

Factors Influencing Behavioral Intention to Purchase Online on Facebook Platform: A Case Study in Phnom Penh City

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Abstract

The objective of this study was to analyze factors affecting behavioral intention online shopping on Facebook in Phnom Penh City by structuring the TAM Model with brand ambassador, brand awareness, and electronic word of mouth as the predictive variables. The study employed the quantitative method by conducting a survey questionnaire with 385 respondents who were experiencing online shopping via Facebook in Cambodia. After conducting hypothesis testing by using the multiple regression analysis, the study found that perceived usefulness, perceived ease of use, brand ambassador, and electronic word of mouth had positive and significant effects on behavioral intention. However, brand awareness was not statistically significant on behavioral intention. Within these limitations, the study suggests that the next researcher should integrate other theories such as the Theory of Planned Behavior, the extension of TAM (UTAUT), and the Diffusion of Innovation Theory (DOI) into this conceptual model so that the determinants can be further elaboration. The study also suggests the next research employ a qualitative approach in order to dig deep insight into these factors. Furthermore, the target respondents who live in the provinces should be focused on the next study as well. Finally, the research serves as a reference for the next researchers who wish to conduct a study on a similar topic.

Keywords: Technology Acceptance Model, Brand Ambassador, Brand, Awareness Electronic Word of Mouth, Online Shopping

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Introduction

During and after COVID-19, online activities have been increasing accompanied by an increase in Internet adoption. According to KEMP, there are around 11.44 million internet users, which stood at 78.8 percent of the total population in Cambodia as of January 2022. The same report also showed that Facebook users reached 11.60 million and they use Facebook for different purposes, namely staying in touch with friends and sharing information to a less extent for entertainment, online business, and self-expression for education, for recruitment, and for online shopping. In Cambodia, Facebook launched its shops in order to make shopping seamless and allow small business owners to connect to global brands. Even though there is an increasing number of online shoppers via Facebook, little is known about their purchase intention in Cambodia. Therefore, this study attempts to analyze the factors that influence consumer behavioral intention to do online shopping via Facebook in Phnom Penh City by applying the Technology Acceptance Model (TAM).

Research Objectives

The main objectives of the study are:

1. To study the factors that influence consumer behavioral intention toward online shopping of Facebook users in Phnom Penh City by applying the technology Acceptance Model (TAM).
2. To analyze the effect of Perceived Usefulness, Perceived Ease of Use, Brand Ambassador, Brand Awareness, and E-WOM on the behavioral intention of online shoppers in Facebook, based in Phnom Penh City.

Literature Review

Technology Acceptance Model

The Technology Acceptance Model (TAM) has been used in the study of online shopping in different countries (Cheema et al., 2013; Lim et al., 2016)

Davis et al. created the TAM Model as a conceptual framework for studying computer usage behavior. The Model states that the key characteristics that drive the intention to use technology are perceived usefulness and perceived ease of use. According to Davis et al. (1989), perceived ease of use (PEU) refers to the extent to which a potential user expects the target system, such as online shopping, to be simple to use, whereas perceived usefulness (PU) refers to the potential user's subjective likelihood that using a convinced system, such as online shopping, will advance his or her action.

Hypothesis Development

Since TAM Model is very useful in predicting online shopping, this study proposes the integration of the variables in TAM with other predictors, namely brand ambassador (BAm), brand awareness (BAw), and electronic word of mouth (E-WOM) in order to predict the online shoppers' intention to purchase on Facebook.

Behavioral Intention

The study proposes the behavioral intention of online shoppers on Facebook as a dependent variable. Cited beh. It measures the strength of the individual's intention to perform

the behavior, specifically used to anticipate a voluntary act such as online shopping and willingness to adopt a certain system.

Perceived Usefulness

As earlier mentioned, (Davis, 1989) defines perceived usefulness as the degree to which a person believes that using a particular system, namely online shopping, would enhance his or her job performance. Perceived usefulness has direct and indirect positive effects on users' behavioural intention (Davis et al., 1989; Schepers & Wetzels, 2007; Blagoeva & Mijoska, 2017) Thus, the study proposes the following hypothesis.

H1: Perceived usefulness has a positive and significant effect on the behaviour intention to adopt online shopping on Facebook.

Perceived Ease of Use

Perceived ease of use is defined as the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). Perceived ease of use has been found to positively influence the behaviour intention to use online shopping (Ramadania & Braridwan, 2019). Therefore, the study proposes the following hypothesis.

H2: Perceived ease of use has a positive and significant effect on the behaviour intention to adopt online shopping on Facebook.

Brand Ambassador

A brand ambassador (BAm) is a representative of the brand and company by using their reputation to gain trust and recognition from people (Goutam, 2013). The previous study found that brand ambassador is the essential factor that have directly influence on consumer purchasing intention (Kuncoro et al., 2021). As a result, the study proposes the third hypothesis as the following.

H3: Brand ambassador has a positive and significant effect on the behaviour intention to adopt online shopping on Facebook.

Brand Awareness

The brand awareness is defined as the elementary step for the happening of interaction among the organizations and customers (Rossiter & Percy, 2017). Brand awareness is the key element, which influences the consumer behaviour, and that in turn makes the consumer set the brand preferences (Rossiter & Percy, 2017). Brand awareness is the essential factor that have directly influence on consumer purchasing intention (Kuncoro et al., 2021). Thus, the study proposes the following hypothesis.

H4: Brand awareness has a positive and significant effect on the behaviour intention to adopt online shopping on Facebook.

Electronic Word of Mouth (E-WOM)

Electronic word-of-mouth is a form of word-of-mouth that takes place in cyberspace and involves messages sent or received about goods or services that customers may encounter through online forums or chat (Lee et al., 2013). Independent source such as Facebook is more influential than company-controlled sources of EWOM, such as customer testimonials on a firm website (Nasiruddin et al., 2016). EWOM has a significant effect on behavioural intention on online advertising.

Methodology

Conceptual Framework

According to the above literature review of theoretical framework of TAM Model such as perceived ease of use and perceived usefulness and other influential factors that influence behavioral intention to purchase online on Facebook, namely brand ambassador, brand awareness, and EWOM, the researcher has proposed the following conceptual model by extending the three variables into TAM to study the factors influencing behavioral intention to do online shopping via Facebook in Phnom Penh City, Cambodia. perceived usefulness, perceived ease of use, brand ambassador, brand awareness, and electronic worth of mouth were assigned as the Independent variables, whereas the Behavioral Intention to purchase on Facebook was assigned as the dependent variable

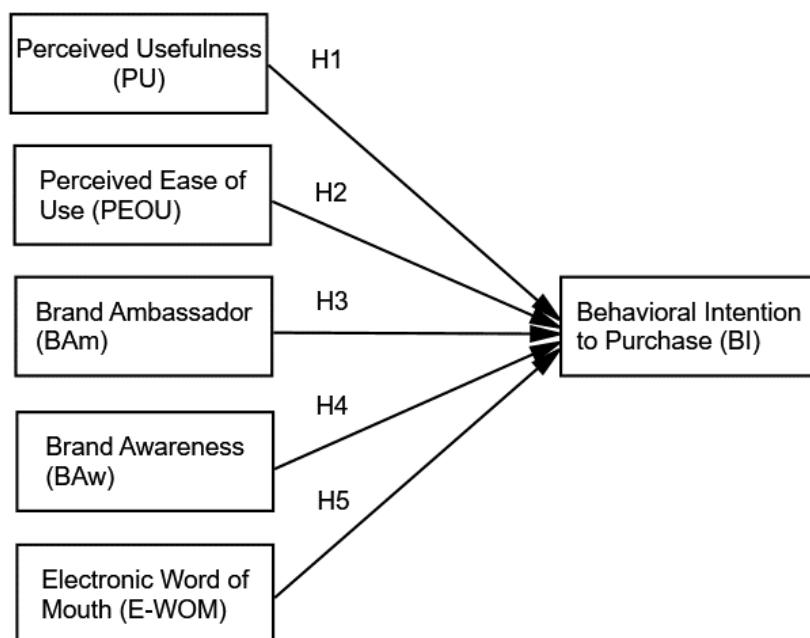


Figure 1 Proposed Conceptual Model on Intention to Shop Online Via Facebook

Research Design

The study employed a correlational study of the Quantitative Methods. Prior to testing the above hypotheses, the study described the data in terms of demographic factors and users' frequency. Also, the study checked the Cronbach's Alpha, level of agreement and association of all constructs. Finally, the study ran a multiple regression analysis in order to test the null hypotheses.

Sample Size

The target population can be people, organizations, events, objects, settings, texts and so forth (Schindler, 2019). Thus, the population in this study was the 9.78- million-Facebook users in Cambodia (Napoleoncat, 2021); however, since this research focused on online shopping, the target population was online shoppers on Facebook in Phnom Penh only. Population parameters were summary descriptors of variables of interest in the population, and they were estimated by using sample statistics, which were the basis of inferences about population (Schindler, 2019). Because the population is unknown, the sample size was calculated by using the formula of (Cochran, 1963) as the following:

$$n = \frac{Z^2 Pq}{e^2}$$

Figure 2 Sample Size Determination Formula

- n is the desired sample size
- Z is standard normal deviation, set at 1.96 corresponding to 95% confidential level
- P is the percentage of the population estimated to have a particular characteristic. In this case, it is unknown so 50% is used.
- q equals to 1-P
- e refers to a degree of accuracy desired, set at 0.05

The above formula showed that the sample size was around 385 respondents which were selected by using multi-stage random sampling, which a sample drawn from a population using smaller and smaller groups at each stage (Bhandari, 2021). In the first stage, the study selected Facebook users based on gender, age, occupation, educational status, and income level. In the second stage, the study selected individual users from each group randomly.

Furthermore, the study also used the snowball sampling technique to reach the required sample size. In snowball sampling the study asked Facebook friends who had already participated in the survey to recommend other friends who were online shoppers (Schindler, 2019).

Research Tools

The study designed the questionnaire into five sections. The first section screened whether the respondents were online shoppers on Facebook or not. The second section focused on personal information the respondents such as gender, age, educational qualification, occupation, and range of monthly salary. Section three was the filtering questions which focused the types of products purchased online, brand ambassador, and E-WOM. Section four focused the measurement of constructs with five-point Likert scale (Allen & Seaman, 2007). In this section, the study adapted measurement of behavioural intention from (Blagoeva & Mijoska, 2017), perceived usefulness form (Blagoeva & Mijoska, 2017), perceived ease of use from (Bigné-Alcañiz et al., 2008; Blagoeva & Mijoska, 2017), brand ambassador from (Fadila et al., 2021), brand awareness from (Ahmed et al., 2017), and electronic word of mouth from (Al-Ja'afreh & Al-Adaileh, 2020). Section five was designed to seek comments or suggestions from the respondents. Last but not least, all the questions were designed in two languages; that is, Khmer and English versions.

Validity and Reliability Of The Research Tool

To maintain the validity of the instrument, the study used an index of item-objective congruence (IOC) developed by (Rovinelli & Hambleton, 1977). The result shows that each item ranged from 0.6 to 1, exceeding 0.5 as suggested by (Rovinelli & Hambleton, 1977); therefore, each item met the criteria of the Index of IOC. In order to maintain internal consistency, the study also conducted reliability test. The result showed that the Cronbach Alpha of the six variables ranged from 0.756 (Perceived Usefulness) to 0.830 (Brand Awareness). Thus each variable had high reliability, exceeding the requirement of (Nunnally, 1994).

Data Collection Method

Normally, there are two types of data which are known as primary and secondary data. The primary data are collected in order to find out the solutions in research (Schindler, 2019). Secondary data referred to all the collected and existing data that has been found or conducted in the research already in online databases, books, and journal articles (Schindler, 2019). For this study, researchers used both primary and secondary data. Since this research employed a quantitative study, the researcher used communication as a method for collecting data. The 385 respondents who were online shoppers were requested to fill in the questionnaire, which was designed in the Google form and distributed to those online shoppers either through email, Facebook, and other social media. First, the researcher searched for Cambodian online shoppers especially those who had Facebook accounts, and the user accounts were classified based on those who had experience purchasing online products via Facebook platform and currently live in Phnom Penh City. Secondly, the researcher contacted close friends with Facebook accounts to help distribute questionnaires to their friends (friends of friends), via E-mail, and other social network applications.

Research Results

The following table shows the result of the demographic factors. According to the table, the study claimed to have picked the right respondents since all of them did online shopping at least once within a month; and most of them shopped two or three times a week. Moreover, the majority of online shoppers on Facebook were women; these male and female respondents fell between 15 to 24 age gaps; most of them were undergraduate students and company employees; a large proportion of them had an annual income between 2001 USD to 6000 USD and preferred to buy food & beverage on Facebook.

Table 1 Demographic of the Online Shoppers

Demographic	Category (n = 385)	Frequency	Percentage
Usage frequency	Everyday	124	32.2
	Two to three times a week	153*	39.7
	Once a week	55	14.3
	Twice a month	31	8.1
	Once a month	22	5.7
Gender	Male	136	35.3
	Female	249*	64.7
Age gap	15-24 years old	169*	43.9
	25-34 years old	167	43.4
	35-44 years old	29	7.5
	45-54 years old	20	5.2
Educational Background	High school	14	3.6
	Associate's degree	32	8.3
	Bachelor's degree	272*	70.6
	Master's degree	61	15.8
	Doctoral degree	6	1.6

Table 1 Demographic of the Online Shoppers (Con.)

Demographic	Category (n = 385)	Frequency	Percentage
Occupational Status	Currently unemployed	34	8.8
	Business owner	28	7.3
	Government officer	85	22.1
	Private/company employee	220*	57.1
	Others	18	4.7
Annual income	Equal or under 2000 USD	75	19.5
	Between 2001 to 6000 USD	140*	36.4
	Between 6001 to 9000 USD	72	18.7
	Between 9001 to 12000 USD	44	11.4
	Between 12001 to 18000 USD	33	8.6
	Between 18001 to 24000 USD	10	2.6
	Equal or over 24001 USD	11	2.9
Types of products	Clothes	66	17.1
	Cosmetic products	57	14.8
	Shoes	33	8.6
	Bags	20	5.2
	Food & Beverage	149*	38.7
	Books	12	3.1
	Other	48	12.5

* Indicate the highest occurrence among each variable

Level of Agreement

Table 2 Level of Agreement

Variable	Min.	Max.	Mean*	Std. Dev.	Level of agreement
Perceived Usefulness (PU)	1.67	5.00	4.289	0.60959	Strongly agree
Perceived Ease of Use (PEOU)	1.67	5.00	4.127	0.608	Agree
Brand Ambassador (BAm)	1.67	5.00	3.973	0.685	Agree
Brand Awareness (Baw)	1.67	5.00	3.905	0.683	Agree
Electronic Word of Mouth (EWOM)	1.75	5.00	4.117	0.576	Agree
Behavioral Intention (BI)	2.00	5.00	4.095	0.636	Agree

Source: 2.60-3.39 as Neutral; 3.40-4.19 as Agree; and 4.20-5.00 as Strongly agree (Armstrong, 1987)

The above table showed that Perceived Usefulness has the highest mean, which regarded as strongly agree, while the mean scores of Perceived Ease of Use, Brand Ambassador, Brand Awareness, Electronic Word of Mouth, and Behavioral Intention were 0.608, 0.685, 0.683, 0.576, and 0.636, respectively, and these variables were perceived by the respondents as the “agree level”.

Correlation Analysis

Table 3 Pearson Correlation Matrix of Variable

Variable		1	2	3	4	5	6
1	Perceived Usefulness (PU)	1					
2	Perceived Ease of Use (PEOU)	0.621**	1				
3	Brand Ambassador (BAm)	0.323**	0.352**	1			
4	Brand Awareness (BAw)	0.343**	0.400**	0.573**	1		
5	Electronic Word of Mouth (EWOM)	0.393**	0.423**	0.430**	0.367**	1	
6	Behavioral Intention (BI)	0.558**	0.562**	0.387**	0.342**	0.467**	1

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

The study used correlation analysis in order to identify the degree of relatedness between each variable. The correlation analysis could help the study to determine the level of association between two or more variables (Black, 2016). According to the above table, the association of the all variables were positively correlated with 0.323, correlation between PU and BAm, as the lowest value and 0.621, correlation between PU and PEOU, as the highest value.

Variance inflation factor

Table 4 Collinearity Statistics

Model	Tolerance	VIF
Perceived Usefulness (PU)	0.587	1.703
Perceived Ease of Use (PEOU)	0.553	1.809
Brand Ambassador (BAm)	0.61	1.639
Brand Awareness (BAw)	0.62	1.613
Electronic of Word of Mouth (EWOM)	0.711	1.407

Prior to running a multiple regression analysis, the study ran the variance inflation factor (VIF) to check if independent variables are highly correlated, which may interrupt the result of the regression analysis. According to (O'brien, 2007), VIF and tolerance are “both widely used measures of the degree of multicollinearity of the independent variable with other independent variables in a regression model”. The VIF goes above 10, the regression coefficients are poorly

estimated because multicollinearity exists, and the VIF is near or above 5, there is a problem with multicollinearity in a multiple regression model (Akinwande et al., 2015). The following table showed the VIF ranged from 1.407 to 1.809. Therefore, multicollinearity did not exist in this study since the VIF of all independent variables was lower than 5 (Akinwande et al., 2015).

Multiple Regression Analysis

Table 5 Multiple regression analysis

Predictors	Unstandardized Coefficients		Standardized Coefficients	t.	Sig.
-	B	Std. Error	Beta	-	-
(Constant)	0.377	0.222		1.702	0.090
PU	0.291	0.052	0.279	5.567	0.000**
PEOU	0.277	0.054	0.264	5.119	0.000**
BAm	0.112	0.046	0.12	2.445	0.015*
BAw	0.001	0.045	0.001	0.025	0.980
EWOM	0.213	0.05	0.193	4.246	0.000**

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

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

The result of the model summary showed that the R squared was 0.441 and the adjusted R squared was 0.434 as the three variables were added to the TAM model. Furthermore, as R was 0.664 and R square was 0.441, the 44.1 percent of the variability in the dependent variable (Behavioral Intention) was explained by the regression model.

At the same time, Table 4.5 showed that four predictors statistically affect Behavioural Intention; in other words, Perceived Usefulness, Perceived Ease of Use, Brand Ambassador, and Electronic of Word of Mouth influenced Behavioral Intention at a standardize regression weight $\beta = 0.279$, $\beta = 0.264$, $\beta = 0.12$, and $\beta = 0.193$, respectively. However, Brand Awareness was not statistically significant since the p-value =0.980 was greater than 0.05.

Results of Hypothesis Testing

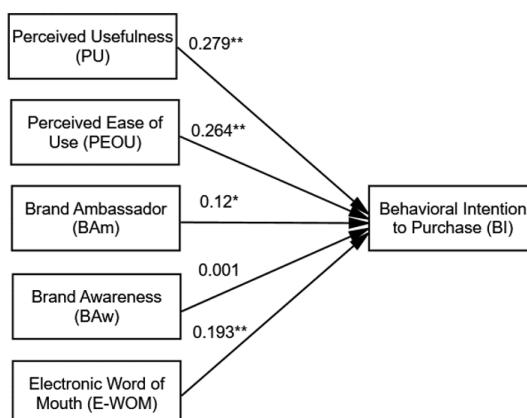


Figure 3 Summary of Hypothesis Testing

According to the above figure, the impact of Perceived Usefulness, Perceived Ease of Use, Brand Ambassador, and Electronic Word of Mouth on Behavioral Intention of online shopping on Facebook were all supported since the p-value was smaller than 0.05 (p-value < 0.05). In contrast, the influence of Brand Awareness on Behavioral Intention of online shopping on Facebook was not supported since the p - value was greater than 0.05 (p-value > 0.05).

Discussion

The proposed Conceptual Model, namely TAM was statistically significance in the study of in online shopping on Facebook in Phnom Penh City. The adjusted R squared in the proposed research model was dropped from 0.441 to 0.434, which was around 0.007. This result was logical and consistent with Render and Stair. Furthermore, this result was in line with the study of online shopping conducted by Ha and Stoel, which explained 68.6 percent of the total variance in intention; and the study of online shopping in Thailand conducted by (Phetnoi et al, 2021) which explained 65.6 percent of the variance in purchase intention.

Moreover, the study found Perceived Usefulness statistically affected behavioral intention to shop online on Facebook. The result of this study was consistent with (Juniwati, 2014; Cho & Sagynov, 2015; Blagoeva & Mijoska, 2017; Phetnoi et al., 2021). In contrast, the result of this study was not in line with (Ashraf et al., 2014; Rahmaningtyas et al., 2017). Therefore, this study showed that online shopper thought that purchasing via Facebook were beneficial because it was more likely to improve their buying habits and lifestyle and save their time.

For Perceived Ease of Use, the study found that this predictor had a positive and significant effect on the behavior intention to shop online on Facebook. This result was consistent with (Cho & Sagynov, 2015; Moslehpoor et al., 2018; Suleman et al., 2021). However, the result was contradict with (Cheng & Yee, 2014). As a result, the finding of this study illustrated that the ease of use of the Facebook caused consumers' willingness to purchase the products online.

For Brand Ambassador, the result showed that it had a positive and significant effect on behavior intention to shop online on Facebook. This result was in line with (Fadila et al., 2021; Wang & Hariandja, 2016; Nurunnisha et al., 2021). In contrast, the result contradicted (Nisa & Pramesti, 2020). Therefore, the finding of this study showed that the brand ambassador on the Facebook pushed consumers' willingness to purchase the products online.

For Electronic Word of Mouth (EWOM), the study found that it had a significant effect on behavior intention of online shopping on Facebook. It was hard to reject this result since it was in line with a majority of the studies(Heryana & Yasa, 2020; Al-Ja'afreh & Al-Adaileh, 2020). Thus, the finding of this study confirmed that the EWOM on the Facebook influenced consumers' willingness to purchase the products online.

For the brand awareness, the study found that this predictor did not have a significant effect on behavior intention of online shopping on Facebook. in Phnom Penh City. However, this result was not in line with (Mokhtar et al., 2018). The result of this study can be accepted even though it was contradict with the previous study because online shoppers decided to buy products on Facebook regardless of the brand. Although they are aware of the brand on Facebook, this does not necessarily influence their purchasing decision. They may prefer to go to the physical store if they want to purchase a certain brand.

Conclusions

The objective of this study is to analyze factors affecting purchase decision of online shopping on Facebook in Phnom Penh City. Likewise, the study attempts to structure the TAM Model with Brand Ambassador, Brand Awareness, and E-WOM as the predictive variables, which directly influence behavioral intention of customers online shopping in Facebook, based in Phnom Penh City. The reason that this study was conducted because little is known about online shoppers' behavioral intention, especially in Cambodian context.

After conducting hypothesis testing, by using the multiple regression analysis, the study found that Perceived Usefulness, Perceived Ease of Use, Brand Ambassador had, and Electronic of Word of Mouth had a positive and significant effect Behavioral Intention. However, Brand Awareness was not statistically significant since the p-value is greater than 0.05.

Suggestions

Based on the demographic information, shopping frequency, and results of hypothesis testing, the study provides the following suggestions:

The original TAM and the integration of two more predictors, such as Brand Ambassador and Electronic Word of Mouth, are very usefulness in explaining online shopping Behavioral Intention on Facebook in Phnom Penh City. However, Brand Awareness does not significantly influence Behavioral Intention. Therefore, the study suggests to remove the Brand Awareness from the proposed conceptual model.

Gender, age gap, educational background, and occupational status are important information; however, the study cannot make an inference based on this result since the study has not conducted inferential statistics for these demographic factors. The study suggests to run demographic factors as moderating variables, which can be either interact between perceived usefulness and behavioral intention or brand ambassador and behavioral intention.

Online sellers or e-commerce participants on Facebook have been increasing during and after COVID-19. They shall pay close attention to the factors such as Perceived Usefulness, Perceived Ease of Use, Brand Ambassador, and Electronic Word of Mouth while boosting their Facebook pages constantly every weekend. The online sellers or e-commerce participants shall either invite the celebrities to join boosting their Facebook pages or write a persuasive online review of each product on their pages. They shall consider using digital marketing tactics or hiring someone who is specialized in producing a content marketing.

The results of this study mainly come from the experiences of online shoppers. Therefore, the study suggests online shoppers to take advantage of online shopping on Facebook by frequently read the instruction, product description or product features on online review prior to making purchase on Facebook. This can avoid misunderstanding or ordering the wrong products.

Limitations

This study suggests the next research employ a qualitative approach in order to dig deep insight into the behavioural factors that influence individuals' intention to shop online on Facebook. Furthermore, the target respondents who live in the provinces should be focused into the next study as well.

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