

Factor Affecting Online Shopping Behavior in Cambodia

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ABSTRACT

The purpose of the study was to examine the factors influencing online shopping behavior among the Cambodian people who are living in Cambodia. The study also has an intention to explore the market segment for online shopping which result in benefit for current and future investor who are interested to be a part of e-commerce in Cambodia. The convenience sampling technique was adopted to collect the data. To understand the factors affecting on online shopping in Cambodia, self-constructed questionnaire has been formed and send via email, LINE, and Facebook, and a total number of 40 people participated in this survey. All of participants are experienced and at least used to shopping online once and considered as an important sampling frame. To analyze the relationship of the model, Pearson correlation and regression analysis was done to test the hypotheses. The results showed that the antecedents of online shopping; online advertisement, enjoyment, trust, promotion and web design have positive and significant relationship on attitude toward online shopping behavior in Cambodia. Additional research should be conducted with a broader population and

Keywords: online shopping, online advertisement, enjoyment, trust, promotion and web design.

INTRODUCTION

In today's world, online shopping has become a convenient solution to a hectic lifestyle. In comparison to earlier days, there had been a significant shift in client shopping habits. Despite the fact that people continue to buy from physical stores, users or buyers find online shopping to be extremely convenient. Besides that as the internet has grown in popularity, online shopping has become a popular and fashionable activity (Botha et al., 2008). Nowadays individuals are so occupied that they have less time to spend on shopping, therefore online buying saves them time (Rahman et al., 2018). In the twenty-first century, trade and commerce became diverse that multichannel has emerged and online shopping has increased dramatically throughout the world (Johnson et al., 2001). Globally, e-commerce constituted about 2.29 trillion-dollar market and was expected to reach 4 trillion dollars by 2020 due to the double-digit worldwide growth in sales 15% and order 13% (*EMBRACING THE E-COMMERCE REVOLUTION IN ASIA AND THE PACIFIC*, 2018).

Online shopping has gained in popularity, exceeding brick-and-mortar stores and shopping centers due to the vast range of selection, convenience, time-saving reviews, and price comparison among various alternative suppliers (Wolfenbarger & Gilly, 2001). Typically, the

online shopping process begins with potential customers recognizing a need for a product or service, after which they go to the internet to look for information on the need (y Monsuwé et al., 2004). Often potential customers are sometimes drawn to information about items or services that are related to the perceived need rather than actively seeking (Li & Zhang, 2002). They next examine the options and choose the one that best meets their criteria for fulfilling the perceived need (Li & Zhang, 2002). Finally, a transaction takes place, and after-sales services are offered. Consumers' lives are made easier by the online shopping platform, which offers a wide range of options and information to seek and compare their desired items and services with a single click.

According to *e-Commerce report* (2020), there is rapidly growth in eCommerce factor in Cambodia, the market is projected to reach US\$183m in 2020. Many online shops in Cambodia utilize advertising to advertise their products and the benefits they provide to customers. Since the number of people using the internet is growing, traditional advertising channels such as radio and television are being replaced by online marketing to reach young people. It has been documented that rising number of online shopping websites appeal to the modest number of urban consumers who have internet connection (Export.gov, 2019). In 2013, a turning point occurred when the introduction of smartphones coincided with a surge in Internet interest (Phong et al., 2016). The smartphone has become the primary mode of the internet access for the majority of consumers and by 2015, a third of Cambodia's population was primarily using smartphones on a regular basis (Phong et al., 2016). In developing economies, most Cambodians access the internet using smartphones. In early 2017, 94% of Cambodians had access to a mobile phone, 40% of which were smartphones (Luedi, 2017). Therefore, with the increase of internet, social media, such as Facebook and Instagram are increasingly used as a platform for online shopping and media space in Cambodia.

Due to the Covid-19 pandemic many firms have been forced to close causing severe disruptions in various industry sectors (Donthu & Gustafsson, 2020). In Cambodia, even though the number of cases is modest, but limitations on business activities due to pandemic have had a significant impact on some businesses, resulting in bankruptcy. In addition, selling things online and using delivery services to save money has become a popular technique for some businesses. Based on Yun Seo Choi's perspective about a local café in Cambodia "June Café", the business was forced to close temporarily due to pandemic and rely only on social media channels such as Facebook and Instagram to fulfill delivery requests. The feedback motivated the shop to improve the café and they have a plan to open more branches on other locations in Phnom Penh after receiving positive comments (VOICE OF YOUTH, 2020). Generally, in this competitive world, it is critical for firms or businesses to maintain good relationships with customers, and to remain competitive, businesses need to advertise new changes in various platforms like social media. Thus, the study aims to focus on the consumers attitudes in terms of enjoyment, trust, online advertisement and website design in Cambodia.

Purpose of the Study

The main purpose of the study is to explore and identify the influencing factors of online shopping behavior in Cambodia. The study wants to consider whether online advertisement and website design has any influence on Cambodian people during their online shopping or not. The study also has an intention to explore the market segment for online shopping which result in benefit for current and future investor who are interested to be a part of e-commerce in Cambodia.

Objective of The Study

The study intends to achieve the following objectives by focusing on online shopping behavior among Cambodians:

- a. To examine the relationship whether online advertisement, trust and enjoyment have any relationship with online shopping attitude or not.
- b. To examine further if promotion and web design have any influence on consumers' attitude towards online shopping or not.

LITERATURE REVIEW

Online Shopping

The word "online shopping" refers to a process in which buyers can use the internet to directly search for, select, get, and/or purchase a product or service from sellers (Javadi et al., 2012). In general, purchasing goods and services over the internet is simple, and it has recently gained popularity among internet users (Bourlakis et al., 2008). The most significant benefit of online shopping is that customers can obtain adequate information and a range of choice, allowing them to properly compare products and prices (Burke, 2002). Consumers can receive a variety of product-related information and features from the internet by clicking on the necessary fields on websites and/or web pages. Additionally, these customers can choose from a variety of online platforms for enjoyment, delight, and enjoyment, in addition to purchasing their essential products (To et al., 2007). Furthermore, consumers are enticed to purchase online because they may choose from a large range of things while sitting at home, with delivery right to their door (Lynch & Beck, 2001; Ramayah & Ignatius, 2005). Therefore, the growing popularity of online shopping can be attributed to its ease, reasonable price range, and diverse product selection.

Online Advertisement

The internet is evolving into a unique platform for garnering consumer attention through online advertising (Rowley, 2001). In today's competitive environment companies and organizations are increasingly turning to online advertising to market their goods and services. The term online advertising is simply a term that relates to advertising online, or advertising over the Internet. According to Alaimo and Kallinikos (2018), online advertising is a type of marketing and advertising that involves promoting items and services to communities and network users via the Internet. Reddy (2003) claimed that online advertising establishes a cost-effective and continuous engagement with customers by allowing them to learn about products and services whenever and wherever they want, with the intent to buy or rebuy. Nizam and Jaafar (2018) argued that consumer attitudes can be influenced by online advertising aspects such as formativeness, enjoyment, awareness, and dissatisfaction. For example, Moreover, Consumer's attitudes towards advertising are crucial markers of its effectiveness (Mehta, 2000). Furthermore, Ducoffe (1996) also mentioned that online advertisement has a positive impact on consumer's attitude. From the above discussion, the following hypothesis is proposed:

H1: There will be a positive relationship between online advertisement and attitude towards online shopping in Cambodia.

Enjoyment in Online Shopping

Enjoyment refers to the consumer's psychological and emotional feeling when they purchase for the enjoyment (Abayi & Khoshtinat, 2016). Enjoyment is known as the consumer's view that purchasing online will be enjoyable (Cheema et al., 2013). In fact, purchases made for enjoyment demonstrate the possibility for buying emotion (Abayi & Khoshtinat, 2016). It has been documented that when consumers experience higher enjoyment that influence them enjoy shopping, and the likelihood of their behavior being stimulated by exploration, novelty, and wide range of options (Abayi & Khoshtinat, 2016). In general, when consumers search things online, they experience enjoyment (Cheema et al., 2013). Some studies documented that enjoyment has a significant impact on consumer's attitude towards online shopping (Childers et al., 2001; Thong et al., 2006; Van der Heijden & Verhagen, 2004). From the above discussion the following hypothesis is proposed:

H2: Enjoyment has a positive impact on attitude towards online shopping in Cambodia.

Trust in Online Shopping

The inherent uncertainty in economic and social interactions, the notion of trust emerges as a significant influencer in online shopping. Building trust in internet platforms is critical for online business success (Grabner-Kräuter & Kaluscha, 2003). Many academics have highlighted trust as a critical component of e-commerce operations (Palmer et al., 2000). Scholars have defined trust in a variety of ways, depending on the point of view of the user. Mayer et al. (1995) defined trust "as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (p. 709-734). Consumers will respond positively to a well-organized online shopping website with complete information, a diverse product variety, a sense of secure payment, and trust (Lim & Dubinsky, 2004). Moreover, increased trust leads to more positive purchasing attitudes, making it easier for businesses to retain loyal online clients (Gefen & Straub, 2004). From the above argument, the following hypothesis is proposed

H3: Trust has a positive influence on attitude towards online shopping in Cambodia.

Promotion in Online Shopping

Promotions are another essential indication for making cognitive product evaluations and buying decision (Raghubir, 2004). According to Park and Lennon (2009) to entice customers to their websites, online businesses provide a variety of sales promotions, such as free gifts, discounts, or free delivery. Some studies argued that a promotion is a one-time financial incentive to make a purchase (Honea & Dahl, 2005; Oliver & Shor, 2003). Promotions are necessary to notify customers about the availability of a product, to raise public knowledge about a retailer's marketing operations, to stimulate customer return visits, and to increase customer loyalty (Bagozzi et al., 2018). Therefore, consumers tend to have a positive attitude when online platforms provide promotion for online shopping. From the above discussion, the following hypothesis is proposed:

H4: Promotion has a positive on attitude towards online shopping in Cambodia.

Web Design

For any online store to attract customers, the quality of the website design is critical. Cho and Park (2001) have found in their study that the quality of website design has an impact on customer satisfaction in e-commerce. According to Ranganathan and Grandon (2002), the layout of the content on a website is referred to as website design. Wolfinbarger and Gilly (2003) further argued that customers that prefer to shop online interact with the technical interface rather than with a salesperson. Lee and Lin (2005) had empirically found that the appearance of a website has a beneficial impact on overall client attitudes and perceived service quality. Besides, Ranganathan and Ganapathy (2002) have empirically established that website design positively affects the consumer's attitudes towards online purchase intention.

H5: Web design has a positive impact on attitude towards online shopping in Cambodia.

Attitude

According to Grandon and Mykytyn (2004) indicated that the attitude towards online shopping was evaluated as “the degree to which a person responds positively or negatively to an inquiry”. In addition, attitude towards on online shopping is related to the psychological state and customer's feeling towards the products. Consumers' attitudes towards online shopping can be influenced by various factors. Consumer attitudes regarding online purchasing are driven by trust and perceived benefits, according to the empirical findings, with trust referring to trust in perceived web quality (Al-Debei et al., 2015). According to Monsuwe, Delleart and Ruyter (2014), user's personality, situational factors, characteristic of products, experience of online shopping, confidence in shopping online are basically the external factors for understanding consumer's intention towards online shopping. In addition, demographics factors such as age, gender, income and education background influences consumers to shop online.

Conceptual Framework

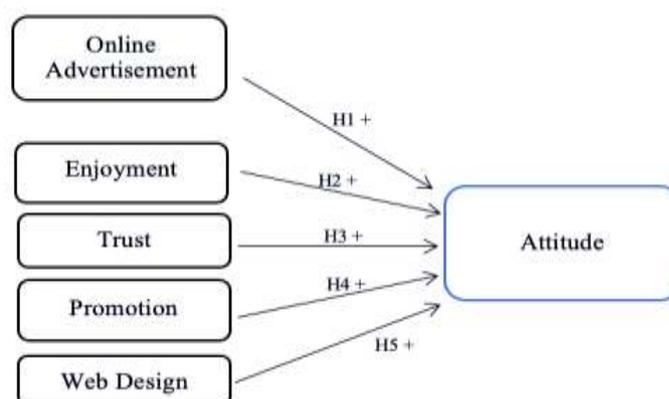


Figure 1: A conceptual framework of factors affecting on attitude on online shopping behavior.

METHODOLOGY

Research Design

To understand the factors affecting on online shopping in Cambodia, I have undertaken a descriptive study through a survey by forming a self-constructed questionnaire considering the research objective. A Likert five-point scale ranging from strongly agree to strongly disagree been used to collect a quick response from the respondents. Convenient non-probability sampling method has been adopted in this study to acquire data from respondents in Cambodia. The question comprised of the following; independent variables i.e., online advertising, enjoyment, trust, promotion, web design. On the other hand, online shopping behavior is the dependent variable and demographic information such as gender, age, education, occupation, marital status, and online shopping platform were considered for this study.

Sample And Participants

The survey was conducted online which were sent through online social media platform. The participants, who are Cambodian living in the provinces and city, are selected to collect data. Participants are from several provinces such as Poipet, Kompot, Kandal, Prey Veng and majority are from capital city, Phnom Penh. All of them are experienced and at least used to shopping online once and considered as an important sampling frame. A self-constructed questionnaire was sent via email, LINE, and Facebook, and a total number of 40 (n = 40) people participated in this survey

Data Collection

Primary data were collected to know the factors that influence consumers to purchase online. As our study, we feel it would be easy for us to distribute the questionnaire and then analyze the situation. The survey questionnaire was created through Google Forms because it is convenient and flexible in both receiving data and analyzing, as it is automatically generating all data and provide accurate result. Therefore, the result can be downloaded easily for calculate data in Microsoft excel and SPSS software.

RESULTS AND DISCUSSION

Demographic Information

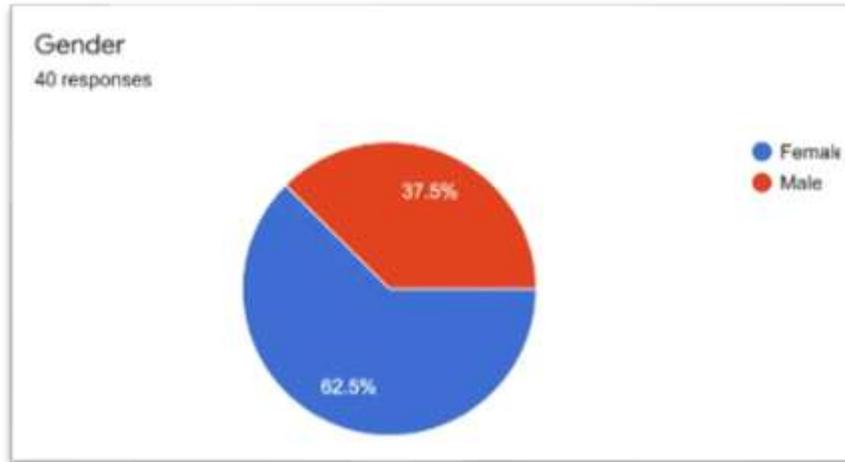


Figure 2: shows the number of respondents (n=40) who participated in the survey, are from Cambodia, majority are from capital city, Phnom Penh. Among the respondents there were 25 (62.5%) female and 15 (37.5%) are male.

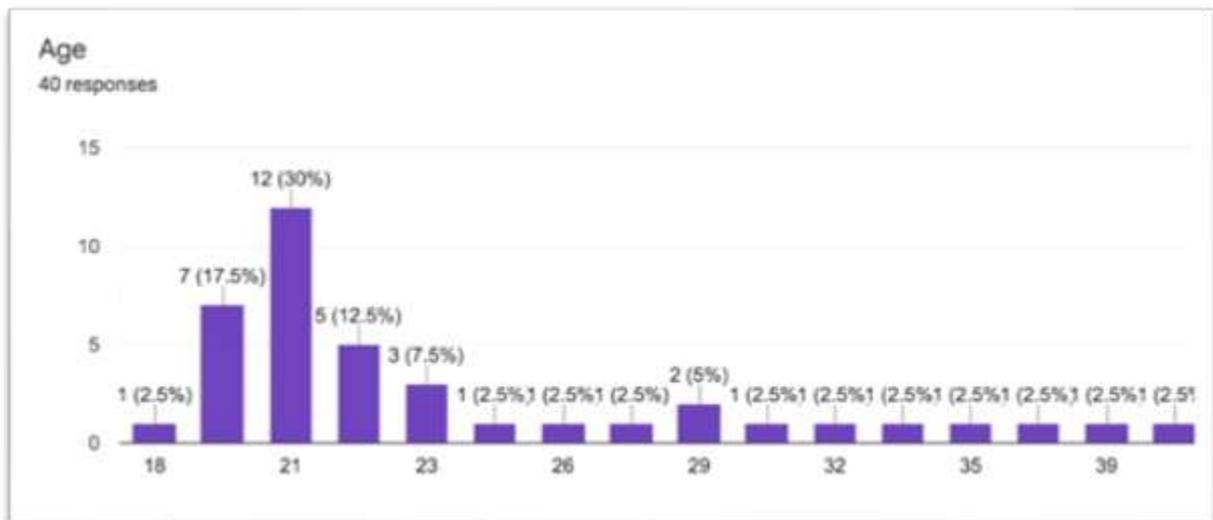


Figure 3: The graph shows the age range of online shoppers starting from 18 to 39 years old, most of them are 21 years-old equal to 30 percent.

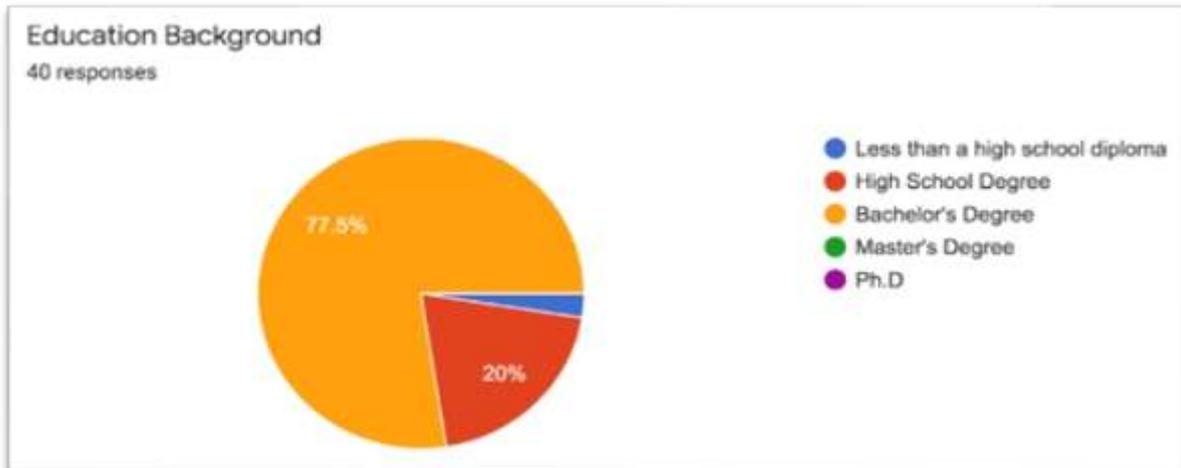


Figure 4: shows the education background of online shopper. The majority of participants 31 (77.5%) have Bachelor's Degree, followed by 8 (20%) High School Degree and 1 (2.5%) less than a high school diploma respectively.

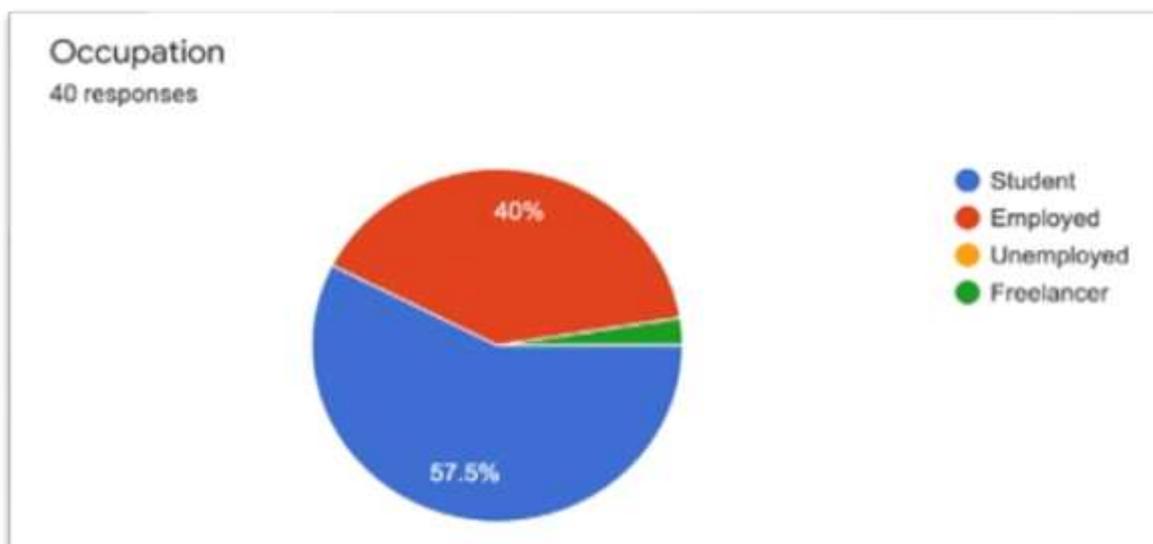


Figure 5: Among the participants, 23 (57.5%) were students, 16 (40%) were employed, and 1 (2.5%) were Freelancer. (Figure 4, 5)

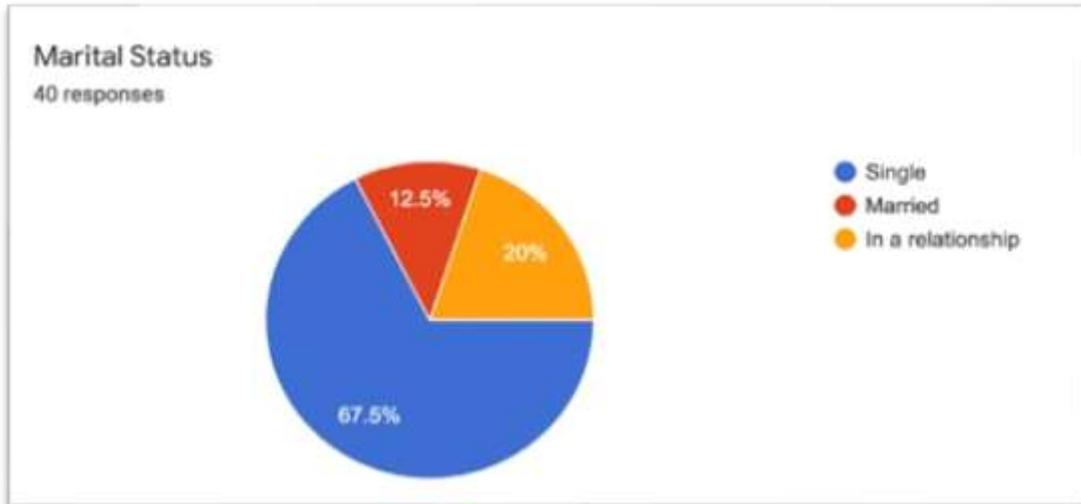


Figure 6: The participants responses are majority single 27 (67.5%), followed by in relationship 8 (20%) and 5 (12.5%) are married.

Correlation Analysis

Bivariate correlation was calculated between the variables. Online advertisement was positively correlated on attitude ($r = 0.501$, $p = 0.001$) as well as Enjoyment towards online shopping was positively correlated on attitude with ($r = 0.384$, $p = 0.014$). Trust towards online shopping was positively correlated with attitude ($r = 0.465$, $p = 0.003$). The result also mentioned that, Web design was positively correlated with attitude ($r = 0.512$, $p = 0.001$). It was also found that promotion was positively correlated with attitude ($r = 0.480$, $p = 0.002$). From the table below it was observed that most of the correlations were significant at 0.001 level (2-tailed) and some was at significant at 0.05 level (2-tailed).

Table 1. Pearson's correlations of the variables

		OA	ENJ	TR	WD	PRO	ATT
OA	Pearson Correlation	1	.589**	.577**	.345*	.463**	.501**
	Sig. (2-tailed)		.000	.000	.029	.003	.001
	N	40	40	40	40	40	40
ENJ	Pearson Correlation	.589**	1	.526**	.495**	.433**	.384*
	Sig. (2-tailed)	.000		.000	.001	.005	.014
	N	40	40	40	40	40	40
TR	Pearson Correlation	.577**	.526**	1	.610**	.669**	.465**
	Sig. (2-tailed)	.000	.000		.000	.000	.003
	N	40	40	40	40	40	40
WD	Pearson Correlation	.345*	.495**	.610**	1	.625**	.512**
	Sig. (2-tailed)	.029	.001	.000		.000	.001
	N	40	40	40	40	40	40

PRO	Pearson Correlation	.463**	.433**	.669**	.625**	1	.480**
	Sig. (2-tailed)	.003	.005	.000	.000		.002
	N	40	40	40	40	40	40
ATT	Pearson Correlation	.501**	.384*	.465**	.512**	.480**	1
	Sig. (2-tailed)	.001	.014	.003	.001	.002	
	N	40	40	40	40	40	40

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

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

Regression Analysis

To test the hypothesis regression analysis was calculated. From the result it was shown that online advertisement has a significant positive relationship with attitude ($\beta = 0.501$, $p = 0.001$) with the Adjusted R square of 0.231 (23.1%) that H1 is supported. It showed that, enjoyment has a positive relationship with attitude ($\beta = 0.0384$, $p = 0.014$) with the Adjusted R square of 0.125 (12.5%) that H2 is supported. The result revealed that trust has positive relationship with attitude ($\beta = 0.465$, $p = 0.003$) with the Adjusted R square of 0.195 (19.5%) that support the H3. On the other hand, promotion has positive relationship with attitude ($\beta = 0.480$, $p = 0.002$) with the Adjusted R square of 0.211 (21.1%) that the H4 is supported. The result showed that web design also has a positive relationship with attitude of ($\beta = 0.512$, $p = 0.001$) with the Adjusted R square of 0.242 (24.2%) that support the H5.

Table 2. The result of regression analysis shows the relationship of variables with attitude.

	Standardized Coefficients Beta	P Value	Adjusted R Square
OA → ATT	0.501	0.001	0.231
ENJ → ATT	0.384	0.014	0.125
TR → ATT	0.465	0.003	0.195
WD → ATT	0.512	0.001	0.242
PRO → ATT	0.480	0.002	0.211

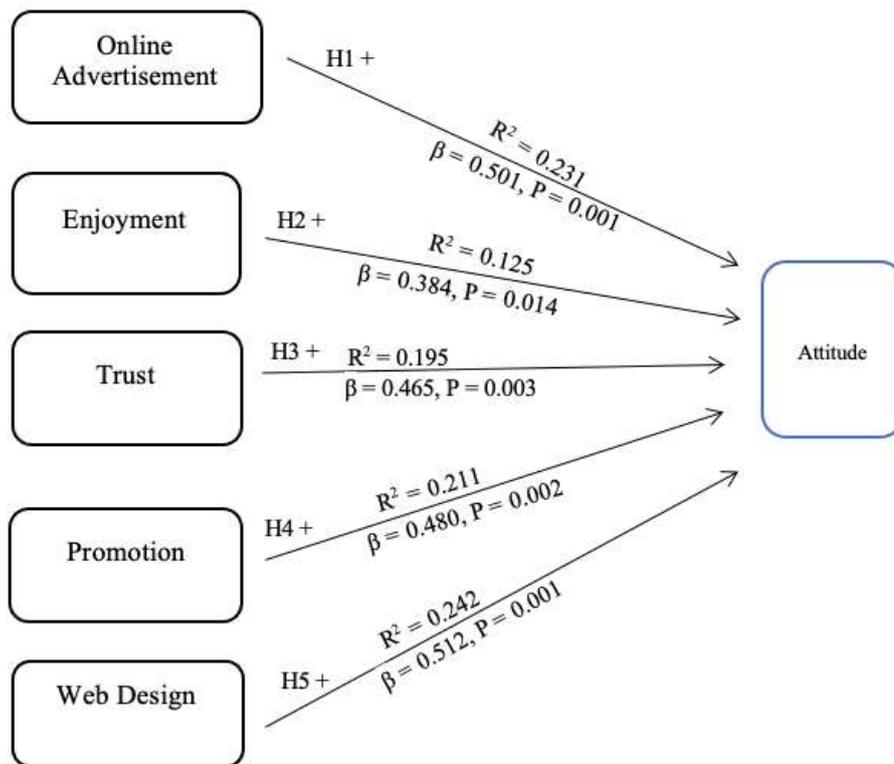


Figure 7: The regression model

DISCUSSION

This study was to examine the factors affecting attitude in online shopping of Cambodian people and factors were online advertisement, enjoyment, trust, promotion, web design. From the result it has been found the all the hypotheses are significantly supported, which means that online advertisement has a significant impact on attitudes towards online shopping. This is consistent with previous studies (Ducoffe, 1996; Mehta, 2000). The study also found a positive and significant association between enjoyment and attitude towards online shopping among Cambodian consumers. This is also consistent with prior studies (Childers et al., 2001; Thong et al., 2006). The study also found a positive association between trust and attitudes towards online shopping which is also consistent with prior studies (Gefen & Straub, 2004). From this study we saw the positive association between promotion and attitude towards online shopping. This is also consistent with earlier studies. Lastly web design was positively related towards the attitude of online shopping. This is also consistent with prior studies (Lee & Lin, 2005; Ranganathan & Ganapathy, 2002).

LIMITATION

The study has small participants which is not represented a whole Cambodian online shopping consumer. The geographical area for this study was in some part of Cambodia only. For this research concentration is a narrow target group and areas. Further research can increase wider places to provide wider view and to get more sample population on the real circumstance of

the consumers' attitude (Khaing Thazin Aung, 2016). This study does not show whether there is relationship between attitude and online shopping behavior. In the future, both online and offline survey should be applied as well as expand target group of participants to get more necessary information for further purpose.

CONCLUSION AND RECOMMENDATION

The main aim of the paper was to examine the factors affecting toward online shopping behavior in Cambodia. Based on the result of the analysis related to the purpose of this study, it can be drawn some conclusion of the research result that there is positive relationship between attitude with enjoyment, online advertisement, trust, promotion and web design significantly. As well as, all the hypothesis that proposed are supported, the variables have a positive relationship with the attitude which means that the selected factors significantly influence consumer's attitude toward online shopping. The result also shows experiences of consumers who are living in Cambodia toward online shopping. Understanding customer attitudes toward online buying, improving the elements that drive consumers to shop online, and working on the factors that encourage consumers to purchase online can help marketers achieve a competitive advantage over their competitors. Most Cambodian believe that shopping online is truly popular and the users are increased relatively from day to day.

There are some suggestions, for those who consider above factors that influence online shopping. To begin, online sellers must maintain and improve their offerings in order to gain client trust. This can be accomplished through giving accurate and up-to-date information to avoid misunderstandings, enhancing security, and building trust through good customer connections. So that consumers' trust in the seller can be increased. Consumer convenience when buying online can be increased by building good relationships with customers and responding quickly when they need product information. Second, create the website such that customers may shop and be satisfied more easily. Additionally, shoppers will be able to recognize and compare products more easily online. Third, management should take these findings into account when putting policies in place to boost productivity. This can help the organization reach some of its goals by increasing sales and production.

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