived monetary cost incurred to use the technology (Venkatesh et al. 2012). With the Dodds et al. (1991) will define a consumer cognitive trade-off between the perceived benefits of applications and the financial cost of using them.

Researcher Name	Definition
Venkatesh et al. (2012)	Price value is define as consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them.
Slade et al. (2014)	Users using the systems for the costing capital, can be find as the measurement tools.
Dodds et al. (1991)	a consumer cognitive trade-off between the perceived benefits of applications and the financial cost of using them

Table 2.6 Definition of Price Value

Source : Construct by this Research

Concluding Summary

For the concluding summary of the variable, Venkatesh et al. (2012) will be using the Price Value as components, which means defines the consumers' cognitive tradeoff between the perceived benefits and costing. With the researching of Dodds et al. (1991) can be consider as consumer cognitive trade-off between the perceived benefits for the applications and financial cost.

2.2.1.7 Habit

For the habit at UTAUT2 we can define as the dominant factor of customer purchasing intention and behavior act for online shopping. We will study such behavior intention for customer reaction towards online shopping.

For the above modeling, we defined 'habit' as the degree to which people tend to exhibit behaviors automatically and spontaneously because of learning and that is what has been operationalized in the UTAUT2 model in context of technology (Venkatesh et al., 2012).

Kim and Malhotra (2005) defines as the habit for regarding as prior behavior, with the Limayem and Cheung (2007) defines the habit as the degree to which people believe the behavior to be automatic. Venkatesh et al. (2012) defines as the prediction of the technology and the ease of use as the important factors, with correlation of the personal technology practice. While for Limayem et al. (2007) defines as the habit strength attenuates the amount of information being acquired before the decision is made.

Researcher Name	Definition
Venkatesh et al. (2012)	As prediction of the technology and the ease of use as the important factors, with correlation of the personal technology practice
Limayem and Cheung (2007)	the habit can be defined as the degree to which people believe the behavior to be automatic
Limayem et al. (2007)	the habit strength attenuates the amount of information being acquired before the decision is made
Kim and Malhotra (2005)	the habit is regarded as prior behavior

Table 2.7 Definition of Habit

Source : Construct by this research

Concluding Summary

For concluding summary will be including the past behavior, reflection behavior and personal experience. Past experience is describe as user previous activity, reflection activity is meaning user behavioral sequence and habit. Personal experience is meaning user building stable working procedure and experience (Limayem et al., 2007).

2.2.2 Trust

For the trust in online purchasing of the we can define as the trust towards online shopping and as well for the customer confidence towards the purchasing behavior.

Consumers' trust (TR) in mobile marketing can be measured in multiple methods. Consumer Trust can be define as the subjective expectation with which consumers believe that a specific transaction occurs in a way consistent with their confident expectations (Venkatesh, 2012). While for Gefen et al. (2003) define as the central concept in technology acceptance research and proven to be key determinant of individuals' willingness to accept and use a technology as it mitigates uncertainties and risks related to vulnerabilities.

Researcher Name	Definition
Venkatesh et al. (2012)	the subjective expectation with which consumers believe that a specific transaction occurs in a way consistent with their confident expectations
Gefen et al. (2003)	A central concept in technology acceptance research and proven to be key determinant of individuals' willingness to accept and use a technology as it mitigates uncertainties and risks related to vulnerabilities

Table 2.8 Definition of Trust

Source : Construct by this research

Concluding Summary

Trust can be define as two types, meaning organizational trust and trust towards technology (Koksal & Penez, 2015). Former one covers the trust between user and service provider, base upon previous experience and good reputation (Kim et al., 2008). Besides, Alalwan et al. (2017) point out that trust towards technology can be find between Fin-tech with positive relationship.

2.2.3 Purchasing Intention

For purchasing intention can be interpret from the Venkatesh et al. Behavioral Intention of the UTAUT2 model, by which the Behavioral intention to online shopping can eventually affect the actual use of online shopping for customers.

For. Behavioral intention is meaning of the likelihood for the person to use of the technical system, the actual usage of the technical system will occurs when a person have the intention to use it. Which shows an direct impact of Behavioral intention on the actual usage of the technical system (BMC Medical Education, 2020).

Based on a literature review, Venkatesh et al. (2012) define as function of both behavioral intention (BI) and use behavior (UB), and the degree to which people believe the behavior to be automatic. While for Taylor and Todd (1995), defines as behavioral intention as perceived attitude and use behavior as actual action. Literature shows the behavioral intention may be the main predictor of any behavior and actions ; thus, this work use purchase intention online as the main antecedent of purchase behavior from an online retailer.

Researcher Name	Definition
Venkatesh et al. (2012)	function of both behavioral intention (BI) and use behavior (UB), the degree to which people believe the behavior to be automatic
Taylor and Todd (1995)	They define behavioral intention as perceived attitude, and use behavior as actual action.
Richard M. Weaver	It is the nature of such pedantry to habit itself in a harsh and crabbed style.

Table 2.9 Definition of Purchase Intention

Source : Construct by this Research

Concluding Summary

The main theories that have impacted the prediction of human behavior from a social psychology standpoint were reviewed to determine which factors influence online purchase intention.

2.3 Correlation between Dependent and Independent Variables

For the correlation between analysis factors of UTAUT2 will be figure out through divide into 8 factors, including Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, Facilitating Condition, Price Value, Habit, Trust.

2.3.1 The relationship between Performance Expectancy and Purchasing Intention

Performance expectancy will be defined as the degree to which an individual believes that using the system will help him / her to attain gains in job performance (Venkatesh et al., 2012). For the correlation between the performance expectancy will be advancing the general performance of user by using technical system assistance.

2.3.2 The relationship between Effort Expectancy and Purchasing Intention

Effort expectancy is defined as the idea of someone that using the new technology will be effortless (Venkatesh et al., 2012). For the correlation between effort expectancy will be advancement through reducing the effort of task through using technical system assistance for the users.

2.3.3 The relationship between Social Influence and Purchasing Intention

Social Influence is defined as the degree to which an individual perceives those important others believe he or she should use the new system (Venkatesh et al., 2012). For the correlation between social Influence and the research, technology will definitely help for the social influence of the users.

2.3.4 The relationship between Facilitating Condition and Purchasing Intention

Facilitating condition is define as the degree to which an individual believes that organizational and technical infrastructure exists to support the use of a system (Venkatesh et al., 2012). For the correlation between facilitating condition and research will be consider as advancing the user ease of use for completing task for the users through technical systems

2.3.5 The relationship between Hedonic Motivation and Purchasing Intention

Hedonic Motivation is define as the degree to which as the pleasure derived from the adoption of a technology (Venkatesh et al., 2012). For the correlation between hedonic motivation and research will be consider as technology can bring pleasure experience to users.

2.3.6 The relationship between Price Value and Purchasing Intention

Price value can be defined as consumers' cognitive tradeoff between the perceived benefits of the applications and the monetary cost for using them (Venkatesh et al., 2012). For the correlation between the price value will be consider as technology advance and affect the price value.

2.3.7 The relationship between Habit and Purchasing Intention

Habit can be define as the degree to which people believe the behavior to be automatic (Limayem and Cheung , 2007). For the habit correlation can be affecting the consumer purchasing behaviour.

2.3.8 The relationship between Trust and Purchasing Intention

Trust can be defined as the subjective expectation with which consumers believe that a specific transaction occurs in a way consistent with their confident expectations (Venkatesh et al., 2012). By which the correlation between the trust and consumer can build up a trustworthy relationship for users to use advance technology.

2.3.9 Purchasing Intention

Customer Purchasing Behavior can be defined as function of both behavioral intention (BI) and use behavior (UB), the degree to which people believe the behavior to be automatic (Venkatesh et al., 2012). By which customer purchasing behavior can affect the practice of online purchasing and buying pattern.

Chapter 3 Research Methodology

3.1 Research Framework

The researching methodology will include survey and interviews, the procedures for completing researching factors will include several researching phases for study.

First phase will include the Study among the topic – including study of current and potential market, along with feasibility of implementation of the project. The factor for designing and use of the technology and for implementation of the mobile apps for the online purchasing services.

Second phase will include the implementation of researching through survey and questionnaire with crowd. For the cooperation partnerships between corporate and technical professionals will be the second phase for the implementation of the apps and as well for the cooperation between partnerships.

Third phase will include the combination between study of market research and as well for cooperation partnerships between professionals and corporate. The above two research phases can study the relevance impact and influencing power through analysis of the above situation (EBSCO, 2010).

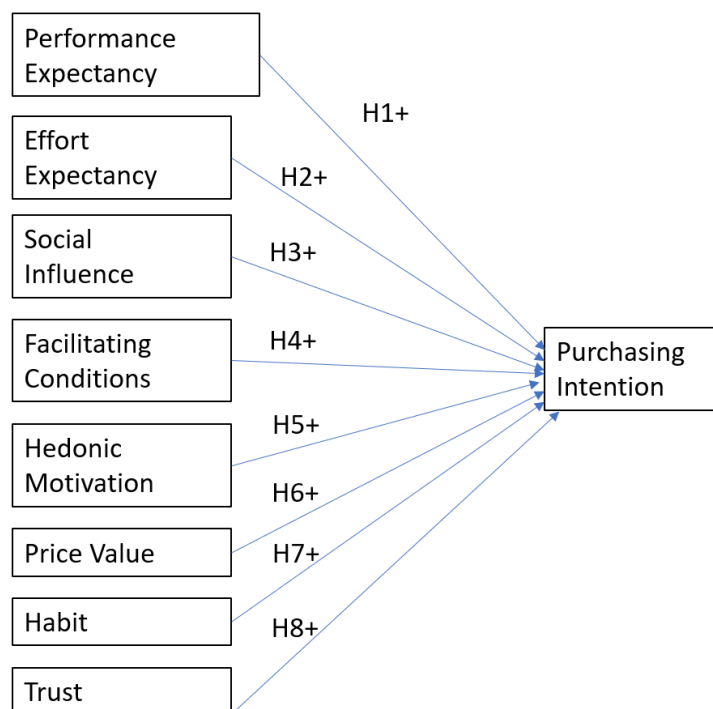


Fig 3.1 Correlation between factors of UTAUT2 with Trust and Purchasing Behavior
Source : Construct by this Research

3.2 Hypothesis Setting

8 Factors Correlation and Hypothesis setting H1 – H8 Setting (Positive Relation)

- 3.2.1 H1+ : Performance expectancy is expected to have positive effect on the purchasing intention towards online shopping.

According to the research essays, from Venkatesh research, performance expectancy of the UTAUT2 with purchasing behavior, define as the degree to which an individual perceives that using a system for helping him/her to attain a gain in job performance (Venkatesh et al, 2012).

- 3.2.2 H2+ : Effort Expectancy is expected to have positive effect on purchasing intention towards online shopping.

Effort Expectancy are defined as the level of easiness related while using any system. This means that effort expectancy refers to. the effort needed to use the system, whether it is simple (Venkatesh et al, 2012).

- 3.2.3 H3+ : Social Influence is expected to have positive effect on purchasing intention towards online shopping.

Social influence is defined as the degree to which an individual perceives those important others (such as relatives, peers and subordinate) believe that he or she should use the new system (Venkatesh et al., 2012).

- 3.2.4 H4+ : Facilitating Condition is expected to have positive effect on purchasing intention towards online shopping

Facilitating conditions is the perception of the user that there is the availability of adequate technical and organizational infrastructure to enable the use of a particular technology (Venkatesh et al., 2012).

- 3.2.5 H5+ : Hedonic Motivation is expected to have positive effect on purchasing intention towards online shopping

The first new construct that the UTAUT2 introduces is HM, which is defined as " the fun or pleasure derived from using a technology " (Venkatesh et al. 2012).

3.2.6 H6+ : Price Value is expected to have positive effect on purchasing intention towards online shopping

Price value is positive predictor of consumer behavioral intention to use technology in UTAUT2 such that perceived benefits of using a technology is greater than the perceived monetary cost incurred to use the technology (Venkatesh et al. 2012).

3.2.7 H7+ : Habit is expected to have positive effect on purchasing intention towards online shopping

For the above modeling, we defined 'habit' as the degree to which people tend to exhibit behaviors automatically and spontaneously because of learning and that is what has been operationalized in the UTAUT2 model in context of technology (Venkatesh et al. 2012).

3.2.8 H8+ : Trust is expected to have positive effect on purchasing intention towards online shopping

Consumers' trust (TR) in mobile marketing can be measured in multiple methods. Consumer Trust has been established as a positive influencer & the most significant predictor of Behavioral Intention (Venkatesh et al. 2012).

3.3 Research Methodology

Winter point out research methodology can be include as quantitative and qualitative research (Glyn Winter, 2000). Qualitative research meaning put the collective data with research hypothesis for finding out the correlation relationship, then comes out with the research result. Goertzen points out the quantitative research is measured by numbering, using confirm hypothesis as main point, use the statistical method to analysis the social influence (Goertzen, 2017).

3.3.1 Quantitative – Survey

The Quantitative part for the research study will be done through quantitative survey, the survey study mainly focused on measurement of customer online purchasing behavior.

3.3.2 Qualitative – Observation / Behavioral study

For Qualitative research, besides using survey, we also use focus group for relevant searching progress under measurement of the focus group interview, and as well for the measurement of pilot group for relevant interview groups.

3.3.3 Data Type : Primary Data / Secondary Data

According to Nassaji (2015), data can be divided into primary data and secondary data. In this research, Primary Data / Secondary Data will be considered as the main source of researching data set for the whole researching study purpose. For primary data include data collect from survey statistics, while secondary data include using government release data, statistical result as research data (Bazeley & Jackson, 2013)

3.5 Research Target

The Research target for this research will target Hong Kong citizen, main purpose for study online purchasing behavior and the whole online purchasing development trending, as well researching future improvement method for online purchasing value. Without limitation of age and gender differences. According to Hong Kong statistical department data in 2021, Hong Kong population will be 7552 thousand people (Hong Kong Census and Statistics Department, 2021). As we cannot include all Hong Kong citizen, we use sampling method to perform the research.

3.6 Sample Size

The relevant sampling size for the probability sampling are using equation of Green (1991) for $N > 50 + 8n$ with n as the number of independent variables in UTAUT2 as $n=8$ in this research, determine the minimum sample size of 114. The relevant pourability of the sampling are find as the following of 95% and the percentage of the 50%. Non-pourability sampling of the whole researching method will be finding out as the main sampling method for the whole cases of the study. Sampling method for the pourability sampling will be N are counting as the sampling size for this research (University of Florida, 1992).

Through survey study of research materials, online shopping behavior for research can be refer back to basic part of survey, in which we have perform survey to adults of age 18 or above, and by which the age range cover from 18 to over 65, most of the participants are age between 36 – 45 contributes to 32.6% of the overall participants and age 25- 36 contributes to 24.6% of the participants.

3.7 Sampling Methodology – Non-Probability sampling

According to Browne (1995), Non-Probability Sampling including Snow Ball effect, which is interviewing the 1st group of surveying candidate, then through the 1st group of candidate spread to other new candidates (Noy, 2008). Considering the limitation COVID-19, we have use Non-probability sampling method along with snow-ball effect to replace probability sampling.

This research has use Google Form to produce the survey, through online spreading to 30 friends, then through them spread to 5 friends each. We expect to have in total of 150 survey received. Up till 26 August, 2021, the sampling method we have collect 117 survey result.

3.8 Analytical Method

With the above analytical methodology for performing the whole research will be performing the descriptive and reliability data counting methodology. As the valuable factor for analysis of whole research methodology. The analytical method factor for taking the data research will be using IBM SPSS v26 as data analysis tools, including descriptive analysis, reliability analysis, correlation analysis and regression analysis.

3.8.1 Descriptive analysis

According to Murray et al. (2001), for survey study using descriptive analysis the basic information, including mean and standard deviation of each value, with analysis will be complete through grouping of the 8 factors of UTAUT2 with measurement of mean, mode, standard deviation.

Mean value of the research will be based upon Likert 5 design, with the mean value equals to $(5+1)/2$, which means answer larger than 3 will be tends to agree, while smaller than 3 will be tends to disagree (Allen & Seaman, 2007). With Standard deviation will be tends to 1 to be more disperse and tends to zero tends to be focus.

At the performance of survey analysis for this research, we have provided a survey and divide the participants into several teams with total 117 participants. We analysis the data divide into the range of 7 different age groups including :

1. Age below 18
2. Age range 18-25
3. Age range 26-35
4. Age range 36-45
5. Age range 46-55
6. Age range 56-65
7. Age range over 65 years old

Depends on their feedback we have the following list of result base upon their reply to check with the UTAUT2 for valuing the online shopping experience with 8 variables and differentiation of answers. We also divide them according to gender differences.

3.8.2 Reliability Testing

The reliability testing of the above research will use the relevant confidence level and the confidence interval as the testing standard. With the above standard will be counting as the researching standard and the value for the whole factor of researching (IEEE, 1991). For the researching questions of the above, we will be finding out with the following affecting factors for online shopping of audiences.

According to Vergura et al (2003), they point out the reliability test can describe the sample whole situation, allocation and percentages for description of the basic information, with their mean ratio and wave ability for analysis. And the result happens as following with Alpha as the reliability test result.

For Cronbach's Alpha equation will be equals to $\alpha = (N \cdot \bar{c}) / [\bar{v} + (N - 1) \cdot \bar{c}]$
Cronbach's Alpha reliability can provide as following, including Nunnally (1967) suggest Cronbach's alpha value as <0.5 will be suitable for performing research. At the mean time, George & Mallery (2003) thinks that value lower than 0.6 is slightly acceptable, but usually acceptable value of Cronbach's alpha will be 0.7, thus have the following table value:

Cronbach's Alpha	Representation Symbol
$\alpha < 0.5$	Not Reliable
$0.5 \leq \alpha < 0.7$	Quite Reliable
$0.7 \leq \alpha < 0.8$	Reliable
$\alpha \geq 0.8$	Very Reliable

Table 3.1 Cronbach's Alpha value reliability symbol

Source : Springer Link, 2017

3.8.2 Correlation Analysis

The correlation analysis is relevant to a correlation factor value, which was earliest proposed by Pearson (1920), which call as Pearson Relation coefficient of the factors. It shows the correlation between the value and the value of more than 2 values, with value between -1 to 1.

The Pearson Relation use $r(X, Y)$ or use r for presenting. The equation is : (Chen et al.. 2002) : $(r) = [\text{cov}(X, Y)] / \sigma_X \sigma_Y$. With $\text{cov}(X, Y)$ is X and Y correlation difference. σ_X and σ_Y are quality standard variation.

Pearson Relation (r)	Corelated Level
$1.0 > r \geq 0.7$	Strongly Related
$0.7 > r \geq 0.4$	Relatively Related
$0.4 > r > 0.0$	Slightly Related
$r = 0$	No Relation
$0.0 \geq -0.4$	Slightly Negative Related
$-0.4 > r \geq -0.7$	Relatively Negative Related
$-0.7 > r \geq -1.0$	Strongly Negative Related

Table 3.2 Pearson Relation and correlation factor

Source : statstutor.uk Pearson's correlation, 2017

3.8.3 Regression Analysis – Trend Analysis

The regression analysis equation commonly explain as R square, regression model and VIF, for providing accurate measurement. In research, using regression analysis can discuss multiple variables data for understanding each variable correlation and affecting direction and relationship (Myers & Myers, 1990).

Linear Regression and Multiple regression are similar, studying the variable x and y relation. Krackhardt (1998) point out multiple regression can be present by following equation : $Y = \beta_0 + \beta_1 \times X_1 + \beta_2 \times X_2 + \dots + \beta_k \times X_k + \epsilon$. With Y as the Dependent variable, with X as Independent Variables, β as the slopes. Lin et al. (2011) explain, besides consider linear relation, can also consider Variance Inflation Faction (VIF) , If VIF less than 10 means there are no linear problem , VIF variable smaller will be better , vice versa.

VIF Variable Indication	Level of Linear Regression
Higher than 10	Serious
Between 3 to 10	Medium to high
Lower than 3	Slightly

Table 3.3 VIF variable factor

Source : Construct by this research

3.9 Questionnaire Design

According to Croasmun & Ostrom (2011), we have designed the survey by using Likert 5 for measurement, rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree. With division of the whole research according to the UTAUT2 model with trust and purchasing intention as variables.

3.9.1 Questionnaire change definition

According to Venkatesh et al. (2003) about Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, while Venkatesh et al. (2012) will be including more about Hedonic Motivation, Prive Value, Habit along with Alalwan et al. (2010) Trust and Davis et al. (1989) Behavioral Intention. We will make amendment for the research.

Performance Expectancy

For performance expectancy of online shopping can be define as the degree to which an individual perceives that using a system for helping him/her to attain a gain in job performance (Venkatesh et al, 2012).

Definition	Question No.	Content
User for using the online purchasing can be find due to performance expectancy	PE01	Online shopping is useful in daily life
	PE02	Online shopping increase customer chances to purchase suitable item
	PE03	Online shopping facilitating customer for shopping and purchasing items

Table 3.4 Question for Performance Expectancy

Source : Construct by this Research

Effort Expectancy

For effort expectancy is define as the level of easiness related while using any system (Venkatesh et al, 2012).

Definition	Question No.	Content
User of online shopping can bring up the effort expectancy for purchasing and shopping.	EE01	Learning how to use online shopping is easy for me
	EE02	Online shopping is easy and can become skillful in short period of time
	EE03	The interaction with online shopping is clear and understandable

Table 3.5 Question for Effort Expectancy

Source : Construct by this Research

Social Influence

Social Influence define as the degree to which an individual perceives those important others (such as relatives, peers and subordinate) believe that he or she should use the new system (Venkatesh et al., 2012).

Definition	Question No.	Content
User of online shopping has been greatly affected by social influence power.	SI01	People who are important to me think that I should use Online Shopping
	SI02	People who influence my behavior think that I should use Online Shopping
	SI03	People whose opinions that I value prefer that I use online shopping

Table 3.6 Question for Social Influence
Source : Construct by this Research

Facilitating Condition

Facilitating Condition is perception of user that has availability of adequate technical & organizational infrastructure to enable use of technology (Venkatesh et al, 2012).

Definition	Question No.	Content
For the users facilitating condition is one of the important factor for online purchasing.	FC01	For the general public has the resources necessary for using online shopping
	FC02	People has the knowledge necessary to use Online shopping
	FC03	Online shopping is compatible and easy to use with other technologies I used at daily life

Table 3.7 Question for Facilitating Condition
Source : Construct by this Research

Hedonic Motivation

Hedonic Motivation can be defined as " the fun or pleasure derived from using a technology " (Venkatesh et al. 2012).

Definition	Question No.	Content
Hedonic motivation has been one of the important factor	HM01	The Whole Process of Online shopping can bring user enjoyable experience
	HM02	Using Online shopping can provide user a fun experience
	HM03	Using online shopping can provide user entertaining experience

Table 3.8 Question for Hedonic Motivation
Source : Construct by this Research

Price Value

Price value can be defined perceived benefits of using a technology is greater than the perceived monetary cost incurred to use the technology (Venkatesh et al., 2012).

Definition	Question No.	Content
Price value for online purchasing is relatively competitive and reasonable to purchasing through stores.	PV01	The Price level for Online Purchasing is reasonable priced
	PV02	The Online shopping is of good value for the money
	PV03	Online Shopping at current price is good value for the money

Table 3.9 Question for Price Value
Source : Construct by this Research

Habit

Habit defines as the degree of people tend to exhibit behaviors automatically & spontaneously because of learning in UTAUT2 (Venkatesh et al., 2012).

Definition	Question No.	Content
The definition of habit will be influencing the consumer buying habit	HT01	The use from mobile apps user platform is user friendly in daily life
	HT02	Mobile shopping service are convenient for user and may lead to future of purchasing method
	HT03	Consumer are having more opportunities for online shopping on the future

Table 3.10 Question for Habit
Source : Construct by this Research

Trust

Trust can be defined as a positive influencer & the most significant predictor of Behavioral Intention (Venkatesh et al. 2012).

Definition	Question No.	Content
The process of online shopping is trustworthy for users and for monitoring to perform job right.	TS01	The process of online shopping is trustworthy for users
	TS02	We do not doubt the honesty and accuracy of Online Shopping
	TS03	Even if not monitor, we would trust online shopping will do the job right.

Table 3.11 Question for Trust
Source : Construct by this Research

Purchasing Behavior

Purchasing Behavior define as the main factor for affecting customers to practice on online shopping purchasing behavior (Venkatesh et al. 2012).

Definition	Question No.	Content
The consumer behavior will be influencing the online shopping practice for the above.	PB01	Which Factors you think in Online Shopping is Important
	PB02	Which type of Online Shopping website you will usually use
	PB03	Which mode of purchasing item/shopping you will prefer

Table 3.12 Question for Purchasing Behavior

Source : Construct by this Research

3.9 Questionnaire Design Summary

The Survey Including Questions and Basic Framework

Factors in UTAUT2		Main Theme for Group of Questions	References
I.	Performance Expectance	Online Shopping is useful in daily life & raise customer chances for purchasing	Viswanath Venkatesh (2012)
II.	Hedonic Motivation	The whole process of online shopping can bring customers delighting experiences	Viswanath Venkatesh (2012)
III.	Social Influence	People surrounding customers can affect customer choice for online shopping	Viswanath Venkatesh (2012)
IV.	Effort Expectance	Process of online shopping is clearly understand and easy to become skillful	Viswanath Venkatesh (2012)
V.	Facilitating Condition	For general public online shopping can be easy to use and learn to do so	Viswanath Venkatesh (2012)
VI.	Price Value	The Price Value of online shopping is reasonable set and of good value	Viswanath Venkatesh (2012)
VII.	Habit	The one stop design & convenience of online shopping raise customer intention for purchasing	Viswanath Venkatesh (2012)
VIII.	Trust	The process of online shopping is trustworthy and with honesty for customer to trust	Viswanath Venkatesh (2012)
IX.	Purchasing Behavior	The process of consumer behavior will affect the purchasing practice of customers	

Table. 3.13 UTAUT2 Factors for Analysis and setting for survey

Source : Construct by this Research

3.10 Consumer Behavior

With the setting of the online survey will include the questions of customers purchasing behavior for online purchasing. With setting of the questions will study the pattern for customers purchasing pattern and behavior along with factors consider as the main influencing factors of the value on the study.

3.11 Pilot Testing

Silk & Urban (1978) points out for ensuring the questionnaire design is coherent and effective, before performing the standard survey will prefer to perform the pilot testing. In order to ensure the users on the online shopping intention for the survey.

The pilot testing for the above factors will consider the main factors surrounding relevant factor taking consideration with the remaining information. With the above factors will find as the relevant information for performing the pilot test.

We have perform the pilot testing on the previous date of June to July of 2021, with the survey was perform with sample size of around 32 persons, with analysis on the SPSS with Cronbach's alpha will be find as follow:

Factors		Cronbach's Alpha
I.	Performance Expectance	0.72
II.	Hedonic Motivation	0.7
III.	Social Influence	0.708
IV.	Effort Expectance	0.76
V.	Facilitating Condition	0.71
VI.	Price Value	0.72
VII.	Habit	0.715
VIII.	Trust	0.73
IX.	Purchase Intention	0.71

Table 3.14 Pilot Test for UTAUT2

Source : Construct by this research

Survey result indicates that all the variables of the survey on the pilot test are having high reliability, with slightly amendment can be advance the reliability test.

3.12 Research Ethics

From this research we will be considering the purpose and research progress will definitely perform under strong humanities right and will respect all the participants can perform the study under proper privacy. All the information will be collect for academic use only.

3.13 Research Limitation

The researching limitation for the relevant factors will find out as the information factor, and the procedures for researching target. By which the above procedure will become a researching limitation. With the procedure for holding of the whole researching project. Besides that, the researching limitation of the procedures, we can also find out with the above uncertainties for the reference of work with the sample size may have variation for collections of the sampling.

4. Data Analysis

We have performed the survey analysis, by using the IBM SPSS V26 as the analysis tools, including the descriptive data analysis, reliability analysis, correlation analysis, regression analysis. With collection of data through Google Form perform between date of 2021 of June to August.

At the performance of survey analysis for this research, we have provided a survey and divide the participants into several teams with total 117 participants. Without setting limit to the age ranges and gender differences.

We analysis the data divide into the range of 7 different age groups including:

1. Age below 18
2. Age range 18-25
3. Age range 26-35
4. Age range 36-45
5. Age range 46-55
6. Age range 56-65
7. Age range over 65 years old

With The largest group of participants as age between 26-35 as 28.2% of participants with actual number of 33. While age between 36-45 as the second main difference group of participants with 26.5% of participants and actual number of 31. For the gender difference, we have 56.4% of 66 female participants and 43.6% of 51 male participants.

1. Would you like to tell us your age range in the following group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Age 18 - 25	7	6.0	6.0	6.0
	Age 26 - 35	33	28.2	28.2	34.2
	Age 36 - 45	31	26.5	26.5	60.7
	Age 46 - 55	19	16.2	16.2	76.9
	Age 56 - 65	17	14.5	14.5	91.5
	Age 65 or above	9	7.7	7.7	99.1
	Age below 18	1	.9	.9	100.0
	Total	117	100.0	100.0	

3. May I know about your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	66	56.4	56.4	56.4
	Male	51	43.6	43.6	100.0
	Total	117	100.0	100.0	

Fig. 4.1 Participants in the Survey with the Age and Gender Variations.

Source : Construct by this research

4.2 General Analysis of 8 Variable Factors for the Survey of UTAUT2 Testing

I. Performance Expectancy

For Performance expectancy, we have interview general of the 117 participants with three questions for Online shopping. About 43.6% of the participants agrees that Online shopping are relatively useful in daily life. For the second question of online shopping increase the customer chances to purchase suitable items, with 39.3% agrees that Online shopping increase the customer chances for purchasing items. Among the participants, 48.7% agrees that Online shopping is more convenient and facilitate customers for performing online shopping and purchasing items.

II. Effort Expectance

For the effort expectance, we have conduct three questions for online shopping to examine. Among 117 participants, we have 43.6% of the participants agrees that the whole experience of online shopping can bring enjoyable experience. For the online shopping user about 44.4% feels that online shopping can bring delighting experience to them. And for 35.9% feels that online shopping is an entertaining experience for them.

III. Social Influence

For among the study of the field Social influencing, about 38.5% of participants finds it neutral for people surrounding them influence them for online shopping. And for 39.3% thinks that they are neutral towards people who have influencing power affect their choice for online shopping. While 50.4% participants agrees that people who have valuable opinion influence them for preference for online shopping.

IV. Facilitating Condition

For Facilitating Condition, we can find out that about 44.4% of the participants are finding out that learning how to use online shopping is easy for them. For about 50.4% of the participants are finding that online shopping is easy and can become skillful in short period of time. For about 53% of the participants finds out that the interaction with online shopping is clear and understandable.

V. Hedonic Motivation

For hedonic motivations, around 55.6% of participants mention for general public can usually have the resources necessary for online shopping. For around 58.1% of the participants have the knowledge necessary to use online shopping. For online shopping about 51.3% of the participants reflect are compatible to other technologies they used at daily life.

VI. Price Value

For the Price Value for Online shopping, we can see that around 47% are towards neutral towards online shopping is of reasonable priced. For 46.2% are also towards neutral as online shopping price setting is of good value for money. Besides that 52.1% of participants agrees that at current setting of price level, online shopping is providing good value for purchasing items.

VII. Habit

For the purchasing habit for online shopping, around 56.4% of participants agrees that the one-stop design of the mobile apps user platform is user friendly. With around 57.3% of the participants agrees that mobile shopping service are convenient for users and may lead to future pattern of purchasing method. Around 44.4% of participants strongly agrees that in year of 2021 consumers are having more opportunities for online shopping at current situation.

VIII. Trust

For the trusting factor, around 42.7% of the users agrees the process of online shopping is trustworthy for users. And for 38.5% of the participants are neutral towards the honesty and accuracy of online shopping. With 38.5% of the participants are neutral on even if not monitor, we trust online shopping will do the job right.

4.3 Analysis Result of Data – Purchasing Behavior

Purchasing Behavior

For understand the customer purchasing behavior of online shopping, we have conducted several questions for studying the customer purchasing behavior, including:

- I. Which Factors you value as important for Online shopping
- II. Which types of Online shopping platform will you pursue
- III. For shopping in store and online which one will you prefer

I. Factors Customer value as important for Online Shopping

According to question from the Survey for the conducting online shopping. For the first question I. Which Factors of Online shopping is important, we have got most of the participants vote on the 1) Catalogue for Choosing product contribute to 66.1%, with the Second as 2) Convenient Process from Choosing item to Payment Checkout contribute to 58.7%, and the third reason 3) Payment process convenient contribute to 42.1% of the participants. The following factors will include as 4) Design of Webpage contribute to 41.3%, 5) Including a Broad Range of Items for Choosing contribute to 38.8% and 6) Brand Name contribute to 32.2%.

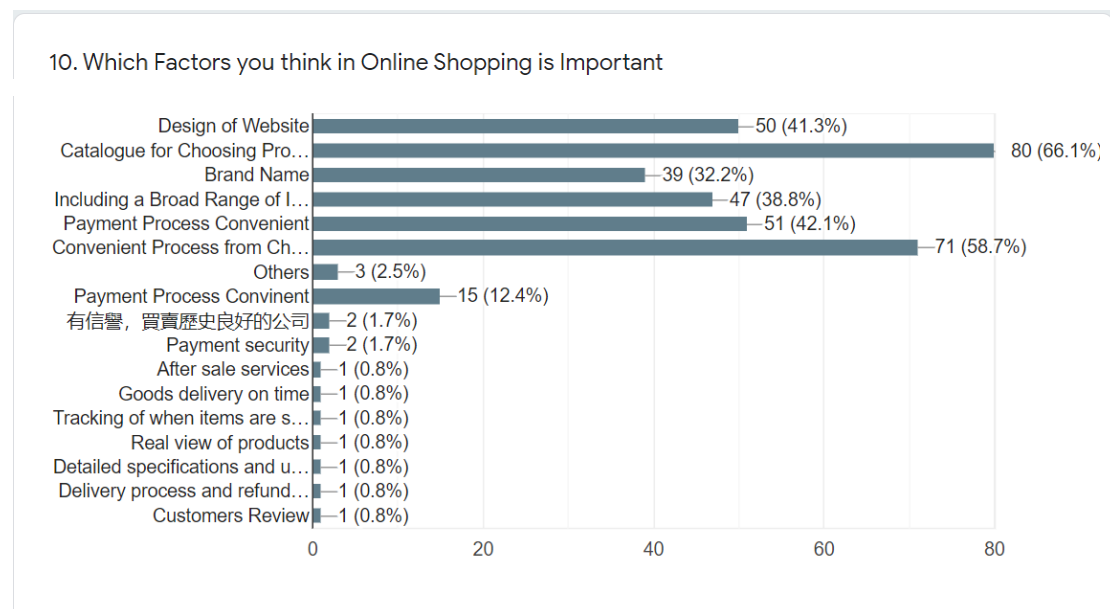


Fig. 4.2 Survey Result - Factors of Customer Value as important for Online shopping

Source : Construct by this research

II. Types of Online Shopping customer pursue

For analyzing the types of online shopping webpage customer will pursue we have the following result from the survey. For the type of Online shopping customer will pursue the most is 1) Local Online Shopping website with broad catalogue of items contribute to 73.8% of participants. With the second most prefer online shopping website is 2) Oversea Online shopping webpage with various of items contribute to 50.8% of participants. The third type of webpage is 3) Local General shopping website contribute to 27.9% of participants. And for the fourth most likely will 4) Fashionable clothing website contribute to 25.4% of participants. With the remaining will be 5) overseas general items shopping webpage contribute to 25.4% and the last will be 6) Others contribute to 9.8%.

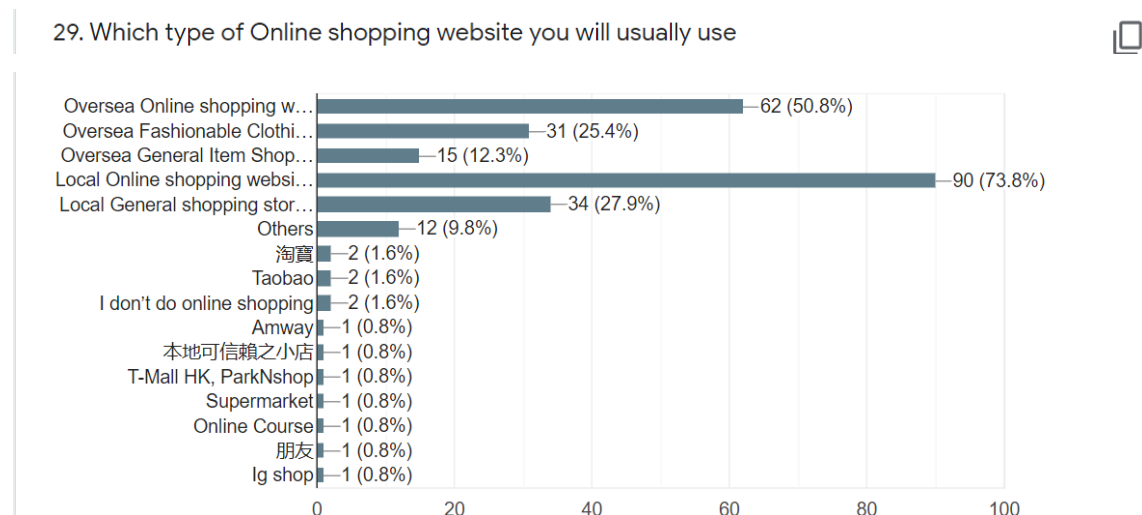


Fig. 4.3 The Type of Online shopping website you will usually use

Source : Construct by this research

III. Mode of Shopping

For customer preference mode of shopping we refer back to the survey of online shopping, around 57.4% of participants prefer shopping in store while for 42.6% of participants prefer shopping online.



Fig. 4.4 Preference mode of shopping

Source : Construct by this research

4.4 Descriptive Data Value

4.4.1 Performance Expectancy

Performance Expectance – Question 4

For the first question relative mean value as 4.1 with range of 1 as most disagree and 5 as most agree, standard deviation as 0.894. For the age distribution of the question 4, most diverse age range was 26-35 with contribute to 28.2% of the distribution and the second diverse age range was age 36-45 contribute to 26.5%. While most people choice was choice 4 as agree and contribute as 43.6% of the interview candidate.

Performance Expectance – Question 5

For second question the mean value was 3.76 out of 5 with 1 as most disagree and 5 as most agree, with standard deviation as 0.858. With the most of the candidate select 3 as the neutral choice with 39.3%, and 33.3% of the candidate select 2 as disagree. For the analysis of the gender distribution for the above questions, female tends to take neutral of choice 3 for 64.1% and male tends to take agree of choice 4 for 47.8%. In general both gender takes agree of choice 4 for 39.3%

Performance Expectance – Question 6

For the third question the mean value was 4.1 with range of 1 as most disagree and 5 as most agree, standard deviation as 0.747. For the younger age between 26-35 about 29.8% of the participants takes agree while for older age for 56-65, mostly take choice 4 for agree for 17.5% and neutral of 23.8%. For the gender difference, both gender takes most proportion for agree option of choice 4. For female contributes to 57.9% while for male contributes to 42.1%.

Question Content	Mean	Standard Deviation
Q4	4.1	0.894
Q5	3.76	0.858
Q6	4.1	0.747

Table 4.1 Question 4 to 6 – Performance Expectancy mean and standard deviation

Source : Construct by this research

4.4.2 Hedonic Motivation

Hedonic Motivation – Question 7

For Hedonic Motivation part, the mean value was 3.62 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.849. For age distribution of younger age group 26-35, mostly choose neutral contributes to 37.5%, while for older age of 46-55 takes choice 4 of agree contributes to 17.6%. For gender difference female mostly take choice 4 of agree for 64.7% while for male mostly take up choice 3 of neutral for 57.5%.

Hedonic Motivation – Question 8

For Hedonic motivation second question collected mean value was 3.59 with 1 as most disagree and 5 as most agree, along with standard deviation with 0.842. For the younger age between 26-35 about 32.7% of the participants takes agree while for older age for 46-55, mostly take choice 4 for agree for 15.4% and neutral of 14.6%. For gender variation of question 8, both gender takes most proportion for agree option. Both gender takes agree contributes to 44.4% while for neutral contributes to 35.9%.

Hedonic Motivation – Question 9

For the third question the mean value was 3.47 with 1 as most disagree and 5 as most agree, along with standard deviation as 0.97 from the value. For the younger age between 26-35 about 30.8% of the participants takes neutral while for older age for 46-55, mostly take choice 4 for agree for 21.4% and neutral of 10.3%. For gender variation of question 9, female takes most proportion for agree option with 61.9% while for male most propotion takes neutral for 56.4%.

Question Content	Mean	Standard Deviation
Q7	3.62	0.849
Q8	3.59	0.842
Q9	3.47	0.97

Table 4.2 Question 7 to 9 – Hedonic Motivation mean and standard deviation

Source : Construct by this research

4.4.3 Social Influence

Social Influence – Question 11

For the Social Influence part, the mean value was 3.32 with 1 as most disagree and 5 as most agree, along with the standard deviation was 0.936. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 31%, while for older age of 46-55 takes choice 3 of neutral contributes to 20%. While for the gender difference for female mostly take choice 3 of neutral for 57.8%% while for male mostly take up choice 4 of agree for 47.6%.

Social Influence – Question 12

For the Social Influence part second question, the mean value was 2.97 with 1 as most disagree and 5 as most agree, along with the standard deviation was 0.987. For the age distribution of younger age group for 26-35, most of them choose neutral or disagree contributes to 45.8%, while for older age of 56-65 takes choice 3 of neutral contributes to 17.4%. While for the gender difference for female mostly take choice 3 of neutral for 56.5%% while for male mostly choose neutral for 43.5%.

Social Influence – Question 13

For the Social Influence part the mean value was 3.44 with 1 as most disagree and 5 as most agree, along with the standard deviation was 0.928. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 37.3%, while for older age of 46-55 takes choice 4 of agree contributes to 15.3%. While for the gender difference for female mostly take choice 4 of agree for 57.6% while for male mostly take up choice 4 of agree for 42.4%.

Question Content	Mean	Standard Deviation
Q11	3.32	0.936
Q12	2.97	0.987
Q13	3.44	0.928

Table 4.3 Question 11 to 13 – Social Influence mean and standard deviation

Source : Construct by this research

4.4.4 Effort Expectancy

Effort Expectancy – Question 14

For the Effort Expectancy part, the mean value was 4.09 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.89. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 28.8%, while for older age of 46-55 takes choice 4 of agree contributes to 15.4%. While for the gender difference for female mostly take choice 4 of agree for 53.8% while for male mostly take up choice 4 of agree for 46.2%.

Effort Expectancy – Question 15

For Effort Expectancy, the mean value was 3.93 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.848. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 30.5%, while for older age of 46-55 takes choice 4 of agree contributes to 13.6%. While for the gender difference for female mostly take choice 4 of agree for 55.9% while for male mostly take up choice 4 of agree for 44.1%.

Effort Expectancy – Question 16

For the Effort Expectancy part, mean value was 3.9 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.814. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 27.4%, while for older age of 46-55 takes choice 4 of agree contributes to 19.4%. While for gender difference both gender mostly take choice 4 of agree for 53%.

Question Content	Mean	Standard Deviation
Q14	4.09	0.89
Q15	3.93	0.848
Q16	3.9	0.814

Table 4.4 Question 14 to 16 – Effort Expectancy mean and standard deviation

Source : Construct by this research

4.4.5 Facilitating Condition

Facilitating Conditions – Question 17

For Facilitating Conditions part, the mean value was 3.68 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.667. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 26.2% while for older age of 46-55 takes choice 4 of agree contributes to 13.8%. While for gender difference both gender mostly take choice 4 of agree for 53%.

Question 18 – Facilitating Conditions

For the Facilitating Condition part, the mean value was 3.63 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.702. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 27.9%, while for older age of 46-55 takes choice 4 of agree contributes to 16.2%. While for gender difference both gender mostly take choice 4 of agree for 58.12%.

Question 19 – Facilitating Conditions

For the Facilitating Condition part, the mean value was 3.83 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.746. For the age distribution of younger age group for 26-35, most of them choose choice 4 of agree contributes to 26.7%, while for older age of 46-55 takes choice 4 of agree contributes to 20%. While for gender difference both gender mostly take choice 4 of agree for 51.28%.

Question Content	Mean	Standard Deviation
Q17	3.68	0.667
Q18	3.63	0.702
Q19	3.83	0.746

Table 4.5 Question 17 to 19 – Facilitating Conditions mean and standard deviation
Source : Construct by this research

4.4.6 Price Level

Question 20 – Price Level

For Price Level part, the mean value was 3.56 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.748. For the age distribution of younger age group for 26-35, most of them choose choice 3 of neutral contributes to 39.1% while for older age of 56-65 takes choice 4 of agree contributes to 7.3%. While for gender difference both gender mostly take choice 4 of agree for 47.0%.

Question 21 – Price Value

For Price Level part, the mean value was 3.52 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.702. For the age distribution of younger age group for 26-35, most of them choose choice 3 of neutral contributes to 32.7% while for older age of 56-65 takes choice 4 of agree contributes to 14.6%. For gender difference both gender mostly take choice 4 of agree for 46.2%

Question 22 – Price Value

For Price Level part, the mean value was 3.53 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.624. For the age distribution of younger age group for 26-35, most of them choose choice 4 of neutral contributes to 32.8% while for older age of 56-65 takes choice 3 of agree contributes to 13.1%. While for gender difference both gender mostly take choice 4 of agree for 52.14%

Question Content	Mean	Standard Deviation
Q20	3.56	0.748
Q21	3.52	0.702
Q22	3.53	0.624

Table 4.6 Question 20 to 22 – Price Level mean and standard deviation

Source : Construct by this research

4.4.7 Habit

Question 23 – Habit

For Behavioral Intention part, mean value was 3.84 with 1 as most disagree and 5 as most agree, along with standard deviation was 0.754. For the age distribution of younger age group for 26-35, most of them choose choice 4 of neutral contributes to 24.2% while for older age of 46-55 takes choice 4 of agree contributes to 18.2%. While for gender difference both gender mostly take choice 4 of agree for 56.41%.

Question 24 – Habit

For Behavioral Intention part, mean value was 4.05 with 1 as most disagree and 5 as most agree, along with standard deviation is 0.741. For the age distribution, younger age group of 26-35, most of them choose choice 4 of neutral contributes to 28.4% while for older age of 56-65 takes choice 4 of agree contributes to 14.9%. While for both gender mostly take choice 4 of agree for 57.26%

Question 25 – Habit

For Behavioral Intention part, mean value was 4.05 with 1 as most disagree and 5 as most agree, along with standard deviation is 0.741. For the age distribution, younger age group of 26-35, most of them choose choice 4 of neutral contributes to 32.7% while for older age of 56-65 takes choice 4 of agree contributes to 14.9%. While for both gender mostly take choice 4 of agree for 44.44%

Question Content	Mean	Standard Deviation
Q23	3.84	0.754
Q24	4.05	0.741
Q25	4.05	0.741

Table 4.7 Question 23 to 25 – Behavioral Intention mean and standard deviation

Source : Construct by this research

4.4.8 Trust

Question 26 – Trust

For Trust part, mean value was 3.49 with 1 as most disagree and 5 as most agree, along with standard deviation is 0.773. For the age distribution, younger age group of 26-35, most of them choose choice 4 of neutral contributes to 28.6% while for older age of 56-65 takes choice 3 of neutral contributes to 22%. While for female mostly take choice 3 for neutral of 62%, and male mostly take choice 4 of agree for 57.10%

Question 27 – Trust

For Trust part, mean value was 2.86 with 1 as most disagree and 5 as most agree, along with standard deviation is 0.899. For the age distribution, younger age group of 26-35, most of them choose choice 2 of disagree contributes to 42.1% while for older age of 56-65 takes choice 2 of disagree contributes to 21.1%. While for female mostly take choice 2 for neutral of 71.1%, and male mostly take choice 3 of neutral for 53.3%

Question 28 – Trust

For Trust part, mean value was 2.97 with 1 as most disagree and 5 as most agree, along with standard deviation is 0.991. For the age distribution, younger age group of 26-35, most of them choose choice 2 of disagree contributes to 34.5% while for older age of 56-65 takes choice 3 of neutral contributes to 22.2%. While for female mostly take choice 3 for neutral of 62.2%, and male mostly take choice 3 of neutral for 37.8%

Question Content	Mean	Standard Deviation
Q26	3.49	0.773
Q27	2.86	0.899
Q28	2.97	0.991

Table 4.8 Question 26 to 28 – Trust with mean and standard deviation

Source : Construct by this research

4.5 Reliability Test

The Cronbach's Alphas of the above 8 factor constructs are displayed in Table 1. All Alphas are above the threshold of 0.7 (Nunnally, 1978), meaning that the reliability is confirmed.

Construct Factor	Cronbach's Alphas	Representation
Performance Expectance	0.721	Quite Reliable
Effort Expectance	0.706	Quite Reliable
Social Influence	0.708	Quite Reliable
Hedonic Motivation	0.819	Reliable
Facilitating Conditions	0.76	Quite Reliable
Price Value	0.73	Quite Reliable
Habit	0.718	Quite Reliable
Trust	0.735	Quite Reliable

Table 4.9 Cronbach's Alphas summary list

Source : Construct by this research

1. Performance Expectance

For the first question of Online shopping is useful in daily life, most of the participants are having the age range between 26-35 and 36-45. With most of the participants among all the age range group are selecting option agree and strongly agree. For the model summary of the Reliability Analysis, we can see that for Performance Expectance the Alpha rating is rating as 0.721, which lays in the quite reliable range for the analysis. With the scale variance if item deleted will be 1.791.

Cronbach's Alpha	N of Items
.721	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)	7.86	1.791	.602	.556
5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)	8.21	1.992	.540	.636
6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree)	7.86	2.343	.495	.690

Fig 4.13 Performance Expectance Item total and scale statistics

Source : Construct by this research

2. Hedonic Motivation

For the effort expectance of study we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of work can be analysis for setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.819, with the mean as 10.68 and variance as 5.221, standard deviation as 2.285. The item scale mean and statistics as follow :

Cronbach's Alpha	N of Items
.819	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree)	7.06	2.574	.707	.718
8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree)	7.09	2.682	.663	.760
9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree)	7.21	2.337	.655	.775

Fig 4.14 Hedonic Motivation of Statistics Reliability Test
Source : Construct by this research

3. Social Influence

For the social influence of study we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of the work can be analysis for the setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.708 with the mean as 9.81 and variance as 5.208, standard deviation as 2.282. The item scale mean and statistics as follow :

Reliability Statistics				
Cronbach's Alpha	N of Items			
.708	3			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	6.46	2.844	.464	.691
12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	6.81	2.378	.594	.528
13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	6.34	2.736	.525	.619

Fig 4.15 Social Influence Reliability Test
Source : Construct by this research

4. Effort Expectancy

For the effort expectancy of study we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of the work can be analysis for the setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.706, with the mean as 11.92 and variance as 4.106, standard deviation as 2.026. The item scale mean and statistics as follow:

Reliability Statistics				
Cronbach's Alpha	N of Items			
.706	3			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)	7.83	1.902	.575	.547
15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)	7.99	1.940	.613	.500
16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree)	8.03	2.439	.396	.760

Fig 4.16. Effort Expectancy
Reliability Test

Source : Construct by this research

5. Facilitating Conditions

For the facilitating conditions of study we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of the work can be analysis for the setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.76, with the mean as 10.51 and variance as 4.862, standard deviation as 2.205. The item scale mean and statistics as follow :

Reliability Statistics				
Cronbach's Alpha	N of Items			
.760	3			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	7.03	1.737	.849	.328
18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	6.97	3.787	.206	1.000
19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree)	7.03	1.737	.849	.328

Fig 4.17 Facilitating Condition
Reliability Test

Source : Construct by this research

6. Price Value

For the price value of the we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of the work can be analysis for the setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.73, with the mean as 10.61 and variance as 2.81, standard deviation as 1.676. The item scale mean and statistics as follow:

Reliability Statistics				
Cronbach's Alpha	N of Items			
.730	3			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)	7.05	1.273	.579	.614
21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)	7.09	1.303	.632	.544
22. At the Current Price Level, the set of Price Level provide good value for Online shopping	7.08	1.675	.462	.743

Fig 4.18 Price Value Reliability Statistics

Source: Construct by this research

7. Habit

For the Habit of the we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of the work can be analysis for the setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.718, with the mean as 11.5 and variance as 3.879, standard deviation as 1.97. The item scale mean and statistics as follow:

Reliability Statistics				
Cronbach's Alpha	N of Items			
.718	3			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)	7.39	2.173	.523	.650
24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)	7.87	1.806	.588	.564
25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree)	7.74	1.923	.509	.666

Fig 4.19 Habit Reliability Statistics

Source: Construct by this research

8. Trust

For the Trust of the we can count the variable of UTAUT2 with the value as information of the expectance of value data, by which we can see the above information with the sector of the residual of the work can be analysis for the setting of effort expectance for the residential area. For the reliability statistics, Cronbach's alpha has value to 0.735, with the mean as 9.32 and variance as 4.684, standard deviation as 2.164. The item scale mean and statistics as follow:

Reliability Statistics				
Cronbach's Alpha	N of Items			
.735	3			

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)	5.83	2.815	.490	.728
27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	6.45	2.164	.647	.541
28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree)	6.35	2.092	.562	.656

Fig. 4.20 Trust Reliability Statistics

Source : Construct by this research

4.6 Correlation Analysis

For Pearson Correlation Coefficient that will determine if there is evidence for linear relationship between two interval of ratio variables. The aim of this test is very much like the chi-square test.

Correlations				
		4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)	5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)	6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree)
4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)	Pearson Correlation	1	.531**	.480**
	Sig. (2-tailed)		<.001	<.001
	N	119	119	119
5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.531**	1	.397**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.480**	.397**	1
	Sig. (2-tailed)	<.001	<.001	
	N	119	119	119

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

Fig 4.21. Performance Expectancy Pearson Analysis
Source: Construct by this research

For Performance Expectancy of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 4 to 5 as 0.531 and question 6 as 0.48. and for correlation of question 5 to question 6 of 0.397.

Correlations				
		7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree)	8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree)	9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree)
7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.642**	.628**
	Sig. (2-tailed)		<.001	<.001
	N	119	119	119
8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.642**	1	.576**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.628**	.576**	1
	Sig. (2-tailed)	<.001	<.001	
	N	119	119	119

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

Fig 4.22 Hedonic Motivation Pearson Analysis
Source: Construct by this research

For Hedonic Motivation of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 7 to 8 as 0.642 and question 9 as 0.628. and for correlation of question 8 to question 9 of 0.576.

Correlations				
		11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)
11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.449**	.359**
	Sig. (2-tailed)		<.001	<.001
	N	119	119	119
12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.449**	1	.530**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.359**	.530**	1
	Sig. (2-tailed)	<.001	<.001	
	N	119	119	119

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

Fig 4.23 Social Influence Pearson Analysis

Source : Construct by this Research

For Social Influence of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 11 to 12 as 0.449 and question 13 as 0.359. and for correlation of question 8 to question 9 of 0.53.

Correlations				
		14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)	15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)	16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree)
14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.616**	.313**
	Sig. (2-tailed)		<.001	<.001
	N	119	119	119
15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.616**	1	.376**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.313**	.376**	1
	Sig. (2-tailed)	<.001	<.001	
	N	119	119	119

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

Fig 4.24 Effort Expectancy Pearson Analysis

Source : Construct by this research

For Effort Expectancy of Pearson relation factor, we have also perform a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 14 to 15 as 0.616 and question 16 as 0.313. and for correlation of question 15 to question 16 of 0.376.

Correlations				
		17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree)
17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.206*	1.000**
	Sig. (2-tailed)		.025	.000
	N	119	119	119
18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.206*	1	.206*
	Sig. (2-tailed)	.025		.025
	N	119	119	119
19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1.000**	.206*	1
	Sig. (2-tailed)	.000	.025	
	N	119	119	119

*. Correlation is significant at the 0.05 level (2-tailed).

Fig. 4.25 Facilitating Condition Pearson Analysis
Source : Construct by this Research

For Facilitating Condition of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 17 to 18 as 0.206 and question 19 as 0.206. and for correlation of question 18 to question 19 of 0.206.

Correlations				
		20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)	21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)	22. At the Current Price Level, the set of Price Level provide good value for Online shopping
20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.608**	.212*
	Sig. (2-tailed)		<.001	.021
	N	119	119	119
21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.608**	1	.466**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
22. At the Current Price Level, the set of Price Level provide good value for Online shopping	Pearson Correlation	.212*	.466**	1
	Sig. (2-tailed)	.021	<.001	
	N	119	119	119

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

*. Correlation is significant at the 0.05 level (2-tailed).

Fig. 4.26 Price Level Pearson Analysis
Source : Construct by this Research

For Price Level of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.021, with Pearson correlation ranges for question 20 to 21 as 0.608 and question 22 as 0.212. and for correlation of question 21 to question 22 of 0.466.

Correlations				
		23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)	24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)	25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree)
23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.504**	.397**
	Sig. (2-tailed)		<.001	<.001
	N	119	119	119
24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.504**	1	.481**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.397**	.481**	1
	Sig. (2-tailed)	<.001	<.001	
	N	119	119	119

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

Fig. 4.27 Habit of Pearson Analysis

Source : Construct by this Research

For Habit of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 23 to 24 as 0.504 and question 25 as 0.397. and for correlation of question 24 to question 25 of 0.397.

Correlations				
		26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)	27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree)
26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	1	.515**	.406**
	Sig. (2-tailed)		<.001	<.001
	N	119	119	119
27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.515**	1	.595**
	Sig. (2-tailed)	<.001		<.001
	N	119	119	119
28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree)	Pearson Correlation	.406**	.595**	1
	Sig. (2-tailed)	<.001	<.001	
	N	119	119	119

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

Fig. 4.28 Trust of Pearson Analysis

Source : Construct by this Research

For Trust of Pearson relation factor, we have also do a two tail test. For the significance of the two-tail test, all the factors are having value smaller than 0.001, with Pearson correlation ranges for question 26 to 27 as 0.515 and question 28 as 0.406. and for correlation of question 21 to question 22 of 0.595.

4.7 Linear Regression

1. Performance Expectance

Linear Regression analysis, we can analysis as we set the regression parameters of R as 0.603 with the R Square as 0.363, and the adjusted R Square 0.352 with standard error of the estimate as 0.72. For the above estimation of the linear regression and ANOVA of the above analysis, we can interpret the regression of the sum of square as 33.702 along with the differentiation as 2 and mean square as 16.851. Residual as 59.068 for the sum of squares and 114 as df with 0.518 as mean square.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.363	.352	.720

a. Predictors: (Constant), 6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree), 5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.702	2	16.851	32.522	<.001 ^b
	Residual	59.068	114	.518		
	Total	92.769	116			

a. Dependent Variable: 4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)

b. Predictors: (Constant), 6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree), 5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)

Fig 4.29 Model Summary and ANOVA Statistics of Performance Expectancy

Source : From this Research

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.961	.407		2.359	.020		
	5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)	.421	.085	.404	4.976	<.001	.849	1.178
	6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree)	.380	.097	.318	3.916	<.001	.849	1.178

a. Dependent Variable: 4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)

Fig. 4.30 Coefficients Statistics of Performance Expectancy

Source : From this Research

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree)	6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree)
1	1	2.956	1.000	.00	.00	.00
	2	.028	10.285	.15	.99	.17
	3	.016	13.572	.85	.00	.83

a. Dependent Variable: 4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.94	4.97	4.10	.539	117
Residual	-2.743	1.257	.000	.714	117
Std. Predicted Value	-2.152	1.600	.000	1.000	117
Std. Residual	-3.811	1.746	.000	.991	117

a. Dependent Variable: 4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree)

Fig 4.31 Collinearity Diagnostics & Residual Statistics of Performance Expectancy

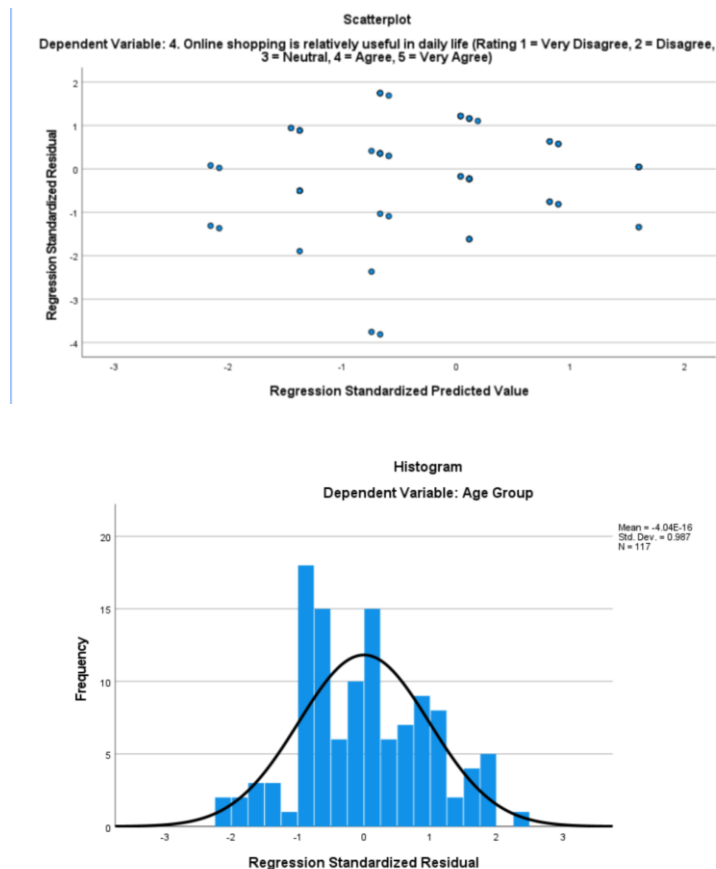


Fig. 4.32 Scatterplot and Histogram of Performance Expectancy
Source : Construct by this Research

2. Hedonic Motivation

For the Linear Regression, the R value become 0.708 and R Square become 0.501 with the adjusted R Square as 0.492 and standard error of estimate for 0.605. For the ANOVA the Regression for sum of squares become 41.925 and df as 2 with mean square as 20.962 and F as 57.214. Along with the Unstandardized B constant will be 0.943 with the coefficient standard error will be 0.259 and the t value as 3.647. For the collinear diagnosis, the condition index is having 8.955 and 11.183 respectively in the interview question of (5) and (6) with setting question (4) as dependent variable.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.708 ^a	.501	.492	.605	

a. Predictors: (Constant), 9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree), 8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.925	2	20.962	57.214	<.001 ^b
	Residual	41.768	114	.366		
	Total	83.692	116			

a. Dependent Variable: 7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree)

b. Predictors: (Constant), 9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree), 8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.33 Model Summary and ANOVA of Hedonic Motivation

Source : Construct by this Research

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.943	.259		3.647	< .001		
	8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree)	.420	.081	.416	5.189	< .001	.681	1.469
	9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree)	.336	.070	.384	4.785	< .001	.681	1.469

a. Dependent Variable: 7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.34 Coefficients of Hedonic Motivations

Source : Construct by this Research

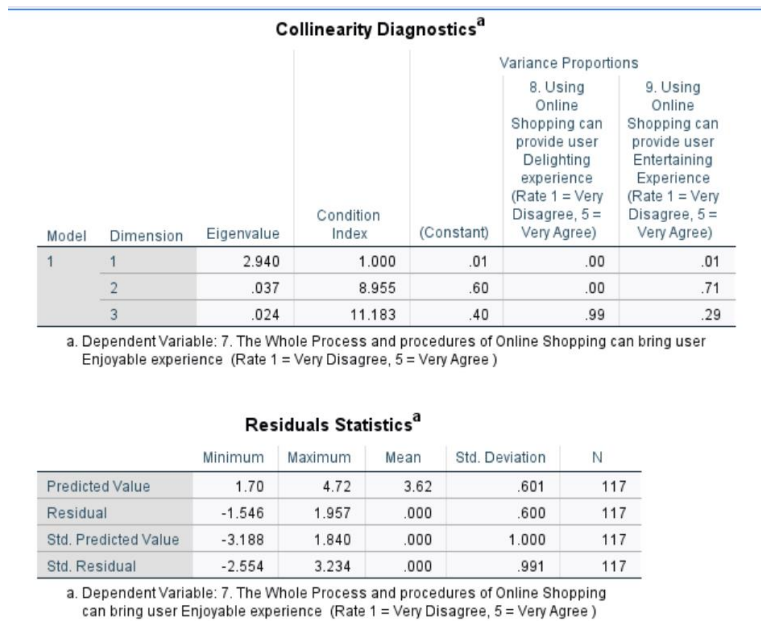


Fig. 4.35 Collinearity Diagnostics and Residuals Statistics of Hedonic Motivation
Source : Construct by this Research

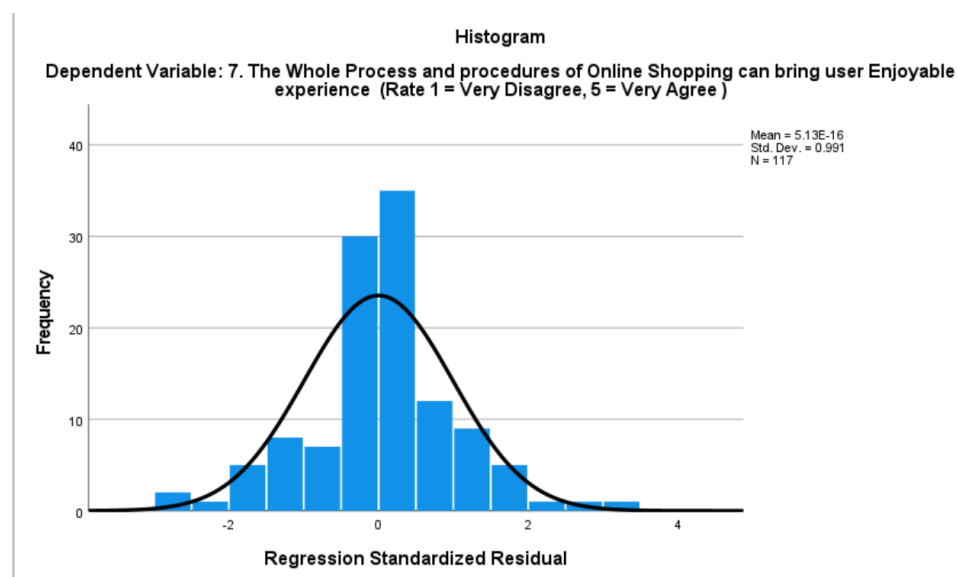


Fig. 4.36 Histogram of Hedonic Motivation
Source : Construct by this Research

3. Social Influence

For the Linear Regression, the R value become 0.472 and R Square become 0.222 with the adjusted R Square as 0.209 and standard error of estimate for 0.839. For the ANOVA the Regression for sum of squares become 23.316 and df as 2 with mean square as 11.658 and F as 16.581. Along with the standardize coefficient will be 1.782 with the standard error will be 0.318 and the coefficients standard error as 0.091 in the interview question of (12) and 0.099 in (13) with setting question (11) as the dependence variable.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.472 ^a	.222	.209	.839

a. Predictors: (Constant), 13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree), 12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.316	2	11.658	16.581	<.001 ^b
	Residual	81.558	116	.703		
	Total	104.874	118			

a. Dependent Variable: 11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

b. Predictors: (Constant), 13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree), 12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.37 Model Summary and ANOVA of Social Influence

Source : Construct by this Research

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.734	.312		5.552	<.001		
	12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	.340	.091	.360	3.734	<.001	.719	1.390
	13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	.171	.098	.168	1.740	.084	.719	1.390

a. Dependent Variable: 11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.38 Coefficients of Social Influence

Source : Construct by this Research

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)
1	1	2.917	1.000	.01	.01	.01
	2	.052	7.521	.45	.82	.02
	3	.032	9.615	.54	.17	.97

a. Dependent Variable: 11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.24	4.29	3.34	.445	119
Residual	-2.097	2.245	.000	.831	119
Std. Predicted Value	-2.475	2.120	.000	1.000	119
Std. Residual	-2.500	2.677	.000	.991	119

a. Dependent Variable: 11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.39 Collinearity Diagnostics and Residual Statistics
Source : Construct by this Research

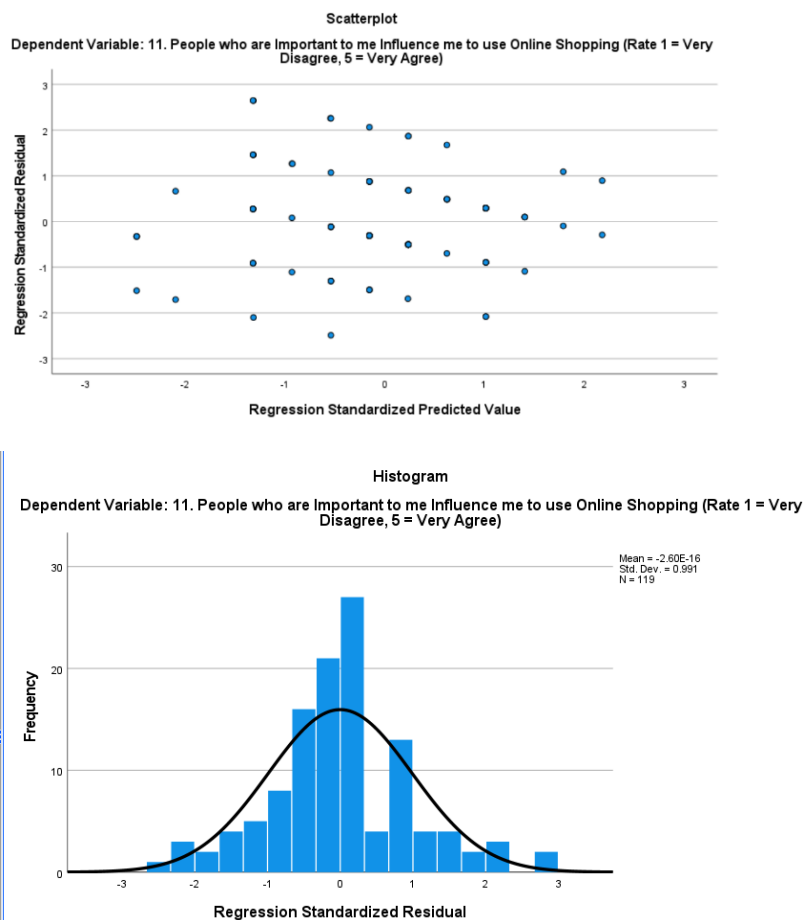


Fig. 4.40 Histogram and Scatterplot of Social Influence
Source : Construct by this Research

4. Effort Expectancy

For the Linear Regression, the R value become 0.624 and R Square become 0.389 with the adjusted R Square as 0.378 and standard error of estimate for 0.702. For the ANOVA the Regression for sum of squares become 35.768 and df as 2 with mean square as 17.884 and F as 36.279. Along with the standardize coefficient will be 0.943 with the standard error will be 0.259 and the t value as 3.647. For the collinear diagnosis, the condition index is having 8.955 and 11.183 respectively in the interview question of 5 and 6.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 ^a	.389	.378	.702

a. Predictors: (Constant), 16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree), 15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.768	2	17.884	36.279	<.001 ^b
	Residual	56.197	114	.493		
	Total	91.966	116			

a. Dependent Variable: 14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)

b. Predictors: (Constant), 16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree), 15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.41 Model Summary and ANOVA of Effort Expectancy
Source : Construct by this Research

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.235	.376		3.284	.001		
	15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)	.596	.083	.568	7.187	<.001	.858	1.166
	16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree)	.132	.087	.121	1.525	.130	.858	1.166

a. Dependent Variable: 14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.42 Coefficients of Effort Expectancy
Source : Construct by this Research

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree)	16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree)
1	1	2.953	1.000	.00	.00	.00
	2	.027	10.510	.01	.80	.57
	3	.020	12.201	.99	.20	.43

a. Dependent Variable: 14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.36	4.88	4.09	.555	117
Residual	-2.745	1.580	.000	.696	117
Std. Predicted Value	-3.124	1.409	.000	1.000	117
Std. Residual	-3.909	2.250	.000	.991	117

a. Dependent Variable: 14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree)

Fig 4.43 Collinearity Diagnostics and Residuals Statistics of Effort Expectancy
Source : Construct by this Research

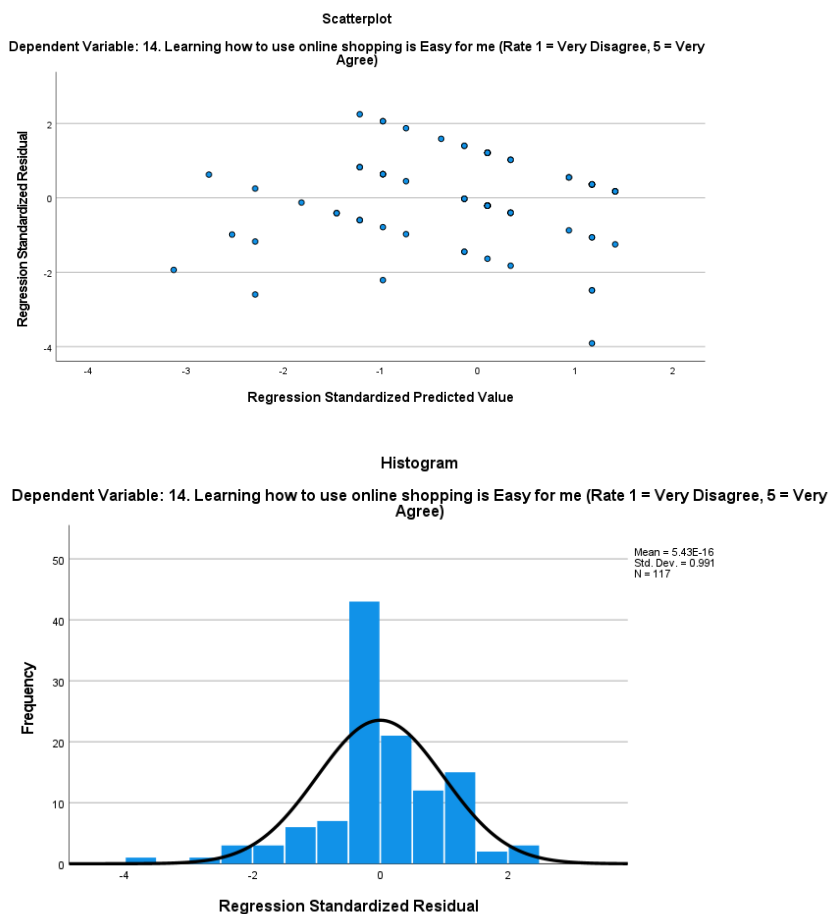


Fig. 4.44 Histogram and Scatterplot of Effort Expectancy
Source : Construct by this Research

5. Facilitating Condition

For the Linear Regression, the R value become 0.409 and R Square become 0.167 with the adjusted R Square as 0.153 and standard error of estimate for 0.614. For the ANOVA the Regression for sum of squares become 8.648 and df as 2 with mean square as 4.324 and F as 11.461. Along with the standardize coefficient will be 2.132 with the standard error will be 0.373 and the t value as 5.724. For the collinear diagnosis, the condition index is having 10.638 and 13.815 respectively in the interview question of 18 and 19.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.409 ^a	.167	.153	.614

a. Predictors: (Constant), 19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree), 18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.648	2	4.324	11.461	<.001 ^b
	Residual	43.010	114	.377		
	Total	51.658	116			

a. Dependent Variable: 17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)

b. Predictors: (Constant), 19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree), 18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.45 Model Summary and ANOVA of Facilitating Condition

Source : Construct by this Research

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.132	.373		5.724	<.001		
	18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	.370	.084	.390	4.384	<.001	.925	1.081
	19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree)	.052	.079	.058	.651	.516	.925	1.081

a. Dependent Variable: 17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.46 Coefficients of Facilitating Condition

Source : Construct by this Research

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)	19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree)
1	1	2.958	1.000	.00	.00	.00
	2	.026	10.638	.00	.62	.65
	3	.016	13.815	1.00	.38	.34

a. Dependent Variable: 17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.98	4.24	3.68	.273	117
Residual	-2.242	1.602	.000	.609	117
Std. Predicted Value	-2.560	2.076	.000	1.000	117
Std. Residual	-3.650	2.608	.000	.991	117

a. Dependent Variable: 17. For the General public can have the resources

Fig. 4.47 Collinearity Diagnostics and Residuals Statistics of Facilitating Condition
Source : Construct by this research

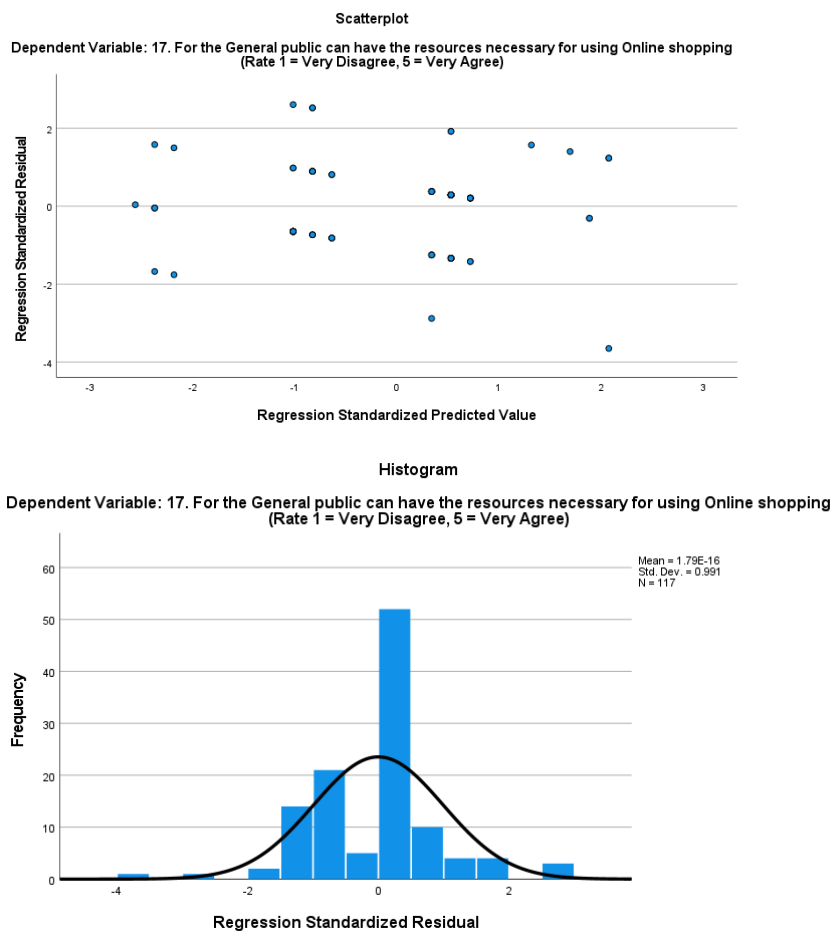


Fig. 4.48 Scatter Plot and Histogram of Facilitating Condition
Source : Construct by this research

6. Price Level

For the Linear Regression, the R value become 0.607 and R Square become 0.368 with the adjusted R Square as 0.357 and standard error of estimate for 0.6. For the ANOVA the Regression for sum of squares become 23.876 and df as 2 with mean square as 11.938 and F as 33.182. Along with the Unstandardized coefficient will be 0.964 with the standard error will be 0.355 and the t value as 2.712. For the collinear diagnosis, the condition index is having 12.072 and 13.998 respectively in the interview question of 21 and 22.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.368	.357	.600

- a. Predictors: (Constant), 22. At the Current Price Level, the set of Price Level provide good value for Online shopping, 21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)
- b. Dependent Variable: 20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.876	2	11.938	33.182	<.001 ^b
	Residual	41.013	114	.360		
	Total	64.889	116			

- a. Dependent Variable: 20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)
- b. Predictors: (Constant), 22. At the Current Price Level, the set of Price Level provide good value for Online shopping, 21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.49 Model Summary and ANOVA of Price Level

Source : Construct by this Research

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.964	.355		2.712	.008		
	21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)	.563	.089	.529	6.352	<.001	.801	1.249
	22. At the Current Price Level, the set of Price Level provide good value for Online shopping	.173	.100	.144	1.730	.086	.801	1.249

- a. Dependent Variable: 20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.50 Coefficients of Price Level

Source : Construct by this Research

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree)	22. At the Current Price Level, the set of Price Level provide good value for Online shopping
1	1	2.965	1.000	.00	.00	.00
	2	.020	12.072	.22	1.00	.18
	3	.015	13.998	.78	.00	.82

a. Dependent Variable: 20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.44	4.64	3.56	.454	117
Residual	-1.906	1.829	.000	.595	117
Std. Predicted Value	-2.470	2.394	.000	1.000	117
Std. Residual	-3.178	3.050	.000	.991	117

a. Dependent Variable: 20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.51 Collinearity Diagnostics and Residuals Statistics of Price Level
Source : Construct by this Research

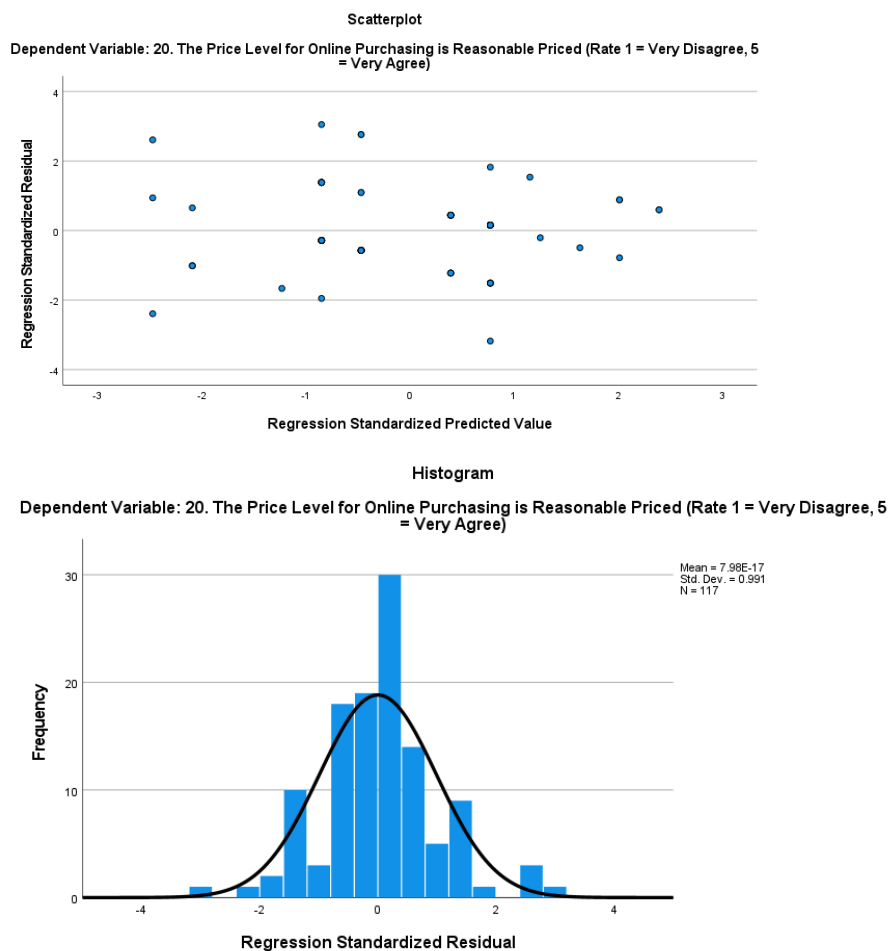


Fig. 4.52 Scatterplot and Histogram of Price Level
Source : Construct by this Research

7. Habit

For the Linear Regression, the R value become 0.385 and R Square become 0.148 with the adjusted R Square as 0.133 and standard error of estimate for 0.702. For the ANOVA the Regression for sum of squares become 9.769 and df as 2 with mean square as 4.884 and F as 9.917. Along with the Unstandardized coefficient will be 1.89 with the coefficient of standard error will be 0.446 and the t value as 4.234. For the collinear diagnosis, the condition index is having 12.736 and 14.648 respectively in the interview question of 24 and 25.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.385 ^a	.148	.133	.702

a. Predictors: (Constant), 25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree), 24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.769	2	4.884	9.917	<.001 ^b
	Residual	56.146	114	.493		
	Total	65.915	116			

a. Dependent Variable: 23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)

b. Predictors: (Constant), 25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree), 24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.53 Model Summary and ANOVA model of Habit

Source : Construct by this Research

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.890	.446		4.234	<.001		
	24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)	.263	.096	.259	2.739	.007	.837	1.195
	25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree)	.206	.098	.199	2.107	.037	.837	1.195

a. Dependent Variable: 23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.54 Coefficient model of Habit

Source : Construct by this Research

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree)	25. Consumer are having more opportunities for online shopping on the current situation of 2021 (Rate 1 = Very Disagree, 5 = Very Agree)
1	1	2.968	1.000	.00	.00	.00
	2	.018	12.736	.06	.93	.40
	3	.014	14.648	.94	.07	.59

a. Dependent Variable: 23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, 5 = Very Agree)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.83	4.24	3.84	.290	117
Residual	-1.972	1.818	.000	.696	117
Std. Predicted Value	-3.479	1.370	.000	1.000	117
Std. Residual	-2.810	2.590	.000	.991	117

a. Dependent Variable: 23. The One-Stop design from mobile apps user platform

Fig. 4.55 Collinearity Diagnostics and Residuals Statistics of Habit
Source : Construct by this Research

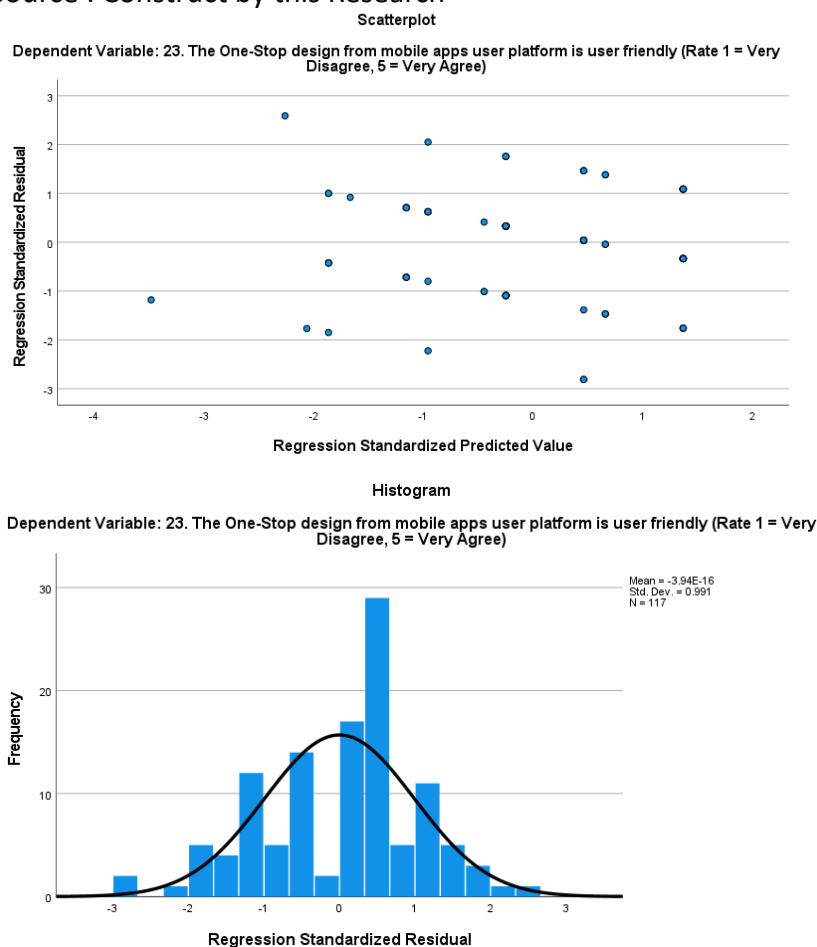


Fig. 4.56 Scatterplot and Histogram of Habit
Source : Construct by this Research

8. Trust

For the Linear Regression, the R value become 0.508 and R Square become 0.258 with the adjusted R Square as 0.245 and standard error of estimate for 0.671. For the ANOVA the Regression for sum of squares become 17.881 and df as 2 with mean square as 8.941 and F as 19.849. Along with the Unstandardized coefficient will be 2.141 with the coefficient of standard error will be 0.226 and the t value as 9.475. For the collinear diagnosis, the condition index is having 7.484 and 8.602 respectively in the interview question of 26 and 28.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508 ^a	.258	.245	.671

a. Predictors: (Constant), 28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree), 27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

b. Dependent Variable: 26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.881	2	8.941	19.849	<.001 ^b
	Residual	51.350	114	.450		
	Total	69.231	116			

a. Dependent Variable: 26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)

b. Predictors: (Constant), 28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree), 27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.57 Model Summary and ANOVA of Trust
Source : Construct by this Research

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.141	.226		9.475	<.001		
	27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	.352	.085	.409	4.150	<.001	.669	1.495
	28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree)	.115	.077	.147	1.490	.139	.669	1.495

a. Dependent Variable: 26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)

Fig. 4.58 Coefficient of Trust
Source : Construct by this Research

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree)	28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree)
1	1	2.909	1.000	.01	.01	.01
	2	.052	7.484	.90	.05	.43
	3	.039	8.602	.09	.94	.56

a. Dependent Variable: 26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree)

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.61	4.47	3.49	.393	117
Residual	-1.721	1.927	.000	.665	117
Std. Predicted Value	-2.242	2.507	.000	1.000	117
Std. Residual	-2.565	2.871	.000	.991	117

a. Dependent Variable: 26. The Process of Online shopping is trustworthy for

Fig. 4.59 Collinearity Diagnostics and Residuals Statistics of Trust
Source : Construct by this Research

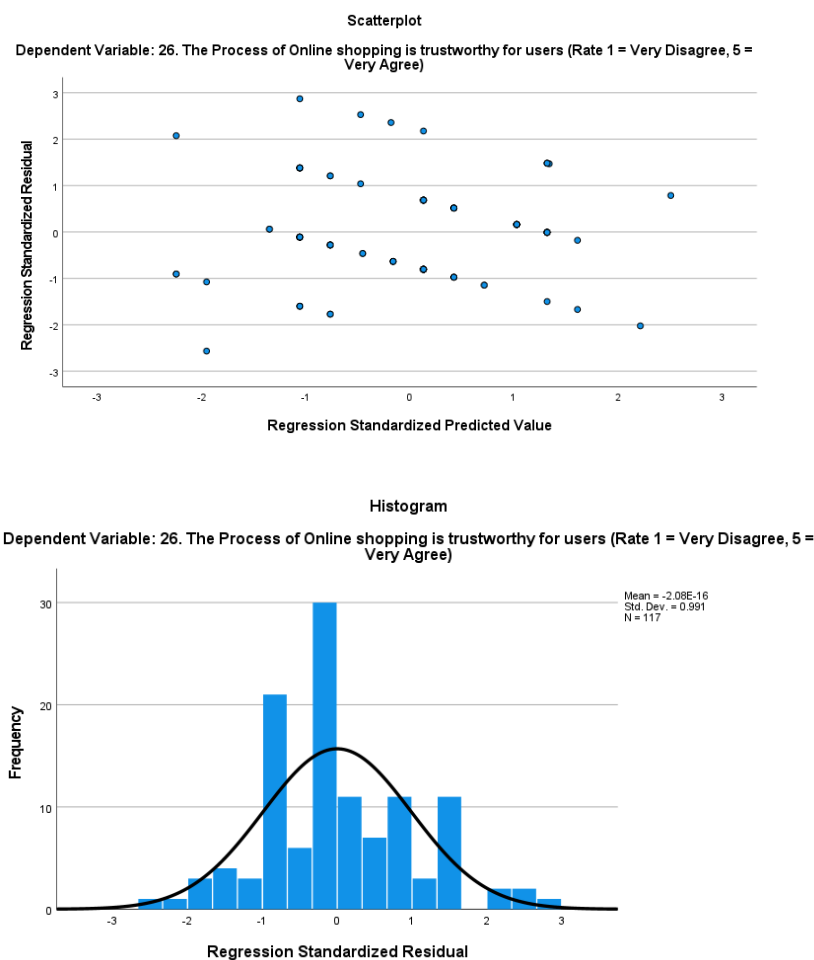


Fig. 4.60 Scatterplot and Histogram of Trust
Source : Construct by this Research

5.Suggest Result and Conclusion

5.1 Research Result

For the researching result, we can find out the positive correlation between online shopping and UTAUT2 8 factors, including 1) Performance Expectancy, 2) Effort Expectancy, 3) Social Influence, 4) Hedonic Motivation, 5) Facilitating Conditions, 6) Price Value, 7) Behavioral Intention, 8) Trust.

From Analysis Data, we can see Performance Expectancy has correlation with online shopping behavior, by the regression analysis, the R value is 0.603 with the R Square as 0.363, and the adjusted R Square 0.352 with standard error of the estimate as 0.72, which is relatively related to online shopping. From analysis of Cronbach's Alphas, we can see the value belongs to 0.721 and is quite reliable.

For category of Effort Expectance, the R value become 0.624 and R Square become 0.389 with the adjusted R Square as 0.378 and standard error of estimate for 0.702, which is relatively related with online shopping. The Cronbach's Alphas value is 0.706, which belongs to the category of quite reliable to online shopping.

For Social Influence, we can see for the Linear Regression, the R value become 0.451 and R Square become 0.204 with the adjusted R Square as 0.19 and standard error of estimate for 0.843, which means is relatively reliable for social influence with online shopping. For Cronbach's Alphas value is 0.708 which is quite reliable.

Hedonic motivation by which we also see they have strongly relation to online shopping, through regression analysis, the R value become 0.708 and R Square become 0.501 with the adjusted R Square as 0.492 and standard error of estimate for 0.605, which is strongly related to online shopping. For Cronbach's Alphas value is 0.819 which is very reliable.

For the Facilitating Condition factor, the R value measures as 0.409 and R Square become 0.167 with the adjusted R Square as 0.153 and standard error of estimate for 0.614, which means the value is relatively related. Along with the Cronbach's Alphas equals to 0.76 which means is Quite Reliable.

For the Price Value factor, the R value measures as 0.607 and R Square become 0.368 with the adjusted R Square as 0.357 and standard error of estimate for 0.6. For the Cronbach's Alphas value was estimated as 0.73, which means is quite reliable.

For the Habit, the R value become 0.385 and R Square become 0.148 with the adjusted R Square as 0.133 and standard error of estimate for 0.702, which is relatively related to online shopping. For the Cronbach's Alphas value was estimated as 0.718, which means is quite reliable.

The last factor of Trust, the R value become 0.508 and R Square become 0.258 with the adjusted R Square as 0.245 and standard error of estimate for 0.671, which means is relative related to online shopping. For the Cronbach's Alphas value was estimated as 0.735, which is quite reliable.

Hypothesis	Construct Factor	Result
Hypothesis 1	Performance Expectance	Positive Correlation
Hypothesis 2	Effort Expectance	Positive Correlation
Hypothesis 3	Social Influence	Positive Correlation
Hypothesis 4	Hedonic Motivation	Positive Correlation
Hypothesis 5	Facilitating Conditions	Positive Correlation
Hypothesis 6	Price Value	Positive Correlation
Hypothesis 7	Habit	Positive Correlation
Hypothesis 8	Trust	Positive Correlation

Table 5.1 Summary of Cronbach's Alphas for UTAUT2 with Trust Factor

Source : Construct by this Research

5.2 Different Factors affect towards Online Shopping

All in all, after analyzing all the above factors, we do find out that UTAUT2 factors have positive influence towards user behavior of Online shopping. By which we can see that for analyzing of the result, the hypothesis of the positive relation between consumer behavior intention and online purchasing have positive relationship.

According to the survey value, we can find out the most import factor attract customer for online purchasing will be the catalogue for online shopping process, with the second as the convenience of purchasing to payment process. While more people are preferring online shopping of local (Hong Kong) online shopping store instead of global online shopping store, and with comparison of shopping online / in-store, more people are preferring shopping in store with around 57.4% and shopping online with 42.6%.

For Performance Expectancy, most of the younger interviewee tends to be more agree of online shopping. While for elder age group of Among all the candidate, there are comparatively more candidate tends to be neutral and less agree than young generation. For question 5, For the distribution of younger age between 26-35 mostly are taking choice 3 of neutral of 30.8% , while for age 36-45 are mostly taking choice 4 agree with 30.4%.

Purchasing Behavior

For customer purchasing behavior, the most important factor raise by customer will be catalogue of products which counts as 66.1%, followed by convenient process from online purchasing to check out which contributes to 58.7%, while the most preference online shop will be local online shopping store which counts for 73.8%.

5.3 Conclusion

For the UTAUT2 factors, we can find out Hedonic Motivation, Performance Expectancy and Trust are the top three relevant factor for affecting people to perform online shopping experience. With Hedonic Motivation is the most relevant factor for the online shopping with r value as 0.819. There for when designing the online shopping website we can consider more on these few factors. While for the purchasing behavior will accounts for customer preference product catalogue and convenient shopping process design.

5.4 Suggestions

For making suggestions towards online shopping we can propose through the analysis of behavioral intention and online shopping influencing factor from UTAUT2 for providing useful suggestions for online shopping sellers and companies, or other parties who interest to join the market.

From the analysis of Customer Purchasing Behavior, among the factors for customers value as important, the result are more preference on the catalogue for choosing the product with various choices, follow by the convenient process from choosing items to check out payments, and as well the design of the webpage.

By which we can interpret from the beginning part of webpage design of the online shopping site to flow of procedure to payment are important architecture for the determining factor whether the shopping site will be attractive to the customers, afterwards the inclusion catalogue of items, will be value as importance elements for retaining customers to continue visit and purchase items form the website.

From the UTAUT2 part, we can tell from the analysis result, the Hedonic motivation part is the most relevant factor for customer to perform online shopping, with relevant factor of Cronbach's Alphas around 0.819. Follow by Facilitating Condition with relevant factor of Cronbach's Alphas of 0.76, with the general public has the knowledge and resources to use online shopping for personal purchasing.

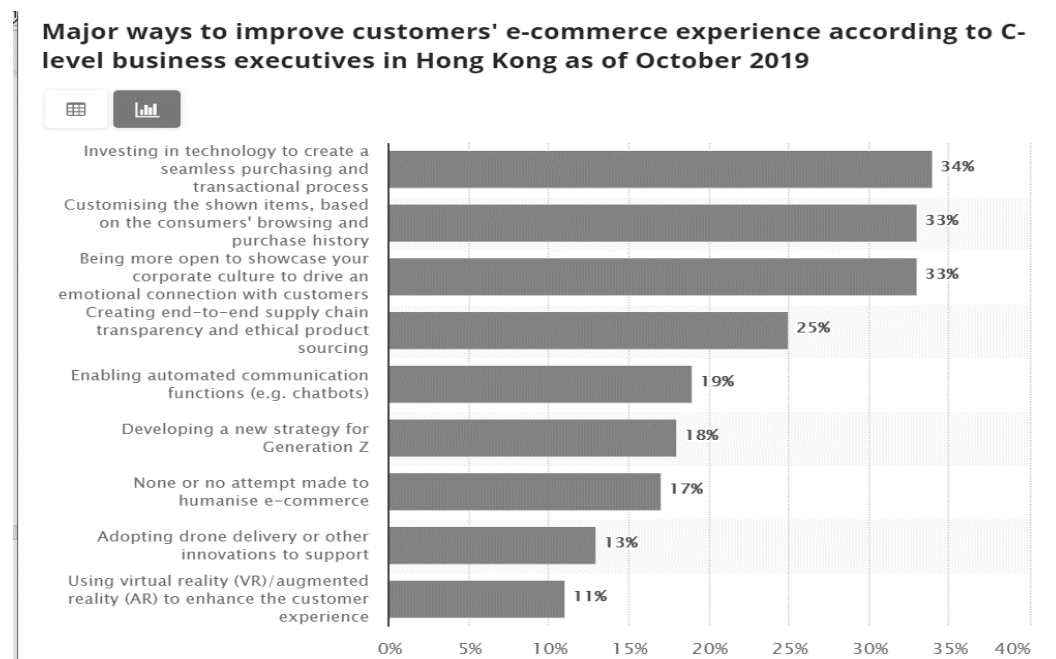


Fig 5.1 Methods to improve customers' e-commerce according to Management
Source : Statista, 2021

Limitation

The limitation for the analysis of the result will include the sample size for considering of the factors of analysis for the survey study. Base upon the size of sampling, the populations size of the Hong Kong residents will be taking account base upon the percentages of the populations.

With considering of factors will be counting to the UTAUT2 with the trust factors. Along we will consider with the purchasing behavior with the behavioral intention with the factors of study on the above influences.

Further Research

For the further advancing research of upcoming research, we can consider for advancing the inclusion of sample sizing of surveying results by enlarge the base sampling for further research which can consider as the dominant factors in the considering factors. Besides, we can take more consideration on customer purchasing behavior for the design of website.

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Appendix I : Research questions are include as the following :

Constructs	Questions	Source
General Question	1. Age Group	
	2. Gender	
	3. Agree to take the Survey	
Performance Expectancy (Y)	4. Online shopping is useful in daily life	Viswanath Venkatesh (2012)
	5. Online shopping increase customer chances to purchase suitable item	
	6. Online shopping facilitating customer for shopping and purchasing items	
Hedonic Motivation (Y)	7. The Whole Process of Online shopping can bring user enjoyable experience	Viswanath Venkatesh (2012)
	8. Using Online shopping can provide user a fun experience	
	9. Using online shopping can provide user entertaining experience	
Social Influence (Y)	10. People who are important to me think that I should use Online Shopping	Viswanath Venkatesh (2012)
	11. People who influence my behavior think that I should use Online Shopping	
	12. People whose opinions that I value prefer that I use online shopping	
Effort Expectancy (Y)	13. Learning how to use online shopping is easy for me	Viswanath Venkatesh (2012)
	14. Online shopping is easy and can become skillful in short period of time	
	15. The interaction with online shopping is clear and understandable	

Facilitating Conditions (Y)	16. For the general public has the resources necessary for using online shopping	Viswanath Venkatesh (2012)
	17. People has the knowledge necessary to use Online shopping	
	18. Online shopping is compatible and easy to use with other technologies I used at daily life	
Price Value	19. The Price level for Online Purchasing is reasonable priced	Viswanath Venkatesh (2012)
	20. The Online shopping is of good value for the money	
	21. Online Shopping at current price is good value for the money	
Habit	22. The use from mobile apps user platform is user friendly in daily life	Viswanath Venkatesh (2012)
	23. Mobile shopping service are convenient for user and may lead to future of purchasing method	
	24. Consumer are having more opportunities for online shopping on the future	
Trust	25. The process of online shopping is trustworthy for users	Viswanath Venkatesh (2012)
	26. We do not doubt the honesty and accuracy of Online Shopping	
	27. Even if not monitor, we would trust online shopping will do the job right.	
Purchasing Intention	28. Which Factors you think in Online Shopping is Important	Multiple answer
	29. Which type of Online Shopping website you will usually use	
	30. Which mode of purchasing item/shopping you will prefer	

Appendix II : Research Proposal

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Chapter 1 : Introduction

For the research aim of this project will investigate the invention of Online and Mobile Shopping Apps for online shopping procedures and as well all round of shopping and shipment support. Due to the year of 2020 we have experience the raise of intention for use for Online Shopping and Shipping Services for the general public and as well for the implementation for the study and as well for the project orientation.

1.1 Research Background

The problem of management about implementation for use of advance technology and monitoring of all purchasing and shipping of product. For use of system and invention may also account for design of feasibility and as well for convenience of customers to use apps. The implementation of system for improving accuracy and professional service and stock taking for delivery service may also need for involve of the above research.

Environment - Data, Trend, HK Fashion Trend, Online Purchase Behavior

For relevant study on the environment of trending and fashion we will usually use the UTAUT2 system for investigating of the above projects and try to study possibility and feasibility for relevant case. For study of technical system and implementation for UTAUT2, we are able to figure out the relevant technologies for implementation of project and as well for way to shorten path for medical doctors and patients with relevant factors to seeking of help. (Journal of the Association for Information Systems, 2013)

1.2 Research Motivation

The research motivation for whole study through finding out the online purchasing intention and customers reactions towards the above topic, along with finding out the possible methodology for taking the measurement towards the field, with the above process will become one of the possible strategic of the marketing and as well change of purchasing behavior from traditional buying to digital buying of products.

Factors, purchase intention, trust

The factors for purchase intention and trust are include as the main factor for changing the environment and finding the possible method to perform the study. The trust for the online shopping will find as the factor for UTAUT2 and the above will find out as the intention for business study. (MIS Quarterly, 2012)

1.3 Research Questions

The researching questions are based upon UTAUT2 as the framework for study upon the field. The main sets of questions are divided into 7 sessions including Performance Expectancy, Hedonic Motivations, Social Influence, Effort Expectancy, Facilitating Conditions, Price Value, Behavioral Intention, Trust. With the above 7 main sessions will derive as our main questions core bases. (Journal of the Association for Information Systems, 2013)

1.4 Research Aim

The researching aim for above study purpose are included as study for Online Shopping and Purpose of Purchasing Behavior. With purpose of research are include as aim for whole study. For whole situation of research are mainly aim at taking survey study for online shopping and purchasing behavior.

1.5 Research Procedure

The researching procedure including the following. First will conduct the researching topic with various articles reading. Second will conduct the research survey for collecting suitable information. At last, will perform research analysis and study on online shopping topic. The procedures including as aim of purpose for searching of field for the researching purpose. (ScienceDirect, 2019)

With the above session will be the relevant factors for taking the measurements of the researching procedures. With the researching procedure factors for taking of the consideration of the working factors will be count as the main consideration.

Chapter 2 : Literature Review

2.1 Definition

The definition of Online / Mobile shopping is behavior of purchasing items from online media or mobile apps which do not require you to purchase the item in person through getting to the store.

2.2 UTAUT2

The Literature review will include the review of the UTAUT2 of the above setting, besides we will also review some literature of customer purchasing behavior. With the above we will mainly use the UTAUT2 (Unified Theory of Acceptance and Use of Technology) as the major study of the research. (Journal of the Association for Information Systems, 2013)

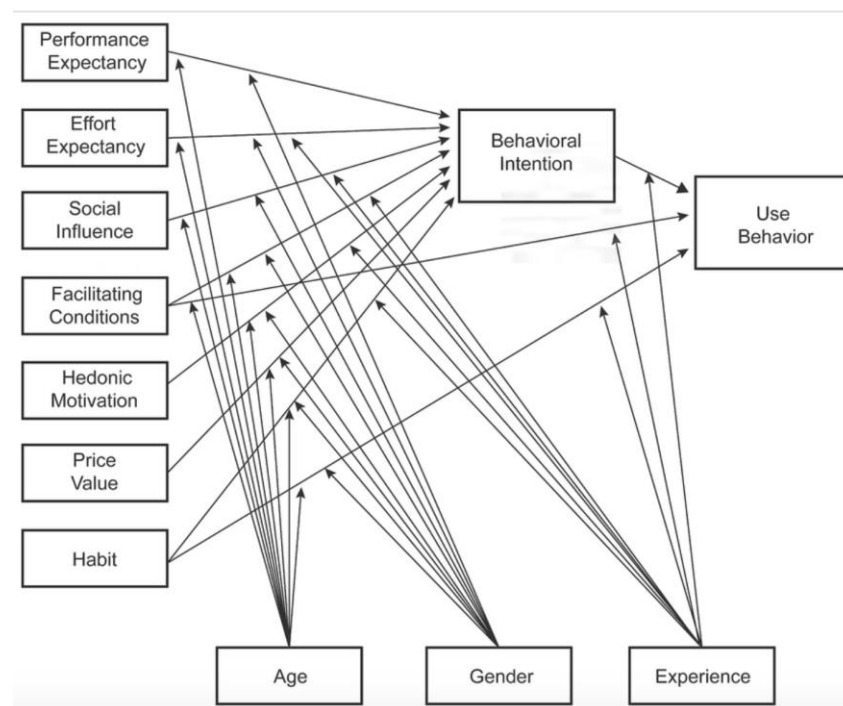


Fig. UTAUT2 of the review for the setting of the questions

UTAUT2 Research Framework of the System Model are taking in part of measurement from Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), and for purpose of investigate the effects of performance and effort expectancy, social influence, facilitating conditions and hedonic motivation on the behavioral intention to use conditionally automated cars. (MIS Quarterly, 2012)

The Research Framework for whole system model can be presented through theory analysis from UTAUT2 (Unified Theory of Acceptance and Use of Technology 2). It includes Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit as 6 main components. While for age, gender and experience are another factors influencing Behavioral Intention, which eventually affect the User Behavior. (Journal of the Association for Information System, 2013)

Research Dimension of UTAUT2

For the Researching Dimension we will divide into 6 sessions. For the first session will be Performance Expectancy, which are define as Expectation of test performance. For Effort expectancy refers to the efforts require for using system, and the relevant level of easiness related to any systems will be require to complete the relevant system. (MIS Quarterly, 2012)

2.3 Customer Purchasing Behavior & Framework for Research on System Modeling

For Customer Purchasing behavior and the relevant Framework research for the system modeling will include as the main gateway and assessment criteria for the modeling of the Online Purchasing Behavior. The system modeling will include as the basic framework of the whole event and online purchasing behavior.

2.4 Correlation between online shopping and Customer Purchasing Behavior

The correlation between Online shopping and Customer purchasing behavior are counting as one of the correlated factor for the survey of this study. With the relevance of customer purchasing behavior is influencing the online shopping behavior as correlated activities for online shopping. (Science Direct, 2019)

2.5 Research Procedure

The research procedure of the above study purpose can be divide into 3 main sessions. The first session will be performing basic research on finding out the market purchasing pattern and the tendency of the online shopping along with the relevant purpose. While the second session will be performing the survey of the researching pattern on the online marketing. For the procurement of the study will be count as the main part for the whole research. The outcome will be finding out the above process for the whole event findings. (Science Direct, 2019)

Chapter 3 Research Methodology

3.1 Research Framework

The researching methodology will include as following, the procedures for completing the researching factors will include the following researching phases for study.

First phase will include the Study among the topic – including study of current and potential market, along with feasibility of implementation of the project. The factor for designing and use of the technology and for implementation of the mobile apps for the online purchasing services.

Second phase will include the implementation of researching through survey and questionnaire with crowd. For the cooperation partnerships between corporate and technical professionals will be the second phase for the implementation of the apps and as well for the cooperation between partnerships.

Third phase will include the combination between study of market research and as well for cooperation partnerships between professionals and corporate. The above two research phases can study the relevance impact and influencing power through analysis of the above situation. (EBSCO, 2010)

3.2 Research Methodology

3.2.1 Research types

The Research Methodology Types will include Numerical study and also Focus Group study for finding out the pattern of the customer behavior on the online purchasing. Through finding out the possible effects of Online Shopping through numerical research and study group we can complete through using survey study and details interview for the whole research. (Science Direct, 2019)

3.2.2 Quantitative – Survey

One of the parts for completing research study can be done through quantitative survey, which results in survey study through measurement of the customer behavior. With the survey progress will be update as one of the procurement for the relevant study. (ResearchGate, 2018)

3.2.3 Qualitative – Focus / In-depth interview

For Qualitative research, besides using survey, we also use focus group for relevant searching progress under measurement of the focus group interview, and as well for the measurement of pilot group for relevant interview groups.

3.2.4 Primary Data / Secondary Data

For Primary Data / Secondary Data will be consider as the main source of researching data set for the whole researching study purpose. The relevant primary and secondary data are account as relevant source of information for performing the research study. For the whole research study will account for the normal situation for the primary and secondary data.

3.2.5 Sample Method – Probability / Non-pourability sampling

Sample Size – The relevant sampling size for the probability sampling are one of the factors for the sample size. The relevant pourability of the sampling are find as the following of 95% and the percentage of the 50%. Non-pourability sampling of the whole researching method will be finding out as the main sampling method for the whole cases of the study. Sampling method for the pourability sampling are counting as the main system. (University of Florida, 1992)

3.3 Researching Target

3.3 Research Target – HK Resident

The Research target for this online shopping are include as Hong Kong citizen, with their purpose for the online purchasing behavior and as well as the researching method for the above value. The above setting and reason of the research value will be use for understanding the purchasing trend and the future improvement of the whole online purchasing development trending.

(Journal of King Saud University, 2019)

3.4 Data Type

3.4.1 Analytical method

With the above analytical methodology for performing the whole research will be performing the descriptive and reliability data counting methodology. As the valuable factor for analysis of whole research methodology. The analytical method factor for taking the data research will be count as the main methodology.

3.4.2 Descriptive analysis

Descriptive analysis for the relevant data for the researching methodology will be find as the main method for the doing the above set of the data analysis. With the figuring out of the relevant factor result will be the main consideration factor for taking the whole descriptive factor analysis. And the relevant factors with the above descriptive analysis will be one of the factor for the analysis method.

3.4.3 Reliability Testing

The reliability testing of the above research will use the relevant confidence level and the confidence interval as the testing standard. With the above standard will be counting as the researching standard and the value for the whole factor of researching. (IEEE, 1991)

3.4.4 Correlation Analysis

The correlation analysis of the whole research will be find out as the coefficient of the whole research of the researching study. With the above correlation analysis of information will be find out as the main factor of information with setting of the correlation factors. The whole course relationship will be finding out of the above information. With the factor analysis and the relationship with the above factor will be one of the relevant information. With the above factors will become the correlation factor for the analysis and the relevant information. (ScienceDirect, 2015)

3.4.5 Regression Analysis (Multiple Regression) – Trend Analysis

The regression analysis of the multiple regress will be the trending analysis and with the relevant factor. The above factors for trending analysis will be count as one of the information. The trending analysis of whole regression counting will be taken as one of the information as reference. (Harvard Business Review, 2015)

3.4.6 Questionnaire design

The questionnaire design will be one of the factor for finding out the relevant information and design for the questionnaire and information. With the above factor will be include as one of the main factor for taking the above information and design. With the design of the questionnaire will include UTAUT2 as the main factors for the research. (BMJ Journal, 2015)

3.4.7 Definition of variables

The definition of variables for the correlation factors will count as one of the factor for taking the definition of variables and the correlation factors.

3.4.8 Polit Testing

The polit testing for the above factors will be find as the main factor for taking the remaining information. With the above factors will find as the relevant information for performing the polit test.

3.5 Research Procedure

Research Limitation

The researching limitation for the relevant factors will find out as the information factor, and the procedures for researching target. By which the above procedure will become an researching limitation. With the procedure for holding of the whole researching project.

Research questions are include as the following :

Constructs	Questions	Source
Performance Expectancy (Y)	31. Online shopping is useful in daily life	
	32. Online shopping increase customer chances to purchase suitable item	
	33. Online shopping facilitating customer for shopping and purchasing items	
Hedonic Motivation (Y)	34. The Whole Process of Online shopping can bring user enjoyable experience	Viswanath Venkatesh (2012)
	35. Using Online shopping can provide user a delighting experience	
	36. Using online shopping can provide user entertaining experience	
Social Influence (Y)	37. Which Factors you think in Online Shopping is Important	Viswanath Venkatesh (2012)
	38. People who are important to me think that I should use Online Shopping	
	39. People who influence my behavior think that I should use Online Shopping	
	40. People whose opinions. that I value prefer that I use online shopping	
Effort Expectancy (Y)	41. Learning how to use online shopping is easy for me	Viswanath Venkatesh (2012)
	42. Which Factors you think in Online Shopping is Important	
	43. My interaction with online shopping is clear and understandable	
Facilitating Conditions (Y)	44. I find online shopping is easy to use	Viswanath Venkatesh (2012)
	45. It is easy for me to become skillful at using online shopping	
	46. For the general public has the resources necessary for using online shopping	
Price Value	47. People has the knowledge necessary to use Online shopping	Viswanath Venkatesh

	48. Online shopping is compatible with other technologies I used at daily life	(2012)
	49. The Price level for Online Purchasing is reasonable priced	
Behavioral Intention	50. The Online shopping is of good value for the money	Viswanath Venkatesh (2012)
	51. Online Shopping at current price is good value for the money	
	52. The One-stop design from mobile apps user platform is user friendly	
Trust	53. Mobile shopping service are convenient for user and may lead to future of purchasing method	Viswanath Venkatesh (2012)
	54. Consumer are having more opportunities for online shopping on the purpose	
	55. The process of online shopping is trustworthy for users	
Optional	56. We do not doubt the honesty and accuracy of Online Shopping	Viswanath Venkatesh (2012)
	57. Even if not monitor, we would trust online shopping will do the job right.	
	58. Which type of Online Shopping website you will usually use	
	59. Which mode of purchasing item/shopping you will prefer	
Customer Purchasing Behavior	60. The Customers' influence on other acquired customers as well as on prospects	
	61. Customer feedback provided to the firm for ideas for innovations and improvements, and contributing to knowledge development	
	62. Acquisition for new customers through film initiated	

DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed Lizbeth Ho.Choi Hei..... (candidate)

Date 8 June, 2021.....

STATEMENT 1

This work is the result of my own investigations, except where otherwise stated.

Other sources are acknowledged by footnotes giving explicit references.
A bibliography is appended.

Signed Lizbeth Ho Choi Hei..... (candidate)

Date 8 June, 2021.....

STATEMENT 2

I hereby give consent for my work, if accepted, to be available for photocopying and for inter-library loan, and for the title and summary to be made available to outside organisations.

Signed Lizbeth Ho Choi Hei..... (candidate)

Date 8 June, 2021.....

Signature by Professor

Signature.....



(Professor)

Date 17 October, 2021.....

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Appendix III : Formal Questionnaire

Survey on Online Shopping and Purchasing Behavior – Master of Business Administration (UWTSD, UK)

The following survey is study towards online shopping and purchasing behavior on customers and their intention, all the collected data will be use for research purpose only and will destroy after research

With the following, Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree
Please choose the one with most suitable description.

1. Would you like to tell us your age range in the following group *

- ☐ Age below 18
- ☐ Age 18 - 25
- ☐ Age 26 - 35
- ☐ Age 36 - 45
- ☐ Age 46 - 55
- ☐ Age 56 - 65
- ☐ Age 65 or above

2. May I know about your gender *

- ☐ Female
- ☐ Male

3. May I know if you agree to participate in this survey for academic purpose *

- ☐ Yes
- ☐ No

4. Online shopping is relatively useful in daily life (Rating 1 = Very Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

5. Online shopping increase the Customer Chances to Purchase suitable item (Rating 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

6. Online shopping is more Convenient and Facilitate customer for performing shopping and purchasing items (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

7. The Whole Process and procedures of Online Shopping can bring user Enjoyable experience (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

8. Using Online Shopping can provide user Delighting experience (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

9. Using Online Shopping can provide user Entertaining Experience (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

10. Which Factors you think in Online Shopping is Important *

- ☐ Design of Website
- ☐ Catalogue for Choosing Product
- ☐ Brand Name
- ☐ Including a Broad Range of Items for Choosing
- ☐ Payment Process Convenient
- ☐ Convenient Process from Choosing Items to Payment Checkout
- ☐ Others
- ☐ 其他...

11. People who are Important to me Influence me to use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree

12. People with Influence Power / Senior Management affect my preference on using Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree

13. People with Valuable opinions influence me for preference use Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree

14. Learning how to use online shopping is Easy for me (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly disagree	☐	☐	☐	☐	☐	Strongly agree

15. Online shopping is Easy and can become skillful in short period of time (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

16. The Interaction with Online Shopping is clear and understandable (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

17. For the General public can have the resources necessary for using Online shopping (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

18. For the General people has the knowledge necessary to use Online shopping (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

19. Online Shopping is Compatible with other technologies I used at Daily Life (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

20. The Price Level for Online Purchasing is Reasonable Priced (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

21. Online Shopping Price Setting is of Good value for money (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

22. At the Current Price Level, the set of Price Level provide good value for Online shopping *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

23. The One-Stop design from mobile apps user platform is user friendly (Rate 1 = Very Disagree, *
5 = Very Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

24. Mobile Shopping service are convenient for user and may lead to Future pattern of purchasing method (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

25. Consumer are having more opportunities for online shopping on the current situation of 2021 *
(Rate 1 = Very Disagree, 5 = Very Agree)

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

26. The Process of Online shopping is trustworthy for users (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

27. We do not doubt the honesty and accuracy of Online Shopping (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

28. Even if not monitor, we would trust online shopping will do the job right (Rate 1 = Very Disagree, 5 = Very Agree) *

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

29. Which type of Online shopping website you will usually use *

- ☐ Oversea Online shopping website (e.g. Amazon)
- ☐ Oversea Fashionable Clothing Shopping website (e.g. Zara, Zalora etc.).
- ☐ Oversea General Item Shopping Website (e.g. IKEA)
- ☐ Local Online shopping website (e.g. HKTV Mall)
- ☐ Local General shopping store website (e.g. Broadway, Pricelite)
- ☐ Others
- ☐ 其他...

30. Which mode of purchasing item / shopping you will prefer *

- ☐ Shopping in Store
- ☐ Shopping Online

EXAMINATION OF TAUGHT MASTER'S DEGREE DISSERTATION:

NOTICE OF CANDIDATURE FORM

Please complete this form when your dissertation is ready to be submitted for examination.

Surname/Family Name Ho..... Date of Birth 21/12/1994
Forenames (in full) Choi Hei Title Miss
Institution Number (if known) University of Wales Trinity Saint David.....
Title of Degree (eg MA, MSc, MBA etc)..... MBA.....
Title of Taught Master's degree scheme followed (eg Equine Studies)
.....
Department/School in which study pursued Business School
Name of your Supervisor Dr. Arion Wong
Full Title of dissertation submitted
Study of Online Purchasing Behavior with UTAUT2 Model with Trust Factor
.....
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