南華大學管理學院企業管理學系管理科學碩士班

碩士論文

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Master Thesis

探討知覺風險、懷疑對資訊來源、網路口碑與購買決策干擾效果之研究－以柬埔寨為例

How Perceived Risk, Suspicion Moderates the Relationship between Information Sources, Electronic Word of Mouth and Purchase Decision--Evidence from Cambodia

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企業管理學系管理科學碩士班
碩 士 學 位 論 文

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究－以柬埔寨為例

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研究生： *Sola*

經考試合格特此證明

口試委員：

指導教授：

系主任(所長)：

口試日期：中華民國　108　年　01　月　04　日

Letter of Recommendation for ABT Masters

Phan Pijeijesda, a student of NHU Master Program for Business Administration for 2 years, has completed all of the courses and theses required for graduation.

1. In terms of studies, Phan Pijeijesda has acquired 36 credits, passed all of the obligatory subjects such Research Methods, Management Science, Seminar on Marketing Management, Seminar on Business Ethics etc. (Please refer to transcript.)

2. In terms of theses, Phan Pijeijesda has completed the following:

    i. Master thesis: How Perceived Risk, Suspicion moderates the relationship between Information Sources, Electronic Word of Mouth and Purchase Decision – Evidence from Cambodia

    ii. Journal   :

I believe that _Phan Pijeijesda_ has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, How Perceived Risk, Suspicion moderates the relationship between Information Sources, Electronic Word of Mouth and Purchase Decision – Evidence from Cambodia, for the oral defense.

Academic Advisor:

Date: 2018/12/11

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南華大學管理學院企業管理學系管理科學碩士班

107 學年度第 1 學期碩士論文摘要

論文題目：探討知覺風險、懷疑對資訊來源、網路口碑與購買決策干擾效果之研究－以柬埔寨為例

研究生：潘易傑　　　　　　　　　　指導教師：紀信光 博士

論文摘要內容

　　本研究目的在探討消費者在線上購物行為藉由產品特性，資訊來源，知覺風險，知覺價值，網路口碑，懷疑，購買決策以及中介影響及干擾影響。本研究藉由網路郵件至柬埔寨首都金邊大學的學生和員工，以線上便利樣本問卷收集共 360 份；有效樣本為 358 份。經由回歸分析驗證假設及中介和干擾效果。本研究發現各變數間具有相關且知覺價值對資訊來源與購買決策具有中介效果影響，同時本研究發現知覺風險及懷疑在資訊來源，網路口碑與購買決策間具有干擾效果。鼓勵消費者給予產品真實評價切勿加添或刪除負面評價，這會引起消費者對產品產生懷疑而影響購買決策。

關鍵詞：　產品特性、資訊來源、知覺風險、知覺價值、網路口碑、懷疑、購買決策

Title of Thesis: How Perceived Risk, Suspicion Moderates the Relationship between Information Sources, Electronic Word of Mouth and Purchase Decision--Evidence from Cambodia

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Name of Student: Phan Pijeijesda   Advisor: Hsin-Kuang Chi, Ph.D.

Abstract

This research aims to examine the customer behavior in online shopping by measuring product characteristics, information sources, perceived risk, perceived value, electronic word of mouth, suspicion and purchase decision with both mediation and moderation effect. The research data were collected through online questionnaires by convenience sampling method, in total 360 questionnaires link were send through email to the university's student and those employed in Phnom Penh city, Cambodia and 358 valid questionnaires were collected, then the study applied regressions analysis to test the hypothesis and mediating, moderating effect. The study found that there is a relationship among different variables and perceived value mediate the relationship of information sources and purchase decision, also the study found that perceived risk and suspicion moderates the relationship between information sources, electronic word-of-mouth and purchase decision. Encourage people to give a review on your product truthfully and never try to add the positive or delete any negative review as it will arouse suspicion from the prospect to impact on purchase decision.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

In the emerging of information technology and technology for last decades, the context of online shopping has transformed the ways people shop from traditional shopping to the process of using technology as an instrument for shopping. The trend causes the customers to prefer online-shopping because they can save more time, inspect the product and select the product from their electronic device, this phenomenon of online-shopping using electronic device reflexes the individual attitude toward online-shopping and the market itself. Past research suggests that regarding the online-purchase decision-making factors such as information sources and the electronic word of mouth (eWOM) will be playing a crucial role. Before deciding to purchase customers conducting their own research regarding the product they interest first by either asking others or going online to read the product reviews.

Shopping in stores and shopping online have different characteristics, even though the two compliment and generate each other (Farag et al., 2007). The customer can perceive the product characteristics in a store like the physical product, price, seller and buyer interaction. However, for shopping online the customer tends to focus more on how the product can offer differently than the others likes how the product better than others; how the consumer perceiving the new product into the person's experience, belief, needed; difficulty to understand and grasp or how it can provide a trial run and test before purchase. So, the online product characteristics can be defined as the capabilities or attributes of the product.

Recently the essential influence to purchase decision would be Word of Mouth (WOM) (Hennig-Thurau et al., 2004). Researched suggest such WOM

is the most potent tools in purchase decision making (Basri et al., 2016) and in the online-platform customers rely on the eWOM likes product comments and reviews but there are numerous sellers who manipulate those resources for their benefit (Hu et al., 2011). So the confidant of customers regarding the eWOM also varies regardless to what they think how good the comments or review are but if they suspect that the given information is being manipulated it unlikely that they would trust the information at all.

The information sources regarding products is a massive resource, it can come from individual, acquaintances and strangers as previous research suggest that it highly possible for peoples to make purchase when influenced by others, when they receive enough information and the value they place in the product (Steckel et al., 2005; Park & Lee, 2009; Jin & Phua, 2014); even though there are benefits to online shopping but there also risks to it and it can affect the decision as well, but they lack research of what criteria that can cause the customers to less likely to go shopping online, basically how perception of risk can mitigate the online-purchase decision.

Cambodian people like to do online-shopping especially youth, since the emerging of social-media it hard to see anyone doing anything besides playing with their phone or surfing the social-media, the trend push many people to start their online-shopping pages, as some even have two to three pages promoting different kind of product and it either self-made, or the seller buy it from another country, and the majority of consumer are university students and workers who can't find time to fit long shopping excursions into their busy schedules (Eng & Hay, 2014). Regarding what mention above the research of this field in Cambodia remains untouched. Also, there is the fact that lack of studies about the interrelationship among product characteristics, information sources, perceived value, eWOM, perceived risk, suspicion and purchase decision in Cambodia in general. Besides, researches about how moderator and

mediator variables effect on the relationship of some others variables have been a great way to conduct a study. Therefore, expanding topics have been a high motivation for students to study.

Concerning the purchase decision, it has always been an exciting topic for the researchers, but most are focused more on the factors that influence the purchase decision rather than factors that can moderate the purchase decision. This study aimed to find out the connection between product characteristics, information sources, perceived risk, perceived value, eWOM, suspicion and purchase decision in Cambodia university students and currently employed people. The result can help the online sellers understand the keys factor to avoid when doing business online and factors to enhance in their business model for making a better business decision and generate more sales. Thus, the more customers purchase the product, the more successful business.

1.2 Research Objective

There are five primary objectives in this study to give a clear view of what this study is all about

- To examine the connection between the seven variables: product characteristics, information sources, perceived risk, eWOM, suspicion, perceived value, and purchase decision

- To explore the mediation influence of eWOM and information sources while product characteristics in relation with purchase decision

- To study the mediation effects of perceived value while information sources in relation with purchase decision

- To investigate the moderation effects of perceived risk, suspicion while information sources and eWOM in relation with purchase decision

- To discover the sources of contrast based on the demographic characteristics like: genders, ages, educational levels, incomes, and online purchase frequencies.

1.3 The Procedure and Research Structure

First of all, this research chose a human topic related to the university students and the employed, then showed the research background, objectives and motivations. After that, a literature review was shown in relation to product characteristics, information sources, perceived risk, perceived value, eWOM, suspicion, and purchase decision, especially about the interrelationship among seven research constructs above. Thirdly, the conceptual model and hypotheses with interrelationships between each construct were explored. Then, the questionnaire and data sample was designed, focused on the Cambodia university students and the employed. Next, data analysis and test had occurred. After that, the discussion about these variables had been shown based on the results. Finally, the conclusions and implication were showed base on the results of this thesis. The respondents are Cambodia university students who are studying in Cambodia and the currently employed people who are working in Cambodia. The methodology to analyze data and hypotheses will be these techniques:

- Descriptive Statistic Analysis

- Factor Analysis and Reliability

- The Independent Sample t-test

- ANOVA (one-way analysis of variance)

- Regression Analysis (Simple Linear Regression, Multiple regression, and Hierarchical Regression).
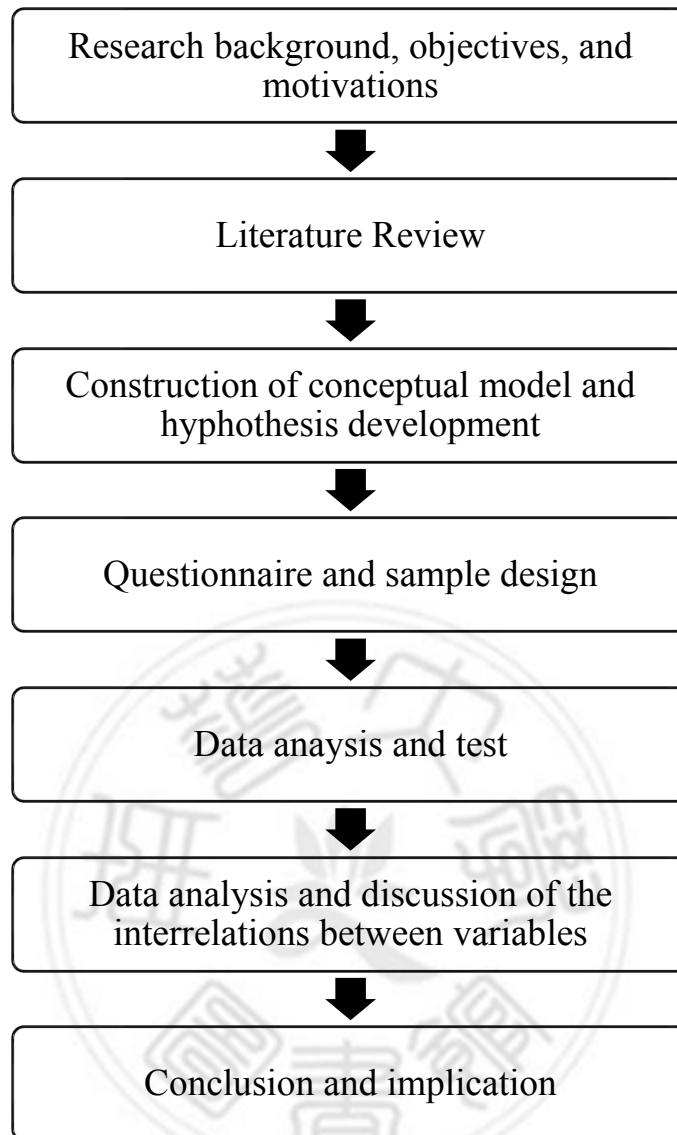
Figure 1-1 Research Process

Source: Original Study

The content of this study was divided into five chapters which are summarized of each chapter below:

- Chapter One: Introduction

Chapter one will show the research background and research motivation of the study and then based on the research process and the establishment of a conceptual model to raise the objectives.

- Chapter Two: Literature review

In chapter two, the relationship of literature concerning product characteristics, information sources, perceived risk, perceived value, eWOM, suspicion and purchase decision will be mentioned. The definition of each research constructs will also be explained.

- Chapter Three: Research method

In this chapter, the framework model and construct measurements with the research design for this study were outlined. Besides, sampling plan, questionnaire design, data collecting process, and technique methodologies have been discussed as well.

- Chapter Four: Research analysis and finding

The rate of respondents' characteristics was showed in the first table. After that, will be the table of descriptive statistics for questionnaire items. Next, the result table of factor loading and reliability for each item of research constructs was presented in the middle part of chapter four. Then the result of Independent Sample T-test and One-way ANOVA for the demographic characteristics of the respondents will be shown as well. After that, the results for each hypothesis would be presented to discuss.

- Chapter Five: Conclusions and suggestions

The last chapter will summarize the main results of this study as well as the discussion. Based on the results, the suggestion for future researches will be presented.

CHAPTER TWO
LITERATURE REVIEW

This chapter discussed the previous studied regarding the seven constructs and related theories. The flow of these categories: product characteristics, information sources, eWOM, perceived value, perceived risk, suspicion, purchase decision and the interrelations among variables.

2.1 Product Characteristics

The researches of product characteristics have been changed again and again because of the advancement of human lifestyle, technology, and innovation alike. Historically, one of the most commonly accepted classification of products proposed by Copeland (1923) has been that of the customer style of shopping, conveniences, and specialty goods, so it can be based on the habit of customers. Most marketers assume the definition of products is related to the physical attributes and psychological factor to influence the purchase (Hansen, 1961). Aspinwall (1962) did propose ''The Characteristics of Goods Theory,'' but despite the proposition, the theory only focuses on the channels distribution and promotional policy, so the theory still has some loophole. A lot of research had discovered that those who shop online and the non-internet shopper could behave differently in shopping online (Donthu & Garcia, 1999; Soopramanien & Robertson, 2007; Saprikis, Chouliara & Vlachopoulou, 2010). Online shoppers are those who used the internet as a tool to purchase online (Swinyard & Smith, 2003). Donthu and Garcia (1999) found that for non-internet shoppers they concerned about their motivation and attitude to purchase, while the internet shopper tends to seek convenience, innovative, less risk-averse. So, the characteristics of products can be different due to the perception of the customers. The past has not

explained more detail about how the internet shopper perceived the online product characteristics so far. In Roger (1962) diffusion to innovation theory, the adoption of innovation which has similar notions to enrich Donthu and Garcia (1999) previous finding.

The diffusion of innovations research field has developed a few approached in the last decades. Bass (1969) did proposed a mathematical framework regarding the diffusion to innovation theory, but the widely accepted definition was made by Rogers (1962), as it provides clearer insight to the theory. So, in this study product characteristics can de define as the capability of the online product such as how it better than others; how the consumer perceiving the new product into the person's experience, belief, needed; difficulty to understand or grasp or how it can provide a trial run and test before purchase.

2.2 Information Sources

According to Chatterjee (2017), anything that can be obtained or discover can be called sources and the object that can provide the information can be called information source, so the information sources can come from anywhere and anything that can be obtained.

The variety of information sources have cause past researchers to debate the classification of information sources. Gitelson and Crompton (1983) said internal and external sources are the two categories of information sources. Difference from the past research, recent study from Chatterjee (2017) divided the information sources into three that include human, institutional and documentary. However, since the classification is a little bit complicated and doesn't fit well with this study, the study turns to Ghuman and Mann (2015) who gave more in-depth classification about information sources as they found three components that are intrapersonal sources, interpersonal sources and

third-party sources. This study defines information sources as all the sources of information that can be obtained.

2.2.1 Intra and Interpersonal Sources

The intrapersonal source can refer to the experience of the consumer. It is the information that they learned from the past and stored in their mind (Murray, 1991). Consumers consider that source to be reliable as they had to interact directly with it and did not involve or influence by any external party. Furthermore, it is always available. Although, the memory is not always easy to retrieve and the human mind does not always a hundred percent accurate. To access information can also difficult from one situation to another and one point to another. Thus, gathering information form intrapersonal sources can prove to be challenging. But sometimes it is sufficient if we make purchase frequently but not if it an unknown product to the customer (Anderson & Hair, 1972).

Interpersonal sources are the unbiased and reliable sources (Jarvis, 1998) that the customer can get from those they know like a friend, acquaintance also family, so it can be considered as non-commercial sources. It can reduce the doubt of customers as well (Mourali, Laroche & Pons, 2005). This study defines intra and interpersonal sources as the past experience of the individual or non-commercial sources that are easily accessible and readily available.

2.2.2 Third-party Sources

Those are independent sources that seller cannot control, and it can include news or reports from radio, TV or magazine that can be about awards or product ranking in the market, so it can be reliable and unbiased (Jarvis, 1998). On the other hand, for the consumer, it is not meant for helping the customer to directly considered to purchase. Therefore the information is unorganized to the requirement of the potential customer (Olander, 1975). So, the sources are in

needs of more detail to sink into the mind consumers also it is complicated than the commercial sources (Beatty & Smith, 1987). Plus, it is not always available and it takes more time also effort. It can be defined as the uncontrollable sources besides from the seller or buyer.

2.3 Perceived Value

Perceived value can be more accessible to understand when analyzed through customer behaviour (Nilson, 1992; Ostrom & Iacobucci, 1995; Woodruff & Gardial, 1996; Heskett, Sasser & Schlesinger, 1997). In the like of marketing practitioners and researchers, the concept of perceived value has been recognized as one of the most crucial measurement tools (Holbrook, 1999; Cronin, Brady & Hult, 2000).

Although the value concept is obsolete in the study of consumer behavior, there is a lack of interest in perceived value among researchers (Dodds, Monroe & Grewal, 1991; Jensen, 1996). Thaler (1985) original work was the first to raise the idea of the perceived value function which still has many limitations. The construct of value can explain in different factors of consumer behavior: product choice, purchase intention and repeat purchases as well as customer loyalty (Dodds & Monroe, 1985; Zeithaml, 1988; Nilson, 1992; Parasuraman & Grewal, 2000). The value concept is really complicated and has many concepts. Just the term "value" itself is very diverse and vagueness in nature, not only consumer perceived the meaning differently (Zeithaml, 1988), but among researchers also defined the term value differently (Lai, 1995) and even for practitioners as well (Woodruff & Gardial, 1996). However, the conceptual propose by Zeithaml (1988), which give a little bit clearer insight is the most universally accepted definition of perceived value.

There has been much dispute between knowledge and information, while some author suggests that information and knowledge are different (Nonaka &

Konno, 1998), some implying that information is a form of knowledge (Kogut & Zander, 1992). Knowledge can be seen as a form of innovation since it can represent innovation characteristics. How individuals perceived knowledge or information could trigger their decision to accept or reject the information (Moore & Benbasat, 1991; Taylor & Todd, 1995; Venkatesh et al., 2003). Pacharapha and Ractham (2012) studied shows that perceived value does have a significant impact on individual knowledge acquisition, with the result from that study we will use it to conduct our study but rather than use knowledge we will test with information sources instead. So, this study defines perceived value as for how the product information can share the same or similar cognition to the customer.

2.4 Electronic word of mouth

Electronic word-of-mouth (eWOM) is popular among research studies. eWOM can be seen as an evolves form of word-of-mouth (WOM) because of the growth of information technology. Once seen as just an oral form of communication are now becoming a borderless fast direct and indirect communication phenomenon. eWOM refers to any positive or negative statements made by potential, actual, and former customers of the product via the internet (Hennig-Thurau et al., 2004). The advances of the Internet offer a constructive for eWOM communication. eWOM has unmistakenly been a dominant phenomenon. For the last few decades, studied witnessed evolving literature concerning the eWOM effectiveness (Chevalier & Mayzlin, 2006; Davis & Khazanchi, 2008). But, the discovery on it impact is rather too broad, relatively unclear and inconclusive, even though the investigation of eWOM were conducted by various researchers.

Past studies on the impact of eWOM communication can be classified into two levels: market-level analysis and individual-level analysis (Lee & Lee,

2009), but the focus on Individual-level are more salient concerning the purchase decision. At the individual-level analysis, researchers postulated eWOM as a process of personal influence, in which communications between senders and receivers can change the receiver's attitude and purchasing decision (Kiecker & Cowles, 2001; Park & Lee, 2008; Cheung, Lee & Thadani, 2009).

To conceptualize the difference between WOM and eWOM. Shannon and Weaver (1949) explain how the information is presented by a receiver (Gerbner, 1956; Johnson & Klare, 1961; Al-Fedaghi, Alsaqa & Fadel, 2009). From the generic communication model, it appears that both WOM and eWOM share similar characteristics in having the components of sources, messages and receivers. Even so, the difference between WOM and eWOM suggest that the same factor of influence cannot apply to both, but evidently the conceptual studied of eWOM really is complicated than WOM. Factors that can describe the difference between the two found by Tham, Croy, and Mair (2013) were used in this study consist of information solicitation, channel variety and message retention can give a clearer insight of the impact of eWOM.

2.4.1 Information solicitation

To make a decision the most important thing that decision maker concern about is the solicitation of information. Receiving more information's can decrease the risks of making a wrong decision (Kasavana & Teodosic, 2010). However, the receiver still needs to solicit the information for the reliability and creditability, and interpreted it correctly to make a good decision afterward. For the case of eWOM, information can be solicited by those in the online communities because more opinion can gain from broader pools of sources (Hung & Li, 2007; Cheung et al., 2009). When someone initiate the online search, it can be mean that they ready to be affect by that information, in spite

of whom they solicited the information from and who actually provides the information (Doh & Hwang, 2009; Hung & Li, 2007; Sun et al., 2006). It can be defined as the willingness to be influenced by the information provided.

2.4.2 Channel variety

Channel variety is concerning the place of communication occur. WOM is about personnel to personnel that can be direct or indirect communication with another one, often is someone with whom the receiver can see, know or have some kind of relationship with. This kind of channels and relationships provide a little bit more credibility to the information (Buttle, 1998). On the contrary, for eWOM, the relationship is conceived through technology, and so it has less creditability, or it gives greater chance to misinterpret the information intention (Hennig-Thurau & Walsh, 2003). However, it has been viewed that internet technology is a large online community with a lot of people that can give more diverse views, so that information can either provide credibility or make it less credible (Sun et al., 2006; Smith et al., 2007) because of that, eWOM are in greater need for solicitation. Xiang and Gretzel (2010); Arsal et al. (2010) still insist that channel variety of eWOM still provided more creditability for the decision maker, even though the senses of more information do not always mean that it is reliable. So channel variety can be defined as the information individual can obtain through the communication channel of online-community.

2.4.3 Message retention

eWOM messages can be stored and give broader audience convenience accessibility (Smith et al., 2007; Steffes & Burgee, 2008; Cheung et al., 2009), the idea of finding and retrieving the information is more convenience than traditional WOM. It is straightforward for information searcher to access the

storage and exploit the information all they want if the information has not been removed that is, and also retrievable when the information is needed (Chen & Xie, 2008). So, this study defines message retention as the extent to access or re-access the given information.

2.5 Perceived risk

Sweeney, Soutar, and Johnson (1999) defined perceived risk as the consumer's comparison to expectations gained and losses. By definition it means that the unanticipated consequences can occur from seller and buyer which he or she is not certain, also can lead to undesirable results (Liljander, Polsa & van Riel, 2009). The risk can be high when customer tries to purchase unknown products rather than the one that they used to use, so when there is risk involved customer will likely to select what suit them the best.

Mitchell (1998) argues that perceived risk is a "multidimensional phenomena" which can be divided into various different risk components. Since there always some risks involves in the process of shopping customer are most likely try to reduce it. Hong and Yi (2012) found that in electronic business shopping online, the risks and risks reduction play an essential role in purchase decision. Taking above literature, this study aims to conduct an analysis of three risks components that we think are the most critical that is functional risk, social risk and financial risk by Hong and Yi (2012).

2.5.1 Functional risk

When the functions of the product does not match the expectation and its promises can be called functional risk (Horton, 1976; Shimp & Bearden, 1982; Agarwal & Teas, 2001), it can be called as performance risk as well, as it conveys the consumer's fear that the product does not live up to its reputation promises and disappointing performance. It shows prospect doubtfulness of the

product quality, and how they can believe the given information about its operational function (Mitchell, 1998; Mieres, Martín & Gutiérrez, 2005). The higher the risks, the more customer negatively perceive the product to be. The extent of risk perceived in function relies upon experience and search. These two types are driven by the product characteristics, whether it needed to search for information or one used to experience the product before decided to purchase it (Batra & Sinha, 2000). Inexperience product gives customer a higher functional risk perception, as it gives more vagueness, therefore, give more doubtful to the product function (Erdem & Swait, 2004; Glynn & Chen, 2009). Hence this study defines functional risk as the fear that a product or service will fail to deliver promised functions or benefits.

2.5.2 Social risk

Zielke and Dobbelstein (2007) defined social risk as the possibility of image or status loss after purchasing of a particular product. It was defined by Semeijn, van Riel, and Ambrosini (2004) as the extent of negative judgment by others people because of individual choices of product. Social risk is one of an important factor of perceived risk as it considered how customers' purchase decision could be influenced by purchase decision. Glynn and Chen (2009) suggest that customer will likely to buy a well-known product when they examine the consequence of purchase. Dunn, Murphy, and Skelly (1986); Baltas (1997) supported the theory; they believe that customer think the well-known product is safer. Customers perceived the unknown product to be unsafe and uncertain, and it can put their social standing at risk (Mieres et al., 2005; Martinez & Montaner, 2008). So, this study gives the definition of social risk as the possibility that buying a product or using a service can reduce a person's status with friends, family or neighbors.

2.5.3 Financial risk

Zielke and Dobbelstein (2007) defined financial risk as "the possibility of a monetary loss from a poor purchase choice/decision" which mean, the possibility of losing cash because of incompetent or unaccustomed product purchase. Schiffman and Kanuk (2004); Mitchell (1998) extended it more by saying that it is when the product is not worth the price; as well as when there are products better with a cheaper price (Lu & Hsu, 2005). Sweeney et al. (1999); Mieres, Martín, and Gutiérrez (2006); Liljander et al. (2009) agreed that financial risk is linked to the perceived price and quality. Financial risk can be defined as the fear that a potential purchase can tax or outstrip a person's monetary resources, now or in the future.

2.6 Suspicion

In the last couple of decades, the internet is become very important to our daily life, if not irreplaceable, also information searching tools and communication within society (Fallows, 2005). The access to online information, link with the reliance of information by searchers raise issues of the credibility of that information. The result from the availability of various sources is less reliable and credible. On the internet, however, the author can be anyone, as authority is not necessary for the provided information. Different from those published, internet information may not be done by experts, and it often lacks the authorization to indicate the identity of the author or professional establishments. Furthermore, there are no regulations for online information posting, and that information can be easily compromised, copy, misrepresented, or anonymously with false identity (Johnson & Kaye, 2000; Fritch & Cromwell, 2002; Rieh, 2002; Metzger, Flanagin et al., 2003).

Additional to advertisements, the reliance on product reviews to make purchase decision have increased enormously. Given it impact a lot of firms

choose to manipulate it to increase their sales by posting good reviews or deleting the bad one (Hu, Liu & Sambamurthy, 2011). Hu et al. (2011); Jindal and Liu (2008) found almost half are fake reviews from the internet, and they assume that consumers are aware the manipulation takes place but they decide to go with their own instinct and defined as to how they see fit according to themselves instead. However, Hu et al. (2011) claimed that consumers might not be able to detect those manipulation since the nature of the review is uncertain because if the review was done by previous buyers, it may not be not fake or manipulated. To gain the customer trust and increasing sale firms or seller may manipulate the information on different areas of the internet platforms. Various studies were conducted about the fake positive reviews (Mayzlin, Dover & Chevalier, 2014; Luca & Zervas, 2016; Sabnis & Valkanas, 2016), the studies of deleting negative review have only been done by Zhuang, Cui, and Peng (2018) so far. To being able to detect the manipulation both adding positive and deleting negative must take into consideration. Absolutely, the cost and benefits of the two manipulations are different. Since the nature of manipulation is different, the studied of it has been neglected. Nevertheless, researchers have used different methods to investigate the online reviews manipulation nature (Hu et al., 2012). They assert that the complex nature of manipulation makes it complicated for the normal customer to detect or aware of the bias. Luca and Zervas (2016) found that successful business firms are less likely to manipulate the review since they already gain their trust. Their results confirm that by contrast, less successful and start-up firm engage in the manipulation activities more because they need to increase their reputation and customer awareness.

Studies of review manipulation typically use secondary data, and the effect of suspicion to purchase decision have not been examining yet. Plus, if the suspicion of manipulation arises does the customers reevaluate their decision

of the review also remains unexplored. Studies of consumer information processing assume that the fall short of expectation can lead to suspicion of manipulation, and the communication manner of seller also assist consumers to assess the salience of its nature as well (Ahluwalia & Burnkrant, 2004). When the manipulators restrict the message contents by adding fake positive reviews it left more trail of manipulative intent, thus inflate stronger suspicion. But, deleting negative reviews leaves little evidence for information searcher, although less amount or absence of it can still arouse suspicion.

2.6.1 Adding Positive Review

Previous studied demonstrated, if posting fake positive reviews can give more information about the product also when it provides enough reviews, the information can be reliable and trustworthy (Dellarocas, 2006). The value of online information reviews from authentic customers, who had experienced the product provide more valuable and reliable information about the products because the information from authentic customer are immune to the review manipulation but it depends on whether the information received from anonymous information provider or verified authentical information provider (Walther et al., 2009). In the online platform, verification is crucial for searchers to find the authenticity of review providers, such as real picture, name and the purpose for posting reviews, which can make the reviews less suspicion. It can seem easy to add some fake positive reviews to avoid suspicion, the more fake review they added, the harder it gets for them to avoid detection. The suspicion can also increase with excessive adding of fake positive reviews (Anderson & Simester, 2014) while also decreasing the value of information regarding the reviews and reputational risk of damaging product image (Mayzlin et al., 2014). In other words, when reviews are manipulated to the point that they arouse consumer suspicion, the product creditability becomes

questionable. So, this study defines adding positive review as the act of seller adding own positive review on online-platform.

2.6.2 Deleting Negative Review

Additionally, in the context of review manipulation tactics differ regarding the number of evidence, the extent of disguise and level of detection. Adding fake information is consider as manipulation by people who are searching for the information. Even though hiding or deleting negative reviews does not present false information, it still can convert the chemistry of the reviews layout. Using tool such as search engine optimization, the negative reviews can be a push to further down where it cannot be seen in the front page (Quipp, 2008). By definition, deleting negative reviews can be defined as lying or deception by omission (Fulmer et al., 2009), because the hidden or deleted messages are commonly not visible to readers, so compare to adding fake positive review, deleting leave less evidence for deception (Hu et al., 2011). Thus, the disguise of hiding or deleting review less likely to be found out; but even deleting cannot be a perfect crime, because some prospects do wants to search for negative reviews as reference and comparison (Cui et al., 2012), so deleting negative review still give the customer the sense of suspicion. Therefore, this study defines deleting negative review as the act of seller deleting others negative review on the online platform.

2.7 Purchase Decision

According to previous studies, information processing approach can be used to describe the consumer purchase decision-making (Howard & Sheth, 1969; Bettman, 1979). Consumers will try to find the information then evaluate it before making a choice either to purchase or not. Various research models have been developed to describe this behavior. The purchase decision-making

process is constructive and is shaped by the consumer in the context of decision making (Bettman, Luce & Payne, 1998), It is therefore different between individuals, decisions, and contexts (Xia & Sudharshan, 2002). Exploring consumer information processing behavior in traditional purchasing, which occurs through in-store shopping, has long attracted the attention of researchers (Su, 2007), resulting in comprehensive knowledge of behavior in the setting. Karimi (2013) found that online consumer behavior, in particular, is a complex phenomenon as it relies heavily on information gathering, evaluation of a significant amount of information, using decision aid systems and making a purchase in a self-service environment.

To analysis, the term of purchase decision in online context this study will use Kotler (2003) purchase decision terms which have been by widely used and studied among researchers. Following the literature, this study defines purchase decision as the extent of willing to purchase the products online regarding the circumstances considering conveniences and payment methods.

2.8 Hypotheses Development

2.8.1 Interrelationship between Product Characteristics with Purchase Decision

For many years the measure of product characteristics and purchase decision has been conducted by using conjoint analysis (Green & Srinivasan, 1978, 1990). Vickers (1993) also used conjoint analysis to examined the product characteristics in health care to purchase intent by using a multilevel approach, and it has claimed to be positive. In the study of Burton et al. (2001) also conducted the researched of food product characteristics, which also described as positive effect to purchase decision as well.

However, Moskowitz (1994) test has found that there are others factors besides product characteristics to influence the customer purchase decision.

Teichert (2000) experiment has shown that some product characteristics have different results from different contexts and factors. Kotler and Keller (2012) studied results have cleared the doubt of classifying product attributes which they include product information, quality, and prices had positive effects on purchase decision.

2.8.2 Interrelationship between Product Characteristics with Information Sources

The customer is usually going through multiple sources to find out more about the product they want to buy or interest (Jin & Phua, 2014). No and Kim (2015) studied found that there are positive significant between attributes and information sources in the context of tourism; while Kotler and Keller (2012) found that product information sources had positive effects on product characteristics in-term of marketing.

2.8.3 Interrelationship between Information Sources with Purchase Decision

Goodrich and De Mooij (2014) implied that the use of information sources that impact the online purchase decision varies across cultures. Porter and Heppelmann (2014) support the previous study by describing that before making a purchase, people will research a lot of information about the product first. Shankar et al. (2016) tested also support this theory by founding product information trigger the consumers' interests and purchase.

2.8.4 Mediation influence of Information Sources while Product Characteristics in relation with Purchase Decision

Nowadays, people rely on information sources to consider making the purchase online (Porter & Heppelmann, 2014; Steckel et al., 2005), because

more information they can receive the better they can make the judgment. Regarding what kinds of products, they are looking for, the customer will go online to search about that information's from multiple sources (Jin & Phua, 2014; Steckel et al., 2005; Park & Lee, 2009) as to the more, the better. Lascu and Zinkhan (1999) found that a consumer's level of susceptibility to informational influence is related to how influential they find different types of online sources of related information. Past researches also show that consumers favor sources they know more than those they don't (van Beuningen et al., 2009).

2.8.5 Interrelationship between Product Characteristics with eWOM

Few studies had conducted concerning product characteristics and eWOM so far. One of them was by Kuan, Yang, and Cheng (2005) discover that eWOM would be either increase or weaken by services and quality of products that customers found commendable or outrageous, it merely means that the relationship between eWOM and product characteristics depends on how the customer perceived to the product to be. Knoll (2015) also found that in order to influence the purchase decision customer must depend on the perception of products attributes.

2.8.6 Interrelationship between eWOM with Purchase Decision

The Internet is regarding as a massive network for extracting information and communication channel. Goodrich and De Mooij (2014) asserted that eWOM as an internet channel, could deliver the original and influential suggestion to the consumer's product decision. A lot of people would go to the internet to search for the product they want to buy and ask for suggestion and the eWOM assist those people in making their decision. Munir et al. (2018)

discovery suggest that eWOM have a positive impact on purchase decision but through social media. Instead of trying to test for themselves first they will try to see how the others who experience the product have to say. Tanimoto and Fujii (2003); Lim (2015) solidify the theory by finding that eWOM is an essential resource for a potential purchaser.

2.8.7 Mediation influence of eWOM while Product Characteristics in relation with Purchase Decision

According to Steckel et al. (2005), nowadays people rely on eWOM a lot when making a decision; but that does not necessary a hundred percent true. Even though some researchers found that customers tend to believe on eWOM more because they think that customer-to-customer sources are reliable (van Beuningen et al., 2009; Kim & Gupta, 2012; Berger, 2014). Some still believe that when the sources are unknown, the information is not trustworthy and not valuable for those who want to make the decision to purchase (Mathwick, Wiertz & De Ruyter, 2008). But Gruen, Osmonbekov, and Czaplewski (2007) found that using eWOM sources help customers to make purchase decision since it can provide the sense of security for them. Knoll (2015) found that the influence to purchase online taking the information from social media must depend both on the information sources and customer perception of the product itself.

2.8.8 Interrelationship between Information Sources with Perceived Value

Taylor (1986) stated that user-based and context-based are the components used to define the value of information and the determining factor of information source value are the characteristics of the information itself.

Choo (1993) studies show in the context of business management they preferred personal sources of information over external sources because the personal source is convenience and better quality in terms of reliability. likewise, Xu and Chen (2006) found that information reliability and level of understanding significantly affect personal relevance. Even though, some researchers favor the ease of use sources and accessibility as the dominant factors in sources selection (Andersen et al., 2001; Yitzhaki & Hammershlag, 2004) meaning as long as it's easy to access no matter if its internal or external sources customer still prefers those sources. But Martinsons and Davidson (2007) suggested that people still prefer their own perception of information to make decision making, while Lin, Cole, and Dalkir (2014) confirm the theory.

2.8.9 Interrelationship between Perceived Value with Purchase Decision

An early study by Munir et al. (2018) demonstrated the trustworthy sources from the internet would positively impact consumers' purchase decision making. Fang et al. (2016) previous studied suggest that the value customer put in will reflect to whether or not they should to purchase and repurchase the product. The value we put in something can influence our decision regarding that thing later on, as Zeithaml (1988) study found that decision making is an individual trait that is mostly influenced by how we perceived something to be.

2.8.10 Mediation influence of Perceived Value while Information Sources in relation with Purchase Decision

Past research found that customer tends to trust in their own perception of information rather than others people (Bouchet et al., 1988; Choo, 1993; Frishammar, 2003), because trusting oneself can be more reliable than the others. Lin et al. (2014) studied supported the previous researched that

customer prefers the personal information sources rather than external personal sources. When we about to purchase a product, we tend to ask ourselves first how we much we know about the product before asking others. This was also applied in the business management context as it has been found that business manager also prefers personal information sources (Specht, 1987; Daft et al., 1988; Elenkov, 1997; Choo, 2001). Zeithaml (1988) implies that the construct of customer value can be defined by their product choices. The choices that the customers make must base on how they perceived the product to be.

2.8.11 Interrelationship between Perceived Risk with Purchase Decision

The psychological study of perceived risk to the online-purchase decision was first introduced by Bauer (1964). The relationship between perceived risk and purchase decision had been found to influence each other (Antony, Lin & Xu, 2006). For a customer to be cautious of online purchase is common when they find that the risk is overwhelming. Also Kim, Ferrin, and Rao (2008) finding of the negative effect of perceived risk to purchase decision support the theory.

2.8.12 The Moderation of Perceived Risk on Information Sources and Purchase Decision

Consumers will buy the same brand as a safe means of avoiding risk or loss (Chen & Xie, 2008). Bhukya and Singh (2015) studied suggest that the perceived risks have negative effects on consumers' intention to purchase, while Beneke et al. (2012) found that only some risks are affecting the purchase decision. Also supporting this theory Glynn and Chen (2009); Erdem, Zhao, and Valenzuela (2004) found that perceived risks is significantly affected customer purchase decision dramatically. Previous studied had suggested that

the perceived risk can impact the purchase decision significantly but regarding the informational perceived risk still need to be tested.

2.8.13 Interrelationship between Suspicion with Purchase Decision

Since it only been conducted by using secondary data and never explored the manipulation effect and suspicion, however, Benedicktus et al. (2010) did found that generalized suspicion led to a reduction in both the benevolence and reliability of a seller and therefore undermine customer purchase intention, but the suspicion of customer relating to purchase decision has remained a few, this study will aim to do so. The first ever to raise the topic regarding that was Zhuang et al. (2018), where they found that there are positive relationships and significantly related to those two variables.

2.8.14 The Moderation of Suspicion on eWOM and Purchase Decision

Hu et al. (2011) said that a lot of business try to manipulate their prospect and customer may not being able to detect those manipulations, but some reject those finding. Even though the manipulation occurred the online recommendation still credible for the consumer (Mayzin, 2006) and for the rival firm, they can take that manipulation information to their advantages to improve their own product. Previous studies suggested that by manipulating online review, the firm can boost their sale on the market (Hu et al., 2011). Taking it into account of the suspicion of the customer to manipulation and how it affects the purchase decision still questionable.

CHAPTER THREE
RESEARCH METHODOLOGY

The objectives of chapter three are to explain the framework model and the hypotheses with the measurement of the seven research constructs. Besides, it also introduces the research method to test the hypotheses mentioned above. First of all, the chapter will describe the proposed conceptual framework and hypotheses to be tested. Next, are the sampling plan, questionnaire design, and the data analysis techniques would be showed in this chapter as well.

3.1 Research Model

This study had developed a research framework based on the literature review in chapter two; then, the hypotheses would be mentioned according to the model, (see Figure 3.1).
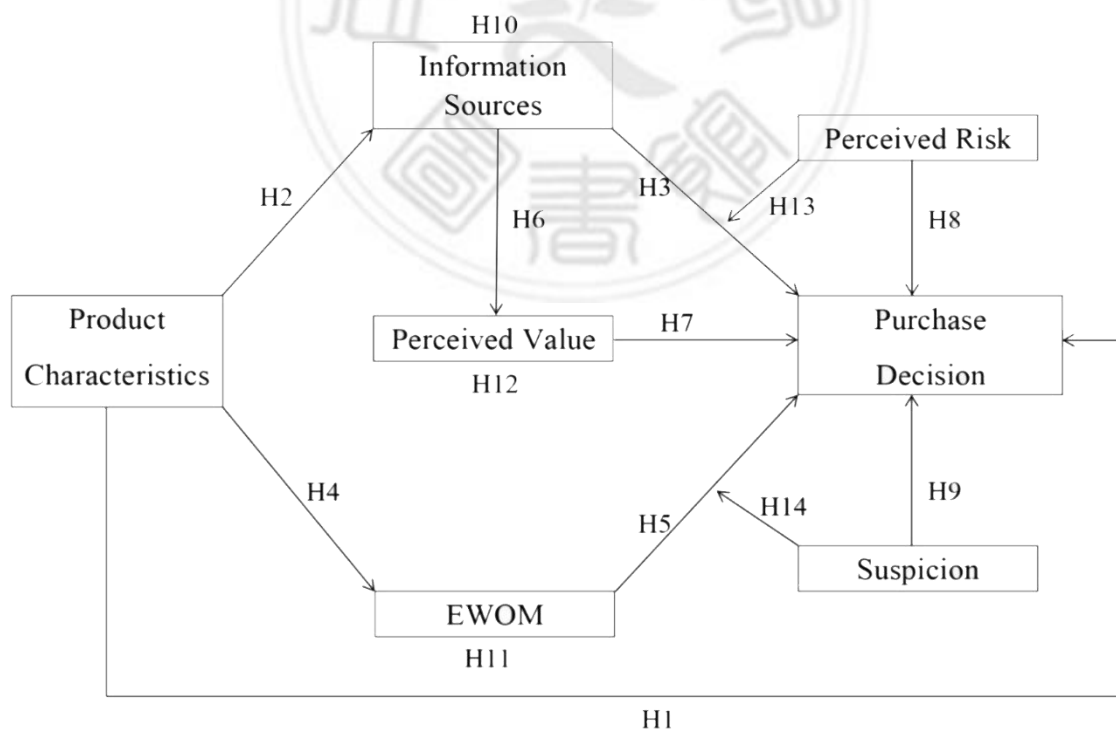
Figure 3-1 Research Model

Sources: Original Study

Product characteristics, information sources, and eWOM are considered as independent variables, while purchase decision is considered as a dependent variable. In addition, information sources, eWOM, perceived value acts as mediating variables and perceived risk, suspicion treated as moderating variables. According to Figure 3-1 and above literature mentioned the hypotheses were constructed as below:

H1.   There is a significant effect between product characteristics and purchase decision.

H2.   There is a significant effect between product characteristics and information sources.

H3.   There is a significant effect between information sources and purchase decision.

H4.   There is a significant effect between product characteristics and electronic word of mouth.

H5.   There is a significant effect between electronic word of mouth and purchase decision.

H6.   There is a significant effect between information sources and perceived value.

H7.   There is a significant effect between perceived value and purchase decision.

H8.   There is a significant effect between perceived risk and purchase decision.

H9.   There is a significant effect between suspicion and purchase decision.

H10. Information sources mediates the relation between product characteristics and purchase decision.

H11. Electronic word of mouth mediates the relation between product characteristics and purchase decision.

H12. Perceived value mediates the relation between information sources and purchase decision.

H13. Perceived risk moderates when information sources in relation with purchase decision.

H14. Suspicion moderates when electronic word of mouth in relation with purchase decision.

3.2 Instrument

There is a survey conducted to collect data for variables of the study. The research questionnaire with 70 items is developed to obtain the responses from university students who currently study and the employed who currently working in Cambodia. The research questionnaire was divided into two parts. The first one consisted of seven constructs: product characteristics (10 items), information sources (Intra and interpersonal sources: 6 items, Third-party sources: 4 items), electronic word-of-mouth (Information solicitation: 4 items, Channel variety: 3 items, Message retention: 5 items), perceived value (7 items), perceived risk (Functional risk: 4 items, Social risk: 5 items, Financial risk: 5 items), suspicion (Adding positive review: 4 items, Deleting negative review: 5 items), and purchase decision (8 items). The second part was demographics which included gender, age, education level, incomes and online shopping frequencies (see appendix). The detailed contents of the questionnaire are shown in the Appendix. The five-point scale named Likert-type scales with "1" equals to "strongly disagree", "2" equals to "disagree", "3" equals to "neutral", "4" equals to "agree", and "5" equal to "strongly agree". This scale was used to measure the variable. The respondents were asked to rate for the survey.

3.3 Translation

To collect the data for research, the principal respondents are Cambodia universities students and the employed. Therefore, the Khmer language plays an essential role in data collection. In typically, the survey was designed by English, after that, the second language Khmer was used to translate all questionnaire items into Khmer. It is to provide convenience to respondents to answer fast. The last but not least is to translate the questionnaire items back to English to check for incorrection. To complete this questionnaire, three Master degree graduated from National Cheng Kung University, who major in business management and have excellent skills in English as well as Khmer, in Cambodia, were asked to give their suggestion for all the items from English to translate into Khmer, to ensure that nothing is different between the Khmer version and English version. Then, double check by translating Khmer back into English one more time to make sure. After that, the incorrect words were removed. The final version of the questionnaire in the Khmer language was completed after being carefully discussed and modified.

3.4 Pilot Test

A trial test was conducted in Khmer version to strengthening the questionnaire's effectiveness. A pilot test was handled using google form sending to the respondents in Cambodia, and 80 responses were collected. Consequently, this trial data is analyzed in reliability test to get the internal consistency of each item and factors. An acceptable level of internal consistency would be reflected in the α value of no less than 0.60 for the study. The results of the Cronbach's α showed that the questionnaires of each variable had relatively high coefficient α higher than 0.60.

3.5 Construct measurement

This study has studied seven research constructs, after that the inter-relationship among these variables also be assessed. The main identified constructs are product characteristics, information sources, eWOM, perceived value, perceived risk, suspicion, and purchase decision. Each construct has its operational conceptions, and measurement items and the appendix tables present the questionnaire items for this study.

3.5.1 Product characteristics

Product characteristics can define as the capabilities of the product such as how it better than others; how the consumer perceiving the new product into the person's experience, belief, needed; difficulty to understand or grasp or how it can provide a trial run and test before purchase by adapting Roger (1962) diffusion of innovation theory and product characteristics like the physical product, price, seller and buyer interaction, and so on as a core for this study. the 10 items questionnaires as shown below:

(PC1) I prefer the new product information in the online market that just came out.

(PC2) I prefer the online product information that I am very comfortable adopting new ideas of products.

(PC3) I prefer the online product information that I can check products reviews online.

(PC4) I prefer the online product information I have knowledge about.

(PC5) I prefer the online product information I can easily purchase.

(PC6) I prefer the online product information that gives out a trial run.

(PC7) I prefer the online product information that I get to interact with seller and buyer before actual purchase.

(PC8) I prefer the online product information that I can understand after a trial run.

(PC9) I prefer the online product information that I can compare with the products and the price.

(PC10) I prefer the online product information because I can compare with the products and the prices.

3.5.2 Information sources

As mention above, according to Ghuman and Mann (2015) there are three kinds of information sources, but this study combined the "intrapersonal sources" and "interpersonal sources" together that have six items, and "third-party sources" with fours items. The list of ten questionnaire items for construct "Information sources" was mention below.

Intra and Interpersonal sources

(IS1) I have seen that product information before.

(IS2) I have experience using that kind of product before.

(IS3) I have used that types of product before.

(IS4) I have heard about that product information before.

(IS5) My colleague told me that product is good.

(IS6) My friend told me that product is excellent.

Third-party sources

(IS7) I saw the information about the product on the magazine or TV.

(IS8) I saw the product received numerous rewards from magazine or TV.

(IS9) The news of the product was posted in the newspaper.

(IS10) The product received numerous opinions from professional critics.

3.5.3 Electronic word of mouth

To collect data for electronic word of mouth based on Tham et al. (2013), this study divided into three sub-categories which are "Information solicitation" included four items, "Channel variety" included three items and "Message retention" included five items. The list of all "Electronic word of mouth" twelve questionnaires items are shown in the following:

Information solicitation

(WM1) I'm ready to be influenced by the information.

(WM2) I'm willing to accept the information as a suggestion.

(WM3) I'm willing to accept the information into consideration.

(WM4) I'm willing to share the information with others.

Channel variety

(WM5) Online-channel is a massive community, so the potential information I can receive is large.

(WM6) I'm willing to accept diverse information regarding the product through different online-channel.

(WM7) I'm willing to receive a different kind of information and review from different online-platform.

Message retention

(WM8) I can easily access the online platform to read the review of the product.

(WM9) I can read the review of the product from others on the online platform.

(WM10) I can re-access to read the review again on the online platform.

(WM11) I can access and re-access both positive and negative review of the product.

(WM12) I'm willing to accept both positive and negative review online information as a suggestion.

3.5.4 Perceived value

Perceived value can be defined as how the product information can share the same or similar cognition to the customer. In order to measure perceived value, seven items were designed based on Pacharapha and Ractham (2012). Below will shows the list of all "Perceived value" seven questionnaires items:

(PV1) I believe the products information I received is reliable.

(PV2) I believe the information can help me later on.

(PV3) I believe the information can help me to make the decision.

(PV4) I believe the products information is enough so I can feel at ease.

(PV5) I like the product information as it is within my understanding.

(PV6) I like the products information that is easy to understand.

(PV7) The products information provided was interpreted in such a way that everyone can understand the products.

3.5.5 Perceived risk

Based on Hong and Yi (2012), this study divided the perceived risk into three factors such as "Functional risk" included four items, "Social risk" included five items, and "Financial risk" included five items, so the list of all fourteen questionnaire items for "Perceived risk" is shown below:

Functional risk

(PR1) I fear the product information might be not as what it seems.

(PR2) I fear that the product information might not as I expected to be.

(PR3) I fear that the product might break after a while.

(PR4) I fear that the product might be spoiled or expire.

Social risk

(PR5) I fear that my family might think that it is useless or wasteful.

(PR6) I fear that my friend might make fun of me.

(PR7) I fear that my colleague might think negative about me.

(PR8) I fear that my partner might think that it doesn't suit me.

(PR9) I fear I might get criticized for what I want to purchase.

Financial risk

(PR10) I fear that I might waste my money.

(PR11) I fear that I might get scam and lose my money without getting the product.

(PR12) I fear that I might purchase more expensive than others.

(PR13) I fear that after I purchase I won't receive the original product.

(PR14) I fear that I might waste my money on an unsuitable product.

3.5.6 Suspicion

To measure Suspicion, based on Zhuang et al. (2018), there are two factors that arouse "Suspicion" and they are "Adding positive review" included four items and "Deleting negative review" included five items. The list of the questionnaire items is shown below:

Adding positive review

(S1) I will detect adding positive review when the positive review lacks detail.

(S2) I will detect adding positive review when the positive review providers writing style almost identical.

(S3) I will detect the adding positive review when they are duplicate.

(S4) I will detect adding positive review when positive review provides with unreasonable fact.

Deleting negative review

(S5) I will detect deleting negative review.

(S6) I will detect deleting negative review when only positive reviews are appearing, but negative doesn't.

(S7) I will detect deleting negative review when only a few reviews and all are very positive review even though the product has launched for quite a while now.

(S8) I will detect deleting negative review when the argument of between review providers seems like one is talking to himself.

(S9) I will detect deleting negative review when the comments of the review-provider are out of topic.

3.5.7 Purchase decision

To collect data about "Purchase decision", eight items was adopted based on Kotler (2003). Using Likert five points scale the items is shown below:

(PD1) I will purchase the product online if the information shows it easy to buy.

(PD2) I will purchase the product online if the information shows that it is what I needed.

(PD3) I will purchase the product online if the information shows that are popular.

(PD4) I will purchase the product online if the information shows that it the product I used to experiences.

(PD5) I will purchase the product online if the information shows that the payment is cash on delivery.

(PD6) I will purchase the product online if the information shows that the payment is safe.

(PD7) I will purchase the product online if the information shows that the payment secures my privacy.

(PD8) I will purchase the product online if the information shows that it is convenience.

3.5.8 Demographic

The demographic characteristics had designed to investigate the different features among every respondent, who took part in this survey. According to others studies in the past and the measurement needed for this study, the individual demographic features could be measured by the following indicators:

- Genders

- Ages

- Education levels

- Incomes

- Online shopping frequencies

3.6 Sampling Plan and Data Collection

The data in this thesis was collected by sending 360 questionnaires to universities students and workers in Cambodia. The sampling plan was developed to assure that certain forms of respondents are encompassed in this study. The students and employees, who are studying and working in Phnom Penh city of Cambodia, were asked for answering the survey. Due to the time and convenience of collecting data, a part of the survey questionnaires was sent to 360 students directly through the dean of the universities. It took approximately two months (from August to September 2018) for the survey to complete. In total, 360 survey questionnaires were delivered directly to the students and employees afterward 358 were returned and used. Data collection consisted of five steps. Firstly, identifying related research variables through literature review and advice from the thesis advisor. The second step was to complete the drafting of the survey questionnaire. Next, the third step, translating the research questionnaires into Khmer and then translate back into English one more time to double check the meaning of the items remained the

same. Fourthly, running a pre-test of the Khmer questionnaires to check α (Alpha) value. 80 respondents were invited for the pre-test. Based on the pre-test, an internal consistency reliability coefficient of each item was computed. If the consistency reliability coefficient of each question cannot be achieved, the questionnaire will be modified one more time as a result to reach the greater consistency. The final step was delivery the Khmer questionnaire indirectly and directly to Cambodian respondents. When the data was totally completed, it could be used for analyzing in the following step.

3.7 Data Analysis Procedure

The software program named SPSS version 20 was used to calculate the data. To test the hypotheses developed from this study, six methodological techniques were adopted:

- Descriptive Statistic Analysis
- Factor Analysis and Reliability
- Independent Sample t-test
- One-way analysis of variance ANOVA
- Simple Linear Regression Analysis
- Multiple Regression Analysis
- The Hierarchical Regression Analysis

3.7.1 Descriptive Statistic Analysis

To measure the characteristics of the variables, the method named Descriptive Statistic Analysis is extremely useful. It calculates the means of each variable, plus the standard deviations also mentioned.

3.7.2 Factor analysis and Reliability

Factor analysis:

The goal of factor analysis is to examine the underlying variance structure of the set of correlation coefficients. Factor analysis not only is used to summarize or reduce data but also exploratory or confirmatory purpose. Factory analysis assumes that a small number of unobserved variables are responsible for the correlation between a large number of observed variables. In other words, the latent cannot be directly observed, but they affect other observable variables. Factor analysis use to assumes that the variance of each observed variables comes from two parts: a common part shared with other variables that stimulus correlation among them, and a unique part that is different from other variables. The common parts are called factors, and these factors represent the latent constructs. Measurement items with factor loadings greater than 0.6 will be selected as the member of a specific factor.

Reliability:

After running reliability test, Item-to-total Correlation and Cronbach's α will be shown. These results measure the correlation of each item to the sum of the remaining items within one factor. This approach presumes that total score is valid and thus the extent to which the item correlates with the total score is indicative of convergent validity for the item. Items with correlation lower than 0.5, will be deleted from analysis process.

3.7.3 Independent Sample t-test

To test whether the differences between two groups in relation with single variable, independent sample t-test is used for this case. In this study, it was applied to compare the differences between male and female in the seven constructs: product characteristics, information sources, electronic word of mouth, perceived value, perceived risk, suspicion, and purchase decision.

3.7.4 One Way Analysis of Variance (ANOVA)

To test whether the differences between more than two groups in relation to one variable, one-way ANOVA is used in this case. In this study, it was applied to compare the differences between demographic variables (i.e., Genders, Ages, Educational Levels, Incomes, and Online Shopping Frequencies) of the respondents in the seven constructs: product characteristics, information sources, eWOM, perceived value, perceived risk, suspicion, and purchase decision. The analysis will be significant with t-value higher than 1.96, also the p-value lower than 0.05.

3.7.5 Regression Analysis

Simple Linear Regression

The simple linear regression analysis is used to analyze the relationship between two variables or factors, which the value being predicted is the dependent variable and the value used to predict is called independent variable. It is commonly used in research as it establishes that a correlation exists between variables. The goal of simple linear regression analysis is to indicate how variables are related or to what extent variables are associated with each other. In this study, the simple linear regression analysis was conducted to examine the relative impact between the seven constructs comprise of product characteristics, information sources, eWOM, perceived value, perceived risk, suspicion, and purchase decision.

Multiple Regression Analysis

The multiple regression analysis is used to analyze the relationship between a single dependent variable and several independent variables. Thus, the primary purpose of multiple regression analysis is to predict the dependent variable with a set of independent variables. Another objective of multiple

regression is to maximize the overall predictive power of the independent variables as represented in the variate. Multiple regression analysis can also meet an objective comparing two or more sets of independent variables to determine the predictive power of each variate. The analysis will be significant when the R^2 higher than 0.1 ($R^2>0.1$), correlation higher than 0.3 and F-value is higher than 4. In this study, the multiple regression analysis was conducted to examine the mediating variable of information sources between independent variable of product characteristics and dependent variable of purchase decision, mediating variable of eWOM between independent variable of product characteristics and dependent variable of purchase decision, mediating variable of perceived value between independent variable of information sources and dependent variable of purchase decision.

Hierarchical Regression Analysis

To test how moderating variable of perceived risk effect on the relationship between the independent variable of information sources and the dependent variable of purchase decision and moderating variable of suspicion effect on the relationship between the independent variable of eWOM and the dependent variable of the purchase decision, and the method named hierarchical regression analysis was conducted.

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

This chapter includes a section of the empirical results of the research. The first section is the descriptive analysis of the respondents including the response rates, characteristics of the respondents, and the measurement results of variables. The second section is the results of factor analysis and the reliability tests of measurement scales which consist of principal component factor analysis, item-to-total correlation, and Cronbach's α. The third section is the confirmatory factor analysis. The final parts present the results of data analysis associated with each research hypothesis.

4.1 Descriptive Analysis

Descriptive Analyses is presented in this section to provide information about the characteristics of respondents and means and standard deviations of relevant research variables. The respondent rate is also presented in this chapter.

4.1.1 Characteristic of Respondents

The respondents' characteristics are displayed in Table 4-1. Five major categories: genders, ages, educational levels, incomes, and shopping frequencies were collected and measured.

Table 4-1 Characteristic of Respondents in This Research (n=358)

Item	Description	Frequency	Percentage %
Genders	Male	189	52.8
	Female	169	47.2

Table 4-1 Characteristic of Respondents in This Research (n=358)

(continued)

Item	Description	Frequency	Percentage %
Ages	Under 20	38	10.6
	20 - 29	229	64.0
	30 - 39	73	20.4
	Over 40	18	5.0
Educational Levels	Fresh graduate from high school	33	9.2
	Bachelor	120	33.5
	Master	178	49.7
	Doctorate / PHD	27	7.5
Incomes	Under $200 / per month	58	16.2
	$200 - $349 / per month	128	35.8
	$350 - $499 / per month	84	23.5
	Over $500	88	24.6
Online Shopping Frequencies	Rarely	70	19.6
	Once awhile	93	26.0
	At least once a month	106	29.6
	More than once a month	89	24.9

Source: Original Study

Table 4-1 shows that there are 52.8% of respondents are male and 47.2% are female. 10.6% of the respondents are under 20 years old, while 64%, 20.4%, and 5% are from 20 to 29 years old, 30 to 39 years old and over 40 years old, respectively. 9.2% of the overall respondents are fresh graduate from high school, whereas 33.5% are bachelors, 49.7% are masters, and 7.5% are doctorate or Ph.D. About income, the rate of the respondents that receive less than $200/per month is 16.2%, about 35.8% of the respondents receive an income between $200 to $349/per month, also 23.5% of the respondents are those who receive a monthly income around $350 to $499 and the percentage of total number of respondents receive more than $500/per month is 24.6%. Most of the respondents are those who participate in online shopping at least once a month (29.6%), 26% of them are those who do online shopping once awhile and about 24.9% of the respondents are those who do online shopping more than once a month and 19.6% of the respondents are those who rarely do online shopping.

4.1.2 Measurement Results for Relevant Research Variables

The descriptive statistics of the questionnaire items are presented in Table 4-2. The descriptive statistics identify the mean value and the standard deviation of the research questionnaire. Table 4-2 also illustrates the description of each item. This descriptive analysis recruits 10 items for product characteristics, 10 items for information sources (6 items for intra and interpersonal sources, 4 items for third-party sources), 12 items for electronic word of mouth (4 items for information solicitation, 3 items for channel variety, 5 items for message retention), 7 items for perceived value, 14 items for perceived risk (4 items for functional risk, 5 items for social risk, 5 items for

financial risk), 9 items for suspicion (4 items for adding positive review, 5 items for deleting negative review) and 8 items for purchase decision.

The mean value and standard deviation describe the tendency of the participants for each relevant construct. The overall tendency of our questionnaire participant's opinions are summarized in Tables 4-2.

Table 4-2 Descriptive Analysis for Questionnaire Items

Items	Descriptions	Mean	Std. Deviation
Product Characteristics			
PC1	I prefer the new product information in the online market that just came out.	4.30	.493
PC2	I prefer the online product information that I am very comfortable adopting new ideas of products.	4.38	.525
PC3	I prefer the online product information that I can check products reviews online.	4.42	.532
PC4	I prefer the online product information I have knowledge about.	4.42	.538
PC5	I prefer the online product information I can easily purchase.	4.48	.538
PC6	I prefer the online product information that gives out a trial run.	4.40	.528
PC7	I prefer the online product information that I get to interact with seller and buyer before actual purchase.	4.42	.532

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Items	Descriptions	Mean	Std. Deviation
PC8	I prefer the online product information that I can understand after a trial run.	4.37	.522
PC9	I prefer the online product information that I can compare with the products and the price.	4.35	.513
PC10	I prefer the online product information because I can compare with the products and the prices.	4.48	.533
Intra and Interpersonal sources			
IS1	I have seen that product information before.	4.21	.732
IS2	I have experience using that kind of product before.	4.21	.740
IS3	I have used that types of product before.	4.22	.742
IS4	I have heard about that product information before.	4.19	.762
IS5	My colleague told me that product is good.	4.18	.729
IS6	My friend told me that product is excellent.	4.18	.736
Third-party sources			
IS7	I saw the information of the product on the magazine or TV.	4.16	.746
IS8	I saw the product received numerous reward from magazine or TV.	4.18	.729

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Items	Descriptions	Mean	Std. Deviation
IS9	The news of the product was post on the newspaper.	4.16	.720
IS10	The product received numerous opinion from professional critics.	4.17	.727
Information solicitation			
WM1	I'm ready to be influenced by the information.	4.19	.780
WM2	I'm willing to accept the information as suggestion.	4.18	.804
WM3	I'm willing to accept the information into consideration.	4.08	.843
WM4	I'm willing to share the information to others.	4.17	.849
Channel variety			
WM5	Online-channel is a massive community, so the potential information I can receive is large.	4.10	.849
WM6	I'm willing to accept diverse information regarding the product through different online-channel.	4.18	.815
WM7	I'm willing to receive a different kind of information and review from different online-platform.	4.08	.856

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Items	Descriptions	Mean	Std. Deviation
Message retention			
WM8	I can easily access the online platform to read the review of the product.	4.18	.833
WM9	I can read the review of the product from others on the online platform.	4.08	.875
WM10	I can re-access to read the review again on the online platform.	4.11	.870
WM11	I can access and re-access both positive and negative review of the product.	4.07	.859
WM12	I'm willing to accept both positive and negative review online information as a suggestion.	4.07	.844
Perceived value			
PV1	I believe the products information I received is reliable.	3.90	.875
PV2	I believe the information can help me later on.	4.18	.807
PV3	I believe the information can help me to make the decision.	4.21	.728
PV4	I believe the products information is enough so I can feel at ease.	4.21	.711
PV5	I like the product information as it is within my understanding.	4.14	.860

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Items	Descriptions	Mean	Std. Deviation
PV6	I like the products information that is easy to understand.	4.22	.750
PR7	I fear that my colleague might think negative about me.	4.10	1.006
PR8	I fear that my partner might think that it doesn't suit me.	4.29	.810
PR9	I fear I might get criticized for what I want to purchase.	4.11	.960
Financial risk			
PR10	I fear that I might waste my money.	4.12	.980
PR11	I fear that I might got scam and lose my money without getting the product.	4.31	.814
PR12	I fear that I might purchase more expensive than others.	4.09	.967
PR13	I fear that after I purchase I won't receive the original product.	4.11	.964
PR14	I fear that I might waste my money on an unsuitable product.	4.11	.979
Adding positive review			
S1	I will detect adding positive review when the positive review lack detail.	4.00	.785

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Items	Descriptions	Mean	Std. Deviation
S2	I will detect adding positive review when the positive review providers writing style almost identical.	4.11	.866
S3	I will detect the adding positive review when they are duplicate.	4.10	.771
S4	I will detect adding positive review when positive review provides with unreasonable fact.	4.18	.785
Deleting negative review			
S5	I will detect deleting negative review.	4.10	.796
S6	I will detect deleting negative review when only positive reviews are appearing, but negative doesn't.	4.12	.809
S7	I will detect deleting negative review when only a few reviews and all are very positive review even though the product has launch for quite a while now.	4.03	.851
S8	I will detect deleting negative review when the argument of between review providers seems like one is talking to himself.	4.13	.776
S9	I will detect deleting negative review when the comments of the review-provider are out of topic.	4.05	.803

Table 4-2 Descriptive Analysis for Questionnaire Items (continued)

Items	Descriptions	Mean	Std. Deviation
Purchase decision			
PD1	I will purchase the product online if the information shows it easy to buy.	4.21	.732
PD2	I will purchase the product online if the information shows that it is what I needed.	4.23	.814
PD3	I will purchase the product online if the information shows that are popular.	4.25	.720
PD4	I will purchase the product online if the information shows that it the product I used to experiences.	4.24	.710
PD5	I will purchase the product online if the information shows that the payment is cash on delivery.	4.30	.717
PD6	I will purchase the product online if the information shows that the payment is safe.	4.31	.765
PD7	I will purchase the product online if the information shows that the payment secures my privacy.	4.22	.836
PD8	I will purchase the product online if the information shows that it is convenience.	4.30	.717

Source: Original Study

4.2 Factor Analysis and Reliability

In order to identify the dimensionalities and reliability of the research constructs, the measurement items' purification procedure was conducted as necessary. The purification process includes factor analysis, which contains factor loading, the eigenvalue of the factors extracted from the measurement items. After factor analysis, to identify the internal consistency and reliability of the construct measurement, the item-to-total correlation, Cronbach's alpha are calculated.

- Factor loading higher than 0.6
- Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) higher than 0.5
- Eigenvalue higher than 1
- Reliability test: Item-to-total correlation equal to or higher than 0.5; Cronbach's Alpha equal or higher than 0.6.

4.2.1 Product Characteristics

According to the previous chapter, product characteristics which were measured by 10 questionnaire items. Table 4-3 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of product characteristics construct. After conducting factor analysis and reliability process, the dimensions of factor identified to explain the product characteristics, there are 10 items that used to explain product characteristics has been divided into 2 factors, following Roger (1962), characteristics of innovation factor 1 will be named as compatibility which has has 6 items and factor 2 as relative advantage which has 4 items.

All items have factor loading greater than 0.6, and the highest is PC2 with a factor loading of 0.950 indicating this item had the highest relation to compatibility. All of the item to total correlation are greater than 0.5, Cronbach's α greater than 0.6 and Eigenvalue greater than 1 as shown below, compatibility Cronbach's α = 0.952 and Eigen-value = 4.850; relative advantage Cronbach's α = 0.897 and Eigen-value = 3.072. Relative advantage components had accumulated a total of 79.214% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-3 Results of Factor Analysis and Reliability Tests on Product Characteristics

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Product Characteristics (KMO = 0.835)	**PCS1**		**4.850**	**48.498%**		**0.952**
	PC2	0.950			0.923	
	PC7	0.935			0.901	
	PC3	0.883			0.832	
	PC4	0.876			0.831	
	PC6	0.872			0.827	
	PC8	0.854			0.798	
	PCS2		**3.072**	**79.214%**		**0.897**
	PC1	0.895			0.790	
	PC10	0.883			0.804	
	PC9	0.864			0.747	
	PC5	0.840			0.740	

Note: PCS1= Compatibility, PCS2= Relative Advantage

Source: Original Study

4.2.2 Information Sources

Information sources are intra and interpersonal sources and third-party sources which were measured by 10 questionnaire items with 6 items for intra and interpersonal sources and 4 items for third-party sources. Table 4.4 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of product characteristics construct. After conducting factor analysis and reliability process, the dimensions of factor identified to explain the information sources, 10 items have been divided into 2 factors, factor 1 is third-party sources has 6 items, factor 2 is intra, and interpersonal sources have 4 items. All items have factor loading greater than 0.6, and the highest is IS4 with a factor loading of 0.993 indicating this item had the highest relation to intra and interpersonal sources. All of the item to total correlation are greater than 0.5, Cronbach's α greater than 0.6 and Eigenvalue greater than 1 as shown below, third-party sources Cronbach's α = 0.984 and Eigen-value = 5.544; intra and interpersonal sources Cronbach's α = 0.988 and Eigen-value = 3.868. intra and interpersonal sources components had accumulated a total of 94.122% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-4 Results of Factor Analysis and Reliability Tests on Information Sources

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
	ISS1		**5.544**	**55.437%**		**0.984**
	IS7	0.987			0.986	
	IS8	0.963			0.948	
	IS6	0.961			0.947	

Table 4-4 Results of Factor Analysis and Reliability Tests on Information

Sources (continued)

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Information Sources (KMO = 0.890)	IS5	0.960			0.945	
	IS9	0.944			0.924	
	IS10	0.942			0.919	
	ISS2		**3.868**	**94.122%**		**0.988**
	IS4	0.993			0.991	
	IS2	0.979			0.964	
	IS1	0.975			0.959	
	IS3	0.974			0.960	

Note: ISS1= Third-party Sources, ISS2= Intra and Interpersonal

Source: Original Study

4.2.3 Electronic Word of Mouth

Electronic word of mouth are information solicitation, channel variety and message retention which were measured by 12 questionnaire items with 4 items for information solicitation, 3 items for channel variety and 5 items for message retention. Table 4-5 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of electronic word of mouth construct. After conducting factor analysis and reliability process, the dimensions of factor identified to explain the electronic word of mouth 12 items have been reduced into 2 factors; factor 1 is message retention has 7 items, factor 2 is information solicitation has 5 items. All items have factor loading greater than 0.6, and the highest is WM11 with a factor loading of 0.975 indicating this item had highest relation to message retention and WM4 with a factor loading of 0.975 indicating this item had the highest relation to information solicitation. All of the item to total correlation are greater than 0.5, Cronbach's α greater than 0.6

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and Eigenvalue greater than 1 as shown below, message retention Cronbach's α = 0.990 and Eigen-value = 6.578; Factor 2 Cronbach's α = 0.985 and Eigen-value = 4.762. information solicitation components had accumulated a total of 94.505% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-5 Results of Factor Analysis and Reliability Tests on Electronic Word of Mouth

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Electronic Word of Mouth (KMO = 0.919)	**WMS1**		**6.578**	**54.821%**		**0.990**
	WM11	0.975			0.984	
	WM9	0.970			0.979	
	WM12	0.966			0.965	
	WM5	0.963			0.958	
	WM7	0.962			0.964	
	WM10	0.954			0.953	
	WM3	0.935			0.934	
	WMS2		**4.762**	**94.505%**		**0.985**
	WM4	0.975			0.985	
	WM6	0.965			0.967	
	WM2	0.956			0.944	
	WM8	0.954			0.948	
	WM1	0.947			0.931	

Note: WMS1= Message Retention, WMS2= Information Solicitation

Source: Original Study

4.2.4 Perceived Value

Perceived value was measured by 7 questionnaire items. Table 4-6 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of perceived value construct. After conducting factor analysis and reliability

process, the dimensions of factor identified to explain the perceived value, 7 items have been divided into 2 factors, factor 1 will be named as information understandability which has 4 items, factor 2 will be named as information reliability has 3 items. All items have factor loading greater than 0.6, and the highest is PV1 with a factor loading of 0.886 indicating this item had the highest relation to information reliability. All of the item to total correlation are greater than 0.5, Cronbach's α greater than 0.6 and Eigenvalue greater than 1 as shown below, information understandability Cronbach's α = 0.853 and Eigen-value = 2.739; Factor 2 Cronbach's α = 0.818 and Eigen-value = 2.256. information reliability components had accumulated a total of 71.352% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-6 Results of Factor Analysis and Reliability Tests on Perceived Value

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Perceived Value (KMO = 0.833)	**PVS1**		**2.739**	**39.125%**		**0.853**
	PV3	0.830			0.740	
	PV7	0.816			0.696	
	PV6	0.812			0.701	
	PV5	0.735			0.630	
	PVS2		**2.256**	**71.352%**		**0.818**
	PV1	0.886			0.749	
	PV4	0.856			0.760	
	PV2	0.716			0.516	

Note: PVS1= Information Understandability, PVS2= Information Reliability

Source: Original Study

4.2.5 Perceived Risk

Perceived risk are functional risk, social risk and financial risk which were measured by 14 questionnaire items with 4 items for functional risk, 5 items for social risk and 5 items for financial risk. Table 4-7 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of perceived risk construct.

After conducting factor analysis and reliability process, the dimensions of factor identified to explain the perceived risk, 14 items have been divided into 3 factors, factor 1 is financial risk has 6 items, factor 2 is functional risk has 4 items, and factor 3 is social risk has 4 items. All items have factor loading greater than 0.6, and the highest is PR1 with a factor loading of 0.974 indicating this item had the highest relation to functional risk. All of the item to total correlation are greater than 0.5, Cronbach's α greater than 0.6 and Eigenvalue greater than 1 as shown below, financial risk Cronbach's α = 0.993 and Eigenvalue = 5.780; functional risk Cronbach's α = 0.974 and Eigen-value = 3.750; social risk Cronbach's α = 0.870 and Eigen-value = 2.887. Social risk components had accumulated a total of 88.688% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-7 Results of Factor Analysis and Reliability Tests on Perceived Risk

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
	PRS1		**5.780**	**41.286%**		**0.993**
	PR7	0.946			0.994	
	PR3	0.938			0.969	
	PR14	0.935			0.978	

Table 4-7 Results of Factor Analysis and Reliability Tests on Perceived Risk

(continued)

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Perceived Risk (KMO = 0.919)	PR10	0.932			0.978	
	PR12	0.925			0.961	
	PR13	0.922			0.967	
	PRS2		**3.750**	**68.069%**		**0.974**
	PR1	0.974			0.962	
	PR11	0.958			0.946	
	PR4	0.949			0.916	
	PR2	0.942			0.916	
	PRS3		**2.887**	**88.688%**		**0.870**
	PR6	0.848			0.784	
	PR8	0.777			0.722	
	PR5	0.725			0.713	
	PR9	0.653			0.668	

Note: PRS1= Financial Risk, PRS2= Functional Risk, PRS3= Social Risk

Source: Original Study

4.2.6 Suspicion

Suspicion are adding positive review and deleting negative review which was measured by 9 questionnaire items with 4 items for adding positive review and 5 items for deleting negative review. Table 4-8 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of suspicion construct. After conducting factor analysis and reliability process, the dimensions of factor identified to explain the suspicion, 9 items have been divided into 2 factors, factor 1 is adding positive review has 5 items, factor 2 is deleting negative review has 4 items. All items have factor loading greater than 0.6, and the highest is S7 with a factor loading of 0.826 indicating this item had the highest relation to deleting negative review. All of the item to total correlation

are greater than 0.5, Cronbach's α greater than 0.6 and Eigenvalue greater than 1 as shown below, adding positive review Cronbach's α = 0.879 and Eigenvalue = 3.310; deleting negative review Cronbach's α = 0.866 and Eigen-value = 2.936. Deleting negative review components had accumulated a total of 69.397% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-8 Results of Factor Analysis and Reliability Tests on Suspicion

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Suspicion (KMO = 0.884)	**SS1**		**3.310**	**36.777%**		**0.879**
	S2	0.815			0.726	
	S1	0.811			0.720	
	S3	0.770			0.740	
	S9	0.739			0.682	
	S4	0.736			0.683	
	SS2		**2.936**	**69.397%**		**0.866**
	S7	0.826			0.706	
	S5	0.821			0.783	
	S8	0.796			0.705	
	S6	0.751			0.670	

Note: SS1= Adding Positive Review, SS2= Deleting Negative Review

Source: Original Study

4.2.7 Purchase Decision

Purchase decision was measured by 8 questionnaire items. Table 4-9 presented the results of factor loadings, eigenvalue, the percentage of variance explained, item-to-total correlation, Cronbach's α for the measurement of purchase decision construct. After conducting factor analysis and reliability process, the dimensions of factor identified to explain the purchase decision, 8 items have been divided into 2 factors, factor 1 will be named as buying

convenience has 4 items, factor 2 will be named as payment method has 4 items. All items have factor loading greater than 0.6, and the highest is PD4 with a factor loading of 0.906 indicating this item had the highest relation to buying convenience. All of the item to total correlation are greater than 0.5, Cronbach's α greater than 0.6 and Eigenvalue greater than 1 as shown below, buying convenience Cronbach's α = 0.871 and Eigen-value = 2.927; payment method Cronbach's α = 0.875 and Eigen-value = 2.917. Payment method components had accumulated a total of 73.050% of explained variance which shows these are important underlying factors for this construct. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

Table 4-9 Results of Factor Analysis and Reliability Tests on Purchase Decision

Research Constructs	Research Items	Factor Loading	Eigen-value	Cumulative Explained	Item-to-total correlation	Cronbach's Alpha (α)
Purchase Decision (KMO = 0.790)	**PDS1**		**2.927**	**36.582%**		**0.871**
	PD4	0.906			0.820	
	PD1	0.889			0.812	
	PD3	0.794			0.690	
	PD2	0.723			0.576	
	PDS2		**2.917**	**73.050%**		**0.875**
	PD8	0.899			0.816	
	PD7	0.855			0.724	
	PD6	0.846			0.757	
	PD5	0.721			0.634	

Note: PDS1= Buying Convenience, PDS2= Payment Method

Source: Original Study

4.3 Independent Sample t-test

The aim of this part is to identify the differences between male and female into the above 7 constructs. The independent sample t-test used to

compare means for male and female respondents on their opinion of product characteristics, information sources, electronic word of mouth, perceived value, perceived risk, suspicion and purchase decision in this study. The significant results were p-value less than 0.05, and t-value could not be lower than 1.98. The independent t-test results were presented in Table 4-10. It showed that female respondents only have higher the mean score in third-party sources (ISS1) and message retention (WMS1), while male respondents have a higher mean score in the other factors and constructs. However, t-test results indicated that there are differences between male and female incompatibility (PCS1) and buying convenience (PDS1).

Table 4-10 T-test Results

Construct	Factor	Male	Female	t-value	p-value
		n = 189	n = 169		
Product Characteristics	PCS1	4.4515	4.3462	2.100	.036
	PCS2	4.4193	4.3846	.722	.471
Information Sources	ISS1	4.1623	4.1854	-.310	.756
	ISS2	4.2328	4.1760	.733	.464
Electronic Word of Mouth	WMS1	4.0620	4.1082	-.523	.601
	WMS2	4.1926	4.1692	.278	.781
Perceived Value	PVS1	4.2183	4.1272	1.308	.192
	PVS2	4.1182	4.0710	.652	.515
Perceived Risk	PRS1	4.1314	4.0888	.421	.674
	PRS2	4.3294	4.3062	.295	.768
	PRS3	4.2381	4.1361	1.266	.206
Suspicion	SS1	4.1079	4.0639	.627	.531
	SS2	4.1230	4.0651	.796	.427
Purchase Decision	PDS1	4.3003	4.1598	2.118	.035
	PDS2	4.3360	4.2263	1.577	.116

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4 One-way Analysis of Variance ANOVA

To compare the dissimilarity of the dimensions' mean score based on respondent's ages, educational level, incomes, and online shopping frequencies, the one-way ANOVA was conducted.

This method is widely used to studies involving two or more groups. With the aim of gaining further understanding, one-way ANOVA was performed so as to find the significant difference factors of product characteristics, information sources, electronic word of mouth, perceived value, perceived risk, suspicion and purchase decision among each group. The one-way ANOVA produces a one-way analysis of variance of a quantitative dependent variable by a single factor as known as an independent variable.

4.4.1 Ages

There is no significant difference in most of the factors within the seven constructs among different age groups except for functional risk (PRS2) and buying convenience (PDS1) where the respondent age group of 20-29 mean are higher than age group of 30-39.

Table 4-11 Results of the Difference of the Factors within the Seven Constructs among Group of Age Levels

Factor	Under 20 (1)	20–29 (2)	30-39 (3)	Over 40 (4)	F-value	p-value	Scheffe
PCS1	4.4386	4.4148	4.3470	4.3796	.466	.706	NS
PCS2	4.3355	4.3941	4.4452	4.4861	.720	.540	NS
ISS1	4.1623	4.1339	4.2922	4.2130	.957	.413	NS

Table 4-11 Results of the Difference of the Factors within the Seven

Constructs among Group of Age Levels (continued)

Factor	Under 20 (1)	20–29 (2)	30-39 (3)	Over 40 (4)	F-value	p-value	Scheffe
ISS2	4.2632	4.1583	4.3151	4.2500	.966	.409	NS
WMS1	4.0752	4.0661	4.0665	4.3968	.892	.445	NS
WMS2	4.3421	4.1721	4.1589	4.0556	.700	.552	NS
PVS1	4.1382	4.1834	4.1301	4.3333	.510	.676	NS
PVS2	4.0526	4.1252	4.0320	4.0741	.408	.747	NS
PRS1	4.0395	4.0728	4.2397	4.2315	.729	.535	NS
PRS2	4.4342	4.4105	4.0616	3.9444	6.208	.000	(2) > (3)
PRS3	4.2105	4.1517	4.3014	4.1806	.731	.534	NS
SS1	4.0684	4.1249	4.0247	3.9000	.966	.409	NS
SS2	4.2632	4.0295	4.1918	4.1944	2.109	.099	NS
PDS1	4.1974	4.2893	4.0342	4.4167	3.664	.013	(2) > (3)
PDS2	4.2303	4.2937	4.2705	4.3333	.149	.931	NS

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4.2 Educational Level

There is no significant difference in most of the factors within the seven constructs among different educational levels except for intra and interpersonal sources (ISS2), financial risk (PRS1), social risk (PRS3) and adding positive review (SS1) where master is higher than bachelor; also in information solicitation (WMS2) and information reliability (PVS2) where fresh graduate from high school are higher than master and bachelor; lastly is deleting negative review (SS2) where the respondents from fresh graduare from high school are the highest.

Table 4-12 Results of the Difference of the Factors within the Seven Constructs among Group of Educational Levels

Factor	Fresh graduate from high school (1)	Bachelor (2)	Master (3)	Doctorate / PHD (4)	F-value	p-value	Scheffe
PCS1	4.4545	4.3361	4.4242	4.4815	1.283	.280	NS
PCS2	4.4015	4.3313	4.4382	4.4907	1.705	.166	NS
ISS1	4.3434	4.0972	4.1742	4.2963	1.392	.245	NS
ISS2	4.3561	3.9771	4.3272	4.2407	6.313	.000	(3) > (2)
WMS1	4.2684	3.9774	4.0714	4.4127	2.644	.049	NS
WMS2	4.4667	3.9250	4.2865	4.2815	7.148	.000	(1) > (3) > (2)
PVS1	4.2424	4.0583	4.2163	4.3426	2.211	.087	NS

Table 4-12 Results of the Difference of the Factors within the Seven

Constructs among Group of Educational Levels (continued)

Factor	Fresh graduate from high school (1)	Bachelor (2)	Master (3)	Doctorate / PHD (4)	F-value	p-value	Scheffe
PVS2	4.2828	3.9111	4.1704	4.1975	4.805	.003	(1) > (3) > (2)
PRS1	4.0657	3.8167	4.2903	4.2963	6.539	.000	(3) > (2)
PRS2	4.5909	4.2229	4.3596	4.1389	2.914	.034	NS
PRS3	4.2576	3.9021	4.3497	4.3333	9.473	.000	(3) > (2)
SS1	4.1576	3.9450	4.1663	4.1111	2.908	.035	(3) > (2)
SS2	4.3030	3.8688	4.1826	4.2778	7.420	.000	(1) > (4) > (3) > (2)
PDS1	4.3409	4.1229	4.2879	4.2407	2.014	.112	NS
PDS2	4.3409	4.1521	4.3455	4.3981	2.595	.052	NS

Note: *p<.05, **p<.01, ***p<.001

Sources: Original Study

4.4.3 Incomes

There is no significant difference in most of the factors within the seven constructs among different income levels except for relative advantage (PCS2), deleting negative review (SS2) where the respondents with income over $500/per month are higher than those whose income is under $200/per month;

also in functional risk (PRS2) where the respondents with income $200-$349/per month are the highest; lastly is payment method (PDS2) where the respondents with the income of $350-$499/per month are higher than those whose income under $200/per month.

Table 4-13 Results of the Difference of the Factors within the Seven Constructs among Group of Incomes

Factor	Under $200 / per month (1)	$200 - $349 / per month (2)	$350 - $499 / per month (3)	Over $500 (4)	F-value	p-value	Scheffe
PCS1	4.2994	4.4751	4.3552	4.4091	2.210	.087	NS
PCS2	4.2627	4.4035	4.3899	4.5085	3.568	.014	(4) > (1)
ISS1	4.1299	4.0801	4.2659	4.2481	1.645	.179	NS
ISS2	4.0636	4.2657	4.1875	4.2330	1.089	.354	NS
WMS1	3.9927	3.9809	4.1531	4.2273	1.960	.120	NS
WMS2	4.0678	4.2614	4.1714	4.1523	.878	.452	NS
PVS1	4.0339	4.2283	4.1369	4.2301	1.487	.218	NS
PVS2	4.0226	4.1759	3.9960	4.1250	1.464	.224	NS
PRS1	3.9633	3.9777	4.3373	4.1875	3.107	.027	NS
PRS2	4.3136	4.5256	4.2083	4.1278	6.131	.000	(2) > (4) > (3)
PRS3	4.0339	4.1831	4.3065	4.1932	1.511	.211	NS

Table 4-13 Results of the Difference of the Factors within the Seven

Constructs among Group of Incomes (continued)

Factor	Under $200 / per month (1)	$200 - $349 / per month (2)	$350 - $499 / per month (3)	Over $500 (4)	F-value	p-value	Scheffe
SS1	3.8915	4.1575	4.0476	4.1545	2.666	.048	NS
SS2	3.9153	4.0768	4.0774	4.2614	3.215	.023	(4) > (1)
PDS1	4.1229	4.3228	4.2708	4.1449	2.158	.093	NS
PDS2	4.0763	4.2992	4.3958	4.2955	2.940	.033	(3) > (1)

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.4.4 Online shopping frequencies

There is no significant difference in most of the factors within the seven constructs among different online shopping frequencies except for compatibility (PCS1) and functional risk (PRS2) where those who rarely shop online is the highest; also financial risk (PRS1) where those who shop online at least once a month are higher than those who rarely shop online; in adding positive review (SS1) where the respondents whose shop online at least once a month are higher than those whose shop online once a while; and lastly in deleting negative review (SS2) where those whose shop online at least once a month is the highest.

Table 4-14 Results of the Difference of the Factors within the Seven

Constructs among Group of Online Shopping Frequencies

Factor	Rarely (1)	Once awhile (2)	At least once a month (3)	More than once a month (4)	F-value	p-value	Scheffe
PCS1	4.5929	4.2616	4.4465	4.3446	7.583	.000	(1) > (4) > (2)
PCS2	4.3857	4.3602	4.4222	4.4382	.549	.649	NS
ISS1	4.1500	4.0591	4.3333	4.1199	2.888	.036	NS
ISS2	4.3286	4.0323	4.2429	4.2472	2.629	.050	NS
WMS1	3.9429	3.9754	4.2237	4.1413	2.356	.072	NS
WMS2	4.2514	4.0129	4.2057	4.2742	2.040	.108	NS
PVS1	4.2607	4.0430	4.2335	4.1770	1.936	.123	NS
PVS2	4.2333	4.0000	4.1384	4.0375	1.924	.125	NS
PRS1	3.8786	4.0394	4.2893	4.1573	2.901	.035	(3) > (1)
PRS2	4.4857	4.4005	4.4104	3.9916	8.390	.000	(1) > (3) > (2) > (4)
PRS3	4.1250	4.0806	4.3797	4.1292	3.294	.021	NS
SS1	4.1629	3.9699	4.2302	3.9798	3.841	.010	(3) > (2)
SS2	3.9679	3.9113	4.2712	4.1798	6.122	.000	(3) > (1) > (2)
PDS1	4.2286	4.2742	4.3231	4.0899	2.417	.066	NS

Table 4-14 Results of the Difference of the Factors within the Seven

Constructs among Group of Online Shopping Frequencies (continued)

Factor	Rarely (1)	Once awhile (2)	At least once a month (3)	More than once a month (4)	F-value	p-value	Scheffe
PDS2	4.2286	4.2285	4.3726	4.2809	1.062	.365	NS

Note: *p<.05, **p<.01, ***p<.001

Source: Original Study

4.5 Relationship Among the Constructs

To test the hypotheses, and the relationship among the seven constructs, the data analysis was performed using SPSS, version 20. Descriptive statistics and bivariate correlations among the variables for the study are shown in Table 4-15. This study also adopted Baron and Kenny's (1986), approach to test the mediation and moderation effect of the variables.

4.5.1 Relationship Among the Seven Constructs

The highest mean was for product characteristics (4.4024) with a standard deviation of 0.356, while the lowest mean was suspicion (4.0914) with a standard deviation of 0.625. The correlation coefficients can help shows the bivariate relationships among the 7 variables. Based on the correlation analysis of each variable it can be seen that all the 7 constructs are significantly positively correlated with one another. Firstly, this study discusses the relationship among the variables used for testing the hypothesis; with product characteristics are significantly positively correlated with the variable of purchase decision (r=0.302, p<0.001), and significantly positively correlated with information sources (r=0.212, p<0.001), also significantly positively

correlated with electronic word of mouth (r=0.322, p<0.001), while electronic word of mouth also found to be significantly correlated with purchase decision (r=0.428, p<0.001). Information sources are significantly positively correlated with the variable of purchase decision (r=0.256, p<0.001), and significantly positively correlated with perceived value (r=0.312, p<0.001), while perceived value also found to be significantly correlated with purchase decision (r=0.522, p<0.001). Perceived risk is significantly positively correlated with purchase decision (r=0.590, p<0.001), while purchase decision also found to be significantly correlated with suspicion (r=0.575, p<0.001). Second, this study found that the strongest relationship among the 7 variable is perceived risk and suspicion (r=0.663, p<0.001).

Table 4-15 Results of the Correlation of the Seven Constructs

Variables	Mean	SD	PC	IS	WM	PV	PR	S	PD
PC	4.4024	0.356	1						
IS	4.1896	0.539	.212***	1					
WM	4.1327	0.657	.322***	.319***	1				
PV	4.1356	0.589	.382***	.312***	.628***	1			
PR	4.2065	0.625	.254***	.257***	.504***	.487***	1		
S	4.0914	0.602	.401***	.360***	.539***	.657***	.663***	1	
PD	4.2591	0.539	.302***	.256***	.428***	.522***	.590***	.575***	1

Note: 1. *p<.05, **p<.01, ***p<.001, r= Sample correlation coefficient

2. PC= Product Characteristics, IS= Information Sources, WM= Electronic Word of Mouth, PV= Perceived Value, PR= Perceived Risk, S= Suspicion, PD= Purchase Decision

Source: Original Study

4.5.2 The Mediation Effect of Information Sources between Product Characteristics and Purchase Decision

To test the mediation effect of information sources between product characteristics and purchase decision, this study adopted Baron and Kenny's

(1986), approach. According to Baron and Kenny (1986), there are four steps to check the mediation effect of the variables: firstly, measuring whether the mediator has been in a significant relationship with the independent variable; secondly, to check that whether there is a significant relationship between the independent variable and the dependent variable; next step is to make a test to examine whether the mediator is significantly in the relationship with the dependent variable, when the independent variable be controlled; the last step is to establish that there are any the mediating between the mediator with the independent-dependent variables relationship, the effect of the independent variable on the dependent variable, controlling for the mediator should be zero.

Table 4-16 Mediation Test of Information Sources Between Product Characteristics and Purchase Decision

Variables	IS	PD		
	Model 1	Model 2	Model 3	Model 4
PC	.212***	.302***		.260***
IS			.256***	.200***
R	.212	.302	.256	.360
R^2	.045	.091	.065	.130
Adj-R^2	.042	.089	.063	.125
F-value	16.815	35.768	24.871	26.441
P-value	.000	.000	.000	.000
D-W	1.552	1.547	1.478	1.628
Max VIF	1.000	1.000	1.000	1.047

Note: 1. *p<.05, **p<.01, ***p<.001, β= Standardized coefficient

2. PC= Product Characteristics, IS= Information Sources, PD= Purchase Decision

Source: Original Study

According to table 4-16, model 1 tested the relationship between product characteristics (independent variable) and information sources (mediator), and

the results show that product characteristics is significant and positively affected information sources ($\beta=0.212$, $p<0.001$); for model 2 the test was for the relationship between product characteristics (independent variable) and purchase decision (dependent variable), and the results show that product characteristics is significant and positively affected to purchase decision ($\beta=0.302$, $p<0.001$); next, information sources is the independent variables and purchase decision is inputted as dependent variable in the third model, the results indicated that information sources is significant and positively affected to purchase decision ($\beta=0.256$, $p<0.001$), therefore H1 H2 and H3 are supported. Finally, product characteristics and information sources regressed with purchase decision shows ($\beta=0.260$, $p<0.001$; $\beta=0.200$, $p<0.001$) respectively in model 4. The results in model 4 showed that $R^2= 0.130$ and the adjusted $R^2= 0.125$, meaning that 12.50% of the variance in purchase decision can be predicted from product characteristics and information sources. F-value equals 26.441 ($p<0.001$) is significant. For multicollinearity, max VIF is 1.047.

According to the results above, the beta value of purchase decision is reduced from 0.302 to 0.260, and both product characteristics and information sources are significantly related to purchase decision. Therefore, H10 is supported. Purchase decision provides a partial mediation effect on the relationship between product characteristics and information sources.

Figure 4-1 Mediating Effect of Information Sources on the Relationship between Product Characteristics and Purchase Decision

Source: Original Study

The study further used Preacher and Hayes's (2004), suggestions to examine the indirect effect and applied the Sobel test and the bootstrap approach confidence intervals (CIs) to verify mediating effects. As shown in Table 4.17, In step 1 of the mediation model, the regression of product characteristics on purchase decision, ignoring the mediator, was significant, $\beta=0.4576$, $t(356)=5.9806$, $p=0.0000$. Step 2 showed that the regression of product characteristics on the mediator, information sources was also significant, $\beta=0.3216$, $t(356)=4.1006$, $p=0.0001$. Step 3 of the mediation process showed that the mediator (information sources), controlling for product characteristics, was significant, $\beta=0.2005$, $t(355)=3.9551$, $p=0.0001$. Step 4 of the analyses revealed that the mediator (information sources), controlling for product characteristics was also significant predictor of purchase decision, $\beta=0.3931$, $t(355)=5.1232$, $p=0.0000$. The results of the Sobel test are significant ($p=0.0050$). The z-value equals to 2.8039, which is higher than 1.96 ($p<0.05$), and value of mediating effect is 0.0645. It indicates that that information sources partially mediated the relationship between product characteristics and purchase decision. The study further used the bootstrap approach to verify the

Sobel test. The result reveals CIs between 95% and 5% (excluding 0) reaches significant levels. Therefore, the results also support H10.

Table 4-17 Regression Analysis of the Indirect Effect between Information Sources and Purchase Decision

Direct effects and Total effect				
	β	SE	t	p
IV -> DV	.4576	.0765	5.9806	.0000
IV -> MV	.3216	.0784	4.1006	.0001
MV -> DV, IV is controlled	.2005	.0507	3.9551	.0001
IV -> DV, MV is controlled	.3931	.0767	5.1232	.0000
Indirect effect and significant using the normal distribution					
	Value	SE	LL95%CI	UL95%CI	z	p
Sobel	.0645	.0230	.0194	.1095	2.8039	.0050
Bootstrap results for the indirect effect				
	Value	SE	LL95%CI	UL95%CI	Mean
Effect	.0645	.0308	.0214	.1426	.0699

Note. 1. IV= Independent Variable (Product Characteristics), DV= Dependent variable (Purchase Decision), MV= Mediating Variable (Information Sources), β= Unstandardized Coefficient

2. N= 358, Number of Bootstrap Resamples= 1000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit

Source: Original Study

4.5.3 The Mediation Effect of Electronic Word of Mouth between Product Characteristics and Purchase Decision

According to table 4-18, model 1 tested the relationship between product characteristics (independent variable) and electronic word of mouth (mediator), and the results show that product characteristics is significant and positively affected to electronic word of mouth (β=0.322, p<0.001); for model 2 the test was for the relationship between product characteristics (independent variable) and purchase decision (dependent variable), and the results shows that product

characteristics is significant and positively affected to purchase decision (β=0.302, p<0.001); next, electronic word of mouth is the independent variables and purchase decision is inputted as dependent variable in the third model, the results indicated that electronic word of mouth is significant and positively affected to purchase decision (β=0.428, p<0.001), therefore H4 and H5 are supported. Finally, product characteristics and electronic word of mouth regressed with purchase decision shows (β=0.183, p<0.001; β=0.369, p<0.001) respectively in model 4. The results in model 4 showed that R^2=0.213 and the adjusted R^2 is 0.209, meaning that 20.90% of the variance in purchase decision can be predicted from product characteristics and electronic word of mouth. F-value equals 48.133 (p<0.001) is significant. For multicollinearity, max VIF is 1.116.

Table 4-18 Mediation Test of Electronic Word of Mouth between Product Characteristics and Purchase Decision

Variables	WM	PD		
	Model 1	Model 2	Model 3	Model 4
PC	.322***	.302***		.183***
WM			.428***	.369***
R	.322	.302	.428	.462
R^2	.104	.091	.183	.213
Adj-R^2	.101	.089	.181	.209
F-value	41.176	35.768	79.842	48.133
P-value	.000	.000	.000	.000
D-W	.773	1.547	1.614	1.703
Max VIF	1.000	1.000	1.000	1.116

Note: 1. *p<.05, **p<.01, ***p<.001, β: Standardized coefficient

2. PC= Product Characteristics, PD= Purchase Decision, WM= Electronic Word of Mouth

Source: Original Study

According to the results above, the beta value of purchase decision is reduced from 0.302 to 0.183, and both product characteristics and electronic word of mouth are significantly related to purchase decision. Therefore, H11 is supported. Purchase decision provides a partial mediation effect on the relationship between product characteristics and electronic word of mouth.
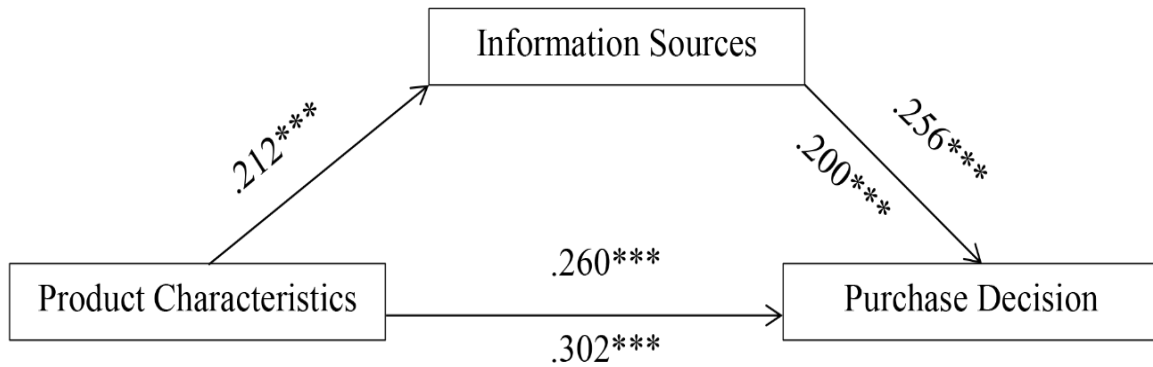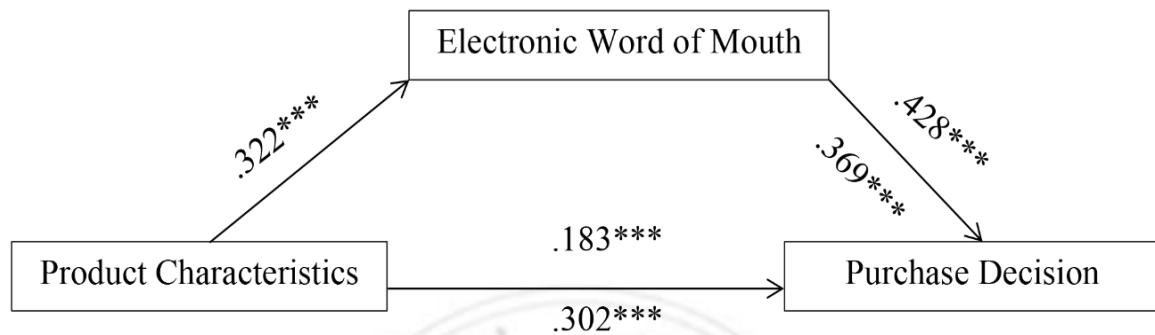

Figure 4-2 Mediating Effect of Electronic Word of Mouth on the Relationship between Product Characteristics and Purchase Decision

Source: Original Study

Following Preacher and Hayes's (2004), as shown in Table 4-19, in step 1 of the mediation model, the regression of product characteristics on purchase decision, ignoring the mediator, was significant, $\beta=0.4576$, $t(356)=5.9806$, $p=0.0000$. Step 2 showed that the regression of product characteristics on the mediator, eWOM, was also significant, $\beta=0.5941$, $t(356)=6.4168$, $p=0.0000$. Step 3 of the mediation process showed that the mediator (eWOM), controlling for product characteristics, was significant, $\beta=0.3028$, $t(355)=7.4207$, $p=0.0000$. Step 4 of the analyses revealed that the mediator (eWOM), controlling for product characteristics scores was also significant predictor of purchase decision, $\beta=0.2777$, $t(355)=3.6876$, $p=0.0003$. The results of the Sobel test are significant ($p=0.0000$). The z-value equals to 4.8288, which is higher than 1.96 ($p<0.05$), and value of mediating effect is 0.1799. It indicates that that eWOM partially mediated the relationship between product

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characteristics and purchase decision. The study further used the bootstrap approach to verify the Sobel test. The result reveals CIs between 95% and 5% (excluding 0) reaches significant levels. Therefore, the results also support H11.

Table 4-19 Regression Analysis of the Indirect Effect between eWOM and Purchase Decision

Direct effects and Total effect				
	β	SE	t	p
IV -> DV	.4576	.0765	5.9806	.0000
IV -> MV	.5941	.0926	6.4168	.0000
MV -> DV, IV is controlled	.3028	.0408	7.4207	.0000
IV -> DV, MV is controlled	.2777	.0753	3.6876	.0003
Indirect effect and significant using the normal distribution				
	Value	SE	LL95%CI	UL95%CI	z	p
Sobel	.1799	.0373	.1069	.2530	4.8288	.0000
Bootstrap results for the indirect effect				
	Value	SE	LL95%CI	UL95%CI	Mean
Effect	.1799	.0500	.0869	.2794	.1757

Note. 1. IV= Independent Variable (Product Characteristics), DV= Dependent variable (Purchase Decision), MV= Mediating Variable (eWOM), β= Unstandardized Coefficient

2. N= 358, Number of Bootstrap Resamples= 1000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit

Source: Original Study

4.5.4 The Mediation Effect of Perceived Value between Information Sources and Purchase Decision

According to table 4-20, model 1 tested the relationship between information sources (independent variable) and perceived value (mediator), and the results show that information sources is significant and positively affected to perceived value ($\beta=0.312$, $p<0.001$); for model 2 the test was for the relationship between information sources (independent variable) and purchase

decision (dependent variable), and the results show that information sources is significant and positively affected to purchase decision (β=0.256, p<0.001); next, perceived value is the independent variables and purchase decision is inputted as dependent variable in the third model, the results indicated that perceived value is significant and positively affected to purchase decision (β=0.522, p<0.001), therefore H6 and H7 are supported. Finally, information sources and perceived value regressed with purchase decision shows (β=0.103, p<0.05; β=0.409, p<0.001) respectively in model 4. The results in model 4 showed that R^2=0.282 and the adjusted R^2 is 0.278, meaning that 27.80% of the variance in purchase decision can be predicted from information sources and perceived value. F-value equals 69.611 (p<0.001) is significant. For multicollinearity, max VIF is 1.108.

Table 4-20 Mediation Test of Perceived Value between Information Sources and Purchase Decision

Variables	PV	PD		
	Model 1	Model 2	Model 3	Model 4
IS	.312***	.256***		.103*
PV			.522***	.409***
R	.312	.256	.522	.531
R^2	.098	.065	.272	.282
Adj-R^2	.095	.063	.270	.278
F-value	38.491	24.871	133.148	69.611
P-value	.000	.000	.000	.000
D-W	1.224	1.478	1.838	1.842
Max VIF	1.000	1.000	1.000	1.108

Note: 1. *p<.05, **p<.01, ***p<.001, β: Standardized coefficient

2. IS= Information Sources, PV= Perceived Value, PD= Purchase Decision

Source: Original Study

According to the results above, the beta value of purchase decision is reduced from 0.256 to 0.103, and both information sources and perceived value are significantly related to purchase decision. Therefore, H12 is supported. Purchase decision provides a partial mediation effect on the relationship between information sources and perceived value.
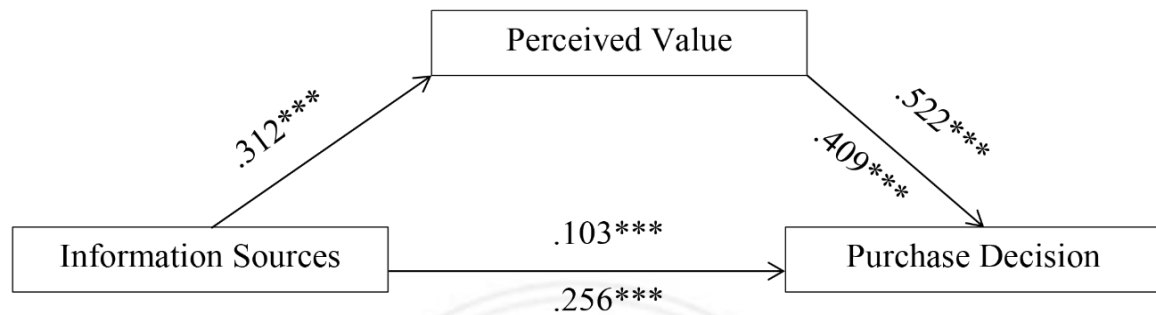
Figure 4-3 Mediating Effect of Perceived Value on the Relationship between Information Sources and Purchase Decision

Source: Original Study

Following Preacher and Hayes's (2004), as shown in Table 4-21, in step 1 of the mediation model, the regression of information sources on purchase decision, ignoring the mediator, was significant, $\beta=0.2556$, $t(356)=4.9870$, $p=0.0000$. Step 2 showed that the regression of information sources on the mediator, perceived value, was also significant, $\beta=0.3413$, $t(356)=6.2041$, $p=0.0000$. Step 3 of the mediation process showed that the mediator (perceived value), controlling for information sources, was significant, $\beta=0.4483$, $t(355)=10.3416$, $p=0.0000$. Step 4 of the analyses revealed that the mediator (perceived value), controlling for information sources scores was also significant predictor of purchase decision, $\beta=0.1026$, $t(355)=2.1663$, $p=0.0310$. The results of the Sobel test are significant ($p=0.0000$). The z-value equals to 5.3020, which is greater than 1.96 ($p<0.05$), and value of mediating effect is 0.1530. It indicates that that perceived value partially mediated the relationship

between information sources and purchase decision. The study further used the bootstrap approach to verify the Sobel test. The result reveals CIs between 95% and 5% (excluding 0) reaches significant levels. Therefore, the results also support H12.

Table 4-21 Regression Analysis of the Indirect Effect between eWOM and Purchase Decision

Direct effects and Total effect				
	β	SE	t	p
IV -> DV	.2556	.0513	4.9870	.0000
IV -> MV	.3413	.0550	6.2041	.0000
MV -> DV, IV is controlled	.4483	.0434	10.3416	.0000
IV -> DV, MV is controled	.1026	.0474	2.1663	.0310
Indirect effect and significant using the normal distribution				
	Value	SE	LL95%CI	UL95%CI	z	p
Sobel	.1530	.0289	.0964	.2096	5.3020	.0000
Bootstrap results for the indirect effect				
	Value	SE	LL95%CI	UL95%CI	Mean
Effect	.1530	.0405	.0839	.2453	.1540

Note. 1. IV= Independent variable (Information Sources), DV= Dependent variable (Purchase Decision), MV= Mediating variable (Perceived Value), β= Unstandardized Coefficient

2. N= 358, Number of Bootstrap Resamples= 1000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit

Source: Original Study

4.5.5 The Moderation Effect of Perceived Risk on The Relationship Between Information Sources and Purchase Decision

To test the moderation effect of the research constructs, this study adopted Baron and Kenny's (1986) approach. According to Baron and Kenny (1986) moderation analysis can be conducted to assess if the moderator moderates the relationship between the independent and dependent variables.

The study also applied hierarchical regression analysis to test the moderating effect of perceived risk on the relationship between information sources and purchase decision (see Figure 4-4). As shown in model 1, the result discloses that information sources is positively and significantly affected to purchase decision (β=0.256, p<0.001). Model 2 showed that perceived risk is positively and significantly affected to purchase decision (β=0.590, p<0.001), therefore, H8 is supported. As shown in model 3 in the Table 4-22, the result showed that both independent variables (information sources, β=0.111, p<0.05) and moderating variables (perceived risk, β=0.561, p<0.001) are significantly affected to dependent variable (purchase decision). In addition, the result in model 4 revealed the interaction effect (R^2=0.372, β=-0.122, p<0.01, max VIF= 1.187) of information sources and perceived risk is significantly affect to purchase decision also the. Additionally, the interaction between perceived risk and information sources exerts a moderating effect on purchase decision, so H13 is supported. This meant that perceived risk is a moderator of the relationship between information sources and perceived risk.

Table 4-22 The Moderating Test of Perceived Risk on the Relationship between Information Sources and Purchase Decision

Variables	PD			
	Model 1	**Model 2**	**Model 3**	**Model 4**
Independent Variable				
IS	.256***		.111*	.105*
Moderating Variable				
PR		.590***	.561***	.522***

Table 4-22 The Moderating Test of Perceived Risk on the Relationship

between Information Sources and Purchase Decision (continued)

Variables	PD			
	Model 1	Model 2	Model 3	Model 4
Interactive Effect				
IS*PR				-.122**
R^2	.065	.348	.359	.372
Adj-R^2	.063	.346	.355	.367
F-value	24.871	189.633	99.450	69.956

Note: 1. *p<.05, **p<.01, ***p<.001, β= Standardized coefficient

2. IS= Information Sources, PR= Perceived Risk, PD= Purchase Decision

Source: Original Study
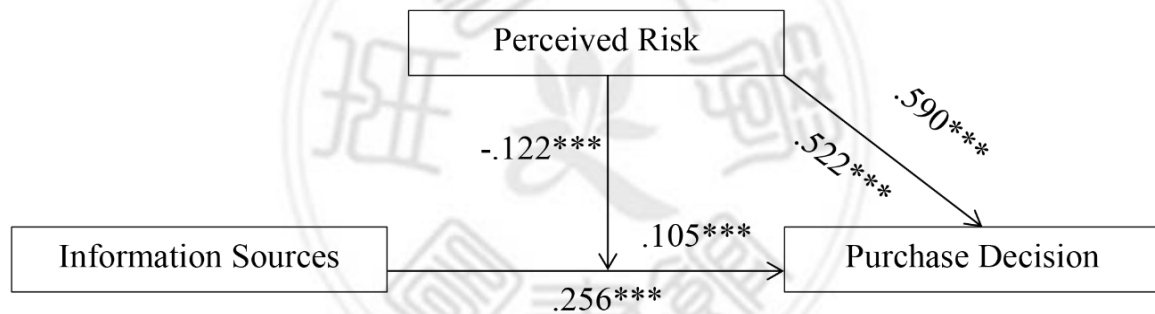
Figure 4-4 Moderating Effect of Perceived Risk between the Relationship of

Information Sources and Purchase Decision

Source: Original Study

To further understand the moderating effect, this study adopted the method of Aiken and West (1991), to set the moderating effects of low and high perceived risk on a low (1)/high (2) median as a benchmark. Figure 4-5 shows that both information sources and perceived risk have a positive effect on purchase decision and as such the purchase decision will increase with an

increase in perceived risk. However, compared with low information sources, those with high information sources enjoy less growth in the purchase decision with an increase in low perceived risk. The implication being that a low perceived risk has a stronger impact on purchase decision than high perceived risk.
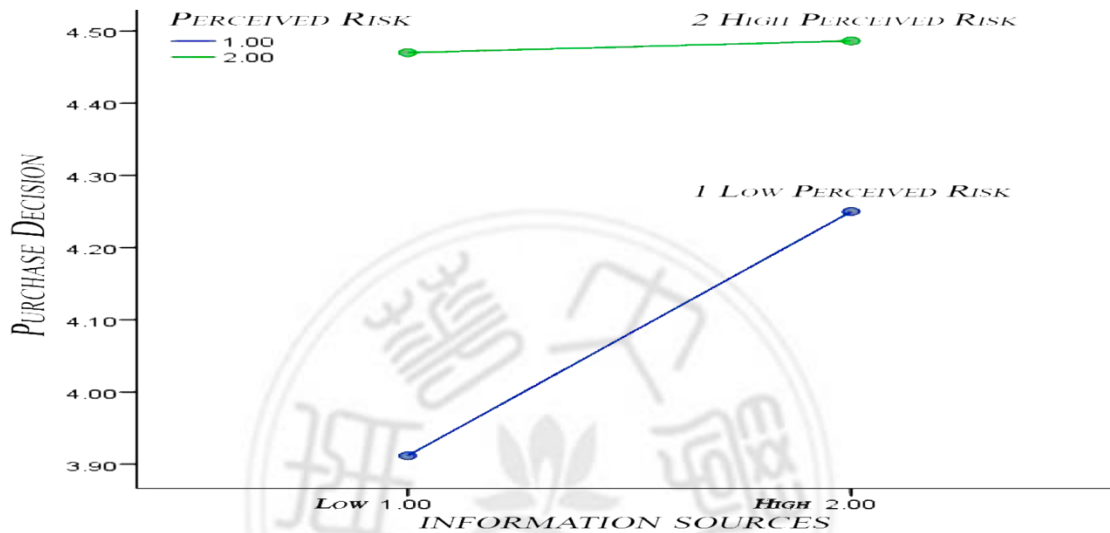
Figure 4-5 Moderating Effect of Perceived Risk

Source: Original Study

4.5.6 The Moderation Effect of Suspicion on The Relationship Between Electronic Word of Mouth and Purchase Decision

To test the moderating effect of suspicion on the relationship between the electronic word of mouth and purchase decision (see Figure 4-6). As shown in model 1, the result discloses that electronic word of mouth is positively and significantly affected to purchase decision (β=0.428, p<0.001). Model 2 showed that suspicion is positively and significantly affected to purchase decision (β=0.575, p<0.001), therefore, H9 is supported. As shown in model 3 in the Table 4-23, the result showed that both independent variables (electronic word of mouth, β=0.166, p<0.01) and moderating variables (suspicion, β=0.486,

p<0.001) are significantly affected to dependent variable (purchase decision). In addition, the result in model 4 revealed the interaction effect (R^2=0.372, β=-0.166, p<0.01, max VIF= 1.543) of electronic word of mouth and suspicion is significantly affect to purchase decision, it shows that the interaction between suspicion and electronic word of mouth exerts a moderating effect on purchase decision, so H14 is supported. This meant that suspicion is a moderator of the relationship between electronic word of mouth and suspicion.

Table 4-23 The Moderating Test of Suspicion on the Relationship between Electronic Word of Mouth and Purchase Decision

Variables	PD			
	Model 1	**Model 2**	**Model 3**	**Model 4**
Independent Variable				
WM	.428***		.166**	.134**
Moderating Variable				
S		.575***	.486***	.432***
Interactive Effect				
WM*S				-.166**
R	.428	.575	.592	.610
R^2	.183	.331	.351	.372
Adj-R^2	.181	.329	.347	.367
F-value	79.842	176.241	95.895	70.028

Note: 1. *p<.05, **p<.01, ***p<.001, β= Standardized coefficient

2. WM= eWOM, S= Suspicion, PD= Purchase Decision

Source: Original Study
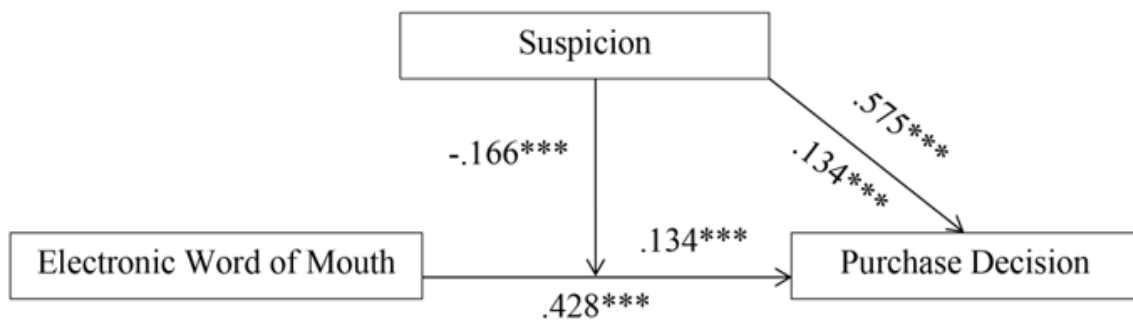
Figure 4-6 Moderating Effect of Suspicion between the Relationship of
Electronic Word of Mouth and Purchase Decision

Source: Original Study

Further understanding shows Figure 4-7, that both eWOM and suspicion have a positive effect on purchase decision such that the purchase decision will increase with an increase in suspicion. However, compared to those with low eWOM, those with high eWOM enjoy less growth in purchase decision with an increase in suspicion. That means low suspicion has a stronger impact on purchase decision than high suspicion.
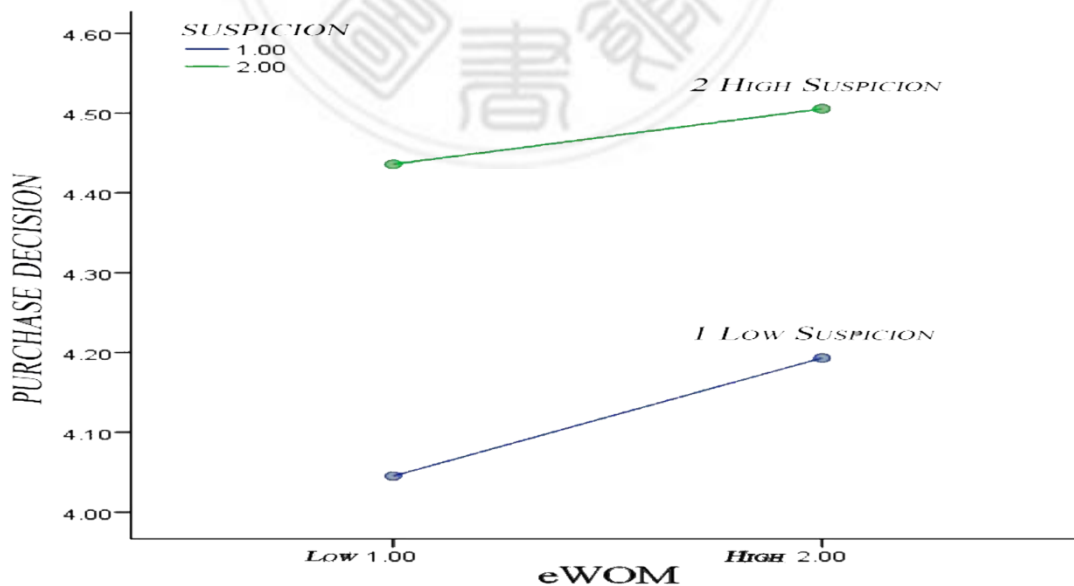
Figure 4-7 Moderating Effect of Suspicion

Source: Original Study

CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Research Conclusion

Table 5-1 Result of the Tested Hypotheses

	Hypotheses	**Results**
H1	There is a significant effect between product characteristics and purchase decision	Supported
H2	There is a significant effect between product characteristics and information sources	Supported
H3	There is a significant effect between information sources and purchase decision	Supported
H4	There is a significant effect between product characteristics and electronic word of mouth	Supported
H5	There is a significant effect between electronic word of mouth and purchase decision	Supported
H6	There is a significant effect between information sources and perceived value	Supported
H7	There is a significant effect between perceived value and purchase decision	Supported
H8	There is a significant effect between perceived risk and purchase decision	Supported
H9	There is a significant effect between suspicion and purchase decision	Supported
H10	Information sources mediates the relation between product characteristics and purchase decision	Supported

Table 5-1 Result of the Tested Hypotheses (continued)

	Hypotheses	Results
H11	Electronic word of mouth mediates the relation between product characteristics and purchase decision	Supported
H12	Perceived value mediates the relation between information sources and purchase decision	Supported
H13	Perceived risk moderates when information sources in relation with purchase decision	Supported
H14	Suspicion moderates when electronic word of mouth in relation with purchase decision	Supported

Source: Original Study

The purpose of this study are (i) to analysis the effect between product characteristics and purchase decision (ii) to test the effect between information sources and purchase decision (iii) to check the effect between information sources and purchase decision (iv) to examine the effect between product characteristics and electronic word of mouth (v) to explore the effect between electronic word of mouth and purchase decision (vi) to inspects the effect between information sources and perceived value (vii) to investigate the effect between perceived value and purchase decision (viii) to analysis the effect between perceived risk and purchase decision (ix) to test the effect between suspicion and purchase decision (x) to check how information sources mediates the relation between product characteristics and purchase decision (xi) to examine how electronic word of mouth mediates the relation between product characteristics and purchase decision (xii) to explore how perceived value mediates the relation between information sources and purchase decision (xiii) to inspect how perceived risk moderates when information sources in relation

with purchase decision (xiv) to investigate how suspicion moderates when electronic word of mouth in relation with purchase decision.

The theoretical framework for this study was developed based on the above literature explained in chapter 2. From the result of this research, it has been found that product characteristics, information sources, eWOM, perceived value, perceived risk, suspicion to be the main drivers for purchase decision, as indicated in Table 5-1 above which shows the hypotheses tested with the results.

According to the results, a number of conclusions have been drawn from the study. This study has found that product characteristics have significant effect on purchase decision, supported the previous finding of Teichert (2000); Burton et al. (2001); Kotler and Keller (2012) where product characteristics are significantly affect purchase decision. This finding indicated that when considering purchase online, online shopper would go through how the product is capable of better than others and how much it compatible with them first before making or not making any decision to purchase.

This study also shows that product characteristics significantly impact on information sources, which is the same study results of Kotler and Keller (2012); Jin and Phua (2014); No and Kim (2015), so when online shoppers are looking for a particular product, they will try to obtain as much information as possible from differences sources. Likewise this study also found information sources to be impacted to purchase decision as well, Shankar et al. (2016) test also support this finding by founding product information to be the trigger of the consumers' interests and purchase, which mean the more buyer obtain information regarding the product the more likely they made decision to purchase.

Kuan, Yang, and Cheng (2005); Knoll (2015), also concluded that product characteristics significantly associated with electronic word of mouth, the same result as this study. It indicates that the results of this study are congruent with the results of previous studies, that the more the potential buyer sees that the product is good and better than others the more they want to share that information on the internet. In addition as a result from this study electronic word of mouth also significantly impact to purchase decision, which also has been supported by Munir et al. (2018); Tanimoto and Fujii (2003) previous research. It's indicated that the higher the influence from that information from the internet the higher their decision to buy the product will be.

This study also found that information sources is significantly affect perceived value and perceived value is significantly impacted purchase decision, supported by previous research of Martinsons and Davidson (2007); Lin et al. (2014), it's mean that the more information they can get the higher perception of the product they can receive; this study also demonstrate that perceived value significantly influence purchase decision, which means the higher the perception customer think of the more likely they will or will not buy the product, this finding also been found by Bickart and Schindler (2001).

Perceived risk also found to be significantly affect to purchase decision confirming the previous research of Antony et al. (2006); Kim et al. (2008), it shows that when potential buyer considers the risk involve it will influence greatly to how should they buy the product or not. Same as above finding, suspicion also found to significantly impact on purchase decision, also supported the finding of Zhuang et al. (2018), which indicate that when the potential buyer is suspicious of the information they received it will influence their decision to purchase greatly to whether or not they should choose to buy the product.

As demonstrated from the result of the mediating effects of information sources and electronic word of mouth to the relationship of product characteristics, both mediation effects were found to be significant. For the first mediation the result showed that when information sources entered itself, the effect of product characteristics on purchase decision was significantly reduced. When it happened, the effects of product characteristics was mediated through information sources. This results gave more insight to the findings of Porter and Heppelmann (2014) where they found that in order to make judgement people rely on information; also inconsistent with Steckel et al. (2005); Park and Lee (2009); Jin and Phua (2014), which indicated that even if the customer thinks that the product is good before making any purchase they will go through different kind of information sources they can get first to make better judgment. Furthermore, from the analysis test, it showed that information sources provided a partial mediation effect because the impact of product characteristics to purchase decision significantly reduced but still higher than zero. For the second mediation the result showed that when electronic word of mouth entered itself, the effect of product characteristics on purchase decision was significantly reduced. When it happened, the effects of product characteristics was mediated through electronic word of mouth. This finding also supported by Gruen et al. (2007); Knoll (2015), which shows that even though the product shows promising the customer still prefer to go online in search for more opinion and suggestion, also that opinion would in turn influence whether or not to purchase. Moreover, from the analysis test, it showed that electronic word of mouth provided a partial mediation effect because the impact of product characteristics to purchase decision significantly reduced but still higher than zero.

The examine of perceived value mediate the relationship of information sources and purchase decision also supported. The result demonstrated that when perceived value gets involve the effect of information sources on purchase decision was significantly reduced. When it happened, the effects of information sources was mediated through perceived value. This result also supported the previous finding of Bouchet et al. (1988); Choo (1993); Frishammar (2003); Lin et al. (2014), which mean even when customer try to get as many information they can get from different sources nevertheless they still put their own perception into consideration and judgment as well when trying to make purchase decision. In addition, from the analysis test, it showed that perceived value provided a partial mediation effect because the impact of information sources to purchase decision significantly reduced but still higher than zero.

The results of this study also revealed that perceived risk had a moderation effect on the relationship between information sources and purchase decision. The previous finding of Erdem et al. (2004); Glynn and Chen (2009); Beneke et al. (2012) also supported this finding. The result indicates that when online shopper taking information sources into consideration, perceived risk plays a vital role in influencing purchase decision.

The results of this study also demonstrate that suspicion had moderation effect on the relationship between electronic word of mouth and purchase decision. The previous finding of Mayzin (2006) also supported this finding. The result shows that when online shopper taking electronic word of mouth into consideration, suspicion can influencing purchase decision greatly.

5.2 Research Discussion and Implication

This study aimed to investigate the impact of other variables on purchasing decision. The significance among product characteristics, information sources and purchase decision which has been proven in the upper section can reveal some meaningful things when practicing e-commerce. Product characteristics have indirectly effect on information sources and purchase decision. In the others words, if online shopper gets a favorable impression of the product they find interesting, they would go and ask around for more information from different sources regarding the product, then it would enhance their possibility to purchase the product depend on the impression they got from the product and due to the information obtained. The result has been consistent by the previous research of Jin and Phua (2014) where they found that the customer is usually going through multiple sources to find out more about the product they want to buy or interested; and by Porter and Heppelmann (2014); Steckel et al. (2005), where they show that people rely on information sources to consider making the purchase online. The second meaningful contribution to e-commerce would be the finding of significant among electronic word of mouth, product characteristics and purchase decision. Product characteristics have indirectly effect on electronic word of mouth and purchase decision. As a matter of fact, online shopper would still go seeks more opinion and suggestion from other people online regarding the product even when they see that the product is goods before purchase. The result gains some more insight to previous research (van Beuningen et al., 2009; Kim & Gupta, 2012; Berger, 2014) where they found that customers believe eWOM more because they are reliable. Another contribution would be the significant finding among perceived value, information sources and purchase decision, as information sources have indirectly effect on perceived value and purchase decision. From the result, it shows that when online shopper obtained various

information from different sources, it's can change their perception of the product, thus influence their purchase decision. The result contradicts the previous finding by Lin et al. (2014), where they found that customer tends to trust only their personal information sources only when it's come to making a decision. The two mains focus of moderation contribution to e-commerce in this study are the significant finding among information sources, perceived risk, purchase decision and the significant finding among electronic word of mouth, suspicion, purchase decision. The first one shows that there is a significant effect of perceived risk on the relationship between information sources and purchase decision. From the result, it illustrated that even when online shoppers can obtain a lot of information regarding the product but when there are risks involved, they still need to rethink their decision whether or not to purchase, it's also show that if the level of risks is low it will influence the customers decision to purchase more than high risk, the result gives more insight to the previous study of Glynn and Chen (2009); Erdem et al. (2004) where they found that the degree of risks perceived by individual impact directly to the purchase decision. The second result shows that there is a significant effect of suspicion on the relationship between electronic word of mouth and purchase decision. The result reveals that online shopper tends to believe or trust others people or sources from online but when the information somehow arouse their suspicion, they still need to consider whether or not to purchase the product depend on the level of suspicion, if the level of suspicion is low the customer decision to purchase will be affect more than high suspicion. The study result supported the finding of Zhuang et al. (2018) and the theory of Mayzin (2006) where they said that even though the manipulation occurred the online recommendation still credible for the consumer.

In this study there five suggestion refer to the online seller in Cambodia that can help them with their selling. Firstly, when selling online the seller

should give as much information for the product characteristics as possible, as it can secure a line of trust between the seller and buyer, also try shows with an aspect of your product are much more good and better than the other. Secondly, try to spread your product information on the internet in various types of social network and sites to get through to different kinds of people as well as give a solicitation to your information creditability to shows that the information comes from a specific source. Thirdly, try to make sure that the information given to the prospect is believable and never try to exaggerate the information to shows its superiority. Fourth, give a guarantee to your prospect that the information you gave is reliable and assure that the product perception will meet it expectation as much as possible. Finally, encourage people to give a review on your product truthfully and never try to add the positive or delete any negative review as it will arouse suspicion from the prospect.

5.3 Research Limitation and Future Research Suggestion

This study has several limitations. Firstly, due to some difficulties and the period of time that the survey was conducted, the way to choose a sample for this study is mainly based on convenience. Thus the results somewhat cannot be representative of the whole online shoppers throughout Cambodia. Hence, the further study should be done with a larger size and different sample group in order to increase representation of all generational groups. Secondly, the study results come from the universities students and those who are employed, so it opens up for any further study to apply this model so as to investigate the impact of product characteristics, information sources, eWOM, perceived value, perceived risk, suspicion and purchase decision of university student and those who are employed in Cambodia. Thirdly, due to the time limit of this research it only examines the significant effect of both moderator, so future research should be compared to whether which one is more important

than the others, as well as positive and negative effect of the moderators to give more in-depth understanding to the study. Lastly, a qualitative study might allow the respondents to express their opinions on purchase decision in order to further understanding deeper into the issues.

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APPENDIX QUESTIONNAIRE

កម្រងសំណួរ

Thank you very much for participating in this survey! The survey is being done by a master of business administration student in the Department of Business Administration at Nanhua University, Taiwan. All of the answers provided in this survey will be kept confidential. No identifying information will be provided to the public, individuals or organizations. The survey data will be reported for the purpose of this study only.

You will be asked to rate how each statement describes you feel about the statements. Answers can range from strongly disagree (1), agree (2), neutral (3), agree (4), strongly agree (5). It will take approximately 20 minutes to complete the questionnaire.

សូមអរគុណច្រើនចំពោះការចូលរួមក្នុងការស្ទង់មតិនេះ! ការស្ទង់មតិនេះកំពុងត្រូវបានធ្វើដោយនិស្សិត សិក្សាអនុបណ្ឌិតផ្នែកគ្រប់គ្រងអាជីវកម្មនៃនាយកដ្ឋានគ្រប់គ្រងពាណិជ្ជកម្មនៅសកលវិទ្យាល័យណានហ័រ, តៃវ៉ាន់។ ចម្លើយទាំងអស់ដែលបានផ្តល់នៅក្នុងការស្ទង់មតិនេះនឹងត្រូវរក្សាទុកជាការសម្ងាត់។ មិនមាន ព័ត៌មានកំណត់អត្តសញ្ញាណដែលនឹងត្រូវបានផ្តល់ជូនសាធារណៈជនបុគ្គលឬអង្គការធ្វើយ។ ទិន្នន័យស្ទង់ មតិនឹងត្រូវបានរាយការណ៍សម្រាប់គោលបំណងនៃការសិក្សានេះតែប៉ុណ្ណោះ។

អ្នកនឹងត្រូវបានស្នើសុំឱ្យវាយតម្លៃពីរបៀបដែលសេចក្តីថ្លែងការណ៍នីមួយៗពណ៌នាអំពីអារម្មណ៍របស់អ្នកអំពី សេចក្តីថ្លែងការណ៍។ ចម្លើយអាចមានពីការមិនយល់ស្របខ្លាំង (1) មិនយល់ស្រប (2) ធម្មតា (3) យល់ ស្រប (4) យល់ស្របខ្លាំង (5) ។ វានឹងចំណាយពេលប្រហែល 20 នាទីដើម្បីបំពេញកម្រងសំណួរ។

Section 1. Product Characteristics (លក្ខណៈ ផលិតផល)	Levels of agreement (កម្រិតនៃការយល់ស្រប)				
សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**លក្ខណៈ ផលិតផល**ហើយបន្ទាប់មកគូររង្វង់ទៅលើកម្រិតនីមួយៗខាងក្រោម ផ្អែកលើគំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Product Characteristics**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion	Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
1	(PC1) I prefer the new product information in the online market that just came out. (PC1) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលថ្មីនៅក្នុងទីផ្សារអនឡាញដែល ទើបតែចេញមក	1	2	3	4	5
2	(PC2) I prefer the online product information that I am very comfortable adopting new ideas of products. (PC2) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលធ្វើអោយខ្ញុំមានភាពកក់ក្ដៅក្នុងការទទួលយកគំនិតថ្មីនៃ ផលិតផលទាំងនោះ	1	2	3	4	5
3	(PC3) I prefer the online product information that I can check products reviews online. (PC3) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលខ្ញុំអាចពិនិត្យមើលមតិផលិតផលតាមអនឡាញបាន	1	2	3	4	5
4	(PC4) I prefer the online product information I have knowledge about. (PC4) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលខ្ញុំមានចំណេះដឹងពីវា	1	2	3	4	5
5	(PC5) I prefer the online product information I can easily purchase. (PC5) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលខ្ញុំនឹងងាយស្រួលទិញ	1	2	3	4	5
6	(PC6) I prefer the online product information that gives out a trial run. (PC6) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ	1	2	3	4	5

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		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	ដែលអាចឆោយសាកល្បងប្រើ					
7	(PC7) I prefer the online product information that I get to interact with seller and buyer before actual purchase. (PC7) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលខ្ញុំអាចទាក់ទងជាមួយអ្នកលក់និងអ្នកទិញមុនពេលដែលទិញ ពិតប្រាកដ	1	2	3	4	5
8	(PC8) I prefer the online product information that I can understand after a trial run. (PC8) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលខ្ញុំអាចយល់បានបន្ទាប់ពីការសាកល្បងប្រើប្រាស់	1	2	3	4	5
9	(PC9) I prefer the online product information that I can compare with the products and the prices. (PC9) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ដែលខ្ញុំអាចប្រៀបធៀបផលិតផលនិងតម្លៃជាមួយផលិតផលដទៃ	1	2	3	4	5
10	(PC10) I prefer the online product information because I can compare with the products and the prices. (PC10) ខ្ញុំចូលចិត្តព័ត៌មានផលិតផលនៅលើបណ្ដាញអនឡាញ ព្រោះខ្ញុំអាចប្រៀបធៀបជាមួយផលិតផលជាច្រើនទៀតនិងតម្លៃ ផលិតផលនោះ	1	2	3	4	5
Section 2. Information Sources (ប្រភពព័ត៌មាន)		**Levels of agreement** (កម្រិតនៃការយល់ស្រប)				
សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**ប្រភពព័ត៌មាន** ហើយបន្ទាប់មកគូសរង្វង់ទៅលើកម្រិតនីមួយៗខាងក្រោមផ្អែកលើ គំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Information Sources**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion		Strongly disagree (មិនយល់ស្របបង្គ្រាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
11	(IS1) I have seen that product information before. (IS1) ខ្ញុំបានឃើញព័ត៌មានផលិតផលនោះពីមុន	1	2	3	4	5
12	(IS2) I have experience using that kind of product before.	1	2	3	4	5

		1	2	3	4	5
	(IS2) ខ្ញុំធ្លាប់មានបទពិសោធន៍ប្រើប្រាស់ផលិតផលប្រភេទនេះពីមុន					
13	(IS3) I have used that types of product before. (IS3) ខ្ញុំបានប្រើផលិតផលប្រភេទនោះពីមុន	1	2	3	4	5
14	(IS4) I have heard about that product information before. (IS4) ខ្ញុំបានលឺពីព័ត៌មានអំពីផលិតផលនោះពីមុនមក	1	2	3	4	5
15	(IS5) My colleague told me that product is good. (IS5) មិត្តរួមការងាររបស់ខ្ញុំបានប្រាប់ខ្ញុំថាផលិតផលនេះល្អ	1	2	3	4	5
16	(IS6) My friend told me that product is excellent. (IS6) មិត្តរបស់ខ្ញុំបានប្រាប់ខ្ញុំថាផលិតផលនេះល្អឥតខ្ចោះ	1	2	3	4	5
17	(IS7) I saw the information about the product on the magazine or TV. (IS7) ខ្ញុំបានឃើញព័ត៌មាននៃផលិតផលនៅលើទស្សនាវដ្ដីឬទូរទស្សន៍	1	2	3	4	5
18	(IS8) I saw the product received numerous rewards from magazine or TV. (IS8) ខ្ញុំបានឃើញផលិតផលទទួលរង្វាន់ជាច្រើនពីទស្សនាវដ្ដីឬទូរទស្សន៍	1	2	3	4	5
19	(IS9) The news of the product was posted in the newspaper. (IS9) ព័ត៌មាននៃផលិតផលនោះត្រូវបានលិចឡើងនៅលើកាសែត	1	2	3	4	5
20	(IS10) The product received numerous opinions from professional critics. (IS10) ផលិតផលនោះបានទទួលចំនួនច្រើននៃមតិយោបល់វិះគន់របស់អ្នកអាជីព	1	2	3	4	5
Section 3. Electronic Word of Mouth (ការនិយាយតគ្នាតាមប្រព័ន្ធអេឡិចត្រូនិច)		**Levels of agreement** **(កម្រិតនៃការយល់ស្រប)**				

សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**ការនិយាយគ្នា តាមប្រព័ន្ធអេឡិចត្រូនិច**ហើយបន្ទាប់មកគូរអង្គុំទៅលើកម្រិត និម្មយៗខាងក្រោមផ្អែកលើគំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Electronic Word of Mouth**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion	Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
21	(WM1) I'm ready to be influenced by the information. (WM1) ខ្ញុំបានត្រៀមខ្លួនរួចរាល់ក្នុងការទទួលឥទ្ធិពលតាមរយៈ ព័ត៌មាន	1	2	3	4	5
22	(WM2) I'm willing to accept the information as suggestion. (WM2) ខ្ញុំនឹងទទួលយកនូវព័ត៌មានទៅតាមការស្នើរ	1	2	3	4	5
23	(WM3) I'm willing to accept the information into consideration. (WM3) ខ្ញុំនឹងទទួលយកនូវព័ត៌មានដើម្បីធ្វើការពិចារណា	1	2	3	4	5
24	(WM4) I'm willing to share the information to others. (WM4) ខ្ញុំនឹងចែករំលែកនូវព័ត៌មានទៅកាន់បុគ្គលដទៃទៀត	1	2	3	4	5
25	(WM5) Online-channel is a massive community, so the potential information I can receive is large. (WM5) បុស្ដិ៍ផ្សព្វផ្សាយតាមប្រព័ន្ធអនឡាញគឺជាសហគមន៍ដ៏ធំ មួយ ដូច្នេះហើយ ព័ត៌មានដែលមានសក្កានុពលដែលខ្ញុំអាចទទួល បានគឺមានទំហំធំ	1	2	3	4	5
26	(WM6) I'm willing to accept diverse information regarding the product through different online-channel. (WM6) ខ្ញុំនឹងទទួលយកនូវព័ត៌មានចម្រុះដែលទាក់ទងទៅនឹង ផលិតផល តាមរយៈបុស្ដិ៍ផ្សព្វផ្សាយតាមប្រព័ន្ធអនឡាញផ្សេងៗ	1	2	3	4	5
27	(WM7) I'm willing to receive a different kind of information and review from different online-platform. (WM7) ខ្ញុំនឹងទទួលយកនូវរូបភាពទព័ត៌មានផ្សេងៗ និងការវាយ តម្លៃពីអតិការអនឡាញផ្សេងៗ	1	2	3	4	5

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		Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
28	(WM8) I can easily access the online platform to read the review of the product. (WM8) ខ្ញុំអាចចូលទៅកាន់ធ្វើការអនឡាញដើម្បីអាននូវការវាយតម្លៃអំពីផលិតផល	1	2	3	4	5
29	(WM9) I can read the review of the product from others on the online platform. (WM9) ខ្ញុំអាចអាននូវការវាយតម្លៃអំពីផលិតផលពីអ្នកដទៃទៀត នៅលើធ្វើការអនឡាញ	1	2	3	4	5
30	(WM10) I can re-access to read the review again on the online platform. (WM10) ខ្ញុំអាចចូលទៅម្ដងទៀត ដើម្បីអាននូវការវាយតម្លៃម្ដងទៀត នៅលើធ្វើការអនឡាញ	1	2	3	4	5
31	(WM11) I can access and re-access both positive and negative review of the product. (WM11) ខ្ញុំអាចចូលទៅកាន់និងចូលទៅកាន់ទាំងការវាយតម្លៃវិជ្ជមាននិងអវិជ្ជមានអំពីផលិតផលម្ដងទៀត	1	2	3	4	5
32	(WM12) I'm willing to accept online information as a suggestion. (WM12) ខ្ញុំនឹងទទួលយកនូវព័ត៌មានតាមប្រព័ន្ធអនឡាញទាំងការវាយតម្លៃវិជ្ជមាននិងអវិជ្ជមាន ទៅតាមការស្នើ	1	2	3	4	5
Section 4. Perceived Value (ការយល់ឃើញតម្លៃ)		**Levels of agreement** (កម្រិតនៃការយល់ស្រប)				
សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**ការយល់ឃើញតម្លៃ**ហើយបន្ទាប់មកគូសរង្វង់ទៅលើកម្រិតនិម្មួយៗខាងក្រោមផ្អែកលើគំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Perceived Value**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion		Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
33	(PV1) I believe the products information I received is reliable. (PV1) ខ្ញុំជឿជាក់ថាព័ត៌មានអំពីផលិតផល ដែលខ្ញុំទទួលបានគឺអាចទុកចិត្តបាន	1	2	3	4	5
34	(PV2) The information can help me later on.	1	2	3	4	5

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	(PV2) ខ្ញុំជឿជាក់ថាព័ត៌មាននេះអាចជួយខ្ញុំបាននៅពេលក្រោយ					
35	(PV3) The information can help me to make the decision. (PV3) ខ្ញុំជឿជាក់ថាព័ត៌មាននេះ អាចជួយខ្ញុំបានក្នុងការសម្រេចចិត្ត	1	2	3	4	5
36	(PV4) I believe the products information is enough so I can feel at ease. (PV4) ខ្ញុំជឿជាក់ថាព័ត៌មានអំពីលិតផលគឺមានលក្ខណៈគ្រប់គ្រាន់ដែលអាចឲ្យខ្ញុំមានអារម្មណ៍ស្ងប់ចិត្ត	1	2	3	4	5
37	(PV5) I like the product information as it is within my understanding. (PV5) ខ្ញុំចូលចិត្តព័ត៌មានអំពីលិតផល ដោយផ្អែកទៅតាមការយល់ដឹងរបស់ខ្ញុំ	1	2	3	4	5
38	(PV6) I like the products information that is easy to understand. (PV6) ខ្ញុំចូលចិត្តព័ត៌មានអំពីលិតផល ដែលមានលក្ខណៈងាយស្រួលក្នុងការយល់	1	2	3	4	5
39	(PV7) the products information provided was interpreted in such a way that everyone can understand the products. (PV7) ព័ត៌មានអំពីលិតផលដែលបានផ្ដល់ឲ្យ ត្រូវបានបកស្រាយទៅតាមវិធីសាស្ត្រមួយដែលមនុស្សគ្រប់គ្នាអាចយល់ដឹងអំពីលិតផលបាន	1	2	3	4	5
Section 5. Perceived Risk (ការយល់ឃើញហានិភ័យ)		**Levels of agreement** **(កម្រិតនៃការយល់ស្រប)**				
សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**ការយល់ឃើញហានិភ័យ**ហើយបន្ទាប់មកគូររង្វង់ទៅលើកម្រិតនីមួយៗខាងក្រោមផ្អែកលើគំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Perceived Risk**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion		Strongly disagree (មិនយល់ស្របបំផុតខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (មធ្យម)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របបំផុតខ្លាំង)
40	(PR1) I fear the product might be not as what it seems.	1	2	3	4	5

	(PR1) ខ្ញុំភ័យខ្លាចពត៌មានផលិតផលប្រហែលជាមិនដូចអ្វីដែល បានឃើញនោះទេ					
41	(PR2) I fear that the product might not as I expected to be. (PR2) ខ្ញុំបារម្ភថាពត៌មានផលិតផលនោះប្រហែលជាមិនដូចអ្វី ដែលខ្ញុំរំពឹងទុកនោះទេ	1	2	3	4	5
42	(PR3) I fear that the product might break after a while. (PR3) ខ្ញុំភ័យខ្លាចថាផលិតផលនោះមិនបានប៉ុន្មានប្រហែលជា អាចខូច	1	2	3	4	5
43	(PR4) I fear that the product might be spoiled or expire. (PR4) ខ្ញុំភ័យខ្លាចថាផលិតផលនោះអាចនឹងខូចឬផុតកំណត់	1	2	3	4	5
44	(PR5) I fear that my family might think that it is useless or wasteful. (PR5) ខ្ញុំបារម្ភថាគ្រួសាររបស់ខ្ញុំអាចនឹងគិតថាវាគ្មានប្រយោជន៍ ឬខ្ជះខ្ជាយ	1	2	3	4	5
45	(PR6) I fear that my friend might make fun of me. (PR6) ខ្ញុំភ័យខ្លាចថាមិត្តរបស់ខ្ញុំអាចចំអកខ្ញុំ	1	2	3	4	5
46	(PR7) I fear that my colleague might think negative about me. (PR7) ខ្ញុំបារម្ភថាមិត្តរួមការងាររបស់ខ្ញុំអាចគិតអវិជ្ជមានមកលើរូប ខ្ញុំ	1	2	3	4	5
47	(PR8) I fear that my partner might think that it doesn't suit me. (PR8) ខ្ញុំខ្លាចថាដៃគូររបស់ខ្ញុំអាចគិតថាវាមិនសាកសមនឹងខ្ញុំ	1	2	3	4	5
48	(PR9) I fear I might get criticized for what I want to purchase. (PR9) ខ្ញុំបារម្ភថាខ្ញុំអាចរងការរិះគន់ចំពោះអ្វីដែលខ្ញុំចង់ទិញ	1	2	3	4	5
49	(PR10) I fear that I might waste my money. (PR10) ខ្ញុំភ័យខ្លាចថាខ្ញុំអាចខ្ជះខ្ជាយប្រាក់របស់ខ្ញុំ	1	2	3	4	5
50	(PR11) I fear that I might get scam and lose my money without getting the product.	1	2	3	4	5

		Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
	(PR11) ខ្ញុំភ័យខ្លាចថាខ្ញុំអាចនិងត្រូវបានបោកប្រាស់និងបាត់បង់លុយរបស់ខ្ញុំដោយមិនទទួលបានផលិតផលអ្វីមករិញទាំងអស់					
51	(PR12) I fear that I might purchase more expensive than others.)PR12) ខ្ញុំភ័យខ្លាចថាខ្ញុំអាចនិងទិញបានក្នុងតម្លៃថ្លៃជាងផលិតផលផ្សេងៗទៀត	1	2	3	4	5
52	(PR13) I fear that after I purchase I won't receive the original product.)PR13) ខ្ញុំមានការព្រួយបារម្មថាបន្ទាប់ពីខ្ញុំទិញខ្ញុំនឹងមិនទទួលបាននូវផលិតផលពិត	1	2	3	4	5
53	(PR14) I fear that I might waste my money on an unsuitable product.)PR14) ខ្ញុំមានភ័យខ្លាចថាខ្ញុំអាចខ្ជះខ្ជាយប្រាក់របស់ខ្ញុំលើផលិតផលដែលមិនសមស្រប	1	2	3	4	5
Section 6. Suspicion (ភាពសង្ស័យ)		**Levels of agreement** (កម្រិតនៃការយល់ស្រប)				
សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**ភាពសង្ស័យ** ហើយបន្ទាប់មកគូរវង់ទៅលើកម្រិតនីមួយៗខាងក្រោមផ្អែកលើគំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Suspicion**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion		Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
54	(S1) I will detect adding positive review when the positive review lacks detail.)S1) ខ្ញុំនឹងរកឃើញការបន្ថែមមិតិវិជ្ជមាននៅពេលមិតិវិជ្ជនោះមានខ្វះព័ត៌មានលម្អិត	1	2	3	4	5
55	(S2) I will detect adding positive review when the positive review providers writing style almost identical.)S2) ខ្ញុំនឹងរកឃើញការបន្ថែមមិតិវិជ្ជមាននៅពេលដែលរចនាប័ទ្ធសរសេររបស់អ្នកផ្តល់មតិវិជ្ជមានស្មើរតែដូចៗគ្នា	1	2	3	4	5
56	(S3) I will detect the adding positive review when they are duplicate.	1	2	3	4	5

	)S3) ខ្ញុំនឹងរកឃើញការបន្ថែមមតិវិជ្ជមាននៅពេលដែលមតិដូចគ្នានិងទ្វេដង					
57	(S4) I will detect adding positive review when positive review provides with unreasonable fact.)S4) ខ្ញុំនឹងរកឃើញការបន្ថែមមតិវិជ្ជមាននៅពេលការផ្តល់ឱ្យនូវមតិវិជ្ជមានមិនសមហេតុផលដូចនិងការពិត	1	2	3	4	5
58	(S5) I will detect the negative review.)S5) ខ្ញុំនឹងរកឃើញការលុបមតិអវិជ្ជមាន	1	2	3	4	5
59	(S6) I will detect deleting negative review when only positive reviews are appearing, but negative doesn't.)S6) ខ្ញុំនឹងរកឃើញការលុបមតិអវិជ្ជមាននៅពេលមានតែមតិវិជ្ជមានលេចឡើង, ប៉ុន្តែមតិអវិជ្ជមានគ្មាន	1	2	3	4	5
60	(S7) I will detect the negative review when only a few reviews and all are very positive review even though the product has launched for quite a while now.)S7) ខ្ញុំនឹងរកឃើញការលុបមតិអវិជ្ជមាននៅពេលមតិនោះតិច និងមតិអ្នកផ្តល់យោបល់ទាំងអស់សុទ្ធតែវិជ្ជមានទោះបីជាផលិតផលនេះបានចាប់ផ្ដើមមួយរយៈពេលមកហើយ	1	2	3	4	5
61	(S8) I will detect the negative review when the argument of between review providers seems like one is talking to himself.)S8) ខ្ញុំនឹងរកឃើញការលុបមតិអវិជ្ជមាននៅពេលមានជម្លោះរវាងអ្នកផ្តល់មតិហាក់ដូចជាមានតែម្នាក់កំពុងនិយាយជាមួយខ្លួនឯង	1	2	3	4	5
62	(S9) I will detect the negative review when the comments of the review-provider are out of topic.)S9) ខ្ញុំនឹងរកឃើញការលុបមតិអវិជ្ជមាននៅពេលដែលមតិរបស់អ្នកផ្តល់ការបានបញ្ចេញមកឆ្ងាយពីប្រធានបទ	1	2	3	4	5
Section 7. Purchase Decision (ការសម្រេចចិត្តទិញ)		**Levels of agreement** **(កម្រិតនៃការយល់ស្រប)**				

សូមពិនិត្យមើលសំណួរខាងក្រោមដែលពាក់ព័ន្ធនឹង**ការសម្រេចចិត្តទិញ**ហើយបន្ទាប់មកគូរអង្វង់ទៅលើកម្រិតនីមួយៗខាងក្រោមផ្អែកលើគំនិតរបស់អ្នក។ Please take a short look on the questions below related with the **Purchase Decision**, and then **CIRCLE** the level of agreement on each of the items below base on your opinion	Strongly disagree (មិនយល់ស្របខ្លាំង)	Disagree (មិនយល់ស្រប)	Neutral (ធម្មតា)	Agree (យល់ស្រប)	Strongly agree (យល់ស្របខ្លាំង)
63 (PD1) I will purchase the product online if it easy to buy.)PD1) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មានបង្ហាញថាវាមានភាពងាយស្រួលក្នុងការទិញ	1	2	3	4	5
64 (PD2) I will purchase the product online that I needed convenience.)PD2) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មានបង្ហាញថាវាជាអ្វីដែលខ្ញុំត្រូវការ	1	2	3	4	5
65 (PD3) I will purchase the product online that are popular.)PD3) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មានបង្ហាញថាវាជាផលិតផលដែលល្បី	1	2	3	4	5
66 (PD4) I will purchase the product online that I used to experiences.)PD4) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មានបង្ហាញថាវាជាផលិតផលដែលខ្ញុំធ្លាប់មានបទពិសោធន៍	1	2	3	4	5
67 (PD5) I will purchase the product online if the payment is cash on delivery.)PD5) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មានបង្ហាញថាការទូទាត់ជាសាច់ប្រាក់ពេលរបស់ដល់ដៃ	1	2	3	4	5
68 (PD6) I will purchase the product online if the payment is safe.)PD6) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មានបង្ហាញថាការទូទាត់សាច់ប្រាក់មានសុវត្ថិភាព	1	2	3	4	5
69 (PD7) I will purchase the product online if the payment secures my privacy.	1	2	3	4	5

	)PD7) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មាន បង្ហាញថាការទទួលធានាសុវត្ថិភាពភាពឯកជនរបស់ខ្ញុំ					
70	(PD8) I will purchase the product online because it is convenience.)PD8) ខ្ញុំនឹងទិញផលិតផលតាមអនឡាញនោះប្រសិនបើព័ត៌មាន បង្ហាញថាវាមានភាពងាយស្រួល	1	2	3	4	5

Respondent Information

អ្នកឆ្លើយសំនួរ

For our information, would you please indicate the following questions:

សម្រាប់ជាព័ត៌មានសូមឆ្លើយសំនួរខាងក្រោម

1. Gender:

១ ភេទ

☐ Male   ☐ Female

☐ ប្រុស   ☐ ស្រី

2. Age:

២ អាយុ

☐ < 20   ☐ 20-29   ☐ 30-39   ☐ > 40

☐ < ២0   ☐ ២0-២៩   ☐ ៣0-៣៩   ☐ > ៤0

3. Education:

៣ កម្រិតអប់រំ

☐ Fresh Graduate From High school ☐ Bachelor ☐ Master

☐ ទើបចប់ពីមហាវិទ្យាល័យ ☐ អនុបណ្ឌិត ☐ អនុបណ្ឌិតជាន់ខ្ពស់

☐ Doctoral / PhD.

☐ បណ្ឌិត

4. Income:

៤ ចំណូលប្រចាំខែ

☐< $200   ☐$200-$349   ☐$350-$499   ☐> $500

☐< $២០០   ☐$២០០-$៣៤៩   ☐$៣៥០-$៤៩៩   ☐> $៥០០

5. Online Shopping Frequencies

៥ ភាពញឹកញាប់ជារអនឡាញ

☐Rarely   ☐Once Awhile   ☐ At Least Once A Month

☐កម្រ   ☐ម្ដងម្កាល   ☐ យ៉ាងហោចម្ដងក្នុងមួយខែ

☐ More Than Once A Month

☐ ច្រើនជាងម្ដងក្នុងមួយខែ