

Factors Influencing Consumer Buying Intention in  
Cross-Border E-Commerce

HO JIA ROK

BACHELOR OF INTERNATIONAL BUSINESS  
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND  
MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

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E-Commerce

BY

HO JIA ROK

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- (3) I have made a sole contribution in completing the FYP.
- (4) The word count of this research report is 9650.

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## LIST OF ABBREVIATIONS

SPSS  
e-WOM

Statistical Package for Social Science  
Electronic Word-of-Mouth

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## PREFACE

This research explores the influence of cross-border e-commerce on consumers' buying intentions, particularly in an era where global digital trade is expanding at an unprecedented pace. With the increasing accessibility of international products through online platforms, cross-border transactions have become a major driver of modern consumption. Understanding how these platforms shape consumers' perceptions, preferences, and purchasing behaviour has become essential for both practitioners and scholars.

The rise of cross-border e-commerce is fuelled by shifts in consumer behaviour, technological advancements, and the growing demand for diverse, competitive, and globally sourced products. Platforms such as Amazon Global, AliExpress, and Lazada's cross-border marketplace create a dynamic environment where consumers can evaluate product variety, pricing advantages, logistics speed, and trust mechanisms before making a purchase decision. These factors form the foundation of how cross-border e-commerce stimulates buying intentions.

The rapid growth of international online retail and the increasing consumer openness toward foreign brands motivate this study. By examining the mechanisms through which cross-border e-commerce influences consumer decision-making, this research aims to provide valuable insights for businesses, policymakers, and researchers seeking to understand global digital consumption patterns in greater depth.

## ABSTRACT

The rapid expansion of cross-border e-commerce has reshaped consumer shopping behaviour by providing access to wider product varieties, competitive pricing, and global brands. However, consumers' perceptions of risk, logistics concerns, trust in foreign sellers, and platform reliability create uncertainties that affect their buying intentions. These subjective elements—including product authenticity concerns, delivery expectations, perceived value, platform trust mechanisms, and cross-border service quality—pose challenges for both researchers and businesses in determining how international online trade influences consumer purchase decisions. Therefore, this study investigates factors influencing consumer buying intention in cross-border e-commerce.

This research applies quantitative methods and collects data through an online survey, which is analysed using the Statistical Package for the Social Sciences (SPSS). Key dimensions of cross-border e-commerce examined in this study include perceived product value, trust and security, logistics efficiency, and platform engagement. The findings indicate that these factors have a statistically significant and positive relationship with consumer buying intentions, supporting all proposed hypotheses (H1, H2, H3, and H4).

The results offer valuable insights for cross-border sellers, e-commerce platforms, and digital marketers by highlighting the importance of trust-building mechanisms, efficient delivery systems, and transparent communication in influencing consumer behaviour. Furthermore, this study suggests that future research may adopt alternative sampling methods, include more diverse demographic groups, compare multiple countries, and explore additional variables such as cultural distance or digital literacy.

**Keywords:** cross-border e-commerce, consumer buying intention, global online shopping, trust, logistics, digital commerce

# **CHAPTER 1: RESEARCH OVERVIEW**

## **1.1 Research Background**

The advancement of digital technologies and globalisation has transformed the way consumers engage in commercial activities. With the ongoing development of the digital economy, consumers no longer need to rely on extensive physical effort to purchase products from overseas markets. Cross-border e-commerce platforms have made it possible for individuals to obtain international goods more conveniently, quickly, and with reduced transaction costs. The increased sophistication of online marketplaces has enhanced productivity, improved the flow of global resources, and created new opportunities for international trade participation.

Before the development of cross-border e-commerce, consumers faced restrictions caused by geographical limitations, limited access to product choices, and expensive international purchasing expenses. Today, consumers can purchase items from overseas sellers with just a few clicks through platforms such as Lazada Global, Shopee International Platform (SIP), AliExpress, and Amazon Global. These platforms provide consumers with access to a diverse selection of products, including electronics, fashion items, beauty products, home appliances, and various lifestyle goods, allowing international products to be obtained more conveniently across global markets. The convenience and variety provided by cross-border e-commerce have significantly reshaped consumer expectations and buying behaviour (Zhang et al., 2020).

Nevertheless, buying products from overseas markets also involves certain uncertainties because consumers are unable to inspect items physically, confirm product authenticity directly, or communicate face-to-face with sellers. As a result, elements such as platform trust, product information accuracy, seller credibility, logistics reliability, and perceived value play crucial roles in shaping cross-border purchase intentions. These factors influence consumers' willingness to engage in

international online shopping and serve as essential determinants of buying decisions (Lim et al., 2016; Liu et al., 2021).

The expansion of cross-border e-commerce has been supported by factors such as attractive pricing, wider product choices, access to distinctive international brands, and the continuous improvement of global logistics and delivery systems. Research reports show that over 60% of online shoppers worldwide have purchased at least one product from an overseas seller, and the trend continues to expand yearly (Statista, 2023). Younger consumers exhibit stronger interest in cross-border purchases due to greater digital literacy, openness to global cultures, and reliance on online information sources. As cross-border shopping becomes a mainstream behaviour, platforms have increasingly emphasised transparent communication, real-time tracking, and customer protection mechanisms to reinforce trust and reduce perceived risks (Chen & Teng, 2022).

Within the rapidly expanding environment of global digital trade, examining the factors that affect consumer buying intention in cross-border e-commerce has become an important area of research. Existing literature suggests that perceived trust, value, convenience, logistics performance, and online engagement significantly shape consumer interest in international purchasing (Kim et al., 2017; Jeon et al., 2020). As consumers increasingly turn to cross-border platforms to research, compare, and purchase goods, businesses must comprehend the key drivers behind these buying intentions to compete effectively in the international marketplace.

Therefore, this study seeks to investigate the factors that influence consumer buying intention in cross-border e-commerce by evaluating both the motivations and challenges associated with international online shopping. The results of this research are expected to offer valuable insights to platform providers, cross-border merchants, and policymakers in improving the effectiveness of global online trade and enhancing consumer satisfaction.

## 1.2 Research Problem

The rapid expansion of cross-border e-commerce has been driven by increasing global connectivity, higher smartphone and mobile device usage, and the continuous advancement of digital trading platforms. In Malaysia as well as throughout Southeast Asia, consumers are now more frequently exposed to international online marketplaces that provide access to products from countries such as China, South Korea, European nations, and the United States. Major platforms, including Shopee International Platform (SIP), Lazada Global, AliExpress, and Amazon Global, play a key role in facilitating cross-border transactions by connecting local buyers with overseas sellers. According to reports by Statista (2023), cross-border online shopping has grown significantly over the past five years as consumers search for better prices, unique products, and brands not available locally.

However, despite the rising popularity of cross-border e-commerce, several critical challenges threaten the stability and sustainability of international online purchasing. Cross-border transactions often involve longer delivery times, higher uncertainty, potential customs delays, unclear return policies, and concerns regarding product authenticity. These issues increase perceived risks and can adversely affect consumer confidence. While many platforms have attempted to strengthen trust through buyer protection schemes, transparent tracking, and improved logistics networks, consumers continue to express hesitation due to inconsistent seller credibility, cultural or language barriers, and varying quality standards across countries (Lim et al., 2016; Chen & Teng, 2022).

The economic disruptions caused by the COVID-19 pandemic further complicated consumer behaviour. A growing tendency toward financial caution, coupled with global supply chain disruptions, led many consumers to reduce discretionary spending on imported goods. As borders reopened and domestic retail recovered, some consumers shifted back to physical purchases due to the desire for tangible evaluation, instant ownership, and greater confidence in local sellers. This shift highlights a persistent issue: although cross-border e-commerce offers substantial

benefits, many consumers still experience uncertainty and risk perceptions that may reduce their buying intentions post-pandemic.

Existing literature has examined various determinants influencing online purchasing behaviour, such as price advantage, convenience, perceived trust, and product attributes. However, current research lacks a comprehensive understanding of how these factors operate specifically within the cross-border context, where risks and uncertainties are significantly higher. Most studies have focused on domestic e-commerce environments, thereby overlooking the unique challenges associated with foreign sellers, international logistics, and cultural differences. In addition, empirical research remains limited regarding how platform-related mechanisms—such as international buyer protection policies, foreign seller rating systems, transparency of customs and import charges, and the effectiveness of cross-border logistics and delivery services—affect consumers' intentions to purchase products from overseas sellers.

In light of these research gaps, retailers and platform operators are confronted with a significant challenge in identifying the key determinants that most strongly shape consumer buying intentions in cross-border e-commerce, as well as understanding how these factors can be effectively improved to increase international sales performance. Thus, the goal of the current research is to answer the research question: **“What key factors within cross-border e-commerce significantly promote consumer buying intentions?”**

By addressing this research issue, the study seeks to make both theoretical and practical contributions by improving the understanding of how global online marketplaces can more effectively satisfy consumer expectations while recognizing the risks associated with cross-border purchasing.

### **1.3 Research Objectives and Research Questions**

A set of clearly defined objectives guides the investigation into the role of cross-border e-commerce in influencing consumer buying intention. Drawing from the research problem and factors identified in previous studies, the research questions are presented as follows:

1. What is the relationship between perceived product value and consumer buying intentions in cross-border e-commerce?
2. What is the relationship between trust and security mechanisms and consumer buying intentions in cross-border e-commerce?
3. What is the relationship between logistics efficiency and consumer buying intentions in cross-border e-commerce?
4. What is the relationship between platform engagement features and consumer buying intentions in cross-border e-commerce?

The research objectives of this study are summarised as follows:

1. To evaluate the relationship between perceived product value and consumer buying intentions in cross-border e-commerce.
2. To investigate the relationship between trust and security mechanisms and consumer buying intentions in cross-border e-commerce.
3. To determine the relationship between logistics efficiency (delivery speed, tracking reliability, and handling) and consumer buying intentions.
4. To evaluate the relationship between platform engagement features (such as buyer protection policies, seller ratings, and international return options) and consumer buying intentions.

## **1.4 Research Significance**

### **1.4.1 Theoretical Significance**

This study contributes to the existing theoretical understanding of consumer buying intention in cross-border e-commerce by analysing key determinants such as perceived product value, trust and security mechanisms, logistics efficiency, and platform engagement features. By analysing these elements, the research enhances knowledge on how consumers evaluate foreign products, navigate higher levels of perceived risk, and form purchase intentions across international boundaries. By elucidating how trust is built in circumstances involving unknown sellers, lengthier delivery times, customs procedures, and disparate product standards, it also expands on current theories of digital consumer behaviour. Additionally, this study highlights the role of platform-driven features, such as buyer protection policies, return options, and seller ratings, in reducing uncertainty and shaping consumer attitudes. Through this investigation, the study addresses a significant gap in the existing literature by clarifying how the distinctive characteristics of cross-border online environments shape the formation of consumer intentions, in contrast to those observed in domestic e-commerce settings.

## **1.4.2 Practical Significance**

As it highlights the increasing importance of access to international products, perceived value, and secure online shopping experiences, the study of factors influencing consumer buying intention in cross-border e-commerce holds strong practical significance. By examining key determinants such as trust mechanisms, logistics reliability, and platform protection features, this research provides valuable insights that can assist online marketplaces and international sellers in understanding how their strategies influence consumer confidence and purchasing behaviour. For platforms, the findings can serve as a guide to strengthening buyer protection policies, enhancing transparency, improving cross-border delivery networks, and refining seller verification systems to build greater trust among users. For cross-border sellers, gaining insight into the factors that motivate consumers to purchase foreign products can enable them to better tailor their product selections, pricing strategies, communication approaches, and customer service practices to meet consumer expectations more effectively. Additionally, the results of this study can support businesses in enhancing their online presence, improving their credibility, and developing marketing strategies that reduce perceived risks associated with international shopping. Ultimately, this research provides actionable knowledge that can help platforms and sellers create a more reliable, convenient, and appealing cross-border shopping environment that encourages sustained consumer engagement and purchase intentions.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Theory**

#### **3.8.2 Consumer Buying Intention Theory**

Consumer Buying Intention Theory explains the psychological, cognitive, and behavioural processes that shape an individual's willingness to purchase a product, particularly within online and cross-border environments. Buying intention is commonly defined as the likelihood that a consumer will engage in a purchase based on perceived value, trust, and expected satisfaction (Ajzen, 1991). In digital and international commerce contexts, factors such as perceived behavioural control, attitudes toward products, and subjective norms are important in influencing how consumer purchase intentions are formed. Scholars emphasise that when consumers perceive higher benefits, such as better pricing, product uniqueness, or greater value from foreign sellers, their intention to buy increases significantly (Pavlou & Fygenson, 2006). Moreover, perceived risk and trust strongly determine how consumers behave in cross-border e-commerce contexts, where unfamiliar sellers and longer logistics chains create additional uncertainty (Gefen, 2000). Trust in platform security, payment protection, and seller reputation reduces psychological barriers and enhances intention to purchase internationally. Additionally, researchers argue that convenience, information quality, and platform features facilitate stronger intention formation by influencing consumers' cognitive evaluations of reliability and ease of purchase (Ling et al., 2010). Due to consumers rely more on digital information, such as product details, reviews, and platform assurances—than on in-person product inspection, it is crucial to comprehend the theoretical drivers of buying intention as cross-border e-commerce expands. (Chen & Xie, 2008). Therefore, Consumer Buying Intention Theory serves as a foundation for analysing how foreign product offerings, trust mechanisms, and perceived value interact to motivate purchasing behaviour in international online marketplaces.

## 2.2 Variables

### 3.8.2 Consumer Buying Decision

The sequence of mental and behavioral processes a person goes through prior to, during, and following a purchase is referred to as a consumer buying decision. The five steps of the conventional decision-making model are problem identification, information search, alternative evaluation, purchase decision, and post-purchase evaluation. (Kotler & Keller, 2016). Most academics concur that purchasing behavior is a process impacted by both internal and external factors rather than a single, isolated act (Blackwell, Miniard, & Engel, 2006).

The consumer decision-making process starts with problem recognition, which occurs when individuals become aware of a discrepancy between their current condition and their desired state. This awareness may emerge from internal reflection or be externally stimulated through marketing efforts such as advertising messages or promotional activities (Solomon, 2018). Once this need is identified, consumers enter the information search stage, during which they actively seek relevant knowledge to address the problem. This process can involve recalling prior experiences or conducting external searches using digital platforms, recommendations from social networks, and especially online customer reviews, which are highly relevant in this study. Research has shown that consumers are increasingly dependent on online information sources because digital reviews are viewed as trustworthy and helpful in reducing uncertainty during purchase decisions (Chevalier & Mayzlin, 2006).

During the evaluation of alternatives stage, consumers assess and compare different product options based on criteria that they personally prioritise, such as cost, quality, brand reputation, and feedback from other users. User-generated content, particularly detailed review narratives, plays a significant role in shaping these judgments by influencing how consumers perceive the strengths and weaknesses of each alternative (Filiberti, 2015). After completing this comparison process, consumers move to the purchase decision stage, where they decide both the specific product to buy and the platform or channel through which the transaction will take place. At this

point, situational influences such as product availability, perceived platform reliability, and promotional incentives may further sway the final choice (Kotler & Keller, 2016).

The process concludes with post-purchase evaluation, where consumers reflect on whether the product performance meets their expectations. The resulting satisfaction or dissatisfaction has important implications for future behaviour, including repeat purchasing, loyalty formation, and word-of-mouth sharing (Oliver, 1999). When experiences are positive and product performance is consistent, satisfaction is reinforced; however, negative outcomes may lead to complaints, returns, or the sharing of unfavourable online feedback.

In summary, consumer buying decisions are multi-stage and deeply influenced by the quality and credibility of information encountered along the journey. As online commerce grows, digital reviews have become one of the most influential external information cues guiding consumer judgments, risk perceptions, and eventually their purchasing choices.

### **2.2.2 Price Competitiveness**

Price competitiveness refers to the extent to which consumers perceive product prices offered on cross-border e-commerce platforms as reasonable, affordable, or better compared to alternative local or international options (Zeithaml, 1988). In online marketplaces where similar products are available from multiple sellers and countries, price becomes a crucial evaluative cue that influences consumers' purchase considerations. Competitive pricing allows consumers to perceive higher value for money, especially when shopping for standardised or frequently purchased products.

Before finalising a purchase, consumers commonly engage in price comparisons across multiple platforms and sellers. Within the context of cross-border e-commerce, pricing advantages are additionally influenced by external factors such as foreign exchange rate differences, reduced manufacturing expenses, and the practice of direct

procurement from overseas suppliers (Kotler & Keller, 2016). When international products are perceived to be more cost-effective than locally available alternatives, consumers are more likely to develop favourable intentions toward purchasing them.

In addition, various promotional strategies such as price discounts, complimentary shipping services, and bundled product offerings further strengthen perceived affordability. These incentives can also help to lessen consumers' concerns regarding cross-border shopping risks, including extended delivery durations and potential challenges in product returns (Chen & Dubinsky, 2003). When pricing is viewed as both reasonable and competitive, consumers tend to show greater willingness to engage in cross-border online shopping, as they perceive the overall benefits to outweigh the associated drawbacks. Consequently, price competitiveness is a key determinant in influencing consumer purchase intention within cross-border e-commerce settings.

### **2.2.3 Perceived Trust**

Perceived trust refers to the extent to which consumers believe that an online seller or platform is reliable, honest, and capable of fulfilling its commitments throughout a transaction (Gefen et al., 2003; Pavlou, 2003). In both online shopping and cross-border e-commerce contexts, trust is a vital factor in reducing perceived uncertainty, especially since consumers are unable to physically examine products or communicate directly with sellers before purchase. When a platform is considered trustworthy, consumers tend to have greater confidence that the product information provided is accurate, payment processes are secure, and orders will be delivered as agreed. Higher levels of perceived trust increase consumers' willingness to rely on online information and proceed with purchasing decisions, as trust strengthens the credibility of the seller and minimizes uncertainty. (McKnight et al., 2002; Kim et al., 2008).

#### **2.2.4 Perceived Convenience**

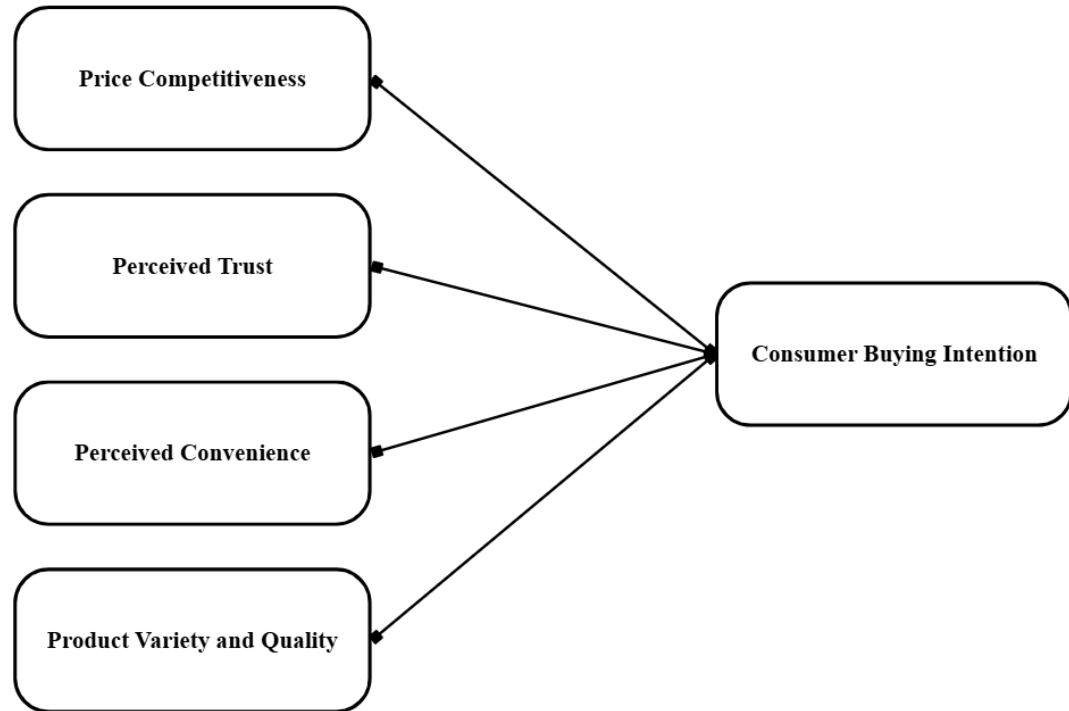
Perceived convenience refers to consumers' perception of how easy and efficient it is to search for information, compare products, complete transactions, and receive products through an online platform (Jiang et al., 2013). In e-commerce environments, convenience reduces the time and effort required for shopping, allowing consumers to make purchase decisions with minimal complexity. Features such as user-friendly interfaces, flexible payment options, clear product information, and efficient delivery services enhance perceived convenience and improve the overall shopping experience. When consumers perceive online shopping as convenient, they are more likely to develop positive attitudes toward the platform and demonstrate stronger buying intentions, as convenience lowers psychological and operational barriers during the purchasing process (Seiders et al., 2007; Chang et al., 2015).

#### **2.2.5 Product Variety And Quality**

The degree to which online platforms provide a large selection of products while upholding acceptable standards of performance, durability, and dependability is referred to as product variety and quality. More product variety increases consumers' perceived freedom of choice by enabling them to evaluate options and choose goods that best suit their needs and preferences. (Kahn, 1998). At the same time, perceived product quality plays a crucial role in shaping consumer confidence, as buyers rely on product descriptions, specifications, and reviews to evaluate quality in the absence of physical inspection (Zeithaml, 1988). When consumers view an online platform as offering a wide range of product options while maintaining stable and dependable quality standards, their level of trust in the seller tends to increase, which in turn strengthens their intention to make a purchase. Conversely, limited variety or doubts about product quality may reduce consumers' willingness to proceed with a purchase. (Chen & Dubinsky, 2003)

## 2.3 Conceptual Framework

Figure 2.1: Conceptual Framework



The preceding literature review establishes the basis for constructing the conceptual framework of this study. It suggests that several key dimensions in cross-border e-commerce, including perceived product value, trust and security systems, logistics performance, and platform engagement functions are important determinants that influence consumers' purchase intentions. These variables are proposed to directly influence consumers' willingness to purchase products from international online platforms, particularly by reducing perceived risk and enhancing overall shopping confidence.

### **2.3.1 Price Competitiveness and Consumer Buying Intention**

Price competitiveness refers to consumers' perception that products offered through cross-border e-commerce platforms are priced lower or provide better value compared to local alternatives (Zeithaml, 1988). Competitive pricing is an important determinant of consumer behaviour, as individuals are more inclined to purchase products that deliver higher perceived value for money. In the context of cross-border e-commerce, price advantages are often driven by factors such as lower manufacturing costs in source countries, fluctuations in currency exchange rates, and direct procurement from international suppliers. These conditions make overseas products more appealing, particularly to consumers who are sensitive to price differences and actively seek cost-effective purchasing options. (Kotler & Keller, 2016). Previous studies indicate that favourable pricing reduces consumers' perceived financial risk and increases their willingness to purchase online (Chen & Dubinsky, 2003). As a result, the following is the study's initial hypothesis:

**H1: There is a significant relationship between price competitiveness and consumer buying intention.**

### **2.3.2 Perceived Trust and Consumer Buying Intention**

The degree to which customers think international sellers and cross-border e-commerce platforms are trustworthy, sincere, and able to complete transactions safely is known as perceived trust (Gefen, 2000). When making purchases online, trust is crucial, especially in cross-border situations where buyers are more uncertain because of unknown sellers, longer delivery times, and possible problems with product authenticity. Prior studies indicate that consumers are more willing to engage in online transactions when they perceive strong security systems, transparent seller information, and effective buyer protection mechanisms (Pavlou, 2003). In cross-border e-commerce, trust reduces perceived risk and increases consumers' confidence in completing purchases from overseas sellers (Kim et al., 2008). When consumers have a high level of trust in both the platform and the sellers, they tend to develop stronger positive intentions to make purchases. Based on this relationship, the second hypothesis of this study is formulated as follows:

**H2: There is a significant relationship between perceived trust and consumer buying intention.**

### **2.3.3 Perceived Convenience and Consumer Buying Intention**

Perceived convenience refers to the extent to which consumers believe that cross-border e-commerce platforms allow them to shop easily, efficiently, and with minimal effort regardless of time and location (Yoon & Kim, 2007). Convenience is widely recognized as a major driver of online shopping behaviour, as consumers tend to prefer platforms that make product searching, ordering, payment, and delivery processes easier and more efficient. In cross-border e-commerce settings, elements such as intuitive system design, diverse payment methods, transparent product descriptions, and real-time order tracking contribute to a stronger sense of convenience among users (Jiang et al., 2013). When the purchasing process is streamlined and easy to navigate, consumers face lower mental effort, which increases their likelihood of completing a transaction. Accordingly, a higher level of perceived convenience is associated with a stronger willingness to engage in cross-border online shopping. Based on this relationship, the following hypothesis is proposed.

**H3: There is a significant relationship between perceived convenience and consumer buying intention.**

### **2.3.4 Product Variety and Quality and Consumer Buying Intention**

The degree to which international e-commerce platforms provide a large selection of goods while upholding reasonable quality standards that satisfy customer expectations is referred to as product variety and quality (Kotler & Keller, 2016). While perceived product quality affects customer satisfaction and purchase confidence, a wider range of products enables consumers to compare options and choose items that best suit their preferences. Previous research shows that when online platforms offer a variety of product options with clear descriptions, trustworthy quality indicators, and consistent performance, consumers are more likely to develop positive buying intentions. (Chen & Dubinsky, 2003). In cross-border e-commerce, the availability of distinctive international products and foreign brands strengthens consumers' perception of value and increases the overall appeal of the offerings, which in turn encourages them to move forward with purchase decisions. Based on this relationship, the following hypothesis is proposed:

**H4: There is a significant relationship between product variety and quality and consumer buying intention.**

## **CHAPTER 3: METHODOLOGY**

### **3.1 Research Design**

This study adopts an explanatory research design, which is used to examine the relationship between variables, specifically consumer purchasing decisions and online reviews. In this framework, consumer purchasing decisions serve as the dependent variable, while online reviews function as the independent variable, with changes in the latter expected to influence the former. In addition, a quantitative research approach is employed to support the analysis.

Quantitative research is one of the most commonly applied methodologies in the social sciences, as it relies on numerical data, structured methods, and statistical analysis to study social, psychological, and economic phenomena. It involves the collection of measurable data, which may be naturally numerical, such as income levels, or derived through scaling techniques, such as rating responses on a numerical scale. This type of data allows researchers to perform statistical analyses ranging from simple descriptive measures, such as averages and percentages, to more advanced techniques that examine relationships between variables. For example, researchers may identify patterns such as lower academic performance being associated with higher levels of reported depression. Unlike qualitative approaches, which focus on interviews, focus groups, and ethnographic observations, quantitative methods typically use structured tools such as surveys, experiments, and systematic observation techniques (Coghlan & Brydon-Miller, 2014).

The outcomes of quantitative research enable researchers to generalise findings to similar contexts, identify statistical trends within a defined population, and test predictive relationships between variables. Its primary purpose is to generate reliable knowledge and deepen understanding of social phenomena. In social science disciplines, including communication studies, quantitative methods are widely used to examine human-related events and behaviours. The focus is

generally on a defined sample population, which represents a subset of individuals selected for analysis. Data collected from this sample are then analysed using scientific procedures to address research questions in a structured manner (Allen, 2017).

The foundation of quantitative research is rooted in empiricism and the scientific method, which emphasises observation, measurement, and evidence-based conclusions. Applying this method requires accurate measurement of variables and systematic data collection to support hypothesis development and testing. Appropriate statistical techniques and mathematical tools are then used to analyse the data and evaluate hypotheses (Salkind, 2010).

## **3.2 Sampling Design**

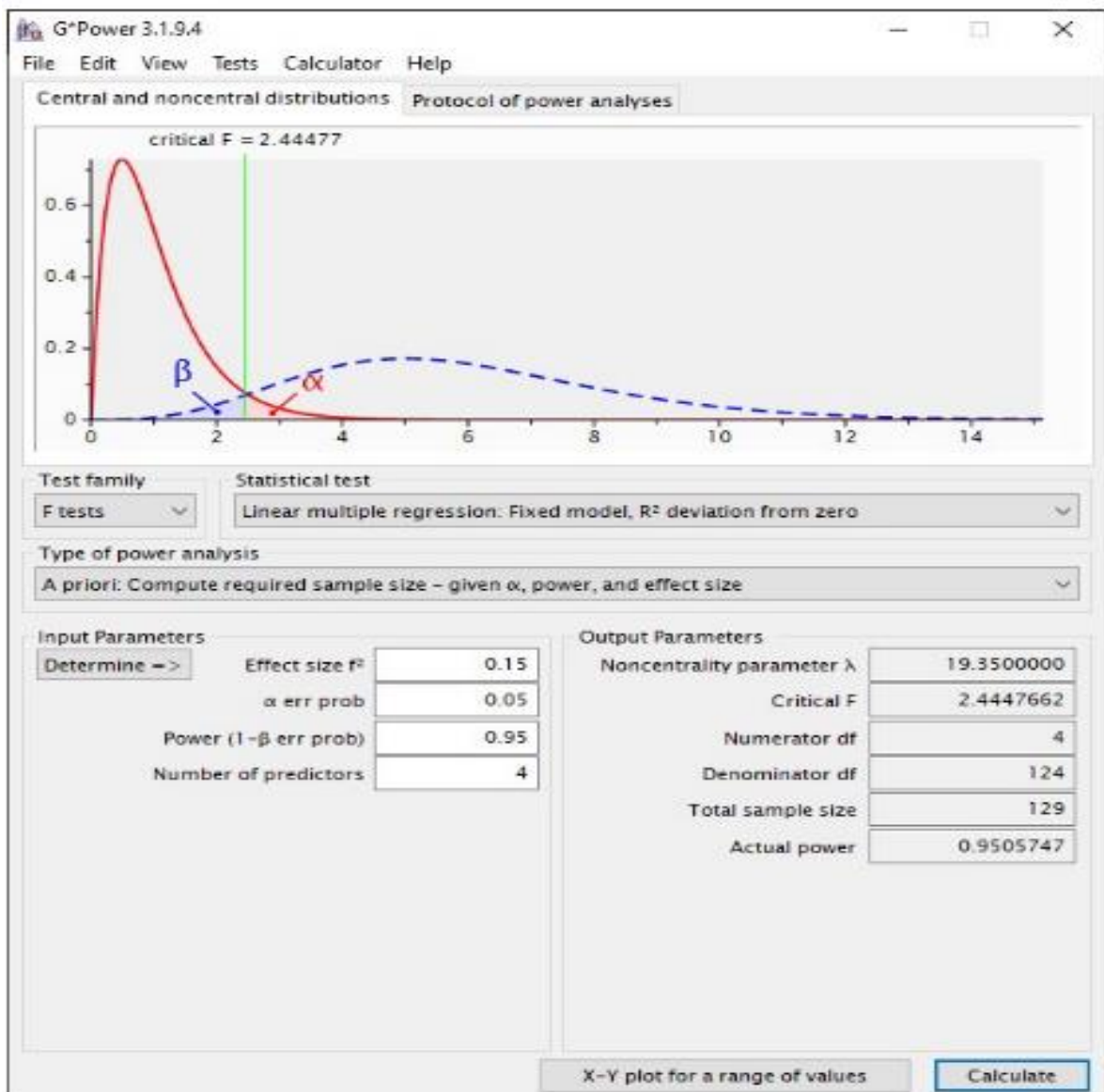
With an emphasis on Shopee's apparel industry, this study attempts to investigate the connection between online reviews and consumer purchasing decisions. Nonetheless, it is challenging to reach the 90.7 million Shopee users (Ernestivita, 2020). Because of potential sampling bias, the selected sample may not accurately reflect the broader population of Shopee users. Therefore, this study makes the assumption that users of a particular e-commerce platform have comparable characteristics. According to Thomas et al. (2019), it makes sense that platform users would search for personality compatibility with the product brand.

### **3.2.1 Sample Size**

Based on Statista (2024), Malaysia's internet user population in 2024 is estimated at 33.98 million. Using this population size, a sample size calculation with a 95% confidence level and a 5% margin of error yields a recommended sample of 385 respondents (Calculation.net, n.d.). However, due to time limitations, this study was only able to obtain 200 responses.

In addition, the adequacy of the sample size was further assessed using Gpower software, which is commonly used to conduct statistical power analysis for various tests, including t-tests, F-tests, chi-square tests, z-tests, and other exact statistical procedures. The software also allows researchers to visualise power results and estimate effect sizes (Faul et al., 2007). As shown in Figure 3.1, by inputting four predictors corresponding to the four independent variables in this study, the minimum required sample size generated by Gpower is 129 respondents. Therefore, the collected sample of 200 respondents is considered sufficient and appropriate for analysis.

Figure 3.1: Minimum Total Sample Size



### **3.2.2 Target Population**

The total collection of individuals or groups that a researcher aims to examine and evaluate is referred to as the target population (djsResearch, 2024). This study focuses on Malaysians between the ages of 18 and 64, encompassing individuals of any gender, whether they are single, married, or divorced. In addition, the respondents' education levels may vary, covering secondary education (such as SPM), pre-university qualifications (including STPM, Foundation, or Diploma), undergraduate studies at bachelor's degree level, as well as higher qualifications such as postgraduate degrees and professional certifications.

### **3.2.3 Sampling Frame**

For this research, a specific sampling frame has been established. This study targets individuals who have experience purchasing products via online shopping platforms such as Lazada, Shopee, and Taobao, specifically within Kajang, Kuala Lumpur, and Selangor. These respondents were selected because they represent users who are familiar with cross-border e-commerce activities, making them appropriate for achieving the objectives of this research. In addition to making the research process more feasible in terms of time, money, and accessibility, defining the sampling frame in this manner helps guarantee that the data gathered is pertinent and targeted.

### **3.2.4 Sampling Technique**

Sampling methods in research differ depending on the discipline, study design, and research objectives. Generally, sampling techniques are classified into two main categories, namely probability sampling and non-probability sampling. Probability sampling, often referred to as random sampling, involves selecting respondents based on chance, where every individual in the population has a known and non-zero likelihood of being selected. In contrast, non-probability sampling does not rely on random selection. Instead, participants are chosen based on the researcher's judgment or practical considerations such as accessibility, time, and cost constraints (Sampling methods: Types, Techniques & Best Practices, 2024).

Due to the absence of a complete sampling frame, this study adopts convenience sampling as its sampling technique. Convenience sampling is a non-probability method where respondents are selected based on their availability and ease of access (Taherdoost, 2016). This approach is commonly used in academic research, particularly among student researchers, as it is more time-efficient and cost-effective compared to other sampling methods. It also helps overcome practical limitations during data collection.

The sample for this study consists of Malaysian respondents from various demographic backgrounds, including different age groups, income levels, and educational qualifications.

## **3.3 Data Collection Method**

### **3.3.1 Primary Data**

According to Mazhar, Anjum, Anwar, and Khan (2021), primary data refers to original, first-hand information that is newly collected for a specific research purpose. It is obtained directly by researchers from relevant sources to address particular research objectives. In contrast to secondary data, which already exists and has been previously gathered for other purposes, primary data is unprocessed and uniquely generated for the current study. This type of data provides fresh and context-specific insights that are directly aligned with the research questions being investigated. Primary data can be collected through various methods, including questionnaires, interviews, experiments, and direct observations. These techniques allow researchers to obtain precise and targeted information tailored to the study requirements. A key characteristic of primary data is its direct relevance to the research problem, as it is designed and collected specifically to answer the study's objectives or hypotheses. This close alignment enhances the accuracy and validity of research findings by minimising information loss or distortion that may occur when using pre-existing datasets. In addition, primary data is often more current, making it particularly valuable in fast-changing research environments where up-to-date information is essential. By analysing raw data, researchers are able to generate new insights and draw original conclusions, thereby contributing meaningfully to their respective fields of study (Stewart, 2024). In this research, the questionnaire method is employed as the main instrument for collecting primary data to address the research questions and test the proposed hypotheses. This tactic will entail sending the target audience a questionnaire along with a request for their completion and submission. For example, several typed questions in a predetermined order make up an online questionnaire. An online questionnaire was chosen because it has the benefit of rapidly reaching a larger population, particularly those who reside far from the researcher's location. Moreover, expenses like data entry, printing, and postal charges can be minimised or eliminated with the use of an online survey. It can also cut down on the expense of phone calls, travel, and recording (Putranto, 2019). The

respondents must read the questions, comprehend them, and fill out the appropriate fields on the form. Participants are required to respond to all survey questions provided. Data for this study will be collected through online questionnaires distributed via social media platforms and messaging applications, including XiaoHongShu, WeChat, Microsoft Teams, and WhatsApp. This method is selected because online surveys are an efficient and cost-effective approach for reaching a broad audience, allowing the researcher to obtain the required sample size within a limited budget and timeframe.

## **3.3.2 Research Instrument**

### **3.3.2.1 Questionnaire Design**

This study uses an online questionnaire as the main research instrument. As stated earlier, the survey was administered using Google Forms, and a personal data protection statement was presented at the beginning of the form to inform respondents about data privacy and confidentiality.

The questionnaire is divided into four main sections. Section A consists of screening questions designed to ensure that only eligible respondents are included in the study. Section B collects respondents' demographic information, including gender, age, marital status, level of education, and monthly income.

Sections C and D focus on measuring respondents' perceptions related to online reviews. These sections examine factors such as review quantity, clarity and language quality, relevance, and credibility of the information source. In addition, the items in these sections are structured to measure the relationships between the four independent variables and the dependent variable in this study.

### 3.3.2.2 Questionnaire Development

Table 3.1: Construct Measurements

No	Variables	Items Measurement	Sources
1	Source Credibility	I believe the information more when I trust the reviewer to have enough knowledge or experience about the product.	(Hsieh & Li, 2020)
2		The review is more reliable when the reviewer is a product user (gender or age).	(Mariani & Predvoditeleva, 2019)
3		The review is more credible when the reviewer's name and/or image are disclosed.	(Munzel, 2016)
4		I looked for reviews on multiple online stores to confirm the review score.	(Goes et al., 2014)
5		I believe it is important to have reviews supported with relevant arguments.	(Risselada H. et al., 2018)
6		I look for reviews that list the advantages and drawbacks of products.	(Munzel, 2016)
7	Volume	If there were fewer reviews, I hesitate to consider them before making a purchase.	(Grewal et al., 2020)
8		I search for extreme views (5 stars or 1 star) when evaluating a product.	(Sen & Lerman, 2007)

9		The average score or star rating is important for a product.	(El-Said, 2020)
10	Language and Comprehension	The review is more beneficial if the language is simple and interesting	(Tran et al., 2020)
11		The review is more beneficial if The message is unambiguous	(Stein et al., 2016)
12		I think reviews should be written in an impartial or unbiased manner	(Exploratory Study)
13	Relevance	I look for seller responses rather than customer reviews.	(Munzel, 2016)
14		Negative reviews have more impact than positive reviews.	(Weisstein et al., 2017)
15		Reviews affect my decision to buy or not buy a product.	(Kim & Song, 2018; Hsu, Yu & Chang, 2017)
16		Latest reviews are more important than old ones	(Lee et al., 2017)
17	Consumer Buying Decision	I usually read online reviews of clothing items on Shopee before making a buying decision.	(Zhao et al., 2021)
18		Viral information (photos/videos) affects my perception towards clothing on Shopee.	(Zhao et al., 2021)
19		I trust online reviews more than product descriptions provided by the retailer when buying clothes on Shopee.	(Zhao et al., 2021)
20		I generally seek expert opinion.	(Zhao et al., 2021)
		online before buying clothes on Shopee.	

### 3.4 Scale Measurement

Table 3.2: Measurement Scale of Demographic Questions

Section	Items	Measurement Scales
B	Gender	Nominal
	Age	Ordinal
	Marital Status	Nominal
	Education Level	Ordinal
	Monthly Income	Ordinal

#### 3.4.1 Nominal

A nominal scale represents the most basic level of measurement, where numbers are assigned purely as labels for the purpose of identifying or categorising items. This scale is commonly applied to variables that are non-numeric in nature or to numerical codes that do not carry any quantitative meaning. One key characteristic of nominal measurement is its ability to group data into two or more distinct categories. Responses measured under this scale are qualitative and are typically classified into mutually exclusive groups. In this context, numbers are used solely for identification purposes and do not indicate magnitude, order, or value. Their function is limited to counting or categorisation only (Admin, 2024). In this study, variables such as gender and marital status in Section B (demographic profile) of the questionnaire are measured using a nominal scale, as illustrated in Table 3.2.

### **3.4.2 Ordinal Scale**

An ordinal scale represents a second level of measurement that allows data to be arranged in a meaningful order or ranking, although the exact differences between values cannot be determined. The term “ordinal” is derived from the concept of order, as this scale focuses on the relative positioning of variables. Ordinal data is typically categorical in nature, where responses are grouped, labelled, and organised according to a specific sequence.

A key feature of the ordinal scale is its ability to show the ranking or hierarchy of variables, indicating which is higher or lower in relation to others. While it provides more information than a nominal scale by introducing order, it does not measure the exact distance between categories. As a result, the interval between values remains unknown. This type of scale allows researchers to evaluate the consistency and logical arrangement of responses within a dataset (Admin, 2024).

In this study, variables such as age, monthly income, and educational level in Section B of the questionnaire (demographic profile) are measured using an ordinal scale, as presented in Table 3.2.

### **3.4.3 Measurement Scale**

A five-point Likert scale is utilised in this study to assess respondents’ attitudes and behavioural intentions. The scale allows participants to express their level of agreement or disagreement with each statement, ranging from 1 (strongly disagree) to 5 (strongly agree). This measurement approach enables the structured capture of differences in perceptions among respondents. By translating subjective views into numerical values, the Likert scale facilitates more systematic statistical analysis and supports the examination of relationships between the variables in this study. It is widely adopted in social science research due to its simplicity, reliability, and effectiveness in measuring attitudes and opinions (Likert, 1932).

### **3.5 Data Analysis Tool**

The data collected in this study will be analysed using IBM Statistical Package for Social Sciences (SPSS). According to Nagaiah and Ayyanar (2016), SPSS provides a comprehensive range of statistical functions, including both descriptive and inferential analyses. Descriptive statistics allow researchers to summarise data using measures such as frequency distributions, percentages, means, and standard deviations. In addition, SPSS supports inferential statistical techniques, including multiple linear regression, which enables the examination of relationships between variables through coefficient estimation and analysis of variance (ANOVA).

The software also facilitates data management processes such as importing datasets from local storage, assigning variable names and labels, and defining value categories. It supports different types of data formats, including numerical and string variables. Furthermore, SPSS allows the visual presentation of results through tables, charts, and histograms, which can be exported to applications such as Microsoft Word, Excel, and PowerPoint for reporting purposes.

In this study, data analysis is divided into descriptive and inferential components. Descriptive analysis is used to summarise respondents' demographic characteristics, including age, gender, income level, and educational background, through frequencies and percentage distributions. It is also applied to compute mean values for each variable and measurement item to identify key influencing factors of online reviews on consumer purchasing decisions.

On the other hand, inferential analysis is conducted using multiple linear regression to examine the relationship between independent variables and the dependent variable. This method is used to determine the extent to which the independent variables influence consumer purchasing decisions. In addition, ANOVA and regression coefficients are applied to test the overall model significance and evaluate the strength and direction of relationships among variables.

## **CHAPTER 4: DATA ANALYSIS**

### **4.1 Descriptive Analysis**

#### **4.1.1 Frequency Distribution for Demographic Characteristics**

Table 4.1: Frequency Distribution for Age

	Frequency	Percentage
18-24 years	190	95.0
25-34 years	4	2.0
35-44 years	3	1.5
45-54 years	2	1.0
55-64 years	1	0.5
65 years and above	0	0

Table 4.1 shows that 190 respondents (95%) identified as being between the ages of 18 and 24. Additionally, 4 respondents (2%) reported being in the 25–34 age range. Additionally, three respondents (1.5%) reported being between the ages of 35 and 44. In addition, two respondents (1%) indicated that they were between the ages of 45 and 54, and one respondent (0.5%) indicated that they were between the ages of 54 and 64. This table uses 200 respondents in total.

Table 4.2: Frequency Distribution for Gender

	Frequency	Percentage
Female	133	66.5
Male	67	33.5

Table 4.2 shows that 133 respondents, or 66.5%, identified as female. Conversely, 67 respondents, or 33.5%, identified as male. 200 respondents in total were used in this table.

Table 4.3: Frequency Distribution for Employment Status

	Frequency	Percentage
Part-time Employment	0	0
Full Time Employment	7	3.5
Self-Employed	3	1.5
Student	190	95.0

Table 4.3 shows that 190 respondents (95.0%) identified as students. However, seven respondents (3.5%) reported having a full-time job. In addition, three respondents (1.5%) reported being self-employed. Lastly, none of the respondents (0%) indicated that they worked part-time. This table uses 200 respondents in total.

Table 4.4: Frequency Distribution for Education

	Frequency	Percentage
Diploma/STPM/Foundation	41	20.5
Postgraduate	1	0.5
Professional	0	0
SPM	0	0
Undergraduate (bachelor's degree)	158	79.0
Master and Ph.D	0	0

Table 4.4 shows that 41 respondents (20.5%) reported having a foundation, STPM, or diploma. In addition, one respondent (0.5%) reported having a postgraduate degree. Next, none of the respondents (0%) reported having a Master's, Ph.D., SPM, or professional degree. Lastly, 158 respondents (79.0%) reported having a bachelor's degree or undergraduate degree. This table uses 200 respondents in total.

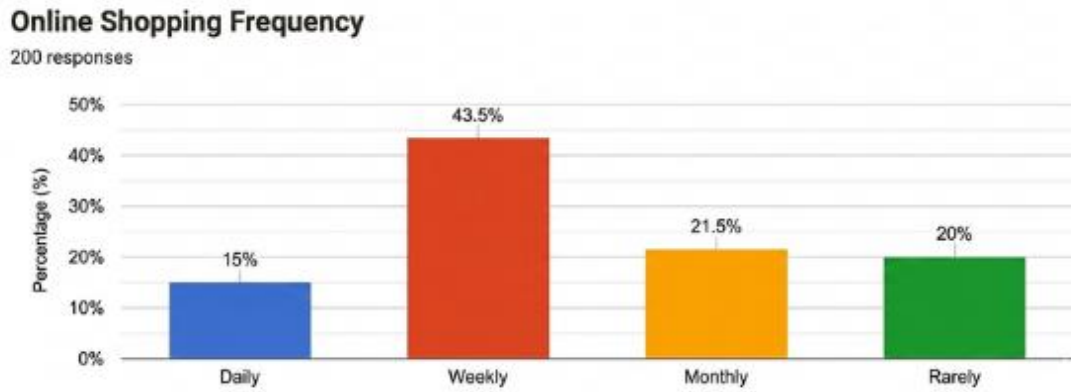
Table 4.5: Frequency Distribution for Monthly Income

	Frequency	Percentage
<RM1000	154	77
RM1000-RM2000	36	18
RM2001-RM3000	0	0
RM3001-RM4000	0	0
RM4001-RM5000	9	4.5
RM5001-RM6000	0	0
RM6001-RM8000	0	0
>RM8001	0	0

Table 4.5 shows that 154 respondents (77%) reported having less than RM 1000. However, 36 respondents (18%) said their income was between RM1000 and RM2000. In addition, nine respondents (4.5%) reported having between RM4001 and RM5000. Income in the remaining categories was not reported by any respondents (0%). This table uses 200 respondents in total.

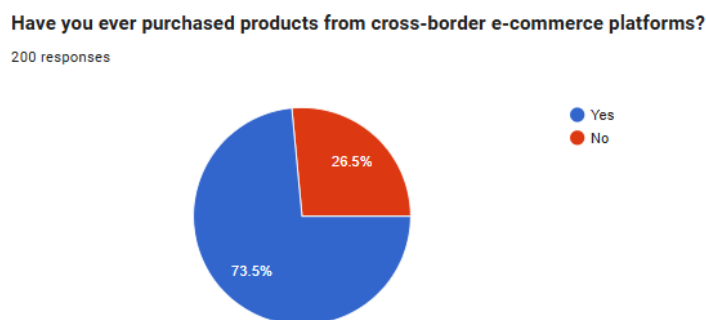
## 4.1.2 Frequency Distributions for General Information

Figure 4.1: Bar Chart for the Question “Frequency of Online Shopping”



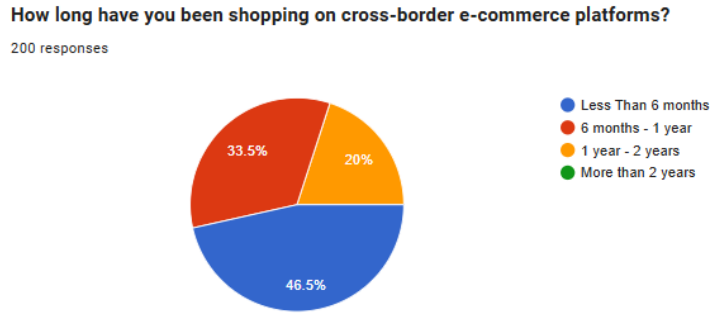
According to the chart, 87 respondents (43.5%) said they shop every week. Additionally, 43 respondents (21.5%) said they shop once a month. Next, 40 respondents (20.0%) said they don't shop very often. Finally, 30 respondents (15.0%) said they shop every day. This chart uses 200 respondents in total.

Figure 4.2: Pie Chart for the Question “Have you ever purchased products from cross-border e-commerce platforms?”



According to the graph, 147 respondents (73.5%) said they have made purchases from international e-commerce sites. However, 53 respondents, or 26.5%, said “no.” This chart uses 200 respondents in total.

Figure 4.3: Pie Chart for the Question “Yearly number of purchases online”



According to the graph, 93 respondents (46.5%) said they had been shopping for fewer than six months. Additionally, 67 respondents (33.5%) said they had been shopping for six months to a year. Next, 40 respondents (20%) said they had been shopping for a year or two. Finally, none of the respondents (0%) indicated that they had been shopping for longer than two years. This chart uses 200 respondents in total.

### 4.1.3 Descriptive Statistics

Table 4.6: Descriptive Statistics for Price Competitiveness, Perceived Trust, Perceived Convenience, Product Variety & Quality and Consumer Buying Decision

Variable	Cronbach's Alpha	Number of Items
Price Competitiveness	0.882	6
Perceived Trust	0.911	7
Perceived Convenience	0.895	7
Product Variety & Quality	0.877	6

The reliability analysis of the research variables using Cronbach’s Alpha is shown in Table 4.6. Price competitiveness (0.882), perceived trust (0.911), perceived convenience (0.895), and product variety and quality (0.877) were among the variables. The values recorded were above 0.8, indicating a strong level of internal consistency among the items. This suggests that the measurement instruments used in this study are reliable and suitable for further statistical analysis.

## 4.2 Inferential Analysis

### 4.2.1 Hypotheses Testing

H1: There is a significant relationship between price competitiveness and consumer buying intention.

H2: There is a significant relationship between perceived trust and consumer buying intention.

H3: There is a significant relationship between perceived convenience and consumer buying intention.

H4: There is a significant relationship between product variety and quality and consumer buying intention.

**Table 4.7: Hypotheses Testing**

		<b>Correlations</b>				
		Source_Credibility	Volume	Language_and _Comprehension	Relevance	Consumer_Buying_Decision
Source_Credibility	Pearson Correlation	1	.726**	.720**	.677**	.765**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	179	179	179	179	179
Volume	Pearson Correlation	.726**	1	.617**	.570**	.651**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	179	179	179	179	179
Language_and_Comprehension	Pearson Correlation	.720**	.617**	1	.615**	.660**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	179	179	179	179	179
Relevance	Pearson Correlation	.677**	.570**	.615**	1	.720**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	179	179	179	179	179
Consumer_Buying_Decision	Pearson Correlation	.765**	.651**	.660**	.720**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	179	179	179	179	179

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

The relationships between source credibility, volume, language, comprehension, relevance, and consumer purchasing decision were investigated through bivariate correlation analysis using SPSS. Since every response that was gathered complied with the study's requirements, a total of 200 valid respondents

Based on Table 4.7, all examined independent variables demonstrate a statistically significant and positive association with consumer purchasing decisions. Source credibility shows a strong positive relationship with purchasing decisions ( $r = 0.765$ ,  $p < 0.001$ ,  $N = 200$ ). Likewise, review volume is positively correlated with consumer purchasing decisions ( $r = 0.651$ ,  $p < 0.001$ ,  $N = 200$ ). Relevance also indicates a strong positive correlation ( $r = 0.720$ ,  $p < 0.001$ ,  $N = 200$ ), while language and comprehensibility similarly exhibit a significant positive relationship ( $r = 0.660$ ,  $p < 0.001$ ,  $N = 200$ ).

Overall, the correlation coefficients between all independent variables and consumer purchasing decisions fall within the range of 0.651 to 0.765. As all values exceed 0.5 and are significant at the 0.01 level, the results indicate strong and meaningful positive relationships between the variables.

#### 4.2.2 Multiple Regression

Table 4.8: Model Summary

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.948 <sup>a</sup>	.899	.897	.22978

a. Predictors: (Constant), Product\_Variety\_And\_Quality, Price\_Competitiveness, Perceived\_Convenience, Perceived\_Trust

Table 4.8 shows that there is one dependent variable and four predictors (Product Variety and Quality, Price Competitiveness, Perceived Convenience, and Perceived Trust). The model summary indicates an R-squared value of 0.899 and an adjusted R-squared value of 0.897. This suggests that approximately 89.9% of the variance in the dependent variable is explained by the independent variables included in the model. The minimal difference between the R-squared and adjusted R-squared values further indicates that the model has a strong and stable fit without signs of overfitting. The analysis is based on a total sample size of 200 respondents.

Table 4.9: ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.260	4	22.815	432.102	<.001 <sup>b</sup>
	Residual	10.296	195	.053		
	Total	101.556	199			

a. Dependent Variable: Consumer\_Buying\_Intentions

b. Predictors: (Constant), Product\_Variety\_And\_Quality, Price\_Competitiveness, Perceived\_Convenience, Perceived\_Trust

Based on Table 4.9 (ANOVA results), the F-statistic is 432.102 with a significance value of  $p < 0.001$ , which is below the 0.05 threshold. This indicates that the regression model is statistically significant, meaning that the independent variables, product variety and quality, price competitiveness, perceived convenience, and perceived trust—collectively have a significant effect on consumer buying intentions. In other words, the model is suitable for explaining and predicting the dependent variable. The analysis is based on a total of 200 respondents.

Table 4.10: Coefficients

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.054	.108		.494	.622
	Price_Competitiveness	.136	.062	.133	2.187	.030
	Perceived_Trust	.335	.063	.340	5.285	<.001
	Perceived_Convenience	.302	.063	.298	4.755	<.001
	Product_Variety_And_Quality	.219	.058	.215	3.797	<.001

a. Dependent Variable: Consumer\_Buying\_Intentions

Perceived trust has the highest standardized coefficient of all the factors analyzed ( $\beta = 0.340$ ), as shown in Table 4.10. As a result, there is the strongest correlation between perceived trust and consumer purchasing intentions. The coefficients for perceived convenience, product variety and quality, and price competitiveness are  $\beta = 0.298$ ,  $\beta = 0.215$ , and  $\beta = 0.133$ , respectively. Additionally, all four of these independent variables are below  $\alpha = 0.05$ , as shown by the p-values for perceived

trust, perceived convenience, product variety and quality, and price competitiveness, which are all less than 0.001 and 0.030, respectively. As a result, we accept these four theories (H1, H2, H3, and H4). There is enough data to support the claim that these four factors have a major impact on the dependent variable, which is consumer purchasing intentions. In summary, because of their strong statistical significance and comparatively higher coefficients, perceived convenience and perceived trust have the greatest impact on consumer purchasing intentions. The impact of product quality and variety on consumers' purchase intentions is modest but significant. The least significant factor influencing consumer purchasing intentions is price competitiveness. This table uses 200 respondents in total. This is a result of some respondents' data being canceled due to their ineligibility.

Furthermore, the regression equation is derived from the unstandardized coefficients based on Table 4.10. The following is the multiple regression equation: Consumer Purchase Intentions = 0.054 + 0.136 (Price Competitiveness) + 0.335 (Perceived Trust) + 0.302 (Perceived Convenience) + 0.219 (Product Variety and Quality). When price competitiveness, perceived trust, perceived convenience, product variety, and quality are all equal to zero, the constant (0.054) serves as a baseline value for consumer purchasing intentions. Additionally, if all other factors stay the same, consumer buying intention increases by 0.136 units for every unit increase in price competitiveness, 0.335 units for every unit increase in perceived trust, 0.302 units for every unit increase in perceived convenience, and 0.219 units for every unit increase in product variety and quality.

## **CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS**

### **5.1 Discussions of Major Findings**

Table 5.1: Summary of Hypotheses Testing for the Pearson Correlation

<b>Research Hypotheses</b>	<b>Significant Values</b>	<b>Results</b>
H1: There is a significant relationship between price competitiveness and consumer buying intention.	p-value = <0.001 (p<0.05)	Non-Supported
H2: There is a significant relationship between perceived trust and consumer buying intention.	p-value = <0.001 (p<0.05)	Supported
H3: There is a significant relationship between perceived convenience and consumer buying intention.	p-value = <0.001 (p<0.05)	Supported
H4: There is a significant relationship between product variety and quality and consumer buying intention.	p-value = <0.001 (p<0.05)	Supported

**Objective 1: To evaluate the relationship between price competitiveness and consumer buying intention.**

**H1: There is a significant relationship between price competitiveness and consumer buying intention.**

There is insufficient evidence to conclude that price competitiveness has a statistically significant effect on consumer purchasing intention in cross-border e-commerce at the 0.01 significance level; therefore, H1 is not supported. While competitive pricing is generally believed to boost perceived value and encourage purchases (Kotler & Keller, 2016), this study suggests the relationship is not strong enough to be considered significant in this specific context. Generally, lower prices are believed to reduce financial risk and encourage buying intention (Chen & Dubinsky, 2003). However, in this case, consumers may be prioritising other factors over price alone when shopping across borders. I believe that while price is a factor, it may not be the most crucial attribute for these respondents compared to trust or product quality. This is likely because cross-border shoppers are often looking for specific items they cannot find locally, making them less sensitive to price changes. Therefore, even if the price is competitive, it may not be the primary reason why these consumers decide to purchase. Furthermore, the lack of support for this hypothesis indicates that businesses might need to focus on other value-added services beyond just low prices to increase consumers' purchase intention effectively.

**Objective 2: To investigate the relationship between perceived trust and consumer buying intention.**

**H2: There is a significant relationship between perceived trust and consumer buying intention.**

Since H2 is supported, the findings indicate that perceived trust has a statistically significant effect on consumer buying intention in cross-border e-commerce, with a significance level below 0.01. This suggests a strong and meaningful relationship between trust and purchasing intention. As highlighted by Gefen et al. (2003), consumers are more inclined to complete transactions when they trust both the platform and the seller. Similarly, trust plays a critical role in digital commerce by reducing perceived uncertainty and enhancing confidence in online transactions (Kim et al., 2008).

In essence, when consumers perceive a cross-border platform as reliable and secure, their willingness to make purchases increases. Perceived trust can therefore be considered a key determinant of consumer decision-making in international online shopping, particularly because cross-border transactions often involve greater uncertainty due to physical distance, different legal frameworks, and unfamiliar sellers. A higher level of trust helps consumers overcome these perceived risks and feel more comfortable engaging in overseas purchases.

Moreover, a well-established trust relationship between consumers and e-commerce platforms can strengthen the platform's brand image and encourage long-term purchasing intentions.

**Objective 3: To determine the relationship between perceived convenience and consumer buying intention.**

**H3: There is a significant relationship between perceived convenience and consumer buying intention.**

Since H3 is supported, the results provide sufficient evidence to conclude that perceived convenience has a statistically significant effect on consumer purchasing intention in cross-border e-commerce. Furthermore, considering that the value is less than 0.01, perceived convenience shows a strong correlation with consumer purchasing intention. Ease of use significantly increases consumers' willingness to purchase online (Jiang et al., 2013). Convenience is a major factor in e-commerce because it reduces the physical and mental effort required, thereby improving the overall shopping experience (Chang et al., 2015). In simpler terms, when a cross-border platform is easy to navigate and the purchasing process is seamless, consumers are more likely to complete a transaction. I believe that perceived convenience is a vital attribute influencing a consumer's purchasing decision, especially since online shoppers often prioritise time-saving and efficiency. This is because a user-friendly interface allows consumers to find and buy international products with minimal hassle. If consumers feel that the shopping process is convenient and straightforward, they will be more likely to purchase that product. Furthermore, the convenience offered by the platform can lead to higher customer satisfaction and increased purchase intention.

**Objective 4: To evaluate the relationship between product variety and quality and consumer buying intention.**

**H4: There is a significant relationship between product variety and quality and consumer buying intention.**

Since H4 is supported, the results indicate that product variety and quality have a statistically significant impact on consumer buying intention in cross-border e-commerce, with the significance level below 0.01. This demonstrates a strong relationship between these factors and consumers' purchase intentions. As noted by Kahn (1998), a wider range of product options allows consumers to better match their individual preferences and needs. In addition, higher product quality enhances customer satisfaction and strengthens confidence in purchasing decisions (Zeithaml, 1988).

In simpler terms, consumers are more likely to engage in cross-border shopping when they are exposed to a broad selection of high-quality products that may not be readily available in local markets. Product variety and quality can therefore be regarded as essential drivers of consumer purchase intention, as they represent a core value proposition of international e-commerce platforms. A diverse product range helps consumers find items that closely fit their expectations, while superior quality ensures that their spending is perceived as worthwhile.

Furthermore, offering distinctive and high-quality products can enhance overall purchase intention while also strengthening the competitive advantage and attractiveness of the platform.

## **5.2 Implications of the Study**

According to the current research, perceived convenience, perceived trust, and product variety and quality all statistically significantly affect consumers' intentions to purchase. The overall model provides a thorough understanding of the factors influencing cross-border purchasing behaviour, even though Price Competitiveness was not found to be significant in this study. In this situation, e-commerce sites and foreign vendors can focus more on these important factors to successfully influence customers' purchase intentions. Specifically, the findings of this study are consistent with the Theory of Planned Behaviour (TPB), reinforcing the idea that perceived trust and platform-related factors are particularly important in the uncertain environment of cross-border e-commerce. In summary, the results provide practical value for marketers, platform developers, and policymakers by highlighting ways to reduce perceived risk and encourage international purchasing behaviour. By strengthening trust-building mechanisms, improving product quality, and enhancing logistics efficiency, relevant stakeholders can better respond to consumer expectations and support the continued development of the cross-border e-commerce industry.

### **5.3 Limitations of the Study**

This study is subject to several limitations. First, the sample size of 200 respondents is relatively small compared to the ideal requirement, which may reduce the extent to which the findings can be generalised to the broader population. In addition, the use of convenience sampling may lead to selection bias, as the sample may not fully represent all segments of the population. Another limitation is the reliance on self-administered questionnaires, which may introduce response bias due to participants' subjective interpretation or inaccurate self-reporting. Furthermore, the study focuses exclusively on Malaysian consumers, which limits the ability to generalise the findings to other countries or conduct meaningful cross-cultural comparisons.

For future research, it is recommended that larger and more diverse sample sizes be adopted to improve the generalisability of the results across different demographic groups. Researchers may also consider using probability sampling techniques to minimise bias and ensure a more representative sample. In addition, longitudinal research designs or the use of more objective data collection methods could be employed to reduce the limitations associated with self-reported data. Finally, future studies could extend this research by conducting cross-country comparisons to explore differences in consumer buying intentions across various cultural and geographical contexts.

## 5.4 Recommendations for Future Research

Future research is strongly recommended to involve a larger and more heterogeneous sample size so that the findings can be applied more confidently to broader consumer groups with different demographic backgrounds, lifestyles, and purchasing behaviours. A more diverse respondent pool would improve the external validity of the study and provide a clearer reflection of actual consumer behaviour in the cross-border e-commerce environment. In addition, future researchers are encouraged to utilise probability sampling methods, such as stratified or simple random sampling, as these techniques are generally considered more reliable in producing representative data and reducing sampling bias. The adoption of such methods may contribute to greater research accuracy and strengthen the credibility of the study findings.

Moreover, future studies could expand the research setting by collecting data from respondents in different countries or regions. Conducting cross-national investigations would allow researchers to compare consumer behaviour across various cultural, economic, and technological contexts, thereby generating a deeper understanding of how cross-border e-commerce purchasing intentions differ internationally. This would also help identify whether factors influencing purchasing decisions are universally applicable or culturally dependent.

Apart from relying solely on quantitative data, future researchers may consider integrating qualitative research approaches, including in-depth interviews, focus group discussions, or open-ended surveys. These methods could provide richer explanations regarding consumers' perceptions, experiences, emotional responses, and motivations when engaging in international online shopping activities. Qualitative insights may also uncover additional behavioural factors that are difficult to capture through structured questionnaires alone. By combining both quantitative and qualitative approaches, future research would be able to produce a more comprehensive, balanced, and holistic understanding of the determinants influencing consumer purchasing intentions in the cross-border e-commerce industry.

## **5.5 Conclusion**

In conclusion, the results of this study indicate that consumer purchasing intention is most strongly associated with product variety and quality, followed by perceived trust and perceived convenience. Based on the hypothesis testing results, H1 was not supported in this study context, whereas H2, H3, and H4 were accepted. This provides substantial evidence that, in cross-border e-commerce, consumers' purchasing intentions are significantly influenced by the availability of diverse and high-quality products, as well as by levels of trust and the convenience of the shopping process. The findings further suggest that e-commerce platforms, international sellers, and marketing practitioners should prioritise these key factors to reduce perceived risk and enhance consumer engagement in cross-border transactions. However, several limitations should be acknowledged, including the relatively small sample size, the use of convenience sampling, and the focus on Malaysian respondents, which may limit the generalisability of the results. To address these limitations, future research is recommended to adopt larger and more diverse samples, apply probability sampling techniques to improve representativeness, and incorporate qualitative methods to gain deeper insights into consumer behaviour and decision-making processes.

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# Appendices

## Appendix 3.1: Ethical Clearance Approval Letter



**UNIVERSITI TUNKU ABDUL RAHMAN** DU012(A)  
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Re: U/SERC/78-669/2026

7 January 2026

Dr Yeong Wai Mun  
Head, Department of International Business  
Faculty of Accountancy and Management  
Universiti Tunku Abdul Rahman  
Jalan Sungai Long  
Bandar Sungai Long  
43000 Kajang, Selangor

Dear Dr Yeong,

### Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Impact of AI Such as ChatGPT on Students' Learning and Daily Life	Chin Yin Tong	Dr Eaw Hooi Cheng	7 January 2026 – 6 January 2027
2.	Factor that Influences User Trust in Platform-based Business	Nicholas Tang Kien Yuan	Dr Jayamalathi a/p Jayabalan	
3.	Do Students Prefer Working with Flexible Hours and Locations or Fixed Working Hours and Location	Tan Song Ze	Dr Kalaivani a/p Jayaraman	
4.	Factors of E-commerce That Influence Customer Satisfaction Among Gen Z in Malaysia	Yap Chen Khai	Dr Komathi a/p Munusamy	
5.	A Case Study of Patient Satisfaction in a Private Clinic in Negeri Sembilan	Liew Xin Yee	Ms Lim Yee Wui	
6.	The Influence of Trend Culture on Gen Z's Purchase Decision for Collectible Items	Peggy Loh Zi Xuan	Dr Foo Meow Yee	
7.	Determinants of In-game Purchase Intention Among Malaysian Youth Online Gamers	Lim Jing Hao	Dr Yeong Wai Mun	
8.	Consumer Buying Behaviour Towards Consumer Products in Malaysia	Tee Xin Zhuen	Dr Foo Meow Yee	
9.	The Impact of Micromanagement on Employee Performance Among Sales Agents in Malaysia	Chen Yu Wen Sharen	Dr Jayamalathi a/p Jayabalan	
10.	Drivers of Generation Z Consumers' Purchase Intention Toward Green Skin Care Products	Lee Ken Hau	Dr Malathi Nair a/p G Narayana Nair	
11.	The Influence of Company Benefits on Job Outcomes Among Malaysians' Employees	Khong Yuee Ching	Dr Omar Hamdan Mohammad Alkharabsheh	
12.	The Influence of Organizational Communication, Coworker Support, and Job Stress with the Mediating Role of Job Satisfaction on Employees' Motivation	Phun Yan Jun	Ms Hooi Pik Hua @Rae Hooi	

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Tel: (603) 9086 0288 Fax: (603) 9019 8868  
Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Impact of Brand Equity Dimensions on Brand Loyalty Among Generation Z in the Sports Footwear Industry	Ng Zhen Yang	Dr Malathi Nair a/p G Narayana Nair	7 January 2026 – 6 January 2027
14.	The Influence of Social Media Influencers on Malaysian Consumers' Purchase Intention Toward International Brands	Lim Wei Qi	Dr Foo Meow Yee	
15.	A Study of Reverse Logistic and Its Role in Brand Image and Customer Perception	Chang Kar Tung		
16.	The Role of Cross-Border E-Commerce Does Promote Buying Intentions for Consumers	Ho Jia Rok		
17.	Understanding the Influence of Online Scams on Consumer Purchase Intentions Among Malaysian Social Media Users	Aw Yong See Win	Dr Choo Siew Ming	
18.	Exploring the Intention of Reside in Retirement Villages Among Gen Z in Malaysia	Teo Yi Qi	Ms Goh Poh Jin	
19.	The Influence of Brand Trust on Young Adults' Preferences for Malaysia-Based Coffee Brands	Liau Wei Sim	Dr Malathi Nair a/p G Narayana Nair	
20.	Factors Influencing Malaysian Consumers' Purchase Intention Toward International Beauty Products	Tan Sze Wing	Dr Foo Meow Yee	
21.	Consumer Choice of Sustainable Mobility: A Study of Determinants Influencing Electric Vehicle Purchase Intention	Shao Yuhao	Ms Goh Poh Jin	
22.	The Impact of Product Variety, Promotions, Accessibility, Mall Cleanliness & Maintenance on Shoppers' Revisit Intention in Urban Shopping Malls: A Functional Value Analysis	Tan Yue Wey	Dr Choo Siew Ming	
23.	Young Consumers' Purchase Intention Toward Green Products in Malaysia: Drivers and Challenges in Green Marketing	Chin Zhi Qian		
24.	Chasing the Surprise: Understanding What Drives Impulse Buying in Blind Box Market Among Malaysian Generation Z	Tan Zung Yan	Ms Tai Lit Cheng	
25.	The Impact of Job Performance, Job Satisfaction Skills Development and AI Adoption on Employee Commitment	Hoo Yuan Yien	Dr Omar Hamdan Mohammad Alkharabsheh	
26.	Independent Journeys: Investigating the Key Determinants of Gen Z Female Travelers' Solo Travel Intentions	Chong Wai Sam	Ms Goh Poh Jin	
27.	Understanding Generation Z Consumer Behavior: The Role of Data-Driven Marketing in Shaping Customer Engagement in Online Shopping	Audrey Chong Jia Wen	Dr Choo Siew Ming	
28.	The Influence of Job Characteristics on Meaningful Work and Quiet Quitting in Multinational Corporations	Dominic Koh Wen Cong	Dr Low Mei Peng	
29.	Determinants of Entrepreneurial Intentions Among Female University Students	Victoria Wee Yuet Fang	Dr Kalaivani a/p Jayaraman	
30.	Factors that Influence the EV Purchase Intention: The Moderating Role of Incentive Policy	Kuan Jo Yin	Ms Goh Poh Jin	
31.	Understanding the Dynamics of Short-Form Video Marketing: An Analysis of Purchase Intention Among Young Consumers in Malaysia	Chia Zhi Han	Dr Choo Siew Ming	
32.	Psychological Stress Among Gen Z Malaysian Students Preparing for International Education Abroad	Dania Natasya Binti Nagayaya	Dr Malathi Nair a/p G Narayana Nair	

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## Appendix 3.2: UTAR PDP Statement

### **PERSONAL DATA PROTECTION NOTICE**

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

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
  - a) Name
  - b) Identity card
  - c) Place of Birth
  - d) Address
  - e) Education History
  - f) Employment History
  - g) Medical History
  - h) Blood type
  - i) Race
  - j) Religion
  - k) Photo
  - l) Personal Information and Associated Research Data
2. The purposes for which your personal data may be used are inclusive but not limited to:
  - a) For assessment of any application to UTAR
  - b) For processing any benefits and services
  - c) For communication purposes
  - d) For advertorial and news
  - e) For general administration and record purposes
  - f) For enhancing the value of education
  - g) For educational and related purposes consequential to UTAR
  - h) For replying any responds to complaints and enquiries
  - i) For the purpose of our corporate governance
  - j) For the purposes of conducting research/ collaboration
3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

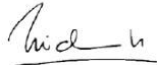
The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



**Professor Dr Zuraidah Abd Manaf**  
Chairman  
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management

## Appendix 3.3: Questionnaire

# **A Study of Factors Influencing Consumer Buying Intention in Cross-Border E-Commerce**

Dear Respondents,

I am **Ho Jia Rok**, a third-year undergraduate student pursuing the **Bachelor of International Business (Hons)** at **Universiti Tunku Abdul Rahman (UTAR)**. I am currently conducting my Final Year Project entitled "**Factors Influencing Consumer Buying Intention in Cross-Border E-Commerce.**"

The objectives of this study are:

- a) To examine the influence of perceived product value on consumer buying intentions in cross-border e-commerce.
- b) To analyse the effect of trust and security mechanisms on consumer buying intentions in cross-border e-commerce.
- c) To determine the impact of logistics efficiency on consumer buying intentions in cross-border e-commerce.
- d) To investigate how platform engagement features shape consumer buying intentions in cross-border e-commerce.
- e) To provide practical recommendations for e-commerce platforms and sellers to enhance cross-border shopping experiences and strengthen consumer buying intentions.

There are three (3) sections in this questionnaire. Respondents are kindly requested to answer **ALL questions in ALL sections**. Your participation and responses will make a valuable contribution to the field of academic research. Participation in this survey is entirely voluntary, and all information provided will be treated with strict confidentiality. Your cooperation in completing this questionnaire is highly appreciated. Thank you for taking the time to participate in this study.

All information collected will be kept **PRIVATE AND CONFIDENTIAL** and will be used exclusively for academic purposes in accordance with the **Personal Data Protection Act (PDPA) 2010**. Should you have any inquiries regarding this questionnaire, please do not hesitate to contact me via the email address below:

[jrho03618@1utar.my](mailto:jrho03618@1utar.my)

Yours faithfully,

**Ho Jia Rok**

Student ID: 21UKB06735

## **PERSONAL DATA PROTECTION NOTICE**

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1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:
  - a) Name
  - b) Identity card
  - c) Place of Birth
  - d) Address
  - e) Education History
  - f) Employment History
  - g) Medical History
  - h) Blood type
  - i) Race
  - j) Religion
  - k) Photo
  - l) Personal Information and Associated Research Data
2. The purposes for which your personal data may be used are inclusive but not limited to:
  - a) For assessment of any application to UTAR
  - b) For processing any benefits and services
  - c) For communication purposes
  - d) For advertorial and news
  - e) For general administration and record purposes
  - f) For enhancing the value of education
  - g) For educational and related purposes consequential to UTAR
  - h) For replying any responds to complaints and enquiries
  - i) For the purpose of our corporate governance
  - j) For the purposes of conducting research/ collaboration
3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

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

**Consent:**

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.
7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
8. You may access and update your personal data by writing to us at [jrho030618@utar.my](mailto:jrho030618@utar.my)

**Acknowledgment of Notice**

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

Jia

Name:

Date:

## Part A : Demographic Profile



Please select the answer that best describes you.

### Gender \*

- Male
- Female

### Employment Status \*

- Part Time Employment
- Full Time Employment
- Self-Employed
- Student

### Age \*

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

### Education \*

- SPM / IGCSE
- Diploma / STPM / Foundation
- Undergraduate (Bachelor of Degree)
- Postgraduate
- Professional
- Master & Ph.D

**Monthly Income \***

- < RM1000
- RM1000 - RM2000
- RM2001 - RM3000
- RM3001 - RM4000
- RM4001 - RM5000
- RM5001 - RM6000
- RM6001 - RM8000
- >RM8001

**Online Shopping Frequency \***

- Daily
- Weekly
- Monthly
- Rarely

**Have you ever purchased products from cross-border e-commerce platforms? \***

- Yes
- No

**Which platform do you most frequently purchase from? \***

- Shopee International
- Lazada Global
- Amazon
- eBay
- TaoBao
- Other: .....

**How long have you been shopping on cross-border e-commerce platforms? \***

- Less Than 6 months
- 6 months - 1 year
- 1 year - 2 years
- More than 2 years

**What type of products do you purchase most from cross-border e-commerce platforms?**

- Electronics
- Fashion / Apparel
- Daily Use
- Beauty / Personal Care
- Home / Kitchen
- Other: .....

Part B : Independent Variables



Price Competitiveness

1. Products on international platforms are cheaper than local alternatives.

国际平台上的产品比本地产品便宜。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Discounts, promotions, and seasonal sales increase my willingness to buy. \*

折扣、促销和季节性销售会增加我购买的意愿。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I perceive that the platform offers good value for money. \*

我认为这个平台物有所值。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. Prices are competitive compared to other international platforms. \*

与其他国际平台相比，价格具有竞争力。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. Shipping fees are reasonable relative to the product price. \*

运费相对于产品价格来说是合理的。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. The platform provides transparent price information (no hidden costs). \*

该平台提供透明的价格信息（无隐藏费用）。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Part B : Independent Variables



Perceived Trust

1. I trust that the platform will deliver products as promised. \*  
我相信该平台会按承诺提供产品。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Payment transactions on this platform are secure. \*  
本平台上的支付交易是安全的。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Seller ratings and reviews are reliable for decision-making. \*  
卖家的评分和评价在决策时是可靠的。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. The platform provides accurate product information. \*  
该平台提供准确的产品信息。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I believe the platform handles disputes, returns, and refunds fairly. \*  
我相信这个平台能够公平地处理争议、退货和退款。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. I feel confident providing personal and payment information on this platform. \*  
我对在这个平台上提供个人和支付信息感到放心。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. The platform's reputation affects my trust and purchase decision. \*

平台的声誉影响我的信任和购买决策。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Part B : Independent Variables



Perceived Convenience

1. The platform is easy to navigate for searching products. \*

该平台易于浏览和搜索产品。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Ordering products is quick and simple. \*

订购产品快捷又简单。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Multiple payment options make shopping easier. \*

多种支付选项让购物更轻松。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. Product delivery and tracking are convenient and reliable. \*

产品配送和追踪方便可靠。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. Overall, shopping on this platform saves me time and effort. \*

总的来说，在这个平台购物让我节省了时间和精力。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. Customer support is easily accessible when needed. \*

客户支持在需要时很容易获取。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. Mobile app / website interface enhances my shopping convenience. \*

移动应用/网站界面提升了我的购物便利性。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Part B : Independent Variables



Product Variety & Quality

1. The platform offers a wide range of product options. \*

该平台提供各种各样的产品选项。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Product descriptions and specifications are clear and informative. \*

产品描述和规格清晰且信息丰富。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. Products meet my expectations for quality and reliability. \*

产品在质量和可靠性方面符合我的期望。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. The platform offers unique international products not available locally. \*

该平台提供本地没有的独特国际产品。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I feel confident purchasing products due to consistent quality. \*

由于质量始终如一，我对购买产品感到很有信心。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

6. Product images, videos, and reviews help me make informed decisions. \*

产品图片、视频和评价帮助我做出明智的决定。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Part C : Dependent Variables



Consumer Buying Intention

1. I am willing to purchase products from foreign sellers via this platform \*

我愿意通过这个平台从外国卖家购买产品

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. I will consider this platform for future international purchases. \*

我会考虑在未来的国际购物中使用这个平台。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I would recommend this platform to others for cross-border shopping. \*

我会向他人推荐这个平台进行跨境购物。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I intend to purchase products online from foreign sellers within the next month. \*

我打算在下个月从国外卖家那里在线购买产品。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5. I prefer this platform over other platforms for international shopping. \*

我更喜欢这个平台，而不是其他国际购物平台。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

**6. Positive past experiences with delivery, returns, and service increase my intention to repurchase. \***

过去在配送、退货和服务方面的积极体验会增加我再次购买的意愿。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

**7. Promotions and loyalty programs influence my intention to buy repeatedly. \***

促销活动和会员奖励计划会影响我重复购买的意愿。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

**8. I trust the platform enough to purchase higher-priced or new products. \***

我对这个平台有足够的信任，会购买价格更高或新的产品。

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

## Appendix

### Appendix 4.1: Frequency Distribution for Age

#### Age

	Frequency	Percentage
18-24 years	190	95.0
25-34 years	4	2.0
35-44 years	3	1.5
45-54 years	2	1.0
55-64 years	1	0.5
65 years and above	0	0

### Appendix 4.2: Frequency Distribution for Gender

#### Gender

	Frequency	Percentage
Female	133	66.5
Male	67	33.5

### Appendix 4.3: Frequency Distribution for Employment Status

#### Employment Status

	Frequency	Percentage
Part-time Employment	0	0
Full Time Employment	7	3.5
Self-Employed	3	1.5
Student	190	95.0

Appendix 4.4: Frequency Distribution for Educational Level

**Educational Level**

	Frequency	Percentage
Diploma/STPM/Foundation	41	20.5
Postgraduate	1	0.5
Professional	0	0
SPM	0	0
Undergraduate (bachelor's degree)	158	79.0
Master and <del>Ph.D</del>	0	0



**UNIVERSITI TUNKU ABDUL RAHMAN**  
**FACULTY OF ACCOUNTANCY AND MANAGEMENT**  
**UNDERGRADUATE FINAL YEAR PROJECT**  
**FINAL YEAR PROJECT PROGRESS REPORT FORM**


**Title of FYP:** The Cross Border E-Commerce Does Promote Buying Intention For Consumers

<b>Name:</b>	Ho Jia Rok
<b>Student ID:</b>	21UKB06735
<b>Supervisor Name:</b>	Dr Foo Meow Yee

Meeting No.	Date	Work “milestones” / meeting report	Student’s signature	Supervisor’s signature
1.	17/12/25	Discuss FYP proposal		
2.	17/12/25	Approved research topic and plan		
3.	17/12/25	Progression of Chapter 1 – Research Overview		
4.	17/12/25	Progression of Chapter 2 - Literature Review		
5.	17/12/25	Progression of Chapter 3 – Methodology		
6.	7/5/26	Progression of Chapter 4 – Data Analysis		
7.	7/5/26	Progression of Chapter 5 – Discussions, Conclusion and Implications		
8.	7/5/26	Review of Final Draft		



APPENDIX U

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Title of Final Work: Factors Influencing Consumer Buying Intention in Cross-Border E-Commerce

Degree Awarded: Bachelor of International Business

Faculty: Faculty of Accountancy And Management


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 ID: 21UKB06735  
 Date: 7/5/2026

Signature: 

Supervisor's Name: Dr Foo Meow Yee  
 Date: 07/05/2026