CONSUMERS' PURCHASE INTENTION AND FEEDBACK FOR ONLINE-TO-OFFLINE E-COMMERCE: A COMPARISON BETWEEN LOCAL AND FOREIGN UNIVERSITY STUDENTS IN MALAYSIA

BY

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DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the FYP.

(4) The word count of this research report is 13477.

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DEDICATION

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LIST OF ABBREVIATIONS

O2O   Online-to-Offline

CPIF   Consumers' Purchase Intention and Feedback

CS   Customer Satisfaction

PU   Perceived Usefulness

SQ   Service Quality

PP   Price and Promotion

PEOU   Perceived Ease of Use

PIQ   Product Involvement and Quality

PI   Peer Influence

TAM   Technology Acceptance Model

TPB   Theory of Planned Behaviour

DV   Dependent Variable

IV   Independent Variable

PREFACE

This research is accomplish as a completion of Bachelor of International Business (HONS) Final Year Project (FYP) in Universiti Tunku Abdul Rahman (UTAR). The title of this research is "Consumers' Purchase Intention and Feedback for Online-to-Offline E-Commerce: A Comparison between Local and Foreign University Students in Malaysia". This research project is focus on determining the reason that influence the consumers to purchase and feedback on Online-to-Offline (O2O) e-commerce in Malaysia, as in Malaysia, O2O e-commerce is still new and do not know by the public.

Therefore, O2O sellers had to know those factors that influence consumers to use O2O e-commerce and have a better insight of consumers need while develop better marketing efforts and services to attract more consumers to purchase by using O2O e-commerce.

ABSTRACT

With the improvement of technology year by year, the ways people purchase goods and services changed accordingly. Online-to-Offline (O2O) e-commerce is the new online purchase platform for people where consumers could purchase online and receive goods and services offline. By this, consumers can physically touch and feel the goods and services while return spoiled products to the seller directly. Due to O2O e-commerce is still new in Malaysia, this research is aim to determine factors that influence customer satisfaction and the influence of customer satisfaction towards consumers' purchase intention and feedback on O2O e-commerce in view of Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB). Besides, this research also investigating the differences between local and foreign university students on purchase intention and feedback towards O2O e-commerce. Moreover, questionnaires were used to collect data from 298 respondents who were university students in Malaysia through social media platform. Meanwhile, descriptive and inferential analysis will be use to analyse the data collected for this research and all the IVs are significantly influencing customer satisfaction while there is a difference between local and foreign university students on purchase intention and feedback. In brief, the results from this research will beneficial the managerial who doing O2O e-commerce as they could know the factors that influencing the customer satisfaction while purchase using O2O e-commerce and different perspectives of local and foreign university students on purchase intention and feedback towards O2O e-commerce.

CHAPTER 1: RESEARCH OVERVIEW

1.1   Research Background

Nowadays, e-commerce has become the newest trend for doing business and is being prefer by most of the sellers either new or old in the business market as it can make more sales and profit to them while wider the customer base (The Star Online, 2019). E-commerce has been brought up to the stage of business market in year 2017 as Google & Temasek had modified their predictions in year 2016 upwards and stated that the digital economy will be worth USD$50 billion by end of 2017 (Digital News Asia, 2017 *a*). Hence, Malaysia government had noted the opportunities of e-commerce in helping to build up the nation (Digital News Asia, 2017 *b*). The government had announced the cooperation with Jack Ma and Alibaba by establishing the Digital Free Trade Zone (DFTZ) and including e-commerce in Malaysia's 2025 development plan (Digital News Asia, 2017 c).

Based on The Star Online (2018 *a*) in title of Malaysia's e-commerce on a growth trajectory, it stated that the International Trade and Industry minister, Darell Leiking had publicly noticed that the e-commerce had increased the value of gross domestic product in Malaysia for constantly seven years by an average annual growth rate of 12.5%. The news also stated that Malaysia government had signed the ASEAN Agreement on Electronic Commerce on 12 November 2018 to bring down the barriers and reduce the entry costs for e-commerce transactions (The Star Online, 2018 *b*).

Due to the increasing trend in using mobile internet and e-commerce, Online-to-Offline (O2O) e-commerce had been created and it is the "last kilogram" delivery of goods and services by merging online and offline resources (Wei, 2018 *a*). According to Wei (2018 *b*) also, Wal-Mart was the first to develop O2O in

supermarket field and it showed a great force in development by an increase of 69% as compare year 2012 to 2013. Besides, O2O is an instrument that linked online search to offline purchase where customers make payments online and sellers will send the goods and services to customers in physical store or distribute by logistics services (The Star Malaysia, 2018).

Furthermore, there are some businesses in Malaysia had applied O2O e-commerce in their business strategies. One of them is M Mall O2O, it is an e-commerce platform that link online and physical shopping. It was the fastest development online shopping platform in Malaysia and consists of a M Square Logistic Centre as the offline site for their businesses (The Star Malaysia, 2018). Another business applying O2O e-commerce was Potboy Groceries where they had held an O2O groceries sale partnering with a mobile payment platform, FavePay (The Star Online, 2018 *a*). The goal of this sale was to bring the online customers to physical store by different shopping experiences, which are i) made payment online, received goods at physical store, ii) made payment after physical feel the goods at physical store, and iii) made payment whether online or offline and get deliver of goods to your doorstep (The Star Online, 2018 *b*).

1.2   Research Problem

This research was carried out due to the shortcoming in past O2O e-commerce researches. As the trend of e-commerce going on, many customers had turn to use the online store and purchase goods and search for products on e-commerce platform whether by mobile or others tools (Weng & Zhang, 2015). According to Henriques (2018), O2O e-commerce is primary focusing in China, which had brought to them about USD $626 million at the end of 2018 as there are millions of people who like to shop online at the platform such as TaoBao, JD, and Tmall while an amount of them like to make payment by online and mobile.

Along with the growth of online e-commerce platform users, there was a new business model occurred, which is O2O e-commerce but a limited amount of research had being done to investigate consumer behaviour on O2O e-commerce (Weng & Zhang, 2015 & Xiao, Mi, Zhang, & Ma, 2017). As a result, there is insufficient of research and informaton about the O2O e-commerce, which lead to low consumer awareness and knowledge about it. Besides, this research is done because the retailer and company may not ready to apply this new business model and consumers also may not be familiar with this service (Tsai, Wang, Lin, & Seng-Cho, 2015). Thus, this research is aim to investigate about the O2O e-commerce and the factors that may influence the customer satisfaction towards it so that people will have more understanding about it.

1.3 Research Objectives

1.3.1 General Objectives

The root research objective is to study the factors that influence customer satisfaction while purchasing on O2O e-commerce and the influence of customer satisfaction towards consumers' purchase intention and feedback on O2O e-commerce. Besides, this research objective also study on the differences between local and foreign university students on purchase intention and feedback towards O2O e-commerce.

1.3.2 Specific Objectives

i. To study how Perceived Usefulness influence customer satisfaction while purchasing on O2O e-commerce.
ii. To examine how Trust influence customer satisfaction while purchasing on O2O e-commerce.
iii. To analyse how Service Quality influence customer satisfaction while purchasing on O2O e-commerce.

iv.   To analyse how Price and Promotion influence customer satisfaction while purchasing on O2O e-commerce.

v.   To understand how Perceived Ease of Use influence customer satisfaction while purchasing on O2O e-commerce.

vi.   To know how Product Involvement and Quality influence customer satisfaction while purchasing on O2O e-commerce.

vii.   To investigate how Peer Influence affect customer satisfaction while purchasing on O2O e-commerce.

viii. To investigate how Customer Satisfaction influence consumers' purchase intention and feedback on O2O e-commerce.

ix.   To analyse the differences between local and foreign university students on purchase intention and feedback towards O2O e-commerce.

1.4   Research Questions

Which factors will influence the most on customer satisfaction while purchasing on O2O e-commerce and do customer satisfaction have influence on consumers' purchase intention and feedback on O2O e-commerce? Moreover, do there have any differences on purchase intention and feedback between local and foreign university students towards O2O e-commerce?

i.   How Perceived Usefulness influence customer satisfaction while purchasing on O2O e-commerce?

ii.   How Trust influence customer satisfaction while purchasing on O2O e-commerce?

iii.   How Service Quality influence customer satisfaction while purchasing on O2O e-commerce?

iv.   How Price and Promotion influence customer satisfaction while purchasing on O2O e-commerce?

v.   How Perceived Ease of Use influence customer satisfaction while purchasing on O2O e-commerce?

vi. How Product Involvement and Quality influence customer satisfaction while purchasing on O2O e-commerce?

vii. How Peer Influence affect customer satisfaction while purchasing on O2O e-commerce?

viii. How Customer Satisfaction influence on consumers' purchase intention and feedback on O2O e-commerce?

ix. How is the difference between local and foreign university students on purchase intention and feedback towards O2O e-commerce?

1.5   Research Significance

This research is for the people who would like to have a new business idea and who would like to start their own business. Besides, this research also for those who currently doing O2O e-commerce, thus, this research is for use of doing business. It provides the relevant knowledge and information about O2O e-commerce for them so they can have a better understanding on it and their potential customers. Hence, they could know why the potential customers will choose to use O2O e-commerce for purchasing goods and the factors that influence the potential customers' decision. Besides, they can better understand why the customers like or dislike using O2O e-commerce for purchase goods and how they can better improve to attract more customers in future and retain current customers.

1.6   Organisation of the Report

In chapter one, there will have an introduction about the topic where a brief research background is being provided. Besides, the problems occur that urge to have this research also being discuss followed by the research objective, questions and significance of the study.

In chapter two, it includes the literature review from past journal articles and studies where aim to have a review of the research from past researchers. By these past

researches, the theories and framework related to this research are being propose and hypothesises of this research are being showed with the relationship between al variables.

In chapter three, methodology research is investigate through research design, sampling design, data collection method, research instrument, construct measurement, data processing and proposed data analysis tool. Furthermore, reliability test, Pearson's correlation and mediated variable regression are used in scale measurement to calculate the data collected.

In chapter four, the details results and findings received from data collection of surveys are being investigate and calculate. After that, the data is use to analyse and apply in the research questions and hypothesises. Descriptive analysis is used to measure the demographic profiles received from respondents while inferential analysis is used to measure the relationship among variables.

In chapter five, it provide a brief review on entire research where a brief conclusion is provide including chapter one to four and the summary of the analyses results of hypothesises also showed. Furthermore, limitations of this research and suggestions for future research also being stated.

1.7 Terms of Reference

Online-to-Offline (O2O) e-commerce is the combination of offline business opportunities with the online (Internet) platform (Du & Tang, 2014). In brief, it could be explain as order and purchase from online platform while receive the goods and services from offline physical stores.

Electronic commerce where also called e-commerce is the purchasing and selling of goods and services through online platform (Internet) (Khan, 2016). In other

words, it means having business online where the mainly have electronic financial transactions between seller and buyer online.

Variables are being separate as independent variable and dependent variable. Independent variable is a presume cause which is stable and unaffected by other variables. Dependent variable is a presume effect where it depends on other variables that will be measured in a same research.

Filtering question is the question that show if the respondents are qualified for the research and avoid respondents to answer questions that are not belong to them. Usually, this kind of question will only has two options, which are "yes" or "no". Respondents who answer "yes" will need to proceed into more detail questions while who answer "no" will no need to answer further (Allen, 2017).

Demographic questions are mostly ask on the background information of the respondents such as age, gender, education level, income level, nationality and more. These questions will help the researchers to have a better describe their respondents and analyse all data better (Allen, 2017).

1.8 Conclusion

In summary, this chapter had discuss overall about the trend of e-commerce and Online-to-Offline (O2O) e-commerce worldwide and in Malaysia. Besides, it also discuss about the problem occurred due to apply of O2O e-commerce, the objectives of doing this research, the questions occur in this research, the hypotheses of this research and benefits of applying O2O e-commerce in business.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

Chapter 2 will be include the literature review of all variables from relevant journal articles and past studies from secondary sources. The explanation about theory model used in this research and framework will also be discuss.

2.1   Overview of E-Commerce and O2O E-Commerce

2.1.1 Overview of E-Commerce

E-Commerce or electronic commerce is the selling and purchasing goods and services online from Internet (Khan, 2016). Based on Nanehkaran (2013), e-commerce can be classified into 5 types, which are Business-to-Business (B2B), it is a transaction of goods and services between two companies; Business-to-Consumer (B2C), it is the common way of businesses that we faced everyday by transaction of goods and services from a seller to the end consumer; Consumer-to-Business (C2B), it is a transaction of goods and services from a person or end users to a company; Consumer-to-Consumer (C2C), it is a transaction of goods and services between two users and they will deal with each other directly; and the last is M-Commerce that also called Mobile Commerce, it is the selling and purchasing of goods and services through a wireless device, which also is the most common way of having e-commerce nowadays.

2.1.2 Overview of O2O E-Commerce

Due to the development of e-commerce, a new model for doing businesses by using e-commerce had being created, which is Online-to-Offline (O2O) e-commerce. This model had linked offline business to online platform where Internet had become the front counter for those offline businesses. Consumer will be search, order, purchase and give feedback online while getting the goods offline in the physical store (Du & Tang, 2014). For example, Starbucks, where customers could order and pay by mobile app and then get their coffee at the physical stores without waiting and queueing; and Walmart To Go, where customers could select and pay for the products they want and pick up from the physical store (Trotter, 2018).

Moreover, thereare some benefits of doing business by O2O e-commerce. Firstly, it could provide a great brand reputation for the product as branding will be much easier if occur online. Secondly, it could improve customers' loyalty and revenues for the products at the same time as O2O e-commerce will provide a database about the demographic profile of each customers which will enhance the customer engagement to the brands. Thirdly, it could reduce time while quicken the speed to market where it helps company to know the interest of the customers by showing which products have the most search so that company could prepare the stocks earlier (Alvin, 2018).

Furthermore, there are some challenges for doing businesses by O2O e-commerce which are lack of security and realiability of system as there are now many security problems that incurred online such as hacking and phishing. Trust of consumer also one of the challenges for O2O e-commerce as consumer cannot make sure the apperance and quality of goods are same as stated (Khan, 2016).

According to Che, Lee, & Mu (2018), they had provide an empirical study on the factors influencing O2O service repurchase intention where the result

showed that price influence the most, followed by interaction and security while customer satisfaction on O2O is influence by ease of use then price, security and entertainment. Furthermore, Yang, Gong, Yu, Zhang, & He (2016) had provide an empirical study to investigate the influence of offline experience and combination of online and offline information towards the technology and economics characteristics of O2O where the result showed there are significant influence between them based on TAM model and perceived value theory.

2.2   Literature Review of Variables

2.2.1 Consumers' Purchase Intention and Feedback (CPIF)

According to Chu, Wu, Wu, & Chen (2016), purchase intention a person willingness and intention to purchase a particular good or service by using e-commerce transaction platforms. Liu & Shiue (2014) stated that purchase intention is the possibility that a person will buy a good or service after reveal to all the advertising made by sellers. Furthermore, purchase intention is the outcome of pre-order fulfillment where it can be affected by the information such as reviews and suggestions posted by previous consumers on the products or services (Shang, Wu, & Sie, 2017).

For e-commerce, feedback is the information given by buyers or others after they get or use the goods and services of a seller as compared to the similar goods and services provide by other sellers (Hoever, Zhou, & Knippenberg, 2018). According to Olencevicius (2019), a positive or negative feedback can raise or reduce the sellers' performance in future and recently, feedback management had become a tool that will lead the company to success. Besides, consumer-generated feedback can provide the sellers some pratical data to outlook potential consumers and it also can possibly show good results for the company (N.Torres, Adler, & Behnke, 2014).

2.2.2 Customer Satisfaction (CS)

From the ordinary viewpoint, customer satisfaction (CS) is the general post-expending assessment from the customers and it is influencing positively over the basic marketing variables such as profit and return on investment (Elommal, Manita, & Chaney, 2019). In addition, CS is one of the main marketing concept where company and sellers can get the overall consumers' results from expend (James, James, Babin, & Parker, 2019).

Based on Peng, Cui, Chung, & Li (2019), CS is a component of expression of various characteristics and it can be improve by supervising expression ratings on these drivers. Moreover, CS also an outcome of achieving consumers' expectations and the outcome may come from the experience of consumers when purchasing goods and services (Świtała, Cichosz, & Trzęsiok, 2019).

2.2.3 Perceived Usefulness (PU)

Perceived usefulness (PU) is the extent where a system can be functional and enhance users' performance while it also use to describe the readiness of a person to raise performance (Nugroho, Dewanti, & Novitasari, 2018). Furthermore, users will tend to apply a system that is functional to them as it will improve their work performance (Hidayah & Permana, 2019).

In addition, PU is the evaluation from users towards the effectiveness of using a new technology or system (M.K., 2019). PU also the key deciding point of techonology usage action and had been proved by different researches (Wang & Li, 2019). PU also embody the value related with using a system where users determine their satisfaction on using the system (Aboelmaged, 2018).

2.2.4 Trust

Based on Xiao, Zhang, & Fu (2019), trust is the readiness of a person to be powerless to the behaviour of another person depend on the hope where other will fulfil a specific capability significant to trustor, regardless of the capability to track or administer other persons. As trust requires discretionary receive the possible endanger and personal damage in future, researchers had presumed that trustors had insufficient information about the future possibilities, suggest that unpredictability is a necessary element for trust (Pratt, Lepisto, & Dane, 2019).

Furthermore, trust also being define as the anticipation hold by a person where the phrase, commitment, oral or unwritten declaration of another person can be depend on (Kanagaretnam, Lobo, Wang, & Whalen, 2019). According to Zloteanu, Harvey, Tuckett, & Livan (2018), the duty of trust in online circumstance had increasingly been aware by internet users and incorporate with some parts of endanger, vulnerability, unpredictability, and hope for pay back.

2.2.5 Service Quality (SQ)

The service quality (SQ) had become more significant start from this few years due to its strong influence in reduce costs, consumer fidelity, gaining, consumer fulfilment and business performance (Mustafa, Adnan, & Nawayai, 2017). SQ is concentrating on the technical standard of success of the system in spite of outline and practicality of it while the components of SQ include ease of use, documentation standard, conformity of users' connector and preservation standard (Aboelmaged, 2018).

According to M.K. (2019), the elements such as trustworthiness, visibility and responsiveness will overlap the system quality while a consumer using

the online platform to purchase. SQ also is the consumers' overall feeling about a company's service where include a company's strengths or weaknesses. Thus, five components (trustworthiness, empathy, guarantee, responsiveness, and touchable) had been introduce by RATER model, which had been examined and verified to be constant and trustworthy to measure SQ (Hamenda, 2018).

2.2.6 Price and Promotion (PP)

Price and promotion (PP) are the components of marketing mix and the process of creating consumer value. Price is the amount paid by consumer and it includes the production costs in view of consumers' feeling and established advantage (Teviana, Lubis, & Siregar, 2018). Furthermore, there are different pricing strategies for online goods and services where the price is cheaper than offline stores due to cutback of some product costs. Besides, the price for online goods and services should be elastic and easy to be alter often daily (Luminita & Rocsana, 2017).

Promotion is a plan and thought variation that is apply to urge consumers notice more on the products. It also consists of some promotion mix such as advertising, direct marketing, sales promotion, personal selling and public relationship (Teviana, Lubis, & Siregar, 2018). In addition, there is also online promotion that marketing via search engine and e-mail, online advertising on social media platforms and more (Luminita & Rocsana, 2017).

2.2.7 Perceived Ease of Use (PEOU)

Perceived ease of use (PEOU) is the extent where a person feels that a system is easy to comprehend. It can also help a person in his tasks if the system is easy to use and can improve performance of users (Nugroho,

Dewanti, & Novitasari, 2018). Based on M.K. (2019), PEOU is the extent where users hope the specific system can avoid using much effort and is a faith of a person where he will be exempt from work if he uses the technology.

Furthermore, PEOU is the antecedent of PU and the deciding factor in TAM model. It can affect directly the apply of technology and affect the behaviour of a person either directly or indirectly by PU (Hashim & Ismail, 2013). PEOU is being compute by how the technology make users easy to apply it so they no need help from expert and they can become the expert of appying the technology by their owns (Mursityo, Saputra, Admaja, & Puspitasari, 2018).

2.2.8 Product Involvement and Quality (PIQ)

Product involvement is the degree of interest and awareness for consumers and with higher product involvement, consumers may have a higher product knowledge where this will lead to higher purchase intention of consumers (Dewi, Annisa, Kareen, Edwita, & Sensuse, 2017). Besides that, product involvement also can be define as the consumers' long-lasting feeling of the significance of the product obtain from his inborn wish, values and attention (Rahman, 2018).

Product quality is one of the most significance factor in marketing and for consumers. Thus, a company need to be aware of their own and consumers' feeling of the product quality (Mustafa, Adnan, & Nawayai, 2017). According to Xu, Yu, & Zhang (2018), consumers' assessment on product quality is due to the space between product feeling and product anticipation while this assessment offer a significance base for product quality enhancement. Furthermore, product quality include many unlike feature, which are transcendent, product-based, value-based, manufacturing-based and user-based (Sabbagh, Rahman, Ismai, & Hussain, 2017).

2.2.9 Peer Influence (PI)

Peer influence (PI) which also known as social influence is a psychological notion hypothesised as the poising performance between interest of oneself and others. This opinion is precondition on the concept where not all actions are self-motivated but the peers' actions and opinions will affected one thought (Izuagbe & Popoola, 2017). PI will happen when a person's thoughts, actions or emotions are influence by others and it will alter the person's manner such as acceptance, recognition and internalization (Kuo & Nakhata, 2019).

According to Yushi, Naqvi, & Naqvi (2018), some theories had occurred to prove a person's peers frequently affected his actions such as social learning theory where show a person imitate his peers via communication, and conflict elaboration theory where a person's decision is influenced by other same group members when he wish to receive or refuse a new creation. In addition, PI also the consumers' trust in the impact of others who belief that they should use or do somethings (Loureiroa, Cavallero, & Miranda, 2018).

2.3 Underlying Theories and Models

2.3.1 Technology Acceptance Model (TAM)

The TAM model is one of the most broadly use models in e-commerce and is develop by Davis (1989). The aim of this model is to illustrate and forecast the acceptance of technology used in an e-commerce platform by using perceived usefulness (PU) and perceived ease of use (PEOU) (M.K., 2019). It is the information system model that annotating the willingness and receive on a new technology and illustrating where system utilization is influence by behavioural intention of an individual (Nugroho, Dewanti, & Novitasari, 2018).

Furthermore, TAM model raise out some external factors to explain PU and PEOU while PEOU decides PU and attitude towards using, the PU forms attitude towards using and behavioural intention to use (Baki, Birgoren, & Aktepe, 2018). Beside of widespread implementation, high forecast ability and validation, there are also some limitations of using TAM model, which is insufficient interpretive power where persuasive influential parts are not stated. Thus, TAM2 had been use to improve those limitations (Izuagbe & Popoola, 2017).

Figure 2.1: Example of Technology Acceptance Model
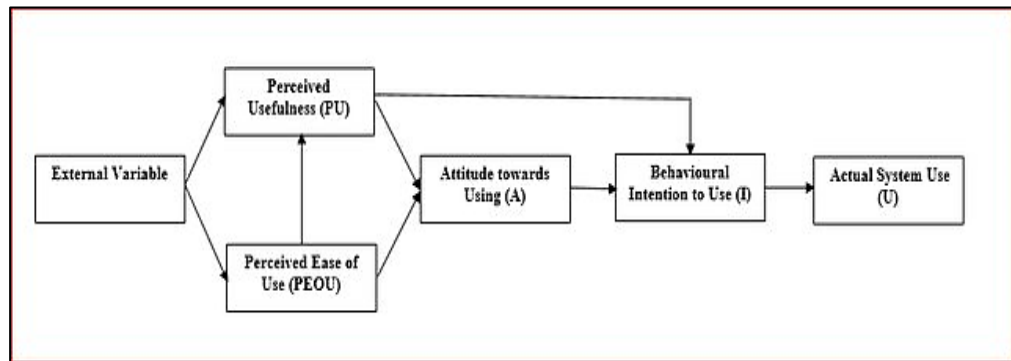
Source from: (Davis, Bagozzi, & Warshaw, 1989)

2.3.2 Theory of Planned Behavior (TPB)

The TPB is raise by Ajzen (1985) and is develop from Theory of Reasoned Action (TRA), which raise by Ajzen & Fishbein (1980). It is main to illustrate the determinants of behaviour while the best forecaster of behaviour is the desire to fulfil the behaviour (Moore & Burrus, 2019). Furthermore, there are three elements that shown the desire to perform of an individual is not just build in the light of their attitude towards specific behaviour but also influence by feeling of ease or community pressure by peers and significance people in life (Kaffashi & Shamsudin, 2019).

The three elements use to forecast the desire are, (1) attitude towards behaviour, it is the degree to which an individual has a positive or negative evaluation of particular behaviour, (2) subjective norms, it is an individual community expectation or discern pressure to exercise the behaviour and (3) perceived behavioural control, it is an individual perceived ability in exercising the behaviour in the light of past experience or foresee obstacle (Yang, Choi, & Lee, 2018).

Figure 2.2: Example model of Theory of Planned Behaviour
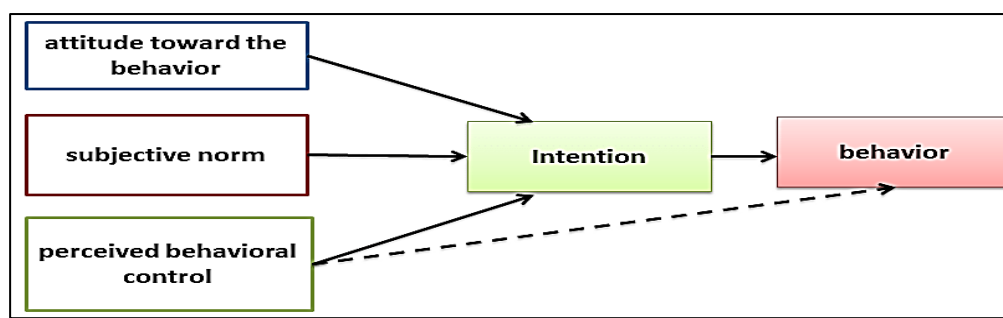
Source from: (Ajzen, 1991)

2.4   Conceptual Framework

The conceptual framework shows the independent variables, dependent variable and mediator which are link and use to occur a test for this research. Figure 2.3 below shows the seven independent variables that will influence the mediator and one mediator that will influence the dependent variable.

Figure 2.3 Conceptual Framework
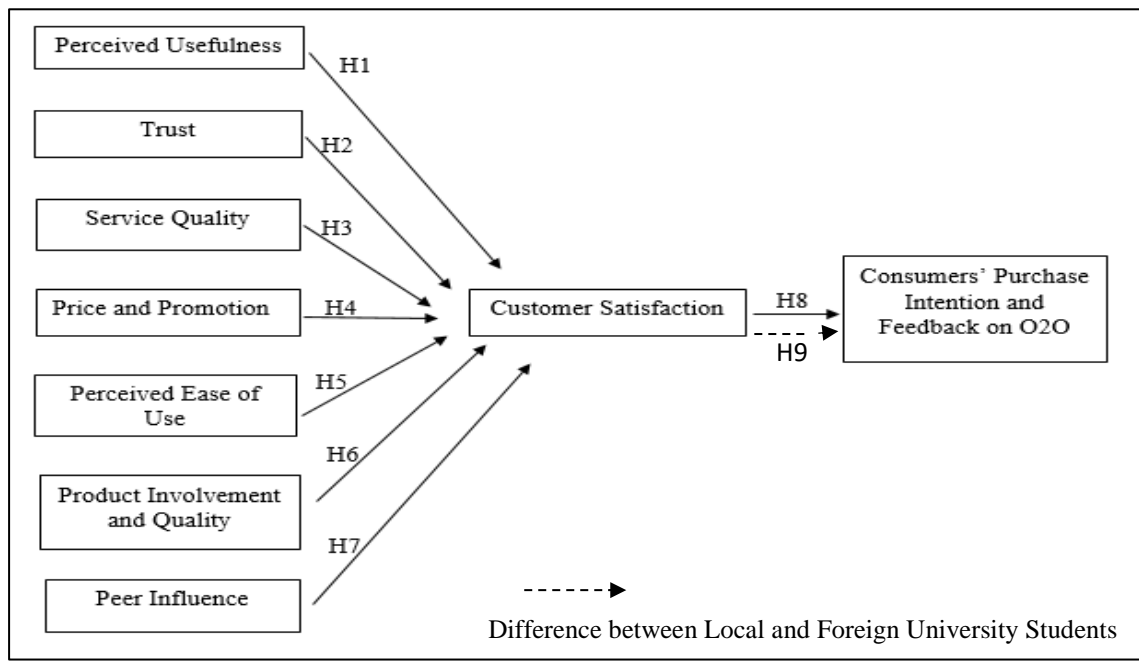
Source: Developed for research

2.5   Hypotheses Development

2.5.1 Relationship between Perceived Usefulness and Customer Satisfaction on O2O e-commerce

CS is immediately affect by PU of O2O e-commerce and continue using intention of consumers (Hidayah & Permana, 2019). According to Jahmani, Fadiya, Abubakar, & Elrehail (2018), PU will affect the CS where it will occur in the usage rate of O2O e-commerce. The expectation-confirmation model had verified that PU is notably influencing CS (Aboelmaged, 2018). In the light of the TAM model used, the following hypothesis is being produce.

H1: PU is significantly influencing CS while purchasing on O2O e-commerce.

2.5.2 Relationship between Trust and Customer Satisfaction on O2O e-commerce

According to research by Sigh and Sirdeshmukh (2000), CS will have a significant influenced by the competence and benevolence dimension of trust. Furthermore, the relationship between CS and customer trust shows positively which proved that CS is the antecedent of trust. In other words, customer will trust the bank, as they are satisfied with the banking service (Leninkumar, 2017). Gul (2014) argued that there would have an effect on CS due to several factors based on how the first customer trust the service provider.

H2: Trust is significantly influencing CS while purchasing on O2O e-commerce.

2.5.3 Relationship between Service Quality and Customer Satisfaction on O2O e-commerce

SQ is the main factors for CS where the higher the strengths feel by consumers and its SQ, the higher the CS (Hamenda, 2018). Through the research of Lomendra, Sharmila, TD, Ganess, & Zabeen (2019), it also showed that both SQ and CS are intimately relate to each other where one increase will cause the other to increase also. Besides, this relationship also being show where the consumers get the service and then they assess the quality by showing their satisfactory level (Sabbagh, Rahman, Ismai, & Hussain, 2017).

H3: SQ is significantly influencing CS while purchasing on O2O e-commerce.

2.5.4 Relationship between Price, Promotion and Customer Satisfaction on O2O e-commerce

According to Nazari, Hosseini, & Tabatabaie (2014), the price is directly influencing the CS, as price is the determinant of purchase as well as repurchase process. Besides, perceived price fairness and price performance will have a strong effect in influencing CS while price equity also intently connected to CS (Wairimu, 2011). For sensitive consumer, a cheaper products' price will be the significance factor of their satisfaction (Rasmansyah, 2017). Furthermore, promotion has a strategic effect on CS and both of them has a direct impact between them (Rahayu, 2015).

H4: PP are significantly influencing CS while purchasing on O2O e-commerce.

2.5.5 Relationship between Perceived Ease of Use and Customer Satisfaction on O2O e-commerce

Amin, Rezaei & Abolghasemi (2014) argued that PEOU have a positive impact on CS, for instance, most customer prefer to shop on online market rather than offline market. The reason behind relates to the concept of usability when a customer chooses to shop on online market. A person's attitude are believe to directly influence by PEOU (Davis, Bagozzi & Paul, 1989). Besides, consumers will be more satisfied if the way of getting goods and services is relatively easy and convenient (Rasmansyah, 2017).

H5: PEOU is significantly influencing CS while purchasing on O2O e-commerce.

2.5.6 Relationship between Product Involvement, Quality and Customer Satisfaction on O2O e-commerce

According to Calvo-Porral, Ruiz-Vega, & Lévy-Mangin (2018), the level of product involvement will effect CS where high involvement products will lead to greater positive feelings than low involvement products. Moreover, product involvement is easily to influence the CS by raise or reduce the direct and indirect influence on purchase intention (Suh & Yi, 2006). In the marketing area, product quality and CS is highly related constructs and some researches recommend that quality concern to CS with transaction-specific exchanges (Gök, Ersoy, & Börühan, 2019). Based on Sabbagh, Rahman, Ismai, & Hussain (2017), the interconnections between product quality and CS is observe in the research where product quality have a direct influence towards CS.

H6: PIQ are significantly influencing CS while purchasing on O2O e-commerce.

2.5.7 Relationship between Peer Influence and Customer Satisfaction on O2O e-commerce

The relationship between PI and CS is been indicated where a person's satisfaction will be easily rise after realizing the group satisfaction is higher than what a person feel (Kuo & Nakhata, 2019). The behaviors such as intention and satisfaction of the customer are easily manipulated by peer pressure as they feel it as an important aspect to fit into their social group (Pramjeeth, 2013). According to research by Beyari & Abareshi, it was found out that, word-of-mouth had the strongest influence on social influence.

H7: PI is significantly influencing CS while purchasing on O2O e-commerce.

2.5.8 Relationship between Customer Satisfaction and Consumers' Purchase Intention and Feedback on O2O e-commerce

Based on Mehmood & Shafiq (2015), a satisfied consumer will make the purchase decision and repurchase decision on the same brand in future. Thus, this showed that the CS is directly influence the purchase intention of a consumer. Furthermore, some researches also show that the role of CS as the mediator in a study between those variables and purchase intention has a high positive relationship between them (Kim, Park, Choi, & Jun, 2017). According to Gupta, Belkadi, & Bernard (2017), consumers' feedback as CS study starts with the examination of possible reasoning that determine dissatisfaction. Moreover, a lower CS will lead to a negative feedback while higher CS will lead to positive feedback. Thus, it show a direct relationship between CS and feedback (Culbertson, Henning, & Payne, 2013).

H8: CS is significantly influencing CPIF on O2O e-commerce.

2.5.9 Difference between Local and Foreign University Students on Consumers' Purchase Intention and Feedback towards O2O e-commerce

According to the research of Muqarrab, Farah, Ahmad, Turi, & Bashir (2018), Malaysia is ranked second for online hotel room reservation, third for online travel ticket and others were found low, which had indicated that Malaysians had a lower purchase intention online. Moreover, the research of Mahmood, Bagchi, & Ford (2004) had stated that the purchase intention online of people from different countries would be influenced by different factors such as market complexity, technology-related issues and e-commerce advancement. Based on the Molinsky (2013), it had showed that the feedback would be very different across cultures for example the

feedback will be difference in the countries such as China, Germany, US and more. Besides, the feedback of Americans tend to be positive as compared to other countries where other countries' people struggle in find out whether they are being munched out or praised (Meyer, 2016).

H9: There is a significant difference between Local and Foreign University Students on Consumers' Purchase Intention and Feedback towards O2O e-commerce.

2.6   Conclusion

The literature review, research framework and hypotheses were determined based on the relevant past studies, journal articles and conceptual framework reviewed.

Chapter 3: METHODOLOGY

3.0 Introduction

In this chapter, data analysis and collection will be use for the research method. Research methodology is object to provide work plan for a research by describe, explain and predict (Rajasekar, Philominathan, & Chinnathambi, 2006). In addition, a pilot study is conduct in this research to test the feasibility, equipment and methods to analyse data (Hassan, Schattner, & Mazz, 2006).

3.1 Research Design

According to Leedy (1997) research design offers an entire constitution for data collection and an idea for aim of research study. Furthermore, research design also been state as a plan of action for choose of subjects, investigation spot and data gathering in order to fulfil the research questions with specific instruments to simplify the procedure of examining data (McMillan & Schumacher, 2001).

3.1.1 Descriptive Research

This descriptive method is use to gather the real and precise figure of an individual by distributing questionnaires to the individual. It is also aim to collect the description of actuality and behaviours of the individual (Wastam, Prasetya, & Latifah, 2018). In this research, it is use to disclose the factor that influencing CS, and how CS influence consumers' purchase intention and feedback on O2O e-commerce. It is also use to examine the differences between local and foreign university students on purchase intention and feedback.

3.1.2 Quantitative Research

Quantitative research is create due to existing theories and significant in investigating and surveying. Besides, it also use to search for interpretation and forecast that will generate to other places and people while build, verify or validate relationships and to develop sum that contribute to theory (Williams, 2007). Furthermore, this method is use to analyse the relationships between variables by the techniques such as interview, experimental research or questionnaires while study is conduct on a larger scale of respondents than qualitative research. It also collects both the descriptive and analytical data and combine them together to do summary (Abdullah & Raman, 2000).

This research is aim to investigate the factors that influence CS and how CS will influence CPIF on O2O e-commerce. On the other hand, this research also examine the differences perception of local and foreign university students on CPIF. In this research, researchers need to collect a large amount of respondents to seek how the relationships of each variables are build and verify as the questionnaire is use and will be distribute online. Thus, quantitative research is select for this research as it is require in gathering numerical data of all variables.

3.2 Sampling Design

Sampling is the procedure of choosing a section of population for examination. It is also use to choose an amount of sample from the data set for the purpose to evaluate the characteristics, faiths and attitude of those selected people (Rahi, 2017).

3.2.1 Target Population

The target population of this research is local and foreign university students who currently studying in Malaysia and know what is O2O e-commerce.

This research is targeting university students as Statista (2019) show that internet users in Malaysia as on 2018 consist of 30% for age group of 20 to 30 years old which is the highest among all age group. Besides, the e-commerce users in Malaysia as for 2017 show people between 25 to 34 years old have the highest percentage which is 34.3% while people between 18 to 24 years old consist of 23.3% which also high (Statista, 2018).

3.2.2 Sampling Frame and Sampling Location

Sampling frame explained as a frame that a selected amount of target population could be knew. There is no appropriate sampling frame is used for this research, thus in this research, non-probability sampling will be used. Non-probability sampling is the sampling method where the chance and possibility of each segment to be chose is unknown and not affirm (Rahi, 2017). Furthermore, the questionnaires will be distribute online by Google Forms to all the respondents from different universities. Thus, Facebook is being chose as the sampling location to distribute the Google Forms. According to Statista (2019), Facebook is the largest social media site with prove of exceed 2 billion of monthly active users worldwide while in Malaysia, statistic had shown that about 22.7 million people are using Facebook in year 2019.

3.2.3 Sampling Technique

The sampling technique used in this research is convenience sampling. This technique is a process collecting data from respondents, which are close to the researchers and can easily obtain. This technique also a cost effective way to collect data but may stricture from selection bias (Rahi, 2017). According to Etikan, Musa, & Alkassim (2016), convenience sampling is a kind of nonprobability sampling that respondents are easy approachable, geographical accessibility and obtainable in a given period.

In this research, the Google Forms is distribute online to the respondents who is a university student that studying in Malaysia and know O2O e-commerce. In order to narrow down the range of finding right respondents, the universities' Facebook pages are being concentrate on and a filter question such as 'do you know about Online-to-Offline e-commerce' is being asked.

3.2.4 Sampling size

According to Sekaran (2013), as for rule of thumb, sample size between 30 and 500 is need for a research so that it could be effective but still depends on the sampling design used and research question examined. Furthermore, some researchers stated that 300 respondents is the effective responses for factor analysis research (Rahi, 2017). Besides, pilot test is use to test on a small scale of respondents and then modify the research plan based on the result of pilot test (Fraser, Fahlman, Arscott, & Guillot, 2018). Thus, the pilot test of this research had been distribute to 15 respondents to test the validity and reliability of the research questions. After that, the questionnaire of this research will be distribute online to about 300 respondents, which is about 150 local and foreign university students each as the sample size is within the range suggested by past researches.

3.3 Data Collection Method

Data collection method is an essential part of the research design where the data can be collect in various different ways (Sekaran, 2013). For this research, data collection is occur through primary data method while questionnaire is the way to conduct it. Researcher had distribute the questionnaire through personal and electronically administered where is distributing it face-to-face to respondents and through the largest social media site, Facebook.

3.3.1 Primary Data

According to Sekaran (2013), primary data is the information receive first-hand by the researchers on the inconstant of interest for the particular goal of the study. Sources of primary data are such as focus group, panels, and individuals while those sources can be obtain by interview, observation, survey and questionnaire. For this research, structured questionnaire is prepared and distribute online through Facebook, as it is the most effective and cost saving method to receive data in large amount.

3.4 Secondary Data

According to Sekaran (2013), secondary data is the information collected from existing sources such as journal articles, case studies, textbooks, and online information database. For this research, the major tools to obtain related information and data are journal articles, scholarly books, information online and Internet where mostly are from search engine such as UTAR library online database, Google, Research Gate and more.

3.5 Research Instrument

Research instrument is the tools use by researchers to receive data and information related to their research study (Wilkinson & Birmingham, 2003) such as interview, questionnaire and survey. Questionnaire is being use in this research and distribute through online platform, as it can easily reach a wide amount of respondents where university students in Malaysia can receive.

3.5.1 Questionnaire Design

Based on Rahi (2017), questionnaire design have three main objectives before carry out the research study with survey questionnaire where (1) data obtain for the reseach study is quantitative data, (2) instruments use in the research study must be pre-determined, (3) find a sample of respondents from whole population and analyse the data. In this questionnaire, structured questions is being prepared and started with a filtering questions to find out the qualified respondents. This questionnaire consists of three main sections.

For section A of the questionnaire, demographic of respondents are being asked to explain their behavioural pattern. For section B, the questions are concern with the factors where also the independent variables that may influence the customer satisfaction on O2O e-commerce. It had used an ordinal measurement which is measure the data by seven point Likert scales to get most accurate data from respondents. Some researchers prefer to use seven point Likert scales because it illustrates a better correlations with t-test results and it is also more fit in online survey. Some researches also show that the data will become less accurate if the number of scales are below five and above seven (Rahi, 2017). For section C, mediator and dependent variable of this research are being determined.

Table 3.1: Number of item of variables

Questionnaire	No. Items
Filtering Question	1
Demographic Question	5
PU	3
Trust	3
SQ	3
PP	4
PEOU	3
PQI	4
PI	3

CS	3
PIF	4

Source: Developed for research

3.5.2 Pilot Test

Pilot study is use to examine the workability of conducting a survey questionnaire and the enrollment and data collection process. Besides, it is use to lead the organization of a large scale examination where it also include the risk moderation strategy to decrease the possibility of fail in a large project (Fraser, Fahlman, Arscott, & Guillot, 2018). Based on Fraser, Fahlman, Arscott, & Guillot (2018) also, the aim of pilot study is to improve the possibility of success in the primary research study by examining the workability, validity and ease of use of technology applied for managing the questionnaire. According to Memon, Ting, Ramayah, Chuah, & Cheah (2017), a range of 10 to 30 respondents are sufficient to conduct a pilot test. Thus, an amount of 15 respondents is being collected in this research.

Table 3.2 Reliability test on pilot test

Variables	Cronbach Coefficient Alpha
PU	0.934
Trust	0.869
SQ	0.947
PP	0.934
PEOU	0.937
PQI	0.791
PI	0.635
CS	0.921
PIF	0.904

Source: Developed for research

According to Jr, Sarstedt, Hopkins, & Kuppelwieser (2014), Cronbach's alpha provide a more appropriate calculation on internal conformity reliability and the Cronbach coefficient alpha for each variables must above 0.70 to show a strong reliability. By refer to table 3.2, the value for most of the variables are exceed 0.70 which show there have a strong reliability while the PI is lower than 0.70, which only achieve 0.635 that show a weak reliability.

3.6   Construct Measurement

3.6.1 Origin of Source of Measurement

Table 3.3: Origin of source measurement

Variables	Constructs	Adopted from
Perceived Usefulness	Online-to-Offline e-commerce is useful in purchasing goods.	(Ogbonnaya, 2019)
	Online-to-Offline e-commerce makes purchasing feels easier.	(Nugroho, Dewanti, & Novitasari, 2018)
	Online-to-Offline e-commerce enhances the effectiveness in purchasing goods.	(Izuagbe, Ifijeh, Izuagbe-Roland, Olawoyin & Ogiamien, 2019)
Trust	I trust the Online-to-Offline e-commerce.	(Konuk,2018)
	Online-to-Offline e-commerce is reliable.	
	Online-to-Offline e-commerce is predictable.	(Herbst, Finkel, Allan & Fitzsimons, 2012)
Service Quality	Online-to-Offline e-commerce provides me in time services.	(Hanjaya, Kenny & Gunawan, 2019)
	Online-to-Offline e-commerce offers me professional services.	
	Online-to-Offline e-commerce provides fast response to my questions.	

Variables (Con't)	Constructs	Adopted From
Price and Promotion	It is easier to compare goods' price by using Online-to-Offline e-commerce.	(Rex, Shirley, Annaliza, Marilou & Dionito, 2018)
	Purchase using Online-to-Offline e-commerce provides cheaper prices.	
	Online-to-Offline e-commerce provide more promotions for goods.	(Chang, 2017)
	I will involve more if sales promotion exist on Online-to-Offline e-commerce.	
Perceived Ease of Use	Online-to-Offline e-commerce is easy to use.	(Hanjaya, Kenny & Gunawan, 2019)
	I find it is easy to operate Online-to-Offline e-commerce.	(Nugroho, Dewanti, & Novitasari, 2018)
	Online-to-Offline e-commerce navigation is clear.	
Product Involvement and Quality	I believe the goods offer on Online-to-Offline e-commerce are at good quality.	(John, Joseph & Traci, 2011)
	I believe Online-to-Offline e-commerce provides well craft goods.	
	Goods on Online-to-Offline e-commerce is important to me.	(Peng, Zhang, Wang & Liang, 2018)
	Goods on Online-to-Offline e-commerce is interesting to me.	
Peer Influence	I learn about Online-to-Offline e-commerce from my friends.	(Mohd Suki & Mohd Suki, 2019)
	I will recommend Online-to-Offline e-commerce to my friends.	
	My friends make me feel valued to purchase by Online-to-Offline e-commerce.	(Goodrich & Mangleburg, 2010)
Customer Satisfaction	I am satisfied with the performance of Online-to-Offline e-commerce.	(Vijav, Prashar & Sahay, 2019)
	I am satisfied with purchase experience at Online-to-Offline e-commerce.	
	I am satisfied with the goods purchase from Online-to-Offline e-commerce.	(Tseng,2017)

Variables (Con't)	Constructs	Adopted From
Consumers' Purchase Intention and Feedback	I will use Online-to-Offline e-commerce to purchase goods in future.	(Dabrynin & Zhang, 2019)
	I will consider using Online-to-Offline e-commerce if I need to purchase goods.	
	I want to give feedback after purchasing goods from Online-to-Offline e-commerce.	(Chiang, 2018)
	I will recommend to others while I purchasing goods from Online-to-Offline e-commerce.	

Source: Developed for research

3.7   Data Processing

As to ensure the data from the questionnaires is more precise, data processing will be done before data analysis. According to Malhotra & Birks (2006), data processing include checking for qualified questionnaires, editing, coding, transcribing and cleaning data.

3.7.1 Questionnaire Checking

After conducting pilot test, questionnaire checking will be done by getting comments from the respondents to make sure the questionnaire is complete and smooth to be used. The beginning step of questionnaire checking is reviewing all questionnaires for accomplishment quality (Malhotra & Birks, 2006). Thus, researcher will need to modify the questionnaire after check so it can more ease to be understand by respondents and smoother.

3.7.2 Data Editing

Data editing is to review the questionnaire with the aim of improving reliability and accuracy. In this stage, researcher had to screen the questionnaires to determine unreadable, insufficient, inconsistent or uncertain responses (Malhotra & Birks, 2006). Thus, researcher need to detect those responses and correct it based on the data received.

3.7.3 Data Coding

Data coding is the assigning of code to each options of questions where usually assign by a number (Malhotra & Birks, 2006). For this research, a number is assign to each questionnaires and its data so that the researcher can read the data easily and this ease the researcher to key in data into an electronic devices for analyse.

3.7.4 Data Transcribing

Data transcribing is that keying the coded data into an electronic devices from all the collected questionnaires (Malhotra & Birks, 2006). In this research, the electronic device used is Statistical Package for the Social Sciences (SPSS) software, which develop by IBM Corporation.

3.7.5 Data Cleaning

Data cleaning is the stage of conformity checks and manage of missing responses. Missing responses is the unknown value of variables due to the ambiguous responses or responses not being record properly (Malhotra & Birks, 2006). These responses must be find out and edit before going for data analysis.

3.8   Proposed Data Analysis Tool

In this part, the SPSS software was use to analyse data collected from respondents.

3.8.1 Scale Measurement

3.8.1.1 Reliability Test

The reliability test is to measure the degree to where it is error free
and thus assure a constant measurement across time and variety of
items in the tool (Sekaran, 2013). In this research, the test of
reliability is using rules of thumb of Cronbach's Alpha Coefficient
to get the results of this study.

Table 3.4: Rules of Thumb of Cronbach's Alpha Coefficient Size

Cronbach's Alpha Coefficient Range	Strength of Association
<0.6	Poor
0.6 to 0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
>0.9	Excellent

Source from: (Mahlangu & Krüger, 2015)

3.8.2 Descriptive Analysis

Descriptive analysis is particular method used to measure, depict, and
summarize collected data from the qualified respondents in a logical,
prompt and relevant way (Vetter, 2017). It is also use to summarize and

express the demographic data collected from respondents in a form of numerical data. For example, for the gender, male will be 1 and female will be 2. Descriptive analysis will measure the mean, median, mode and standard deviation of the demographic profiles (Omair, 2014) while answer the basic questions in the research with " Who, What, Where, When, Why and How" (Vetter, 2017). By using descriptive analysis, it summarize the demographic information of all respondents in this research and ease the researchers to understand.

There are five demographic questions in Section A of questionnaire for this research. Information such as gender, education level, Malaysian or non-Malaysian, countries and university study had been ask. All data is present in pie chart except countries and university are present in bar chart. These different type of chart show a clearly and neatly data for researcher to compare and interpret.

3.8.3 Inferential Analysis

Inferential analysis will be apply primarily on stated goal and objectives of the research study. This is to test the hypothesis and achieve a conclusion for the predefined objectives (Omair, 2014).

3.8.3.1 Pearson's Correlation Analysis

The Pearson's correlation coefficient analysis is use to create a relationship between independent variables and dependent variable with three assumption, (1) the relationship is direct, (2) each variables are independent, and (3) variables are normally distributed (Gogtay & Thatte, 2017).

According to Malhotra & Birks (2006), null hypothesis will be rejected if the p-value is less than 0.05. Thus, 5% of significance level had been choosen to analyse hypothsis in this study.

Table 3.5: Pearson's Correlation Study

Size of Correlation	Interpretation
.90 to 1.00 (-.90 to -1.00)	Very high positive (negative) correlation
.70 to .90 (-.70 to -.90)	High positive (negative) correlation
.50 to .70 (-.50 to -.70)	Moderate positive (negative) correlation
.30 to .50 (-.30 to -.50)	Low positive (negative) correlation
.00 to .30 (-.00 to -.30)	Negligible correlation

Source from: (Mukaka, 2012)

3.8.3.2 Simple Linear Regression Analysis

Simple linear regression was use to analyse the relationship between a single independent variable (IV) and a single dependent variable (DV). This analysis is using the IV to explain the DV used for the research. Researcher data must be in metric scale and must choose which will be the DV and IV before doing this analysis (Jr., Black, Babin, & Anderson, 2014). Below was the formula of simple linear regression:

$$Y = b_0 + b_1 x$$

3.8.3.3 Multiple Linear Regression Analysis

Multiple linear regression was use to analyse the relationship between numerous IVs and a single DV. This analysis is using the

known values of IVs to forecast the DV chosen by the researcher. Before applying this analysis, the data must meet two criteria: (1) data must be in metric scale or had properly transformed, and (2) researcher must decide which variable will be the DV and IVs for this research (Jr., Black, Babin, & Anderson, 2014). Below was the formula of multiple linear regression:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + \ldots + b_kx_k$$

3.8.3.4 Independent T-Test

Independent T-test is used to compare two different groups whose means are not relying on one another and it only can be used on the sample of normal population. Besides, it tells the researcher on whether there is a significant difference in the means value for those two groups or not (Gerald, 2018). Independent T-test could be examine following by steps below (Kim, 2015):

Step 1: Check on the result of significant value in Levene's test for equality of variance.

Step 2: If the result above is more that p-value 0.05, then examined the significant value in t-test for equality of means for equal variance assumed, if not, examined the significant value for equal variance not assumed.

Step 3: According to the result from step 2, there is a significant differences between the two groups if significant value is below p-value 0.05, otherwise not.

3.9   Conclusion

In this chapter, judgement sampling method that being use to collect sample and questionnaires is being distribute through online platform, Facebook. SPSS software was applied to analyse and interpret the data receive.

CHAPTER 4: DATA ANALYSIS

4.0   Introduction

In this chapter, results collected from respondents will be interpreted. 311 sets of questionnaires are being collected and 13 questionnaires are being filtered out according to filter question. Thus, only 298 sets of questionnaires were analyzed with SPSS software version 25.

4.1   Descriptive Analysis: Demographic Profile

4.1.1 Filter Question

Figure 4.1: Filter Question
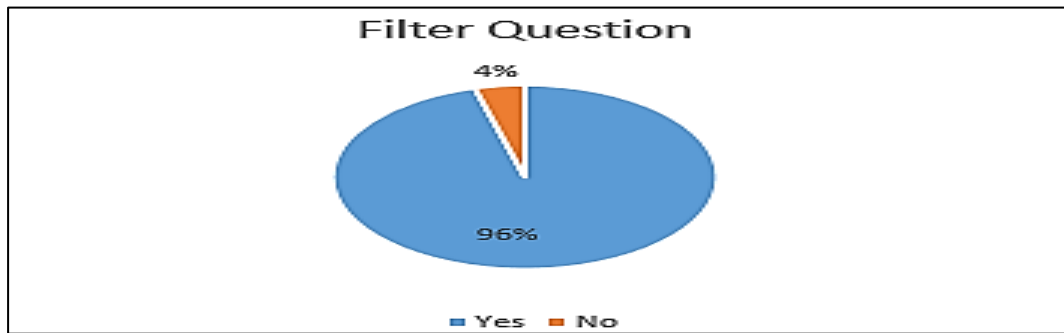
Source: Developed for research

Table 4.1: Filter Question

Do you know about Online-to-Offline (O2O) E-Commerce?				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Yes	298	95.8	298	95.8
No	13	4.2	311	100.0

Source: Developed for the research

The table 4.1 shows that respondents who know about O2O E-Commerce have 298 (95.8%) people while respondents who do not know about O2O E-Commerce have 13 (4.2%) people. Thus, only 298 sets of questionnaires will be analyze at below excluded the 13 sets of questionnaires that did not meet the requirements.

4.1.2 Nationality

Figure 4.2: Nationality
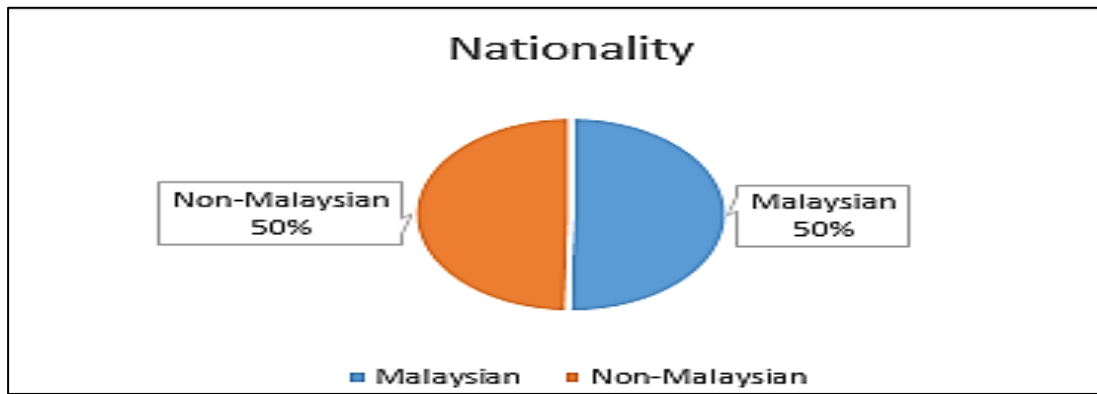
Source: Developed for research

Table 4.2: Nationality

Are you a Malaysian or Non-Malaysian?				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Malaysian	150	50.3	150	50.3
Non-Malaysian	148	49.7	298	100.0

Source: Developed for research

The table 4.2 shows that 150 out of 298 (50.3%) respondents are Malaysian whereas 148 (49.7%) of the respondents are non-Malaysian.

4.1.3 Country

Figure 4.3: Country
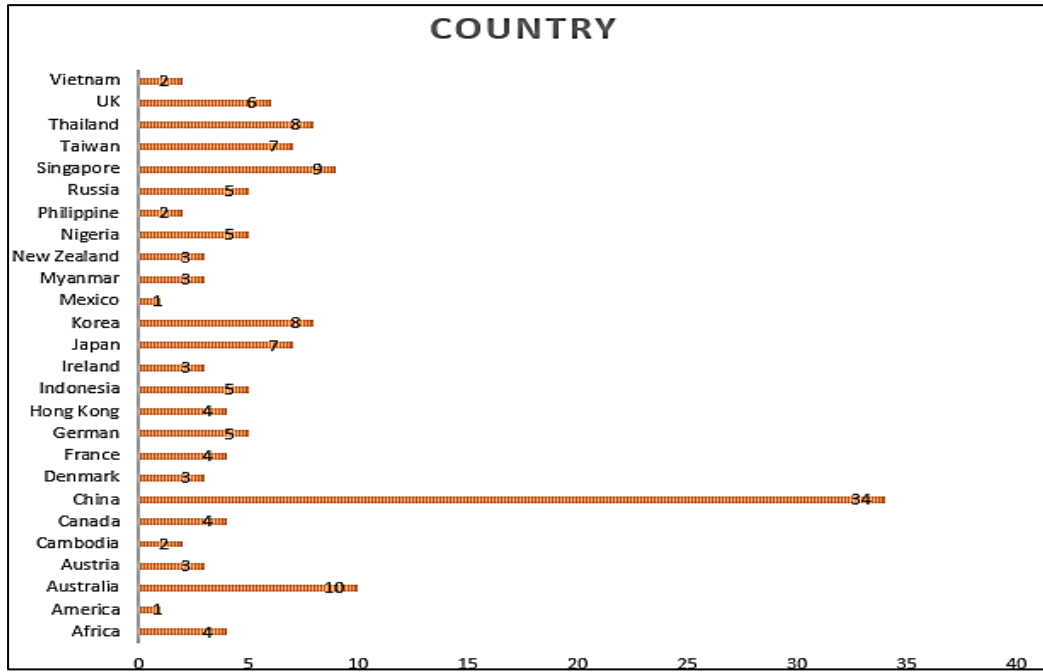
Source: Developed for research

Table 4.3: Country

Country				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Africa	4	2.7	4	2.7
America	1	0.7	5	3.4
Australia	10	6.8	15	10.2
Austria	3	2.0	18	12.2
Cambodia	2	1.4	20	13.6
Canada	4	2.7	24	16.3
China	34	23.0	58	39.3
Denmark	3	2.0	61	41.3
France	4	2.7	65	44.0

German	5	3.4	70	47.4
Hong Kong	4	2.7	74	50.1
Indonesia	5	3.4	79	53.5
Ireland	3	2.0	82	55.5
Japan	7	4.7	89	60.2
Korea	8	5.4	97	65.6
Mexico	1	0.7	98	66.3
Myanmar	3	2.0	101	68.3
New Zealand	3	2.0	104	70.3
Nigeria	5	3.4	109	73.7
Philippine	2	1.4	111	75.1
Russia	5	3.4	116	78.5
Singapore	9	6.1	125	84.6
Taiwan	7	4.7	132	89.3
Thailand	8	5.4	140	94.7
UK	6	4.1	146	98.8
Vietnam	2	1.4	148	100.2

Source: Developed for the research

The table 4.3 illustrate the number of respondents from different countries. There are 34 (23.0%) respondents from China, which are the most, 10 (6.8%) respondents from Australia, 9 (6.1%) from Singapore, 8 (5.4%) from each Korea and Thailand, 7 (4.7%) from each Japan and Taiwan. Besides, 6 out of 148 (4.1%) came from UK, while 5 (3.4%) are came from each German, Indonesia, Nigeria and Russia. There are 4 (2.7%) from each Africa, Canada, France and Hong Kong respectively. Furthermore, Austria, Denmark, Ireland, Myanmar and New Zealand consists of 3 (2.0%) respondents from each of the country. 2 (1.4%) respondents are came from each Cambodia, Philippine and Vietnam. Moreover, there is 1 (0.7%) respondents came from America and Mexico respectively.

4.1.4 University

Figure 4.4: University
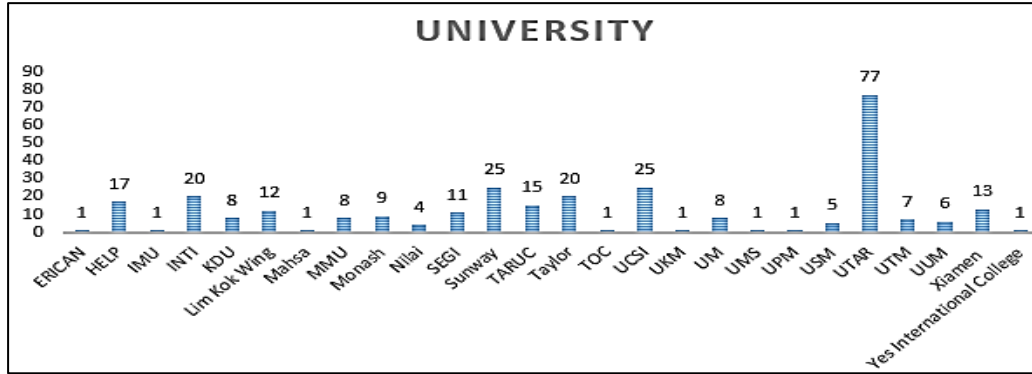
Source: Developed for research

Table 4.4: University

University				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
ERICAN	1	0.3	1	0.3
HELP	17	5.7	18	6.0
IMU	1	0.3	19	6.4
INTI	20	6.7	39	13.2
KDU	8	2.7	47	15.8
Lim Kok Wing	12	4.0	59	19.8
Mahsa	1	0.3	60	20.1
MMU	8	2.7	68	22.8
Monash	9	3.0	77	25.8
Nilai	4	1.3	81	27.2
SEGI	11	3.7	92	30.9
Sunway	25	8.4	117	39.3

TARUC	15	5.0	132	44.3
Taylor	20	6.7	152	51.0
TOC	1	0.3	153	51.3
UCSI	25	8.4	178	59.7
UKM	1	0.3	179	60.1
UM	8	2.7	187	62.8
UMS	1	0.3	188	63.1
UPM	1	0.3	189	63.4
USM	5	1.7	194	65.1
UTAR	77	25.8	271	90.9
UTM	7	2.3	278	93.3
UUM	6	2.0	284	95.3
Xiamen	13	4.4	297	99.7
Yes International College	1	0.3	298	100.0

Source: Developed for the research

Table 4.4 shows the universities currently studied by the respondents. Most of them are students from UTAR, which consists of 77 (25.8%). 25 (8.4%) of them are studied at Sunway and UCSI respectively, 20 (6.7%) from INTI and Taylor respectively, 17 (5.7%) from HELP, 15 (5.0%) from TARUC, 13 (4.4%) from Xiamen University Malaysia, 12 (4.0%) from Lim Kok Wing and 11 (3.7%) from SEGI. Besides, there are 9 (3.0%) from Monash, 8 (2.7%) out of 298 respondents are studied at KDU, MMU and UM respectively, 7 (2.3%) studied at UTM while 6 (2.0%) studied at UUM. There are 5 (1.7%) from USM and 4 (1.3%) from Nilai. Moreover, there is 1 (0.3%) respondent studied at each of the universities, which are ERICAN, IMU, Mahsa, TOC, UKM, UMS, UPM and Yes International College.

4.1.5 Educational Level

Figure 4.5: Educational Level
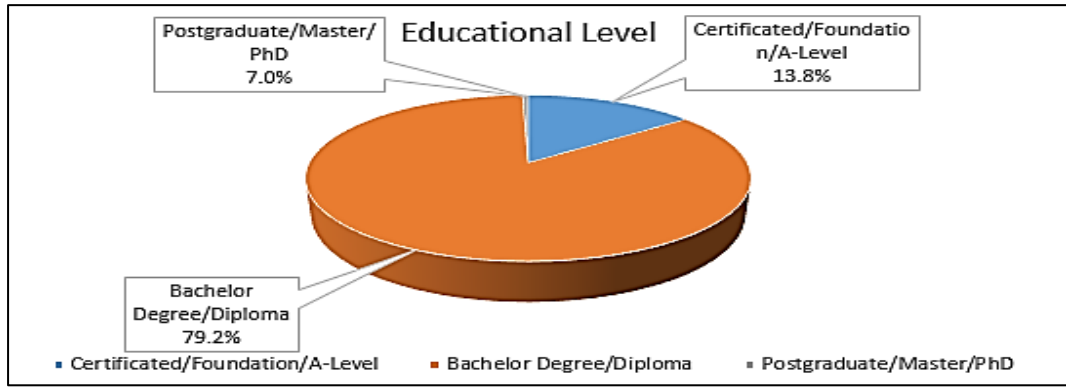
Source: Developed for research

Table 4.5: Educational Level

Educational Level				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Certificated/Foundation/ A-Level	41	13.8	41	13.8
Bachelor Degree/Diploma	236	79.2	277	93.0
Postgraduate/Master/Ph D	21	7.0	298	100.0

Source: Developed for the research

In table 4.5, the educational level of each respondents are being analysed.
236 (79.2%) of them are Bachelor Degree/Diploma holder while 41 913.8%)
of them are Certificated/Foundation/A-Level holder. Moreover, 21 (7.0%)
of them are Postgraduate/Master/PhD holder.

4.1.6 Gender

Figure 4.6: Gender
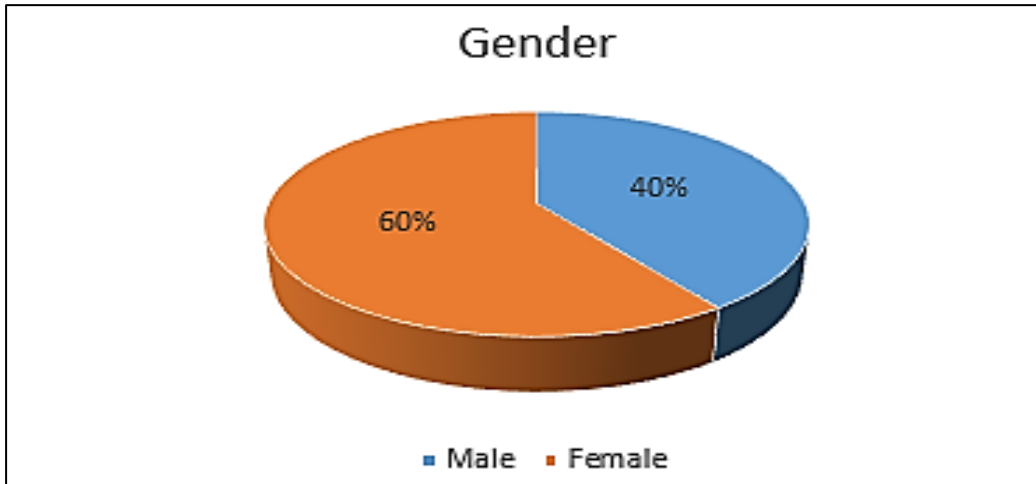
Source: Developed for research

Table 4.6: Gender

Gender				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Male	120	40.3	120	40.3
Female	178	59.7	298	100.0

Source: Developed for the research

The table 4.6 shows that male respondents are 120 (40.3%) while female respondents are 178 (59.7%).

4.2 Scale Measurement: Reliability Test

Table 4.7: Reliability Test

Cronbach Coefficient Alpha with Variables			
Variables	Standardized Variables		No. of Item
	Correlation with Total	Alpha	
PU	0.856	0.954	3
Trust	0.896	0.961	3
SQ	0.898	0.950	3
PP	0.882	0.962	4
PEOU	0.906	0.958	3
PQI	0.919	0.953	4
PI	0.842	0.921	3
CS	0.924	0.961	3
CPIF	0.908	0.942	4

Source: Developed for the research

Table 4.7 shows that PP ranked the highest reliability value that is 0.962, the second highest consists of two variables, which are Trust and CS with reliability value of 0.961, followed by PEOU and PU with the reliability value of 0.958 and 0.954 respectively. After that are PQI and SQ with reliability value of 0.953 and 0.950 respectively. Following the next is CPIF that showed reliability value of 0.942 and the last is PI with reliability value of 0.921.

4.3   Inferential Analysis

4.3.1 Pearson's Correlation Analysis

Figure 4.7: Pearson's Correlation Coefficient: IVs and Customer Satisfaction

		PU	Trust	SQ	PP	PEOU	PQI	PI	CS
PU	Pearson Correlation	1	.824**	.783**	.775**	.802**	.787**	.716**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
Trust	Pearson Correlation	.824**	1	.844**	.784**	.822**	.855**	.788**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
SQ	Pearson Correlation	.783**	.844**	1	.869**	.841**	.829**	.763**	.825**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
PP	Pearson Correlation	.775**	.784**	.869**	1	.837**	.824**	.751**	.833**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
PEOU	Pearson Correlation	.802**	.822**	.841**	.837**	1	.866**	.786**	.840**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	298	298	298	298	298	298	298	298
PQI	Pearson Correlation	.787**	.855**	.829**	.824**	.866**	1	.810**	.887**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	298	298	298	298	298	298	298	298
PI	Pearson Correlation	.716**	.788**	.763**	.751**	.786**	.810**	1	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	298	298	298	298	298	298	298	298
CS	Pearson Correlation	.822**	.831**	.825**	.833**	.840**	.887**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	298	298	298	298	298	298	298	298

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

Source: Developed for research

Figure 4.8: Pearson's Correlation Coefficient: Customer Satisfaction and
Consumers' Purchase Intention and Feedback

		CS	CPIF
CS	Pearson Correlation	1	.896**
	Sig. (2-tailed)		.000
	N	298	298
CPIF	Pearson Correlation	.896**	1
	Sig. (2-tailed)	.000	
	N	298	298

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

Source: Developed for the research

According to Mukaka (2012),the rules of thumb of Pearson Correlation Coefficient, the coefficient between 0.9–1.00 are define as very high correlation, follows by 0.7-0.9 are in high correlation, 0.5-0.7 are moderate correlation, 0.3-0.5 are low correlation and 0.0-0.3 are negligible correlation.

Table 4.8 shows the ranges of all variables include independent and dependent are in the range of 0.7-0.9, which are PU (0.803), Trust (0.821), SQ (0.831), PP (0.810), PEOU (0.842), PQI (0.864), PI (0.786) and CS (0.896). Thus, there is consider have high positive correlation between all independent variables with CS and CPIF, and between CS and CPIF.

4.3.2 Simple Linear Regression

Figure 4.9: Coefficients: Simple Linear Regression

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.679	.124		5.467	.000
	CS	.844	.024	.896	34.648	.000
a. Dependent Variable: CPIF						

Coefficients^a

Source: Developed for the research

The results show that CS is significantly influencing the CPIF and the equation can be form as:

CPIF= 0.679 + 0.844(CS)

The equation above shows that a unit increase in CS will result an increase of 0.844 in CPIF. While according to the Beta value in Standardized Coefficients, CS has a high positive correlation towards CPIF.

4.3.3 Multiple Linear Regression

Figure 4.10: Coefficients: Multiple Linear Regression

	Coefficients[a]					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.108	.122		.887	.376
	PU	.199	.042	.209	4.758	.000
	Trust	.014	.053	.014	.268	.789
	SQ	.039	.054	.040	.723	.470
	PP	.146	.051	.148	2.882	.004
	PEOU	.024	.054	.024	.444	.657
	PQI	.388	.057	.375	6.783	.000
	PI	.194	.041	.196	4.724	.000
a. Dependent Variable: CS						

Source: Developed for the research

The results showed that all of the IVs are significantly influencing the CS and the equation could be form as:

CS= 0.108 + 0.199(PU) + 0.014(Trust) + 0.039(SQ) + 0.146(PP) + 0.024(PEOU) + 0.388 (PQI) + 0.194(PI)

The equation above shows that a unit increases in PU, Trust, SQ, PP, PEOU, PQI, and PI will result an increase of 0.199, 0.014, 0.039, 0.146, 0.024, 0.388, 0.194 in CS respectively.

According to the results of Beta in Standard Coefficients, PQI is the most important predictor with the result of 0.375, the second important predictor is PU(0.209) and then are PI(0.196), PP(0.148), SQ(0.040), PEOU(0.024), Trust(0.014) accordingly.

4.3.4 Independent T-Test

Figure 4.11: Group Statistics

Group Statistics					
	CS	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	6	1.1667	.20412	.08333
	2.00	9	2.1944	.34861	.11620

Source: Developed for research

Figure 4.12: Independent Sample T-Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	.981	.340	-6.471	13	.000	-1.02778	.15883	-1.37090	-.68466
	Equal variances not assumed			-7.188	12.890	.000	-1.02778	.14299	-1.33697	-.71859

Source: Developed for research

According to the result in Levene's Test for Equality of Variances, the significant value of consumers' purchase intention and feedback is 0.340 which is above the p-value <0.05. Thus, this result had showed that equal variances assumed.

Besides, according to the result in T-Test for Equality of means, the significant value of consumers' purchase intention and feedback is 0.000 which is below the p-value <0.05. Thus, there is a significant difference between local and foreign university students on customer satisfaction towards consumers' purchase intention and feedback.

According to the result of mean value in group statistics figure, those foreign university students (2.19) have more favourable perception towards purchase intention and feedback compared to those local university students (1.16).

4.4 Hypothesis Testing

H1: Perceived Usefulness is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

Figure 4.7 shows the significance value of PU is 0.000, this is less than p-value 0.05 and therefore H1 is accepted. Thus, there is a significant relationship between Perceived Usefulness and Customer Satisfaction.

H2: Trust is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

Figure 4.7 shows the significance value of Trust is 0.000, this is less than p-value 0.05 and therefore H2 is accepted. Thus, there is a significant relationship between Trust and Customer Satisfaction.

H3: Service Quality is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

Figure 4.7 shows the significance value of Service Quality is 0.000, this is less than p-value 0.05 and therefore H3 is accepted. Thus, there is a significant relationship between Service Quality and Customer Satisfaction.

H4: Price and Promotion are significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

Figure 4.7 shows the significance value of Price and Promotion is 0.000, this is less than p-value 0.05 and therefore H4 is accepted. Thus, there is a significant relationship between Price and Promotion and Customer Satisfaction.

**H5: Perceived Ease of Use is significantly influencing Customer Satisfaction
while purchasing on O2O e-commerce.**

Figure 4.7 shows the significance value of Perceived Ease of Use is 0.000, this is
less than p-value 0.05 and therefore H5 is accepted. Thus, there is a significant
relationship between Perceived Ease of Use and Customer Satisfaction.

**H6: Product Involvement and Quality are significantly influencing Customer
Satisfaction while purchasing on O2O e-commerce.**

Figure 4.7 shows the significance value of Product Involvement and Quality is
0.000, this is less than p-value 0.05 and therefore H6 is accepted. Thus, there is a
significant relationship between Product Involvement and Quality and Customer
Satisfaction.

**H7: Peer Influence is significantly influencing Customer Satisfaction while
purchasing on O2O e-commerce.**

Figure 4.7 shows the significance value of Peer Influence is 0.000, this is less than
p-value 0.05 and therefore H7 is accepted. Thus, there is a significant relationship
between Peer Influence and Customer Satisfaction.

**H8: Customer Satisfaction is significantly influencing Consumers' Purchase
Intention and Feedback on O2O e-commerce.**

Figure 4.8 shows the significance value of Customer Satisfaction is 0.000, this is
less than p-value 0.05 and therefore H8 is accepted. Thus, there is a significant
relationship between Customer Satisfaction and Consumers' Purchase Intention and
Feedback on O2O e-commerce.

**H9: There is a significant difference between local and foreign university
students on Consumers' Purchase Intention and Feedback towards O2O e-
commerce.**

Figure 4.12 shows the significance value of Consumers' Purchase Intention and
Feedback is 0.000, this is less than p-value 0.05 and therefore H9 is accepted. Thus,
there is a significant difference between local and foreign university students on
Consumers' Purchase Intention and Feedback towards O2O e-commerce.

Figure 4.13: Independent T-Test on Service Quality

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	1.546	.237	-2.168	12	.051	-1.61364	.74432	-3.23536	.00809
	Equal variances not assumed			-4.275	10.000	.002	-1.61364	.37744	-2.45462	-.77265

Source: Developed for research

The results show that the IV that had the most difference between local and foreign
university students on purchase intention and feedback was SQ with the highest
significant value, which is 0.051.

4.5   Conclusion

In conclusion, descriptive analysis was used to test for respondent demographic
profile and reliability test. Furthermore, various type of analysis were used such as
Pearson's Correlation Analysis, Simple Linear Regression, Multiple Linear
Regression, and Independent T-Test and the results show that all IVs have a
significant relationship towards CS while CS has a significant relationship towards
CPIF. Besides, there is a significant difference between local and foreign university
students on CPIF and SQ has the most difference.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0   Introduction

This chapter will include discussion on major findings based on the results from previous chapter, implications of the study, limitations of the study, and recommendations for future research. This research is study on the factors that influence customer satisfaction and how customer satisfaction influence consumers' purchase intention and feedback on O2O e-commerce. Besides, this research also study on the differences between local and foreign university students on purchase intention and feedback towards O2O e-commerce.

5.1   Discussions of Major Findings

H1: Perceived Usefulness is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

According to the result in Chapter 4, the research question is being explained by Perceived Usefulness is significant towards Customer Satisfaction while purchasing on O2O e-commerce as the significant value of PU is 0.000, which is lower than p-value 0.05 and the β-value is 0.209, which indicates that the relationship between PU and CS are positive. This result could be support by the study of Daud, Farida, Andriyansah, & Razak (2018), where their study also showed that PU is positively influencing CS. Besides, the findings from Amin, Rezaei, & Abolghasemi (2014) also indicating that PU is one of the predictor of CS and this reinforced the usability of technology in obtaining customer satisfaction.

H2: Trust is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

The result showed that there is a significant relationship between Trust and CS while purchasing on O2O e-commerce with significant value of 0.000, which is lower than p-value 0.05 and with β-value of 0.014 that shows a positive relationship between both of them, which explained the research question. Trust and brand trust has same meaning where brand trust is a consent between the brand and consumers that it will fulfil the consumers' desires while as everything is trustworthy for a consumer, it is basically satisfying him (Gul, 2014). According to Daud, Farida, Andriyansah, & Razak (2018), trust has high correlation coefficient towards CS as consumer confidence has more influence towards the creation of satisfaction.

H3: Service Quality is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

The results stated SQ had a significant relationship with CS while purchasing on O2O e-commerce as its' significant value is 0.000 and relationship was positive with β-value 0.040 that had explained the research question proposed. This result could be prove by the research of Ok, Suy, Chhay, & Choun (2018) where SQ and CS are linked from their definitions to relationships with different perspective in business. Besides, the study of Mokhlis (2012) showed that three SQ factors, which are tangibles, reliability and responsiveness is significantly influence CS. Furthermore, the increase in SQ perceived will improve the satisfaction level of consumers as it has a positive relationship towards CS (Kwok, Jusoh, & Khalifah, 2016).

H4: Price and Promotion are significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

According to the results from Chapter 4, the significant value and β-value of PP were 0.000 and 0.148 respectively, which showed the PP had a positive significant

relationship with CS where research question proposed had being answered. Consumers will tend to purchase or re-purchase the goods and services that had an affordable price as this could increase their satisfaction towards the goods and services (Razak, Nirwanto, & Triatmanto, 2016). As the findings from Wantara & Tambrin (2019), it also showed that price had a significant effect on CS. Furthermore, this result also could be support by the research from Khodadadi & Ghezelbash (2017) and S & MariGowda (2019) where most of the promotion strategies could influnce the CS while an effective promotion could attracted and brought awareness to the consumers.

H5: Perceived Ease of Use is significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

PEOU had shown the result of 0.000 in significant value and 0.024 in β-value, which indicated PEOU had a positive significant relationship with CS while purchasing on O2O e-commerce. According to research of Amin, Rezaei, & Abolghasemi (2014), an online website should be easy to learn, use and skilled to enhance PEOU and thus lead to CS. Moreover, CS will be significantly influence by the degree of PEOU as if consumers found that PEOU for online website is high, they will have a high level of satisfaction towards the online website (Tu, Fang, & Lin, 2012). In the study of Wong, Lo, & Ramayah (2014), PEOU easily influence the attitude of consumers, which include satisfaction towards online usage and purchase intention.

H6: Product Involvement and Quality are significantly influencing Customer Satisfaction while purchasing on O2O e-commerce.

The result stated that PIQ had a significant value of 0.000 and β-value of 0.375, which was the most important predictor for CS while purchasing on O2O e-commerce. When the product had more involvement, consumers could knew more about the product and will be interested to the product. Thus, the satisfaction of

those consumers will be higher (Ge, Xue, & Zhang, 2015). Besides, research of
Thukral & Mindak (2015) had showed that the level of product involvement will
affected the satisfaction of consumers where high involvement will result in high
level of satisfaction. The improvement or standardized in quality of product will
tend to increase the satisfaction level of consumers based on research of past studies
(Razak, Nirwanto, & Triatmanto, 2016). While according to Wantara & Tambrin
(2019) which had proved the quality had significant effect on CS, the better the
quality of goods and services, the higher the level of satisfaction. Thus, this
statement had answered the research question.

**H7: Peer Influence is significantly influencing Customer Satisfaction while
purchasing on O2O e-commerce.**

PI results from Chapter 4 had showed that it had a significant value of 0.000 and β-
value of 0.196 in this research where also indicated that it had a positive significant
relationship with CS while purchasing on O2O e-commerce. As from various
different researches, peers had said to be one of the important factors that will
influence people in many aspects whether in purchasing or decision-making (Tomé,
Matos, Simões, Camacho, & AlvesDiniz, 2012). Thus, peers will easily affected the
satisfaction level of consumers. Besides, the study of Belgiawan, Schmöcker, &
Fujii (2013) also showed that peers, which included siblings and parent, would
influence satisfaction of consumers in having the goods and services. In short, the
result from Chapter 4 had answered the research question on peer influence.

**H8: Customer Satisfaction is significantly influencing Consumers' Purchase
Intention and Feedback on O2O e-commerce.**

The results for CS towards CPIF had showed a significant value of 0.000 and β-
value of 0.896, thus, CS had a positive significant relationship with CPIF in this
research where explained the research question in Chapter 1. According to the
findings of Mehmood & Shafiq (2015), consumers will had a positive attitude and
brand loyalty toward the goods and services if they had high level of satisfaction
towards the goods and services. The study of Culbertson, Henning, & Payne (2013)

had showed that either positive or negative feedback will affected the satisfaction level of consumers directly. A high level of satisfaction will lead to positive feedback while low level of satisfaction will lead to negative feedback.

H9: There is a significant difference between local and foreign university students on Consumers' Purchase Intention and Feedback towards O2O e-commerce.

As the result from Chapter 4, it had showed that the significant value for CPIF is 0.000 where indicated that there is a significant difference between local and foreign university students on CPIF towards O2O e-commerce and thus explained the research question in Chapter 1. According to result of Independent T-Test run on all the IVs, it also showed that SQ had the most differences between local and foreign university students' CPIF. Foreign university students were more familiar with O2O e-commerce especially the students from China (Du & Tang, 2014). Moreover, purchase online is not that popular in Malaysia when compared to other countries such as South East Asian countries as online purchasing had started late in Malaysia (Muqarrab, Farah, Ahmad, Turi, & Bashir, 2018). This may also be support by the research of Gössling, et al. (2018), which stated that there are considerable differences on consumers' feedback due to different cultures. Besides, the consumers' behaviour in giving feedback may differ from the form of language, country and sociocultural norms (Barbro, Mudambi, & Schuff, 2019).

5.2 Implications of the Study

5.2.1 Managerial Implications

The findings of this research have signification towards managerial who doing O2O e-commerce. This study had showed that all IVs have a positive effect on customer satisfaction and CS have a positive effect on CPIF on O2O e-commerce. Meanwhile, local and foreign university students may

have different perspectives on CPIF towards O2O e-commerce. This study may help the marketers to understand current trend in O2O e-commerce and enable them to create a more effective and efficient marketing strategies.

5.2.1.1 Perceived Usefulness (PU)

As implied from the result, PU has a positive relationship towards CS. As people are getting lazier and busier nowadays, they tend to have a convenient and easy way in purchasing goods and services. Thus, marketing managers of O2O e-commerce may improve the effectiveness of the online platforms and offline store so that consumers could feel more convenient and useful while using O2O e-commerce. Besides, the online platforms used for the O2O e-commerce must be useful to the consumers, for example, consumers could use it to compare prices, ask questions and make payments with various payment methods and different banks.

5.2.1.2 Trust

Trust has a significant relationship towards CS while purchasing on O2O e-commerce. Current consumers will tend to purchase from known trustworthy sellers as compare to others unknown sellers. Besides, consumers will also check for the rating and reviews from previous consumers before they purchase any goods and services from the sellers. Thus, to get trust from consumers, managers should get the verification from the government sector or any trustworthy third parties. Moreover, managers should enhance the e-commerce law that had been release by the government so the seller and buyer could get protection by the law.

5.2.1.3 Service Quality (SQ)

As implied from the result, SQ was prove to have significance influence towards CS while purchasing on O2O e-commerce. Managers from O2O e-

commerce are suggest to improve their service quality by shorten the time response to consumers. Moreover, the media used to provide services also need to be aware so the sellers could provide services in a more effective and efficient way and could convey the services correctly to the consumers before the sellers emphasize on the quality of services.

5.2.1.4 Price and Promotion (PP)

As indicated, PP was prove to have positive influence towards CS. Manager should consider selling the goods and services in a cheaper price than the competitors do but at the same time earning profits for their own business. Furthermore, manager also could having some promotion on the goods and services such as sell in bonus packs, price-off deals, coupon giveaway and more to attract the attention of consumers. Thus, managers need to keep an eye on the O2O e-commerce market so they can manage the sudden situation happen such as adjusting selling price and choosing the effective promotion methods.

5.2.1.5 Perceived Ease of Use (PEOU)

PEOU has a significantly relationship towards CS while purchasing on O2O e-commerce. People nowadays had already familiar with the e-commerce platforms thus there will not be any difficulty for them to operate in those platforms. Managers could provide an ease navigation to the physical store, detailed information of the goods and services, and suitable place for the physical store so the consumers can reach there easily and conveniently where can lead to a higher satisfaction level from consumers.

5.2.1.6 Product Involvement and Quality (PIQ)

PIQ are playing an important role in influencing CS while purchasing on O2O e-commerce. Manager need to make sure all the goods and services

sell on O2O e-commerce are in good quality. Meanwhile, the goods and services also need to be the same as describe so that consumers will be more confidence in purchasing the goods and services. Moreover, the goods and services sell on O2O e-commerce need to be useful for the consumers or in the consumers' needs so the consumers will feel more involvement of the goods and services in their daily life. Managers could also sell some interesting and unique products that others do not have to lead out the curiosity of consumers so they could be more aware on the respective seller.

5.2.1.7 Peer Influence (PI)

As implied, PI also has a positive relationship with CS while purchasing on O2O e-commerce. Peers could have various influence methods such as face-to-face interaction, word of mouth, or using any different media to influence the consumers whether through traditional or electronic media. Thus, manager could use these methods to attract consumers. Besides, manager should provide a good service and a good quality of good and service to consumers so the consumers will feel satisfy and promote the goods and services to the others voluntarily. Moreover, managers should monitor the news online so they could response to the unfavorable news quickly as people nowadays will be influence by the news online easily.

5.2.1.8 Customer Satisfaction (CS)

According to the result of this research, CS has a strong positive relationship with consumers' purchase intention and feedback on O2O e-commerce. Manager should concentrate in the factors, which have significant relationship on consumer satisfaction level, especially in PIQ where have the most influence. Manager also could create an after sales service to collect the information from consumers on their satisfaction level towards goods and services purchased or reading the reviews from consumers to know what should be improve about the business. Managers should make

sure the consumers have a high level of satisfaction on the goods and services so they can increase profit earning.

5.3   Limitation of the Study

Firstly, limited IVs were being use to explain the customer satisfaction and consumers' purchase intention and feedback on O2O e-commerce.

Furthermore, the limitation of this study may due to small sample size, as it is incompetent and impossible to represent the whole population of university students in Malaysia. It had limited the generalization of results for this research where the result may be not accurate and not reliable.

Besides, the limitation of time and cost had cause the researcher could not conduct this research in a wider coverage of population and had limited the geographical area to conduct this research, which only focus in Malaysia area.

Next, this research had limitation on respondents' understanding on O2O e-commerce, as it is a new e-commerce platform that had not being familiar in Malaysia. Thus, the data receive from the respondents may not be truly reliable.

5.4   Recommendations for Future Research

There are few recommendations being suggest to improve this study in the future and to overcome the limitation that are being state above. Firstly, more different IVs should be consider in future research. For example, location of physical store, appearance of physical store, website design, and more.

Secondly, the sample size is recommended to be increase so that the results obtain will be more accurate and reliable.

The duration of research also be recommend to extend so that researcher could have longer time to collect more responses from potential respondents. If there are no financial constraints to conduct this research, future researchers are being recommend to conduct their research on a wider geographical area.

Next, this research should be conduct again after the Malaysians have some understanding on O2O e-commerce and after O2O e-commerce is familiar in the Malaysia so that the result obtain will be more reliable.

5.5   Conclusion

In conclusion, the research on consumers' purchase intention and feedback on O2O e-commerce is completed. All the IVs have significant influence on CS and CS has significant influence on CPIF. Besides, CPIF has significant differences between local and foreign university students. Thus, the objectives of this research had been achieve and all research questions had been answer.

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APPENDICES

Appendix A: Questionnaire

**Consumers' Purchase Intention and Feedback for Online-to-Offline (O2O)
E-Commerce: A Comparison between Local and Foreign University Students
in Malaysia**

Dear respondents,

I am undergraduate student pursuing a Bachelor Degree in International Business
(Hons) at Universiti Tunku Abdul Rahman (UTAR). I am doing this survey for
my Final Year Project (FYP) to gather information towards the research on
Consumers' Purchase Intention and Feedback for Online-to-Offline (O2O) E-
Commerce among Local and Foreign University Students in Malaysia.

This survey consists of THREE (3) sections. Please answer ALL questions in
every sections. It will take approximately less than 10 minutes to complete the
survey. Your answer will be keep PRIVATE and CONFIDENTIAL and will be
used solely for research purpose. Your participation will be highly appreciated.

If you wish to enquire further regarding this research project, please do not
hesitate to contact the researcher through email
winnywong5710@gmail.com.**Please select the right boxes for your answers.**

Section A: Demographic profile

**(Online-to-Offline (O2O) E-Commerce is making purchases and payments
through online platform, then pick up and return the goods through offline
store.)**

1) Do you know about Online-to-Offline E-Commerce?
   ☐ Yes
   ☐ No

2) Are you a Malaysian or Non-Malaysian?
   ☐ Malaysian
   ☐ Non-Malaysian

3) If you are a Non-Malaysian, please state your own country (eg: China):

   _____

4) Please state the university you currently studying in Malaysia (eg: UTAR):

   _____

5) Education Level:
   ☐ Certificated/Foundation/A-Level

☐ Bachelor Degree/Diploma
☐ Postgraduate/Master/PhD

6) Gender:
☐ Male
☐ Female

Section B:

This section is relating to the customers' purchase intention and feedback with perceived usefulness, trust, service quality, price and promotion, perceived ease of use, product involvement and quality and peer influence. Please indicate how strongly you disagree or agree with the statements from 1 to 7.

(Strongly Disagree=1; Slightly Disagree=2; Disagree=3; Neutral=4; Agree=5; Slightly Agree=6; Strongly Agree=7)

No	Statements	Strongly Disagree	Slightly Disagree	Disagree	Neutral	Agree	Slightly Agree	Strongly Agree
I.	**Perceived Usefulness**							
1.	O2O e-commerce is useful in purchasing goods.	1	2	3	4	5	6	7
2.	O2O e-commerce makes purchasing feels easier.	1	2	3	4	5	6	7
3.	O2O e-commerce enhances the effectiveness in purchasing goods.	1	2	3	4	5	6	7
II.	**Trust**							
1.	I trust the O2O e-commerce.	1	2	3	4	5	6	7
2.	O2O e-commerce is reliable.	1	2	3	4	5	6	7
3.	O2O e-commerce is predictable.	1	2	3	4	5	6	7

III.	Service Quality							
1.	O2O e-commerce provides me in time services.	1	2	3	4	5	6	7
2.	O2O e-commerce offers me professional services.	1	2	3	4	5	6	7
3.	O2O e-commerce provides fast response to my questions.	1	2	3	4	5	6	7
IV.	Price and Promotion							
1.	It is easier to compare goods' price by using O2O e-commerce.	1	2	3	4	5	6	7
2.	Purchase using O2O e-commerce provides cheaper prices.	1	2	3	4	5	6	7
3.	O2O e-commerce provide more promotions for goods.	1	2	3	4	5	6	7
4.	I will involve more if sales promotion exist on O2O e-commerce.	1	2	3	4	5	6	7
V.	Perceived Ease of Use							
1.	O2O e-commerce is easy to use.	1	2	3	4	5	6	7
2.	I find it is easy to	1	2	3	4	5	6	7

	operate O2O e-commerce.							
3.	O2O e-commerce navigation is clear.	1	2	3	4	5	6	7
VI.	**Product Quality and Involvement**							
1.	I believe the goods offer on O2O e-commerce are at good quality.	1	2	3	4	5	6	7
2.	I believe O2O e-commerce provides well craft goods.	1	2	3	4	5	6	7
3.	Goods on O2O e-commerce is important to me.	1	2	3	4	5	6	7
4.	Goods on O2O e-commerce is interesting to me.	1	2	3	4	5	6	7
VII.	**Peer Influence**							
1.	I learn about O2O e-commerce from my friends.	1	2	3	4	5	6	7
2.	I will recommend O2O e-commerce to my friends.	1	2	3	4	5	6	7
3.	My friends make me feel valued to purchase by O2O e-commerce.	1	2	3	4	5	6	7

Section C:

This section is relating to the customer satisfaction, purchase intention and feedback on Online-to-Offline (O2O) E-Commerce. Please indicate how strongly you disagree or agree with the statements from 1 to 7.

(Strongly Disagree=1; Slightly Disagree=2; Disagree=3; Neutral=4; Agree=5; Slightly Agree=6; Strongly Agree=7)

No	Statements	Strongly Disagree	Slightly Disagree	Disagree	Neutral	Agree	Slightly Agree	Strongly Agree
I.	**Customer Satisfaction**							
1.	I am satisfied with the performance of O2O e-commerce.	1	2	3	4	5	6	7
2.	I am satisfied with purchase experience at O2O e-commerce.	1	2	3	4	5	6	7
3.	I am satisfied with the goods purchase from O2O e-commerce.	1	2	3	4	5	6	7
II.	**Consumers' Purchase Intention and Feedback**							
1.	I will use O2O e-commerce to purchase goods in future.	1	2	3	4	5	6	7
2.	I will consider using O2O e-commerce if I need to purchase goods.	1	2	3	4	5	6	7
3.	I want to give	1	2	3	4	5	6	7

	feedback after purchasing goods from O2O e-commerce.							
4.	I will recommend to others while I purchasing goods from O2O e-commerce.	1	2	3	4	5	6	7

Appendix B: Cronbach Coefficient Alpha (Pilot Test)

Scale: ALL VARIABLES

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.956	.960	9

Item Statistics

	Mean	Std. Deviation	N
PU	5.1556	1.58798	15
TR	4.4833	1.22644	15
SQ	4.8222	1.27781	15
PP	5.1833	1.32782	15
PEU	4.9500	1.24714	15
PQI	4.2500	.82375	15
PI	4.4667	1.02972	15
CS	4.7200	1.09231	15
CPI	4.7467	1.18434	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PU	37.6222	65.174	.818	.755	.954
TR	38.2944	71.520	.754	.960	.954
SQ	37.9556	68.636	.869	.909	.948
PP	37.5944	67.545	.887	.968	.947
PEU	37.8278	69.032	.872	.944	.948
PQI	38.5278	75.837	.847	.786	.952
PI	38.3111	74.590	.732	.796	.955
CS	38.0578	70.593	.919	.975	.947
CPI	38.0311	71.028	.813	.861	.951

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
42.7778	88.663	9.41613	9

Appendix C: Frequencies Results for Demographic Profile

Frequency Table

Filterquestion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	283	91.0	91.0	91.0
	No	28	9.0	9.0	100.0
	Total	311	100.0	100.0	

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	154	49.5	49.5	49.5
	Non-Malaysian	157	50.5	50.5	100.0
	Total	311	100.0	100.0	

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		153	49.2	49.2	49.2
	Africa	5	1.6	1.6	50.8
	America	1	.3	.3	51.1
	Australia	10	3.2	3.2	54.3
	Austria	3	1.0	1.0	55.3
	Cambodia	3	1.0	1.0	56.3
	Canada	4	1.3	1.3	57.6
	China	37	11.9	11.9	69.5
	Denmark	3	1.0	1.0	70.4
	France	4	1.3	1.3	71.7
	German	5	1.6	1.6	73.3
	Hong Kong	4	1.3	1.3	74.6
	Indonesia	5	1.6	1.6	76.2
	Ireland	3	1.0	1.0	77.2
	Italy	1	.3	.3	77.5
	Japan	7	2.3	2.3	79.7
	Korea	8	2.6	2.6	82.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Mexico	1	.3	.3	82.6
	Myanmar	4	1.3	1.3	83.9
	New Zealand	3	1.0	1.0	84.9
	Nigeria	5	1.6	1.6	86.5
	Philippine	2	.6	.6	87.1
	Russia	5	1.6	1.6	88.7
	Singapore	9	2.9	2.9	91.6
	Taiwan	8	2.6	2.6	94.2
	Thailand	10	3.2	3.2	97.4
	UK	6	1.9	1.9	99.4
	Vietnam	2	.6	.6	100.0
	Total	311	100.0	100.0	

University

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ERICAN	1	.3	.3	.3
	HELP	18	5.8	5.8	6.1
	IMU	1	.3	.3	6.4
	INTI	20	6.4	6.4	12.9
	KDU	9	2.9	2.9	15.8
	Lim Kok Wing	12	3.9	3.9	19.6
	Mahsa	1	.3	.3	19.9
	MMU	8	2.6	2.6	22.5
	Monash	9	2.9	2.9	25.4
	Nilai	4	1.3	1.3	26.7
	SEGI	11	3.5	3.5	30.2
	Sunway	27	8.7	8.7	38.9
	TARUC	17	5.5	5.5	44.4
	Taylor	22	7.1	7.1	51.4
	TOC	1	.3	.3	51.8
	UCSI	26	8.4	8.4	60.1
	UKM	1	.3	.3	60.5
	UM	8	2.6	2.6	63.0
	UMS	1	.3	.3	63.3
	UPM	1	.3	.3	63.7
	UPSI	2	.6	.6	64.3
	USM	5	1.6	1.6	65.9
	UTAR	79	25.4	25.4	91.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	UTM	7	2.3	2.3	93.6
	UUM	6	1.9	1.9	95.5
	Xiamen University Malaysia	13	4.2	4.2	99.7
	Yes international college	1	.3	.3	100.0
	Total	311	100.0	100.0	

Educationlevel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificated/Foundation/A-Level	43	13.8	13.8	13.8
	Bachelor Degree/Diploma	247	79.4	79.4	93.2
	Postgraduate/Master/PhD	21	6.8	6.8	100.0
	Total	311	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	126	40.5	40.5	40.5
	Female	185	59.5	59.5	100.0
	Total	311	100.0	100.0	

Appendix D: Cronbach Coefficient Alpha (Reliability Test)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.976	.976	9

Item Statistics

	Mean	Std. Deviation	N
PU	4.9217	1.66493	298
Trust	4.5839	1.60755	298
SQ	4.8602	1.60417	298
PP	4.9102	1.60167	298

PEOU	4.6689	1.56658	298
PQI	4.6124	1.53177	298
PI	4.5649	1.60448	298
CS	4.8512	1.58482	298
CPIF	4.7727	1.49301	298

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PU	37.8244	134.529	.856	.760	.974
Trust	38.1622	134.405	.896	.826	.973
SQ	37.8859	134.400	.898	.837	.972
PP	37.8359	134.972	.882	.814	.973
PEOU	38.0772	134.959	.906	.828	.972
PQI	38.1337	135.298	.919	.861	.972
PI	38.1812	136.250	.842	.729	.975
CS	37.8949	133.981	.924	.876	.971
CPIF	37.9734	136.471	.908	.845	.972

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
42.7461	170.379	13.05294	9

Appendix E: Inferential Analysis (SPSS Software Results)

Correlations

		PU	Trust	SQ	PP	PEOU	PQI	PI	CS
PU	Pearson Correlation	1	.824**	.783**	.775**	.802**	.787**	.716**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
Trust	Pearson Correlation	.824**	1	.844**	.784**	.822**	.855**	.788**	.831**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
SQ	Pearson Correlation	.783**	.844**	1	.869**	.841**	.829**	.763**	.825**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
PP	Pearson Correlation	.775**	.784**	.869**	1	.837**	.824**	.751**	.833**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	298	298	298	298	298	298	298	298
PEOU	Pearson Correlation	.802**	.822**	.841**	.837**	1	.866**	.786**	.840**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	298	298	298	298	298	298	298	298
PQI	Pearson Correlation	.787**	.855**	.829**	.824**	.866**	1	.810**	.887**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	298	298	298	298	298	298	298	298
PI	Pearson Correlation	.716**	.788**	.763**	.751**	.786**	.810**	1	.822**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	298	298	298	298	298	298	298	298
CS	Pearson Correlation	.822**	.831**	.825**	.833**	.840**	.887**	.822**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	298	298	298	298	298	298	298	298

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

Correlations

		CS	CPIF
CS	Pearson Correlation	1	.896**
	Sig. (2-tailed)		.000
	N	298	298
CPIF	Pearson Correlation	.896**	1
	Sig. (2-tailed)	.000	
	N	298	298

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

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.679	.124		5.467	.000
	CS	.844	.024	.896	34.648	.000

a. Dependent Variable: CPIF

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.108	.122		.887	.376
	PU	.199	.042	.209	4.758	.000
	Trust	.014	.053	.014	.268	.789
	SQ	.039	.054	.040	.723	.470
	PP	.146	.051	.148	2.882	.004
	PEOU	.024	.054	.024	.444	.657
	PQI	.388	.057	.375	6.783	.000
	PI	.194	.041	.196	4.724	.000

a. Dependent Variable: CS

Consumers' Purchase Intention and Feedback

Group Statistics

	CS	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	6	1.1667	.20412	.08333
	2.00	9	2.1944	.34861	.11620

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	.981	.340	-6.471	13	.000	-1.02778	.15883	-1.37090	-.68466
	Equal variances not assumed			-7.188	12.890	.000	-1.02778	.14299	-1.33697	-.71859

Appendix F: Independent T-Test on all Independent Variables

Perceived Usefulness

Group Statistics

	PU	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	4	2.1875	2.37500	1.18750
	2.00	11	2.7955	.79701	.24031

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	8.139	.014	-.778	13	.450	-.60795	.78124	-2.29572	1.07981
	Equal variances not assumed			-.502	3.249	.648	-.60795	1.21157	-4.30175	3.08585

Trust

Group Statistics

	Trust	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	4	1.1250	.25000	.12500
	2.00	16	2.9531	1.45550	.36388

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	3.265	.088	-2.454	18	.025	-1.82813	.74495	-3.39320	-.26305
	Equal variances not assumed			-4.751	17.529	.000	-1.82813	.38475	-2.63801	-1.01824

Service Quality

Group Statistics

	SQ	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	3	1.0000	.00000	.00000
	2.00	11	2.6136	1.25182	.37744

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	1.546	.237	-2.168	12	.051	-1.61364	.74432	-3.23536	.00809
	Equal variances not assumed			-4.275	10.000	.002	-1.61364	.37744	-2.45462	-.77265

Price and Promotion

Group Statistics

	PP	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	4	2.1875	2.37500	1.18750
	2.00	13	2.1154	.47451	.13161

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	17.521	.001	.110	15	.914	.07212	.65399	-1.32182	1.46605
	Equal variances not assumed			.060	3.074	.956	.07212	1.19477	-3.67890	3.82313

Perceived Ease of Use

Group Statistics

	PEOU	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	4	1.0625	.12500	.06250
	2.00	15	2.4500	1.16955	.30198

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	1.979	.177	-2.320	17	.033	-1.38750	.59799	-2.64914	-.12586
	Equal variances not assumed			-4.499	15.096	.000	-1.38750	.30838	-2.04443	-.73057

Product Involvement and Quality

Group Statistics

	PQI	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	4	1.0625	.12500	.06250
	2.00	12	2.4583	.77484	.22368

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	4.894	.044	-3.508	14	.003	-1.39583	.39794	-2.24933	-.54233
	Equal variances not assumed			-6.010	12.505	.000	-1.39583	.23225	-1.89959	-.89207

Peer Influence

Group Statistics

	PI	N	Mean	Std. Deviation	Std. Error Mean
CPIF	1.00	7	2.5357	2.04852	.77427
	2.00	14	2.6429	1.86237	.49774

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
CPIF	Equal variances assumed	.594	.450	-.120	19	.905	-.10714	.89022	-1.97040	1.75611
	Equal variances not assumed			-.116	11.108	.909	-.10714	.92045	-2.13064	1.91635