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Peer influence impact on contemporary Chinese millennials' online shopping: An exploration of factors

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by

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ABSTRACT

The Chinese Millennial generation are considered to be those who born in 1980's and 1990's in China. They are also driven-force generation of Chinese e-commerce. In order to attract more Chinese Millennial consumers, online sellers and e-commerce companies adopt recommendation system on the basis of consumers' purchasing histories and personal preferences. Nevertheless, Chinese online retailers have not casted insight to purchase histories of peers, though peers have been proved to have effect on consumers' purchase intention and behavior in many fields of study.

The objective of this paper is to investigate peers' influence on Chinese Millennial consumers' purchase behavior. To be specific, this study examines the relationship between peers' purchase histories and consumers' purchase decisions among Chinese Millennials. Moreover, this study tries to reveal whether peers' purchase histories have effect on consumers purchase perception such as perceived usefulness, perceived risk and purchase intention. This paper uses online questionnaires and SPSS software to figure out and analyze how Peer Influence affects Chinese millennials' purchasing intention and decision in online shopping. The result shows that Peer Influence affects Chinese millennials' purchase intention and decision in online shopping. Furthermore, perceived usefulness positively affects Chinese millennials' purchase intention on online shopping while perceived risk negatively influences that. This paper provides suggestions for online retailers to attach importance to Peer Influence when advertising their products. In addition, this paper is useful to Taobao recommendation system for designing recommendation windows about peers' purchase histories or preference on website pages.

Keywords: Peer Influence, Perceived Usefulness, Perceived Risk, Purchase Intention, Taobao

INTRODUCTION

The Millennial generation is seemed as a new massive market segment (Sullivan & Heitmeyer, 2008) which can be very powerful to change the economic landscape of the internet (Nusair, Parsa, & Cobanoglu, 2011). The Chinese Millennial generation are considered to be those who born in 1980's and 1990's in China (Keith & Simmers, 2013). This study particularly focuses on 1990's.

Millennials were the first to grow up with computers in their homes (Acheampong, Zhiwen, Abubakar, Antwi, & Akomeah, 2016). Zickuhr (2010) claimed that millennials were much more likely to have their own technology devices than any generations before. Besides, millennials can utilize more widely of technologies in these devices (Keith & Simmers, 2013). Millennials enthusiasm and familiarity of the internet and devices make them be the essential group of online shopping. Hence, millennials generation online buyers are a significant group of customers for online sellers to target.

According to Acheampong et al (2016), factors such as external environment, vendor, service, product characteristics, Website Factors and materials and methods can all contribute to consumers' online purchase behavior. Park, Sharman, and Rao (2015) found out that website design affect customers' decision making includes the perceived enjoyments, visual aids and aesthetics, information organization and so on (He & Mykytyn, 2007a). Along with the exponential increase in online business transactions, the online payment system has gained in popularity because vendors and creditors realize its growing importance as a foundation to improve their information infrastructure and to achieve operating efficiency. However, due to per se different characteristics among customers and Web-systems, both sides' perspectives and technology factors could cause a significant level of variation in customers' acceptance of online payment methods. Our research involving 148 subjects who participated in a field survey examined the impact of a series of possible decision factors

including perceived risk, perceived benefits, vendor's system features, and customers' characteristics on the intention to use an online payment system by customers. Some significant associations are observed and their implications are discussed (He & Mykytyn, 2007b).

Owing to the great growth of competition in online market, business organization realized that it is important to know the customer better and updating their design of websites (Duyne, Landay, & Hong, 2002). Major players such as Taobao, Wangyi Koala and Jing Dong all have recommender systems on their web pages. Taobao provides recommendations by showing related products, which consumers have previously searched. According to consumers' search and browse histories, Taobao recommends products that consumers would probably buy. Also, Taobao gives recommendations from previous consumers. Every product shopping page shows the sales volume in one month and previous consumers' comments about the product.

Currently, the recommender system of online shopping websites provides recommendations mostly based on customer interests and purchased items (Linden, Smith, & York, 2003), and does not consider the peer influence of their neighbors, though peers influence is one of the factors that affect consumers' purchase decision in online shopping (Hsin Chang & Wen Chen, 2008; Hirt & Limayem, 2000)

Therefore, this study is to investigate peer influence on online shopping. To be specific, this study examines the relationship between a peer influence and a consumer's purchase decision among Chinese millennials generation. Moreover, this research aims at figure out whether peer influence has an effect on consumer perceptions (e.g., perceived usefulness, perceived risk) and whether perceived usefulness and perceived risk have influences on purchasing intention.

This paper organized as follows. First, the study reviews several relative literatures. Second, the study proposes its hypotheses and research questions with theoretical framework. Third, Reliability Analysis, Factor Analysis, Correlation Analysis and Regression Analysis are utilized to analyze the gathered data from the questionnaire. Then conclusion can be drawn from analysis follows implications. Finally, limitations and suggestion on future studies present.

LITERATURE REVIEW – BACKGROUND

Scholars have studied the many factors that affect consumers' purchase intentions in online shopping in order to promote sales and customer satisfaction (Jiang, Hoegg, Dahl, & Chattopadhyay, 2009). Salesperson utilize purchase intention to predict sales. Thus, purchase intention is crucial for measuring customers purchase willingness. Besides, peer influence is a factor that affect consumers' purchase intention and decision (Hsin Chang & Wen Chen, 2008). Therefore, peer influence and purchase intention do have relationship.

Peer Influence

Peers influence is one of the factors that affect consumers' purchase decision in online shopping (Hsin Chang & Wen Chen, 2008); Hirt & Limayem, 2000). According to Zhu, Wang, Wang and Wan (2016), owing to communication, interaction and peer influence among online friends, users have peer-influence purchase in the Internet. Mangleburg, Doney and Bristol (2004) have found that consumption communication among peers can promote teens' purchase behavior.

Perceived Usefulness

Perceived usefulness is regarded as using the product or service will increase the performance of the user or not (Davis, 1989). The perceived usefulness of online shopping

usually lies on the technology efficiency and the personal service to consumers (Kim & Song, 2010). Hernández et al. (2011) said that perceived usefulness has essential effect on online shopping in Spain while (Aghdaie, Piraman, & Fathi, 2011) claimed that perceived usefulness is not significant to affect online purchase behavior in Iran. Besides, Bigne-Alcaniz, Ruiz-Mafé, Aldás-Manzano and Sanz-Blas (2008), Kim and Song (2010) and Xie, Zhu, Lu, and Xu (2011) have found that perceived usefulness was proven to have significant effect\t on consumers' online purchase intention.

Perceived Risk

Perceived risk is related to purchase intention and behavior. Some researchers claimed that perceived risk is a decisive factor that consumers consider in deciding whether to shop online or not (Doolin, Dillon, Thompson, & Corner, 2005; Perea y Monsuwé, Dellaert, & de Ruyter, 2004). Besides, perceived risk is highly likely to increasing online shopping environment instability (Li & Huang, 2009).

Purchase Intention

Purchase intention is willingness that a consumer buys a certain product or service and is related to consumers' actual purchase. Marketing managers routinely use purchase intentions to predict sales. In this study, purchase intention is an important measurement to know consumers' willingness and probability of buying the product. Previous research has suggested that the shopping experience provides consumers with a combination of utilitarian and hedonic benefit (Jones, Reynolds, & Arnold, 2006). There are many factors influence purchase intention, such as perceived enjoyment, perceived risk, perceived value and ethical self-efficacy (Wang, Yeh, & Liao, 2013)

STATEMENT OF HYPOTHESIS

Research Question (RQ): How does Peer Influence affect Chinese millennials' purchasing intention and decision-making in online shopping?

Peer Influence

Previous studies have shown that peers can influence people's purchasing behaviors.

Hsin Chang and Wen Chen (2008) claimed that Peers Influence is one of the factors that affect consumers' purchase decision in online shopping. In Hong Kong, (Chan, 2006) claimed that more than half of Hong Kong adolescents would ask for their peers' suggestion when purchasing of unfamiliar products. Besides, peer influence has the highest impact affect Hong Kong adolescents green purchasing behavior (Lee, 2010).

Regarding the above discussion, it is reasonable to expect that, when peers' purchasing history is present, it will influence a person's perceived enjoyment in online shopping

H1: When a peer's purchasing history is present, Chinese millennials will have a higher purchase intention.

Perceived Usefulness

Various studies have laid claim that perceived usefulness is related to people's purchase intention. Kim & Song (2010) found out that perceived usefulness of online shopping relates a lot with consumers' technology efficiency and the personal service. In addition, perceived usefulness positively influences consumers attitudes toward online

airlines ticketing (Renny, Guritno, & Siringoringo, 2013). Moreover, in Spain, (Hernández et al (2011) said that perceived usefulness significantly affects people's online shopping.

Regarding the above discussion, it is reasonable to expect that, when peers' purchasing history is present, it will influence a person's perceived enjoyment in online shopping

H2: When peers' purchasing history is present, Chinese millennials will receive higher perceived usefulness and higher perceived usefulness will cause higher purchase intention.

Perceived Risk

Li and Huang (2009) found out that perceived risk significantly contributes to instability of online shopping environment. In Jordan, researchers have shown that reducing the perceived risk in e-commerce is likely to promote consumers' purchasing behavior and online sales (Masoud, 2013).

Regarding the above discussion, it is reasonable to expect that, when peers' purchasing history is present, it will influence a person's perceived enjoyment in online shopping

H3: When peers' purchasing history is present, Chinese millennials will receive lower perceived risk and lower perceived risk will cause higher purchase intention

METHODOLOGY

Instrumentation Design (Quantitative Method)

Due to the lack of studies on the Peer Influence on online shopping, it is necessary to collect primary date by sending out questionnaires. In order to investigate peer influence's effect on consumers' purchasing decisions, an online survey should be conducted by Wenjuanxing (问卷星), a Chinese online survey application which can be used in Wechat. The online survey should be sent out to Chines college students' group on WeChat. Respondents should be voluntarily participated in the survey. This study adopted an online survey because online surveys can target unique populations, save time for researchers, and save money as using the electronic form (Wright, 2005). This survey will contain questions concerning with perceived usefulness, perceived risk and purchase intention. 5-point Likert scale close-end question was used in the study. The data collected from the survey is supposed to be the primary data for the study.

Two hundred Chinese college students participated in the survey. 47.5% of them are males and 52.5% are females. The ages range from 18-22 occupies 79.5%.

A fictitious photo of a pillow was presented before participants reach perceived usefulness, perceived risk and purchase intention parts. The photo consists two parts. left parts is a normal products description page with the images of the pillow, price and instruction. On the right, there was a box showing "Your peers also bought this product". Respondents were asked to imagine they are planning to purchase a dining table on Taobao.

The questionnaire consists of four parts and 16 item measurements, which some of them are developed from previous studies. Part one was designed to segment participants since the target demographics of this study is millennials. Part two is regarding to perceived usefulness. There are five items for measuring perceived usefulness. Items such as "I think it's useful to buy this product because the goods delivered may help me fall asleep faster is

developed from Ramayah and Ignatius (2005). Part three is concerned with perceived risk which contains four items. These items include “I believe that purchasing this product are risky because the products delivered may fail to my expectations.” These items were adjusted (Corbitt, Thanasankit, & Yi, 2003). Purchase intention was assessed with three items, for instance, “I intend to purchase this product in the future,” which was adapted from Chen and Barns (2007).

1. Survey Question on Perceived Usefulness

Seven options were presented as possible responses for the question (Prendergast, Ho, & Phau, 2002)

- I think it's useful to buy this product because the goods delivered may promote my comparison shopping
- I think it's useful to buy this product because the goods delivered may help me fall asleep faster
- I think it's useful to buy this product because the goods delivered may promote my sleep quality
- I think it's useful to buy this product because the goods delivered maybe beneficial to my health (e.g. Neck health)
- I think it's useful to buy this product because the goods delivered may help me increase interaction with peers

2. Survey Question on Perceived Risk

Eight alternatives were provided to measure the factor of Type of Content:

- I think it's risky to buy this product because the goods delivered may not meet my expectations

- I think it's risky to buy this product because it may bring me economic loss
 - I think it's risky to buy this product because it may waste my time
 - I think it's risky to buy this product because it may lead to other people's low opinion of me

3. Survey Question on Purchase Intention

Based on the frequency of repeated responses in the Pilot Study

- The possibility that I will buy this product
 - I will buy this product in the future
 - I will recommend this product to others

Theoretical Framework

The theoretical framework for this study is shown in figure 1

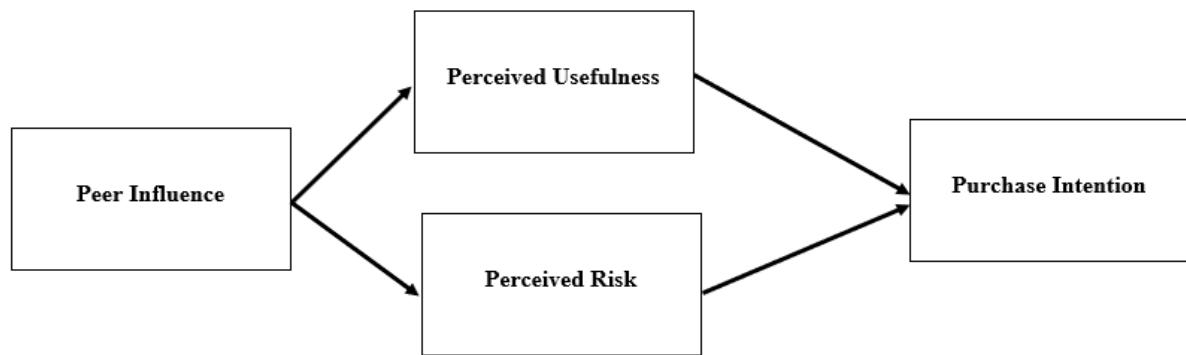


Figure 1. Theoretical Framework

ANALYSIS / RESULTS

Reliability Analysis

This study conducted a reliability test using SPSS software. Reliability means consistency of the measurements (Bruton, Conway, & Holgate, 2000). This study uses Cronbach Alpha to test internal consistency. All the Cronbach alpha number are greater than 0.7 according to table 1. Therefore, these items are quite reliable in the study.

| Items | Cronbach's Alpha |
|----------------------|-------------------------|
| Perceived usefulness | 0.852 |
| Perceived risk | 0.810 |
| Purchase intention | 0.838 |

Table 1. Reliability

Purchase Intention Profile Analysis

This study measure how possible consumers will buy the product when peers' purchasing history is present of Chinese millennial consumers on Taobao. When Chinese millennial consumers are possible to buy the product, it means that they have purchase intention on the product.

In Hypothesis 1, we assume that when a peer's purchasing history is present, Chinese millennials will have a higher purchase intention, which means more possible to buy the product than not buy it. To test the H1, a frequency and percentage table (Table 2) has been generated. In Table 2, we can conclude that more than one-third of the participants are possible to buy this product now when the peer's purchase history is present. Meanwhile, the 45.27% of participants chose "very possible" or "possible" to buy the product now. which exceeds the total percentage (37.32%) of "Not very possible" or "Impossible" to buy the product now. This means that people have purchase intention to buy this product rather than not buy when the peer's purchase history is present. Moreover, 39.8% participants are likely to buy this product in the future. The possibility to buy this product now and in the future

reveal participants' purchase intention in this product. Hence, the result shows that when a peer's purchase history is shown, Chinese millennials will have high purchase intention to buy the product. Hence, H1 is supported.

| Hypothesis | Items | Levels | Frequency | Percentage |
|------------|--|-------------------|-----------|---------------|
| H1 | The possibility that I will buy this product now | Very possible | 19 | 9.45% |
| | | Possible | 72 | 35.82% |
| | | Indifferent | 35 | 17.41% |
| H2 | The possibility that I will buy this product in the future | Not very possible | 57 | 28.36% |
| | | Impossible | 18 | 8.96% |
| | | Very possible | 14 | 6.97% |
| | | Possible | 80 | 39.80% |
| | | Indifferent | 21 | 10.45% |
| H3 | I will recommend this product to others | Not very possible | 77 | 38.31% |
| | | Impossible | 9 | 4.48% |
| | | Very possible | 13 | 6.47% |
| | | Possible | 47 | 23.38% |
| | | Indifferent | 32 | 15.92% |
| H4 | I will purchase this product | Not very possible | 86 | 42.79% |
| | | Impossible | 23 | 11.4% |
| | | Very possible | 15 | 7.14% |
| | | Possible | 46 | 22.33% |
| | | Indifferent | 34 | 16.67% |

Table 2. Purchase Intention Profile

Factor Analysis

In this study, there were three significant factors: perceived usefulness, perceived risk and purchase intention. A Factor Analysis is conducted by using SPSS computer software. According to Samuels (2016), "Factor Analysis analyses the relationship between the individual item variances and common variances shared between items". Also, factorability which is 0.3 should be suppressed (Samuels, 2016).

First, the factorability of 5 items which are related with perceived usefulness were measured. All of these items were at least 0.3 correlated with each other, which reveals factorability among them. Secondly, 4 items about perceived risk were having at least 0.4 numbers of factorability which also shows correlation among each other. Last, 3 items related to purchase intention were having great factorability which all of them were greater than 0.7. From what has been recounted above, Factor Analysis is suitable for all the items mentioned above.

| | Factor 1 | Factor 2 | Factor 3 |
|-----|-----------------|-----------------|-----------------|
| PU1 | 0.688 | | |
| PU2 | 0.725 | | |
| PU3 | 0.877 | | |
| PU4 | 0.793 | | |
| PU5 | 0.628 | | |
| PR1 | | 0.683 | |
| PR2 | | 0.856 | |
| PR3 | | 0.826 | |
| PR4 | | 0.548 | |
| PI1 | | | 0.834 |
| PI2 | | | 0.701 |
| PI3 | | | 0.858 |

Table 3. Factor Analysis
Extraction Method: Maximum Likelihood

Correlation Analysis

In order to explore more relationship about these three factors, perceived usefulness, perceived risk and purchase intention, the study conducted a Correlation Analysis with the support of Factor Analysis.

Due to Table 4, perceived usefulness has positive correlation (0.669) with purchase intention, which means that perceived usefulness has a positive influence to purchase

intention. Meanwhile, perceived risk is negatively related with purchase intention since the Pearson Correlation of them is -0.216. This shows that perceived risk has a negative impact on purchase intention.

| Items | Measurements | Perceived Usefulness | Perceived Risk | Purchase Intention |
|-------------------------|---------------------|-------------------------|-------------------|-----------------------|
| Perceived Usefulness | Pearson Correlation | 1 | -.301** | .669** |
| | Sig.(2-tailed) | | .000 | .000 |
| | N | 201 | 201 | 201 |
| Perceived Risk | Pearson Correlation | -.301** | 1 | -.216** |
| | Sig.(2-tailed) | .000 | | .002 |
| | N | 201 | 201 | 201 |
| Purchase Intention | Pearson Correlation | .669** | -.216** | 1 |
| | Sig.(2-tailed) | .000 | .002 | |
| | N | 201 | 201 | 201 |

Table 4. Correlation

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

Regression Analysis

The study explores the relationship between purchase intention and perceived usefulness and perceived risk among Chinese millennial consumers on Taobao. SPSS computer software was used to conduct Regression Analysis. Table 5 is the result for Regression Analysis (Linden et al, 2003).

| Hypothesis | Items | Standardized Coefficients Beta | t | Result |
|------------|-------|--------------------------------------|--------|-----------|
| H2 | PU-PI | 0.669 | 12.682 | Supported |
| H3 | PR-PI | -0.216 | -0.318 | Supported |

Table 5. Summary of Regression Analysis

*** p<0.01.PU:Perceived usefulness; PR: Perceived Risk; PI: Purchase Intention

In Hypothesis 2, we assumed that When peers' purchasing history is present, Chinese millennials will receive higher perceived usefulness and higher perceived usefulness will cause higher purchase intention. Table 5 together with Table 4 (Correlation Analysis) indicated that perceived usefulness has significant positive influence on purchase intention since the standardized coefficient beta for PU-PI is 0.669 which is positive. Hence, Chinese millennial consumers are more willing to buy a product when they perceived high usefulness of the product when their peers' purchase histories present. Consequently, H2 is supported.

In Hypothesis 3, we stated that When peers' purchasing history is present, Chinese millennials will receive lower perceived risk and lower perceived risk will cause higher purchase intention. Table 5 together with Table 4 (correlation Analysis) suggested that perceived risk does have significant negative influence on purchase intention since the standardized coefficient beta for PR-PI is -0.318 which is negative. So that Chinese millennial consumers are less likely to buy a product when they perceived high risk of the product when their peers' purchase histories present. Thus, H3 is supported.

CONCLUSIONS AND PRACTICAL IMPLICATIONS

The result of the study indicated that Peer Influence does have significant impact on Chinese millennial consumers' online shopping behavior. This finding is not surprising since many previous studies has shown that Peer Influence has positive influence on people's purchase behavior. To be specific, Martin and Bush (2000a) stated that peers affect teenagers purchase and where do they purchase as well. Researchers has found out that the influence of peers on purchase intention is quite essential and is being more strongly and positively related to publicly consumed goods than the privately consumed goods in Botswana (Makgosa & Mohube, 2007). According to the study, marketers can relate Peer Influence with Chinese millennial consumers' purchase behavior. If the peer's purchase history present on the recommendation system, Chinese millennial consumers would gain more perceived usefulness

and less perceived risk, which in turn will increase their purchase intention for the product. Marketers could display more information of Chinese millennial consumers' peers which can trigger consumers purchase intention. When consumers have more intention, they will consequently purchase more.

Moreover, perceived usefulness and perceived risk have significant influence on purchase intention. Perceived usefulness positively influence Chinese millennials purchase intention in online shopping. On the contrary, perceived risk has negative influence on Chinese millennials purchase intention in online shopping.

This study utilized a product (pillow) selling page of Taobao and combined Peer Influence into Taobao's recommendation system. Thus, the conclusion can beneficial to Taobao's recommendation system. Since when Chinese millennials pay attention to their peers' purchase histories and their purchase intention would increase when displaying the same product of their peers. In order to prompt the efficiency and usefulness of the system, Taobao recommendation system is supposed to include peers' purchase histories, especially for the Chinese millennial consumers. In addition, this study is also helpful to online sellers. When displaying the products, online sellers can have the Chinese millennial consumers peers' purchase histories on display. Consumers' purchase intention can be promoted in this way. Besides, since perceived usefulness positively affect purchase intention, online sellers can show consumers more usefulness of the product, such as including positive emotions descriptions and "pictures that depict products with people in emotional and dynamic settings" (Hassanein & Head, 2007). Nevertheless, online seller should reduce the perceived risk on when displaying their products on websites, which include reduce privacy and security concerns (Nepomuceno, Laroche, & Richard, 2014). Reducing the perceived risk for consumers can promote their purchase intention. In turn. Increase sales.

LIMITATIONS AND FUTURE RESEARCH

This study has following limitation. First, most of the participants are from south or east part of China (i.e. Zhejiang Province, Guangdong Province & Jiangsu Province). Hence, they cannot be on half on the whole millennial consumers in China. The future study should have a wider and more various sample size and demographic characteristics. Second, most of the participant in the study are born in late-1990s; therefore, the age group is not evenly distributed, and those participants cannot represent the whole millennial consumers. Thus, the future study can test on more varied age group. Third, the study focused on Chinese millennial consumers. However, Peer Influence, perceived enjoyment and perceived risk affect not only purchase intention of millennial consumers in China but also other nationalities. The future study can be conducted cross-cultural. Comparing how Peer Influence affect millennial consumers' purchase intention with different nationalities and cultural difference can be another factor that researcher can explore.

APPENDIX

The questionnaire contains

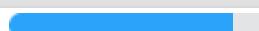
关于同伴效应对人们网上购物的影响

A Questionnaire about How Peers Influence People's Online Shopping

- 第 1 题 您的性别是
- What is your gender

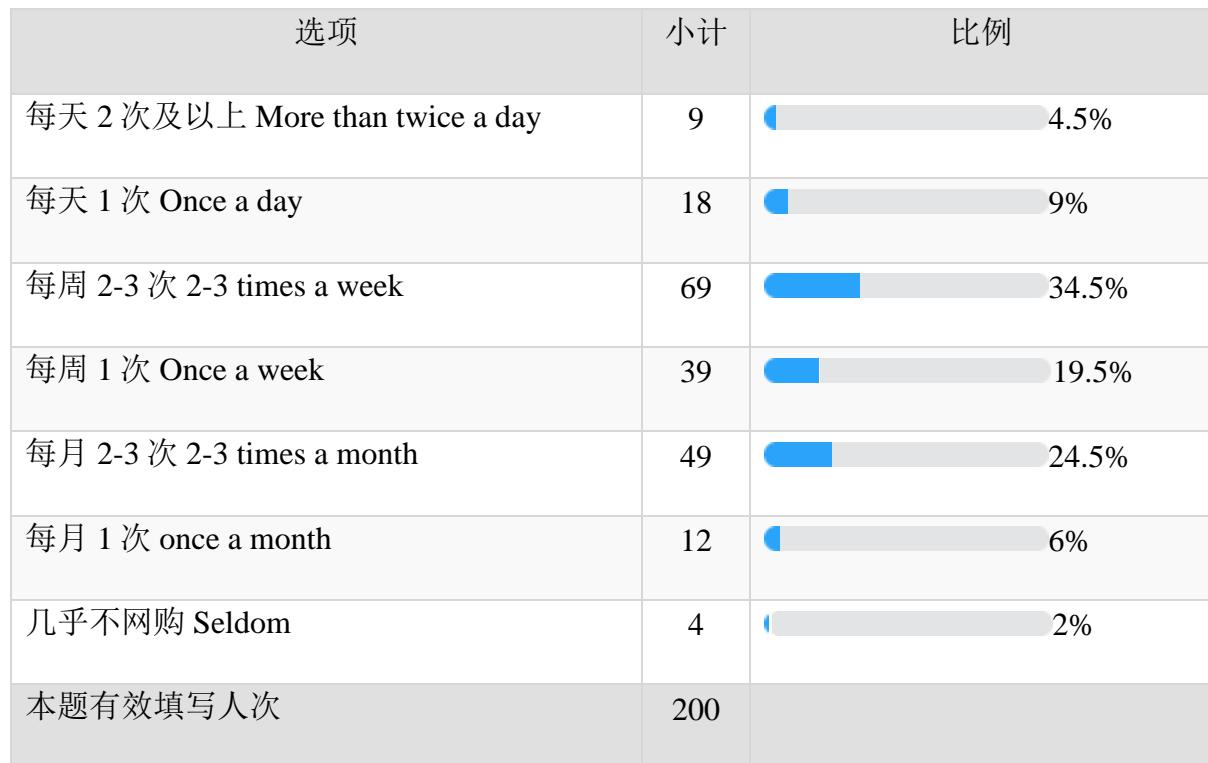
| 选项 | 小计 | 比例 |
|----------|-----|---|
| 男 Male | 95 |  47.5% |
| 女 Female | 105 |  52.5% |
| 本题有效填写人次 | 200 | |

- 第 2 题 您的年龄是
- What is your age

| 选项 | 小计 | 比例 |
|--------|-----|--|
| 18-22 | 159 |  79.5% |
| 23-27 | 32 |  16% |
| 28-32 | 5 |  2.5% |
| 33-37 | 3 |  1.5% |
| 38 及以上 | 1 |  0.5% |

| | |
|----------|-----|
| 本题有效填写人次 | 200 |
|----------|-----|

- 第 3 题 您网上购物的频率是
- How often do you shop online



- 有一天，你在网上购物时看到了以下图片中的这个商品。

请观察图中信息，并根据你得到的信息来填写问题。

(One day, when you were shopping online, you saw the product in the following picture. Please observe the information in the picture and fill in the questions according to the information you get.)

枕头

运费 北京 至 温州✓瓯海区✓ 快递: 0.00

颜色分类

数量 件 库存2308件 (每人限购10件)

Pillow

运费 北京 至 温州✓瓯海区✓ 快递: 0.00

颜色分类

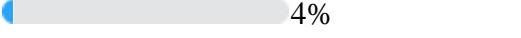
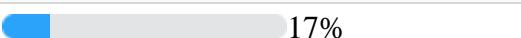
数量 件 库存2308件 (每人限购10件)

4. 感知有用性 Perceived Usefulness

- 第4题 我相信购买这个商品是有用的，因为交付的商品可能会提高我的比较购物（对于同种商品的采购条件的比较调查）
- I think it's useful to buy this product because the goods delivered may promote my comparison shopping

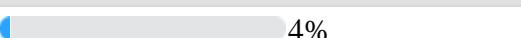
本题平均分: 3.61

| 选项 | 小计 | 比例 |
|----|----|----|
|----|----|----|

| | | |
|------------------------|-----|--|
| 很不同意 Strongly Disagree | 8 |  4% |
| 不满意 | 7 |  3.5% |
| 一般 | 74 |  37% |
| 满意 | 77 |  38.5% |
| 很同意 Strongly Agree | 34 |  17% |
| 本题有效填写人次 | 200 | |

- 第 5 题 我相信购买这个商品是有用的，因为交付的商品可能会使我尽快入睡
- I think it's useful to buy this product because the goods delivered may help me fall asleep faster

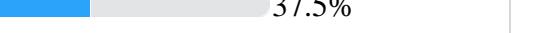
本题平均分：3.48

| 选项 | 小计 | 比例 |
|------------------------|-----|--|
| 很不同意 Strongly Disagree | 8 |  4% |
| 不满意 | 14 |  7% |
| 一般 | 77 |  38.5% |
| 满意 | 76 |  38% |
| 很同意 Strongly Agree | 25 |  12.5% |
| 本题有效填写人次 | 200 | |

- 第 6 题 我相信购买这个商品是有用的，因为交付的商品可能会提高我的睡眠质量

- I think it's useful to buy this product because the goods delivered may promote my sleep quality

本题平均分：3.57

| 选项 | 小计 | 比例 |
|------------------------|-----|--|
| 很不同意 Strongly Disagree | 3 |  1.5% |
| 不满意 | 15 |  7.5% |
| 一般 | 75 |  37.5% |
| 满意 | 79 |  39.5% |
| 很同意 Strongly Agree | 28 |  14% |
| 本题有效填写人次 | 200 | |

- 第 7 题 我相信购买这个商品是有用的，因为交付的商品可能会有利于我的身体健康（肩颈健康）
- I think it's useful to buy this product because the goods delivered maybe beneficial to my health (e.g. Neck health)

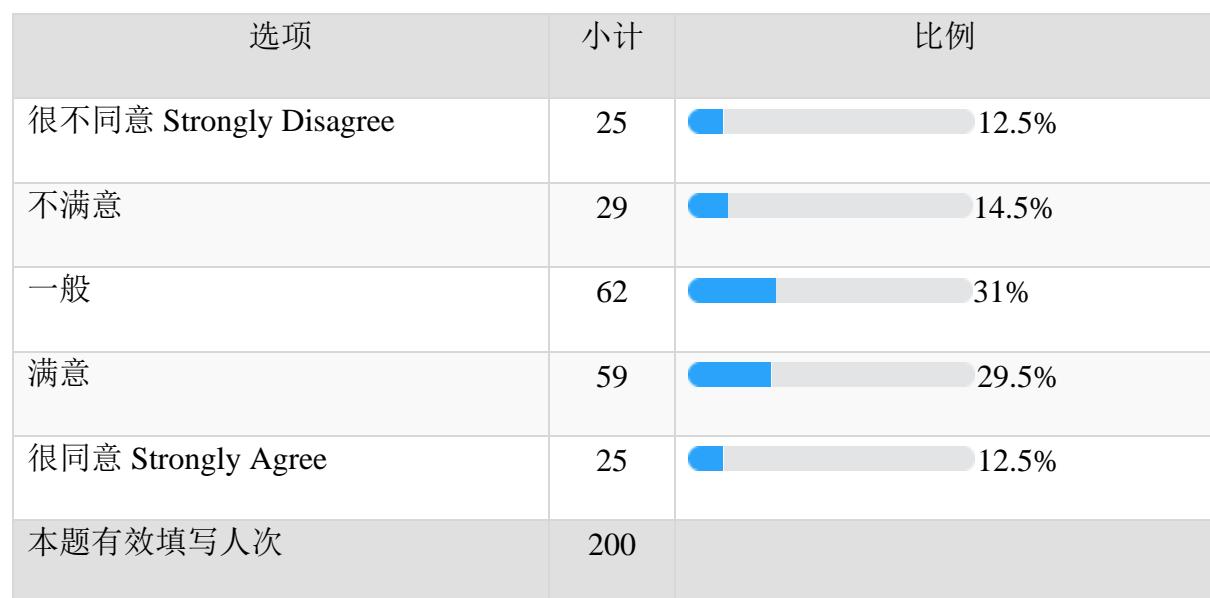
本题平均分：3.59

| 选项 | 小计 | 比例 |
|------------------------|----|--|
| 很不同意 Strongly Disagree | 5 |  2.5% |
| 不满意 | 12 |  6% |
| 一般 | 71 |  35.5% |
| 满意 | 85 |  42.5% |
| 很同意 Strongly Agree | 27 |  13.5% |

| | |
|----------|-----|
| 本题有效填写人次 | 200 |
|----------|-----|

- 第 8 题 我相信购买这个商品是有用的，因为交付的商品可能会促进我和同龄人之间的交流
- I think it's useful to buy this product because the goods delivered may help me increase interaction with peers

本题平均分：3.15



5. 感知风险 Perceived Risk

- 第 9 题 我相信购买这个商品是有风险的，因为交付的商品可能达不到我的期望
- I think it's risky to buy this product because the goods delivered may not meet my expectations

本题平均分：3.25

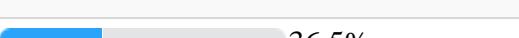
| 选项 | 小计 | 比例 |
|------------------------|-----|-------|
| 很不同意 Strongly Disagree | 2 | 1% |
| 不满意 | 47 | 23.5% |
| 一般 | 70 | 35% |
| 满意 | 62 | 31% |
| 很同意 Strongly Agree | 19 | 9.5% |
| 本题有效填写人次 | 200 | |

- 第 10 题 我相信购买这个商品是有风险的，因为它可能给我带来经济损失
- I think it's risky to buy this product because it may bring me economic loss

本题平均分：3.01

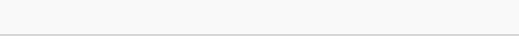
| 选项 | 小计 | 比例 |
|------------------------|-----|-------|
| 很不同意 Strongly Disagree | 11 | 5.5% |
| 不满意 | 53 | 26.5% |
| 一般 | 71 | 35.5% |
| 满意 | 54 | 27% |
| 很同意 Strongly Agree | 11 | 5.5% |
| 本题有效填写人次 | 200 | |

- 第 11 题 我相信购买这个商品是有风险的，因为购买这个商品可能会浪费我的时间
- I think it's risky to buy this product because it may waste my time
- 本题平均分：2.71

| 选项 | 小计 | 比例 |
|------------------------|-----|--|
| 很不同意 Strongly Disagree | 24 |  12% |
| 不满意 | 62 |  31% |
| 一般 | 73 |  36.5% |
| 满意 | 31 |  15.5% |
| 很同意 Strongly Agree | 10 |  5% |
| 本题有效填写人次 | 200 | |

-
- 第 12 题 我相信购买这个商品是有风险的，因为它可能导致其他人对我的评价不高
- I think it's risky to buy this product because it may lead to other people's low opinion of me

本题平均分：2.42

| 选项 | 小计 | 比例 |
|------------------------|----|--|
| 很不同意 Strongly Disagree | 40 |  20% |
| 不满意 | 76 |  38% |
| 一般 | 51 |  25.5% |
| 满意 | 27 |  13.5% |

| | | |
|--------------------|-----|--|
| 很同意 Strongly Agree | 6 |  3% |
| 本题有效填写人次 | 200 | |

6. 购买意向 Purchase Intention

- 第 13 题 我现在就会购买这件商品的可能性
- The possibility that I will buy this product

本题平均分：3.19

| 选项 | 小计 | 比例 |
|------------------------|-----|---|
| 很不可能 Almost Impossible | 18 |  9% |
| 不满意 | 35 |  17.5% |
| 一般 | 57 |  28.5% |
| 满意 | 71 |  35.5% |
| 很可能 Very likely to | 19 |  9.5% |
| 本题有效填写人次 | 200 | |

- 第 14 题 我打算在未来购买这个商品
- I will buy this product in the future

本题平均分：3.34

| 选项 | 小计 | 比例 |
|------------------------|----|--|
| 很不同意 Strongly Disagree | 9 |  4.5% |

| | | |
|--------------------|-----|--|
| 不满意 | 21 | <div style="width: 10.5%; background-color: #0070C0; height: 10px;"></div> 10.5% |
| 一般 | 77 | <div style="width: 38.5%; background-color: #0070C0; height: 10px;"></div> 38.5% |
| 满意 | 79 | <div style="width: 39.5%; background-color: #0070C0; height: 10px;"></div> 39.5% |
| 很同意 Strongly Agree | 14 | <div style="width: 7%; background-color: #0070C0; height: 10px;"></div> 7% |
| 本题有效填写人次 | 200 | |

- 第 15 题 我会强烈的向其他人推荐这个商品

- I will recommend this product to others

本题平均分：2.97

| 选项 | 小计 | 比例 |
|------------------------|-----|--|
| 很不同意 Strongly Disagree | 23 | <div style="width: 11.5%; background-color: #0070C0; height: 10px;"></div> 11.5% |
| 不满意 | 32 | <div style="width: 16%; background-color: #0070C0; height: 10px;"></div> 16% |
| 一般 | 86 | <div style="width: 43%; background-color: #0070C0; height: 10px;"></div> 43% |
| 满意 | 46 | <div style="width: 23%; background-color: #0070C0; height: 10px;"></div> 23% |
| 很同意 Strongly Agree | 13 | <div style="width: 6.5%; background-color: #0070C0; height: 10px;"></div> 6.5% |
| 本题有效填写人次 | 200 | |

😊 谢谢您的配合！

😊 Thank you very much !

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