

THE INFLUENCE OF
XIAOHONGSHU REVIEWS AND FEEDBACK ON
CONSUMER PURCHASE DECISION-MAKING IN
THE DIGITAL ERA

YAP XIAO RONG

MASTER OF BUSINESS ADMINISTRATION
UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
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YAP XIAO RONG

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BY

YAP XIAO RONG

This research project is supervised by

Dr Lee Kwee Fah
Assistant Professor
Department of Accountancy
Faculty of Accountancy and Management

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Name of Student: YAP XIAO RONG

Student ID: 23UKM04519

Signature: xiaorong

Date: 20/7/2024

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DEDICATION

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LIST OF ABBREVIATION

PI	Personal Innovativeness
PEOU	Perceived Ease Of Use
PRU	Perceived Review Usefulness
PRC	Perceived Review Credibility
PDM	Purchase Decision-making
OCR	Online Consumer Review
TAM	Technology Acceptance Model

Preface

The objective of this study is to evaluate the Influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era. The study focuses on Malaysians who are using Xiaohongshu applications. The number of users using the internet is growing based on the findings of previous researchers and current government statistics and data. Hence, researchers are keen to determine the Influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era. On the other hand, this research studies the relationship between independent variables (Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, Perceived Review Credibility) and dependent variables (Consumer's Purchase Decision-Making). This study would be able to provide better understanding on the Influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era. Lastly, I hope that this study could provide better insight and information on the power of the Xiaohongshu online reviews in influencing people's decision making in the digital era in Malaysia.

Abstract

Background: Xiaohongshu has influenced people's decision making in the digital environment. In Malaysia, In 2022, the Department of Statistics Malaysia (DOSM) recorded a household internet access rate of 96.0 percent, showing a rise from 94.9 percent in 2021. **Objective:** The general objective of this study aims to identify the Influence of Xiaohongshu Reviews and Feedback on Consumer's Purchase Decision-Making in the Digital Era. The specific objective is to investigate the relationship between personal Innovativeness, perceived ease of use, perceived review usefulness and perceived review credibility. **Research Design:** A quantitative research method was used, with a survey conducted among Xiaohongshu's users. **Research Method:** This study conducted descriptive analysis, correlation analysis, reliability analysis, multiple linear regression analysis and hypothesis testing. **Sample size:** There are 428 respondents in this study. **Result:** This research found that personal Innovativeness, perceived ease of use, perceived review usefulness and perceived review credibility significantly impact customer's purchase decision-making in the digital era. **Conclusion:** The researcher can gain knowledge of how the Influence of Xiaohongshu Reviews and Feedback on Consumer's Purchase Decision-Making. The findings of this study are helpful for businesses owners and marketers in their organization to gain a competitive advantage and position themselves for success in e-commerce. Future studies should explore additional variables beyond those examined in this research such as the effects of personalized recommendations and customization options on consumer engagement and purchase decisions on Xiaohongshu to provide a more comprehensive understanding of factors influencing consumer behavior on Xiaohongshu.

Keywords: Social Media, Decision Making, Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, Perceived Review Credibility.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This research aims to investigate the impact of influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era. This chapter will cover the study's background, problem statement, research objectives and questions, and the significance of the research.

1.1 Background of the study

According to Merriam-Webster, social media is a platform for online communication that encompasses social networking websites as well as blogging websites. In order to facilitate the exchange of information, ideas, messages, and other forms of material, including videos, users collaborate to establish online communities. The act of sharing information or services between individuals, organizations, or institutions in order to establish beneficial relationships for the purpose of achieving employment or commercial goals is referred to as networking. Over the course of time, social networks have evolved into their contemporary digital equivalents. In this day and age of digital technology, social media has developed into an indispensable component of our day-to-day life. There have been an increasing number of social media outlets throughout time. According to De Mooij (2019), technological improvements have had a tremendous influence on a number of facets of our day-to-day lives and have greatly impacted the way we live our lives with considerable changes. Akram (2018) asserts that social networks have a considerable influence on the lives of young people and play an important role in contemporary

society, which is becoming more obvious. It is becoming more common for people to have access to the internet, which has evolved into an essential component of everyday life. While also providing a convenient means of accessing information, it functions as an effective platform that allows users to rapidly share their opinions and perspectives with one another. The Department of Statistics Malaysia (DOSM) stated that the percentage of households that had internet access in 2022 was 96.0%, which was an improvement over the previous year's figure of 94.9% (Business Today, 2023). The usage of the internet has significantly increased in a variety of domains, including but not limited to the following: information retrieval, communication, civic engagement, political involvement, e-Government services, entertainment, e-Commerce, and a number of other online services. The data demonstrates a discernible upward trend, which indicates that the number of people using the internet on an annual basis is steadily growing. As a direct result of this, the number of people who use the internet for social media purposes is increasing.

Xiaohongshu, which literally translates to "little red book" in Chinese, is a social e-commerce shopping app that was established in Shanghai in 2013 by Miranda Qu and Charlwin Mao. It began as a social sharing platform for user-generated content (Liu, 2023). In addition to selling luxury, beauty, and fashion products, the recently successful smartphone app Xiaohongshu also allows users to discuss their experiences. Xiaohongshu is a social networking platform that facilitates cross-border e-commerce. It encourages users to engage in commerce by facilitating the exchange of content, ideas, as well as special discounts and shopping suggestions within a social community. In China and Malaysia, it is a well-liked application. Due to the fact that social networks have developed, they have spread across every aspect of society. A shift towards digital information collecting has occurred as a result of the proliferation of social sharing platforms (Özkent, 2022). Original content that was contributed by users is highly valued by the Xiaohongshu community. Through social networking functions such as comments, likes, and reposts, this feature improves the amount of material that is exposed and the amount of engagement that occurs. According to Pamarathna (2019), Xiaohongshu is characterized as a "safe space" where consumers who have similar interests may write reviews and talk about their experiences shopping. Through the "explore" section of the app, users are able to locate articles

on topics such as fashion, gastronomy, travel, beauty, and cosmetics. Reviews and remarks from Xiaohongshu are relied upon by a significant number of customers.

One's personal decisions might be impacted by the use of social media. According to Taborosi, Kovačević, and Maljugić (2022), the decision-making process of people is influenced by a multitude of elements, which include the media, technology, communication, and new media platforms such as social networks. Kaemingk (2020) discovered that 97 percent of consumers research items online, 93 percent of consumers read reviews before making a purchase, and 31 percent of consumers are willing to pay 31 percent more for the same products if the reviews are positive. Positive evaluations posted on the internet serve as effective electronic word of mouth (eWoM), which influences the purchases made by both existing and prospective customers. instances of electronic word-of-mouth (e-WOM) include online customer reviews and endorsements from influential individuals. These types of reviews and endorsements enable customers to share their experiences with a product or service with prospective purchasers (Hennig-Thurau et al., 2004; Bronner & de Hoog, 2011). They are instances of e-WOM. According to Yang (2017), the rising usage of social media for decisions about purchases is being driven by the fact that it focuses on information that is both relevant and valuable. Users are now able to quickly share information, opinions, and thoughts on social media with just the press of a button thanks to this trend. Customers desire to reduce the amount of risk they take while making purchases (Chaipradermsak, 2007, as cited in Hanaysha, 2018). Advertisement attitudes, consumer views of brands, and customer intents to make purchases are all influenced by social media. However, it does not immediately affect the decisions that consumers make. Social media has an impact on consumers' perceptions of brands and their purchasing behavior. Customers' purchasing decisions may be influenced by positive impressions of the brand or product. According to Taining (2012), as mentioned in Gupta and Chopra (2020), the recommendations or endorsements of services or commodities made by friends on social media have an impact on the consumers' perceptions of the brand and their decision-making. On social media, the majority of people depend on reviews to lessen the risk of making a purchase.

1.2 Problem Statement

Online review platforms are dynamic spaces where potential and existing customers share information about products or services (Ventre & Kolbe, 2020). Modern customers prefer to use the Internet to research items and services they want to buy and to share their evaluations with others on online platforms (Beneke et al., 2015). The adoption of digital technology has changed how customers exchange information (Baima et al., 2022). Many companies' business performance has been affected by digital transformation (Ferraris et al., 2019). Tian and Yang (2023) define product iterative innovation as a customer-centered development method. Web 2.0 and big data technologies have led firms like Tencent, Dell, and Xiaomi to acknowledge the significance of online consumer input in the iterative innovation process (Jin et al., 2022). Online consumer evaluations have become more significant for understanding client desires, preferences, and possible product defects (Zhang et al., 2018). Xiaohongshu is a popular and quickly growing social e-commerce platform in China that provides a secure environment for people with common interests to share reviews and discuss their buying experiences, regardless of their importance (Pemarathna, 2019). Xiaohongshu's presence in places with large Chinese populations, particularly Southeast Asia, has been steadily expanding. Xiaohongshu's platform started out in 2013. However, the platform started to be widely used in Malaysia about 2018, and slowly became well-known until today (Yap, 2022). There are many authors (Liu, 2023; Chan, He, & Tang, 2023; Lu, 2024) discuss Xiaohongshu's effects in China, but Xiaohongshu's impact in Malaysia is less. The other researchers mentioned above in China only investigate one race, which is Chinese, but lacking other races worldwide. As Xiaohongshu is popular in Malaysia, and Malaysians have 3 main different races, therefore, the investigation of Malaysian purchasing behavior influenced by the online review in Xiaohongshu is necessary and valuable. Since Xiaohongshu users see it as a suggestion app rather than buying suggested things from Taobao, it struggles to increase income. Compared to Taobao, Xiaohongshu is a relatively new social media site, which raises doubts about user adoption. As with adoption, people are hesitant and less confident in new things. Therefore, it's necessary to research if consumers' acceptance of Xiaohongshu reviews affects their purchase decision-making. Furthermore, according to Liu (2023), Xiaohongshu lacks mutual confidence. Establishing mutual trust is crucial for the sustained well-being of the community. The rapid increase in Xiaohongshu's popularity has led

to a trust dilemma. Nevertheless, several people are seeking Xiaohongshu comments to inform their judgments. Thus, the researcher aims to determine the influence of Online Consumer Review (OCR) characteristics on Xiaohongshu's user's buying decisions.

Xiaohongshu is an online social networking platform that incorporates technology. He, Chen, and Kitkuakul (2018) stated that technology adoption is influenced by the perceived simplicity of use and perceived utility of the technology. 83% of Xiaohongshu users are aged between 18 and 34, placing them in the millennial age group (Dragon Social, 2019, as referenced in Wang et al., 2022). Statista (2023) reports that Xiaohongshu has 200 million monthly active users, over 43 million users, and about 100 million daily searches, establishing it as a crucial gateway for young consumers to make purchasing decisions. This research is crucial since the material on the Xiaohongshu platform significantly impacts the purchasing choices of its users. Alternatively, according to another academic, internet shopping has become a crucial aspect of our everyday routines, and customers like it due to the significant time savings it offers. Consumers remain doubtful of reviews and assessments, only buying things they consider essential (Chen et al., 2022). Consumers in Malaysia are increasingly depending on online evaluations from websites and social media platforms to make informed shopping decisions. Yet, the measurable impacts of these characteristics on Malaysian customers' inclination to buy on Xiaohongshu are restricted. Many experts have analyzed the influence of Xiaohongshu in many domains, including the effect of user-generated travel blogs on travel choices. An analysis was conducted on the impact of Xiaohongshu on its users and society, comparing it with Weibo. The study also examined Xiaohongshu's internet marketing strategy and the marketing strategy of social e-commerce platforms (Zhuoli Wang et al., 2022; Liu, 2023; Pamarathna 2019; Yin, 2023), however there is a gap in discussing the factors influencing people's decision to use Xiaohongshu for making purchases over other social media platforms. Many investigations concentrate on the effect and method utilized on Xiaohongshu but do not explain why consumers trust and start to look at online reviews to make buying choices on the platform. Various experts have differing ideas on internet reviews and their impact on people's decision-making. Therefore, the researcher aims to investigate the impact of Xiaohongshu on individuals' decision-making processes and how online reviews on Xiaohongshu influence their purchasing decisions in Malaysia.

1.3 Research Objectives

General Research Objectives: To understand the online review factors that influence consumer's purchase decisions in Xiaohongshu.

RO 1. To determine whether personal innovativeness affects their intention to see the online review in Xiaohongshu that influences purchasing decisions.

RO 2. To study the effect of perceived ease of use of online reviews on consumer's purchase decision making in Xiaohongshu.

RO 3. To investigate the effect of Online consumer review (OCR) usefulness on consumer's purchase decision making in Xiaohongshu.

RO 4. To examine the effect of Online consumer review (OCR) credibility on consumer's purchase decision making in Xiaohongshu.

1.4 Research Questions

RQ 1. Does personal innovativeness influence individual intention to see the online review in Xiaohongshu that impacts purchasing decisions?

RQ 2. Does perceived ease of use of online reviews affect consumer's purchase decision making in Xiaohongshu?

RQ 3. Does Online consumer review (OCR) usefulness affect consumer's purchase decision making in Xiaohongshu?

RQ 4. Does Online consumer review (OCR) credibility affect consumer's purchase decision making in Xiaohongshu?

1.5 Hypothesis of the study

H1: There is a relationship between the personal innovativeness and the intention to see the online review in Xiaohongshu that impacts consumer's purchase decisions.

H2: There is a relationship between perceived ease of use of online reviews and consumer's purchase decision making in Xiaohongshu.

H3: There is a relationship between Online consumer review (OCR) usefulness and consumer's purchase decision making in Xiaohongshu.

H4: There is a relationship between Online consumer review (OCR) credibility and consumer's purchase decision making in Xiaohongshu.

1.6 Significance of Study

1.6.1 Theoretical

This research will provide useful insights into the impact of the Influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era. This study is able to advance the Social Influence Theory. The study adds to the Social Influence Theory by exploring how personal innovativeness influences people's motivations to seek online evaluations on Xiaohongshu. Understanding the relationship between personal innovativeness and social impact helps to refine this idea in the context of digital platforms. Not only that, examining the perceived ease of use of online reviews on Xiaohongshu expands on the Electronic Word-of-Mouth Communication Theory. The study expands the understanding of electronic word-of-mouth in the digital realm by examining how the ease of accessing and interpreting these evaluations influences individual buying decisions. Additionally, the usage of the Technology Acceptance Model (TAM) provides a formal framework for assessing the value of online consumer reviews (OCR) on purchase decisions. This integration helps to close the gap between technology acceptability and customer behavior by providing information into the precise features and components of OCR that contribute to its perceived usefulness.

1.6.2 Practical

It is possible that the findings of the research will be of aid to marketers in refining their strategy for Xiaohongshu and other platforms that include features that are comparable to those that were covered in the study. This will be accomplished via the process of obtaining knowledge of the elements that impact online evaluations. Accordingly, the decision-making process of clients may sometimes result in the development of marketing activities that are both focused and successful. This is because of the aforementioned reason. Furthermore, the findings of this study have the potential to serve as a source of information for business owners who are interested in incorporating internet marketing into their entire business plan. This is because the research was

carried out with the intention of focusing on internet marketing. In addition to this, the practical outcomes of the study may be of aid to businesses in enhancing their online presence by improving the amount of interaction and trust that customers have in them. This is in addition to the fact that the research was conducted. Through the implementation of tactics that aim to enhance the perceived ease of use and reliability of online reviews, it is possible to provide support for the construction of a good brand image and the establishment of trust with prospective customers. The implementation of these methods is one way in which this may be performed. Because it provides them with a clear picture of the kinds of factors of online reviews that are able to affect the decision-making process of customers when it comes to making purchases at websites, this result of the study may also aid firms in increasing their company profit. This is because it provides them with a clear picture of the types of variables that comprise online reviews. In other words, it provides them with a comprehensive idea of the many sorts of elements that have the potential to affect the decision-making process of clients. Taking this into consideration, the firm can decide to use this approach in order to make it easy for individuals to obtain the things that they provide.

1.7 Conclusion

Chapter 1 outlines the study's history, objectives, and question, as well as the significance of the research subject matter. In Chapter 2, the researcher will use appropriate theories and models to conduct an analysis of the literature review on the factors that influence individual purchase choices on Xiaohongshu. Four independent variables and one dependent variable will be the subject of the debate that will take place. Background information, both theoretical and conceptual, will be provided in this chapter. The methodology of the research, the instrument technique, the sampling design, the treatment of the data, and the sample size will all be discussed in Chapter 3. For Chapter 4, the findings and conclusions of the research will be presented. Chapter 5, we will have a discussion on the limitations, as well as some ideas for more research.

CHAPTER 2

Literature Review

2.0 Introduction

The purpose of this chapter is to offer an overview of the many components of online reviews and the impacts that they have on the purchasing decisions of individuals.

In order to develop a common understanding of conceptualism, this chapter will present an overview as well as a description of online evaluations. The importance of the investigations has been evaluated in order to explain the association between the factors of online reviews and the choices that people make while making purchases on Xiaohongshu market. In addition to this, a conceptual framework that outlines their connection will be proposed.

2.1 Introduction of Xiaohongshu

Xiaohongshu is a platform for young people's lifestyles. It was founded in June 2013 and has grown swiftly to become China's largest community e-commerce platform in recent years, in accordance with China's "Internet plus" development strategy. Due to its distinctive "social + e-commerce" mode, "Xiaohongshu" can stand out in the e-commerce platform industry's fierce competition. The content-sharing community is the "advertising area" and "publicity platform" for shopping, providing users with the most authentic user experience possible, and customers will inevitably enter the mall to place orders when the desire to purchase arises. The primary requirement for the majority of users is to search and examine the content of notes. On the

premise of satisfying this demand, "Xiaohongshu" has effectively "zhongcao" and generated a desire to purchase via personalized recommendation. "zhongcao" on Xiaohongshu translates to "planting grass." However, this is a metaphorical term used in the context of social media and online shopping. It means to recommend or endorse products to others, making them want to buy or try these products. Essentially, "zhongcao" refers to creating a desire for products among users through recommendations and reviews. Through one-stop service, "Xiaohongshu" has opened the e-commerce sector to these consumers and established long-term, positive customer relationships (Liu, 2023).

2.1.1 History of Xiaohongshu

Xiaohongshu, or "little red book" in Chinese, is a social e-commerce app established in Shanghai, China, in 2013 by Miranda Qu and Charlwin Mao as a User Generated Content (UGC) sharing platform. An Android version was created in 2014, transforming the shopping method into a community focused on sharing purchases (Batch, 2017). Xiaohongshu originally targeted young, urban women by fulfilling their unmet needs for sharing purchasing lists and vacation experiences overseas and connecting Chinese women buyers and foreign vendors. This client targeting strategy may set Xiaohongshu's mobile app distinct from Weibo, Weixin, and other popular Chinese photo sharing sites. Xiaohongshu built a large network of luxury fashion-loving women, fostering trust, involvement, and security. Shanxi News noted Xiaohongshu's word-of-mouth marketing and announced the "2014 Little Red Book Global Awards". User ratings and votes decide reward goods, according to Xiaohongshu Welfare Society in 2015. Reward goods refers to products that are awarded or recognized based on user ratings and votes. These products are highlighted or given special recognition for their popularity, quality, or other positive attributes as determined by the community of users on Xiaohongshu, and implies that these items have been singled out as desirable or exemplary through a process of crowd-sourced endorsement and recommendation. Xiaohongshu was opened six or seven times daily by 17% of regular visitors in 2014. Additionally, the Xiaohongshu's designer identified a customer group that utilized the app to ask family members living or studying abroad for buying help. Six months after launching the app, Xiaohongshu opened Shenzhen and Zhengzhou warehouses. Initially, the firm sold Asian cosmetics, Australian nutrition products, and European clothes.

Marketing is largely word-of-mouth for Xiaohongshu. By 2016, the total number of app downloads had risen to 15 million according to Mitra (2016). Xiaohongshu established significant partnerships with well-known worldwide companies including Blackmores, Panasonic, @cosme, and Kirindo before the end of 2015. Within four years, Xiaohongshu has grown its user base to over 50 million, establishing itself as the biggest community e-commerce platform globally (Daily, 2017). According to Chop hand girl in 2016, Xiaohongshu achieved sales of 100 million RMB within the first two hours on June 6th, making it the #1 app in the shopping category on the Apple app store. Xiaohongshu held a shopping festival on June 6, 2017, to celebrate their fourth anniversary. Following this event, the app was ranked as the top shopping app in the App Store (Dudarenok, 2018). According to the WalkChat (Chen, 2018) discussion, the Xiaohongshu mobile app led cross-border e-commerce apps with 15.4 million monthly active users on Black Friday 2017. The 2018 self-operated brand Redlight Welfare Society was founded by Xiaohongshu (Udemans, 2018).

2.1.2 Characteristic of Xiaohongshu

The majority of the goals of the shopping app known as Xiaohongshu is to supply users with the best products from all around the world. Users are able to exchange material, share experiences, and receive information about new products through this platform, which acts as both a social media platform and an e-commerce website applicable to international transactions. The platform features a community that places an emphasis on the original material created by users, which further boosts engagement through the usage of social media services. Xiaohongshu is a "safe space" where customers who share similar interests may submit evaluations and share their buying knowledge with one another. An additional component of the application is a "explore" section, which allows users to share content on a variety of topics, including beauty, cosmetics, travel, food, and fashion. Detailed information regarding neighboring shopping alternatives can be found in the "Nearby" section. User-generated content, often known as UGC, is utilized by Xiaohongshu in order to uphold quality standards and supply trustworthy information. In order to provide users with content recommendations, the platform makes use of algorithms. The app also highlights popular notes in "Featured" and "Editor's Pick" categories. According to Pamarathna (2019), the platform is popular among celebrities because celebrities share their shopping

experiences and lifestyle hacks on the platform. As a consequence, the number of active users increases, as does product demand.

2.1.3 Characteristics of Xiaohongshu users

Regardless of audience base, every user on Xiaohongshu has the option to contribute material. The platform allows users to share notes, making them available to the whole user base. As these remarks receive a large number of page views, retailers may invite people to cooperate and feature soft ads. This collaborative method increases the visibility of shared information and gives consumers a way to participate in promotional efforts.

Furthermore, the platform's content has a substantial impact on the consumption habits of Xiaohongshu's users. As revealed at the 2022 Xiaohongshu Business Ecology Conference, the platform has an astounding monthly active user count of 200 million, with over 43 million people actively engaged. Furthermore, the platform receives nearly 100 million searches every day, cementing its position as an essential gateway for youthful consumers to make informed purchasing decisions. Xiaohongshu has evolved as a critical platform, impacting consumer decisions through its extensive user participation and dynamic content ecology (He, 2022).

2.2 Definition of Online Review

There is little difference between user-generated content (UGC), online reviews, and electronic word of mouth (eWOM). Electronic word-of-mouth (eWOM) includes all forms of electronic communication, including as emails, websites, consumer review sites, blogs, virtual communities, chat rooms, newsgroups, and instant messaging, that occur over the Internet. Text (such as reviews and blog posts) and visual data are both forms of user-generated content (UGC). The definition of eWOM by Hennig-Thurau et al. (2004), as cited in Bronner and de Hoog (2011), refers to any positive or negative feedback on a product or company shared by future, existing, or former customers on the Internet and accessible to a wide audience. Customers' online reviews are product evaluations written by customers on company or third-party websites (Kim & Kang, 2018). Customers may provide their product feedback by submitting narrative reviews and digital star ratings on internet platforms and social media.

2.2.1 Role of Online Review

Online customer evaluations are considered a crucial and influential marketing instrument; consequently, they have generated considerable attention from scholars and marketers alike (Masłowska, Malthouse, & Bernritter, 2017). Not only that, online reviews also is a guideline for individuals who seek advice from the range of choosing a hotel to choosing a restaurant. The influence of online product reviews on the decisions that consumers make is of the utmost importance. This influence is frequently reduced to a straightforward valence, which is typically expressed by the average star rating on a scale of five. It is common practice to provide the number of reviews beside this grade. This gives customers an idea of the overall quality of the product as well as their experiences with it. When it comes to making decisions in the context of buying, consumers frequently rely on heuristic cues rather than sophisticated processing since they are cognitive misers who have limited cognitive resources. According to research conducted by Forman, Ghose, and Wiesenfeld (2008), customers are predominantly influenced by product evaluations through heuristic processing. This means that peripheral cues, such as the valence and amount of reviews, have a substantial impact in the construction of opinions. Consumers have a tendency to simplify their search and evaluation processes, particularly in instances when there is an abundance of information or when the risk involved is low. As a result, they place a significant amount of importance on indicators such as star ratings and review counts when making decisions. The fact that these summaries are less likely to be misunderstood is one of the advantages they offer over reviews that are written in text. The importance of volume and valence is further highlighted by the fact that they are placed in a prominent location beside product prices. This positioning ensures that all clients are exposed to the information, regardless of whether or not they check the review tab. Putting an emphasis on key metrics is consistent with earlier research (Mahajan, Muller, and Kerin, 1984; Liu, 2006), and it highlights the significance of these measures in terms of their ability to influence customer behavior (Wang et al., 2015).

2.3 Definition Of Decision Making

The readiness to satisfy a need is the first step in the process of making a purchasing decision, which is a collection of decisions made by a customer prior to the completion of a purchase. The customer is responsible for selecting the location of the purchase, the chosen brand and model, the quantity of the purchase, the length of time to make the purchase, the amount of money to spend, and the method of payment. According to Schiffman and Kanuk (2007), consumers often go to their previous experiences for information that is pertinent to a particular consumption-related demand. This is done before they look to other sources for information. To put it another way, a consumer's prior purchase history is considered to be an internal source of information that they rely on before making a choice. Additionally, according to Schiffman and Kanuk (2007), as stated in Hanaysha (2018), the judgments that some customers make are most likely to be influenced by a combination of their prior purchasing experiences, marketing programs, and information sources that are not commercial in nature. In addition, previous studies have shown that customers make an effort to reduce the amount of risk involved in their purchase choices (Chaipradermsak, 2007).

2.3.1 Purchase Decision Making Process

According to Stankevich (2017), the "Five-stage model of the consumer buying process" is a model that represents the usual decision-making process with customers. There are five essential stages involved in the decision-making process for the client. Problem identification, information search, alternative evaluation, purchase choice, and post-buy evaluation are the five steps. Consumers go through this process in order to arrive at a decision on whether or not to make a purchase. The first step in the decision-making process for consumers is to acknowledge that they have a need for a certain service or product. The same effect, which is a desire, is produced by recognizing a need, regardless of whether the need is prompted from inside or from outside. After consumers have identified a need, the next stage is for them to acquire information in order to figure out how to fulfill that want, which brings us to the second phase. Buyers take into account both internal and external factors, as well as their prior experiences, both good and bad, with a certain brand or product, while they are doing research on their available options. When they are at the information stage, they could investigate the options in person or analyze the

information from internet resources like Google or reviews from previous customers. At this stage in the consumer decision-making process, prospective purchasers have developed criteria for what they want in a product and have established their preferences. Then they compare alternative products. When consumers have gathered all of the information, including the feedback from previous customers, they should be able to make a sensible choice about the product or service that they want to buy. It is possible that the customer will recognize the product as the finest choice and make the decision to purchase it if the activity is carried out well.

2.4 Theoretical Foundation

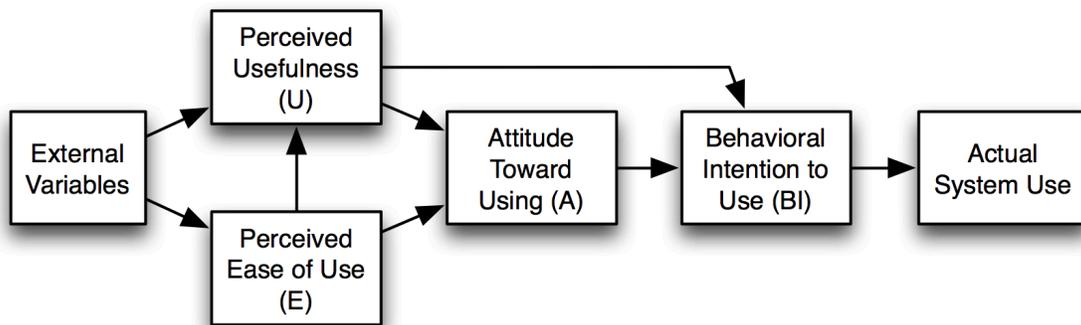


Figure 1: Technology Acceptance Model (TAM)

Davis (1985) created the Technologies Acceptance Model (TAM) to study user attitudes regarding emerging technologies. Researchers researching information acceptance typically employ this paradigm. The study aims to evaluate the Technology Acceptance Model (TAM) proposed by Davis (1986) across several scenarios such as information systems (Hu et al., 1999), software applications (Szajna, 1996; Gao, 2005), and e-commerce (Morris and Dillon, 1997; Koufaris, 2002). Users' acceptance of social media technology is based on the internalization of their use behavior, which is influenced by individual mindsets. TAM categorizes the attitude component of TRA into two constructs: perceived usefulness (PU) and perceived ease of use (EU) when describing computer use behavior. Davis (1989) said that the desire to utilize a

mainframe e-mail system (referred to as "Profs") and a data editing system (referred to as "XEDIT") were influenced by two beliefs, "PU" and "perceived EU" of the technologies. PU stands for the extent to which an individual feels that using a certain system will improve their work performance. Within a company, utility may enhance individual performance, resulting in both financial (such as sales) and non-financial (like customer loyalty) advantages. Perceived EU is the extent to which an individual perceives that using a certain system would be effortless, as stated by Venkatesh and Davis (2000). Personal attitudes towards technology use are affected by Perceived Usefulness (PU) and perceived Ease of Use (EU). According to TAM, a person's intentions to utilize technology determine their actual usage of the technology.

Social Influence Theory is connected to the TAM Model as social influence impacts the acceptance of technology in society. Social influence theory posits that individuals are greatly influenced by the attitudes and behaviors of others (Hwang, 2014). This concept is often used in persuasion, influencing large populations, or altering behavior gradually. People are impacted by both their real-life and virtual social connections. Consumers may engage with their colleagues, friends, family, and influencers via social media sites. These contacts may shape their views and inclinations towards items or services. Social Influence Theory is very applicable to Electronic Word-of-Mouth Communication Theory. Social media is the modern version of traditional word-of-mouth advertising. Consumers disseminate their product and service experiences throughout their social circles, broadening the scope and impact of their endorsements. Consumer-generated optical character recognition is a key source of electronic word of mouth (eWOM) used for marketing purposes to obtain an advantage in the market. Consumer-generated online customer reviews (OCR) involves consumers taking photos of product labels or receipts with their smartphones. The app converts this text into digital format, which users share on social media or review sites. This shared content becomes electronic word of mouth (eWOM), influencing others' purchasing decisions. This practice has attracted significant interest from both consumers and sellers throughout time (Hu & Kim, 2018). The concept of social influence explains how communication with others or media can lead to changes in behavior or thought. Furthermore, influence is a bidirectional process, regardless of the outcome. It is possible for one person to affect the conduct of another, but it is unclear if the second alteration will also have an impact on the first. This holds true for individuals, groups, and societies. Influence levels are

affected by group cohesion, social norms, group size, behavior expectations, and the value placed on one's own and others' perspectives. This study's research approach shows how social influence and online customer reviews (OCR) affect attitude. The online customer reviews (OCR) variable is based on source credibility theory, while interpersonal and external impact are from social influence theory (Ahmed et al., 2023). All these models and theories are relevant for analyzing the aspects that impact the adoption process in an external environment.

2.5 Consumer Purchase Decision-Making (Dependent Variables)

A purchasing decision is a sequence of decisions made by a buyer prior to a purchase, starting when they are ready to fulfill a need. The customer has to choose the buying place, brand, model, quantity, purchase timing, budget, and payment method. Comprehending customer behavior is challenging due to the multitude of elements that might impact consumer decisions prior to a purchase. Consumers may spend less time deciding between low- or high-value items when they prioritize addressing their needs above other factors (Zhang et al., 2020). Consumer behavior is the examination of the processes involved in how people or groups choose, buy, use, or dispose of goods, services, ideas, or experiences to fulfill their wants and desires. Various factors, such as information technology and decision support systems, impact the decision-making behavior of individuals, groups, and organizations. Information technology has grown more interconnected and potent during the last five decades. Advances in social tool interfaces and increased usage of mobile wireless devices have led to the creation of social networks that are instant, globally spread, mostly unmanageable, and ever-present (Power & Phillips-Wren, 2012).

In a 2021 survey on social commerce in Malaysia, 74% of participants said that they would study online feedback and ratings prior to buying a product on social media (Statista, 2023). Individuals get insights on items and seller services by reading reviews and comments to make informed decisions when shopping online (Le, LH & Quang, AH, 2021). Business-to-Person (B2P) communications have become a new paradigm for engagement, and Social Media Peer Groups (SMPG) have gained significance in the modern business and economic landscape (Power & Phillips-Wren, 2012). Hu and Kim (2018) found that positive online reviews substantially influenced purchase intention, with products with a higher proportion of excellent

ratings having a bigger purchase intent compared to those with more negative reviews. During the purchasing process, individuals tend to focus more on the somewhat accurate descriptions provided in neutral and negative evaluations. When shopping online, customers will get an initial impression of the product by reading reviews from other buyers. The impression formation and assessment process tends to focus more on the negative aspects, as noted by Jiang (2015). Sparks and Browning (2011) and Jiang (2015) found that negative reviews had a much stronger influence on a buyer's trust level compared to positive evaluations. According to Li et al. (2018), negative assessments may have a wider impact than positive ratings. According to PowerReviews (2019), as referenced in Le & Quang, (2021), 97% of customers consider product reviews before buying, and 85% of them pay attention to negative ratings. A study by Yi & Wang (2015) found that over 60% of customers read online product evaluations weekly. 93% of these consumers feel that online reviews enhance the accuracy of their buying decisions, minimize risks, and influence their shopping choices. When engaging in commercial activities on B2B and B2C platforms, 82% of e-consumers read product evaluations before making purchasing decisions, and 60% of them consult comments on a weekly basis. Studies indicate that 93% of customers consider online reviews when making purchase decisions, suggesting that most consumers routinely read and depend on online reviews for guidance (Liu & Gao, 2021).

According to Daft and Lengel (1984), the quality of decision-making is deeply influenced by a variety of elements, including social perception, the clarity of the message, and the ability of the message to persuade. Social media platforms, with their enormous user bases and features that allow for segmentation, have emerged as powerful instruments that are capable of changing public perception by promoting the distribution of information in a group setting. For example, Facebook and LinkedIn groups. Nevertheless, the fact that online social circles are so similar to one another can make it difficult to be objective and to think critically during the decision-making process, which could ultimately result in unfavorable outcomes. Additionally, user segmentation on social networks has the potential to distort message comprehension, which can exacerbate miscommunications due to the inherent limits of virtual communication channels.

Despite the fact that these impacts appear to be harmless in everyday life, they can actually offer major hazards to customers, employees, and management, which in turn puts the results of

business operations in jeopardy to varied degrees. Another factor that contributes significantly to the quality of decisions is the level of expertise possessed by users (Kahai and Cooper, 2003). Within the arena of social media, it becomes difficult to exercise control over the transmission and impact of information, which in turn creates an atmosphere in which conformity and peer pressure have a significant impact on the decision-making processes of individuals (Aronson, Wilson and Ackert, 2007). When it comes to social interactions that take place online, the phenomenon of conformity presents itself in a particularly apparent manner. Individuals may give in to the pressure of the group in an effort to gain acceptance and validation.

As an additional major influence on decision-making processes, the prevalence of information saturation on social networks is a significant factor that should be taken into consideration (Power & Phillips-Wren, 2011). Users' capacity for critical thinking and discernment is diminished as a result of the overwhelming volume of communication that floods their social media feeds, which in turn causes their decision-making frameworks to be altered. Notably, research highlights the significant impact that social media has on individual decisions and organizational dynamics. This is evidenced by the role that social media has played in catalyzing events such as the "Arab Spring" (Kirkpatrick, 2011), in influencing presidential elections in the United States, and in fueling protests in Hong Kong (Frosina, 2021). It is therefore necessary to have a sophisticated grasp of the consequences that social networks have inside corporate environments since the deep influence that social networks have on decision-making extends beyond the realms of society and include organizational situations for the same reason.

2.6 Independent Variables

Several recent studies have examined the influence of online reviews on purchasing choices (Zhang et al., 2014; Zhong-Gang et al., 2015; Ruiz-Mafe et al., 2018; Von Helversen et al., 2018; Guo et al., 2020; Kang et al., 2020; Wu et al., 2021). These studies have examined many aspects of online reviews on buyer behavior, including linguistic elements (Ghose and Ipeirotsis, 2010). When faced with a wide range of products and services available for purchase, customers look for tools to help them choose whether to buy or not to buy. Customer recommendations, such as assessments and suggestions have a significant role in influencing actions, from choosing a hotel

to downloading a smartphone app (Fagerstrom & Ghinea 2011). PowerReviews (2019) reported that 97% of customers consider product reviews before deciding to make a purchase, with 85% of them paying attention to negative reviews.

Customers sometimes find it challenging to make optimal judgments while buying products online. Consequently, people rely on online evaluations from other customers to get knowledge about potential purchases (Choi & Leon, 2020). Online customer reviews significantly influence purchase choices (Guha Majumder et al., 2022). According to Taborosi, Popović, Poštin, Rajković, Berber, and Nikolić (2022), various factors, including the media, information technology, communication methods, and the rise of new media platforms like social networks, can influence how individuals make decisions. Online customer reviews and influencer endorsements are considered electronic word-of-mouth (e-WOM), providing customers with platforms to communicate their product or service experiences and assessments with future consumers, as explained by Hennig-Thurau et al. (2004). Yang (2017) suggests that the increasing dependence on social media for making purchase choices is due to its expertise in offering relevant and meaningful information. This trend allows users to easily share information, suggestions, and comments on social networking sites with a single click. Customers usually want to minimize the risk linked to their buying decisions (Chaipradernsak, 2007 as cited in Jalal Rajeh Hanaysha, 2018). Social media influences advertising attitudes, brand perceptions, and customer buy intentions. Xiaohongshu is a social networking site. Therefore, it can influence customer's purchasing decisions in the digital era.

General Hypothesis: There is a relationship between online review factors and people's purchasing decisions in Xiaohongshu.

2.6.1 Personal Innovativeness

Consumers who adopt a new concept in its early stages typically exhibit higher personal innovativeness compared to those who adopt it later (Dash et al., 2023). Lu (2014) explored how personal innovativeness affects the acceptability of new products. According to Siu and Chang (2015), personal innovativeness(PI) is defined as an individual's propensity to engage in

risk-taking behavior. Personal innovativeness is the tendency to embrace new ideas faster than others in a social group. Innovators are individuals who are open to new experiences and stimuli that are in line with their interests. Leavitt and Walton (1975) said that persons with high degrees of personal innovativeness are more inclined to try new things and possess the capacity to work together in uncertain situations. Rogers (1955) said that the key factor in innovation dissemination studies is the individual's own innovativeness. Lemon and Verhoef (2016) describe the customer journey as the many stages of the whole customer experience, including pre-purchase, purchase, and post-buy phases. Smartphones in an omni-channel setting allow consumers to find options at any time and from any place, regardless of location or time constraints. Their decision-making process deviates from conventional step-by-step procedures such as identifying a need, gathering information, evaluating choices, making a purchase, and post-purchase actions. Customers may engage in repetitive information-seeking behavior before and after completing a purchase and acquire new knowledge via information-sharing organizations and platforms (Zhang et al., 2023). The plethora of information on social media sites will ultimately impact people's buying choices.

Personal innovativeness has a substantial association with mobile learning adoption, with those who are more inventive being more inclined to obtain knowledge and learn new things. Individuals with high personal innovativeness are more inclined to explore and actively search for knowledge to experiment with novel online activities (Ayub et al., 2017). Adopters approach new technology with optimism, as suggested by diffusion theories (Rogers, 1955). Numerous elements, such as social, cultural, organizational, and environmental aspects, may contribute to users' beliefs about adopting innovations. Personal characteristics, such as PI, have been identified as one of the most significant and prominent predictors of propensity to accept technical breakthroughs. Personal innovativeness relies more on the internet. Numerous researches, including Amoroso and Lim (2015), have identified PI as a key driver of adoption with varying levels of motivation. PI are familiar with the online setting, they can share their experiences and opinion to influence and persuade the online user in whether to accept or reject the product. Thus, individuals' decisions have been affected. Innovators also known as early adopters. Product innovations have value in and of themselves for adopters, whereas process

innovations have value as they provide a means to an aim other than themselves (Tornatzky & Fleischer, 1990).

The Internet has the potential to function as a source of innovation for both individuals and companies in terms of both products and processes. Users who are acquiring information on the Internet can consider it to be an innovation in product design and information search. Xiaohongshu is a social networking platform and a social e-commerce shopping app that caters to young urban women who are passionate about shopping for luxury and stylish items and communicating their experiences with one another. According to Liu (2023), Xiaohongshu started 2019 by fostering cooperation between brands, key opinion leaders (KOL) talent, and other stakeholders.

Research has been conducted not just in the field of innovation diffusion research (Rogers, 2002), but also in the field of information systems (Agarwal & Prasad, 1998). Personal innovativeness has been the subject of attention in both of these areas. In the market, influencers are always considered to be a principal investor, they depend more on information obtained from the internet, they are eager to try new things, and they are also the individuals who "walk in front" in society. This is particularly true on social media sites, where they have the ability to express their viewpoint and exert influence on others. According to Flynn et al. (1996) and Roehrich (2004), customers who have a high level of personal innovativeness are more likely to be engaging in the process of product development and to provide guidance or information on a product that is relevant to their needs, so influencing the purchasing decisions of other consumers. Xiaohongshu app has the influencer that can convince and sway the user's viewpoint. Chinese customers have shown a growing interest in the application, as shown by the fact that seventeen percent of daily frequent visitors access the application six or seven times each day. The findings of previous studies have also shown that an individual's level of innovativeness has a role in determining the degree to which technical breakthroughs are adopted (Lu et al., 2011). Innovative individuals will have a greater degree of acceptance via the Xiaohongshu app. Individuals who had a high level of personal innovativeness had a better level of acceptability (Alkawsii et al., 2021). As the acceptance rate increases, the level of confidence that consumers

will have in the product increases as well. As a result, prior to finalizing their choice, they will check the evaluations that are available online. Hence, it is hypothesized that:

H1: There is a relationship between the personal innovativeness and the intention to see the online review in Xiaohongshu that impacts consumer's purchase decision-making in the digital era.

2.6.2 Perceived Ease of use

Prominent scholars in the domains of information systems (IS) and human-computer interaction (HCI), such as Davis, Bagozzi and Warshaw (1989) and Gould and Lewis (1985), have contributed to a substantial body of literature to substantiate the claim that initial user acceptance and continued usage of systems are significantly impacted by perceived ease of use. Prior studies have established that perceived ease of use (PEOU) significantly influences individuals' attitudes and intentions regarding the utilization of mobile devices for the acquisition of secondary airline travel services (Morosan, 2014). When individuals possess restricted information regarding a particular subject, they tend to rely on the most fundamental data at their disposal when making decisions. They often find it difficult to discount this preliminary information, despite acquiring further facts in the future. While individuals may potentially revise their reasoning in light of new information, they persist in relying on their initial impression (Venkatesh, 2000). University people are always using social media sites as they feel it is easy to use in order to access social networking sites by using smartphones (Kolhar, Kazi & Alameen, 2021). Also, an increasing number of consumers are opting for online purchasing due to its convenience as it allows them to allocate more time towards other pursuits and requires less time for shopping (Shaqman et al., 2022). Previous research has demonstrated that an abundance of convenience positively influences customer retention (Lloyd et al., 2014; Lovelock & Patterson, 2015). Conversely, the primary reason cited for their departure has been a lack of convenience (Keaveney, 1995; Seiders et al., 2007; Lovelock & Patterson, 2015). The greater the perception of convenience through the attitude toward utilizing a product, the higher the purchasing intent (Wang et al., 2023). By engaging in online discussions with fellow consumers, consumers have the ability to compare prices (Shankar & Rishi, 2020). This form of product exposure enables consumers to rapidly

evaluate alternatives and arrive at informed decisions. Online, a plethora of products and information are accessible. Therefore, in the current era, consumers are exceedingly attuned to initiatives that facilitate evaluation (Jiang et al., 2013; Shankar & Rishi, 2020). A considerable number of consumers have embraced online purchasing as opposed to conventional in-store shopping due to its enhanced convenience, adaptability, and affordability (Majumder, Gupta, & Paul, 2022). Consumers can acquire comprehensive product information through the examination of online evaluations written by consumers with prior experience (Sunitha & Gnanadhas, 2014). When an individual desires to make a purchase decision, they are no longer confined to seeking advice from friends and family. An abundance of product reviews available on online platforms offer the valuable insights of current users.

H2: There is a relationship between perceived ease of use of online reviews in Xiaohongshu and consumer's purchase decision-making in the digital era.

2.6.3 Perceived review usefulness

Perceived usefulness is defined by Davis (1989) as "the extent to which an individual holds the belief that employing a specific system would enhance their job performance." This definition has been used to describe perceived efficacy. In the research conducted by Al-Gahtani (2016), Calisir et al. (2014), Hsia et al. (2014), and Lee et al. (2014), it was shown that these elements have a direct impact on the learners' desire to make use of e-learning. In this day and age of e-commerce, online user reviews, which are often referred to as electronic word of mouth, have become very useful due to the fact that they have the ability to impact future purchase choices (Majumder, Gupta, & Paul, 2022). Customers' shopping habits have been dramatically altered as a result of the digital revolution, which was brought about by the pandemic of the COVID-19 virus (Majumder et al., 2022). Over the course of the previous two years, the significance of buying by means of the internet has dramatically expanded. The introduction of digital technology has brought about a significant change in the manner in which customers share information with one another (Baima et al., 2022). The findings of this study, along with the analysis of prior literature, indicate that perceived usefulness significantly influences consumers' intention to continue making online purchases (Tandon et al., 2016; Thi et al., 2022; Amalia,

2018). They thought that participating in online assessments would be good. According to Lin and Xu (2017), online assessments may be beneficial in situations when customers have a clear understanding of the capabilities and qualities of the product in question. This is what is meant by the phrase "perceived usefulness." For example, Chiou et al. (2018) found that customers with a high level of expertise had different reactions to bad online reviews than customers with a low level of knowledge. According to Purnawirawan et al. (2015), the manner in which online reviews are written, namely whether the majority of them are favorable or negative, is a significant factor in determining how effective a product is judged to be. While individuals are confronted with challenges while trying to make a buying choice, they may turn to reading online internet reviews (Chen et al., 2022). In addition to the fact that the procedure is time-consuming, as it may be difficult to differentiate between different types of information and to get information that is helpful. Consequently, the idea proposes that there is a connection between the two of them.

H3: There is a relationship between online consumer review (OCR) usefulness in Xiaohongshu and consumer's purchase decision-making in the digital era.

2.6.4 Perceived review credibility

The evaluation of experience product popularity is conducted by counting the number of votes that a review accumulates (Cui et al., 2012). Popular products are generally regarded as being of the utmost reliability. The likelihood that a review will be accepted is positively correlated with the reviewer's expertise and dependability (Korfiatis et al., 2012). Previous studies have established a correlation between the number of votes a review receives and its level of Personal Innovativeness and that of the review itself (Cheung & Ho, 2015). In describing the credibility of a review message, the degree to which readers consider its content to be "credible, true, or factual" is utilized (Erkan & Evans, 2016; Cheung et al., 2009). They defined review credibility as the customer's conviction that an online review is accurate. A number of research studies (Cheung et al. 2009; Dong 2023) define credible online reviews as those that the general public considers to be rational, trustworthy, and accurate. According to Pooja and Upadhyaya (2022), the environment, including product attributes and customers' prior experiences, affects how

effective online reviews are. These elements affect how consumers evaluate online reviews' authenticity and make decisions about what to buy based on their interactions with them. The recipient must depend on indicators like the reviewer profile, the source's legitimacy and reputation to judge the person's credibility. When a person perceives the source of an online review to be trustworthy, he or she is more likely to use the information. Guo et al. (2020) showed that pleasant online customer reviews lead to a higher purchase likelihood compared to unpleasant ones. They also found that perceived credibility and perceived diagnosticity significantly influence purchase decisions, but only in the context of unpleasant online customer reviews. As virtual communities do not allow for face-to-face interaction between message senders and recipients, information trustworthiness is assessed using cues such as source reputation, credibility, and reviewer profiles. These signs are important factors to consider when assessing believability. Park and Lee (2011) developed trust transfer theory, which explains how customers perceive online reviews differently depending on the platform's reliability. Reviews on trusted e-commerce websites are considered more credible than those on less respectable sites. Based on source credibility theory, as stated by Mumuni et al. (2019) and Shamhuyenzva et al. (2016), the perceived trustworthiness and expertise of the review source positively influence review credibility. In summary, when people believe the source of an online review is reputable, they are more likely to trust and act on the information presented. When attempting to determine the veracity of online evaluations for high involvement transactions, buyers primarily concentrate on the message and make use of many cues (Filiari, 2016). UGC platforms have the potential to decrease consumers' cognitive effort and information processing time by offering reliable information (Bellman et al., 2006).

H4: There is a relationship between online consumer review (OCR) credibility in Xiaohongshu and consumer's purchase decision-making in the digital era.

2.7 Conceptual Framework

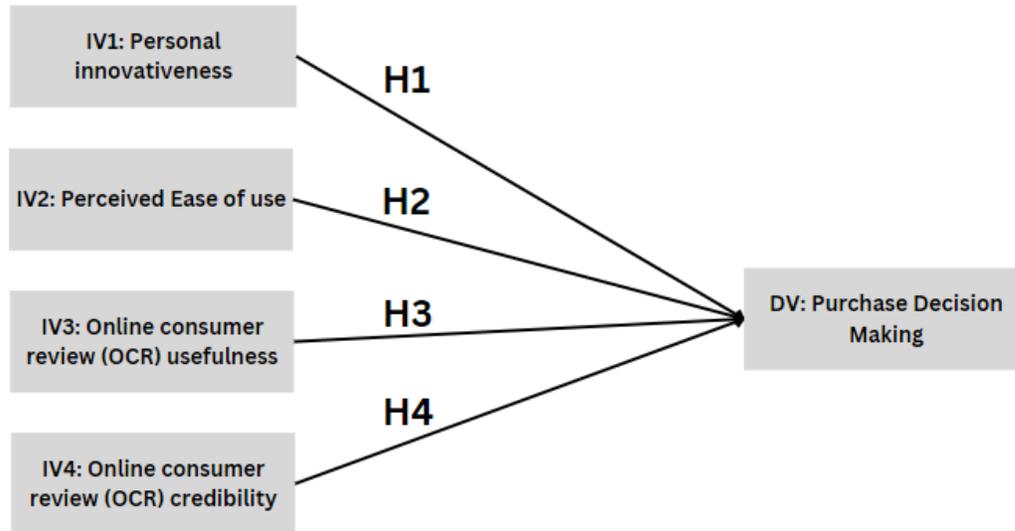


Figure 2: Conceptual Framework

2.8 Summary

In this chapter, the opinions and theories of the researchers who came before were given. The purpose of this chapter is to provide a complete analysis of a number of factors that impact the purchase choices of customers in regard to online reviews. The information was gathered from previous studies or publications, and it was used as a basis for the formulation of hypotheses, the creation of a conceptual framework, and the administration of a survey.

CHAPTER 3

Research Methodology

3.0 Introduction

The methodology employed to investigate the correlation between the enumerated variables and purchase decision-making is elaborated upon in this session. This section includes the research design, sampling strategy, data collection method, operationalization, questionnaire, and pre-test.

3.1 Cross-Sectional Design

Researchers gather information from a population or sample at a certain moment in time when they use a cross-sectional design for their study. This gives them the opportunity to investigate the correlations between variables within the context of that particular temporal snapshot. This method is especially helpful when evaluating the ideas, attitudes, or qualities of a group with reference to a certain issue or subject matter. Researchers are able to obtain insights into the prevalent feelings, perceptions, and interconnections across variables by capturing information at a particular point in time. This provides researchers with a thorough picture of the issue that is being investigated. On the other hand, it is necessary to keep in mind that this design does not take into account changes that occur over time; rather, it concentrates on a transitory cross-section of the components that were investigated.

3.2 Data Collection Method

Data acquisition is an essential component of the research process. It is possible that the findings of the research are not trustworthy as the technique used to collect the data was not precise enough. For the purpose of this study, quantitative data collection techniques are used in order to collect information from a sample that is representative of the population. If researchers are doing formal research investigations that include testing hypotheses or evaluating the magnitude of a phenomenon, quantitative data are an appropriate choice. Obtaining quantitative data may be accomplished via the use of a variety of approaches, including questionnaires and surveys. The collection of quantitative data may come from a variety of different sources. It is common practice to employ questionnaires as a source of information (Sheard, 2019). These questionnaires may be submitted back in either paper or electronic forms, such as online. For the purpose of collecting information and data from respondents, the study makes use of methodologies associated with questionnaire data collection. An online survey is used for this investigation since it has the capacity to attract a diverse group of participants and reduce the amount of work that the researcher has to do. According to the findings of Joinson (1999), individuals are more likely to provide accurate and honest responses to a questionnaire if they are able to remain anonymous while providing their responses.

3.2.1 Primary Data

When referring to material that is directly gathered by the researcher, the term "primary data" is used. This kind of data offers a first-hand account of the subject matter that is being researched. Primary data sources include a wide variety of methods, including but not limited to the following: surveys, which involve the administration of structured questions to participants; observations, which involve the systematic recording of behaviors or events; questionnaires, which are written inquiries that are self-administered; focus groups, which facilitate group discussions to explore opinions; case studies, which offer an in-depth examination of a particular instance; and interviews, which provide a platform for one-on-one interactions (Ajayi, 2023). For the purpose of this particular investigation, the major data source that has been selected is a questionnaire that has been sent to the participants. This has made it possible to collect feedback in a methodical and measurable manner. The capacity to tailor inquiries to the study aims,

assuring relevance, and creating a direct relationship with the subjects are some of the advantages of relying on primary data. These advantages contribute to an increase in the reliability and authenticity of the data. This attentive approach to data collection contributes to a more in-depth and nuanced understanding of the subject topic of the research.

3.2.2 Survey Questionnaire

Check and Schutt (2012) define survey research as "the collection of information from a sample of individuals through their responses to questions." This definition is based on the findings of the survey research. This kind of study makes it possible to use a variety of approaches to the recruitment of participants, the collection of data, and the utilization of a wide range of instrumentation technologies. In the field of survey research, quantitative research methods may be used, such as the utilization of numerically graded surveys. In social and psychological research, surveys are often employed because they are frequently used to describe and examine human behavior (Singleton & Straits, 2009). This is one reason why surveys are so extensively used. Survey research has been used for a considerable amount of time in order to obtain data from people as well as groups. In order to get information on people's preferences and habits, it may be as easy as approaching them on the street corner with a few targeted inquiries. Alternatively, it might require doing more in-depth research using a variety of trustworthy and genuine instruments.

A questionnaire is a collection of questions that are formulated by a researcher and then sent out to the individual who is the focus of the study in order to collect information that will be useful for the investigation. Every individual who participated in the survey is obligated to provide feedback and replies to the same set of questions in a predetermined sequence. In light of this, questionnaires can also be referred to as approaches and tools that are used in order to seek and gather information on certain research problems. With the intention of ensuring that the responder comprehends the topic at hand and chooses the proper ranking or rating to convey their opinion and response, the number of questions has been meticulously crafted with the intention of achieving this aim. This research makes use of questions that are not open-ended. A selection of prepared replies is shown to the responder, from which they may choose the

response that best fits their needs. Closed-ended questions are widely used in the format. These questions require respondents to offer the right rating to the questions, where the rate that is given expresses the respondents' opinions and ideas. According to Hyman and Sierra (2016), the researcher is able to get a prompt answer, immediately code the data, swiftly input it, and do analysis on it. For the most part, the ranking that is utilized in closed-ended questions is in the interval and likert scale. For instance, a score of 1 indicates total disagreement, a score of 2 indicates disagreement, a score of 3 indicates more or less disagreement, a score of 4 indicates undecided, a score of 5 indicates more or less agreement, a score of 6 indicates agreement, and a score of 7 indicates complete agreement. It is possible that this will make it simpler to evaluate the frequency of each answer.

For the purpose of this investigation, survey questionnaires are sent out to the respondents who have been specifically targeted. The researchers want to collect primary data from these individuals about the Influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era. The identification of the association between independent variables and dependent variables is another process that may be accomplished using this technique.

3.3 Sampling Design

Sampling is a key component of quantitative research methodology, with the primary goal of creating a sample that can provide relevant answers to research questions. In order to attain statistical reliability and validity, the quantitative sample size must be large, exceeding 399. This greater sample size increases the representativeness of the data acquired, allowing for more strong generalizations to the larger population. The primary emphasis in quantitative research sampling is on the methodical selection of sample units, which ensures that the data obtained represents a varied variety of views and features. This complete approach increases the richness of information received from the sample units, allowing researchers to draw more accurate and insightful conclusions.

3.3.1 Target Population

According to Barnsbee et al. (2018), the phrase "target population" refers to the group of individuals on whom the intervention would conduct research and establish conclusions. The primary goals of this research are to investigate the relationship between the reviews and feedback provided by Xiaohongshu and the decisions that consumers make about their purchases in the digital age. Consequently, the users who are now using the Xiaohongshu program constitute the demographic that the research is aiming to study. Due to the duration of the time constraint, it is not feasible to incorporate all of the users of Xiaohongshu who are located in various countries. A rise of 0.4 percentage points is anticipated to occur between the years 2024 and 2028 in the proportion of Malaysia's population that has an internet connection, as stated by Statista (2024). Particularly noteworthy is the fact that the percentage of the population that has an internet connection has been continuously growing over the last several years. As a result of the fact that Malaysia is now living in a digital age, the demographic that was wanted to participate in the survey was the users of Xiaohongshu in Malaysia.

3.3.2 Sampling Element

The unit of analysis or case in a population that is being measured is referred to as a sample element. This study's major aim is to research the dynamics that occur inside a particular sample element for the purpose of acting as the basic unit of analysis within the wider population that is being studied. This will be accomplished by focusing on the dynamics that occur within the sample element. The participants of the study are individuals from Malaysia who are actively engaged with the Xiaohongshu application and have the potential to be influenced by the Xiaohongshu in purchase decision making.

3.3.3 Sampling Techniques

For this study, a convenience sampling method is used. Convenience sampling is not only inexpensive but also straightforward, and the subject matter is easily accessible. In the process of convenience sampling, members of the target population who satisfy certain practical criteria, such as ease of accessibility, geographical proximity, availability at a given time, or willingness

to participate, are included for the purpose of the study (Etikan, 2016). This type of sampling is not based on probability or randomness. Although it is most often used in quantitative research, convenience sampling is a non-probabilistic sampling approach that may be used for both qualitative and quantitative research. However, it is mostly employed in quantitative research. According to Suen, Huang, and Lee (2014), increasing the sample size contributes to an improvement in the statistical power of the convenience sample. This is also true for other quantitative investigations. When it comes to contacting individuals who would otherwise be difficult to locate, the convenience sampling methodology, which is also often referred to as the "chain method," is not only fast and efficient, but it also has the potential to reduce the financial expenses involved. An initial sample of a few persons, who are often selected by convenience sampling, are questioned by the researcher to see whether or not they are aware of anybody who has similar beliefs or situations and might potentially take part in this study (Naderifar, Goli, & Ghaljaei, 2017). According to Leighton et al. (2021), this method may be used in situations when it is difficult to get participants that possess the traits that have been designated as the aim. In this study, the researchers use the sampling approach known as convenience sampling. In this method, the survey questionnaire is distributed online so that the researchers may collect data from broader populations.

3.3.4 Sample Size

Kaur (2021) asserts that the sample size is directly proportional to the degree of representativeness it has. In proportion to the size of the sample, the sampling error will be less. Guadagnoli and Velicer (1988) suggest a minimum sample size of 100 to 200, indicating that the population's correlation coefficient may serve as an appropriate estimate. The Research Advisor (2006) provides a sample size table showing a negative correlation between sample size and margin of error, meaning smaller samples result in larger margins of error. Based on the data, the population size was estimated to exceed 250,000, leading to a calculated sample size of 384. To achieve a 95% confidence interval with a $\pm 5\%$ margin of error, the sample size for this study was determined to be 400, ensuring the technique's accuracy and minimizing the risk of incorrect results.

3.3.5 Research Instrument

One kind of instrument that may be used to collect, measure, and analyze data that is relevant to the research objectives is known as a Research Instrument. Questionnaires, observations, interviews, and other techniques of acquiring data and answers from the population that is the focus of the research are all examples of different types of research instruments. In this particular investigation, the researcher is using survey questionnaires as a kind of study instrumentation.

3.3.6 Survey Questionnaire Design

For the purpose of this investigation, the questionnaires for the survey are divided into two distinct components, which are referred to as Part A and Part B. During Part A, respondents will be asked to provide information on their demographic characteristics, including their gender, level of education, income, and other relevant details.

The questionnaire for the survey had items pertaining to both the independent factors and the dependent variables in Part B. Xiaohongshu's analysis of the elements that influence consumer purchase decisions includes the following: Personal innovativeness, perceived ease of use, utility of Online Consumer Reviews (OCR), and trustworthiness of Online Consumer Reviews (OCR) are the types of reviews and feedback that are included in this scientific investigation. According to this section, the scale that is being used is the Likert scale. Based on Joshi et al. (2015), the Likert scale is considered to be one of the most fundamental and commonly used psychometric instruments in the field of educational and social science research. The questionnaire for the survey is a seven-point scale that ranges from strongly disagreeing to strongly agreeing with the statement. As a result, it is simpler for respondents to grasp the measurement, and they are able to avoid misconceptions while responding to the questions.

3.3.7 Operationalization

Below is a table presenting the definition and scale of measurement for each variable:

Concept	Definition of concept	Component Operational	Scale of measurement	References
Personal Innovativeness (PI)	The willingness of an individual to engage in risk-taking behavior.	<p>1. If I found out about a new information technology, I would look for opportunities to experiment with it such as Xiaohongshu.</p> <p>2. Among my classmates, I am frequently the first to check out new information technology such as Xiaohongshu.</p> <p>3. In general, I am hesitant to try new information technology such as Xiaohongshu.</p> <p>4. I enjoy experimenting with new information technologies such as Xiaohongshu.</p>	Likert Scale	Jackson, J. D., Mun, Y. Y., & Park, J. S. (2013). An empirical test of three mediation models for the relationship between personal innovativeness and user acceptance of technology. <i>Information & Management</i> , 50(4), 154-161.
Perceived Ease of Use	The perceived ease of an	1. My interaction with	Likert Scale	Venkatesh, V. (2000).

(PEOU)	individual in using a system or technology.	<p>the system is clear and understandable in Xiaohongshu.</p> <p>2. Interacting with the system does not need much of my brain energy in Xiaohongshu.</p> <p>3. I found the system to be simple to use in Xiaohongshu.</p> <p>4. I have no difficulty obtaining the system to do what I want in Xiaohongshu.</p>		<p>Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model.</p> <p><i>Information Systems Research</i>, 11(4), 342-365.</p>
Perceived Review Usefulness (PRU)	The perceived willingness and confidence of an individual to utilize reviews or feedback.	<p>1. Using Xiaohongshu in my daily duties would help me complete tasks more quickly.</p> <p>2. Using Xiaohongshu would help me raise my productivity.</p> <p>3. Using Xiaohongshu would help me do my task more effectively.</p> <p>4. Xiaohongshu</p>	Likert Scale	<p>Warkentin, M., Shropshire, J., & Johnston, A. (2007). The IT Security Adoption Conundrum: An Initial Step Toward Validation of Applicable Measures. In <i>Reaching New Heights. 13th Americas Conference on Information Systems</i>, 1-8.</p>

		<p>would help me do my task more efficiently.</p> <p>5. Xiaohongshu could be beneficial in my day-to-day duties.</p>		
Perceived Review Credibility (PRC)	The perceived credibility of reviews by an individual.	<p>1. Xiaohongshu are reviewed online by knowledgeable individuals.</p> <p>2. I perceive the Xiaohongshu reviewers are reliable.</p> <p>3. I feel online reviewers of Xiaohongshu are believable.</p> <p>4. I think the online reviews and feedback on Xiaohongshu are honest.</p>	Likert Scale	<p>Chakraborty, U. (2019). Perceived credibility of online hotel reviews and its impact on hotel booking intentions. <i>International Journal of Contemporary Hospitality Management</i>, 31(12), 3465-3483.</p>
Consumer Purchase Decision-Making (PDM)	The willingness of an individual in purchase decision-making.	<p>1. The consistency of previous reviews on the Xiaohongshu influenced my purchase decision.</p> <p>2. I find Xiaohongshu reviews useful</p>	Likert Scale	<p>Yayli, A., & Bayram, M. (2012). E-WOM: The effects of online consumer reviews on purchasing decisions. <i>International Journal of Internet Marketing and</i></p>

		<p>when it comes to buying online.</p> <p>3. Recent product reviews on Xiaohongshu influence my purchasing decision.</p> <p>4. Xiaohongshu's product reviews help me increase my online purchase confidence.</p>		<i>Advertising, 7(1).</i>
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Table 1: Operationalization of variables

3.4 Primary Scale of Measurements

3.4.1 Nominal Scale

According to Anjana (2021), a nominal scale, which is also referred to as a categorical variable scale, is a scale that is used for the purpose of classifying variables into various categories. For the purpose of measuring variables that are not quantitative or do not have a numerical value, a nominal scale of measurement is used. At the lowest possible level of statistical measurement, a nominal scale is the one that may be used. As the name suggests, a nominal scale is nothing more than a classification of data that does not have any order or structure applied to it. For the purpose of gathering information on the respondents' backgrounds, the nominal scale is used in the first section of the questionnaire in this investigation.

3.4.2 Likert Scale

According to Tanujaya et al. (2023), the Likert scale ranks among the most important evaluation instruments used in social science research. The Likert scale was designed by Rensis Likert, a sociologist, as a method for assessing people's attitudes (Likert, 1932). According to McLeod (2019), individuals use a Likert scale to evaluate their perspectives by marking the degree to which they agree or disagree with a series of statements about a certain topic. According to Joshi, Kale, Chandel, and Pal (2015), the 7-point scale is expected to perform better than the 5-point scale owing to the selection of items on the scale that is supplied by the survey idea. This is because the 7-point scale is more reliable than the 5-point scale. Through the use of a seven-point scale, the range of choices is broadened, which in turn increases the possibility of people's objective reality being met. This is accomplished by appealing to the "faculty of reason" of the participants via the use of a seven-point scale that gives extra information about the theme. In research, the Likert scale with seven points is often used. A Likert scale with an odd number of answers, such as seven, has been shown to perform well in terms of reliability and validity coefficients, according to studies. One hundred percent of the studies that were conducted used a Likert scale that included odd answer alternatives. This makes it the most popular choice among researchers. It is common practice to position the item on the Likert scale that is neutral or uncertain in the center. This gives respondents the opportunity to express their opinion that is neutral or undecided. As a result, the Likert scale has seven answer categories, ranging from strongly disagreeing to strongly agreeing, included in Part B of the survey questionnaire used in this investigation. The purpose of this scale is to determine the extent to which respondents agree or disagree with certain claims. As for the distribution, here it is: 1 indicates that strongly disagree, 2 indicates that disagree, 3 indicates that disagree more or less, 4 indicates that undecided, 5 indicates agree more or less, 6 indicates that agree, and 7 indicates that strongly agree.

3.5 Data Processing

To ensure accuracy and consistency, the obtained data must be processed during the data preparation stage. The steps involved in the processing of data are as follows:

Step 1 : Survey Questionnaire Checking

This step needs to be done as the input and responses gathered will assist to improve the questionnaire's validity.

Step 2: Data Editing

The data editing process is necessary in order to guarantee the reliability of the questionnaire and the primary data. In order to improve the accuracy of the data collecting process, sentences in Part A that had ambiguous terminology and messages that were not clear were modified and revised. In the meanwhile, the replies of respondents that are negative and incomplete will be evaluated before the procedure is continued.

Steps 3: Data Coding

The act of giving a numerical code to each question in a survey questionnaire is referred to as data coding. One code is assigned to each question, and each code represents a substantial importance. For the purpose of data analysis, the researcher used the SPSS program. Through the use of the SPSS program, the researcher is able to interpret numerical codes in a manner that is not only more straightforward but also more accurate and convenient.

Steps 4: Data Transcription

The process of translating coded data to another format for the sake of analysis and interpretation is collectively referred to as data transcription. The data that has been coded will be put into the SPSS program for this particular research.

Steps 5: Data Cleaning

In order to ensure that there are no mistakes or invalid data, the researcher is required to conduct an evaluation of the consistency and quality of the data at the point when the data is being

cleaned. The last phase in the process of filtering is called "data cleaning," and its purpose is to verify that all of the data can be used.

3.6 Validity of instruments

The purpose of content validity is to employ identity and measurement accuracy to measure theoretical variables. Validity is critical in research as it assures that the data obtained truly reflects the topic under investigation. According to Seligar and Shohamy (1989), external variables can potentially undermine the validity of research findings. Therefore, it is critical for researchers to actively monitor and handle these potential threats.

In this study, content validity is used for ensuring that theoretical variables are measured accurately. Content validity is a formal and statistical technique to determine if the measurement instrument accurately captures the desired constructs. Face validity is also integrated by soliciting opinions from field experts. One expert from the Universiti Tunku Abdul Rahman's Faculty of Accountancy and Management, and 4 professionals in the relevant field in the workplace had reviewed and evaluated the questionnaire. Their feedback helped to ensure that the questionnaire items were relevant, clear, and in line with the constructs under examination.

This study increases the validity of the assessment tools by incorporating both content validity and face validity, hence increasing the credibility and accuracy of the study findings.

3.7 Data Analysis Method

The process of modifying and analyzing data in order to get information that can be put to use in order to make conclusions and provide support for decision making is referred to as data analysis. The Statistical Package for the Social Sciences (SPSS) is the name of the statistical software that IBM offers for use in the areas of data management, advanced analytics, multivariate analysis, business intelligence, and criminal investigation. A piece of software known as the Statistical Package for Social Sciences (SPSS) will be used in order to examine and analyze the data that was obtained via the survey questionnaire format.

3.7.1 Descriptive Analysis

According to Zikmund et al. (2010), the purpose of descriptive analysis is to uncover all of the intrinsic qualities that are present in the dataset. A descriptive analysis simplifies the process of understanding and analyzing the data by providing a summary and arranging the information. The purpose of descriptive statistics is to give qualitative data for study. This data includes demographic information such as gender, age, educational accomplishment, monthly income, and the length of time that Xiaohongshu has been used. Following the completion of the data collection process, the demographic profile information is then grouped into a variety of graphical representations, including pie charts and bar charts.

3.7.1.1 Distribution of Frequency

The demographic data gathered will be examined with descriptive statistics. A frequency distribution table will be used to convey the data clearly and concisely. This strategy emphasizes the most common replies, giving a thorough summary of the sample characteristics. The main responses will be highlighted in the frequency distribution table, making it simple to identify the most common findings across various demographic characteristics. This method ensures that essential trends and patterns in the dataset are clearly expressed and understood.

3.7.2 Inferential Analysis

3.7.2.1 Pearson Correlation

Analysis of correlation is a method that is mostly used in the field of social science research. It is a technique that is utilized to describe the closeness of one related variable to another. A statistic that indicates the degree to which two variables are connected to one another is known as the linear correlation coefficient, abbreviated as r or R . According to Senthilnathan (2019), the goal of correlation analysis is often the same in every research. Its most frequent use is to investigate the associative link that exists between variables that are independent and variables that are dependent as well.

The correlation coefficient developed by Pearson is a statistical metric that is used to quantify the strength of a linear connection between two variables as well as the direction of that relationship. According to Belkhiri, Boudoukha, Mouni, and Baouz (2010), it gives researchers the ability to quantify the degree to which one variable is dependent on another. In order to determine the extent of the link that exists between the variables, the correlation coefficient, which may range from +1 to -1, is used. Whereas a score of -1.0 indicates a perfect negative correlation, a score of +1.0 indicates a perfect positive correlation on the other hand. A weak or nonexistent linear connection between the variables is shown by values that are a close proximity to zero. Having a correlation coefficient that is close to 0 does not always mean that there is no link between the variables. This is an important point to keep in mind. The rule of thumb for the correlation coefficient is shown in the table that was just presented:

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

Table 2: Rule of Thumb for Pearson's correlation coefficient

3.7.3 Scale Measurement – Reliability Test

When it comes to research, the term "reliability" refers to the consistency and stability of the data that is obtained via the repeated use of a certain piece of measuring equipment. Its primary purpose is to assess the extent to which a certain research methodology produces findings that are dependable and consistent over the course of time. Cronbach's Alpha coefficient is a statistic that is often used for the purpose of determining the reliability of items included within a scale or questionnaire and ensuring that they are consistent with one another internally (Mohamad et al., 2018).

When conducting research studies, the statistical measure known as Cronbach's alpha is used to ascertain the degree of internal consistency or reliability of the questionnaires, instruments, or ratings that are utilized. Specifically, it evaluates the extent to which the questions included within a questionnaire or domain consistently measure the same underlying concept. This provides an indication of the consistency of the instruments that were evaluated by respondents. Cronbach's alpha is a statistical measure that is commonly used in the field of science to evaluate the reliability of instruments, particularly in fields such as education. This particular statistic is considered to be of utmost importance in the field of research that involves the creation and implementation of tests or measures.

Researchers frequently use Cronbach's alpha thresholds or cutoff points to assess the acceptability of their instruments' reliability. A value of 0.70 or higher is generally considered acceptable or sufficient. Some research even implies that results between 0.70 and 0.80 are acceptable, with scores above 0.80 deemed good. Alpha values less than 0.60 are generally considered poor.

In summary, Cronbach's alpha assesses the reliability of questionnaire questions, with values showing how well the items regularly measure the desired concept. According to Taber (2018), the purpose of its use in this research was to evaluate the dependability of the factors included in the questionnaire. The table below summarizes the coefficient's alpha values.

Coefficient Alpha(α)	Level of Reliability
<0.60	Poor Reliability
0.60 to 0.70	Fair Reliability
0.70 to 0.80	Good Reliability
0.80 to 0.95	Very Good Reliability

Table 3: The Cronbach Alpha Strength Association

3.7.4 Multiple linear regression

In order to discover a mathematical relationship between a large number of random variables, multiple linear regression, also known as MLR, is applied. MLR, or multiple linear regression, is a statistical technique that examines the relationship between multiple independent variables and a single dependent variable. The data from the multiple variables can be used to generate an accurate forecast of the size of effect that each independent component has on the result variable once it has been determined that each independent component is a predictor of the dependent variable. A linear relationship is generated by the model, which provides the most accurate approximation of all individual data points (Peterson, 2021).

3.8 Summary

This chapter covers topics such as demographics, study design, sampling procedure, sample size, and questionnaire design. The information presented here is intended to guarantee accurate data collecting. In order to carry out the process of data analysis, the SPSS program will be employed. Data is gathered from many sources that are responsible for the distribution of the survey questionnaire. Discussion of the interpretation and analysis of the data will take place in the next chapter.

CHAPTER 4

Analysis and Interpretation of Results

4.0 Introduction

This chapter delves into the outcomes derived from statistical data analysis conducted through SPSS software. It provides an overview of the data and examines the demographic profile of the respondents. Key aspects covered in this chapter include response rate, frequency analysis, reliability analysis, and correlation analysis. Additionally, it employs multiple linear regression to assess the relationship between independent and dependent variables. The chapter concludes with a summary of its findings.

4.1 Sample Profile

Table 4 indicates all 428 questionnaires distributed were returned completely. Subsequently, the data gathered underwent recording and analysis through SPSS statistical software. Table 4 shows that 428 questionnaires have been distributed and all are successfully collected and validated which contributes 100%.

Items	Total Questionnaire
Number of Questionnaires Distributed	428
Number of Questionnaires Collected Back (Valid)	428

Response Rate	100%
Invalid Respondent	0
Invalid Response Rate	0%
Unreturned	0
Unreturned Rate	0%
Number of Questionnaires Used for Statistical Analysis	428

Table 4: Sample Profile

4.2 Descriptive Analysis

Descriptive analysis aims to provide detailed information on the sample used in study. Tables were used to better interpret the collected data in this study.

4.2.1 Are you a Malaysian?

Table 5 indicates that 428 respondents are Malaysian. The research was conducted using convenience sampling techniques, therefore the respondents had to be Malaysian in order to achieve the research objective.

Malaysian	Frequency	Percentage (%)
Yes	428	100
Total	428	100

Table 5: Frequency of Are you a Malaysian?

4.2.2 Ethnic Group

Table 6 illustrates the frequency of respondents' race who participated in this study. The data indicates that out of the total respondents, 194 (45.3%) identified as Chinese, while 150 (35%) identified as Malay. Additionally, there were 80 (18.7%) respondents who identified as Indian.

Furthermore, the Indigenous group, Orang Asli, comprised 3 respondents (0.7%), and there was 1 respondent (0.2%) who identified as Eurasian.

Races	Frequency	Percentage (%)
Chinese	194	45.3
Malay	150	35
Indian	80	18.7
Indigenous (e.g., Orang Asli)	3	0.7
Eurasian	1	0.2
Total	428	100

Table 6: Frequency of Ethnic Group

4.2.3 Gender

Table 7 shows the number of male and female genders who participated in this study. There are 191 male respondents (44.6%) and 237 female respondents (55.4%). The questionnaire was conveniently distributed, and female respondents outnumbered male respondents. Female respondents are more willing and patient to answer research questions, which led to this situation.

Gender	Frequency	Percentage (%)
Male	191	44.6
Female	237	55.4
Total	428	100

Table of 7: Frequency of Gender

4.2.4 Age

Table 8 displays the average age of respondents across six categories: 18-24 years old, 25-34 years old, 35-44 years old, 45-54 years old, 55-64 years old, and 65 years old and above.

According to the frequency analysis, the majority of participants in this research fall within the 18-24 years old and 25-34 years old categories, accounting for 35.5% and 25.7% respectively. Following closely are respondents aged 35-44 years old and 45-54 years old, contributing 19.6% and 18.7% respectively. Lastly, the 55-64 years old category represents only 0.5% of the participants. Specifically, there were no respondents aged 65 and above, likely due to lower participation rates in this age group.

Age Group	Frequency	Percentage (%)
18 - 24 years old	152	35.5
25 - 34 years old	110	25.7
35 - 44 years old	84	19.6
45 - 54 years old	80	18.7
55 - 64 years old	2	0.5
65 and above	Nil	Nil
Total	428	100

Table 8: Frequency of Age Range

4.2.5 Education Background

Table 9 presents the frequency of education backgrounds among participants in this study. The majority of respondents hold a Bachelor's degree, comprising 241 individuals (56.3%). Following this, 170 respondents (39.7%) hold a Diploma. Additionally, there were 13 respondents (3%) with a Secondary School education level, while 3 respondents (0.7%) hold a Master's degree. Lastly, there was 1 respondent (0.2%) with an STPM education level.

Categories	Frequency	Percentage (%)
Secondary School	13	3
Stpm	1	0.2
Diploma	170	39.7
Bachelors of Degree	241	56.3
Master	3	0.7
Total	428	100

Table 9: Frequency of Education Background

4.2.6 Monthly Income

Table 10 outlines the frequency distribution of monthly income among respondents participating in this study. The largest group of respondents falls within Below RM 2,560 with 135 individuals (31.5%). Secondly, the RM 3,440 - RM 4,309 monthly income range, comprising 92 individuals (21.5%). Following closely are respondents with monthly incomes ranging from RM 4,310 to RM 5,249, totaling 84 individuals (19.6%). Additionally, 82 respondents (19.2%) reported monthly incomes between RM 5,250 and RM 6,339. There were 26 respondents (6.1%) with monthly incomes falling within the RM 2,560 - RM 3,439 range. Furthermore, 4 respondents (0.9%) reported incomes between RM 7,690 and RM 9,449 monthly, while 3 respondents (0.7%) fell within the RM 6,340 - RM 7,689 range. Moreover, 1 respondent (0.2%) reported incomes between RM 9,450 and RM 11,819 monthly, as well as 1 respondent (0.2%) within the RM 11,820 - RM 15,869 range. Significantly, there were no respondents reporting incomes of RM 15,870 and above, possibly due to their busy schedules.

Categories	Frequency	Percentage (%)
Below RM 2,560	135	31.5
RM 2,560 - RM 3,439	26	6.1
RM 3,440 - RM 4,309	92	21.5
RM 4,310 - RM 5,249	84	19.6

RM 5,250 - RM 6,339	82	19.2
RM 6,340 - RM 7,689	3	0.7
RM 7,690 - RM 9,449	4	0.9
RM 9,450 - RM 11,819	1	0.2
RM 11,820 - RM 15,869	1	0.2
RM 15,870 and above	Nil	Nil
Total	428	100

Table 10: Frequency of Monthly Income

4.2.7 How long have you been using Xiaohongshu?

Table 11 presents the frequency distribution of the duration of usage among respondents in this study. The majority of respondents reported using Xiaohongshu for more than 1 year to 2 years, with 198 individuals (46.3%) falling into this category. Additionally, 100 respondents (23.4%) reported using Xiaohongshu for more than 2 years to 3 years. Furthermore, 97 respondents (22.7%) reported using Xiaohongshu for more than 3 years. There were also 20 respondents (4.7%) who reported using Xiaohongshu for 6 months to 1 year. Lastly, 13 respondents (3%) reported using Xiaohongshu for less than 6 months.

Categories	Frequency	Percentage (%)
Less than 6 months	13	3
6 months to 1 year	20	4.7
More than 1 year to 2 years	198	46.3
More than 2 years to 3 years	100	23.4
More than 3 years	97	22.7
Total	428	100

Table 11: Frequency of how long have you been using Xiaohongshu?

4.3 Central Tendencies Measurement of Construct

4.3.1 Personal Innovativeness (PI)

Table 12 provides the central tendency summary for Personal Innovativeness. The mean scores for all statements range from 5.64 to 6.29. Significantly, PI4 garnered the highest mean score, while PI3 obtained the lowest mean score. Moreover, the majority of respondents in this study "Agreed" with the statements in the Personal Innovativeness variables, as evidenced by the mode score of 6 for overall Personal Innovativeness(PI). Additionally, the highest standard deviation value was recorded by PI3, whereas PI4 had the lowest standard deviation value.

No	Questions	Mean	Mode	Standard Deviation
PI1	If I found out about a new information technology, I would look for opportunities to experiment with it such as Xiaohongshu.	5.85	6	0.999
PI2	Among my classmates, I am frequently the first to check out new information technology such as Xiaohongshu.	5.88	7	1.267
PI3	In general, I am hesitant to try new information technology such as Xiaohongshu.	5.64	6	1.301
PI4	I enjoy experimenting with new information technologies such as Xiaohongshu.	6.29	6	0.910

Table 12: Central tendency for Personal Innovativeness

4.3.2 Perceived Ease of Use (PEOU)

Table 13 illustrates the central tendency summary for Perceived Ease of Use. The mean scores for all statements range from 5.72 to 6.43. PEOU3 obtained the highest mean score, while PEOU1 had the lowest mean score. Additionally, in this study, the majority of respondents "Strongly Agreed" with the statements in the Perceived Ease of Use(PEOU) variables, as indicated by the mode score predominantly being 7. Furthermore, the highest standard deviation value was recorded by PEOU2, whereas PEOU1 had the lowest standard deviation value.

No	Questions	Mean	Mode	Standard Deviation
PEOU1	My interaction with the system is clear and understandable in Xiaohongshu.	5.72	6	0.798
PEOU2	Interacting with the system does not need much of my brain energy in Xiaohongshu.	6.43	7	0.964
PEOU3	I found the system to be simple to use in Xiaohongshu.	6.35	7	0.805
PEOU4	I have no difficulty obtaining the system to do what I want in Xiaohongshu.	6.28	7	0.930

Table 13: Central tendency for Perceived Ease of Use

4.3.3 Perceived Review Usefulness(PRU)

Table 14 displays the central tendency summary for Perceived Review Usefulness. The mean scores for all statements range from 5.79 to 6.12. PRU5 achieved the highest mean score, while PRU3 and PRU4 had the lowest mean scores. Furthermore, in this study, the majority of respondents "Agreed" with the statements in the Perceived Review Usefulness (PRU) variables, as evidenced by the mode score of 6. Additionally, the highest standard deviation value was recorded by PRU1, while PRU3 had the lowest standard deviation value.

No	Questions	Mean	Mode	Standard Deviation
PRU1	Using Xiaohongshu in my daily duties would help me complete tasks more quickly.	5.91	7	1.288
PRU2	Using Xiaohongshu would help me raise my productivity.	5.92	6	1.127
PRU3	Using Xiaohongshu would help me do my task more effectively.	5.79	6	1.065
PRU4	Xiaohongshu would help me do my task more efficiently.	5.79	6	1.080
PRU5	Xiaohongshu could be beneficial in my day-to-day duties.	6.12	6	1.098

Table 14: Central tendency of Perceived Review Usefulness

4.3.4 Perceived Review Credibility(PRC)

Table 15 presents the central tendency summary for Perceived Review Credibility. The mean scores for all statements range from 5.16 to 6.31. PRC1 obtained the highest mean score, while PRC4 had the lowest mean score. Additionally, the majority of respondents "Agreed" with the statements in the Perceived Review Credibility (PRC) variables, as indicated by the mode score predominantly being 6. Furthermore, the highest standard deviation value was recorded by PRC3, whereas PRC4 had the lowest standard deviation value.

No	Questions	Mean	Mode	Standard Deviation
PRC1	Xiaohongshu are reviewed online by knowledgeable individuals.	6.31	7	1.130
PRC2	I perceive the Xiaohongshu reviewers are reliable.	6.25	7	1.197
PRC3	I feel online reviewers of Xiaohongshu are believable.	6.03	6	1.243
PRC4	I think the online reviews and feedback on Xiaohongshu are honest.	5.16	5	0.954

Table 15: Central tendency of Perceived Review Credibility

4.3.5 Consumer Purchase Decision-Making(PDM)

Table 16 illustrates the central tendency summary for Consumer Purchase Decision-Making. The mean scores for all statements range from 6.02 to 6.20. PDM4 obtained the highest mean score, while PDM3 had the lowest mean score. Additionally, in this research, the majority of respondents "Strongly Agreed" with the statements in the Consumer Purchase Decision-Making (PDM) variables, as indicated by the mode score predominantly being 6. Furthermore, the highest standard deviation value was recorded by PDM4, whereas PDM3 had the lowest standard deviation value.

No	Questions	Mean	Mode	Standard Deviation
PDM1	The consistency of previous reviews on the Xiaohongshu influenced my purchase decision.	6.17	6	1.017
PDM2	I find Xiaohongshu reviews useful when it comes to buying online.	6.03	6	1.019
PDM3	Recent product reviews on Xiaohongshu influence my purchasing decision.	6.02	6	1.013
PDM4	Xiaohongshu's product reviews help me increase my online purchase confidence.	6.20	7	1.064

Table 16: Central Tendency for Purchase Decision-Making

4.4 Reliability Analysis

Based on Sekaran (2003), a reliability test serves to gauge the stability, consistency, dependability, and accuracy of a variable. This test offers insights into the relationship between individual items within the variable, aiming to minimize errors and ensure consistent results are attained.

According to Mohamad, Mohamed, Lamin, Mohaiyadin, and Mardzuki (2018), researchers frequently use Cronbach's alpha thresholds or cutoff points to assess the acceptability of their instruments' reliability. A value of 0.70 or higher is generally considered acceptable or sufficient. Some research even implies that results between 0.70 and 0.80 are acceptable, with scores above 0.80 deemed good. Alpha values less than 0.60 are generally considered poor.

The findings from Table 17 indicate that the overall Cronbach Alpha values are acceptable, ranging from 0.707 to 0.872 across the variables analyzed. These results suggest a strong and high level of reliability among the variables.

The variable with the highest Cronbach value is Perceived Review Credibility (PRC), with a score of 0.872. Following closely is the Perceived Review Usefulness (PRU) variable, which recorded a value of 0.857. Subsequently, the Perceived Ease of Use (PEOU) variable achieved a

Cronbach value of 0.745, while Personal Innovativeness (PI) recorded a value of 0.707. In summary, all variables demonstrate strong and satisfactory reliability scores, aiming to achieve a moderate degree of reliability.

Variables	Number of Items	Cronbach Alpha	Remarks
Dependent variable			
Purchase Decision-Making(PDM)	4	0.879	Very Good Reliability
Independent variable			
Personal Innovativeness(PI)	4	0.707	Good Reliability
Perceived Ease of Use(PEOU)	4	0.745	Good Reliability
Perceived Review Usefulness(PRU)	5	0.857	Very Good Reliability
Perceived Review Credibility(PRC)	4	0.872	Very Good Reliability

Table 17: Reliability Analysis for each Variable

4.5 Inferential Analysis

4.5.1 Pearson Correlation Coefficient

The Pearson Correlation Coefficient is employed to assess the relationships between variables. Below is a table outlining the guidelines commonly used to interpret correlation coefficients.

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

Table 18: Rule of Thumb for Pearson's correlation coefficient: Sekaran (2003)

The study's findings regarding the Pearson Correlation Coefficients are presented below.

Variable Sig. (2tailed)	Personal Innovativeness	Perceived Ease of Use	Perceived Review Usefulness	Perceived Review Credibility	Consumer Purchase Decision-Making
Personal Innovativeness	1 428	.648** .000 428	.698** .000 428	.606** .000 428	.627** .000 428
Perceived Ease of Use		1 428	.744** .000 428	.654** .000 428	.687** .000 428
Perceived Review Usefulness			1 428	.759** .000 428	.723** .000 428
Perceived Review Credibility				1 428	.738** .000 428
Purchase Decision-Making					1 428

Table 19: Pearson's Correlation analysis

Table 19 displays the results of the Pearson's Correlation for each variable. All correlation coefficients fall within the range of 0.606 to 0.759, indicating a high and positive relationship between the independent variables (Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, and Perceived Review Credibility) and the dependent variable (Consumer Purchase Decision-Making). Specifically, the correlation between Personal Innovativeness and Consumer Purchase Decision-Making is 0.627, suggesting a high relationship between these variables. Similarly, the correlation between Perceived Ease of Use and Consumer Purchase Decision-Making is 0.687, indicating a high relationship between these variables. Moreover, the correlation between Perceived Review Usefulness and Consumer Purchase Decision-Making is 0.723, while the correlation between Perceived Review Credibility and Consumer Purchase

Decision-Making is 0.738, both demonstrating high relationships between these pairs of variables.

In conclusion, Pearson's correlation results reveal a high and positive relationship between the independent and dependent variables. This implies that any changes in the independent variables will have an impact on the dependent variable, indicating a significant relationship between them.

4.5.2 Multiple Regression Analysis

Table 20 shows a correlation coefficient (R) of 0.802, indicating a strong link between the independent and dependent variables. The positive correlation coefficient indicates a positive relationship between the dependent and independent variables.

The R-squared, commonly known as the coefficient of determination, is recorded at 0.643. This figure implies that the four independent factors account for 64.3% of the variation in consumer purchase decisions. In other words, 35.7% of the variation in this study is unexplained.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802a	.643	.639	.529
a. Predictors: (Constant), Perceived Review Credibility, Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness				
b. Dependent Variable: Consumer Purchase Decision-Making				

Table 20: Model Summary of Multiple Regression Model

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	212.823	4	53.206	190.246	.000b

Residual	118.300	423	.280		
Total	331.123	427			
a. Dependent Variable: Consumer Purchase Decision-Making					
b. Predictors: (Constant), Perceived Review Credibility, Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness					

Table 21: ANOVA of Multiple Regression Model

According to Table 21, the F-value is recorded as 190.246, with a corresponding p-value of 0.000, which is less than the significance level of 0.001. This indicates that the independent variables (Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, and Perceived Review Credibility) have a significant relationship with the dependent variable (Consumer Purchase Decision-Making). Consequently, the model can be considered reliable for testing the relationship between the independent and dependent variables.

Coefficients						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std.Error	Beta			
Constant	.377	.247		1.527	0.128	
PI	.135	.045	.127	2.990	0.003	2.131
PEOU	.296	.061	.222	4.852	0.000	2.484
PRU	.178	.053	.183	3.361	0.001	3.515
PRC	.343	.042	.377	8.202	0.000	2.499
a. Dependent Variable: Consumer Purchase Decision-Making						

Table 22: Coefficients of Multiple Regression Model

Multiple regression analysis was used to determine the relationship between the independent and dependent variables. The study's hypotheses were also examined using this method. In this analysis, variables with p-values less than 0.05 were considered significant, validating the hypothesis.

The first hypothesis (H1) posited that Personal Innovativeness has a substantial impact on Consumer Purchase Decision-Making in the digital era. Table 22 reveals that the p-value for Personal Innovativeness (PI) is 0.003, which is less than 0.05. This suggests a strong link between personal innovativeness and consumer purchase decision-making in the digital era. Therefore, it can be concluded that hypothesis H1 was supported in this study. There is a relationship between the personal innovativeness and the intention to see the online review in Xiaohongshu that impacts purchasing decisions.

The second hypothesis (H2) proposed that Perceived Ease of Use has a significant relationship with consumer purchase decision-making in the digital era. Table 22 displays a significant value (p-value) of 0.000 for Perceived Ease of Use (PEOU), which is less than 0.05. This suggests a significant relationship between Perceived Ease of Use and Consumer Purchase Decision-Making in the digital era. Therefore, it can be concluded that hypothesis H2 was supported in this study. There is a relationship between perceived ease of use of online reviews in Xiaohongshu and individual purchase decision making.

The third hypothesis (H3) posited that Perceived Review Usefulness has a significant relationship with Consumer Purchase Decision-Making in the digital era. Table 22 indicates a significant value (p-value) of 0.001 for Perceived Review Usefulness (PRU), which is less than 0.05. This suggests a significant relationship between Perceived Review Usefulness and Consumer Purchase Decision-Making in the digital era. Therefore, it can be concluded that hypothesis H3 was supported in this study. There is a relationship between online consumer review (OCR) usefulness in Xiaohongshu and individual purchase decision making.

The fourth hypothesis (H4) suggested that Perceived Review Credibility has a significant relationship with Consumer Purchase Decision-Making in the digital era. Table 22 reveals a significant value (p-value) of 0.000 for Perceived Review Credibility (PRC), which is less than 0.05. This indicates a significant relationship between Perceived Review Credibility and Consumer Purchase Decision-Making in the digital era. Therefore, it can be concluded that

hypothesis H4 was supported in this study. There is a relationship between online consumer review (OCR) credibility in Xiaohongshu and individual purchase decision making.

According to Table 22, Perceived Review Credibility has the highest beta coefficient value (0.343). This indicates that a 1 standard deviation change in Perceived Review Credibility results in a 0.343 standard deviation change in the dependent variable, while the other independent variables remain unchanged. According to the regression analysis results, the regression equation is as follows:

$$BI = 0.377 + 0.135(PI) + 0.296(PEOU) + 0.178(PRU) + 0.343(PRC)$$

where

BI = Constant

PI = Personal Innovativeness

PEOU= Perceived Ease of Use

PRU = Perceived Review Usefulness

PRC = Perceived Review Credibility

4.6 Summary

This chapter discusses the analysis of the data collected from the target respondents. The reliability test was conducted to assess the validity of the variables examined in this study. Additionally, correlation analysis was performed to explore the relationships between Independent Variables and Dependent Variables. The significant correlations between the independent variables (Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, and Perceived Review Credibility) and the dependent variable (Purchase Decision-Making) were also evaluated through regression analysis.

CHAPTER 5

Conclusion and Recommendation

5.0 Introduction

In the final chapter, a summary of the previous chapters along with a comprehensive statistical analysis will be provided. This chapter will delve into the findings and results of the hypotheses, drawing conclusions based on the data analyzed. Additionally, recommendations for further research will be proposed, highlighting potential areas for future investigation. The limitations of the study will also be acknowledged, and the implications of the study's findings will be discussed.

5.1 Summary of Statistical Analysis

5.1.1 Description Analysis

Table 23 illustrates the demographic profile of 428 Malaysian respondents using the Xiaohongshu application and influenced by its online reviews. The study employed convenience sampling to ensure reliability. The respondents, 45.3% identified as Chinese, 35% as Malay, 18.7% as Indian, 0.7% as Indigenous (Orang Asli), and 0.2% as Eurasian. Gender distribution showed 44.6% male and 55.4% female respondents. Age-wise, the participants were predominantly young adults, with 35.5% aged 18-24 years, 25.7% aged 25-34 years, 19.6% aged 35-44 years, 18.7% aged 45-54 years, and 0.5% aged 55-64 years; no respondents were aged 65 and above. Regarding education, 56.3% held a Bachelor's degree, 39.7% had a Diploma, 3% had

a Secondary School education, 0.7% held a Master's degree, and 0.2% had an STPM qualification. Income levels varied, with 21.5% earning between RM 3,440 and RM 4,309 monthly, 19.6% earning between RM 4,310 and RM 5,249, and 19.2% earning between RM 5,250 and RM 6,339. Additionally, 6.1% earned between RM 2,560 and RM 3,439, 0.9% earned between RM 7,690 and RM 9,449, 0.7% earned between RM 6,340 and RM 7,689, 0.2% earned between RM 9,450 and RM 11,819, and 0.2% earned between RM 11,820 and RM 15,869. There were no respondents earning above RM 15,870, possibly due to their busy schedules. Overall, the majority of respondents were young, predominantly female, and mostly held a Bachelor's degree. The summary of findings based on the analysis of 428 collected survey questionnaires is as follows:

Profile	Category	Frequency	Percentage (%)
Are you a Malaysian?	Yes	428	100
	No		
Ethnic Group	Chinese	194	45.3
	Malay	150	35
	Indian Indigenous (e.g., Orang Asli)	80 3	18.7 0.7
	Eurasian	1	0.2
Gender	Male	191	44.6
	Female	237	55.4
Age	18 - 24 years old	152	35.5
	25 - 34 years old	110	25.7
	35 - 44 years old	84	19.6
	45 - 54 years old	80	18.7
	55 - 64 years old	2	0.5

	65 and above	Nil	Nil
Education Background	Secondary School	13	3
	Stpm	1	0.2
	Diploma	170	39.7
	Bachelors of Degree	241	56.3
	Master	3	0.7
Monthly Income	Below RM 2,560	135	31.5
	RM 2,560 - RM 3,439	26	6.1
	RM 3,440 - RM 4,309	92	21.5
	RM 4,310 - RM 5,249	84	19.6
	RM 5,250 - RM 6,339	82	19.2
	RM 6,340 - RM 7,689	3	0.7
	RM 7,690 - RM 9,449	4	0.9
	RM 9,450 - RM 11,819	1	0.2
	RM 11,820 - RM 15,869	1	0.2
	RM 15,870 and above	Nil	Nil

Table 23: Summary of Demographic Profile

5.1.2 Reliability and Validity Analysis

The overall Cronbach Alpha values are acceptable, ranging from 0.707 to 0.872 across the variables analyzed. These results suggest a strong and high level of reliability among the variables.

5.1.3 Summary of Inferential Analysis

Table 24 shows the study's hypotheses were also tested using multiple regression analysis. In this analysis, variables with a p-value less than 0.05 are considered to be significant and support the hypothesis.

Hypothesis	Multiple Linear Regression	
	p-value	Remarks
H1: There is a relationship between the personal innovativeness and the intention to see the online review in Xiaohongshu that impacts consumer purchase decision-making in the digital era.	0.003	Supported
H2: There is a relationship between perceived ease of use of online reviews in Xiaohongshu and consumer's purchase decision-making in the digital era.	0.000	Supported
H3: There is a relationship between online consumer review (OCR) usefulness in Xiaohongshu and consumer's purchase decision-making in the digital era.	0.001	Supported
H4: There is a relationship between online consumer review (OCR) credibility in Xiaohongshu and consumer's purchase decision-making in the digital era.	0.000	Supported

Table 24: Summary of Inferential Analysis

5.2 Discussion of Major Findings

5.2.1 Hypothesis 1: Personal Innovativeness

There is a relationship between the personal innovativeness and the intention to see the online review in Xiaohongshu that impacts consumer's purchase decision-making in the digital era.

The findings reveal that Personal Innovativeness has a p-value of 0.003, which is less than 0.05, and a coefficient value of 0.135, signifying a significant relationship with consumer's purchase decision-making in Xiaohongshu. This study demonstrates that individuals with high Personal Innovativeness characteristics are more inclined to take opportunities to try new things. These findings are aligned with the research of Liu (2023); Siu & Chang (2015); Zhang et al. (2023); Lu, J. (2014); Alkawsi et al. (2021) and Ayub et al. (2017).

Personal innovativeness significantly influences consumer purchase decision-making on Xiaohongshu. This finding aligns with previous research indicating that individuals with high personal innovativeness are more inclined to seek out new information and adopt new technologies. Rogers (1955) originally identified this trait, which was later supported by Agarwal and Prasad (1998), who found that such individuals are typically the first to embrace new technologies and demonstrate a proactive approach to exploring novel online activities. This proactive behavior is crucial in the context of Xiaohongshu, where consumers with high personal innovativeness are more likely to explore and engage with online reviews and recommendations. Furthermore, Dash et al. (2023) emphasized that personal innovativeness significantly impacts the acceptance and use of new products and technologies. Ayub et al. (2017) found that consumers with high levels of personal innovativeness tend to be early adopters, influencing others and driving the diffusion of innovations within their social circles. This behavior is evident in Xiaohongshu, where innovative consumers often lead the way in trying new products and sharing their experiences through reviews, thus impacting the purchase decisions of others.

Roehrich (2004) discussed how personal innovativeness affects the willingness to engage with new and unfamiliar products. This willingness is particularly relevant for Xiaohongshu users,

who often rely on the platform to discover and evaluate new products based on peer reviews. Siu and Chang (2015) further supported this by showing that innovative individuals are more likely to use online reviews to inform their purchase decisions, thus demonstrating a strong correlation between personal innovativeness and the reliance on peer feedback.

Flynn et al. (1996) highlighted that personal innovativeness is associated with a higher likelihood of adopting new information channels, such as social media and review platforms. In the context of Xiaohongshu, this means that innovative consumers are more likely to utilize the platform's features, such as detailed reviews and feedback, to make informed purchase decisions. This behavior underscores the importance of catering to innovative consumers by providing comprehensive and credible reviews that facilitate their decision-making process.

The findings of this study also align with those of Zhang et al. (2023), who found that personal innovativeness drives consumers to seek out novel and unique products. This behavior is particularly evident on Xiaohongshu, where users with high personal innovativeness are more inclined to trust and act on reviews from other innovative consumers. The platform's ability to cater to these consumers by offering detailed and credible reviews further enhances their purchase decision-making process.

In conclusion, personal innovativeness plays a crucial role in shaping consumer purchase decision-making in Xiaohongshu. The propensity of innovative individuals to seek out and engage with new products and technologies, coupled with their reliance on peer reviews, underscores the importance of fostering a user-friendly and informative review environment. This approach not only caters to the needs of innovative consumers but also enhances the overall credibility and usefulness of the platform's reviews.

5.2.2 Hypothesis 2: Perceived Ease of Use

There is a relationship between perceived ease of use of online reviews in Xiaohongshu and consumer's purchase decision-making in the digital era.

In this study, the results indicate that Perceived Ease of Use has a p-value of 0.000, which is less than 0.05, and a coefficient value of 0.296, demonstrating that Perceived Ease of Use in Xiaohongshu has a direct influence on consumer's purchase decision-making in the digital era. This study establishes that the ease of use in Xiaohongshu could influence consumer's purchase decision-making. These findings are in line with previous research by Kolharet al. (2021); Majumder et al. (2022); Majumder, Gupta, & Paul (2022); Shankar & Rishi (2020); Sunitha & Gnanadhas (2014); Shaqman et al. (2022) and Venkatesh (2000).

Perceived ease of use was found to be a significant factor in influencing consumer purchase decisions on Xiaohongshu. This result is consistent with the Technology Acceptance Model (TAM) proposed by Davis et al. (1989), which posits that perceived ease of use affects user's attitudes and intentions towards technology adoption. The ease with which users can navigate and utilize the Xiaohongshu platform directly impacts their likelihood of engaging with online reviews and making informed purchase decisions. This finding aligns with previous studies that have shown the importance of user-friendly interfaces in enhancing technology acceptance (Venkatesh, 2000).

Gould and Lewis (1985) highlighted the significance of ease of use in user interface design, emphasizing that systems designed with user-friendly features tend to have higher acceptance rates. In the context of Xiaohongshu, the platform's intuitive design and ease of navigation contribute to a positive user experience, which in turn encourages users to rely on reviews for their purchasing decisions. This correlation between ease of use and user engagement underscores the importance of continuous improvements in platform design to maintain user satisfaction and trust.

Kolhar, Kazi, and Alameen (2021) discussed the convenience of online shopping and its impact on consumer behavior. They found that ease of use significantly influences consumer retention and engagement with online platforms. Similarly, Shaqman et al. (2022) emphasized that platforms perceived as easy to use tend to retain more users and encourage repeat visits. These findings are particularly relevant for Xiaohongshu, where the ease of accessing and navigating reviews plays a crucial role in shaping consumer purchase intentions.

Morosan (2014) found that perceived ease of use significantly impacts individuals' decisions to use mobile devices and online platforms for shopping. In the context of Xiaohongshu, the mobile-friendly design and easy-to-use features enhance the overall user experience, making it more likely for consumers to rely on the platform for their purchasing decisions. This finding is supported by Wang et al. (2023), who highlighted the importance of ease of use in driving consumer engagement and satisfaction with online platforms.

The study by Venkatesh (2000) further supports the notion that ease of use is a critical factor in technology acceptance and usage. His findings indicate that when users find a system easy to use, they are more likely to adopt and utilize it effectively. This is particularly relevant for Xiaohongshu, where the ease of navigating the platform and accessing reviews directly correlates with increased consumer retention and purchasing intent. The platform's user-friendly design thus plays a crucial role in facilitating informed purchasing decisions.

In conclusion, perceived ease of use significantly impacts consumer purchase decision-making on Xiaohongshu. The intuitive design and ease of navigation of the platform enhance user engagement and satisfaction, encouraging consumers to rely on reviews for their purchasing decisions. Continuous improvements in platform design are essential to maintaining user trust and satisfaction, ultimately driving higher consumer engagement and retention.

5.2.3 Hypothesis 3: Perceive Review Usefulness

There is a relationship between online consumer review (OCR) usefulness in Xiaohongshu and consumer's purchase decision-making in the digital era.

In this study, the results indicate that Perceived Review Usefulness has a p-value of 0.001, which is less than 0.05, and a coefficient value of 0.178, indicating that Perceived Review Usefulness in Xiaohongshu has a direct influence on consumer's purchase decision-making in the digital era. These findings fit with previous studies by Ferraris et al. (2019); Lin and Xu (2017); Purnawirawan et al. (2015) and Chiou et al. (2018).

The study revealed that perceived review usefulness significantly influences consumer purchase decisions on Xiaohongshu. This finding is consistent with Davis's (1989) definition of perceived usefulness as the degree to which using a particular system enhances performance. In the context of online reviews, perceived usefulness refers to the extent to which consumers believe that the information provided in the reviews is valuable and relevant to their purchasing decisions. This aligns with the findings of Majumder et al. (2022), who emphasized the critical role of online reviews in shaping consumer purchase intentions.

Tandon et al. (2016) highlighted that online reviews serve as a form of electronic word-of-mouth, providing consumers with detailed information about products and services. The usefulness of these reviews is determined by their ability to offer comprehensive and relevant information that aids in the decision-making process. This is particularly important in Xiaohongshu, where detailed and informative reviews can significantly influence consumer purchase decisions. Thi et al. (2022) further supported this by showing that reviews that provide practical and actionable information are perceived as more useful by consumers.

Amalia (2018) discussed the impact of perceived usefulness on consumer behavior, highlighting that reviews that offer in-depth product information and personal experiences are more likely to be trusted and acted upon by consumers. This finding is particularly relevant for Xiaohongshu, where the quality and depth of reviews play a crucial role in shaping consumer perceptions and

purchase intentions. Reviews that provide specific details, pros and cons, and comparative analyses are perceived as more useful and thus have a greater impact on consumer decision-making.

Baima et al. (2022) emphasized the importance of perceived usefulness in the digital era, where consumers increasingly rely on online reviews to guide their purchasing choices. They found that reviews that offer valuable insights and detailed information are more likely to influence consumer decisions. This is consistent with the findings of this study, which show that perceived review usefulness significantly impacts consumer purchase decisions on Xiaohongshu. The platform's ability to provide detailed and relevant reviews enhances its overall usefulness and credibility.

The study also found that reviews that include visual aids, such as images and videos, are perceived as more useful by consumers. This finding aligns with previous research by Mudambi and Schuff (2010), who emphasized the importance of multimedia elements in enhancing the perceived usefulness of online reviews. In the context of Xiaohongshu, reviews that include visual content provide a more comprehensive understanding of the product, thus aiding consumers in their decision-making process. The inclusion of visual aids in reviews is therefore a crucial factor in enhancing their perceived usefulness.

In conclusion, perceived review usefulness plays a significant role in shaping consumer purchase decision-making on Xiaohongshu. Reviews that provide detailed, relevant, and practical information are perceived as more useful and have a greater impact on consumer decisions. The inclusion of visual aids further enhances the perceived usefulness of reviews, making them more valuable to consumers. The platform's ability to provide comprehensive and useful reviews is essential for maintaining consumer trust and encouraging informed purchasing decisions.

5.2.4 Hypothesis 4: Perceive Review Credibility

There is a relationship between online consumer review (OCR) credibility in Xiaohongshu and consumer's purchase decision-making in the digital era.

According to the findings, Perceived Review Credibility has a p-value of 0.000, which is less than 0.05, and a coefficient value of 0.343, indicating that Perceived Review Credibility in Xiaohongshu has a direct influence toward consumer's purchase decision-making in the digital era. These findings are consistent with previous studies by Pooja & Upadhyaya (2022); Kang et al. (2020); Erkan & Evans (2016); Cheung et al. (2009), and Mumuni et al. (2019).

Perceived review credibility significantly influences consumer purchase decision-making on Xiaohongshu. This finding aligns with prior research that highlights the importance of credibility in online reviews (Cheung & Ho, 2015; Erkan & Evans, 2016). The credibility of a review message is determined by the degree to which readers consider its content to be "credible, true, or factual" (Cheung et al., 2009). Reviews perceived as credible are more likely to be trusted and utilized by consumers in their decision-making processes. This is particularly crucial in the context of Xiaohongshu, where reviews from other consumers serve as a significant source of information (Dong, 2023).

Mumuni et al. (2019) emphasized that the credibility of online reviews is a critical factor in influencing consumer trust and purchase intentions. They found that reviews perceived as credible lead to higher levels of consumer trust and a greater likelihood of purchase. This is supported by Filieri (2015), who noted that the perceived credibility of online reviews significantly affects consumers' attitudes towards products and their subsequent purchasing behavior. For Xiaohongshu users, the credibility of reviews is paramount, as it directly impacts their trust in the information provided and their confidence in making purchase decisions.

The importance of review credibility is further supported by the findings of Shu and Scott (2014), who highlighted that consumers are more likely to rely on reviews that they perceive as credible and trustworthy. This reliance on credible reviews is essential for Xiaohongshu, where

users depend on peer feedback to make informed purchasing decisions. The platform's reputation for hosting trustworthy and reliable reviews thus plays a crucial role in influencing consumer behavior and purchase intentions.

Additionally, Cheung et al. (2008) discussed the role of source credibility in shaping consumer perceptions of online reviews. They found that reviews from credible sources, such as verified buyers or well-known influencers, are more likely to be trusted and acted upon by consumers. This finding is particularly relevant for Xiaohongshu, where the credibility of the reviewer can significantly enhance the perceived trustworthiness of the review. Ensuring that reviews are from credible and reliable sources is therefore essential for maintaining consumer trust and encouraging informed purchasing decisions.

The study also found that the perceived expertise and honesty of the reviewer contribute significantly to the credibility of the review. This aligns with the findings of Xu et al. (2015), who noted that consumers are more likely to trust reviews from individuals they perceive as knowledgeable and honest. For Xiaohongshu, this means that reviews from experienced users or those with a history of providing reliable feedback are more likely to be perceived as credible and influence consumer purchase decisions.

In conclusion, perceived review credibility plays a significant role in shaping consumer purchase decision-making on Xiaohongshu. Reviews that are perceived as credible, trustworthy, and reliable are more likely to be trusted and utilized by consumers in their decision-making processes. Ensuring the credibility of reviews by promoting honest, detailed, and reliable feedback from credible sources is essential for maintaining consumer trust and encouraging informed purchasing decisions on the platform.

5.3 Implication of the study

5.3.1 Practical Implication

The findings of this research offer several practical implications for businesses and marketers, particularly those utilizing Xiaohongshu as a platform for consumer engagement in Malaysia. Firstly, businesses can leverage Personal Innovativeness by identifying and targeting early adopters and tech-savvy consumers who are more likely to be influenced by online reviews. By creating tailored content that resonates with these innovative consumers and encouraging them to share their experiences on Xiaohongshu, businesses can amplify the platform's impact.

Secondly, enhancing the Perceived Ease of Use of Xiaohongshu is crucial. This can be achieved through intuitive interface designs, easy navigation, and efficient search functionalities. Collaboration between marketers and platform developers is essential to ensure users can effortlessly access and interact with reviews, leading to higher user satisfaction and increased engagement.

Thirdly, the importance of Perceived Review Usefulness highlights the need for high-quality, detailed, and relevant reviews. Encouraging customers to share comprehensive feedback covering various product aspects can enhance the perceived usefulness of reviews. Businesses might also consider incentivizing detailed feedback through loyalty programs or other rewards.

Fourthly, ensuring high-quality and credible reviews is essential for reducing uncertainty associated with purchase decisions and boosting consumer confidence. Implementing mechanisms to verify review authenticity, such as verified purchase badges and moderation systems, is crucial. Transparent and ethical review management practices are vital for maintaining consumer trust and credibility.

Understanding the factors influencing online evaluations allows marketers to refine their tactics on Xiaohongshu and similar platforms. By leveraging these insights, businesses can enhance their online presence, build stronger customer relationships, and cultivate a positive brand image, ultimately leading to increased profitability. Insights into consumer decision-making dynamics

can also inform targeted marketing efforts and product development strategies. As businesses navigate the competitive digital landscape, leveraging research insights can provide a competitive advantage, positioning them for success in e-commerce.

In conclusion, the study underscores the importance of personal innovativeness, perceived ease of use, perceived review usefulness, and perceived review credibility in influencing Malaysian consumers' purchase decisions on Xiaohongshu. Marketers and practitioners should prioritize enhancing the usability of the platform, encouraging high-quality and credible reviews, and targeting innovative consumers. Taking these factors into account will lead to more effective and informed digital marketing strategies, ultimately fostering consumer trust and increasing profitability.

5.3.2 Theoretical Implication

This study also advances theoretical understanding in the fields of Social Influence Theory and Electronic Word-of-Mouth Communication Theory. The research contributes to Social Influence Theory by demonstrating how personal innovativeness amplifies the social impact of online reviews. Innovative individuals often serve as opinion leaders, influencing others' behaviors and opinions. This insight enhances understanding of social influence mechanisms in digital environments, particularly on platforms like Xiaohongshu.

Moreover, by examining the Perceived Ease of Use of online reviews, this study extends comprehension of how electronic word-of-mouth affects buying decisions. The ease with which consumers access and process information plays a crucial role in shaping perceptions and actions. This finding underscores the importance of user-friendly interfaces and efficient information retrieval systems in enhancing review effectiveness.

Furthermore, the use of the Technology Acceptance Model (TAM) provides a formal framework for assessing the value of online consumer reviews (OCR) on purchase decisions. This integration bridges the gap between technology acceptability and consumer behavior, offering insights into OCR features that contribute to perceived usefulness. The findings highlight that

Perceived Review Credibility significantly impacts consumer purchase decision-making, underscoring the critical role of credible online information.

In conclusion, the theoretical implications of this study enhance our understanding of how digital platforms influence consumer behavior through the lenses of Social Influence Theory and Electronic Word-of-Mouth Communication Theory. By highlighting the roles of personal innovativeness, perceived ease of use, perceived review usefulness, and perceived review credibility, this research provides a comprehensive framework that businesses and researchers can utilize to better understand and influence consumer behavior in digital environments. The use of Technology Acceptance Model (TAM) further emphasizes the importance of credible, user-friendly online reviews in shaping consumer behavior. These insights provide valuable guidance for businesses and researchers aiming to influence consumer behavior in digital environments.

5.4 Limitations and Recommendation for for Further Study

This section outlines the study's limitations and addresses any contradictions that need resolution. It also offers recommendations for improvement, with the goal of improving future research more precisely and dependably.

Firstly, this study's questionnaire is distributed through online platforms such as Facebook and Instagram, mainly using convenience sampling which is also known as snowball sampling methods. The participants are self-selected to participate based on their accessibility and interest, the sample may not fully represent all segments of Xiaohongshu users in Malaysia, and there may be biases in participant characteristics that could influence the study's outcomes. To mitigate potential biases from these sampling techniques, future research could implement stratified random sampling or systematic sampling methods, which provide more representative samples and improve the reliability of findings.

Secondly, this study only examines four independent variables (Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, and Perceived Review Credibility) and

one dependent variable (Consumer Purchase Decision-Making), potentially overlooking other important variables, mediators or moderators. Thus, future studies should explore additional variables beyond those examined in this research such as the effects of personalized recommendations and customization options on consumer engagement and purchase decisions on Xiaohongshu to provide a more comprehensive understanding of factors influencing consumer behavior on Xiaohongshu.

Thirdly, this study's sample is limited to respondents from Malaysia, which may restrict the generalizability of the findings to other regions and countries such as China, where Xiaohongshu has a significant user base. Therefore, future studies should not only expand the geographic scope to include diverse regions and countries beyond Malaysia but also conduct comparative studies between Malaysia and other countries. This approach would ensure a more comprehensive understanding of Xiaohongshu user behavior across different cultural contexts, highlighting similarities and differences in user engagement and preferences.

Lastly, this accuracy and reliability of the data may be compromised by respondents' varying understanding of the questionnaire and their willingness to provide sincere responses. Some respondents may find the questionnaire difficult to navigate, potentially affecting the accuracy of the collected data. As the study is using a pre-test method, to overcome the issues, future studies could employ strategies such as conducting pilot tests of the questionnaire to ensure clarity and comprehension among respondents.

5.5 Conclusion

In conclusion, all hypotheses (H1, H2, H3, H4, and PDM5) are supported by the data at a significance level of $p < 0.05$, indicating statistical significance. This study found that there are a significant relationship between four independent variables (Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness, and Perceived Review Credibility) and one dependent variable (Consumer Purchase Decision-Making). The findings of this study are helpful for businesses owners and marketers in Malaysia to gain a competitive advantage and position themselves for success in e-commerce.

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Appendices A: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)
FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

MASTER OF BUSINESS ADMINISTRATION
THE INFLUENCE OF XIAOHONGSHU REVIEWS AND FEEDBACK ON CONSUMER
PURCHASE DECISION-MAKING IN THE DIGITAL ERA.

Dear respondents,

The research aims to investigate the impact of Influence of Xiaohongshu Reviews and Feedback on Consumer Purchase Decision-Making in the Digital Era.

There are two (2) sections in this questionnaire.

I would greatly appreciate it if you could spend 5-10 minutes to complete this questionnaire. Your responses are highly valuable and will certainly contribute to the study. Please rest assured that all the information and the statements provided will be used only for educational purposes and will be treated with the utmost confidentiality.

Thank you.

Section A: Demographic Data

1. Are you a Malaysian?

- Yes No

2. What is your racial or ethnic background?

- Chinese Malay
 Indian Indigenous (e.g., Orang Asli)
 Other (please specify)

3. Gender

- Male Female

4. How old are you (years old)?

- 18 - 24 25 - 34
 35 - 44 45 - 54
 55 - 64 65 and above

5. Education background

- | | |
|---|--|
| <input type="checkbox"/> Secondary School | <input type="checkbox"/> Bachelors of Degree |
| <input type="checkbox"/> Diploma | <input type="checkbox"/> Others: Please state your education level |

6. Monthly Income

- | | |
|--|---|
| <input type="checkbox"/> Below RM 2,560 | <input type="checkbox"/> RM 2,560 - RM 3,439 |
| <input type="checkbox"/> RM 3,440 - RM 4,309 | <input type="checkbox"/> RM 4,310 - RM 5,249 |
| <input type="checkbox"/> RM 5,250 - RM 6,339 | <input type="checkbox"/> RM 6,340 - RM 7,689 |
| <input type="checkbox"/> RM 7,690 - RM 9,449 | <input type="checkbox"/> RM 9,450 - RM 11,819 |
| <input type="checkbox"/> RM 11,820 - RM 15,869 | <input type="checkbox"/> RM 15,870 and above |

7. How long have you been using Xiaohongshu?

- | | |
|--|---|
| <input type="checkbox"/> Less than 6 months | <input type="checkbox"/> 6 months to 1 year |
| <input type="checkbox"/> More than 1 year to 2 years | <input type="checkbox"/> More than 2 years to 3 years |
| <input type="checkbox"/> More than 3 years | |

Section B: Variables

Please indicate your agreement or disagreement by circle one of the scales below.

1= Strongly disagree, 2= Disagree, 3= More or less disagree, 4= Undecided, 5= More or less agree, 6= Agree, and 7= Strongly agree.

Independent Variables

IV1) Personal Innovativeness (PI)

		SD	D	M/L D	U	M/L A	A	SA
1.	If I found out about a new information technology, I would look for opportunities to experiment with it such as Xiaohongshu.	1	2	3	4	5	6	7
2.	Among my classmates, I am frequently the first to check out new information technology such as Xiaohongshu.	1	2	3	4	5	6	7
3.	In general, I am hesitant to try new information technology such as Xiaohongshu.	1	2	3	4	5	6	7
4.	I enjoy experimenting with new information technologies such as Xiaohongshu.	1	2	3	4	5	6	7

IV2) Perceived Ease of Use (PEOU)

		SD	D	M/L D	U	M/L A	A	SA
1.	My interaction with the system is clear and understandable in Xiaohongshu.	1	2	3	4	5	6	7
2.	Interacting with the system does not need much of my brain energy in Xiaohongshu.	1	2	3	4	5	6	7
3.	I found the system to be simple to use in Xiaohongshu.	1	2	3	4	5	6	7
4.	I have no difficulty obtaining the system to do what I want in Xiaohongshu.	1	2	3	4	5	6	7

IV3) Perceived Review Usefulness (PRU)

		SD	D	M/L D	U	M/L A	A	SA
1.	Using Xiaohongshu in my daily duties would help me complete tasks	1	2	3	4	5	6	7

	more quickly.							
2.	Using Xiaohongshu would help me raise my productivity.	1	2	3	4	5	6	7
3.	Using Xiaohongshu would help me do my task more effectively.	1	2	3	4	5	6	7
4.	Xiaohongshu would help me do my task more efficiently.	1	2	3	4	5	6	7
5.	Xiaohongshu could be beneficial in my day-to-day duties.	1	2	3	4	5	6	7

IV4) Perceived Review Credibility (PRC)

		SD	D	M/L D	U	M/L A	A	SA
1.	Xiaohongshu are reviewed online by knowledgeable individuals.	1	2	3	4	5	6	7
2.	I perceive the Xiaohongshu reviewers are reliable.	1	2	3	4	5	6	7

3.	I feel online reviewers of Xiaohongshu are believable.	1	2	3	4	5	6	7
4.	I think the online reviews and feedback on Xiaohongshu are honest.	1	2	3	4	5	6	7

Dependent Variables

DV) Consumer's Purchase Decision-Making (PDM)

		SD	D	M/L D	U	M/L A	A	SA
1.	The consistency of previous reviews on the Xiaohongshu influenced my purchase decision.	1	2	3	4	5	6	7
2.	I find Xiaohongshu reviews useful when it comes to buying online.	1	2	3	4	5	6	7
3.	Recent product reviews on Xiaohongshu influence my purchasing decision.	1	2	3	4	5	6	7

4.	Xiaohongshu's product reviews help me increase my online purchase confidence.	1	2	3	4	5	6	7
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Appendices B: SPSS Output

Frequency Table: Demographic Profile

Statistics							
		Ethnic background	Gender	Ages	Education background	Monthly Income	How long have you been using Xiaohongshu?
N	Valid	428	428	428	428	428	428
	Missing	0	0	0	0	0	0
Mode		1	2				

Ethnic background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	194	45.3	45.3	45.3
	Malay	150	35.0	35.0	80.4
	Indian	80	18.7	18.7	99.1
	Eurasian	1	.2	.2	99.3
	Indigenous (e.g., Orang Asli)	3	.7	.7	100.0
	Total	428	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	191	44.6	44.6	44.6
	Female	237	55.4	55.4	100.0
	Total	428	100.0	100.0	

Ages					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	152	35.5	35.5	35.5
	25 - 34	110	25.7	25.7	61.2
	35 - 44	84	19.6	19.6	80.8
	45 - 54	80	18.7	18.7	99.5
	55 - 64	2	.5	.5	100.0
	Total	428	100.0	100.0	

Statistics							
		Ethnic background	Gender	Ages	Education background	Monthly Income	How long have you been using Xiaohongshu?
N	Valid	428	428	428	428	428	428
	Missing	0	0	0	0	0	0
Mode		1	2				

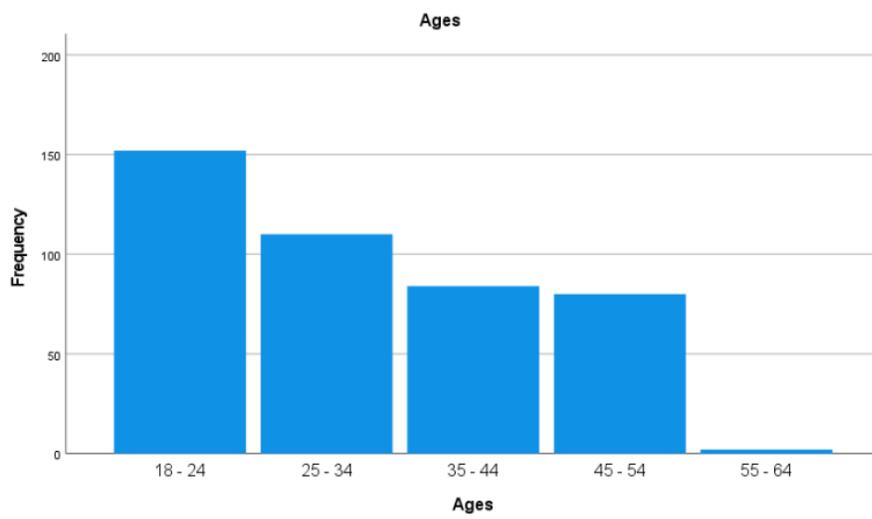
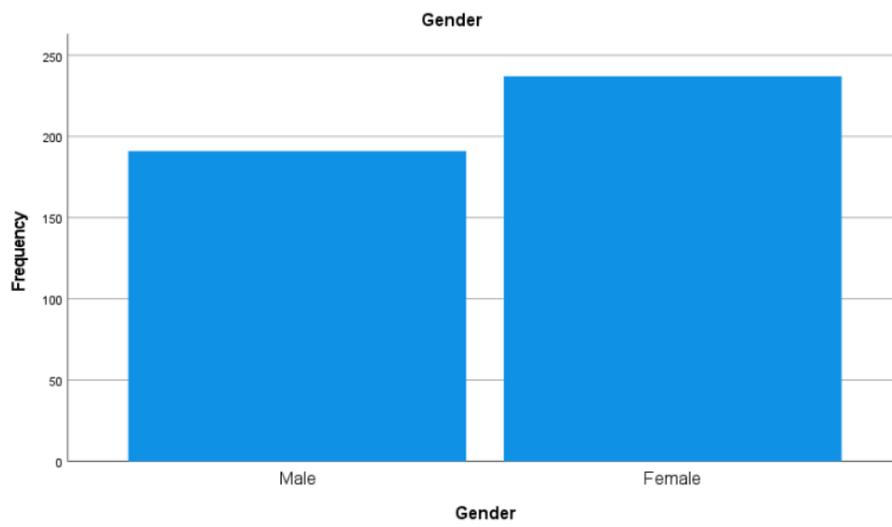
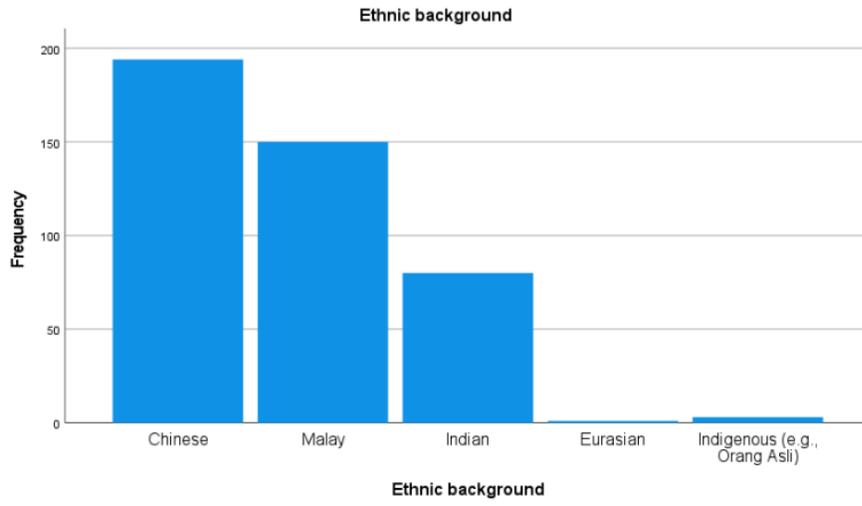
Ethnic background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	194	45.3	45.3	45.3
	Malay	150	35.0	35.0	80.4
	Indian	80	18.7	18.7	99.1
	Eurasian	1	.2	.2	99.3
	Indigenous (e.g., Orang Asli)	3	.7	.7	100.0
	Total	428	100.0	100.0	

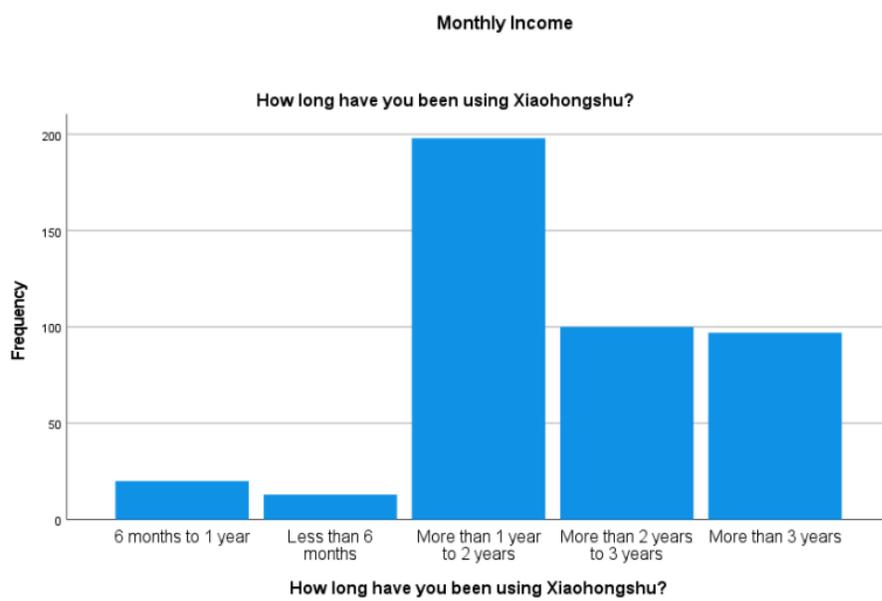
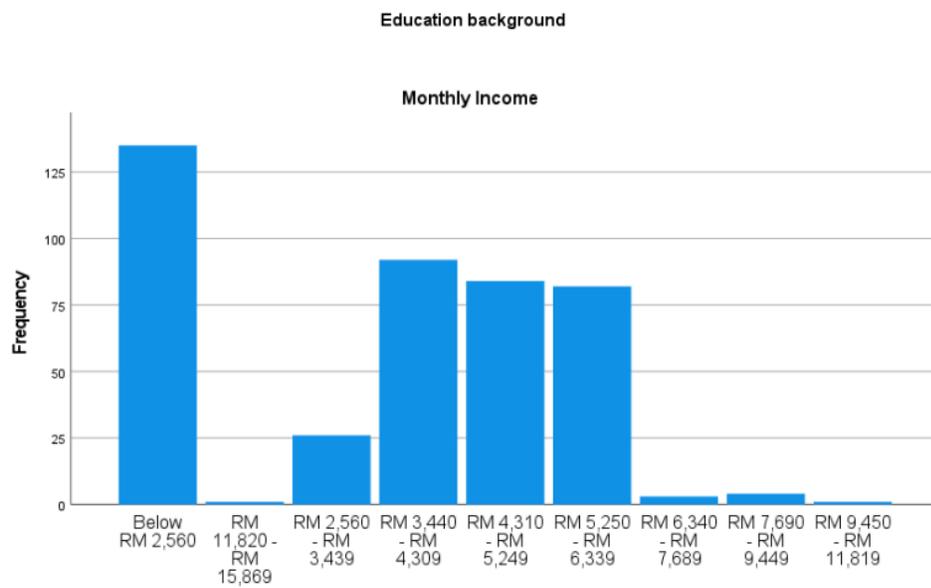
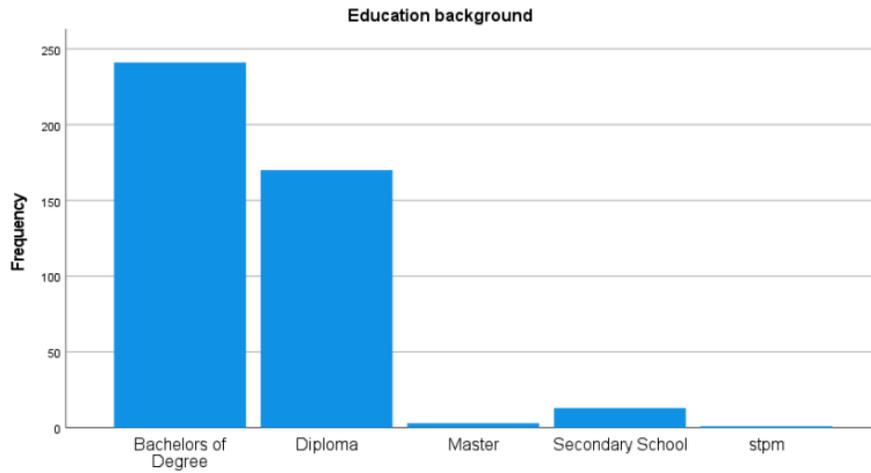
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	191	44.6	44.6	44.6
	Female	237	55.4	55.4	100.0
	Total	428	100.0	100.0	

Education background					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelors of Degree	241	56.3	56.3	56.3
	Diploma	170	39.7	39.7	96.0
	Master	3	.7	.7	96.7
	Secondary School	13	3.0	3.0	99.8
	<u>Stpm</u>	1	.2	.2	100.0
	Total	428	100.0	100.0	

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 2,560	135	31.5	31.5	31.5
	RM 11,820 - RM 15,869	1	.2	.2	31.8
	RM 2,560 - RM 3,439	26	6.1	6.1	37.9
	RM 3,440 - RM 4,309	92	21.5	21.5	59.3
	RM 4,310 - RM 5,249	84	19.6	19.6	79.0
	RM 5,250 - RM 6,339	82	19.2	19.2	98.1
	RM 6,340 - RM 7,689	3	.7	.7	98.8
	RM 7,690 - RM 9,449	4	.9	.9	99.8
	RM 9,450 - RM 11,819	1	.2	.2	100.0
	Total	428	100.0	100.0	

How long have you been using <u>Xiaohongshu</u> ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 months to 1 year	20	4.7	4.7	4.7
	Less than 6 months	13	3.0	3.0	7.7
	More than 1 year to 2 years	198	46.3	46.3	54.0
	More than 2 years to 3 years	100	23.4	23.4	77.3
	More than 3 years	97	22.7	22.7	100.0
	Total	428	100.0	100.0	





Central Tendency measurement of construct

Statistics						
		Personal Innovativeness	Perceived Ease of Use	Perceived Review Usefulness	Perceived Review Credibility	Purchase Decision-Making
N	Valid	428	428	428	428	428
	Missing	0	0	0	0	0
Mean		5.91	6.19	5.91	5.94	6.10
Mode		6	7	6	6	7
Std. Deviation		.825	.660	.905	.966	.881

Statistics																						
		PI1	PI2	PI3	PI4	PEO U1	PEO U2	PEO U3	PEO U4	PRU1	PRU2	PRU3	PRU4	PRU5	PRC1	PRC2	PRC3	PRC4	PDM 1	PDM 2	PDM 3	PDM4
N	Valid	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428	428
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		5.85	5.88	5.64	6.29	5.72	6.43	6.35	6.28	5.91	5.92	5.79	5.79	6.12	6.31	6.25	6.03	5.16	6.17	6.03	6.02	6.20
Mode		6	7	6	6	6	7	7	7	7	6	6	6	6	7	7	6	5	6	6	6	7
Std. Deviation		.999	1.267	1.301	.910	.798	.964	.805	.930	1.288	1.127	1.065	1.080	1.098	1.130	1.197	1.243	.954	1.017	1.019	1.013	1.064

Reliability Analysis

IV1: Personal Innovativeness(PI)

Case Processing Summary			
		N	%
Cases	Valid	428	100.0
	<u>Excluded^a</u>	0	.0
	Total	428	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.707	.725	4

IV2: Perceived Ease of Use(PEOU)

Case Processing Summary			
		N	%
Cases	Valid	428	100.0
	<u>Excluded^a</u>	0	.0
	Total	428	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.745	.738	4

IV3: Perceived Review Usefulness(PRU)

Case Processing Summary			
		N	%
Cases	Valid	428	100.0
	<u>Excluded^a</u>	0	.0
	Total	428	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.857	.858	5

IV4: Perceived Review Credibility(PRC)

Case Processing Summary			
		N	%
Cases	Valid	428	100.0
	<u>Excluded^a</u>	0	.0
	Total	428	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.872	.872	4

DV: Purchase Decision-Making(PDM)

Case Processing Summary			
		N	%
Cases	Valid	428	100.0
	<u>Excluded^a</u>	0	.0
	Total	428	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.879	.879	4

Multiple Regression Analysis

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.802 ^a	.643	.639	.529	.643	190.246	4	423	.000

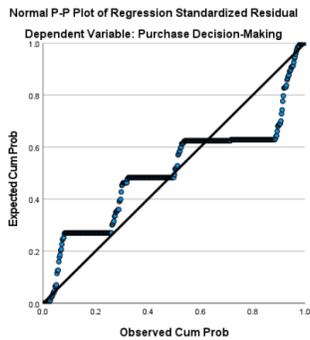
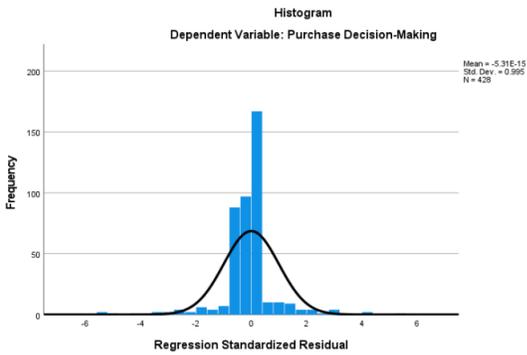
a. Predictors: (Constant), Perceived Review Credibility, Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness
b. Dependent Variable: Purchase Decision-Making

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	212.823	4	53.206	190.246	.000 ^b
	Residual	118.300	423	.280		
	Total	331.123	427			

a. Dependent Variable: Purchase Decision-Making
b. Predictors: (Constant), Perceived Review Credibility, Personal Innovativeness, Perceived Ease of Use, Perceived Review Usefulness

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.377	.247		1.527	.128					
	Personal Innovativeness	.135	.045	.127	2.990	.003	.627	.144	.087	.469	2.131
	Perceived Ease of Use	.296	.061	.222	4.852	.000	.687	.230	.141	.403	2.484
	Perceived Review Usefulness	.178	.053	.183	3.361	.001	.723	.161	.098	.285	3.515
	Perceived Review Credibility	.343	.042	.377	8.202	.000	.738	.370	.238	.400	2.499

a. Dependent Variable: Purchase Decision-Making



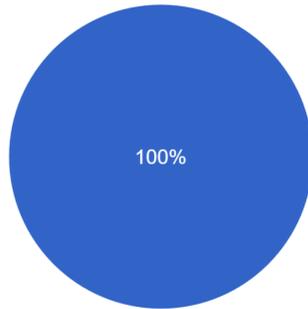
Inferential Statistics: Pearson's correlation coefficient

Correlations						
		<u>Personal Innovativeness</u>	Perceived Ease of Use	Perceived Review Usefulness	Perceived Review Credibility	Purchase Decision-Making
Personal <u>Innovativeness</u>	Pearson Correlation	1	.648**	.698**	.606**	.627**
	<u>Sig. (2-tailed)</u>		.000	.000	.000	.000
	N	428	428	428	428	428
Perceived Ease of Use	Pearson Correlation	.648**	1	.744**	.654**	.687**
	<u>Sig. (2-tailed)</u>	.000		.000	.000	.000
	N	428	428	428	428	428
Perceived Review Usefulness	Pearson Correlation	.698**	.744**	1	.759**	.723**
	<u>Sig. (2-tailed)</u>	.000	.000		.000	.000
	N	428	428	428	428	428
Perceived Review Credibility	Pearson Correlation	.606**	.654**	.759**	1	.738**
	<u>Sig. (2-tailed)</u>	.000	.000	.000		.000
	N	428	428	428	428	428
Purchase Decision-Making	Pearson Correlation	.627**	.687**	.723**	.738**	1
	<u>Sig. (2-tailed)</u>	.000	.000	.000	.000	
	N	428	428	428	428	428

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

Appendices C: Questionnaire data gathered

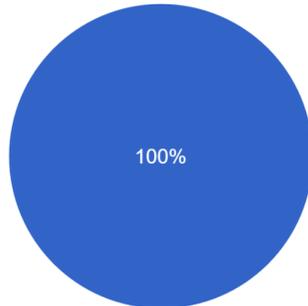
Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tu...date your personal data by writing to us at UTAR.
428 responses



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

1. Are you a Malaysian?

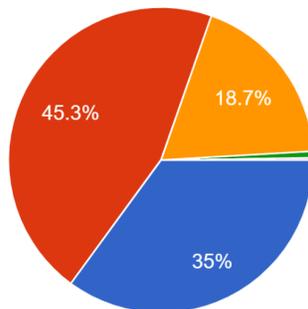
428 responses



- Yes
- No

2. What is your racial or ethnic background?

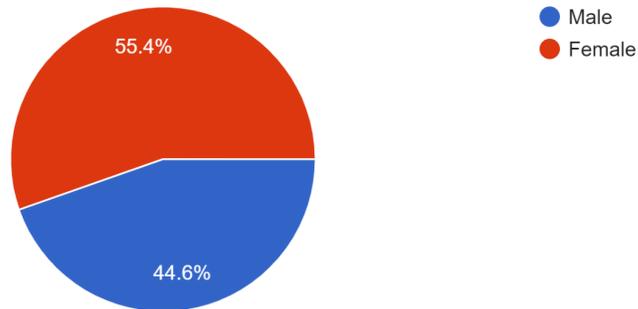
428 responses



- Malay
- Chinese
- Indian
- Indigenous (e.g., Orang Asli)
- Eurasian

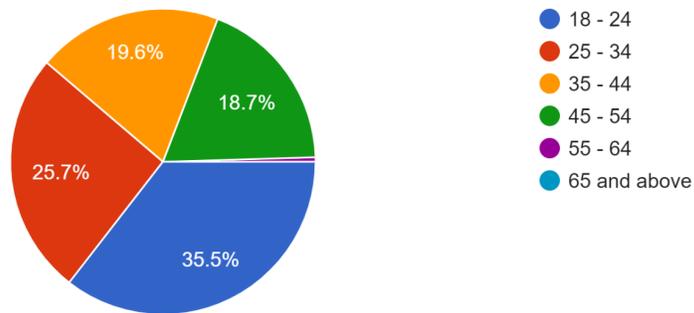
3. Gender

428 responses



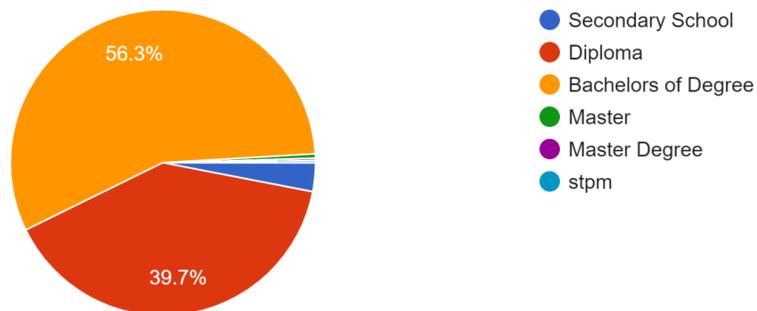
4. How old are you (years old)?

428 responses



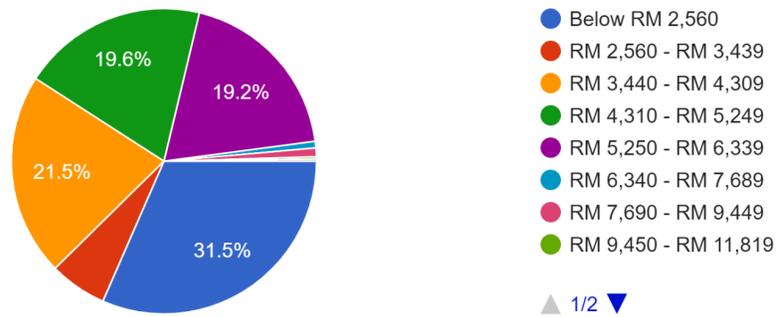
5. Education background

428 responses



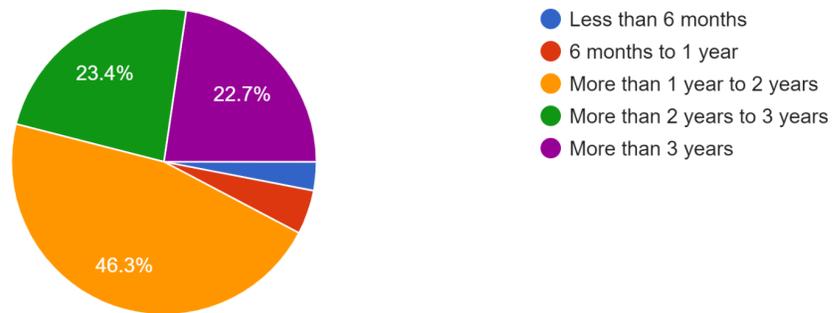
6. Monthly Income

428 responses



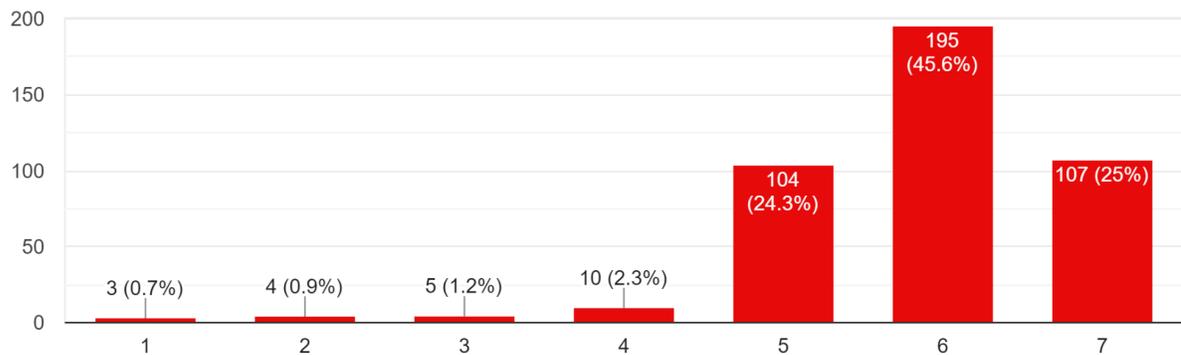
7. How long have you been using Xiaohongshu?

428 responses



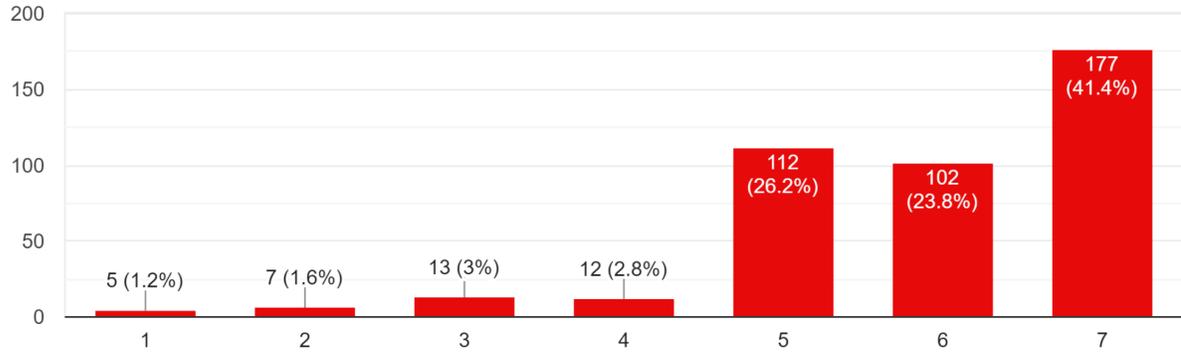
1. If I found out about a new information technology, I would look for opportunities to experiment with it such as Xiaohongshu.

428 responses



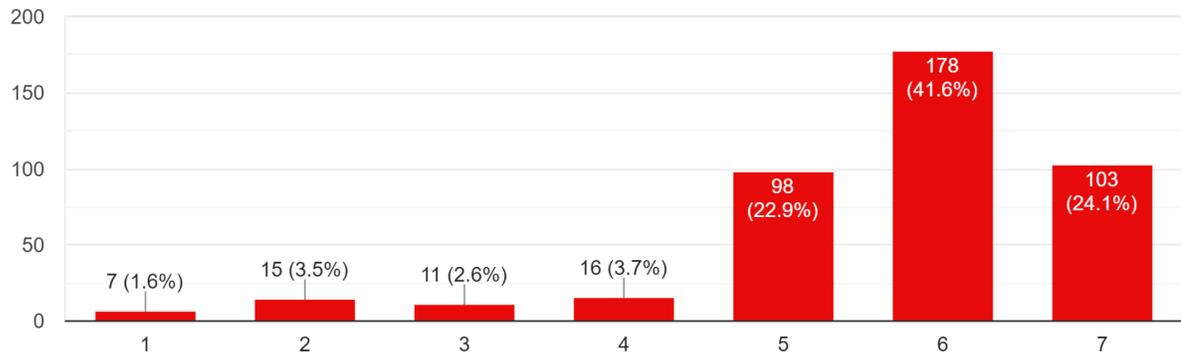
2. Among my classmates, I am frequently the first to check out new information technology such as Xiaohongshu.

428 responses



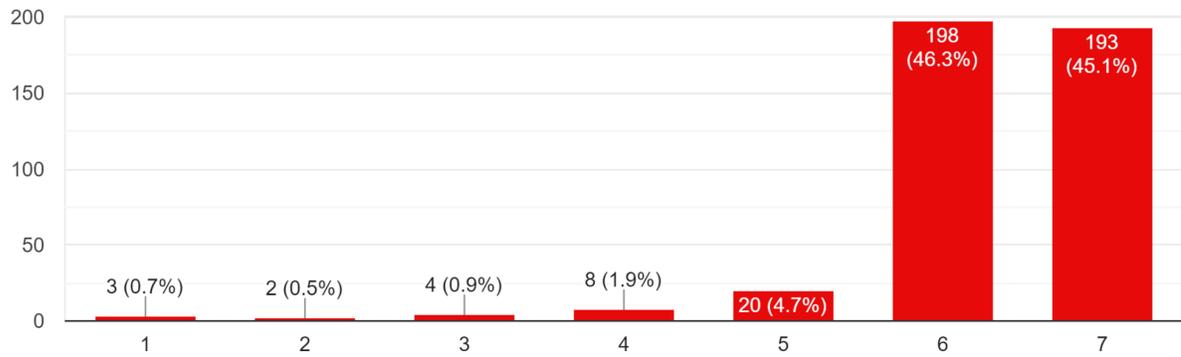
3. In general, I am hesitant to try new information technology such as Xiaohongshu.

428 responses



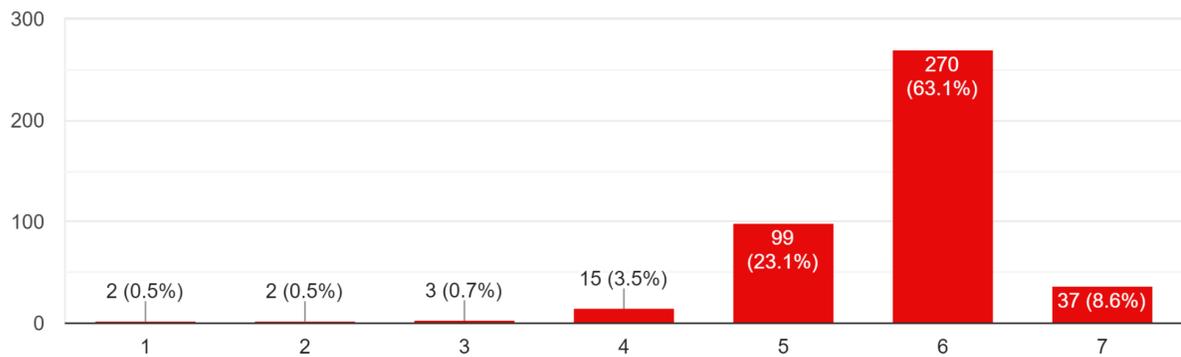
4. I enjoy experimenting with new information technologies such as Xiaohongshu.

428 responses



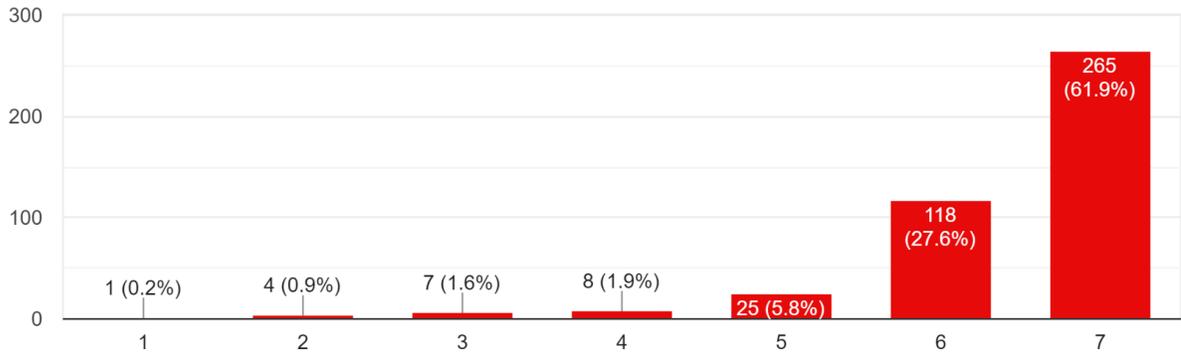
5. My interaction with the system is clear and understandable in Xiaohongshu.

428 responses



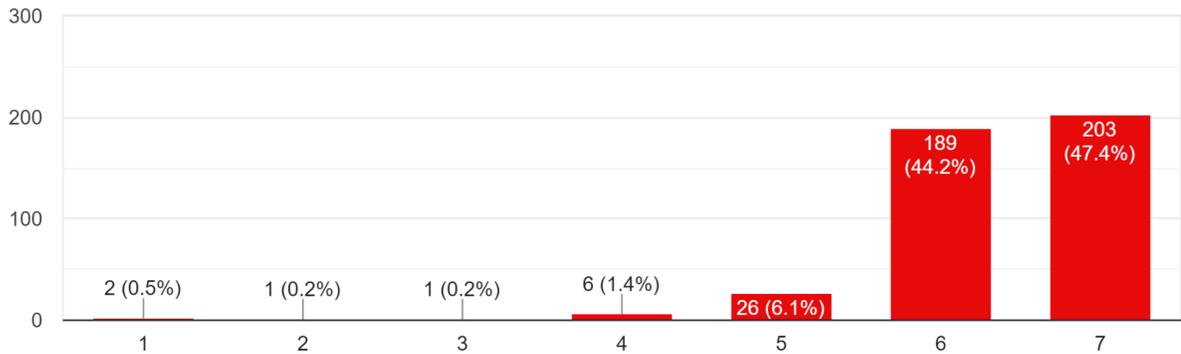
6. Interacting with the system does not need much of my brain energy in Xiaohongshu.

428 responses



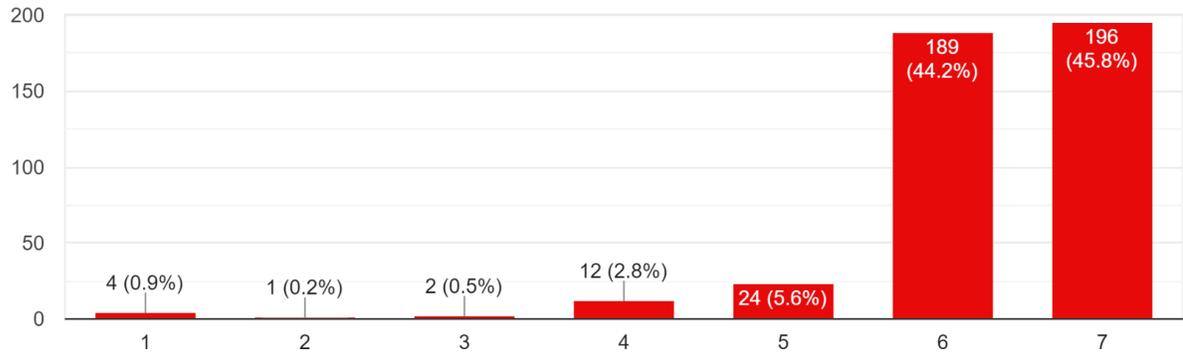
7. I found the system to be simple to use in Xiaohongshu.

428 responses



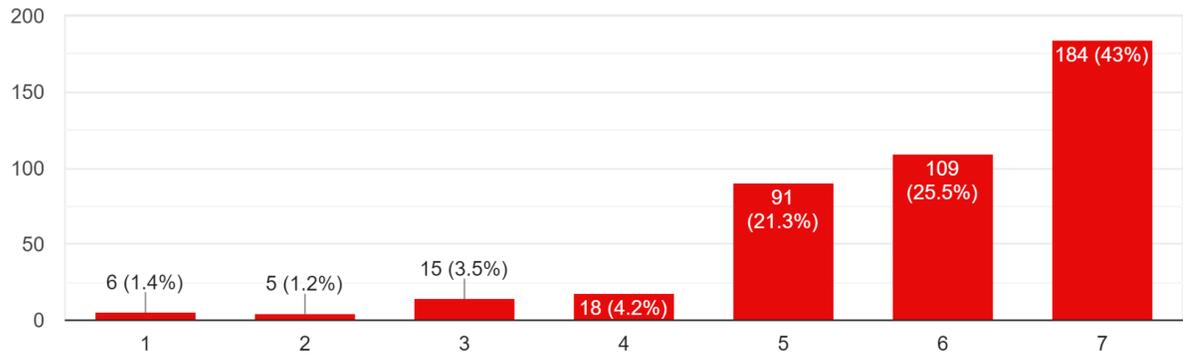
8. I have no difficulty obtaining the system to do what I want in Xiaohongshu.

428 responses



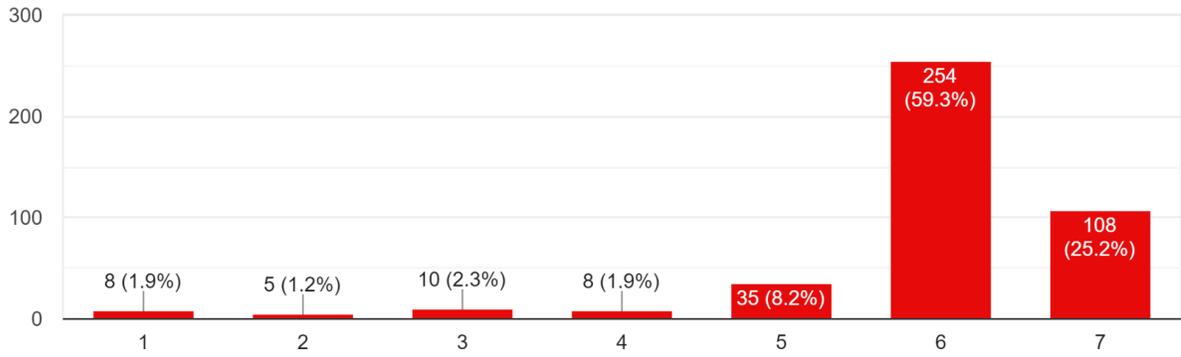
9. Using Xiaohongshu in my daily duties would help me complete tasks more quickly.

428 responses



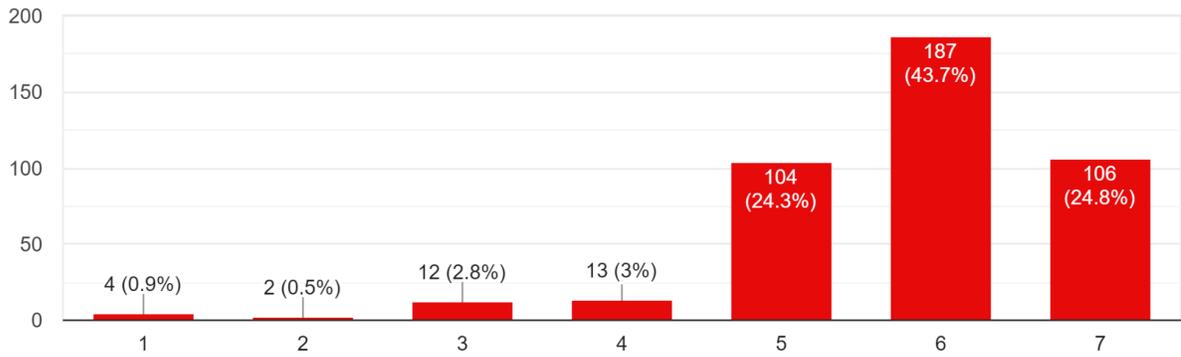
10. Using Xiaohongshu would help me raise my productivity.

428 responses



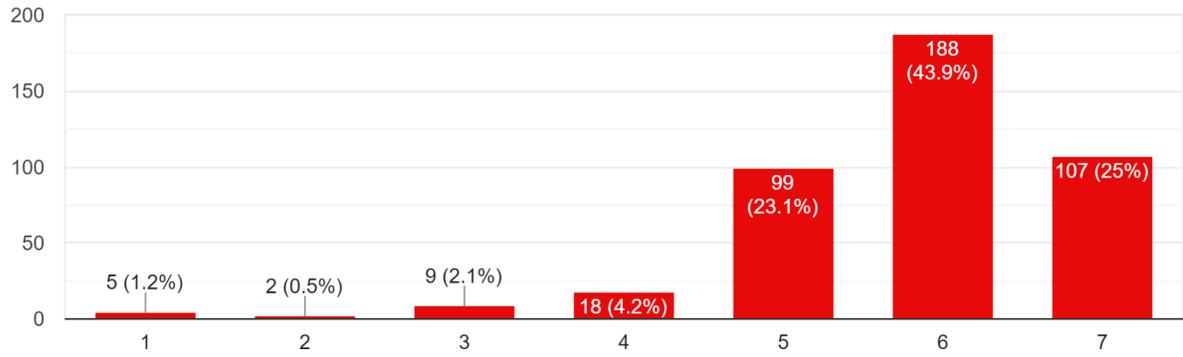
11. Using Xiaohongshu would help me do my task more effectively.

428 responses



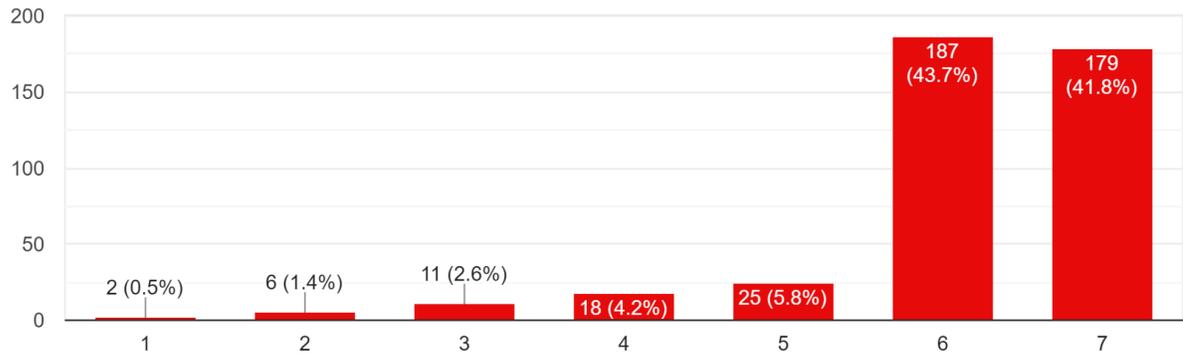
12. Xiaohongshu would help me do my task more efficiently.

428 responses



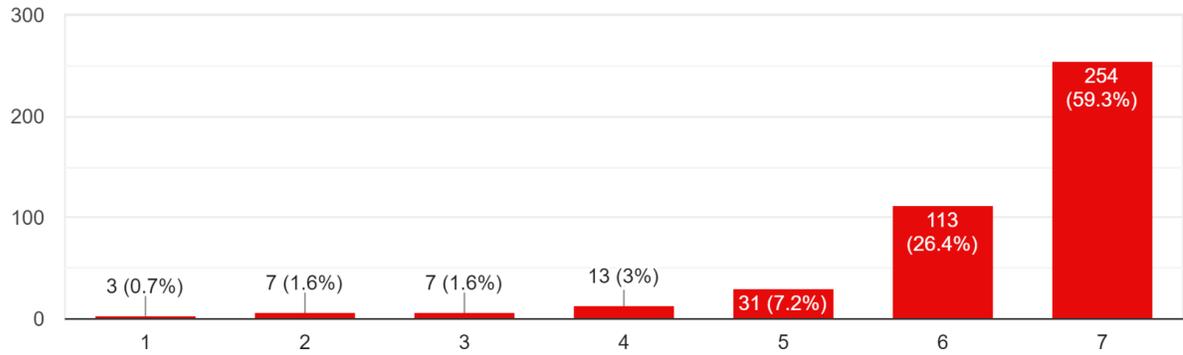
13. Xiaohongshu could be beneficial in my day-to-day duties.

428 responses



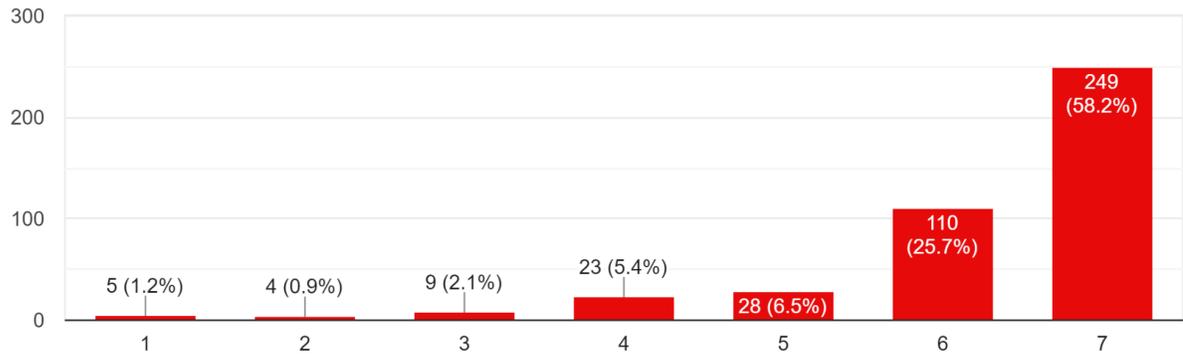
14. Xiaohongshu are reviewed online by knowledgeable individuals.

428 responses



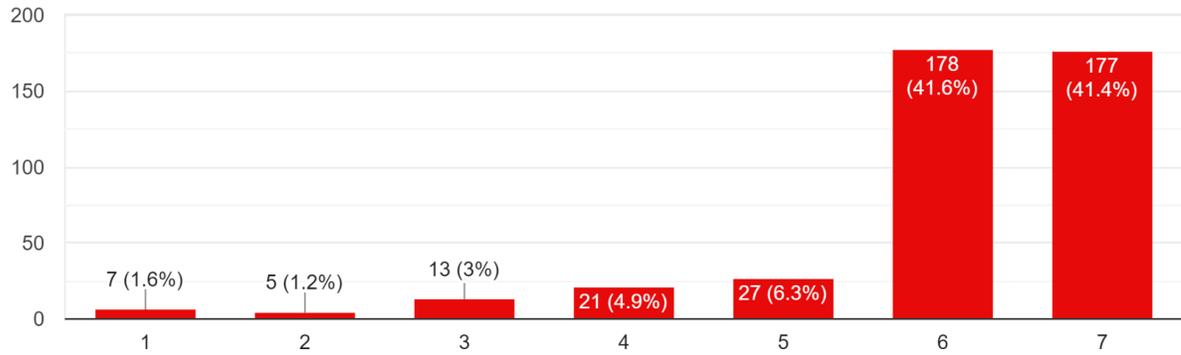
15. I perceive the Xiaohongshu reviewers are reliable.

428 responses



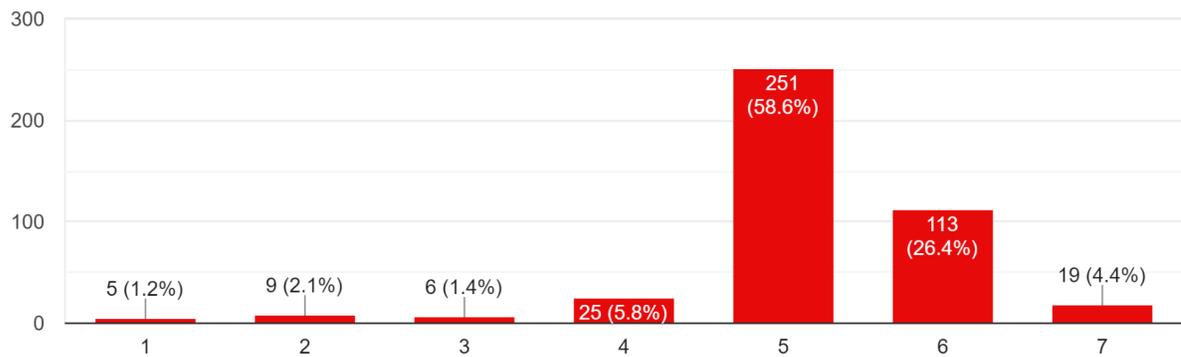
16. I feel online reviewers of Xiaohongshu are believable.

428 responses



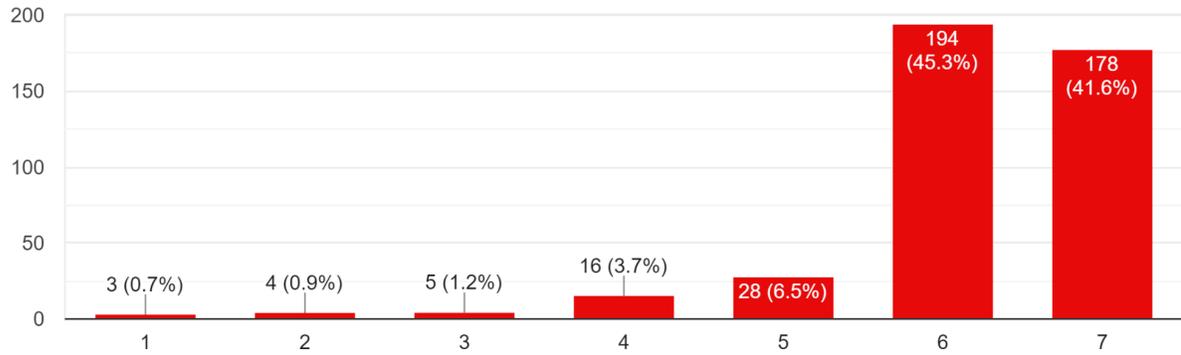
17. I think the online reviews and feedback on Xiaohongshu are honest.

428 responses



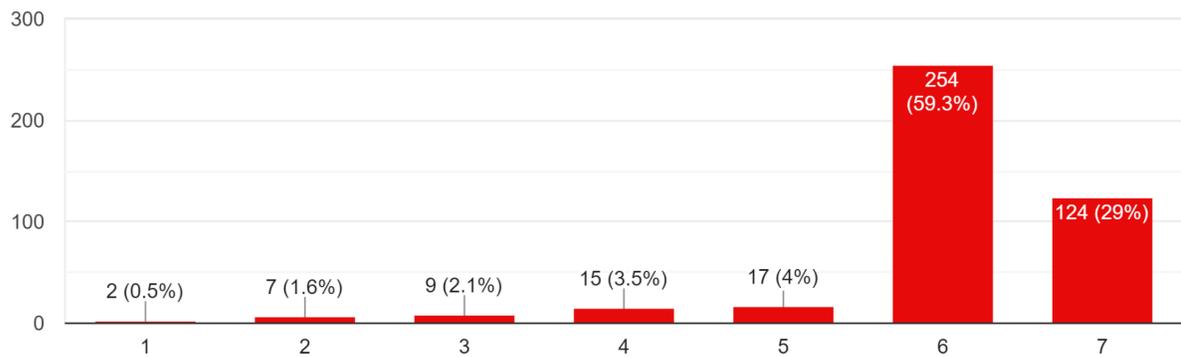
18. The consistency of previous reviews on the Xiaohongshu influenced my purchase decision.

428 responses



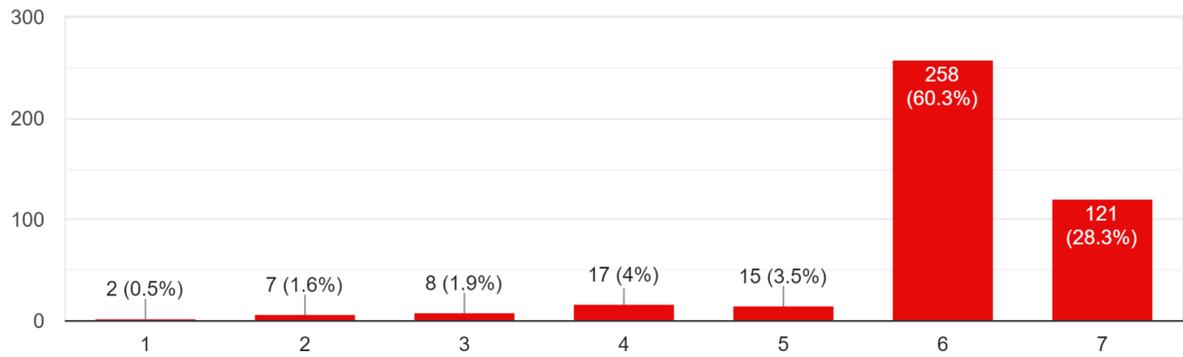
19. I find Xiaohongshu reviews useful when it comes to buying online.

428 responses



20. Recent product reviews on Xiaohongshu influence my purchasing decision.

428 responses



21. Xiaohongshu's product reviews help me increase my online purchase confidence.

428 responses

