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**Recommendation platform and purchase intention: On-line behavior of Chinese post-90s  
generation**

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by

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## **ABSTRACT**

*Chinese post-90s are the new millennials who living with the digitals products since born and now they are the main purchasing force in online shopping. Therefore, this research chooses Chinese post-90s as an object. The objective of this paper is to determine whether there is a relationship between the recommendation system in an online shopping website and the Chinese post-90s consumers' purchase intention. Also, this paper focus on the gender difference in attitude to the recommendation and the gender difference in purchase intention affected by consumers' trusting and perceived usefulness of the recommendation system. Showed in the results, males have higher trusting and perceived usefulness than females, and the purchase intention influenced by trusting and perceived usefulness is stronger in males than female. Based on the results, the implication and future research are also been pointed out.*

*Keywords: Recommendation System, Purchase Intention, Gender Difference, Chinese Post-90s*

## INTRODUCTION

E-commerce is now developing rapidly in China, online shopping market has a good foundation as there is a large number of internet users in China (Jun & Jaafar, 2011). With the widely using of internet, online shopping has become a new popular consumption mode among every social community (Su & Huang, 2011). Taobao, as the largest online retail platform in the world, is now widely used by consumers (Zhu et al., 2017).

At the same time, recommendation systems are being more and more useful in e-commerce to help consumers find their needing products (Schafer, Konstan, & Riedl, 2001). Most of the large e-commerce websites in China such as Taobao, TD.COM, and Buy Together are using the recommendation system.

Also, when China became the world's largest consumer of imported e-commerce, Chinese Post-90s became the largest consumer group in China (Gui, 2018). Chinese Post-90s are now age from 20 to 29 and most of them have their jobs and salary. Therefore, this young generation of China has become the main consumers and largest shopping power for e-commerce (CIW Team, 2019). Also, Chinese millennial is different from other generation in China. Chinese millennial is defined as good at digital entertainment (Prensky, 2009). Their daily life full of the social networking site, they use those websites for expressing themselves, finding information, contacting with friends and especially shopping (Acheampong, Zhiwen, Abubakar, Antwi, & Akomeah, 2016; Lenhart, Purcell, Smith, & Zickuhr, 2010).

Therefore, it is vital to understand the purchase behavior of the Chinese Post-90s generation as they have become the main purchasing force in China. This study was conducted to investigate the gender difference in attitude to the recommendation system and consumers 'purchase intention influenced by trusting and perceived usefulness of the recommendation system.

The paper is structured orderly. First, the paper introduces the basic online shopping situation in China and the importance of Chinese Post-90s generation in Chinese e-commerce. Second, the paper provides many backgrounds of the main keywords. Third, the paper contains the hypotheses and the methodology of the research. Forth, the paper shows the analysis and the results of the research. In the end, the paper contains a conclusion, implication, limitation, and future research.

## **LITERATURE REVIEW - BACKGROUND**

Previous research showed lots of factors that impact consumers' purchase intention when shopping online (Bagozzi, 1981; Chang & Wildt, 1994; Chi, Yeh, & Yang, 2009; Mittal & Kamakura, 2001). Purchase intention is the individual consumer's conscious to buy the product or service. Most companies use purchase intention to forecast whether their new product will be bought (Jamieson & Bass, 1989). Therefore, purchase intention is an important indicator when study for consumers' willing to buy some product or service.

Nowadays, many largest e-commerce website use recommendation system to help consumers find products (Schafer, Konstan, & Riedl, 2001b). The previous research pointed out that recommendation system positively impact the consumers' purchase intention and female consumers are more likely to follow recommendation system than male consumers (Chang & Chin, 2010).

### **Recommendation System**

Online recommendation system customizes interaction between a business and individual customers by using information technology and customer information (Li & Karahanna, 2015). Lots of large company use recommendation system to increase their sale, for example, Amazon use customer purchase history and customer comments as recommendation system, eBay use feedback profile, and Levis use style Finder (Schafer, Konstan, & Riedl, 1999).

Recommendation system can be divided into many different categories. The content-based recommendation system is one kind of system which recommend an item to users based on a description of the item and the interests of the user (Pazzani & Billsus, 2007). The trust-based recommendation system is a model of recommending using users' social network and trust relationship (Walter, Battiston, & Schweitzer, 2008). The location-based recommendation provides a recommendation through collecting information about location, weather, and time (Park, Hong, & Cho, 2007).

### **Perceived usefulness**

The perceived usefulness is the users' perception when they think the system is useful to get their goals (Davis, Bagozzi, & Warshaw, 1989). Also, the previous research defined perceived usefulness as the people believe that a system can improve their work performance (C.-K. Hsu, Hwang, & Chang, 2010). Perceived usefulness always be considered as an important factor of a system's satisfaction (Davis, 1989; Venkatesh & Davis, 1996). Lin Featherman and, Sarker (2017) claimed that perceived usefulness can influence consumers' decisions as a vital factor.

### **Purchase Intention**

Purchase intention is regarded as an individual's plan to purchase a brand consciously (Spears & Singh, 2004). Many previous studies about purchase intention have been done by focusing on the relationship between purchase intention and other items. Perceived security was pointed out that strongly impact purchase intention (Salisbury, Pearson, Pearson, & Miller, 2001). In another study, firm behavior impacts consumers' purchase intention (Creyer, 1997). Also, purchase intention is impacted by the culture, product style and price (Moon, Chadee, & Tikoo, 2008).

### **Gender Difference**

Gender difference appeared in many aspects, for example, there is gender difference in depression disorder (Nolen-Hoeksema, Larson, & Grayson, 1999), communication for mood (Hall, Carter, & Horgan, 2000), leadership and management style (Burke & Collins, 2001), and online shopping (Huang & Yang, 2010).

The Gender difference was a popular topic when previous researched study about online shopping. Female and male consumers show different shopping behavior when shopping online (Fan & Miao, 2012). Gender difference appeared when studying for purchase intention when shopping online (Akhter, 2003; Bae & Lee, 2011). Also, when shopping online with a recommendation system, female consumers have higher purchase intention than male consumers (Garbarino & Strahilevitz, 2004).

### **Chinese Post-90s**

Chinese Post-90s is a generation in China which defined as people born between 1990 and 1999 (Chan & Lee, 2014; Jing & Ruiming, 2013; Li & Lu, 2014). Chinese Post-90s is the new millennial, who are more rebellious and outrageous than Post-80s (Moore & Chang, 2014). However, some previous studies claimed that they are well educated and have entrepreneurship (Martin, 2005). Born in the years with rapid economic development, millennial are all good at technology and express themselves freely online (Farrar, 2010; Martin, 2005). It is meaningful for choosing Chinese post-90s as the object of study because millennial have been the main power of online shopping (Smith, 2011).

### **Online Shopping**

More and more Chinese people shopping online nowadays. Online shopping has been a popular shopping way in China (Jun & Jaafar, 2011). In 2017, 69.1 percent of internet users in China had shopped online and in 2018, the penetration rate of online shopping up to 73.6 percent (Blazyte, 2019). Also, consumers' acceptance of the online shopping because of the

product, perceived risk and purchase experience (Liang & Huang, 1998). Also, consumers do not shop online considering the security and network safety (Salkin, 1999).

## **STATEMENT OF HYPOTHESIS**

Variety previous researches have claimed that gender difference occurs when people shopping online (Garbarino & Strahilevitz, 2004; Rodgers & Harris, 2003).

In recent years, researchers have found that there is a huge behavioral difference in trusting between males and females (Lui & Hui, 2010; Scharlemann, Eckel, Kacelnik, & Wilson, 2001). Wells and Chen (1999) discovered that female users were less trusting of web-based activities than male users. Also, Beel, Langer, Nürnberger, and Genzmehr (2013) claimed that the willingness to trust recommendations is a difference for male consumers and female consumers, male consumers were more likely to accept recommendations. Also, many previous studies examined that males consider the computer and computer technology were more useful than females (Koochang, 1989; Shashaani & Khalili, 2001).

Many previous kinds of researches have laid claim that gender difference occurs when consumers shopping online (Baier & Stüber, 2010; Jayawardhena, Wright, & Dennis, 2007). Thamizhvanan and Xavier (2013) claimed that male consumers have higher purchase intention than female consumers when shopping online. Bae and Lee (2011) pointed out that the influence of online shoppers' reviews on purchase intention is more significant on male consumers than female consumers. Also, Bounagui, Raubenheimer, and Nel (2009) claimed that perceived trust had a difference level of influence the purchase intention of female consumers and male consumers.

According to the studies above, it is reasonable to expect that male consumers are more trusting and higher perceived usefulness to recommendation systems than female consumers when shopping online. Also, it is justifiable to consider that when using the

recommendation system in an online shopping website, male consumers increase more purchase intention influence by trusting and perceived usefulness than female consumers.

Thus, the following hypotheses are proposed.

### **Research Question (RQ):**

**1. Is there a gender difference in attitude to recommendation system?**

**2. Is there a gender difference in the degree to which the recommendation system affects purchase intention?**

H1: Male consumers have higher trusting and perceived usefulness in recommendation system than female consumers.

H2: Trusting and perceived usefulness for recommendation system have greater impact to purchase intention for male consumers than female consumers.

## **METHODOLOGY**

### **Instrumentation Design (Quantitative Method)**

Since online surveys can target specific groups of people, save time and money for researchers, an online survey was conducted by this study (Wright, 2005). Therefore, an online survey was conducted through Wenjuanxing (问卷星) to investigate the Chinese Post-90s consumers' attitude to the recommendation system and the purchase intention after using the recommendation system. The survey was sent to the participants through the WeChat. And all the participant was willing to participate.

Two hundred and thirty-five respondents participated in the survey and two hundred respondents were post-90s who aged from 20 to 29. Also, 49.79 percent of respondents were male, and 50.21 percent of respondents were female. A questionnaire was designed to study consumers' attitudes to the recommendation system and whether the recommendation system increases the consumers' purchase intention. The questionnaire gave participates a scenario as shopping on Taobao

and the respondents were asked to imagine shopping on Taobao. Then, compare the data from female and male consumers.

The study including 16 items to measure trust and usefulness to the recommendation system and purchase intention.

***1. Survey Question on trust and usefulness to recommendation system (Doong & Wang, 2011; Filieri, Algezau, & McLeay, 2015; Hsiao, Lin, Wang, Lu, & Yu, 2010; C.-L. Hsu, Lin, & Chiang, 2013)***

Five options were presented as possible responses for the question.

- I think that the product recommendation of Taobao is credible.
- I trust the product recommendations of Taobao.
- I believe the product recommendations of Taobao is trustworthy.
- I think that the advice and recommendations given on Taobao is made in search of mutual benefit of both the sellers and customers.
- I think that the information offered by Taobao was sincere and honest.
- Taobao's recommendations will improve my online shopping performance on Taobao.
- Taobao's recommendations will enhance my online shopping effectiveness on Taobao.
- The recommendation in Taobao enhanced my effectiveness in finding suitable products.
- The recommendation in Taobao greatly enhanced the quality of my shopping judgments.
- Overall, I found the recommendation in Taobao useful in finding suitable products.

**2. Survey Question on purchase intention (Dodds, Monroe, & Grewal, 1991; Ridings, Gefen, & Arinze, 2002)**

Six alternatives were provided to measure the purchase intention:

- About the products that the Taobao recommends, I would consider buying them.
- About the products that the Taobao recommends, I am likely to buy them.
- About the products that the Taobao recommends, I am willing to buy them.
- If I were going to buy the product I am searching for, the probability of buying one of the options offered by Taobao's recommendation is high.
- The probability that I would consider buying one of the options provided by Taobao's recommendation in relation to my search is high.
- The likelihood that I would purchase one of the recommendations related to my search interests is high

## **ANALYSIS / RESULTS**

The research collected a total of 235 valid online survey questionnaires. Table 1 shows the basic information about participants and compares the difference between males and females. The Chinese post-90s generation is exactly now people aged from 20 to 29. According to Table 1, most of the participants are aged from 20 to 29 (95 males and 105 females). Also, around 81 percent of male respondents and 90 percent of female respondents are Chinese post-90s. Therefore, the main respondents of the online survey were Chinese post-90s generation. What's more, Table 1 also shows the different online shopping frequency of males and females. Around 6.8 percent of male respondents never shopping online and none of the female respondents never shopping online. The similarity is that most of the male and female respondents shopping online several times a week.

<i>Age Groups</i>	<i>Male</i>	<i>%</i>	<i>Female</i>	<i>%</i>
0~19	6	5.13%	1	0.85%
<b>20~29</b>	<b>95</b>	<b>81.20%</b>	<b>105</b>	<b>88.98%</b>
30~39	9	7.69%	8	6.78%
40~49	4	3.42%	3	2.54%
> 50	3	2.56%	1	0.85%
<i>Monthly Income</i>	<i>Male</i>	<i>%</i>	<i>Female</i>	<i>%</i>
0~2500rmb	29	24.79%	29	24.58%
<b>2500~5000rmb</b>	<b>46</b>	<b>39.32%</b>	<b>56</b>	<b>47.46%</b>
5000~10000rmb	23	19.66%	21	17.80%
10000~20000rmb	6	5.13%	10	8.47%
>20000rmb	13	11.11%	2	1.69%
<i>Online shopping frequency</i>	<i>Male</i>	<i>%</i>	<i>Female</i>	<i>%</i>
Never	8	6.84%	0	0.00%
Once a day	5	4.23%	11	9.32%
Once a week	25	21.37%	25	21.19%
Several times a week	15	12.82%	30	25.42%
Once a month	21	17.95%	7	5.93%
<b>Several times a month</b>	<b>43</b>	<b>36.75%</b>	<b>45</b>	<b>38.14%</b>

Table 1: Age groups, monthly income and online shopping frequency with gender comparison

The research conducted a reliability test and Table 2 shows the result of the reliability of the consistency of internal. According to the result, the items of trusting, perceived usefulness and purchase intention all have a Cronbach's alpha higher than 0.7. Therefore, all the items are reliable.

<b>Items</b>	<b>Cronbach's Alpha</b>	<b>N of items</b>
<b>Trusting</b>	0.874	5
<b>Perceived Usefulness</b>	0.905	5
<b>Purchase Intention</b>	0.916	6

Table 2: Reliability

In hypothesis 1, the research assumes that male consumers have higher trusting and perceived usefulness in recommendation system than female consumers. Then, an independent-sample T-Test was conducted to test hypothesis 1. The research selected all the data from the Chinese Post-90s (aged from 20 to 29), then put those data to SPSS. Table 3 shows the result of the independent-sample T-Test. The result showed that there is a significant difference between males and females on trusting ( $p < 0.05$ ). And the males

trusting (Mean=3.32) in the recommendation system is higher than females (Mean=3.02). The result also showed that the perceived usefulness of males (Mean=3.51) is higher than females (Mean=3.02). Therefore, the result pointed out that hypothesis 1 was supported and the male consumers' trusting and perceived the usefulness of the recommendation system is higher than female consumers.

Hypothesis	Variable		Male	Female	t	p	Result
H1	Trusting	M	3.32	3.02	3.106	<0.05	Support
		SD	.765	.591			
	Perceived Usefulness	M	3.51	3.27	2.337	.500	
		SD	.779	.667			

*Note: SD: Square deviation; M: Mean*

Table 3: T-Test Analysis of Hypothesis 1

Further analysis of the data, shown in Table 4, indicates that trusting and perceived usefulness have a significant influence on purchase intention. Also, the research raises that the trusting and perceived usefulness for the recommendation systems has a greater impact to purchase intention for male consumers than female consumers. According to the result in Table 4, male consumers ( $\beta=0.876$ ,  $p<0.01$ ) have a higher standardized coefficient than female consumers ( $\beta=0.639$ ,  $p<0.01$ ). Therefore, the result means that male consumers' purchase intention will more likely be influenced by trusting and perceived the usefulness of the recommendation system. Hence Hypothesis 2 is supported.

Hypothesis	Item		Male	Female	Result
H2	T & PU-PI	$\beta$	.807	.639	Support
		R-square	.770	.724	
		p	<0.01	<0.01	

*Note:  $\beta$  = Standardized coefficient; (T: Trusting; PU: Perceived Usefulness; PI: Purchase Intention)*

Table 4: Regression Analysis of Hypothesis 2

## CONCLUSIONS AND PRACTICAL IMPLICATIONS

The research result claimed that male consumers have high trusting and perceived usefulness in the recommendation system. This result has been proven by previous researches

about trusting in many kinds of recommendation systems, for example, electronic Word-of-Mouth (Gefen & Straub, 1997) and based on consumers' needs and preferences (Wang & Benbasat, 2007). As for the result of perceived usefulness and recommendation system, Tsai and Lin (2004) pointed out that males express a higher significantly positive attitude to the perceived usefulness of internet software.

Also, this research got the results that the influence of trusting and perceived usefulness to purchase intention is more significant in male consumers than female consumers. This result has also been proved by various researches, Luo, Wang and Lin (Luo, Wang, & Lin, 2014) claimed that man's use decision of technology was more strongly influence by trusting than women. Lin, Featherman and, Sarker (2017) found that perceived usefulness influences male consumers' continuous intention but did not influence female consumers' continuous intention.

As for the practical implication, this paper makes some vital contributions to the recommendation system on e-commerce websites and online sellers. First, the paper demonstrated that male Chinese Post-90s online shoppers have higher trusting and perceived usefulness to recommendation systems than female shoppers. Therefore, the e-commerce website should send more recommendations to male consumers than female consumers. Second, the paper pointed out that the influence to purchase intention by trusting and perceived usefulness is stronger in male consumers than female consumers. Thus, the online sellers whose products are targeting male consumers should put their products on the recommendation system to increase the sales and profits (Hinz & Eckert, 2010). As the female consumer has lower trusting and perceived usefulness of recommendation system, the sellers who targeting female consumers should try some other methods to increase sales, for example, increase the perceived enjoyment and perceived risk (Dennis, Morgan, Wright, & Jayawardhena, 2010; Lin et al., 2017).

## **LIMITATIONS AND FUTURE RESEARCH**

Some limitations were found in this research. First, the respondents of this online survey mostly come from eastern China. As the economic and the level of e-commerce developing are different in a different region of China, there will have a huge discrepancy in purchase behavioral. Thus, the target of this research is not the Chinese Post-90s but the Chinese Post-90s in eastern China. Second, the survey uses Taobao as the sole background to make participant imagination in the questionnaire. However, consumers usually have different attitudes to different website's recommendation system. Therefore, in the future, the research can collect more data from the rest region of China and combine the data with this research, such as JD.com and Buy Together. Also, future research can focus on gender difference and purchase intention in the different e-commerce platform. What's more, future research can study the consumers' attitudes to different types of recommendations, for example, purchase history, strangers' reviews and system automatic recommendation.

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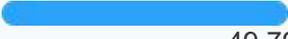
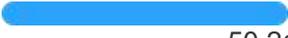
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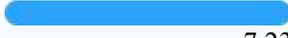
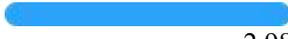
## APPENDIX

### Data

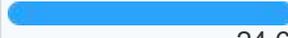
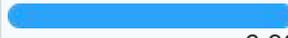
gender

选项 options	小计 subtotal	比例 proportion
男 Male	117	 49.79%
女 Female	118	 50.21%

Age

选项 options	小计 subtotal	比例
0~19	7	 2.98%
20~29	200	 85.11%
30~39	17	 7.23%
40~49	7	 2.98%
older than 50	4	 1.7%

Monthly Income or Pocket Money

选项 options	小计 subtotal	比例 proportion
0~2500 RMB	58	 24.68%
2500~5000 RMB	102	 43.4%
5000~10000 RMB	44	 18.72%
10000~20000 RMB	16	 6.81%
more than 20000 RMB	15	 6.38%

## Frequency of Shopping Online

选项 options	小计 subtotal	比例 proportion
从来不在网上购物 Never	8	3.4%
一天一次 Once a day	16	6.81%
一周一次 Once a Week	50	21.28%
一周数次 Several times a week	45	19.15%
一月一次 Once a month	28	11.91%
一月数次 Several times a month	88	37.45%

## Trusting and perceived usefulness to recommendation system

题目\选项 options	完全不同意 strongly disagree	不同意 disagree	一般 general	同意 agree	完全同意 strongly agree
I think that the product recommendation of Taobao is credible (Hsiao et al., 2010).	10(4.26%)	35(14.89%)	104(44.26%)	77(32.77%)	9(3.83%)
I trust the product recommendations of Taobao (Hsiao et al., 2010).	14(5.96%)	34(14.47%)	114(48.51%)	59(25.11%)	14(5.96%)
I believe the product recommendations of Taobao is trustworthy (Hsiao et al., 2010).	12(5.11%)	34(14.47%)	127(54.04%)	50(21.28%)	12(5.11%)
I think that the advice and recommendations given on Taobao is made in search of mutual benefit of both the sellers and customers (Filieri et al., 2015).	9(3.83%)	33(14.04%)	89(37.87%)	87(37.02%)	17(7.23%)
I think that the information offered by Taobao was sincere and honest (Filieri et al., 2015).	9(3.83%)	34(14.47%)	128(54.47%)	51(21.7%)	13(5.53%)
Taobao's recommendations will improve my online shopping performance on Taobao (Hsu et al., 2013).	6(2.55%)	22(9.36%)	79(33.62%)	111(47.23%)	17(7.23%)
Taobao's recommendations will enhance my online shopping effectiveness on Taobao (Hsu et al., 2013).	7(2.98%)	27(11.49%)	75(31.91%)	108(45.96%)	18(7.66%)
The recommendation in Taobao enhanced my effectiveness in finding	6(2.55%)	23(9.79%)	75(31.91%)	116(49.36%)	15(6.38%)

suitable products (Doong et al., 2010).					
The recommendation in Taobao greatly enhanced the quality of my shopping judgments (Doong et al., 2010).	11(4.68%)	36(15.32%)	102(43.4%)	70(29.79%)	16(6.81%)
Overall, I found the recommendation in Taobao useful in finding suitable products (Doong et al., 2010).	8(3.4%)	22(9.36%)	95(40.43%)	94(40%)	16(6.81%)

### Purchase Intention

题目\选项	完全不同意 strongly disagree	不同意 disagree	一般 general	同意 agree	完全同意 strongly agree
With regard to the products that the Taobao recommends, I would consider buying them (Ridings, 2002).	10(4.26%)	27(11.49%)	99(42.13%)	87(37.02%)	12(5.11%)
With regard to the products that the Taobao recommends, I am likely to buy them (Ridings, 2002).	12(5.11%)	36(15.32%)	98(41.7%)	74(31.49%)	15(6.38%)
With regard to the products that the Taobao recommends, I am willing to buy them (Ridings, 2002).	15(6.38%)	52(22.13%)	105(44.68%)	49(20.85%)	14(5.96%)
If I were going to buy the product I am searching for, the probability of buying one of the options offered by Taobao's recommendation is high (Dodds et al., 1991).	8(3.4%)	36(15.32%)	83(35.32%)	87(37.02%)	21(8.94%)
The probability that I would consider buying one of the options provided by Taobao's recommendation in relation to my search is high (Dodds et al., 1991).	7(2.98%)	29(12.34%)	87(37.02%)	94(40%)	18(7.66%)
The likelihood that I would purchase one of the recommendations related to my search interests is high (Dodds et al., 1991).	9(3.83%)	26(11.06%)	88(37.45%)	89(37.87%)	23(9.79%)

### Questionnaire

#### Online shopping recommendation survey

This questionnaire survey investigates online shopping recommendation systems and the influence of the customer purchase intention. Thank you so much for your active participation in the survey, would you please recall details when shopping online, carefully to answer this questionnaire to get the answer. The reply will keep confidential and your

identity will be anonymous. This is a voluntary questionnaire, so you have the right to choose to answer the questionnaire. If there are any questions, please feel free to contact me by E-mail (E-mail address: wengh@kean.edu)

1. What's your gender?

- Male
- Female

2. What's your age?

- 0~19
- 20~29
- 30~39
- 40~49
- Older than 50

3. What's your monthly income or pocket money?

- 0~2500 RMB
- 2500~5000 RMB
- 5000~10000 RMB
- 10000~20000 RMB
- more than 20000 RMB

4. What's your frequency of shopping online?

- Never
- Once a day
- Once a week
- Several times a week
- Once a month
- Several times a month

5. In the following 10 questions, please choose your approval level according to your Taobao shopping experience, from strongly disagree to strongly agree (SD=Strongly Disagree, D=disagree, GN=General, A=Agree, SA=Strongly Agree).

	SD	D	GN	A	SA
I think that the product recommendation of Taobao is credible (Hsiao et al., 2010).					
I trust the product recommendations of Taobao					
I believe the product recommendations of Taobao is trustworthy (Hsiao et al., 2010).					
I think that the advice and recommendations given on Taobao is made in search of mutual benefit of both the sellers and customers (Filiari et al., 2015).					
I think that the information offered by Taobao was sincere and honest (Filiari et al., 2015).					
Taobao's recommendations will improve my online shopping performance on Taobao (Hsu et al., 2013).					
Taobao's recommendations will enhance my online shopping effectiveness on Taobao (Hsu et al., 2013).					
The recommendation in Taobao enhanced my effectiveness in finding suitable products (Doong et al., 2010).					
The recommendation in Taobao greatly enhanced the quality of my shopping judgments (Doong et al., 2010).					
Overall, I found the recommendation in Taobao useful in finding suitable products (Doong et al., 2010).					

6. In the following 6 questions, please choose your approval level according to your Taobao shopping experience, from strongly disagree to strongly agree (SD=Strongly Disagree, D=disagree, GN=General, A=Agree, SA=Strongly Agree).

	SD	D	GN	A	SA
With regard to the products that the Taobao recommends, I would consider buying them (Ridings, 2002).					
With regard to the products that the Taobao recommends, I am likely to buy them (Ridings, 2002).					
With regard to the products that the Taobao recommends, I am willing to buy them (Ridings, 2002).					
If I were going to buy the product I am searching for, the probability of buying one of the options offered by Taobao's recommendation is high (Dodds et al., 1991).					
The probability that I would consider buying one of the options provided by Taobao's recommendation in relation to my search is high (Dodds et al., 1991).					
The likelihood that I would purchase one of the recommendations related to my search interests is high (Dodds et al., 1991).					