APPENDIX D

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

UNDERGRADUATE FINAL YEAR PROJECT

Final Year Project Assessment Form - Report

Final Year Project Title:

Winning the international market: unveiling the art of product selection via local e-commerce platform

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No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	**Title and Abstract**	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	**Introduction**	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	**Literature Review**	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
4	**Problem Statement & Objectives**	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
5	**Methodology**	Detailed, appropriate methods with clear rationale and feasibility.	Methods are outlined but some details or rationale may be lacking.	Methods are mentioned but lack clarity or rationale.	Methods are unclear, inappropriate, or not stated.	
6	**Results**	Results are clearly presented, well-organized, and thoroughly analyzed.	Results are presented but may lack organization or depth of analysis.	Results are unclear or poorly organized, with limited analysis.	Results are absent, unclear, or inadequately analyzed.	
7	**Discussion**	Insightful interpretation of results, connects to literature, discusses reasons for the findings.	Interpretation of results is present but may lack depth, some connection to literature.	Limited interpretation of results, minimal connection to literature.	Interpretation of results is absent or unclear, no connection to literature	
8	**Conclusion**	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	**Writing Quality**	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
10	**References**	Extensive and relevant references, properly formatted.	References are relevant but formatting is inconsistent.	Few references, some may be irrelevant or improperly formatted.	References are absent, irrelevant, or improperly formatted.	
					Total	

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WINNING THE INTERNATIONAL MARKET: UNIVEILING THE ART OF PRODUCT SELECTION VIA LOCAL E-COMMERCE PLATFORM

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DECEMBER 2024

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DECEMBER 2024

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my 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) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 10,603 words.

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ACKNOWLEDGEMENT

I am grateful to Puan Ezatul Emilia Binti Muhammad Arif, my final year project supervisor, for her constant support, patient guidance, and insightful input during my research attempt. Im equally grateful for my second examiner, Mr. Tamil Dhurai a/l Chelliah by providing helpful recommendations and ideas that helped me improve my overall research. I appreciate mt friends' constructive remarks and encouraging reinforcement. I am thankful to the research study respondents who helped to shape and motivate my work. Finally, I am grateful to my family, especially to my parents, for their consistent support and encouragement during this study journey.

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LIST OF ABBREVIATION

CBE	Cross-border E-commerce
UTAUT	Unified Theory of Acceptance & Use of Technology Model
SEM	Structural Equation Modeling
MLR	Multiple Linear Regression
VIF	Variance Inflation Factors

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PREFACE

This research study has been completed as part of my final year project submitted in partial fulfilment of the requirement for the degree of Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman under the supervision of Puan Ezatul Emilia binti Muhammad Arif. This study aims to provide significant findings and empirical results about the art of product selection in sellers' perspective through local e-commerce platform. The goal of this research is to determine the factors that sellers have to consider when doing product selection on an online platform by using the UTAUT model. This study aims to investigate the relationships between performance expectancy, effort expectancy, trialability, and virtual community building significantly enhance product and platform familiarity, as well as to determine the influence of platform and product familiarity towards product selection.

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ABSTRACT

In the competitive global e-commerce landscape today, this study examines the key factors influencing product selection decisions among Malaysian e-commerce sellers. Drawing upon the Unified Theory of Acceptance and Use of Technology (UTAUT) model, the research aims to investigates the impact of logistic performance expectancy, virtual community building, effort expectancy, and trialability on product and platform familiarity. A quantitative approach with a sample of 316 e-commerce sellers was used, utilizing a survey-based methodology. The findings, as examined through Structural Equation Modeling (SEM), demonstrated strong positive relationships between the identified factors and product and platform familiarity. On the other hand, increased familiarity was found to significantly impact product selection decisions. These findings underscore the important role of these factors in enhancing seller decision-making processes within the e-commerce landscape. However, limitations such as the geographical scope and reliance on quantitative data suggest the need for future research to incorporate diverse samples and qualitative methodologies to improve the generalizability and depth of the findings. The study contributed valuable insights for e-commerce sellers and platform developers looking to optimize product selection strategies, improve competitiveness, and navigate the dynamic e-commerce market effectively.

Keywords: E-commerce, International E-commerce Market, Product Selection, Platform-based Product Selection, Unified Theory of Acceptance & Use of Technology Model

Chapter 1: Research Overview

1.0 Introduction

Online shopping has become popular, especially post pandemic, as most daily activities have shifted to the internet. Amid this seamless paradigm shift, businesses are competing to pull consumer's attention, gaining a wider market share which will then lead to their initial goal; which is to achieve higher profitability. Hence, factors to consider in making a decision to select competitive products do play a significant role to businesses in achieving success and endurance in the global marketplace. Nonetheless, there is a relatively lack of literature that follows solutions to guide businesses with factors to consider when making selections of product with competitive advantage. The ability to shelve competitive products would secure a sustainable position for businesses in the fierce global e-commerce market. Therefore, this research will fill the gap focusing on seller's point-of-view when making product selections.

1.1 Research Background

The rapid shifts in digital technological advancement have accelerated e-commerce's growth. Likewise, the COVID-19 pandemic incited widespread financial and social upheaval, also forced governments worldwide to implement lockdowns, significantly altering consumer purchasing behaviors (Vázquez-Martínez et al., 2021). Various sellers began to shift towards online selling (Xi & Zhang, 2023). Businesses, especially small and medium-sized businesses, can transcend domestic boundaries and reach a wider audience with limited resources. For example, Amazon’s net revenue has grown

dramatically between 2004 and 2023, the net sales have increased from 514 billion dollars in 2022 to about 576 billion dollars in 2023 (Statista, 2024).

Similarly, suppliers-to-end customers marketplace has significant growth, for instance, Amazon has an average growth of 35% per quarter since 2017 (Ballerini et al., 2023). The growing revenue of e-commerce platforms has spurred new selling models, where suppliers provide goods to online sellers, who act as intermediaries by reselling to consumers (Chen et al., 2021). Consumers now have easy access to an extensive range of products (Gupta et al., 2023), exposing them to explosive information and enabling seamless options comparison (Keeling et al., 2007). With this, question like "What are the criteria for selecting a strategic product to stand out and catch consumers' attention?" arises. To gain a deeper comprehension of e-commerce environment, it is imperative to scrutinize the advantages and obstacles of this novel form of commerce (Risberg, 2022).

1.2 Research Problem

The emerging drop-shipping business model enabled sellers to source products from suppliers worldwide and resell without the need for storage or processing facilities. This ease of entry means many resellers join the market, creating intense competition by offering identical products (Xi & Zhang, 2023). In addition, E-commerce platforms confront increased pricing rivalry, putting tremendous pressure on sellers to differentiate their service while remaining profitable as businesses offer identical products. For instance, JD.com introduces certain retailers such as Watson and Walmart into the marketplace which carries identical products to JD.com's self-operated storefronts (Xi & Zhang, 2023). Additionally, consumers now can shop for a variety of products and services globally with just a click (Adibfar et al., 2022), public reviews and social media sharing, consumers are able to voice their opinions and compare

among products. To meet increasing demands, businesses are striving for greater efficiency and implementing more marketing strategies (Valarezo et al., 2018).

In short, the challenges that emerged in the e-commerce landscape are intensified business environment, price competition as businesses offer identical products, and a more demanding consumer market. Hence, this study aims to provide solutions for businesses by exploring the strategies and factors that impact the competitiveness of a product in the international market to increase a firm's profitability and capture a larger market share. While much research addresses global e-commerce competition and consumer purchase intention, there is a scarcity of studies that have investigated the factors that influence successful product selection. The study's results can contribute to additional market research that can benefit related stakeholders, businesses, and the public. This study provides a thorough roadmap for businesses that wish to obtain competitive advantage and better understand the art of product selection by investigating journals, case studies, and theoretical frameworks.

1.3 Research Question

In this research paper, the scholar intends to address the following questions:

1. Is there a relationship between logistic performance expectancy, and product and platform familiarity?
2. Is there a relationship between virtual community building, and product and platform familiarity?
3. Is there a relationship between effort expectancy, and product and platform familiarity?
4. Is there a relationship between trialability, and product and platform familiarity?

5. Is there a relationship between product and platform familiarity, and product selection?

1.4 Research Objective

1. To identify the relationship between logistic performance expectancy, and product and platform familiarity.
2. To identify the relationship between virtual community building, and product and platform familiarity
3. To identify the relationship between effort expectancy, and product and platform familiarity.
4. To identify the relationship between trialability, and product and platform familiarity.
5. To identify the relationship between product and platform familiarity, and product selection.

1.5 Research Scope

Success in global e-commerce is mastering product selection, setting product prices, ensuring smooth logistics, and managing the demand and needs of global consumers. The perception of businesses identifying successful product selection criteria to compete in the global e-commerce market is the focus of this research. This research targets international platforms like Lazada and Shopee. Nevertheless, Malaysian e-commerce sellers will be the main sampling range; consequently, it will not cover other e-commerce regions. The data available and the e-commerce vendors' willingness to

engage in surveys will be the research's main constraints. In addition, time and resource constraints will also affect the investigation. The hope is that the UTAUT model will be altered to fit and provide a clear idea of e-commerce sellers' points of view, which are crucial for academic purposes.

1.6 Research Significance

E-commerce is a powerful force that brings a more digitalized era to our daily lives and provides businesses with unprecedented opportunities to reach customers worldwide. By leveraging e-commerce platforms, small and medium-sized businesses can seize the opportunity to promote their business to a wider and greater audience. This study aims to contribute new knowledge to businesses entering e-commerce platforms with limited understanding and provides guidance on how to extend market research with the limited resources. Nonetheless, having a comprehensive understanding of various factors is crucial for business success in selecting and differentiating products in large international consumer markets. Thus, this research will provide actionable analytics and a more transparent framework for businesses aiming. As a result, businesses can stand out among massive competitors to catch the attention of consumers and generate more profit and market share.

From an academic standpoint, this research closes a significant gap in the body of knowledge regarding strategic product selection in the global e-commerce landscape. This research contributes to the strategies and complexities involved in making informed product choices that might increase a company's sustainability. Through in-depth examination, it combines theoretical viewpoints with practical applications, making it an invaluable tool for scholars, educators, and learners. This study lays the groundwork for future investigations by highlighting trending topics that need more attention as e-commerce trade continues to emerge globally.

1.7 Chapter Summary

This chapter overviews the global e-commerce market, emphasizing product selection's importance to gain a competitive edge. The limitation of this research is that it only covers the seller's side, focusing on product selection. The research objective is to contribute to multiple stakeholders for academic purposes.

Chapter 2: Literature Review

2.0 Introduction

The following section reviews the current literature, introduces introduction and justifies the underlying theory, conceptualizes variables, and presents the proposed research framework and research hypotheses through academic analysis, market research, and case studies.

2.1 Electronic Commerce

E-commerce activities have expanded across various industries and businesses, utilizing telecommunication networks to share business information, relationship maintenance, and execution of business transactions (Vladimir, 1996). Electronic marketplaces such as Amazon provide the buyer with economic exchange without the need for "real" money. Sellers can source products and acquire information from suppliers all over the world through online platforms without ever having to touch it. This transformation necessitated a safe and engaging environment and changed e-commerce from being a single buyer-seller connection to multiple exchanges (Palmié et al., 2022; Chu et al., 2007). The rise of e-commerce offered new strategies in generating and retaining value for businesses (Zott et al., 2011b). During pandemic, online shopping has been boosted from only 10-15% to 40% of overall retail (Adibfar et al., 2022). Broekhuizen et al. (2021) mentioned many industries are facing intense competition as a result of the introduction and rapid development of digital technologies as well as the associated data. Identifying the factors that influence the

strategic product selection is crucial for sellers to enhance competitiveness and succeed in the international e-commerce market. Looking into the future, e-commerce development included integrating electronic payment into the purchasing process, structuring a customer market platform, the governance of electronic business and new intermediation (Vladimir, 1996).

2.1.1 International E-commerce Market

Global e-commerce has offered a platform for smoothly integrating logistics, commercial transactions, cash flow, and information sharing (H. Wu et al., 2024). International e-commerce helps business increase brand competitiveness and market share by expanding into international markets and reaching a larger client base, impacting global economy, altering trade procedures and pushing innovation in foreign trade. Product sourcing and selling activities of sellers whether international or domestic can all occur in e-commerce. International e-commerce removes traditional obstacles by promoting frictionless trade and generating significant changes in the global economic and trade landscape (H. Wu et al., 2024). For instance, customers in traditional international trade rely on a lengthy supply chain with several intermediaries to purchase products, while CBE platforms shorten this process by acting as intermediates (Qi et al., 2020). Sellers in the international e-commerce platform can directly source and sell the products to buyers reducing customer wait times.

Therefore, international e-commerce trade and delivery necessitate collaboration among cross-border supply chain partners (Z. Liu & Li, 2020). The rapid advancement of cross-border e-commerce (CBE) presents a crucial opportunity for the digital transformation of the trade in products and services. Zhu et al. (2019) stated in a cross-border e-commerce context, language, culture, history, and habits all influence customer interest in products, online stores, and ads on CBE platforms. Future study

should concentrate on the products, services, and functions of international e-commerce platforms. The international e-commerce market presents opportunities for sellers to expand into new market niches and offset the effects of the economic downturn through market diversification (H. Wu et al., 2024). It has become a significant driver of international trade and a major way for businesses to develop into overseas markets.

2.2 Platform-based Product Selection

Traditional product selection has to be done physically and only constrained at the sellers' reachable area, but since the emergence of internet, product selection can be done through online platforms. Amazon, eBay, and Alibaba act as venues for third-party sellers as well as selling their own product as private labels or first-party shops (Etro, 2021). Whereas this dual role is said to create a competitive environment in which the platform must balance its role as a platform provider with its incentive profit from direct product sales. This balance has a considerable impact on suppliers' selections over choosing products to list on these platforms.

The study of Justine et al. (2024) mentioned online application users evaluate advertisements that provide relevant information to the community. Zhang et al. (2022) discuss an online review-based product selection on their studies, which recognized key product attributes and retrieved phrases about each attribute from online reviews. Li et al. (2020) proposed a crucial approach for product selection considering online reviews and customer's expectations in supporting customer's buying decisions. These studies highlighted the importance of acquiring product information and trends through online platforms to learn consumers' preferences for a comprehensive understanding of factors that influence sellers' strategic product selection. Online reviews have been effectively used for a variety of management decision analyses, including product

recommendation customer preference analysis, product improvement (Liang et al., 2021).

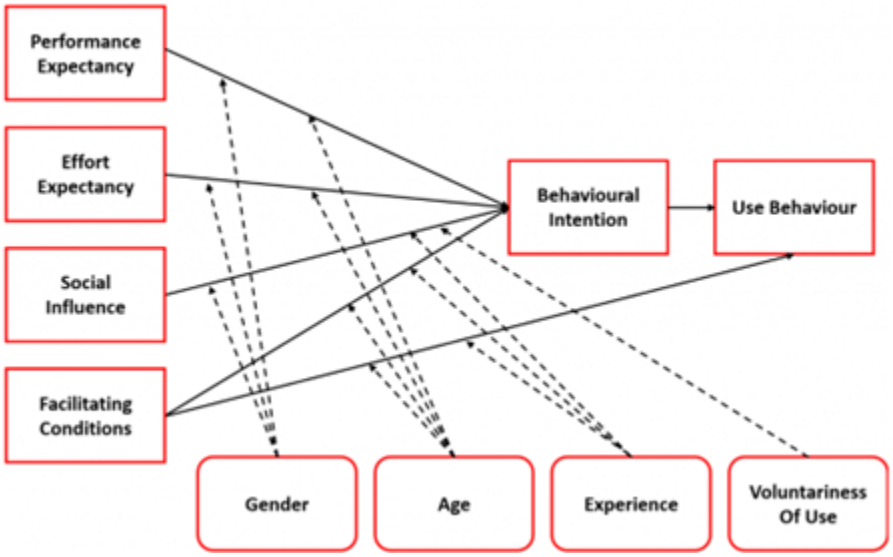
Mohammad et al. (2021) discussed the concern of lacking suitable products selection; researchers proposed a deep learning-based product selection model to improve product identification for offline and online product shopping through product analysis. Amazon uses data obtained from seller interactions on its platform to encourage product launch decisions while discouraging investment and participation by sellers (Etro, 2021). By using online platform data, sellers can identify the most competitive products to offer and optimize their product selection in the international e-commerce platform. In addition, sellers must be strategic in the selection of products with strong demand or attractive pricing, also in determining how the platform's own sales efforts and logistical skills may impact their ability to compete. For example, Amazon uses the platform's logistical strengths to reduce delivery costs and increase product visibility (Etro, 2021). Therefore, sellers must assess whether using the platform's logistical capabilities would boost competitiveness of products or other strategies to be implemented.

2.3 Unified Theory of Acceptance & Use of Technology Model (UTAUT)

Adopting IT related to a competitive advantage towards SMEs in industries with increasing competition (Xuhua et al., 2019). To better define the factors that sellers consider to strategically select products on e-commerce platforms, the UTAUT is adopted to present study. The UTAUT model used to recognize the desire to use specific technologies by describing 70% technological acceptance (Venkatesh et al., 2003). It is useful for evaluating the likelihood of success of new technology introductions while

comprehending the determinants of technology acceptance to actively develop strategies aimed at user populations who may use new systems and be less likely to adopt (Venkatesh et al., 2003). Many researchers apply the model in technology acceptance studies for various purposes, such as fresh e-commerce (L. Chen et al., 2021), social media (Gruzd et al., 2012), online shopping (Erjavec & Manfreda, 2022) and customer satisfaction (Marinković et al., 2019). Despite usage of the UTAUT model in many online settings, there's little knowledge about factors that influence online product selection. Figure 2.1 shows the original UTUAT model.

Figure 2.1: UTAUT Model 1



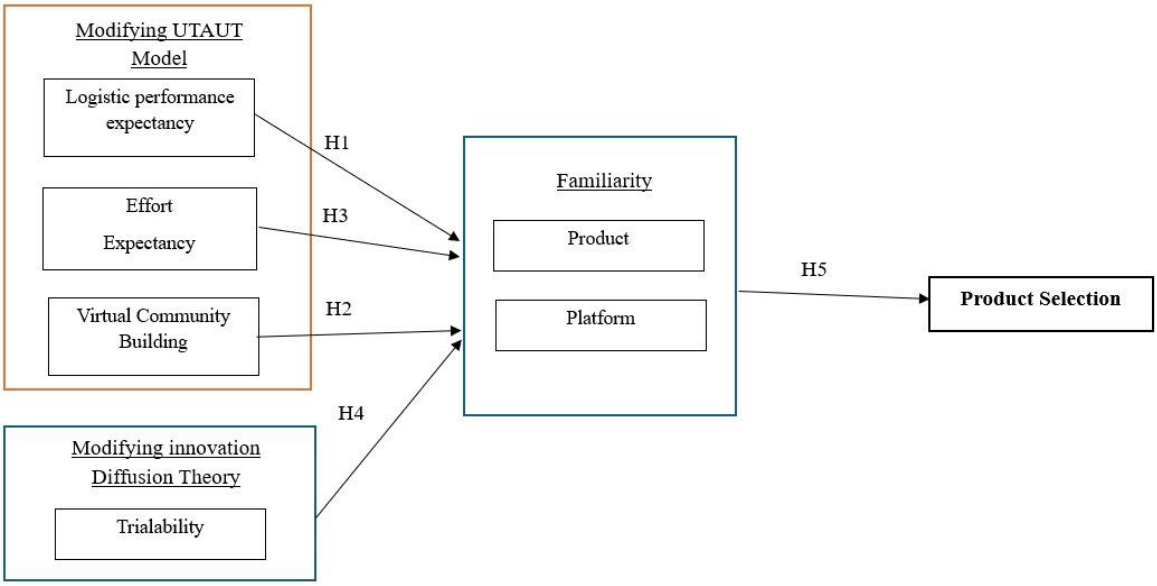
Source: Innovation Acceptance Lab (2023)

2.4 Proposed Conceptual Framework

This study conceptualizes the model to apply in factors that influence online strategic product selection by deriving performance expectancy to logistic performance expectancy, while social influence on virtual community building, thus effort

expectancy originally from UTAUT model, and trialability derived from the innovation diffusion theory. Additionally, familiarity is divided into product and platform familiarity with leads to product selection.

Figure 2.2: Modified UTAUT Model



Source: Created for research.

2.5 Review of Variables

2.5.1 Logistic Performance Expectancy

According to initial model of UTAUT by Venkatesh et al (2003), it states that the indicators of performance are individuals who believe in using a system are more likely to improve their job performance. In the context of platform-based product selection, logistic performance expectancy is adapted to determine how sellers perceive the

efficiency and effectiveness of logistic capabilities when selecting products for international e-commerce. Research like H. Wu et al. (2024) and Qi et.al (2020) highlighted how streamlined logistic and fewer intermediaries boost brand competitiveness and seller success, while Wang et al. (2008) mentioned the adoption and successful application of IT is required for logistical success. Businesses and logistics service providers are incentivized to minimize logistics costs, enhance efficiency, and consumer pleasure by implementing innovative logistics technologies (Cai et al., 2021). This variable directly influences product competitiveness by enhancing consumer satisfaction through reliable and prompt deliveries. Logistic performance expectancy is crucial for sellers evaluating e-commerce platforms for international trade, as efficient logistics can enhance market share and operational efficiency. Understanding this variable helps to understand businesses' motives for using logistics technology to maximize the utility of these novel technologies in logistics services. Herein, a greater improvement in logistics efficiency will make sellers more inclined to select products.

2.5.2 Effort Expectancy

As defined by Venkatesh et al. (2003), effort expectancy is explained as the degree of ease associated with using a system. Focusing on the context of this study, effort expectancy emphasizes the importance of user-friendly platforms considering the level of effort needed to adapt and utilize the online platform in selecting strategic products. Lazy User Theory (2009) proposed a theory of solution selection based on lowest effort principle, when sellers find a platform as simple to navigate, they are highly likely to use it for strategic product selection. New technology adoption might be hindered if designers do not prioritize ease of use (Orlikowski, 1992). Previous studies, such as Gruzd et al. (2012) and Jadil et al. (2021), investigated that ease of use significantly impacts platform adoption and decision-making. This variable is important for the present study as it influences sellers' capacity to rapidly and

accurately select products that fulfill market demand. Understanding effort expectancy aids in the construction of intuitive platforms, ultimately expanding information on how to improve seller experience and competitiveness in e-commerce.

2.5.3 Social Influence

Venkatesh et al. (2003) defined that social influence refers to how individuals perceive the usage of technology based on the opinions of those close to them, which this study is conceptualized as virtual community building. Aligning to this study, virtual community such as online seller groups and social networks, is crucial in hsaping sellers' product selection decisions. When sellers engage in the seller communities, they gain insights, trends, and peer recommendations that enhance their knowledge on product and platform information. In empirical studies Liang et al. (2011), Erjavec and Manfreda (2022), and L. Chen et al. (2021), demonstrated the impacts of social influence on decision-making and platform adoption. Social impact is relevant to this study as peer validation and community interaction in strategic product selection place an important role in the global e-commerce landscape. Exploring virtual community building as a form of social influence serve as information pipelines that reduces the effort and time to obtain information (H. H. Chang and Chuang, 2011)

2.5.4 Trialability

Trialability, derived from Rogers (1983) Innovation Diffusion Theory, refers to the extent to which an invention can be tested before full adoption, making it relevant for assessing new products on e-commerce platform before purchase. Trialability allows sellers to assess the suitability of products or platform features on a limited basis before

committing, reducing anxiety and enhancing decision-making confidence and customer experience. Previous literature such as Füller and Matzler (2007), Banerjee et al. (2012) and Kim and Yuan (2012) argued that trialability can generate higher intention of individual to adopt a technical innovation, if the products seem to align with individuals' value perception. The ability to test influences product competitiveness by enabling sellers to strategically select products that meet quality expectations and value perceptions. Herein, in the context of sellers' product selection, the concept of trialability can be crucial for assessing the quality of products, reducing the risk involved with overseas marketplaces before selecting it as a product to sell.

2.5.5 Product and Platform Familiarity

Gefen et al. (2003) identify familiarity as a person's understanding of an entity, while Alba and Hutchinson (1987) defined it as person's knowledge of a platform or service based on past contacts, experience, and learning. According to Granger et al. (2016) , and Johnson and Russo (1984), the degree of familiarity on platform and product determines the likelihood of individuals to use a platform and update knowledge of that area. Applying to this study, familiarity to both products and platform encourages sellers seek more information regarding strategic product selections to reduce uncertainty. Likewise, various research paper like Broekhuizen et al. (2021) and Qi et al. (2020) highlighted that sellers with higher familiarity are better equipped to identify market trends and select profitable products. Familiarity supports the theoretical framework by enhancing performance expectancy and effort expectancy, which are key to technology adoption models like UTAUT. On this basis, familiarity in this study is defined as the seller's understanding of a product or a shopping website, gained through experience with the platform and insights from the questionnaire.

2.5.6 Product Selection

This study defined product selection as sellers' level of interest and predisposition to choose specific products for online sales. Sparks (2007) defined behavioral goals in tourism as desired behaviors in going on a wine trip in 12 months, the findings show evidence on the impact of cultural dispositions on wine visitors. While in the product selection context, sellers' choices are influenced by customer behavior patterns and cultural preference. Etro (2021)'s linear demand example confirmed that, under competitive conditions, marketplace product selection decisions align with consumer interests by maximizing gains from variety. However, while entry may sometimes be over-provided or under-provided, product selection platforms like Amazon are often constrained efficient, and sellers' market power can lead to under-provision of new entries. Furthermore, Mohammad et al. (2021) also pointed out the importance of advanced data analytics and deep learning in enhancing product recognition for online and offline purchasing.

The intention to shop online strongly predicts actual purchasing behavior (Chang and Chuang, 2011). Online transactions involve three key steps: retrieving information, transferring information, and purchasing products (Pavlou, 2003). In the first stage and second stage, they are closely related to the intention to use data collected for effective communication on product attributes like price, quality, and customization options to potential buyers, enabling sellers to make informed product choices that align with market demands and enhance competitiveness. In the last stage, it is more closely related to sellers in selecting a product that fits to consumers' preference and intention to buy. In short, it emphasizes the significance of each stage in the transaction process and its influence on product selection. Researchers should aim to understand product selection is because it's a strong predictor of actual online purchases. Effective product selection is essential in enhancing product competitiveness, as it determines the potential for market success. Thus, this research intended to conduct a study on

measuring the factors influencing product competitiveness, focusing on the elements that drive sellers to choose products which sellers decide on the products to offer.

2.6 Hypotheses Development

2.6.1 Logistic Performance Expectancy, and Product and Platform Familiarity

Compeau and Higgins (1995) revealed that outcome expectancies influence how people react to technologies associated with computers. Likewise, D. Kim et al. (2008) state that familiarity develops distinct usage abilities and influences opinions about the ease of use and perceived utility of technologies. Increased interaction assists users comprehend how the website works and become more familiar with the material. When individuals grow more familiar with a shopping site, it is likely to perform better (H. H. Chang et al., 2016). According to Mach et al. (2010), decent interaction between humans and computers can help individuals learn. As a result, greater effective interactions between the logistic infrastructure and sellers can help them become more comfortable with how to use the platform to select strategic products. In the research of H. H. Chang et al. (2016), performance expectancy has a significant favourable effect on website familiarity. Aligning to the previous study, customers with familiar platforms are more likely to acquire information about the benefits of logistical technology. Therefore, this study suggests that when users expect and smooth experience with the platform's logistics infrastructure, their confidence in the platform grows. This increases their familiarity with the platform.

H1: Logistic performance expectancy has a direct positive and significant impact on familiarity.

2.6.2 Virtual Community Building, and Product and Platform Familiarity

Venkatesh and Davis (2000) discussed social influence had a stronger influence on behavioral intentions during the initial stage of technology adoption. According to Shen et al. (2010), familiarity in a virtual community refers to an individual's understanding of other members and their activities inside it. H. H. Chang et al. (2016) demonstrated that virtual community building positively affects product familiarity. Bialski and Batorski (2016) investigated how users explore a website and how the site is intended to promote conversation and familiarity. It is crucial to understand how a virtual community fosters a "familiar world". Similarly, social psychology has determined a number of interpersonal interaction qualities that influence interpersonal attraction and group interactions, including familiarity among interacting parties (Byrne et al., 1986; Hays, 1985). An online community can stimulate information and knowledge sharing while also provide an atmosphere to assist customers (Bart et al., 2005). A supplier platform can enable sellers to understand more about the criteria of a competitive product, it fosters a more efficient method to select products. By acquiring more useful product information that consumers are interested in from the platform, sellers will be more familiar in identifying strategic products. Therefore, this research hypothesizes that sellers utilize online platforms become more adept at selecting strategic products.

H2: Social influence has a direct positive and significant impact on familiarity.

2.6.3 Effort Expectancy, and Product and Platform Familiarity

Misra et al. (2022) demonstrated that effort expectancy has a major impact on behavioral intention. When sellers perceive a platform as simple to use, sellers can navigate the product selection process more effectively, even with unfamiliar products. Compeau and Higgins (1995) noted that individuals' reactions to computer technology are significantly influenced by their outcome expectations. The increased engagement helps sellers grasp on what is the criteria of a strategic product. Shih et al. (2013) also discovered a positive association between consumers' expectations of ease and their attitudes toward online shopping. As sellers become more experienced with these products, their marketing strategies improve, resulting in increasing product competitiveness. Researchers and scholars in the information systems, computer science, marketing, and other fields have utilized the construct, familiarity to explore a broad spectrum of information systems adoption, usage, and acceptability (Idemudia & Raisinghani, 2014). Research of Idemudia and Raisinghani (2014) discuss consumer's familiarity with a smartphone product on its continuance usage. Similarly, C. M. Chang et al. (2019) emphasized effort expectancy is a significant factor in understanding the usage of online systems, such as hotel booking platforms in China. By applying the following concepts to the situation of online product selection, a user-friendly platform reduces the cognitive load associated with managing and listing unfamiliar products, making it easier for sellers to diversify their inventory. Thus, this research hypothesizes that an easy-to-use platform allows customers to browse and engage with products more effortlessly, enhancing their familiarity with product offerings.

H3: Effort expectancy has a direct positive and significant impact on familiarity.

2.6.4 Trialability, and Product and Platform Familiarity

Flanagan (1984) presents that "visual perception process involves several basic parts, including the sensing of information, the use of past experience (familiarity, association, exposure), both real and genetically acquired, and the processing of information along a dual pathway". Interactive sensory-enabling technology could boost the hedonic value of online purchasing (Kim and Forsythe, 2008). With the aid of a VR interface consumers can become more interested in learning about the products they are interested in (H. H. Chang et al., 2016), while Kempf and Smith (1998) stated that testing of a product boosts customer comprehension and familiarity with a product. Offering trialability helps consumer become more familiar with a specific item, fostering stronger brand equity (Keller, 1993). Dynamic product presentation further motivates learning and exploration (Jiang and Benbasat, 2005). Several studies (Gregan-Paxton and Roedder, 1997; Hofstadter, 1998; Novick, 1988; Rogers, 1995) examined how individuals evaluate new items, including features, trialability. Consequently, this research proposed increased trialability of a product contributes to familiarity of sellers to a certain product. Hence, the ability to try a product before buying allows users to explore product features and foster familiarity.

H4: Trialability has a direct positive and significant effect on familiarity.

2.6.5 Product and Platform Familiarity, and Product Selection

Riley et al. (2009) mentioned that familiarity with an information system helps reduce complexity, such as determining how, what, where, and when to do essential tasks. Not only that, familiarity with online vendor procedures and technology improves tolerance for complexities by enabling users to more effectively grasp interrelationships and distinguish between relevant and irrelevant information. H. H. Chang et al. (2016) states that consumers with many products' expertise are more willing to evaluate various factors when making a purchasing choice. Consumer views of new products

differ widely and are influenced by a variety of factors (Danneels and Kleinschmidt, 2001), of which familiarity is included.

In the study of Copeland et al. (2021) discovered how young Instagram users form consumer-brand relationships based on perceived values toward an Instagram ad (platform), particularly between familiar and unfamiliar models. As mentioned in research of H. H. Chang et al. (2016), research results show that website familiarity and product familiarity have significant and positive influence on purchase intention. Therefore, this research utilized product and platform familiarity as mediators, hypothesizing that familiarity of both product and platform has a significant effect on product selection by reduction of complexity. Thus, as users' familiarity of the platform grows and the items available, they gain confidence and efficiency in picking products, resulting in better product selection judgements.

H5: Product and platform familiarity meditate on product selection

2.7 Chapter Summary

Current chapter defined the variables and terms in the research. Subsequently, this chapter has validated the necessity to modify the theoretical framework, UTAUT model. Variables used are outlined in the study framework, which influenced the formulation of hypotheses. The hypotheses developed in Chapter 2 will be explored and evaluated at subsequent chapters, with relevant techniques.

Chapter 3: Methodology

3.0 Introduction

This chapter covers the research methodology for achieving study aims and validating hypotheses.

3.1 Research Design

According to Saunders et al. (2019), the study design served as a template to guide the research. Furthermore, this study uses the UTAUT model to predict and explain the correlations between various variables via empirical testing. Data collected in research studies can be classified as either quantitative or qualitative research (Brent & Leedy, 1990). Since this study is consistent with the positivist research ethic, a quantitative approach is employed in this study, as it can measure and offer observations to evaluate the research hypothesis. The study replicates the strategy of the original UTAUT model by collecting quantitative data through surveys. Additionally, the study takes a deductive research approach, beginning with a hypothesis and verifying hypotheses through data collecting and analysis, as described by Saunders et al. (2019). This structured design ultimately strengthens the reliability of the rigor and clarity of the research, leading to more accurate conclusions about factors that influence product selection from the sellers' perspective.

3.1.1 Quantitative Research Approach

Brent & Leedy (1990) state that quantitative research is commonly used in research, it can analyze variables using numerical methods with an emphasis on quantities of interest. This approach typically employs a deductive framework with established research goals, including specific definitions in the proposal of study (Creswell & Creswell, 2018). These definitions remain consistent throughout the study, allowing researchers to seek general explanations and predictions. Quantitative research can answer the "what" is happening in a program (Kabir, 2016). Hence, quantitative research is chosen for the study as it allows for the collection of measurable, objective data that can be statistically analyzed.

As this study's purpose is to find correlations between variables and then utilize the data to validate or change existing concepts or behaviors, quantitative research approach is adopted with positivism and deductive research approaches. According to Maghsoudi et al. (2023), quantitative findings can be generalized to a specific population. It makes this approach ideal for studies requiring large data samples. This study contains close-ended questions to collect objective, measurable data suitable for statistical analysis. Also, quantitative research operates on the premises that reality is objective and independent apart from the researcher (Cutcliffe & McKenna, 2004). Instruments like tests and rating scales are used to measure psychological characteristics or behaviors (Brent & Leedy, 1990).

3.2 Data Collection Method

Data collection is the procedure of acquiring and measuring information on variables of interest in a defined systematic manner, allowing one to answer specific research

questions, test hypotheses, as well as analyze the outcomes (Kabir, 2016). The subsections below provide the purpose of research and justification for the research's strategy, methodological selection as well as sample size.

3.2.1 Primary Data Collection

In statistical survey, primary data refers to information acquired directly from initial sources through firsthand experience (Kabir, 2016). According to Brent & Leedy (1990) and Kabir (2016), primary data are typically the most valid, illuminating, and revealing of the underlying truth. As it has not been modified and changed by humans. Google Forms serves as the major data collection tool and is distributed via online platforms. The primary data collected aims to investigate the factors that influence product selection from a seller's perspective. Data will be collected from e-commerce sellers' communities such as Facebook. However, the primary data can be challenging to gather as primary data sources are limited due to population scarcity or insufficient cooperation (Kabir, 2016). Data collection time frame for current research will be set from 13 October 2024 to 27 October 2024.

3.3 Sampling Design

Sampling designs may vary depending on the situation and research question. The results of a sample may only be used to generalize about the entire population if it properly represents the population (Brent & Leedy, 1990). The sampling method has a significant impact on the accuracy of the estimations and should be properly stated (Birigazzi et al., 2019). Therefore, choosing an appropriate sampling design is essential for improving generalization. This section will contain discussion on target population,

sampling elements, sample frame and sampling location as well as sampling techniques.

3.3.1 Target Population

Researchers usually do not investigate the full population of interest. Instead, data collection begins with identifying the required data then selecting a sample from the target population (Kabir, 2016). Birigazzi et al. (2019) refers to the target population as a group of individuals for which information is required. As e-commerce sellers will have more exposure to online product selection and possess specific attributes, sellers in Malaysia e-commerce platform will be the selected group of individuals.

3.3.2 Sampling Frame and Sampling Location

The sample of the study, which was chosen to represent the target demographic, consists of sellers who offer their products through e-commerce platforms. This study will primarily focus on Shopee and Lazada sellers, as they are the top 2 popular e-commerce platforms in Malaysia (TMO Group, 2024; Statista, 2024). The survey respondents are referred to the sample, who are randomly selected from Lazada and Shopee communities, which this group is defined as the sampling frame (Goodman et al.,2012). The sampling frame represents the subset of e-commerce sellers that my research method can effectively reach, allowing for meaningful insights into the research objectives.

Vicente (2023) mentioned that a perfect sampling frame is a comprehensive and accurate list in which each person or item from the population appears exactly once and there are no irrelevant entries. It assures that each unit in the target group is individually and accurately represented. Since the study requires potential respondents from online platform sellers, a question regarding the respondent's role on e-commerce platform and the specific e-commerce platform they are using will be required to answer in the questionnaire. The response to this question validates a respondent's eligibility for the study and helps exclude responses from non-seller's online platform users who could give a less trustworthy response. Moreover, the sampling location is the place where data for this study was obtained, specifically Lazada and Shopee seller communities on social media such as Facebook. This is to understand how sellers source products from online platforms.

3.3.3 Sampling Element

Kangas and Maltamo (2006) suggest that a sampling unit is a cluster of subplots positioned close to each other. In the context of my study, the sampling unit consists of individuals and businesses that operating on e-commerce platforms like Lazada and Shopee, will be chosen to complete the questionnaire. As suggested by Qian (2010), a sampling unit as an entity or group of elements about which information is collected at various stages in a sampling procedure. By selecting these sellers to complete the survey, the goal is not to focus on specific individuals but to build a comprehensive profile of e-commerce sellers who engage in online product selection. This method ensures that the data accurately reflects the broader population of sellers.

3.3.4 Sampling Technique

Random sampling involves researchers to choose the sample at random from the sampling frame (Saunders et al., 2009). Specifically, simple random sampling is chosen, where every seller in the Lazada and Shopee communities have an equal possibility of getting chosen. This approach enhances the representativeness of samples, as it minimizes selection bias and increases the generalizability of the results. According to Bhardwaj (2019) and Saunders et al. (2009), random sampling is crucial for achieving accurate, reliable results in large populations. Therefore, by adopting random sampling into this study, we ensure that the data collected from Lazada and Shopee sellers is both unbiased.

3.3.5 Sampling Size

The sample size is a vital element in research design as it impacts the precision, credibility, and generalizability of study findings (Tiwari & Tripathi, 2024). By focusing on the two popular e-commerce platforms, Lazada has 145,000 sellers on their platform (Smith & Smith, 2024), whilst Shopee has also 145,000 sellers (Team, 2022; Yee, 2022). Larger samples improve statistical power, allowing researchers to detect true differences or relationships of variables in the population (Tiwari & Tripathi, 2024). Yet, increasing sample size beyond a certain point might cause declining returns on precision. Figure 3.1 shows the formula for calculating sample size. As a result, 384 or more measurements/surveys should be collected to get a 95% confidence level that the real value is within ±5% of the measured value. A 95% confidence level balances assurance with a 5% chance of Type I error, reducing the false positives while retaining precision. Lowering the confidence level raises the likelihood of errors. In statistical testing, a 5% error is considered acceptable for incorrectly rejecting a true null hypothesis. It enables this research to achieve a balance between making mistakes and discovering valuable outcomes.

Figure 3.1: Sample Size Calculation Formula

Unlimited population: $n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$

Finite population: $n' = \frac{n}{1+\frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2 N}}$

Source: Sample Size Calculator (n.d.)

3.3.6 Pilot Test

Pilot test was undertaken to modify the questionnaire so that respondents can easily answer the questions and data can be captured accurately without errors. It allows researchers to gain a sense of the questions' validity and the expected reliability of the data that is going to be collected (Saunders et al., 2009). A small sample of 30 sellers from Lazada and Shopee communities was selected for the pilot test. The respondents were required to provide feedback on any unclear questions or challenges they faced when answering the questionnaire.

Table 3.1: Cronbach's Alpha

	Cronbach's alpha
Effort Expectancy	0.65
Familiarity	0.693
Performance Expectancy	0.628
Product Selection	0.568
Trialability	0.729
Virtual Community Building	0.772

Source: Created for research

Figure 3.1 shows Cronbach's alpha of the pilot test results. Variables with the Cronbach alpha that is below 0.7 are highlighted in red color, which means that the reliability and internal consistency of the items within a scale is weak. From the feedback provided, the pilot test revealed that effort expectancy, familiarity, performance expectancy and product selection might be open to different interpretations and the questions may be measuring different aspects, thus reducing the consistency. To address these issues, questions were refined to ensure clarity and items that do not align with the overall construct are removed, reliability and validity of the questionnaire were enhanced.

Figure 3.2: The interpretation of Cronbach Alpha

The İnterpretation Value of Cronbach Alpha (Konting et al., 2009)

Cronbach Alpha value	Interpretation
0.91-1.00	Excellent
0.81-0.90	Good
0.71-0.80	Good and Acceptable
0.61-0.70	Acceptable
0.01-0.06	Non acceptable

Source: Konting et. Al (2009)

3.4 Research Instruments

3.4.1 Questionnaire Design

A questionnaire is a research tool that uses questions and prompts to acquire data from participants (Kabir, 2016). Some academics use the phrase survey research to apply it

to nearly any type of descriptive, quantitative research (Brent & Leedy, 1990). Since this study adopts a quantitative research method, questionnaires will be used. Close-ended questions are in English language, and participants are required to select an answer from a set of options given (Kabir, 2016).

It will be split into 2 parts; section A and section B. Demographic information and filtering questions in section A is to ensure that the respondents are qualified as the target population. The questions include age, gender, income level, type of e-commerce platform used, role in the e-commerce platform, type of business, years of selling on e-commerce platform. Furthermore, section B contains questions about performance expectancy, effort expectancy, virtual community building, trialability, website familiarity, product familiarity and product selection. The measurement scale in section B will be based on Five-Point Likert Scale, which 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree.

3.5 Construct Measurement

3.5.1 Origin and Measure of the Construct

Table 3.1 and Table 3.2 show the origin of constructs. Questions are derived from diverse published literature; however, minor alterations have been made as it is necessary. Table below shows the existing research tools have been used in this research:

Table 3.2: Measurement Scale and Research Instruments of Section A

Questions	Options	Construct Measurement
Gender	Female Male	Nominal Scale
Age	18 years old to 24 years old 25 years old to 34 years old 35 years old to 44 years old 45 years old to 54 years old 55 years old and above	Ordinal Scale
Educational Level	Secondary School or Below STPM UEC/ Foundation/ Certificate/ Diploma Undergraduate Postgraduate	Nominal Scale
Employment status	Full-time employed Part-time employed Self-employed Student Retired Unemployed	Nominal Scale
Nationality	Malaysian Non-Malaysian	Nominal Scale
E-commerce platform used	Shopee Lazada Others: (please specify)	Nominal Scale
Role In e-commerce platform	Seller Buyer Both	Nominal Scale
How long have you been an e-commerce platform seller?	Less than 1 year 1-3 years 3-5 years More than 5 years	Ordinal Scale
What kind of products do you sell on the platform?	Fashion & Apparel Beauty & personal care Electronic & Gadgets Home & Living Toys & Hobbies Others: (please specify)	Nominal Scale

Source: Created for research.

Table 3.3: Measurement Scale and Research Instruments of Section B

Sources	Construct	Item	Operational Definition	Construct Measurement
Martín and Herrero (2012)	Performance Expectancy	PE1	Logistic performance is very crucial for an e-commerce platform	Ordinal Scale
		PE2	Capabilities of the platform's logistic service enables me to arrange shipment more quickly.	
		PE3	Using the platform's logistic service increases my efficiency in delivering product	
		PE4	Using the platform's logistic service improves performance the overall selling process.	
Martín and Herrero (2012)	Effort Expectancy	EE1	Using online product selection on a supplier platform is simple to me	Ordinal Scale
		EE2	Using the online product selection on a supplier platform is an activity that I consider myself skilful	
		EE3	Using the online product selection on a supplier platform is easy for me	
		EE4	Using the online product selection on a supplier platform implies little effort for me	
H. H. Chang et al. (2016)	Virtual Community Building	VCB1	The supplier platform provides a complete community for customer-to customer/company communications about product.	Ordinal Scale
		VCB2	I have a sense of belonging toward other shoppers and the community	
		VCB3	I am interested in a community for sellers and customer interaction.	
		VCB4	Customers can share experiences or feedback about product from the platform in the community with sellers and other buyers.	
		VCB5	It is easy to interact with other users of the community in an online platform who may buy or who use the products.	
H. H. Chang et al. (2016)	Trialability	TR1	During the Internet-based virtual reality technologies, I could evaluate various aspects of the product.	Ordinal Scale
		TR2	The product information was available for me to evaluate and review.	
		TR3	Before deciding whether to select this product, I was able to try it out.	
		TR4	Being able to evaluate product was important in deciding whether or not to select it.	
		TR5	I would be permitted to use online platform on a trial basis long enough to see does it align with my expectations.	
H. H. Chang et al. (2016)	Website Familiarity	WF1	I am familiar with searching product information at supplier platform	Ordinal Scale
		WF2	I am familiar with the purchasing processes at the supplier platform	
		WF3	I am familiar with the supplier platform	
H. H. Chang et al. (2016)	Product Familiarity	PF1	I consider myself familiar with the product.	Ordinal Scale
		PF2	I think I am well informed about the characteristics and functions of the product.	
		PF3	My knowledge of the product is sufficient.	
Martín and Herrero (2012)	Product selection	INT1	I Intend to use the supplier platform to select strategic product the next time I do product selection.	Ordinal Scale
		INT2	I will probably use the supplier platform to evaluate product competitiveness the next time I do product selection	
		INT3	I am decided to use the supplier platform to select strategic product the next time I do product selection.	

Source: Created for research.

3.5.2 Measurement Scale

Stevens (1958) categorized variables into four types of measuring scale, which is nominal, ordinal, interval, and ratio. The selection of which type of scale to use depends on the sort of questions asked and the desired outcome. Therefore, only 2 scales are used in the research.

3.5.2.1 Nominal Scale

The nominal scale only distinguishes between entities based on their names, such as males and women, black and red (Hassmén et al., 2016). In Stevens (1946), the nominal scale represents the most unrestricted assignment of numerals. The numerals are just used as type or label number, and words or letters could be used as well. As a result, rather than acquiring statistical data, participants are classified using nominal scale questions. The scale in section A is employed to determine each participant's demographic information, for instance, age, income level, gender.

3.5.2.2 Ordinal Scale

The ordinal scale results from the operation of rank-ordering (Stevens, 1946). According to Hassmén et al. (2016) ordinal data refers to a type of data in which items are ranked in specific order such as first, second, third etc. However, the intervals between the levels are not always equal. Stevens (1946) states that interval scales have equal intervals between steps; otherwise, they are ordinal scales. Statisticians frequently utilized Likert-style scales to generate ordinal data. Since section B of the questionnaire will use Likert scale, it is obvious that ordinal scale will be adopted in this research to study the respondents' agreement level towards the statements for each variable in this study. Respondents are able to select from 1 to 5, which 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree.

3.6 Data Processing

Following data collection is completed from participants, data processing is a essential step in the research procedure. Data processing refers to the process of answering these questions (Batra & Kaushik, n.d.). It includes data being edited, coded, and analyzed. The data is gathered using required measurement methodology, coded and put into a database (Birigazzi et al., 2019). Data becomes usable information once it has been processed, analyzed, and interpreted (Vaughan et al., 2021). Before sending out the questionnaire, it was checked for language phrase construction, and sequence errors to ensure a high-quality study.

3.6.1 Data Editing

Data editing entails cleaning the data to ensure data collected is free from inconsistencies and incompleteness (Batra & Kaushik, n.d.). Improper data cleaning can lead to inconsistencies in tabulation and unreliable analysis. Editing involves reviewing each completed research tool to minimize errors, incompleteness, incorrect classification and gaps in the data provided by respondents (Batra & Kaushik, n.d.). Data editing can be done through inference, recall or returning back to the respondent for clarification to ensure consistency and accuracy. Data editing can be done by reviewing responses to one question at a time or by looking at all responses from a single responder at once. Data collected will be checked for internal consistency and the context for completeness to avoid mistakes and omissions.

3.6.2 Data Coding

Table 3.4: Data Coding for Section A and B

Questions	Options	Coding
Gender	Female	1
	Male	2
Age	18 years old to 24 years old	1
	25 years old to 34 years old	2
	35 years old to 44 years old	3
	45 years old to 54 years old	3
	55 years old and above	5
Educational Level	Secondary School or Below STPM	1
	UEC/ Foundation/ Certificate/	2
	Diploma	3
	Undergraduate	4
	Postgraduate	5
Employment status	Full-time employed	1
	Part-time employed	2
	Self-employed	3
	Student	4
	Retired	5
	Unemployed	6
Nationality	Malaysian	1
	Non-Malaysian	2
E-commerce platform used	Shopee	1
	Lazada	2
	Others: (please specify)	3
Role In e-commerce platform	Seller	1
	Buyer	2
	Both	3
How long have you been an e-commerce platform seller?	Less than 1 year	1
	1-3 years	2
	3-5 years	3
	More than 5 years	4
What kind of products do you sell on the platform?	Fashion & Apparel	1
	Beauty & personal care	2
	Electronic & Gadgets	3
	Home & Living	4
	Toys & Hobbies	5
	Others: (please specify)	6
All questions in Section B (Total 27 questions)	Strongly Disagree	1
	Disagree	2
	Neutral	3
	Agree	4
	Strongly Agree	5

Source: Created for research.

Data coding is the process of giving number symbols for each question's response, the objective is to convert raw input into numerical data that can be computed, categorized, and tabulated (Batra & Kaushik, n.d.). The choice of data labeling and data management system has an important influence on the accuracy and precision of the findings (Birigazzi et al., 2019). To guarantee that the responses are mutually exclusive and the response categories for each question are exhaustive, the matrix questions are coded with each row as a single variable.

3.6.3 Data Cleaning

Data cleaning is the practice of finding and removing errors and inconsistencies in data to improve its quality. In accordance with Özsu (n.d.), data cleaning involves transforming raw data from single or multiple sources into reliable applications. Data quality issues exist in single data collections due to spelling errors during data entry, missing information or other erroneous data (Rahm & Do, 2000). To avoid such problems, it is vital to combine multiple data representations and remove duplicate information.

3.7 Proposed Data Analysis tools

3.7.1 Descriptive Analysis

Descriptive statistics are the foundation of any quantitative analysis and serve as a prior to inferential statistics, which employs qualities of a data set to make inferences and predictions beyond the data (Green et al., 2023). Descriptive quantitative studies usually include measuring one or more variables. The aim of descriptive analysis is to present category and numerical data in a meaningful manner, both graphically and numerically. Descriptive statistics define elements of quantitative data sets so that they can be interpreted and compared (Sheard, 2018). Data is analyzed by descriptive measurements, for instance, means, standard deviation and frequency counts. In this research, Microsoft Excel is utilized to evaluate the questionnaire survey findings for demographic data about respondents.

3.7.2 Inferential Analysis

Inferential statistics employ measures from the experiment's sample of respondents to compare treatment groups and draw conclusions about the larger population of subjects (Kuhar, 2010). Structural equation modeling (SEM) is a multidimensional, hypothesis-driven method that relies on a structural model to convey a hypothesis about the causal links between several variables (Stephan & Friston, 2009). Unlike traditional approaches, for instance the Multiple Linear Regression (MLR), it allows for simultaneous examination of all structural interactions. Therefore, Structural equation modeling was chosen for the inferential analysis based on the aforementioned justifications. Additionally, PLS-SEM is ideal for research that extends an existing hypothesis (Hair et al., 2011). It is certain that one of the goals of this research is to improve the practical use of UTAUT model. Indeed, PLS-SEM is currently widely used in several social scientific disciplines such as operations management (Peng & Lai, 2012) and marketing management (Hair et al., 2011). PLS-SEM's appeal stems from its intuitive visual interface, which enables academics to evaluate abstract concepts while accounting for measurement error. SmartPLS was chosen for analyzing PLS-SEM data as it is a convenient graphical user interface.

3.7.2.1 Measurement Model Assessment

Effective quantitative studies rely on accurate measuring methodologies (Brent & Leedy, 1990). The initial step in assessing reflective measurement models is to examine the indicator loadings. Research must examine the structural model to ensure that the measurement models meet all requirements. Cronbach's alpha evaluates measurement

models for internal consistency and dependability, Hair et al. (2018) suggest that internal consistency dependability is defined as any constructs with overall reliability scores exceeding 0.7. Moreover, indicator reliability is sufficient because all indicators' outer loadings exceed the limit of 0.708.

3.7.2.2 Structural Model Assessment

When the measurement model assessment is complete, the following step in analyzing PLS-SEM results is to examine the structural model (Hair et al., 2019). The structural model has to be examined based on collinearity, determinant coefficient, and path coefficient. The Variance Inflation Factors (VIF) is frequently adopted to examine the presence of collinearity issues, the VIF values have to be 5 or above. Moreover, path coefficients are analyzed using p-values to determine the link between exogenous and endogenous variables. Thus, p-value is a tool used for evaluating the significance of path coefficients; a significant relationship is shown if the p-value is below 0.05. Besides that, the predictive power of model is tested using Coefficient of Determination (R-square). The purpose is to identify the percentage of the variance of the endogenous variable clarified by the exogenous variable of the model (Hair et al., 2017). R-square values of 0.75, 0.50, and 0.25 are respectively considered strong, moderate, and weak.

3.8 Chapter Summary

To conclude, the data collected was prepared for analysis, and the data will be interpreted and analyzed in the chapter that follows.

Chapter 4: Data Analysis

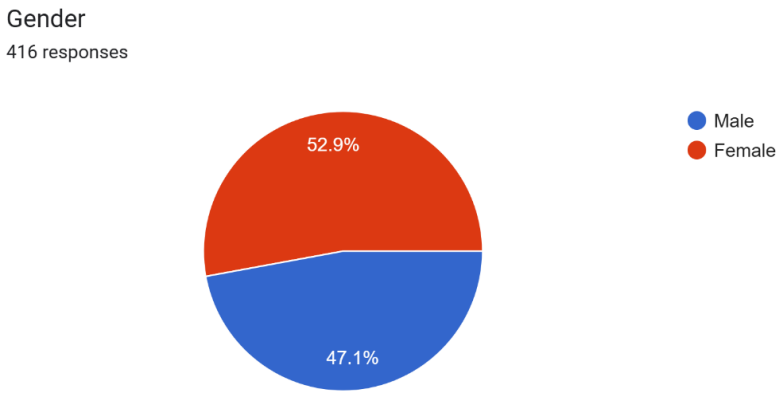
4.0 Introduction

In chapter 4, it shows data analysis patterns, and outcomes that align with the study hypothesis stated. A total of 416 samples were collected, but only 364 are acceptable for analysis after data cleaning.

4.1 Descriptive Analysis

4.1.1 Demographic Characteristics of Respondents

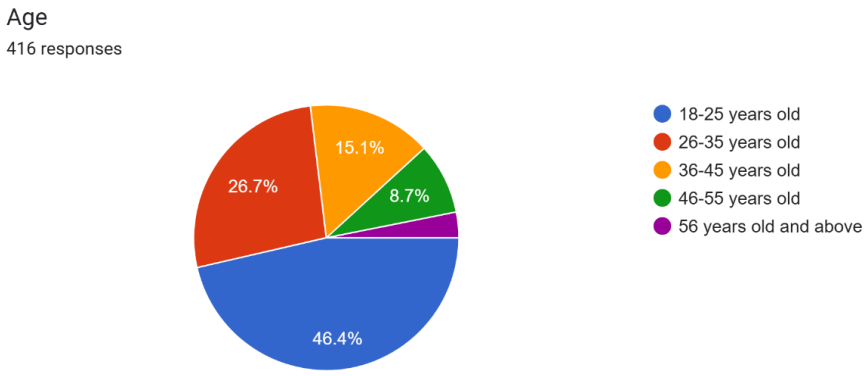
Figure 4.1: Gender



Source: Created for research.

Figure 4.1 demonstrate that the largest age group is female, comprising 220 (52.9%) of the sample, while male respondents constitute 196 (47.1%).

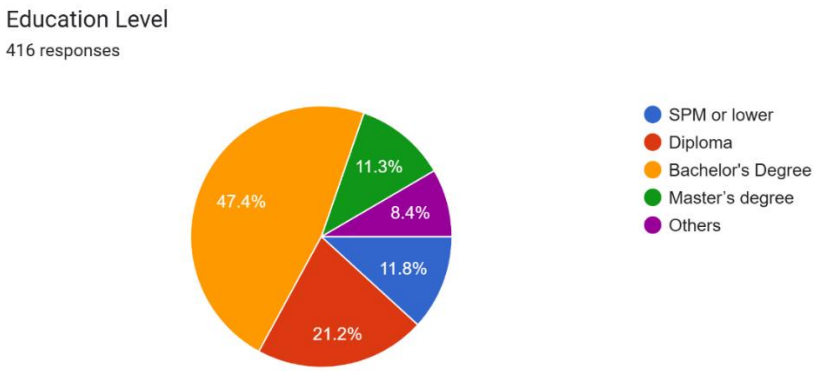
Figure 4.2: Age



Source: Created for research.

Figure 4.2 shows that most respondents are aged from 18 to 25 years old, accounting for 193 respondents (46.4%). Secondly, 111 respondents (26.7%) are between the age of 26 to 35 years old. On the other hand, 63 respondents are between 36 to 45 years old (15.1%), while 36 respondents are between 46 to 55 years old. The remaining 13 respondents (3.1%) were 56 years old and above.

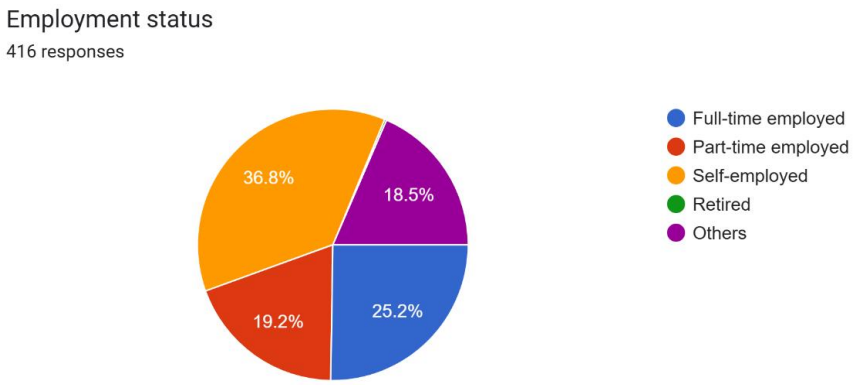
Figure 4.3 Educational Level



Source: Created for research.

Figure 4.3 indicates the respondents' educational level. Among 416 respondents, 197 respondents (47.4%) hold a bachelor's degree, representing the largest group. This is followed by 88 respondents (21.2%) with a diploma and 49 respondents (11.8%) with a qualification of SPM or lower. On the other hand, 47 respondents (11.3%) holds a master's degree, while the remaining 35 respondents (8.4%) represent varied education levels, which falls under the "others" category.

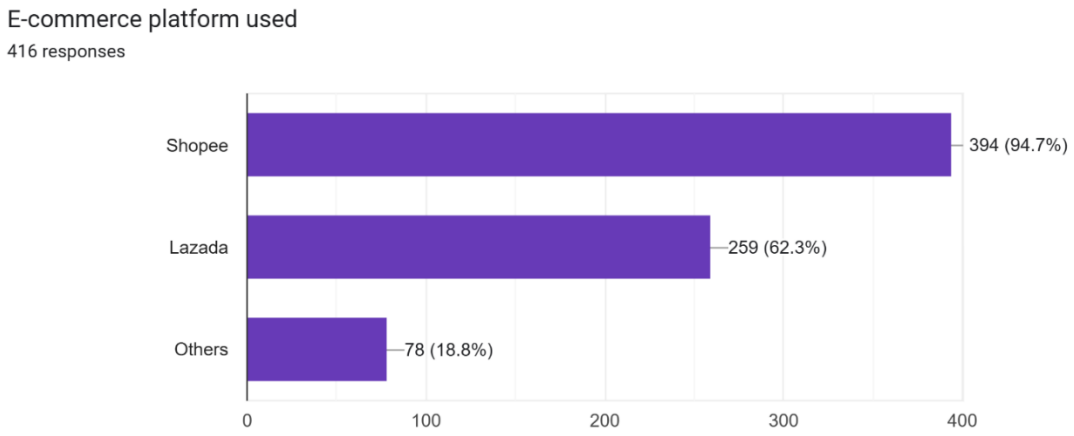
Figure 4.4: Employment Status



Source: Created for research.

As stated in figure 4.4, the largest group comprises self-employed individuals, accounting for 153 respondents (36.8%). Additionally, there are 105 respondents (25.2%) working full-time and 80 respondents (19.2%) working part-time. Followed by 77 respondents (18.5%) categorized under "others". Lastly, one respondent (0.2%) is classified as retired.

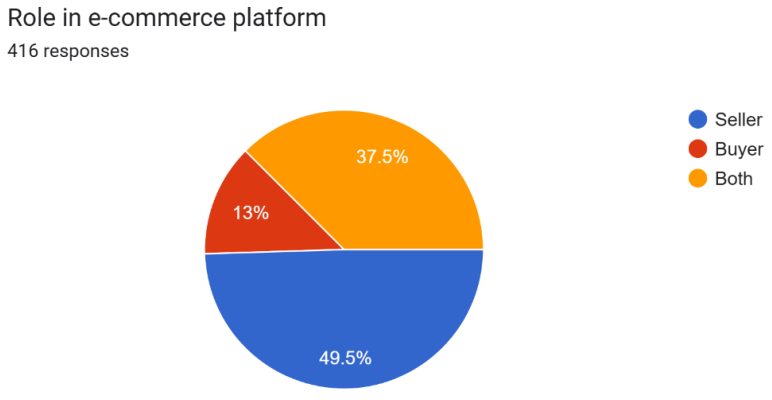
Figure 4.5: E-commerce Platform Used



Source: Created for research.

The bar chart indicates the e-commerce platform used by respondents. Shopee emerged as the most popular platform, which is used by 394 respondents. Secondly, 256 respondents used Lazada, while other platforms are used by 78 respondents.

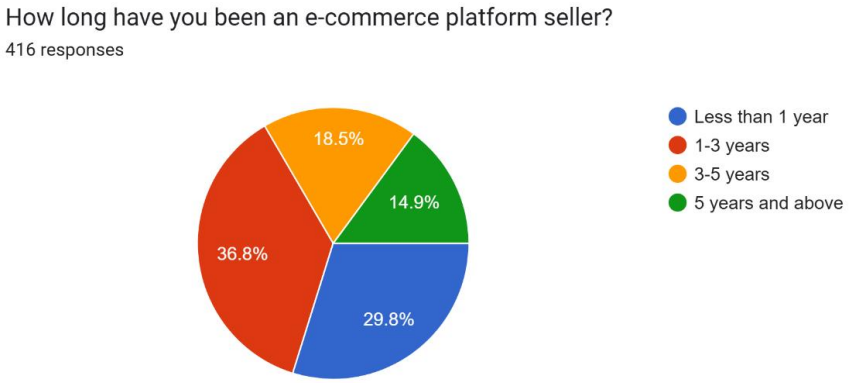
Figure 4.6: Role in E-commerce Platform



Source: Created for research.

Figure 4.7 demonstrates that 206 out of 416 respondents (49.5%) are identified as sellers. Furthermore, 156 respondents (37.5%) are both sellers and buyers, the remaining 54 respondents (13%) are solely buyers.

Figure 4.7: Duration as E-commerce Platform Sellers



Source: Created for research.

In figure 4.8, the largest group of 153 respondents (36.8%) have 1-3 years of experience as e-commerce platform sellers. Followed by 124 respondents (29.8%) and 77 respondents (18.5%) respectively have experience of less than one year and 3-5 years as e-commerce platform sellers. Plus, the balance of 62 respondents (14.9%) has experience of five years and above.

4.2 Inferential Analysis

4.2.1 Measurement Model Assessment

4.2.1.1 Internal Consistency Reliability (Reliability Analysis)

Table 4.1: Cronbach's Alpha

	Cronbach's alpha
Effort expectancy	0.765
Familiarity	0.814
Performance expectancy	0.762
Product Selection	0.633
Trialability	0.738
Virtual Community Building	0.771

Source: Created for research.

Cronbach's alpha values are utilized to determine the questionnaire's internal consistency. From 416 samples, the results of Cronbach's alphas are more than the acceptable level. According to Konting et al. (2009), effort expectancy, performance expectancy, trialability, virtual community building has values more than 0.70, indicate that they are good and acceptable. The notable results of visual shows that the questionnaire is in the good level where Cronbach's alpha value of 0.814. Product selection has the weakest Cronbach's alpha at 0.633, demonstrating lower internal consistency compared to other constructs, though it is still at the acceptable level. This may be due to lack of clarity in the questionnaire, where the measuring tool of product selection could have confused respondents with different dimensions os aspects of the construct which caused the inconsistency.

Figure 4.8: The Interpretation Value of Cronbach Alpha

The İnterpretation Value of Cronbach Alpha (Konting et al., 2009)

Cronbach Alpha value	Interpretation
0.91-1.00	Excellent
0.81-0.90	Good
0.71-0.80	Good and Acceptable
0.61-0.70	Acceptable
0.01-0.06	Non acceptable

Source: Saad & Besar (2024)

4.2.1.2 Correlation Analysis

Table 4.2: Correlation Coefficient Result

	Effort expectancy	**Familiarity**	**Performance expectancy**	**Product Selection**	**Trialability**	**Virtual Community Building**
Effort expectancy	1					
Familiarity	0.813	1				
Performance expectancy	0.784	0.823	1			
Product Selection	0.729	0.757	0.711	1		
Trialability	0.793	0.789	0.761	0.742	1	
Virtual Community Building	0.787	0.821	0.817	0.728	0.813	1

Source: Created for research.

Correlation analysis is to analyze the strength of the relationship among variables. According to Table 4.2, most of the correlation values illustrated as very strong, which includes virtual community building and trialability, virtual community building and performance expectancy, virtual community building and familiarity. Some of the correlation values indicated as strong. For instance, virtual community building and effort expectancy, virtual community building and product selection.

Figure 4.9: Correlation Table

Coefficient Interval	Correlation
0.00 – 0.199	Very Weak
0.20 – 0.399	Weak
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

Source: Napitupulu et al. (2018)

4.2.2 Structural Model Assessment - Model 1

Table 4.3: Model 1 Estimate

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
Effort expectancy -> Familiarity	0.267	0.268	0.064	4.163	0	Rejected
Performance expectancy -> Familiarity	0.302	0.302	0.065	4.64	0	Rejected
Trialability -> Familiarity	0.154	0.156	0.065	2.354	0.019	Rejected
Virtual Community	0.239	0.236	0.074	3.226	0.001	Rejected

Building -> Familiarity						

Source: Created for research.

4.2.2.1 Structural Equation Modeling

To examine the relationship of the variables,

Familiarity = β_1 Performance expectancy + β_2 Effort expectancy + β_3 Virtual Community Building + β_4Trialability

Therefore, the final model of familiarity is:

Familiarity = 0.302 Performance expectancy + 0.267 Effort expectancy + 0.239 Virtual Community Building + 0.154 Trialability

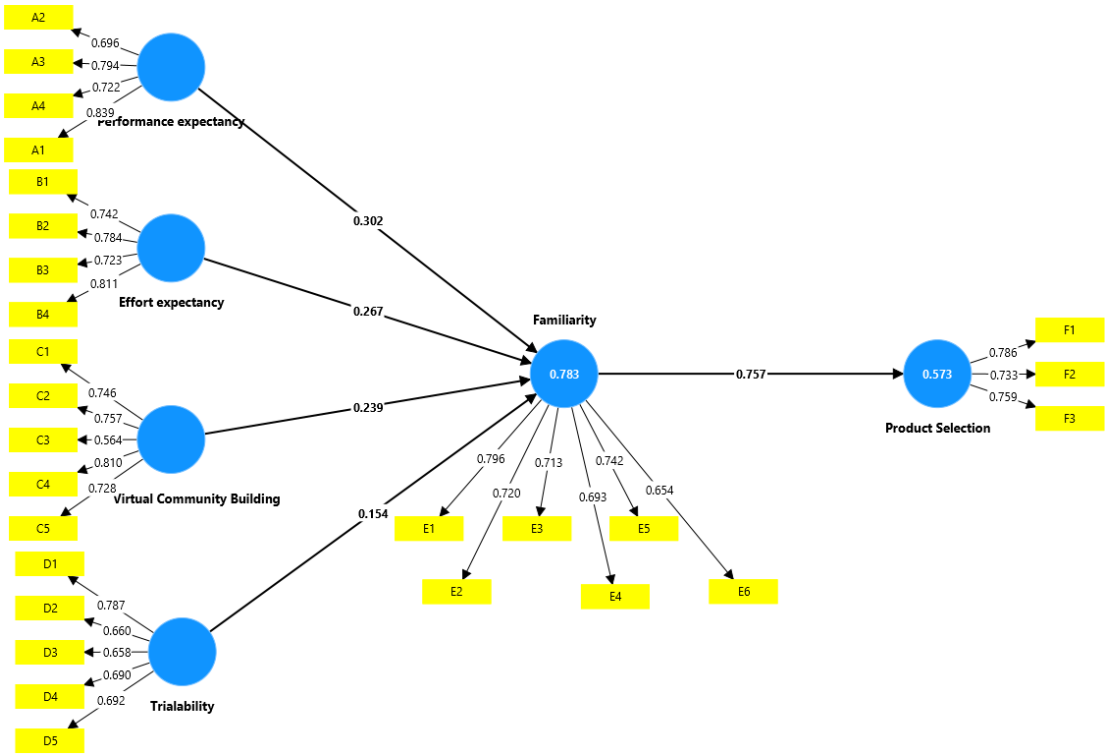
From the model above, it is observed that product and platform familiarity is expected to increase by 0.302 for each one-unit increment in performance expectancy. 0.267 of product and platform familiarity will increase if the effort expectancy increases by one unit. Also, product and platform familiarity are also expected to rise by 0.239 for every single unit increase in virtual community building. An increment in trialability is expected to increase product and platform familiarity by 0.154. In short, performance expectancy, effort expectancy, virtual community building and trialability have substantial impact on product and platform familiarity with varying degrees.

4.2.2.2 Significance of Relationship

From table 4.3, the p-values are presented on each of the variables. It shows that p-value of effort expectancy, performance expectancy, trialability and virtual community building are less than a threshold level of 0.05, indicating that the variables are having a substantial effect on familiarity. The respective values are 0, 0, 0,019 and 0.001.

4.2.2.3 Model Explanatory Power

Figure 4.10: Results Output Generated by SMARTPLS 4 (Model 1 and 2)



Source: Created for research.

In accordance to Figure 4.9, R-squared = 0.783 tells that 78.3% of the variation in the familiarity is explained by the variation in the predictors. Whereas 0.217 accounts for the remaining 21.7% is explained by the other factors which that were overlooked in this analysis.

4.2.3 Structural Model Assessment - Model 2

Table 4.4: Model 2 Estimate

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Decision
Familiarity: product and platform -> Product Selection	0.757	0.756	0.04	19.041	0	Rejected

Source: Created for research.

4.2.3.1 Structural Equation modeling

To examine the relationship of the variables,

Product Selection= β_1Familiarity

Product Selection = 0.757 Familiarity

It can be observed that product selection is expected to increase by 0.757 for each increment in one unit.

4.2.3.2 Significance of Relationship

According to table 4.4, the p-value of product and platform familiarity is 0 which is below the level of 0.05, therefore this indicates that it has a significant influence on product selection.

Thereby, the final model of product selection is:

Product Selection = 0.757 Familiarity

4.2.3.3 Model Explanatory Power

According to Figure 4.9, R-squared = 0.573 illustrates that 57.3% of the variation in the product selection is explained by familiarity. However, 42.7% is explained by the additional factors which are not examined in this study.

4.3 Chapter Summary

This chapter included the data analysis of research results. It includes descriptive analysis for the respondents' demographics, as well as inferential analysis for the variables in this study. In addition, the hypotheses have been tested.

Chapter 5: DISCUSSION, IMPLICATION AND CONCLUSION

5.0 Introduction

This chapter concluded findings and discussion from the research effort, and contain the research's implications, limitation, and recommendations for future studies.

5.1 Discussion on Major Findings

Table 5.1: Results of Hypotheses Testing

	P values	Decision
Effort expectancy -> Familiarity: product and platform	0	Rejected
Performance expectancy -> Familiarity: product and platform	0	Rejected
Trialability -> Familiarity: product and platform	0.019	Rejected
Virtual Community Building -> Familiarity: product and platform	0.001	Rejected
Familiarity: product and platform -> Product Selection	0	Rejected

Source: Created for research.

The findings indicate a near-equilibrium gender distribution, ensuring balanced perspective from both genders without significant bias towards one group. This can ensure better generalizability of results. In addition, the majority of the respondents are aged from 18-35 years old, with the lowest percentage among business owners is baby boomers. This means that the study managed to acquire among business owners who have the tendency to do product selection via online platform. Furthermore, data collected showed 68.6% of respondents have terrier level education, this is important to attain more accurate results since most of the respondents are technology savvy and literate.

The 3 filtering questions in section A of the questionnaire show Shopee as the dominant e-commerce platform, widely favored by respondents, significantly outpacing Lazada and other platforms in usage. As the study is targeting sellers, a notable 49.5% of respondents are primarily sellers, while 37.5% have both buyers and seller's role. In terms of selling experience, sellers that have been selling for 1-3 years accounted for the larger percentage among other groups. Followed by less than a year of experience, reflecting the growing interest in e-commerce. Additionally, 33.4% of respondents have substantial experience of 3 to 5 years and above. It shows that the data is collected from a mix of emerging and seasoned sellers in the e-commerce market.

Table 5.1 illustrates the decision of the hypothesis and findings of the significance variables. The H-null represents that there is no effect between variables. The decision criteria are when p-value < 0.05, the H-null is rejected; conversely if the p-value > 0.05, then the null hypothesis is not rejected. As p-value of variables are all lower than 0.05, effort expectancy, performance expectancy, trialability, virtual community building has a significant relation with product and platform familiarity. Additionally, product and platform familiarity also present a significant relationship with product selection since the null hypothesis has been rejected. As a result, all the null hypotheses have been rejected. This indicates that these factors are indeed related to familiarity, which in turn

plays a key role in enhancing a better understanding in product selection from the seller's perspective.

5.2 Implications of the Study

This research addresses a significant gap in the literature by focusing on e-commerce sellers, while much research often overlooks in the general e-commerce strategies and consumers' buying behavior. The findings of this research contribute to bridge a research gap by contributing valuable insights into the factors such as performance expectancy, effort expectancy, virtual community building and trialability that significantly influence product and platform familiarity, which, in turn, influence strategic product selection.

E-commerce sellers should prioritize these factors to enhance product and platform familiarity as higher familiarity in both platform and product empowers them to make informed product selection decision. By integrating and balancing these variables effectively, sellers can improve decision-making processes, also, overall competitiveness. Similarly, platform developers can use these findings to create training programs, user-friendly platforms and tools that increase seller participation and understanding. This highlighted the importance of sellers thoroughly considering the wider effect of understanding product selection criteria, emphasizing how familiarity acts as a bridge between sellers' strategies and consumer expectations.

Ultimately, these insights contribute to the global e-commerce landscape, benefiting sellers by aligning their strategies with market dynamics and supporting their success. Furthermore, this study provides a foundation for academics to build upon, advising knowledge on seller behavior and platform optimization. Sellers and platform

developers seeking to understand strategic product selection should consider these considerations as a roadmap for future growth and success.

5.3 Limitations of the Study

Although this study contributes statistical insights in product selection in seller's perception, the study's quantitative focus has certain limitations. Initially, the study was intended to study on broader population but owing to time constrain and resources available, the insight are only being collected for Malaysia's e-commerce platform sellers which is Lazada and Shopee. This may restrict the generalizability of the findings to other contexts. Factors such as cultural norms, market dynamics, and regulatory framework might differ dramatically among regions. Diversity of sample could assist in capturing variations in seller behaviors and preferences. Meanwhile, there's a possibility that this method may lack qualitative data which limits the capacity to investigate sellers' complex relationship, opinion and challenges in a deeper manner. The findings may overlook important elements or relationships that are difficult to capture through standardized survey questions. Simultaneously, measurement limitations, especially in terms of construct reliability, may have an impact on the finding's reliability of the study. The "Product Selection" has a low Cronbach value ($\alpha = 0.633$), indicating weak internal consistency. This reflected that items used to measure may not effectively capture the underlaying theory. Consequently, incorrect results and lowered confidence in the relationship involved with this variable may occur.

5.4 Recommendations for Future Research

To address the limitations, future research may focus on increasing the diversity of respondents and geographical regions. This could improve the representativeness of the findings, making them more generalizable to wider population of e-commerce platform sellers. It is recommended to employ stratified sampling techniques to ensure that respondents are drawn from multiple platforms and regions, as well as comparative methodology by including respondents from wider geographical areas, cultural dimension and market landscape. Besides, future research should use or include qualitative methods such as focus groups and interviews to acquire comprehensive exploration of decision-making processes beyond quantitative measurements. This can assist in finding new variables or mediators that influence product selection. In combining quantitative and qualitative methodologies, it provides a deeper understanding added to the study's findings and practical implications. In addition, employing explanatory and confirmatory factor analyses can assist in checking the structure of measurement constructs. Techniques like ensuring anonymity, offering clear guidance and user-friendly questionnaires might mitigate the effects of social desirability bias and other response bias.

5.5 Conclusion

In conclusion, this study identifies the critical factors impacting strategic product selection among Malaysia e-commerce sellers. This research presents that performance expectancy, effort expectancy, trialability, and virtual community building significantly enhance product and platform familiarity. In turn, this familiarity positively impacts sellers' ability to select strategic products. These findings provide e-commerce sellers with actionable strategies for making informed decisions, thereby enhancing their competitiveness in the international market. Simultaneously, this study offers a clear framework for sellers to navigate the dynamic e-commerce landscape, ensuring their offerings align with consumer preference and market demands.

Despite the contributions, this study presents several limitations, such as limited geographical scope and reliance on quantitative data. It is recommended that future study could consider expanding the sample to other uncovered regions and integrate qualitative data approach to gain a deeper understanding of sellers' decision-making processes. Generalizability and robustness of the findings can be enhanced with the limitations addressed, providing a more comprehensive understanding of product selection strategies in the fast-changing international e-commerce market.

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APPENDICES

Appendix 1.1: Questionnaire

Winning the international market: Unveiling the art of product selection via local e-commerce platform

Dear Sir / Madam,

I am a research student from Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus, currently majoring in Bachelor of International Business (Hons). I am conducting research in seller's product selection by investigating factors that influence product's competitiveness. This questionnaire is open to Malaysians aged 18 and above.

Dear respondent,
There are (2) sections to this questionnaire:
• Section A – Demographic Information
• Section B – Construct Measurement

I respectfully hope that you can answer the questionnaire and be assured the data collected is committed by UTAR in ensuring the confidentiality, protection, security and accuracy of your personal information. I would like to emphasize that this research project has been reviewed and received ethics clearance through the office of research ethics at Universiti Tunku Abdul Rahman.

Note:
1. This questionnaire will take approximately 5 to 10 minutes.
2. Your participation in this study is entirely voluntary, and withdrawal from this study is allowed at any time.
3. Your information and data will be kept confidential. Thank you for your time and participation.

Yours sincerely,
Lai Kah Shen
Email: luvylai0101@1utar.my

Are you born before the year of 2006 (above 18 years old) *

- ○ Yes (Please proceed to the next question)
- ○ No (You are not our targeted respondents, thank you for your participation)

Personal Data Protection Statement *

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
a) Name
b) Identity card
c) Place of Birth
d) Address
e) Education History
f) Employment History
g) Medical History
h) Blood type
i) Race
j) Religion
k) Photo
l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:
a) For assessment of any application to UTAR
b) For processing any benefits and services
c) For communication purposes
d) For advertorial and news
e) For general administration and record purposes
f) For enhancing the value of education
g) For educational and related purposes consequential to UTAR
h) For replying any responds to complaints and enquiries
i) For the purpose of our corporate governance
j) For the purposes of conducting research/collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting this form, you hereby authorise and consent to us processing (including disclosing) your data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at luvylai0101@1utar.my

Acknowledgements of Notice:

- ○ I have been notified and that I hereby understood, consented and agreed per UTAR above notice
- ○ I disagree, my personal data will not be processes

After section 1 Continue to next section

Section 2 of 4

Part A: Demographic Information

(Please tick your answer in the relevant box for each of the following statements)

Gender *

- ○ Male
- ○ Female

Age *

- ○ 18-25 years old
- ○ 26-35 years old
- ○ 36-45 years old
- ○ 46-55 years old
- ○ 56 years old and above

Education Level *

- ○ SPM or lower
- ○ Diploma
- ○ Bachelor's Degree
- ○ Master's degree
- ○ Others

Employment status *

- ○ Full-time employed
- ○ Part-time employed
- ○ Self-employed
- ○ Retired
- ○ Others

Nationality *

- ○ Malaysian
- ○ Non-Malaysian

E-commerce platform used *

- ☐ Shopee
- ☐ Lazada
- ☐ Others

Role in e-commerce platform *

- ○ Seller
- ○ Buyer
- ○ Both

How long have you been an e-commerce platform seller? *

- ○ Less than 1 year
- ○ 1-3 years
- ○ 3-5 years
- ○ 5 years and above

Section B: Construct Measurement

Please rate to what extent do you agree or disagree with the statements based on the scale below:

- Strongly Disagree (SD) = 1
- Disagree (D) = 2
- Neutral (N) = 3
- Agree (A) = 4
- Strongly Agree (SA) = 5

Kindly pick **ONE** number that represents your opinion the most.

A) Performance Expectancy *

	Strongly Disagr...	Disagree	Neutral	Agree	Strongly Agree
Logistic perfor...	○	○	○	○	○
Capabilities of ...	○	○	○	○	○
Using the platf...	○	○	○	○	○
Using the platf...	○	○	○	○	○

B) Effort Expectancy *

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
Using online pr...	○	○	○	○	○
Using the onlin...	○	○	○	○	○
Using the onlin...	○	○	○	○	○
Using the onlin...	○	○	○	○	○

C) Virtual Community Building *

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
The supplier pl...	○	○	○	○	○
I have a sense ...	○	○	○	○	○
I am interested...	○	○	○	○	○
Customers can...	○	○	○	○	○
It is easy to int...	○	○	○	○	○

D) Trialability *

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
During the Inter...	○	○	○	○	○
The product inf...	○	○	○	○	○
Before decidin...	○	○	○	○	○
Being able to e...	○	○	○	○	○
I would be per...	○	○	○	○	○

E) Website Familiarity *

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
I am familiar wi...	○	○	○	○	○
I am familiar wi...	○	○	○	○	○
I am familiar wi...	○	○	○	○	○

F) Product Familiarity *

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
I consider mys...	○	○	○	○	○
I think I am wel...	○	○	○	○	○
My knowledge ...	○	○	○	○	○

G) Product Selection *

	Strongly disagr...	Disagree	Neutral	Agree	Strongly Agree
I Intend to use ...	○	○	○	○	○
I will probably ...	○	○	○	○	○
I am decided to...	○	○	○	○	○

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