**Applying the Technology Acceptance Model to Explore the
Cambodian Consumer's Intention to Purchase Beauty and
Personal Care Products Online**

Dana Kuoch

**A Thesis Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Business Administration (International Program)
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Abstract

This study aims to study applying the technology acceptance model to explore the Cambodian consumer's intention to purchase beauty and personal care products online. The Technology Acceptance Model (perceived usefulness and perceived ease of use) was used as the base of the conceptual framework. The researcher added two more independent variables: perceived risk and perceived value following previous research. Online trust was considered as a mediator variable between independent variables (perceived usefulness, perceived ease of use, perceived risk, and perceived value) and dependent variable (intention to purchase). The scope is aged at least 18 years, having experience purchasing beauty and personal care products online, living in Phnom Penh. The sample size was 385 samples. The online survey of the questionnaire was made through Google Forms. The questionnaire was posted and shared via social media such as Facebook status in public, messenger, and public groups of Telegram with the help of a Cambodian research assistant. The path analysis using SPSS AMOS 23 was utilized to analyze the data. The data was cleaned using univariate and multivariate analysis. Then, data was used to find reliability, validity, and correlation. Afterward, the researcher analyzed data to demographic information of respondents. Finally, the researcher used path analysis to find the relationship between variables. The result found that perceived usefulness, perceived value, and online trust had a positive relationship with intention to purchase. Perceived ease of use had a positive relationship with perceived usefulness. The result also showed an insignificant relationship. Perceived usefulness, perceived ease of use, and perceived risk were not significant with online trust. In conclusion, the researcher suggested that perceived ease of use and perceived usefulness are needed for technology adoption for beauty and personal care products online. Perceived value was essential to encourage online trust and intention to purchase beauty and personal care products online in Cambodia. Online trust was a mediator with a medium effect size between perceived value and intention to purchase.

ACKNOWLEDGEMENTS

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List of Abbreviations

TAM	Technology Acceptance Model
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
PR	Perceived Risk
PV	Perceived Value
OT	Online Trust
IP	Intention to Purchase
n	sample size
$z^2_{c.l}$	square of the confidence level in standard error
p	estimated proportion of successes
q	1-p, estimated proportion of failure
E^2	the margin of error, at a confidence interval of 95%, therefore the allowable deviation is 0.05
CFI	Comparative Fix Index
GFI	Goodness of Fix Index
NFI	Normed Fixed Index
RMSEA	Root Mean Square Error of Approximation
Sig	Significance
β	Beta Coefficient
α	Cronbach's Alpha

CHAPTER ONE
INTRODUCTION

Beauty and personal products online have become popular in Cambodia. Therefore, it is an exciting topic to be researched. Chapter one explained (1.1) the background environment of online shopping in Cambodia whether it is suitable to make the research, (1.2) problem statement: it explained the cause of the problem of Cambodian online shopping and the suitable solution through theoretical foundation, (1.3) objective of the research, (1.4) research questions which reflected objective of the research, (1.5) significance of this study, (1.6) hypothesis of this study, (1.7) scope of this research: limitation of the research field in a specific area, and (1.8) Key terms explained the technical words.

1.1. Background

In the USA, online shopping began in 1989 by Jane Snowball, who wanted to buy groceries from supermarkets (Winterman & Kelly, 2013). Subsequently, the habit of traditional shopping has been significantly changed (Andersone & Gaile-Sarkane, 2009; Bytyçi, 2020; Cao et al., 2012; Ward, 2001). Even online shopping is a recent phenomenon; it becomes a new common thing around the world (Lim et al., 2016). Consumers can use internet shopping anytime and wherever there is an internet connection (Zuroni & Goh, 2012). For instance, Amazon, eBay, and Walmart are popular online platforms in the United States. Moreover, these giant online platforms can expand themselves worldwide without limit demographic and geographic (Puryear, 2019; Zuroni & Goh, 2012).

Online shopping is significantly developed worldwide because of its number and revenues (Ergin & Akbay, 2008). In European countries, 85% of the total population using the internet and online products have been sold €621 million in 2019. European online platforms are Otto, Tesco, CDiscount, Bol.com, Zalando, H&M (*E-commerce in Europe*, 2019). In China, Alibaba is the biggest online platform among the top 5, such as Taobao (Alibaba), Pinduoduo, JD.com, XiaoHongShu, Tmall (Leung, 2019). Nowadays, 540.27 million people has been used the Alibaba application or website to buy online platform between consumer to consumer (C2C). China is remarkably changed in the last decade in the online sector. The number of online shopping in China between 2008 to 2018 has been increased from 74 million to 610.11 million (Blazyte, 2019).

The main conditions providing smooth e-commerce are the macro environments (Chaffey & Ellis-Chadwick, 2012). Therefore, this study first will check the condition of the

macro environment. Cambodia's macro-environment can refer to a legal sector, internet mobile, e-commerce platform, internet service provider, and banking sector, which are described below:

In the legal field, the Ministry of Commerce (MoC) of Cambodia recently adopted laws related to online laws to support the online sector. First, it is Law on E-commerce. The purpose of this law is to increase trust in E-commerce, data protection, and standards on authentic online documents (*Law on E-commerce*, 2019). This law's objective is to allow those who wish to do business legally via E-commerce in Cambodia (Hin, 2019). Second, there is a Law on Consumer Protection. This law was adopted on 02 November 2019. The purpose of this law is to protect the rights and obligations of the consumer. This law creates trust between consumers and sellers (*Law on Consumer Protection*, 2019). Moreover, other laws on online sectors such as intellectual proper rights law, law on E-signature etc. In effect, Cambodia has better governance on the law to protect people in business and vendors who run or wish to do business in Cambodia (Hin, 2019; *law on e-commerce*, 2019; *Law on Consumer Protection*, 2019).

For mobile internet service, Cambodians hold smartphones about 50% of the total population (Sirimanne, 2017). Most online shoppers use smartphones to purchase online products (Sirimanne, 2017). Therefore, it is an excellent opportunity for online business in Cambodia. Smartphone provides a significant opportunity to Marketers and consumers to connect better than before. Most smartphone holders are young Cambodians, and purchase power depends on the young (Phong et al., 2016). Marketers can use cookies to track consumers' behaviors. By doing this method, marketers can promote products to the right target(Kotler & Keller, 2016).

In the online e-commerce platform, Cambodians use various platforms to search for online products. The most powerful and successful platform is Facebook (Sirimanne, 2017). According to the Ministry of Commerce, 99% of online users use Facebook. The reason Facebook becomes the most useful platform because Facebook is convenient and practical. User can post pictures, link websites, and lives video. Moreover, most consumers get used to Facebook and can enjoy various categories during online shopping (Luarn & Chiu, 2015). Besides Facebook, some owners of shops have their own mobile applications for their shop, such as Little fashion, Zando, Khmer24 etc. However, Cambodia also has an online platform called " Tinh Tinh" which is launched in 2019 under the cooperation between a Chinese firm and Paxxa Mobile Solution (Chhut, 2019).

Internet speed is a better condition providing enable online business in Cambodia. Internet service providers actively encourage the online sector in Cambodia such as SINET, Smart, EZECOM, Digi, Metfone and Open Net, Kingtel Communication Limited, ONLINE etc. Those internet service providers provide 3G, 4G speed, and fiber for online usages (Guide, 2019). Therefore, online vendors and consumers can connect with these appropriated internet speeds. Customer satisfaction will increase accordingly, and it will encourage more people to purchase online products (Lin & Wang, 2006).

Cambodia's banking sector also provides bank apps for android and app stores for transactions (Gardner, 2018). For instance, the Advance Bank of Asia Limited (ABA), the Association of Cambodian Local Economic Development Agencies (ACLEDA), Cambodia Public Bank, Foreign Trade Bank (FTB), Hattha Kaksekar Ltd (HKL), Maybank Cambodia, and Prasac Microfinance have provided mobile applications to encourage users purchasing online (Gardner, 2018). According to World Bank Global Inclusion Data (2019), Cambodia aged at least 18 years owned credit cards, of which 0.8% of women and 0.2% of men (Digital, 2019). For example, UCB bank provides credit cards to clients to buy online products (*Union Commercial Bank*, 2010). Moreover, 10% total population (16.36 million people) have bank accounts (Sirimanne, 2017). Therefore, the banking sector provides a good opportunity for online sectors to grow faster in Cambodia. In effect, those banks also promote and encourage banking users to buy products online and pay via bank apps.

1.2. Problem statement

Recently, beauty and personal care products online are really popular in Cambodia (Hoshmand, 2019). Most young people are interested in taking care of their beauty (Hor, 2013). Skincare products are lotion, cream, mask, scrum, lipstick, hair treatment. (Cheong et al., 2016). There are also supplement products such as collagen, fish oil, multi-vitamin, fiber. (Kantor et al., 2016). Most of the young often buy these products online (Times, 2019). Moreover, the Cambodian government and private sector try the best to encourage the online sector (Sirimanne, 2017; SUON, 2017; Zhao et al., 2018).

However, Cambodians use social media as an online platform, which is not secure for transactions, to buy online products. For instance, Cambodians buy beauty and personal care products online through Facebook lives, which do not have secured transactions. Risk occurs when there is no proper transaction in e-commerce (Kesharwani & Bisht, 2012). Therefore, the relationship between perceived risk, perceived value, and online trust need to be studied in this research.

On the other hand, online trust is a significant concern in Cambodia (Sok, 2017). For example, a customer buys online products, and then they do not get the products. Moreover, customers cannot contact online sellers. Some online sellers do not give money back when the products are not as good as the view in online pictures. These problems make online buyers scared of repurchasing online products (Sullivan & Kim, 2018). Therefore, this study will explore the relationship between online trust and Cambodian consumers' intention to purchase beauty and personal care products online.

Many researchers use Technology Acceptance Model (TAM) to apply or explain new technology acceptance and the relationship between behavior, attitude, and the user through perceived usefulness and ease of use (Davis, 1989; Venkatesh & Davis, 2000). Previous studies have used TAM as a model to explore consumers' intention to purchase online, mobile shopping, and behavioral intention in e-commerce (Agrebi & Jallais, 2015; Ramayah & Ignatius, 2005; Sun et al., 2009).

Technology Acceptance Model (TAM) is vital for this research on the beauty and personal care products online following the trend of business to consumer (B2C) in Cambodia. According to Alibaba data, Cambodians buy online beauty and personals care products equal to 11% of total products among machinery products, agricultural products, foods, and beverages, etc. (Zhao et al., 2018).

Therefore, TAM should be applied to beauty and personal products online in Cambodia. First, no researcher is using this model to explain online trust resulting in online purchase intention. Second, Beauty and personal care products online are also categorized as a part of e-commerce and TAM use to promote technology acceptance to users through factors of perceived usefulness and perceived ease of use (Qiu & Li, 2008). Third, it is about the relationship between online trust and consumers. Online trust is crucial to encourage purchase intention (Qiu & Li, 2008). Finally, the previous study also used TAM as a model to describe users' perception of online purchasing intention (Qiu & Li, 2008).

1.3. Objectives of the research

This research aims to fill the gap of previous research on the beauty and personal care products online, the antecedent of online trust. This research has two objectives:

1. To explore the relationship between perceived ease of use, perceived usefulness, perceived risk, and perceived value toward Cambodian consumers' online trust in online beauty and personal care markets.

2. To explore the relationship between online trust toward intention to buy online beauty and personal care products of consumers in Cambodia.

3. To explore whether online trust was a mediator between perceived usefulness, perceived ease of use, perceived risk, perceived value, and intention to purchase.

1.4. Research questions

The questions respond to the objectives as follows:

1. What is the relationship between perceived ease of use, perceived usefulness, perceived risk, and perceived value toward Cambodian consumer's online trust in online beauty and personal care markets?

2. What is the relationship between online trust toward intention to buy online beauty and personal care products of consumers in Cambodia?

3. Is online trust a mediator between perceived usefulness, perceived ease of use, perceived risk, perceived value, and intention to purchase?

1.5. Significance of this study

The significance of this research is to explore the relationship between Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Value (PV), Perceived Risk (PV), and the mediator variable of online trust. Then, the relationship between online trust and intention to purchase beauty and personal care products online of consumers in Cambodia. Consumers can understand better about factors making a quality beauty and personal care products online shop. E-vendors are going to benefit from this study and can develop their business by improving the quality of the online shop.

The significance of intention to purchase beauty and personal products online is to predict consumers' intention to find the fit choice for consumers. Second, understanding the intention to purchase of consumers benefit to the company and to increase customers' view toward beauty and personal care products online. Moreover, this study needs to be researched because beauty and personal care products online in Cambodia have become popular. Furthermore, the Phnom Penh Post showed that beauty and personal care products had been imported in the amount of $9.9 million, increasing 130% compared to last year (Hor, 2013). Cambodia imported beauty and personal care products online $92 million or 77.3% in 2019 (Workman, 2020).

1.6. Hypothesis of this study

The hypotheses of this study are:

Hypothesis 1: There is a positive relationship between perceived usefulness and intention to purchase beauty and personal care products online.

Hypothesis 2: There is a positive relationship between perceived usefulness and online trust.

Hypothesis 3: There is a positive relationship between perceived ease of use and perceived usefulness.

Hypothesis 4: There is a positive relationship between perceived ease of use and online trust.

Hypothesis 5: There is a negative relationship between perceived risk and online trust.

Hypothesis 6: There is a positive relationship between perceived value and online trust.

Hypothesis 7: There is a positive relationship between perceived value and intention to purchase beauty and personal care products online.

Hypothesis 8: There is a positive relationship between online trust and intention to purchase beauty and personal care products online in Phnom Penh.

Hypothesis 9a. Online trust mediates the relationship between perceived usefulness and intention to purchase.

Hypothesis 9b. Online trust mediates the relationship between perceived ease of use and intention to purchase.

Hypothesis 9c. Online trust mediates the relationship between perceived risk and intention to purchase.

Hypothesis 9d. Online trust mediates the relationship between perceived value and intention to purchase.

1.7. Scope of study

This research is focused only on beauty and personal care products online between independent variables of perceived usefulness, perceived ease of use, perceived value, perceived risk, the dependent variable of intention to buy beauty and personal care products online through mediator variable of online trust. The data collection is conducted in Phnom Penh City of Cambodia.

The reason this study chooses Phnom Penh City because Phnom Penh is the capital city of Cambodia. Many people from provinces come to work in Phnom Penh. Phnom Penh is considered as the heart of Cambodia. Population in Phnom Penh is around 11.2% of Cambodian's total population, and it is covered over half economic power in Cambodia (Kheam et al., 2013). Banks, Supermarkets, markets, special economic zone are in Phnom Penh (Phnom Penh Capital Hall, 2020).

The data collection was collected directly by the researcher. The data collection was going to take three months, starting from 23 August 2020 until 25 November 2020. The data analysis took one month starts from 01 December 2020 until 31 December 2020. The duration in total was four months.

1.8. Key Terms

- **Online shopping:** is a form of e-commerce that allows consumers and sellers to interact with each other to buy goods or services through the internet (*Market Business News*, 2020).
- **Consumer:** a person who purchases goods and services (*Cambridge Dictionary*, 2020).
- **Beauty and personal care products:** refers to care products focusing on skin, hair, nail, makeup &cosmetic products, deodorants/fragrances, essential oils, or dairy supplements(Cheong et al., 2016).
- **Perceived usefulness:** "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989).
- **Perceived ease of use:** "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989).
- **Perceived risk:** "the potential of loss in the pursuit of desired outcome" (Yousafzai et al., 2003).
- **Perceived value**: "consumer's overall assessment of the utility of the products based on perception of that is received and what is given" (Zeithaml, 1988)
- **Online trust:** refer to reliability, security, confidentiality and safety of online (Schneider, 1999).
- **Intention to purchase:** a person has intention to buy products and services (Teng, 2018).

CHAPTER TWO
LITERATURE REVIEW

Chapter two was about literature review. The conceptual framework was inspired by the theoretical foundation from previous research. Therefore, this chapter described (2.1) the evolution of the Technology Acceptance Model (TAM), (2.2) the Beauty and personal care products online in Cambodian and TAM, (2.3) the antecedent of online trust, (2.4) hypotheses development, and (2.5) theoretical framework.

2.1. Evolution of Technology Acceptance Model (TAM)

2.1.1. Theory of Reasoned Action (TRA)

Theory of Reasoned Action (TRA) is a model used in psychology to explore the relationship between an individual's attitudes and behavior and explore its intention (Fishbein & Azjen, 1975). Attitude is a crucial factor that determined behavioral intention. The result attitude can be positive or negative following individuals' perception (Fishbein & Azjen, 1975). Subjective norm is also a critical factor that determined behavioral intention. Subjective norm is the perception of individuals getting from the society they live in, and it interprets through behavioral intention. Therefore, TRA has Attitude, and Subjective norms have a direct effect on behavioral intention. Then behavioral intention affect behavior of individual (See Figure 2.1).
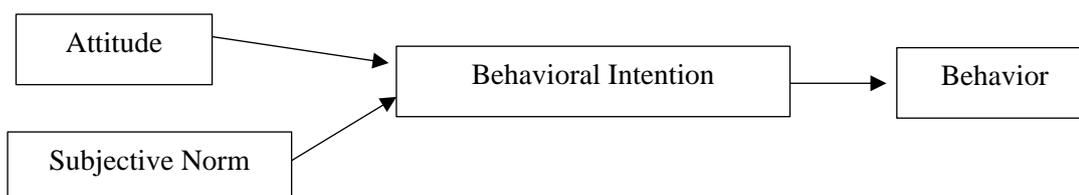
Figure 2.1: Theory of Reason Action (TRA) (Fishbein & Azjen, 1975)

2.1.2. Component of Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is the extension of the Theory of Reasoned Action (TRA). TAM has been introduced by Davis (1989). TAM is a model to study the behavioral intention of an individual. Behavioral intention was affected by the attitude of the individual (Davis, 1989). Davis (1989) claimed that there are two factors, such as Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which affect an individual's attitude to using new technology. It is called perceived usefulness when people use technology to boost their work performance. A similar explanation is that when people try to adopt new technology,

they perceived its usefulness and advantage technology by increasing their work performances. Perceived ease of use in which people find the easy way to use technological help instead of the traditional way in the workplace. Therefore, they do not struggle in the workforce for what that technology can replace.
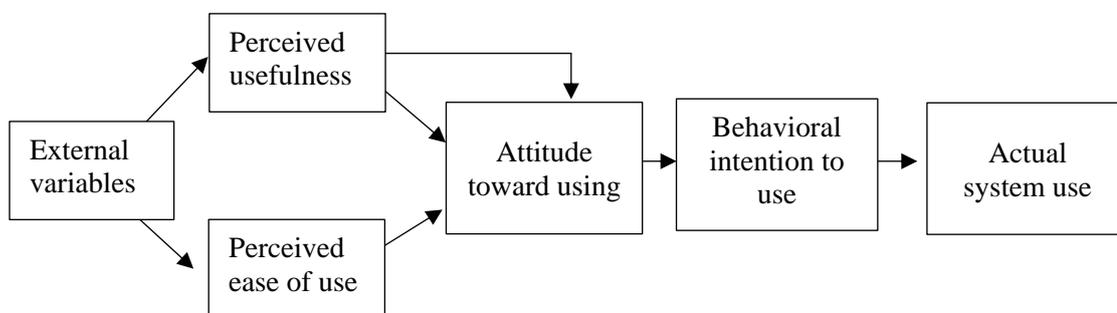
Figure 2.2: Technology acceptance model (Davis et al., 1989)

However, TAM has been used to describe consumers' behavior phase to adopt new technology (Davis, 1989). The most important factors are external factors, which are the leading alternative result of technology acceptance by consumers or customers. For instance, the first model TAM has been used in the banking sector(Pikkarainen et al., 2004), mobile technology acceptance (Agrebi & Jallais, 2015; Briz-Ponce et al., 2017; Zhang & Mao, 2008), booking hotel service (Fam et al., 2004), or buying ticket (C. B. P. Lee & Wan, 2010).

2.1.3. The extension of TAM

TAM has been extended and explained once again by Venkatesh & Davis (2000). This model has been named as an extended model of the technology acceptance model 2 or TAM 2. According to Venkatesh & Davis (2000), the main factor that leads people to accept technology is Perceived usefulness. Therefore, Venkatesh & Davis explained that PU has five components of external factors such as subjective Norm, voluntary and image, job relevance, output quality, and result demonstrability in order to perceived usefulness (Venkatesh & Davis, 2000). Subjective norm is about the attitude and behavior of individual perceived usefulness on a technology. Then, individuals started to make a decision in a non-mandatory way. Job relevance is when an individual found that the technology is relevant and can be used in their jobs. Output quality means that an individual gets a good result by using the technology. Result demonstrability means tangibility result from using the technology. After doing questionnaires from manufacturing supervisors, employees from the international bank sector, Venkatesh &

Davis (2000) finally found all factors positively related to perceived usefulness, and perceived usefulness affects an individual's perception of intention to use the technology.
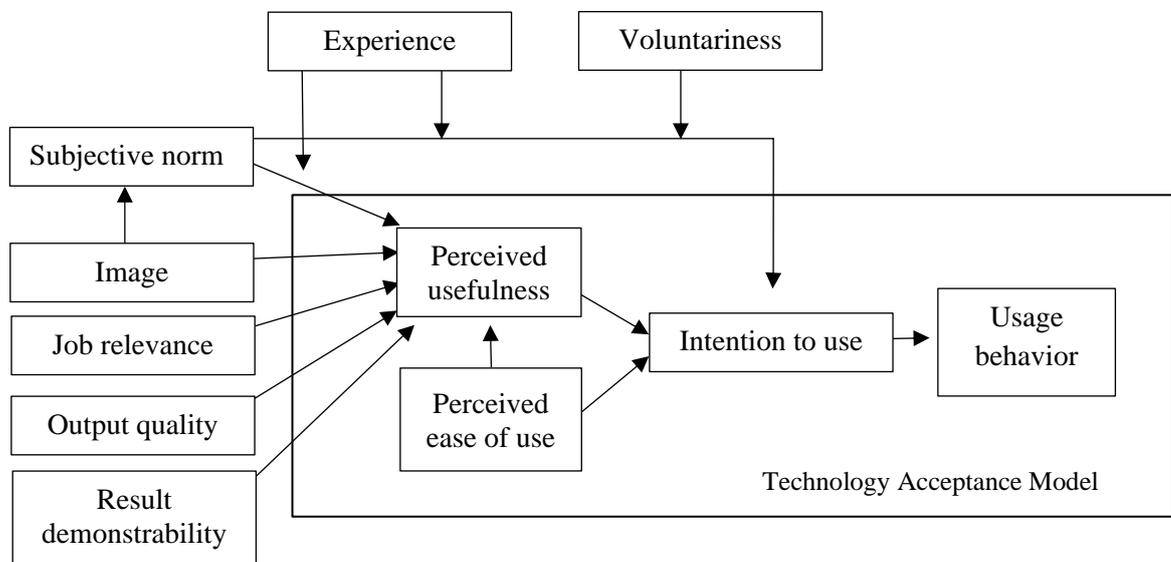
Figure 2.3: TAM 2 model (Venkatesh & Davis, 2000)

TRA explains the attitude and subjective norms affecting behavioral intention. This study focused on Perceived usefulness and perceived ease of use. Therefore, TAM is the situation for this study. The next section will describe Phnom Penh city as the study location of beauty and personal care products online.

2.2. Beauty and personal care products online in Cambodia and Technology Acceptance Model

2.2.1. Heart of Cambodia: Phnom Penh City

Phnom Penh is selected to study beauty and personal care products online because it has the strongest economy among cities in Cambodia. The number of annual sales is 7027 million USD, and the number of annual expenses is 6,303 million USD. It stands number one compared with other provinces(Kheam et al., 2013).
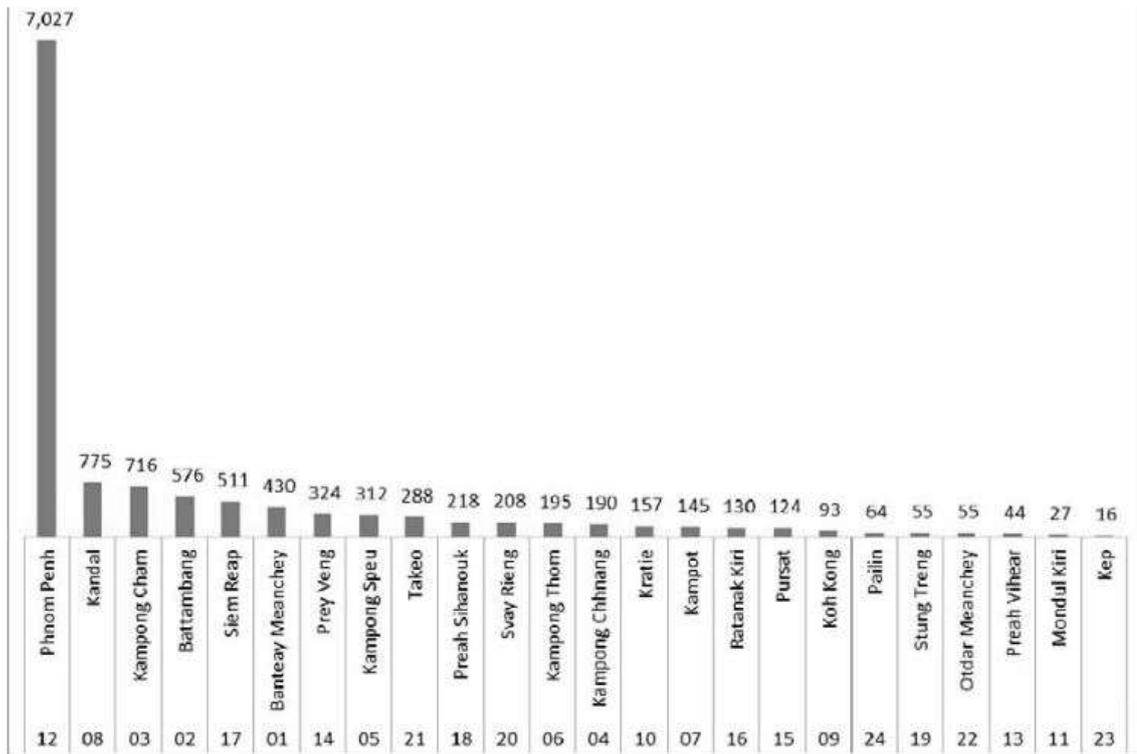
Figure 2.4: Annual Sales (million USD) by provinces (Kheam et al., 2013)
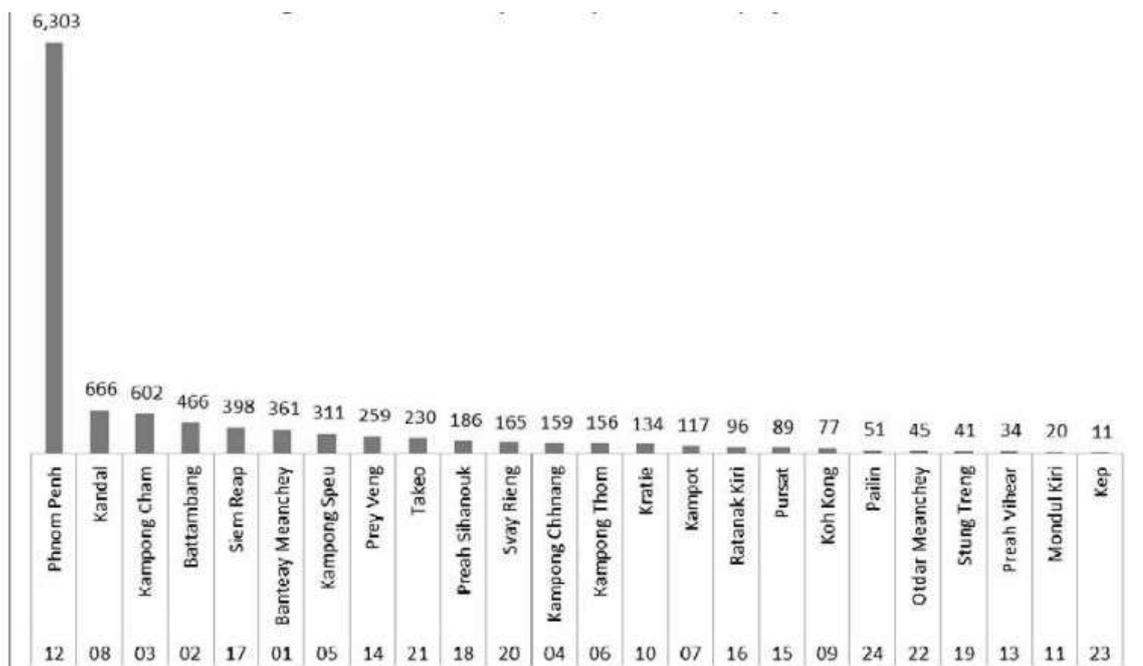
Figure 2.5: Annual Expenses (million USD) by province (Kheam et al., 2013)

Other commercial activities are high compared with other activities in Cambodia. The percentage of the establishment section is considered as significant when LQ is equal to or above 1. The significant establishment by section of the industry has such as wholesale and retail trade; repair of motor vehicles and motorcycles 60.3%, Accommodation and food service activities 15.4%, Human health, and social work activities 1.4% and other service activities 7.9%. It corresponds respectively with Cambodia such as wholesale and retail trade; repair of motor vehicles and motorcycles 57.9%, Accommodation and food service activities 13.8%, Human health, and social work activities 1.0% and other service activities 6.5% (Kheam et al., 2013).

Section of industry	Cambodia	Phnom Penh	Cambodia	Phnom Penh	LQ[1;2]
Total	505,134	95,848	100.00	100.00	
B. Mining and quarrying	179	18	0.0	0.0	
C. Manufacturing	71,416	8,705	14.1	9.1	0.6
D. Electricity, gas, steam and air conditioning supply	4,607	117	0.9	0.1	-
E. Water supply, sewerage, waste management and remediation activities	461	63	0.1	0.1	-
F. Construction	188	68	0.0	0.1	-
G. Wholesale and retail trade; repair of motor vehicles and motorcycless	292,350	57,829	57.9	60.3	1.0
H. Transportation and stortage	1,557	539	0.3	0.6	-
I. Accommodation and food service activities	69,662	14,734	13.8	15.4	1.1

Section of industry	Cambodia	Phnom Penh	Cambodia	Phnom Penh	LQ[1;2]
J. Information and communication	4,711	1,353	0.9	1.4	-
K. Financial and insurance activities	3,584	826	0.7	0.9	-
L. Real estate activities	120	84	0.0	0.1	-
M. Professional, scientific and technical activities	957	395	0.2	0.4	-
N. Administrative and support service activities	6,023	827	1.2	0.9	-
P. Education	9,874	909	2.0	0.9	-
Q. Human health ans social work activities	4,885	1,359	1.0	1.4	1.5
R. Arts, entertainment and recreation	1,780	434	0.4	0.5	-
S. Other service activities	32,780	7,588	6.5	7.9	1.2

[1] LQ is not show if numerators or demominators are less than 1%.

[2] Figures may not be equal to calculation result based on figures in the table because percentages are rounded to one decimal place.

Figure 2.6: Number and Percentage of Establishment by Section Industry (Kheam et al., 2013)

2.2.2. Beauty and personal care products online

Online marketing has grown fast in a few years. There are many types of online products circulating in Cambodian marketing, such as home products, beverages, luxury markets, and beauty and personal care products (McCarthy et al., 2016). Beauty and personal care products have such as hair extensions, face creams and lotions, essential oil, and cosmetic products (Cheong et al., 2016; Zhao et al., 2018). Beauty and personal care products stand in number two after machinery (Zhao et al., 2018)**.**

Products	share
Machinery	
Earth-moving machinery	71%
Cranes	9%
Road machinery	7%
Material handling equipment	7%
Snack machines	6%
Others	<1%
Beauty and personal care	
Hair extension	72%
Face creams and lotions	18%
Essential oils	8%
Others	2%
Agriculture	
Fresh mangos	23%
Rice	21%
Cashew nuts	16%
Other agricultural products	13%
Others	15%

Table 2.1: Trending products in Cambodia's e-commerce export (Zhao et al., 2018)

Rank	Overall experts		E-commerce	
	Product	Share	Product	Share
1	Apparel, knitted or crotched	61%	Machinery	55%
2	Footwear, gaiters, and the like	8%	Beauty and personal care	11%
3	Apparel and clothing accessories	4%	Agriculture	9%
4	Electrical machinery and part thereof	4%	Food and beverage	7%
5	Vehicles (other than railway)	4%	Health and medical	5%
6	Cereals	3%	Construction and real estate	2%
7	Pearl and stones	2%	Apparel	2%
8	Fur skins and artificial fur	2%	Consumer electronics	1%
9	Rubber and articles thereof	2%	Chemicals	1%
10	Articles of leather	1%	Transportation	1%
Sum	Sum of the top 10 products	92%	Sum pf the top 10 products	94%

Figure 2.7: Percentage of overall exports (2016) (Zhao et al., 2018)

2.2.3. Popular platform in Phnom Penh

Facebook is the most robust platform in Cambodia because it is convenient (McCarthy et al., 2016). 99% of online users use Facebook (SUON, 2017). Moreover, the reason Facebook becomes a popular platform because sellers can live video reviewing products, share videos, and connect with consumers in real-time (Thou, 2020). Another reason, Facebook is the primary channel in which Cambodians obtain information 30% from Facebook, 29% from TV, and 15% from radio (Phong et al., 2016).

YouTube is also a review channel for Cambodian people to review online products (McCarthy et al., 2016). Cambodians can learn many things by themselves related to the benefit of cosmetic products, methods of makeup. Therefore, it shows that Cambodians get information about perceived usefulness, perceived ease of use, and also Perceived Risk (Kamalul Ariffin et al., 2018) when they buy online products (Rousseau et al., 1998). TAM is suitable for this research because TAM is the best way to explain the intention of consumers to accept online products by using new technology such as smartphone as a tool to communicate with e-vendors on social media and any platforms(Agrebi & Jallais, 2015; Becerra & Badrinarayanan, 2013; Chaffey & Ellis-Chadwick, 2012; Davis, 1989; Phong et al., 2016; SUON, 2017; Venkatesh & Davis, 2000).

Next section will explain perceived usefulness, perceived ease of use, perceived risk, and Perceived value as components of online trust's antecedent.

2.3. Antecedent of Online Trust (OT)

2.3.1. Perceived Usefulness (PU)

Conceptual definition of perceived usefulness

Perceived usefulness is an element of the technology acceptance model. Perceived usefulness is given definition as "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis, 1989). Perceived usefulness is used in the workplace for strategy development and effective work (Venkatesh & Davis, 2000). According to Venkatesh et al. (2000), perceived usefulness is a foundation factor for organizational design to promote work performance.

Dimension of perceived usefulness

Venkatesh et al. (2000) thought that usefulness is the main factor in TAM. Perceived usefulness has component as (1) subjective norm, (2) image, (3) job relevance, (4) output quality, and (5) result demonstrability. Subjective norm refers to an individual's behavior intention, whether an individual does or does not do. In the TAM model of Venkatesh, image means that an innovative perception to enhance characteristic quality and its value (Moore &

Benbasat, 1991; Venkatesh & Davis, 2000). Job relevance means individual though that the system is relevant to the job, and it makes a better performance by using the system (Goodhue & Goodhue, 1995; Venkatesh & Davis, 2000; Vessey, 1991). Output quality referred to the degree of result matching with the desired result. Result demonstrability referred to "a tangibility of the result by using the innovation" (Moore & Benbasat, 1991; Venkatesh & Davis, 2000).

A study on e-government services categorized five dimensions of perceived usefulness such as information completeness, reducing cost, saving energy, and saving time and useful information (Susanto & Aljoza, 2015). Another study suggested that usefulness was categorized into three dimensions, such as "perceived information usefulness, perceived entertainment usefulness, and perceived society usefulness" (Zhang & Mao, 2008).

Therefore, this research will adopt questionnaires based on time-saving and perceived information usefulness.

2.3.2. Perceived Ease of Use (PEOU)

Conceptual definition of perceived ease of use

Ease of use is defined as "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). Perceived ease of use in the e-government context means that the online administrative government makes a convenient way of communication that can access anytime and anyplace with quick response (Susanto & Aljoza, 2015). In the context of e-commerce, ease of use is about good website designs (Jiang et al., 2016).

Dimension of perceived ease of use

In the information technology context, perceived ease of use has two dimensions: computer self-efficacy and objective usability (Venkatesh & Davis, 1996). Self-efficacy means users thought that technology is easy to use. Users who perceived ease of use of new technology tend to accept the technology (Davis, 1989). The degree of acceptance of technology depends on the user's perception and degree of ease of use of new technology. Another dimension, objective usability, can be tested through direct experiences.

Susanto & Aljoza (2015) explained that perceived ease of use in the e-government context means that citizens perceived that e-government application is convenient and can access anywhere and anytime. Therefore, they gave five dimensions of PEOU: easy to

navigation, quick response, good &fit interface, accessible anywhere, and accessible anytime(Susanto & Aljoza, 2015).

In the e-commerce context, ease of use is one of the online system dimensions (Jiang et al., 2016). According to Jiang et al. (2016), the website's key dimensions are content, accuracy, format, ease of use, and timeliness. With a proper dimension of the website, users will experience better while using the website.

Therefore, this research will adopt questionnaires based on the dimensions of quick response, ease of use, and accuracy of the platform.

2.3.3. Perceived value (PV)

Conceptual definition of perceived value

A previous study on the consumer's perception also studied perceived value (Zeithaml, 1988). In his study, he categorized perceived value into four groups, such as:
- "value is low price,"
- "value is whatever I want in a product,"
- "value is the quality I get for the price I pay,"
- "value is what I get for what I give."

Finally, he summed up and found the definition of perceived value as "perceived value is the consumer's overall assessment of the utility of the products based on perceptions of what is received and what is given."

Perceived value was significant for marketers to predict consumers' intention (Lin & Wang, 2006; Woodruff, 1997). Perceived value was a key to make customer loyalty and customer satisfaction (Anderson et al., 1994; Gordon & McDougall, 2000; Gotlieb et al., 1994).

Dimension of perceived value

In the e-commerce context, Jiang et al. (2016) gave five dimensions of perceived value: care, reliability, product portfolio, ease of use, and security. Product portfolio means that a goods or service that firms produce and offer for sale or to fulfill for particular consumers (Jiang et al., 2016). Lin et al. (2005) studied a conceptualization of perceived value. They found that there are multidimensional constructs of perceived value. However, they combined literature review as five dimensions for the study, such as Monetary sacrifice, website design, Fulfillment/Reliability, security/privacy, and customer service. After the result, they suggest focusing on website design more and increasing security and privacy to enhance perceived value.

Therefore, this study adopts questionnaires based on the dimension of following Lin et al. (2005) as Monetary sacrifice, Fulfillment/Reliability, security/privacy, and customer service.

2.3.4. Perceived risk (PR)

Conceptual definition of perceived risk

Risk is a low probability of trust (Deutsch, 1958). In his research, he gave an example that a gambler was a risk-taker because the gambler perceived a low probability of winning the game. He continued that " risk and trust look like a coin with two faces" and the example was supported by (Koller, 1988). Koller (1988) urged that risk depended on the context and individual's perception. In the banking and finance sector, risk is about transactional risk (Yang et al., 2015; Yousafzai et al., 2003). Yousafzai et al. (2003) also gave definition risk in the e-bank context as "the potential of loss in the pursuit of a desired outcome from using electronic banking service." In the pharmaceutical industry context, the perceived risk of consumer resistance means that the avoidance behavior of using a particular product or service will harm finance, psychology, and technology etc. (Abzakh et al., 2013).

Dimension of perceived risk

In the e-commerce context, risk is categorized into three: "uncertainty of transaction, outcome depends on customer's behavior, and undesired outcome lead to negative perception" (Lee & Turban, 2001). In the pharmaceutical industry context, risk has been studied and categorized into financial risk, performance risk-technology, performance risk-infrastructure, physical risk, social risk, and psychological risk (Abzakh et al., 2013). Nguyen & Nguyen (2017) researched the role of perceived risk on online banking in Vietnam and categorized risk such as "privacy risk, security risk, social risk, financial-performance risk, and time risk." Kamalul Ariffin et al. (2018) categorized perceived risk dimensions to intention purchase intention such as financial risk, product risk, security risk, time risk, social risk, and psychological risk.

Therefore, this study will adopt questionnaires based on the dimension of financial risk, security risk, and psychological risk.

2.3.5. Online trust

Conceptual definition of online trust

New evolution demands new adaptation. Online shopping is a new way of adaptation. Some products are convenient to buy online because it has a lot of information (Ziamou & Ratneshwar, 2002). For example, purchase beverages (Vanderlee et al., 2018), food (Kornelis

et al., 2007). Some products highly demand information to trust (Sashi, 2012). For instance, fashion, beauty and personal care products online, customers need to touch, smell, and feel the products (Krishna et al., 2010). Seeing pictures online is not enough for them. Consumers need more information about the products before making a decision to buy such products.

The notion of trust has been given definitions following the context. Trust was defined as a fulfillment obligation of one party to another party following the acceptance in the past between parties (Anderson & Weitz, 1989). Hosmer (1995) stated that trust was implicit moral and ethical individuals expected to fulfill one another. Hosmer also provided another definition in business that it was a cooperation between parties bounded by agreement or contract precisely. Trust was given terms as "reliability, security, confidentiality, safety" (Schneider, 1999). According to Friedman et al. (2000), the notion of trust definition is broad. Schneider (1999) narrowed down the meaning of trust that online trust should consider on security and reduce risks such as hacking system, virus, phishing, and third-party role.

Online trust dimension

Online trust is a need for online business (Chiu et al., 2010; Friedman et al., 2000; Gefen et al., 2003; Luarn & Chiu, 2015). Online trust has been categorized into two dimensions: the soft dimension of trust and the hard dimension of trust (Grabner-Kräuter et al., 2006). Soft dimension has benevolence, honesty, integrity, and credibility. The hard dimension of trust has competence, predictability, and reliability correctness availability. Wang & Emurian (2005) confirmed that there were many trust definitions because trust can be explained in different perspectives following contexts. Moreover, Wang et al. (2005) agreed with Gefen (2002) that online trust's root cause includes integrity, ability, and benevolence as the root cause. This research summarized two main dimensions of trust as follows:

Trustworthiness

Gefen et al. (2002) explained that trustworthiness is one of the dimensions, which has elements as integrity, ability, and benevolence. Gefen et al. (2002) explained integrity as the respect of other party that they will keep the promise, terms, and conditions. Ability is that the other party has enough skill and capacity to deliver what they promised. Finally, benevolence is that the other party has a good intention, honest toward another party. Grabner et al. (2006) suggested that traditional trust (benevolence, integrity, and credibility) demands real human interaction.

Conversely, they named "trustworthiness" because consumers consider the platform as human interaction. Wang & Emurian (2005) explained that when trustors (consumers) trust

a website (third party), they will give personal information as well as credit card number to make a purchase. Lee & Turban (2001) also agreed that trustworthiness is a component of online trust. However, they separated trustworthiness into two categories, such as merchant and internet shopping medium.

Functionality

Grabner et al. (2006) suggested that hard dimension trust (predictability and reliability correctness availability) was named as "functionality". The reason is that people interact with others indirectly via the platform. Therefore, the component should replace *privacy* instead of reality, correctness, and *accuracy* instead of correctness. Lee & Turban (2001) gave the name as *internet shopping medium* instead of functionality. Internet shopping medium has technical competence, reliability, and medium understanding.

Internet shopping medium referred to the functionality of the system, and human interaction needs to be consistent. Chellappa & Pavlou (2002) gave the functionality of online trust to perceived security during transactions. Perceived security is secured online transactions when there is encryption, protection, verification, and authentication.

In conclusion, this study will adopt questionnaires based on the dimension of integrity, ability and benevolence, and reliability.

2.3.5.1. Online trust as a mediator

MacKinnon et al. (2007) stated that mediation was the third variable that was affected by the independent variable. In other words, mediation was the cause independent variable effect dependent variable. The picture showed that there were path a, path b and path c. An Independent variable indirectly affects a dependent variable through a mediator (Preacher & Hayes, 2008).
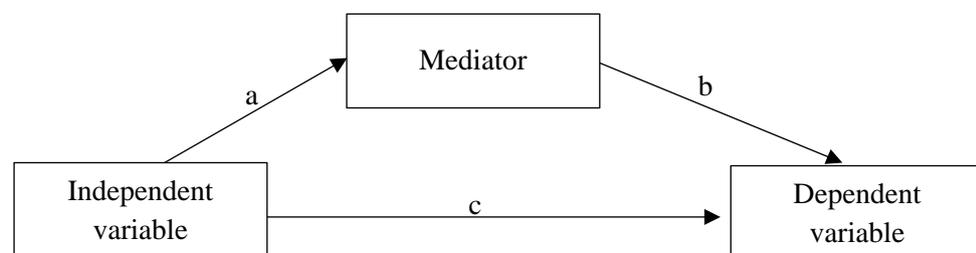
In previous research, online trust represented as a mediator to find the intention variable. In the research of system design and management, researchers studied trust and technology attitude, which affected intention to use website. Trust attitude was the mediator of technology beliefs, and trust attitude affects intention to use website (Benamati et al., 2010).
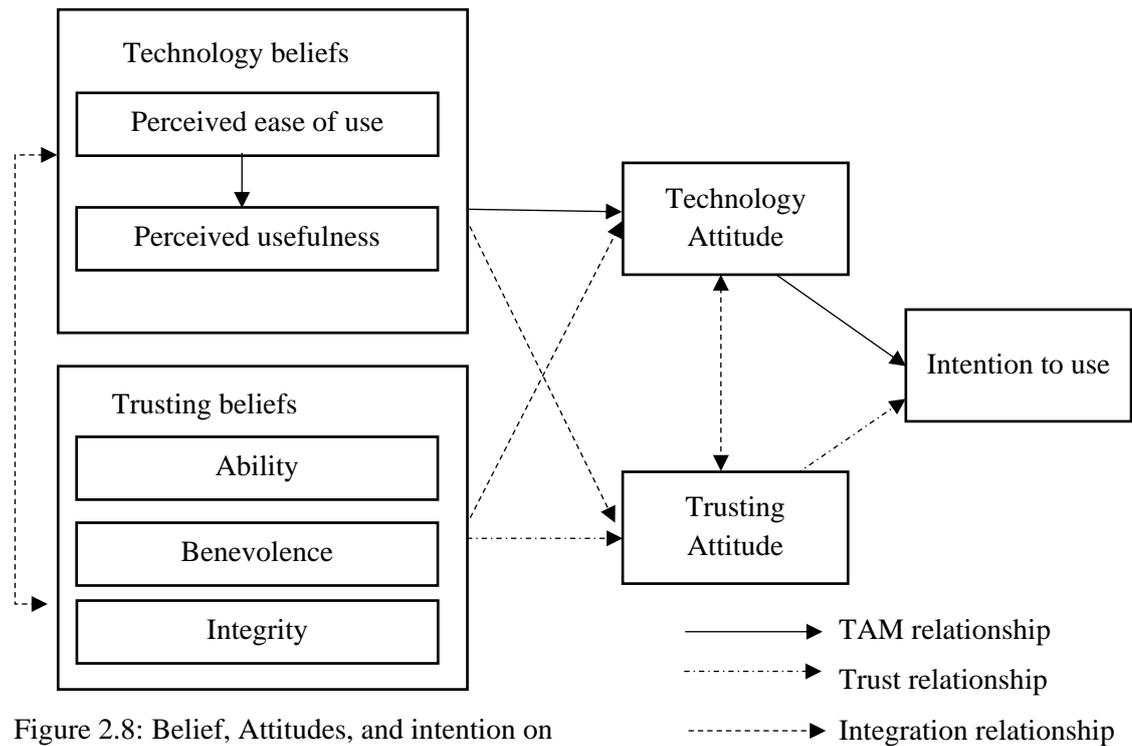
Figure 2.8: Belief, Attitudes, and intention on
E-commerce environment (Benamati et al., 2010)

In mobile banking research, researchers studied structural assurance, information quality, and system quality, which directly affected initial trust. Initial trust affected usage intention (Zhou, 2011). The researcher used confirmatory factor analysis to test the validity and structural equation model (SEM) to analyze path coefficients and significance. The result supported all research hypotheses, which confirm that initial trust affected intention to use.
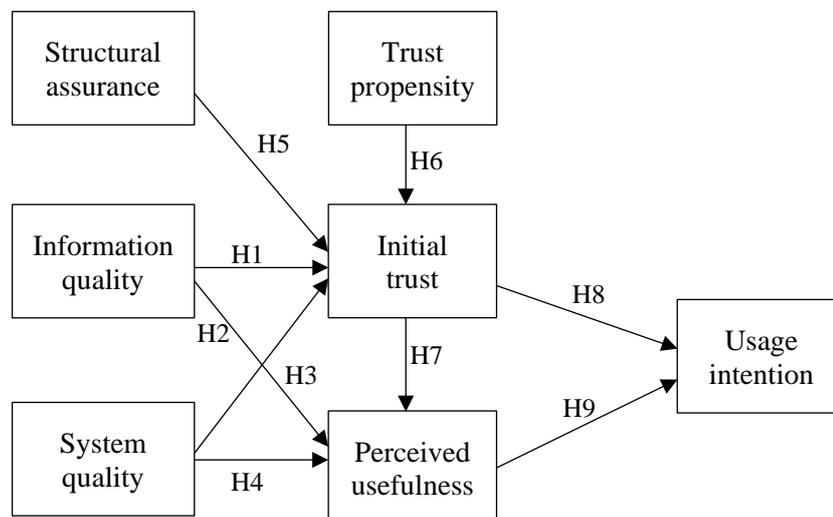
Figure 2.9: Research on Initial trust in mobile banking (Zhou, 2011)

The study of e-government service adoption also tested trust as a partial mediator between perceived usefulness, perceived ease of use, and intention to use e-government service (Belanche et al., 2012). The result supported trust as a partial mediator between perceived usefulness, perceived ease of use, and intention to use e-government service.
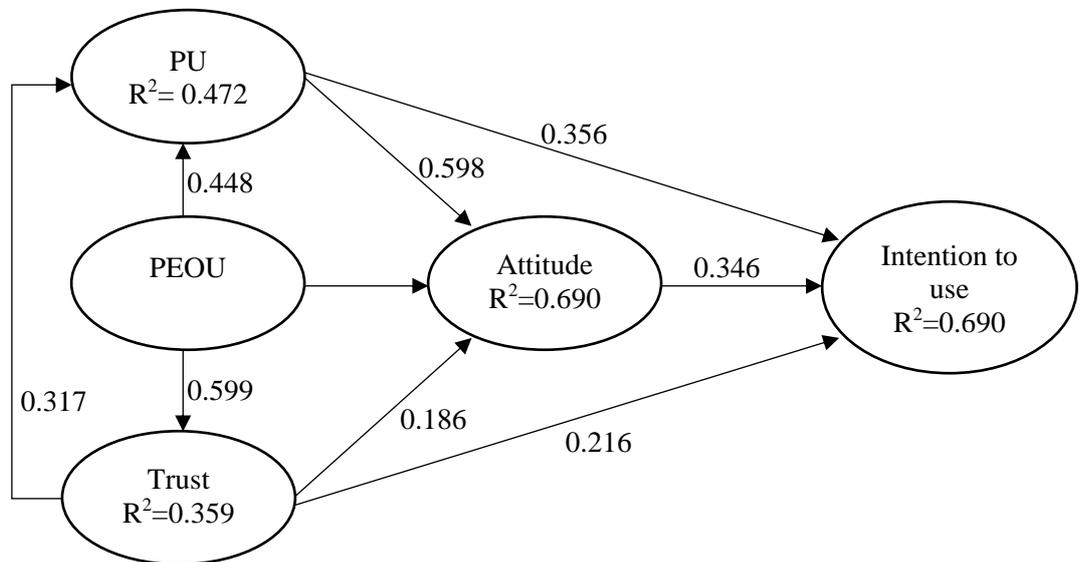
Figure 2.10: Research on e-government service adoption (Belanche et al., 2012)

In another study on purchase intention and mediator trust in Republic Korea, the researcher tested trust as the mediator between risk and purchase intention of students (Hong & Cha, 2013). The result found trust was the mediator between risk and purchase intention.
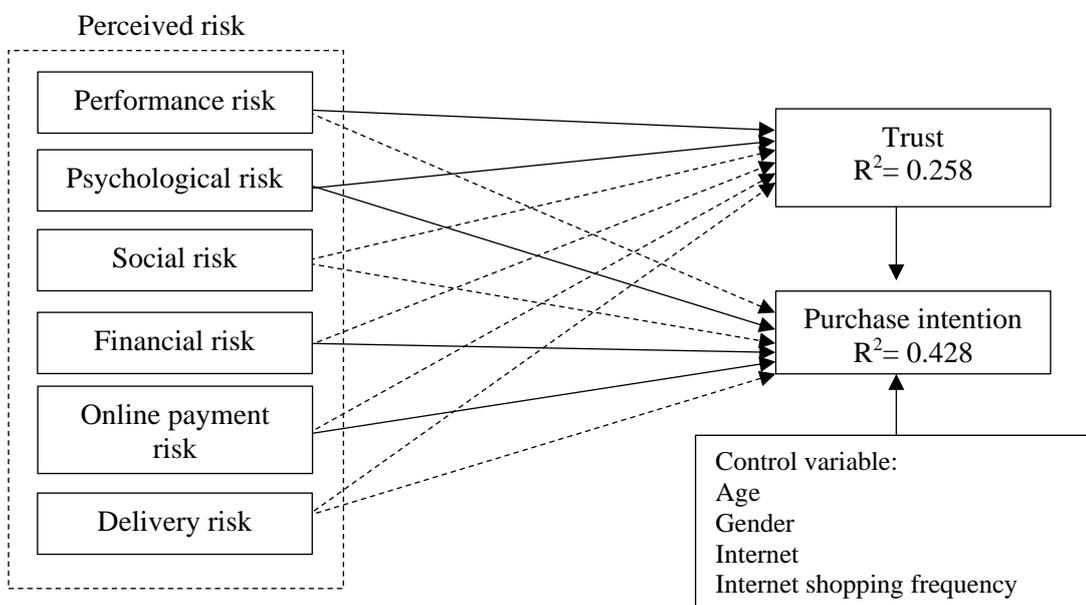
Figure 2.11: Research on the mediator of trust and purchase intention (Hong & Cha, 2013)

The previous research studied on purchase intention of plastic water bottles (Kwok et al., 2015). The result found that trust was the mediator of perceived value and purchase intention.
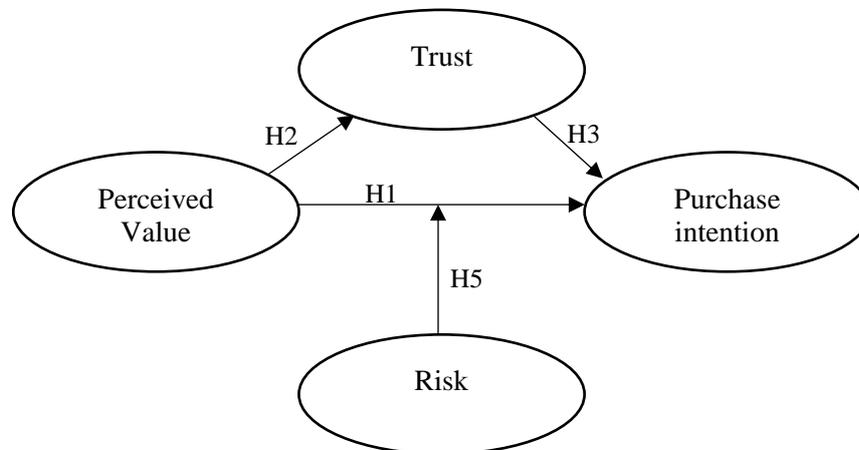
Figure 2.12: Research on purchase intention of plastic water bottle (Kwok et al., 2015)

2.3.6. Intention to purchase online

A general definition of intention is something you want and plan to do (*Cambridge Dictionary*, 2020). The theory of reasoned action (TRA) shows that the intention can predict individuals' behavioral action (Davis et al., 1989). However, TRA uses in general prediction. Technology Acceptance Model (TAM) is a better option to study the intention of technology acceptance by the variable of usefulness and ease of use.

Intention to purchase is an exciting topic for researchers and marketers (Haque et al., 2015). Hapque et al. (2015) stated that understanding consumer's purchase intention could predict actual consumer purchases. Intention to purchase is the consumer's subjective mind toward the things they want to purchase (Yong et al., 2017).

The definition of purchase intention is different from online purchase intention. Online purchase intention is when the consumer has the intention to buy products or services online or willingness to make transactions online (Teng, 2018). Base on Teng (2018), online transaction has three steps such (1) exchange information, (2) retrieve consumer's information, (3) make purchase transaction. This author stated that the higher the understanding purchase intention of consumers, the higher the percentage of the purchase. Online purchase intention is also subjective judgment of consumers toward online products stimulated by advertisement on online shopping (Teng, 2018).

Teng (2018) also stated that the purchase intention is related to prior purchase experiences. Another study on online purchase intention also agreed that purchase intention was depend on experiences such as functional experience and emotional experiences (Chang et al., 2014). It relates to prior purchase experiences because consumers perceived that experiences reduce risk or uncertainty of purchase. Rishi & Khasawneh (2017) also agreed that online purchase intention is related to prior purchase experiences because it is vital for consumers to choose the products they are going to purchase.

Rishi & Khasawneh (2017) did a study on factors impacting online purchase intention. In their study, brand orientation, prior online purchase experience, impulse purchase orientation, quality orientation, and online trust were hypothesized as determinants impacting online purchase intention. The result found four determinants: prior online purchase experience, impulse purchase orientation, quality orientation, and online trust impacting online trust. Another study on online purchase intention of movie ticket found that external similarity and internal similarity have a positive effect on perceived usefulness, perceived enjoyment and perceived usefulness, and perceived enjoyment have a positive effect on intention to online purchase intention of movie ticket (Fu et al., 2018).

This study will study the relationship between online trust toward the intention to purchase online beauty and personal care products online.

The next section is about hypothesis development, which is developed base on previous research. Finally, it is about proposing a conceptual framework of the study.

2.4. Hypotheses development

This part will develop a relationship between perceived usefulness (PU), perceived ease of use (PEOU), perceived value (PV), perceived risk (PR) with online trust (OT), and online trust with intention to purchase beauty and personal care products online in Cambodia (IP). Finally, it was about online trust as the mediator of the constructs.

2.4.1. Relationship between perceived usefulness toward online trust and intention to purchase beauty and personal care products online

By definition of usefulness, a system is used to enhance work performance (Davis, 1989; Venkatesh & Davis, 2000). Previous studies showed the relationship between perceived usefulness toward online trust and intention to purchase, such as in e-commerce environment (Benamati et al., 2010), intention to buy e-ticket in China (Lee & Wan, 2010), mobile banking (Zhou, 2011), Online shopping base on personal trait (Wu & Ke, 2015). The results supported the hypothesis of the research. Therefore, this research proposes the hypothesis as follows:

Hypothesis 1: There is a positive relationship between perceived usefulness and intention to purchase beauty and personal care products online.

Hypothesis 2: There is a positive relationship between perceived usefulness and online trust.

2.4.2. Relationship between perceived usefulness and perceived ease of use

Previous research studied the relationship between perceived usefulness and perceived ease of use. For instance, Davis (1989) studied behavioral intention found that perceived ease of use has a relationship with perceived usefulness through TAM's conceptual framework. Another reason that perceived ease of use and perceived usefulness were the main part of TAM and TAM is model explained technology adoption. Many researchers studied TAM, such as in mobile commerce (Sun et al., 2009), system design and management (Benamati et al., 2010), perception of students toward e-portfolio (Abdullah et al., 2016).

Hypothesis 3: There is a positive relationship between perceived ease of use and perceived usefulness.

2.4.3. Relationship between perceived ease of use and online trust

Perceived ease of use is "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). For instance, the website is easy to use when features and technical words are clear. A previous study also showed that PE increases online trust (Agag & El-Masry, 2016; Gefen et al., 2003). Perceived ease of use has been hypothesized positive effect on e-government service trust (Belanche et al., 2012). The result supported the hypothesis. Another researcher studied the online shopping behavior model based on personal traits and hypothesized the positive effect of perceived ease of use on online trust (Wu & Ke, 2015). The result supported the hypothesis. The two examples of e-government service and online shopping behavior model based on personal traits supported that perceived ease of use positively affected online trust. Therefore, this research proposes the hypothesis as follows:

Hypothesis 4: There is a positive relationship between perceived ease of use and online trust.

2.4.4. Relationship between perceived risk and online trust

Lee et al. (2001) confirmed that risk is uncertain and will harm customers' experiences if the risk occurs. However, online trust is the feeling secure on transaction, reliability, and safety (Kesharwani & Bisht, 2012). In other words, trust is high; risk is low, and vice versa. A previous study showed a negative relationship between perceived risk and online trust (Rousseau et al., 1998). Risk and trust affect conversely. Another researcher urged that trust was gained when customers took the risk (Yang et al., 2015). Behavior attention will increase

when customers perceived that high-risk website (Koller, 1988). Perceived trust is a key control to reduce risk (Gefen, 2002). Therefore, this research proposed hypothesis as follows:

Hypothesis 5: There is a negative relationship between perceived risk and online trust.

2.4.5. Relationship between Perceived Value and online trust, intention to purchase beauty and personal care products online

Previous research showed a positive relationship between online trust and perceived value when consumers perceived that they save time, non-monetary cost, and the website is reliable (Ponte et al., 2015; Setiawan & Achyar, 2013). Moreover, the perceived value of convenient and reliable transactions, non-monetary cost, and treating customers have a relationship with online trust (Harris & Goode, 2004; Sullivan & Kim, 2018).

Similarly, many studies studied on relationship between perceived value toward online trust and intention to purchase, such as perceived value of internet shopping (Kim et al., 2012), a case study of purchase intention in Indonesia which studied the relationship between perceived value and online (Setiawan & Achyar, 2013), a survey on students about PV and trust on electronic gadgets (Chinomona et al., 2013), online hotel booking service (Lien et al., 2015). Therefore, this research proposes the hypothesis as follows:

Hypothesis 6: There is a positive relationship between perceived value and online trust.

Hypothesis 7: There is a positive relationship between perceived value and intention to purchase beauty and personal care products online.

2.4.6. Relationship between online trust and intention to purchase beauty and personal products online in Phnom Penh

Typically, online sellers and buyers do not know each other. Online products demand much useful review to gain online trust from customers (Chen & Xie, 2008). A previous study also claimed a positive relationship between online trust and purchase intention (Cho & Sagyov, 2015). Another study in Malaysia also agrees that online trust positively affects online purchase intention (Setiawan & Achyar, 2013).

Moreover, many scholars also studied the positive relationship between online trust and intention online to buy such as e-commerce environment (Benamati et al., 2010), mobile banking (Zhou, 2011), e-government service adoption (Belanche et al., 2012), student's intention to purchase gadgets (Chinomona et al., 2013), fashion e-commerce (Escobar-Rodríguez & Bonsón-Fernández, 2016). Therefore, the hypothesis was:

Hypothesis 8: There is a positive relationship between online trust and intention to purchase beauty and personal care products online in Phnom Penh.

2.4.7.   Online trust as a mediator between independent variables and dependent variables

Previous studies showed that the construct of the technology acceptance model (perceived usefulness and perceived ease of use) was significant with intention to purchase through the mediator of online trust. For instance, a study on e-commerce environment found online trust was partial mediation between technology acceptance model and intention to use e-commerce (Benamati et al., 2010). Other studies also studied online trust as a mediator such as intention to purchase online travel (Agag & El-Masry, 2016), application adoption (Beldad & Hegner, 2018).

H9a. Online trust mediates the relationship between perceived usefulness and intention to purchase.

H9b. Online trust mediates the relationship between perceived ease of use and intention to purchase.

The previous study also showed that online trust was a mediator between perceived risk and intention to purchase such as online shopping (Y. J. Kim et al., 2013), online purchase intention (Hong & Cha, 2013) and intention to purchase green products (Tarabieh, 2021).

H9c. Online trust mediates the relationship between perceived risk and intention to purchase.

The previous study found that perceived value had a relationship with intention to purchase through trust such as intention to purchase plastic bottle (Kwok et al., 2015), intention to purchase online travel (Lai, 2015), intention to purchase limited edition shoes (Chae et al., 2020).

H9d. Online trust mediates the relationship between perceived value and intention to purchase.

2.5. Theoretical framework
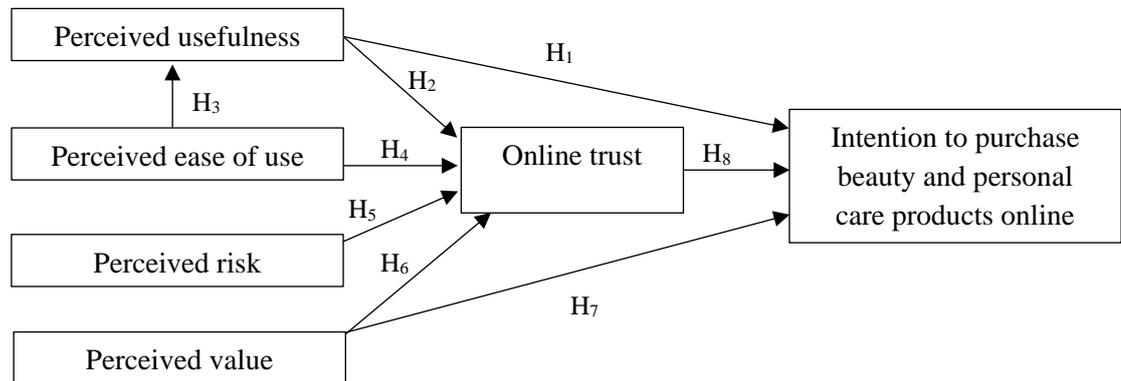
Figure 2.13: Conceptual framework of this study (Davis, 1989; Hong & Cha, 2013; Kwok et al., 2015)

CHAPTER THREE
METHODOLOGY

Chapter three described the method of the research of this study such as how to find sample size, to make questionnaire for survey, to determine the target of the respondents, to collect the data and to analyze the data. Therefore, this chapter has components as follows (3.1) population, sample size and sampling method, (3.2) research procedure, (3.3) data collection, (3.4) research instruments, (3.5) reliability and validity testing, and (3.6) data analysis.

3.1. Population, Sample size and Sampling method

The target population is in Phnom Penh, aged 18 years old and above because the average online users are under 25 years on average (Digital, 2019; "Doing Business in Cambodia," 2018). The location of doing questionnaire has located in Phnom Penh City because Phnom Penh is a monopole of economic zone and this capital city has many people coming from different provinces. Participation needs to have experience purchasing at least one time of any beauty and personal products online before testing online purchase intention (Rishi & Khasawneh, 2017).

According to the General Population Census of the Kingdom of Cambodia, there are 1,039,192 males and 1,090,179 females living in Phnom Penh (Chhay Than & Lina, 2019). However, the number shown is the mixture of consumer and non-consumer of beauty and personal care products online. Therefore, this study adopted Cochran's sample size formula (Zikmund et al., 2013) as below:

$$n = \frac{z_{c.l}^2 pq}{E^2}$$

Where   n= sample size

$z_{c.l}^2$= square of the confidence level in standard error

p= estimated proportion of successes

q= 1-p, estimated proportion of failure

E^2= the margin of error, at a confidence interval of 95%, therefore the allowable deviation is 0.05

P and q are unknown, so p=0.5 and q=0.5

And estimated 95% confidence, so $Z_{c.l}$= 1.96

E= 5% or 0.05

Therefore:

$$n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}$$

$$= \frac{0.9604}{0.0025} = 384.16 = 385$$

This research took several popular Facebook pages, which sell beauty and personal care products online as the number of population representation to make sample data size more accurate.

Famous company Facebook pages has mentioned below:

No	Facebook pages	Total fans
1	NYX Professional Make Up- Cambodia	164,354
2	Citra Cambodia	164,069
3	CLEAR Cambodia	118,041
4	Dr. SOMCHAI	113,691
5	KLEN Cambodia	102,443

Figure 3.1: Popular Facebook company pages in Cambodia (*Beauty Facebook Stats in Cambodia*, 2020).

The 500,000-1,000,000 of population is equal to 384 samples size (Krejcie & Morgan, 1970). The number one brand of beauty and personal care products are NYX professional Make-Up- Cambodia has 164, 354 people. Therefore, the sample was size 384 respondents. The number of 385 respondents (Zikmund et al., 2013) and 384 respondents (Krejcie & Morgan, 1970) supported each other. Therefore, this study takes 385 respondents as the sample size.

A convenient sampling method was chosen for this research for distributing the questionnaire in Phnom Penh. Convenient sampling was defined as a nonprobability sampling procedure that the researcher can get the sample in a convenient way (Zikmund et al., 2013). The advantage of convenient sampling is fast data collection, cost-effectiveness, and convenience. This research uses convenient sampling to distribute 385 questionnaires in the proportion accordingly.

Then, judgment (purposive) sampling was applied in order to correct respondents. "Judgment (purposive) sampling is a nonprobability sampling technique in which an experienced individual selects the sample based on personal judgment about some appropriate characteristic of the sample member" (Zikmund et al., 2013).

3.2. Research Procedure

There are two steps to be fulfilled. First, the questionnaires were designed following the objectives of this study. Questionnaires were adapted from previous studies. The questionnaires were in English for the original version. Therefore, questionnaires need to translate into Cambodian (Khmer) version. The questionnaire in Khmer version has been checked by three experts (manager level) in a private company. Furthermore, there are another three people to check the validity of the questionnaire. Two Thai professors from marketing and management and one Cambodian expert (manager level) from marketing field to check validity of questionnaire.

The questionnaire was distributed through Google Forms to the public through social media such as Facebook messenger, Telegram. The pilot test was tested to test the reliability of questionnaires before actual data collection was collected from respondents in Phnom Penh. The pilot test was a small-scale data collation from respondents compared to full data collection (Zikmund et al., 2013). The pilot test is recommended 10% of the total sample (Connelly, 2008). Therefore, the sample of the study was n= 385, and 10% of the total study was equal to: (385*10%)/100= 39 samples.

3.3. Data collection

Primary Data

The primary data was collected from respondents through online questionnaires in the amount of 385 questionnaires (after univariate and multivariate analysis). The questionnaire was posted and share via social media such as Facebook status in public, messenger, and public groups of Telegram. However, the amount of data was around 500 plus cases (including unqualified, uncompleted data, and data with outlier cases). The researcher hired an assistant to assist in collecting data through private companies. The researcher had explained all guidelines to the assistant and also clearly mentioned the qualification of respondents who qualified with this survey on home page. The questionnaire was used in Cambodian (Khmer) version because Cambodia uses Cambodian (Khmer) language as the first language.

Secondary Data

Secondary data reviewed the data following the research framework on perceived usefulness, perceived ease of use, perceived value, perceived risk, online trust, and intention to purchase beauty and personal care products online. The data were discussed with academic resources such as journal articles, textbooks, international and national online newspapers, library data, and websites. All data were discussed in order to find verified statistical information on beauty and personal care products online.

3.4. Research instruments

The questionnaires were adapted from previous research on online purchase intention (Davis et al., 1989; Gefen et al., 2003; Gravetter & Forzano, 2018; Sekaran & Bougie, 2016; Shapiro, Reams et al., 2019).

The questionnaires consisted of seven sections:

Section A: Questionnaires

Section B: Perceived usefulness

Section C: Perceived ease of use

Section D: Perceived value

Section E: Perceived risk

Section F: Online trust

Section G: Intention to purchase beauty and personal care products online

Section H: Demographic respondent

Section A: Qualification of the respondent

This section is critical to identify the qualification of the respondent. There are three questions age, present living location, and experiences to buy beauty and personal care products online. The respondent who is qualified as (1) individual stays in Phnom Penh, (2) individual has experiences purchasing beauty and personal care products online, (3) individual must have aged at least 18 years old.

Section B: Perceived usefulness

Section B was about the perceived usefulness of beauty and personal care products online. The questions consisted of 5 questions using 7 Likert scales ranging from 1 (strongly disagree), 2 (disagree), 3 (slightly disagree), 4 (neutral), 5 (slightly agree), 6 (agree) and 7 (strongly agree). The questionnaires were adapted from previous literature to construct questionnaires (Davis et al., 1989; Gefen et al., 2003). See for the detail of the questionnaire in Appendix F.

Variable	No	Items applied	Original items	Sources
Perceived usefulness	1	Using online shopping to buy beauty and personal care products save my time.	Using electronic mail saves my time.	7 Likert scales (Davis, 1989; Gefen et al., 2003; T. Lee et al., 2020)
	2	I find out the beauty and personal care products I wanted quickly when I find it through online shopping.	Electronic mail enables me to accomplish tasks more quickly.	
	3	I find that online shopping is useful.	I find the electronic mail system useful in my job.	
	4	Online shopping enhances my effectiveness in beauty and personal care products searching and buying.	The website enhances my effectiveness in CD/book searching and buying.	
	5	I would recommend others to visit online shopping to seek information related to beauty and personal care products.	I would recommend others to visit the e-government website to seek information.	

Section C: Perceived ease of use

Section C was about perceived ease of use of beauty and personal care products online. The questions consisted of 5 questions using 7 Likert scales ranging from 1 (strongly disagree), 2 (disagree), 3 (slightly disagree, 4 (neutral), 5 (slightly agree), 6 (agree), and 7 (strongly agree). The questionnaires were adapted from previous literature to construct questionnaires by (Davis et al., 1989; Gefen et al., 2003).

Variable	No	Items applied	Original items	Sources
Perceived ease of use	1	Learning to operate online shopping is easy.	Learning to operate the website is easy.	7 Likert scales (Davis, 1989; Gefen et al., 2003)
	2	It is easy to become skillful at using the internet to find beauty and personal care products through online shopping	It is easy to become skillful at using the website.	
	3	Using online shopping is easy to interact with merchants and buyers.	The website is flexible to interact with.	
	4	My interaction with online shopping is clear and understandable.	My interaction with the website is clear and understandable.	
	5	It is easy for me to remember how to perform tasks using online shopping to find beauty and personal care products.	It is easy for me to remember how to perform tasks using the electronic mail system.	

Section D: Perceived value

Section D was about perceived value of beauty and personal care products online. The questions consisted of 5 questions using 7 Likert scales ranging from 1 (strongly disagree), 2 (disagree), 3 (slightly disagree, 4 (neutral), 5 (slightly agree), 6 (agree) and 7 (strongly agree). The questionnaires were adopted from previous literature to construct questionnaire by (Ponte et al., 2015; Shapiro et al., 2019).

Variable	No	Items applied	Original items	Sources
Perceived value	1	Considering the money I pay to purchase beauty and personal products on online shopping is a good deal.	Considering the money I pay to purchase tourism products on this website, online shopping is a good deal.	7 Likert scales (Ponte et al., 2015; Shapiro et al., 2019)
	2	Considering the effort, I make for online shopping; online shopping here is worthwhile.	Considering the effort, I make in shopping on this website; online shopping here is worthwhile.	
	3	Considering the risk involved in online shopping, online shopping here is of value.	Considering the risk involved in shopping on this website, online shopping here is of value.	
	4	All things considered (price, time, and effort), online shopping is a good buy.	All things considered (price, time, and effort), boxing/MMA PPV events are a good buy.	
	5	Overall, online shopping delivers me good value.	Overall, online shopping on this website delivers me good value.	

Section E: Perceived risk

Section E was about perceived value of beauty and personal care products online. The questions consisted of 11 questions using 7 Likert scales ranging from 1 (not at all risky), 2 (slightly risky), 3 (somewhat risky), 4 (moderately risky), 5 (risky), 6 (very risky), and 7 (extremely risky). The questionnaires were adapted from previous literature to construct questionnaires by (Shapiro et al., 2019).

Variable	No	Items applied	Original items	Sources
Perceived risk	1	I feel at risk of losing money when I make a purchase beauty and personal care products online.	How risky (financially) do you feel it is to purchase a boxing/MMA PPV event?	7 Likert scales (Shapiro et al., 2019; Yang et al., 2015)
	2	I feel at risk when I make a purchase beauty and personal care products online through untrusted online shopping.	Given the uncertainty of a fight card, how much is the risk involved in purchasing a boxing/MMA PPV event?	
	3	I worry that I can't pay online successfully due to an unstable network.	I worry that I can't pay online successfully due to an unstable network.	
	4	I worry that the transaction information will be hacked by hackers or viruses caused by security lapses of operation system or online payment tools.	I worry that the transaction information will be hacked (S) by hackers or viruses caused by security lapses of operation system or online payment tools.	

Variable	No	Items applied	Original items	Sources
Perceived risk	5	I worry that my personal information can be stolen in transaction because of carelessness or illegal activities of others including banks, third parties, etc.	I worry that my personal information can be stolen in transaction because of carelessness or illegal activities of others including banks, third parties, etc.	7 Likert scales (Shapiro et al., 2019; Yang et al., 2015)
	6	I worry that the online payment process will cost me much time in confirming Identity Card (ID) and other documents.	I worry that the online payment process will cost me much time in confirming ID and other document.	

Section F: Online trust

Section F was about online trust of beauty and personal care products online. The questions consisted of 5 questions using 7 Likert scales ranging from 1 (strongly disagree), 2 (disagree), 3 (slightly disagree, 4 (neutral), 5 (slightly agree), 6 (agree), and 7 (strongly agree). The questionnaires were adapted from previous literature to construct questionnaires by (Shapiro et al., 2019).

Variable	No	Items applied	Original items	Sources
Online trust	1	The beauty and personal care products of online shopping has integrity.	This tourism product website has integrity.	7 Likert scale (K. O. M. Lee & Turban, 2001; Ponte et al., 2015; Xiao et al., 2019)
	2	The beauty and personal care products of online shopping is reliable.	This tourism product website is reliable.	
	3	Online merchants have the ability to handle the problem of financial transactions.	Internet merchants have the ability to handle sales transactions on the internet.	
	4	I believe online merchant is honest.	I believe this merchant is honest.	
	5	Overall, trusting beauty and personal products online or online merchant is not difficult.	Trusting someone or something is not difficult.	

Section G: Intention to purchase beauty and personal care products online

Section G was about online trust of beauty and personal care products online. The questions consisted of 5 questions using 7 Likert scales ranging from 1 (strongly disagree), 2 (disagree), 3 (slightly disagree, 4 (neutral), 5 (slightly agree), 6 (agree), and 7 (strongly agree). The questionnaires were adapted from previous literature to construct questionnaires by (Shapiro et al., 2019).

Variable	No	Items applied	Original items	Sources
Intention to purchase beauty and personal care products online	1	I would purchase beauty and personal care products through online shopping.	I would purchase a boxing/MMA PPV event in the future.	7 Likert scales (Aristio et al., 2019; CHi et al., 2014; Ponte et al., 2015; Shapiro et al., 2019)
	2	If I need to purchase beauty and personal care products, I will purchase through online shopping.	If I need travel accommodation, I will bong through an online travel agent.	
	3	I intend to use online shopping frequently to purchase beauty and personal care products.	I use (intend to use) internet frequently to my shopping.	
	4	I will consider purchasing from online shopping in the longer term.	I will consider purchasing from internet in the longer term.	
	5	My willingness to purchase personal care products online from online shopping is high.	My willingness to purchase a tourism product from this website is high.	

Section H: Demographic characteristics

Demographic characteristics provide particular characteristics of respondents such as age, gender, income, and education (Salkind, 2010). The advantage of demographics characteristics is to understand the target population who has been studied. This section has 4 questions of demographic character asking respondents about personal information such as gender, educational level, income, and occupation (Sekaran & Bougie, 2016).

3.5. Reliability and validity Testing

3.5.1. Validity testing

"Validity is the accuracy of a measure or the extent to which a score truthfully represents a concept" (Zikmund et al., 2013). This research implements Item-Objective Congruence (IOC) from ratings:

- +1 means that the question is clear.
- 0 means that the experts are not sure that the questionnaire is clear, and
- -1 means that questionnaire is not clear.

The result of the validity test must at least equal 0.5 of IOC. The questionnaire that is lower that 0.5 is considered less validity (Miller, 2013).

The result of validity test found that all measurements of questionnaire was above 0.5. The minimum result of content validity score was 0.67. Therefore, all measurement was ready to launch to respondents to survey in Phnom Penh city. Hereunder is the table of consolidated IOC of validity testing:

Table3.1: Table of consolidated IOC

Constructs	N° of Items	Scores Rated by Experts			Content Validity Score (average)
		1	2	3	
Perceived Usefulness	1	1	1	1	1
	2	1	1	1	1
	3	1	1	1	1
	4	0	1	1	0.67
	5	1	0	1	0.67
Perceived Ease of Use	1	1	1	1	1
	2	1	1	1	1
	3	1	1	1	1
	4	0	1	1	0.67
	5	1	1	1	1

Constructs	Nº of Items	Scores Rated by Experts			Content Validity Score (average)
Perceived Value	1	1	1	1	1
	2	1	1	1	1
	3	1	1	1	1
	4	1	1	1	1
	5	1	1	1	1
Perceived Risk	1	1	1	1	1
	2	1	1	1	1
	3	1	1	1	1
	4	1	1	1	1
	5	1	1	1	1
	6	1	1	1	1
Online trust	1	1	1	1	1
	2	1	1	1	1
	3	1	1	1	1
	4	1	1	1	1
	5	1	1	1	1
Intention to purchase beauty and personal care products online	1	1	1	1	1
	2	1	1	1	1
	3	1	1	1	1
	4	1	1	1	1
	5	1	1	1	1

3.5.2. Reliability testing

Questionnaires were examined the item of each scale, content, and format of scale by the IMBA professors to test the questionnaires' validity and reliability. Then, the pilot test was conducted to test validity, reliability and deleted some ambiguity of the questionnaire to determine the effectiveness between two variables (Gravetter & Forzano, 2018).

In the pilot, Cronbach's Alpha Coefficient (α) was used to indicate the reliability of questionnaires. Cronbach's Alpha Coefficient (α) is used to compute a multiple-item scale (Zikmund et al., 2013). The most common reliable scale α between 0.70 to 0.80. α between 0.81 to 0.95 is considered as very good reliability and 0.6 to 0.7 is fair reliability (see Appendix A).

The result found that Cronbach's alpha (α) of all variables was reliable. The result indicated that perceived usefulness $\alpha = 0.85$ (very good), perceived ease of use $\alpha = 0.82$ (very good), perceived risk $\alpha = 0.85$ (very good), perceived value $\alpha = 0.76$ (good), online trust $\alpha = 0.91$ (Very good) and intention to purchase $\alpha = 0.87$ (Very good). Hereunder is the table of consolidated IOC of reliability of pilot test:

Table 3.2: Table of reliability of the pilot test

Construct	Items	Cronbach's Alpha (α)
Perceived Usefulness	1. Using online shopping to buy beauty and personal care products save my time. 2. I find out the beauty and personal care products I wanted quickly when I find it through online shopping. 3. I find that online shopping is useful. 4. Online shopping enhances my effectiveness in beauty and personal care products searching and buying. 5. I would recommend others to visit online shopping to seek information related to beauty and personal products.	**0.85 (very good)**
Perceived Ease of Use	1. Learning to operate online shopping is easy. 2. It is easy to become skillful at using the internet to find beauty and personal care products through online shopping. 3. Using online shopping is easy to interact with merchants and buyers. 4. My interaction with online shopping is clear and understandable. 5. It is easy for me to remember how to perform tasks using online shopping to find beauty and personal care products.	**0.82 (very good)**

Construct	Items	Cronbach's Alpha (α)
Perceived Risk	1. I feel at risk of losing money when I make a purchase beauty and personal care products online.	**0.85 (very good)**
	2. I feel at risk when I make a purchase beauty and personal care products online through untrusted online shopping.	
	3. I worry that I can't pay online successfully due to an unstable network.	
	4. I worry that the transaction information will be hacked by hackers or viruses caused by security lapses of operation system or online payment tools.	
	5. I worry that my personal information might be stolen in transaction because of carelessness or illegal activities of others including banks, third parties, etc.	
	6. I worry that the online payment process will cost me much time in confirming Identity Card (ID) and other documents.	
Perceived Value	1. Considering the amount of money, I pay to purchase beauty and personal care products on online shopping, it is a good deal.	**0.76 (good)**
	2. Considering the effort, I make for online shopping; online shopping here is worthwhile.	
	3. Considering the risk involved in online shopping, online shopping here is of value.	
	4. All things considered (price, time, and effort), online shopping is a good buy.	
	5. Overall, online shopping delivers me good value.	

Construct	Items	Cronbach's Alpha (α)
Online Trust	1. The beauty and personal care products of online shopping has integrity. 2. The beauty and personal care products of online shopping is reliable. 3. Online merchants have the ability to handle transactional problems. 4. I believe online merchant is honest. 5. Overall, trusting beauty and personal products online or online merchant is not difficult.	**0.91 (Very good)**
Intention to purchase beauty and personal care products online	1. I would purchase beauty and personal care products with online shopping. 2. If I need to purchase beauty and personal care products, I will purchase them through online shopping. 3. I intend to use online shopping frequently to purchase beauty and personal care products. 4. I will consider purchasing beauty and personal care products from online shopping in the longer term. 5. My willingness to purchase beauty and personal care products online from online shopping is high.	**0.87 (Very good)**

 3.6. Data analysis

3.6.1. Descriptive statistics

Descriptive statistics summarize and describe the data collection. It allows the researcher to know about the frequency distribution following the data collection and the degree of normal distribution. It will show through measures of tendency, mean, variability measures such as standard deviation (SD), and some correlation techniques (Wood & Judith, 2018). Statistical software (SPSS) is used to analyze descriptive statistics.

In this study, descriptive statistics summarized the frequency distribution to identify ages, educational level, income, gender, frequency of online shopping, career, PU, PEOU, PV, PR, OT, and IP.

3.6.2. Path analysis

"Path analysis is the extension of multiple regression" (Streiner, 2005). It is different from multiple regression because it can examine the complicated model. For instance, the researcher can examine the effect between variable A effect variable B. The researcher then examines the effect between variable B effect variable C. Path analysis is realistic than multiple regression because it examines the best fit data among independent variables and one dependent variable (Streiner, 2005).

This study will be used path analysis to analyze hypotheses as proposed between the independent (PU, PEOU, PV, and PR) variable and dependent variable (online trust, intention to purchase beauty and personal care products online). Maximum likelihood estimation is used to estimate path coefficient and model fit in all parameters (Pearson & Hustad, 2014).

Moreover, path analysis was used with statistical software (AMOS) to test the path model's good fitness. There are Normed Fit Index (NFI), Comparative Fit Index (CFI), and Goodness of Fit Index (GFI). Above all, the value number, which is above 0.9, is considered a good fit (Blunch, 2012; Hair et al., 2010).
Normed Fit Index (NFI) is "an incremental measure of a good fit for a statistical model, which is not affected by the number of variables in the model." The value number 0.9 above is a good fit (Hair et al., 2010; Jodie, 1996). Comparative Fit Index (CFI) is a measure of model fit related to other models, which perform well with sample size (Bentler, 1990; Hair et al., 2010). The value number 0.9 above is a good fit. The goodness of fit index (GFI) is "a measure of fit between the hypothesized model and the observed covariance matrix" (Baumgartner & Hombur, 1996; Hair et al., 2010). The value number 0.9 above is a good fit (Hair et al., 2010).

3.6.3. Mediator analysis

Method bootstrap SPSS AMOS 23 was utilized to analyze the data to find the mediation of the constructs (Preacher & Hyes, 2004). The method was to examine the p-value of direct effect and indirect effect. If p-value is less than or equal to 0.05, it means that direct effect or indirect effect is significant.

Then, effect size method was applied to examine whether the mediator is weak, medium, or strong effect. The recommend size was such as f ^{2} less than 0.15 (weak), 0.15 to 0.35 (medium), and greater than 0.35 (strong) (Cohen, 1988).

effect size (f ^{2}) $= \dfrac{R_I^2 - R_E^2}{1 - R_I^2}$ R_I^2 = including variable, R_E^2 = Excluding variable

CHAPTER FOUR
RESULT AND DATA ANALYSIS

The raw data which got from survey needed to analysis through method. Chapter four explained the steps of data analysis to get the result. This chapter has components as follows (4.1) introduction, (4.2) data cleaning, (4.3) demographic and background information, (4.4) Correlations among variables, (4.5) Factor loading, composite reliability, average variance extracted of the construct, and (4.6) path analysis result.

4.1. Introduction

The researcher reported the result of the hypothesis in chapter three methodology. The demographic and information described in detail in section 4.3. The construct of the framework has such as Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Perceived Risk (PR), Perceived Value (PV), Online Trust (OT), and Intention to Purchase beauty and personal care products online (IP). First, the researcher presents demographic and background information of respondents. Second, descriptive statistics will be presented. Third, the correlation of variables will be studied and presented. Finally, the researcher will analyze data using SPSS AMOS 23 to find path coefficient beta (β). See Appendix B. The process of the data analysis process will describe below.

Data analysis process
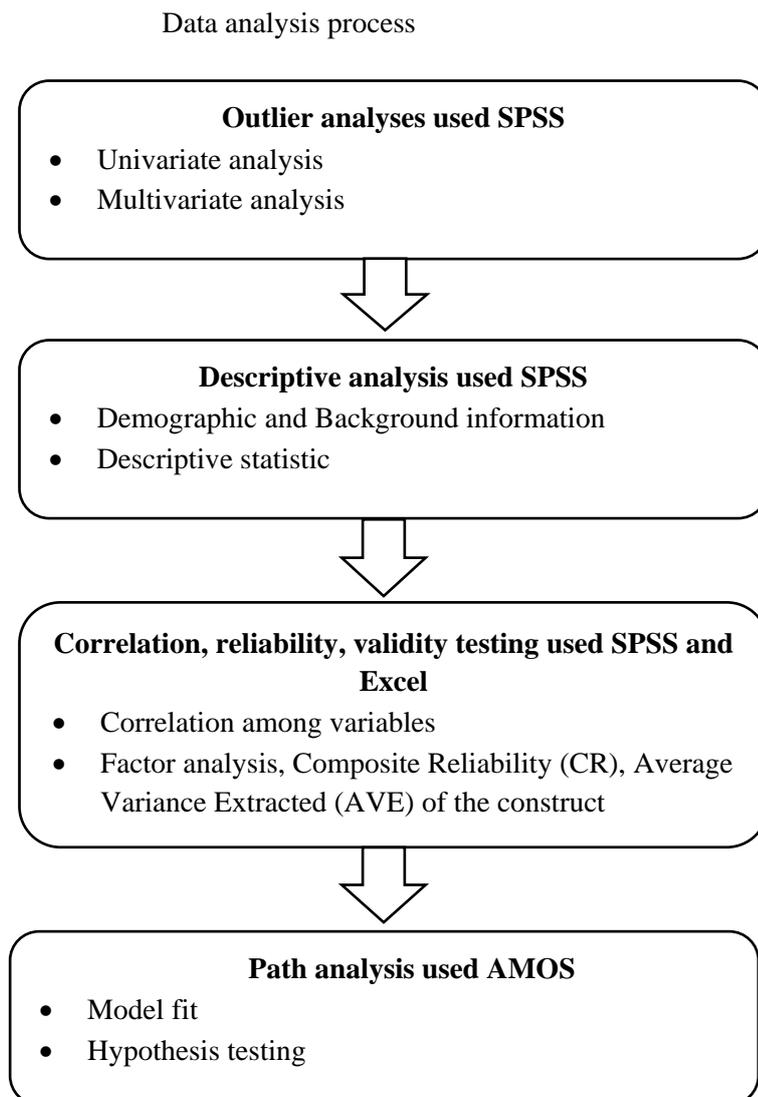
Figure 4.1: Data analysis process

4.2. Data cleaning

The total data from the questionnaire was 513 respondents. The researchers took out the incomplete and unqualified questionnaires and left 419 respondents. Then, Univariate was applied to find out outliers by using SPSS. The univariate analysis tracked outliers by Z score. Z score that was more than 3.29 was considered as outliers (Tabachnick & Fidell, 2013). The researcher found that the outlier of univariate had 6 cases. Therefore, the data remained 413 respondents. The multivariate analysis tracked outliers from dependent variables and independent variables. Multivariate analysis used linear regression and Mahalanobis distance to track outliers. The probability of Mahalanobis indicated a Significant p-value. p-value that was less than 0.001 was considered outliers (Leys et al., 2018). Finally, the healthy data was 385 respondents and ready to process to the next step.

4.3. Demographic and Background Information

In this section, age, gender, level of education, monthly income, occupation, times of buying beauty and personal care products online, type of products, and last period of purchasing in online shopping will be reported. Remarkably, all data collecting from respondents need to fulfill conditions such as (1) age at least 18 years old, (2) living in Phnom Penh, (3) having experience in purchase beauty and personal care products online.

After data cleaning, the data showed that 256 respondents (66.49%) were females and 129 respondents (33.51%) were males. It showed that females purchased beauty and personal products online more than males by 32.98%. The previous study also showed that females got involved with online shopping more than males (Kesharwani & Bisht, 2012; Kucukusta et al., 2014; Liu et al., 2013). The majority of online shopping was around 23-26- year-old, equal to 176 respondents (45.71%) out of 385 respondents (100%). Then, respondents whose age (19-22), (27-30), (31-34), above 35 years old, and 16-18 years old had respectively percentage 24.42%, 16.62%, 5.71%, 4.16% and 3.38%. Furthermore, respondents with bachelor degree was in rank one, which is equal to 79.74%. The rank of respectively followed by master degree 15.06%, High school 4.42% and PhD 0.78%. The occupation has such as employees of private companies (63.64%), students (18.44%), government officers (9.87%), the owner of business (6.23%), housewife (1.04%), and unemployed (0.78%). Range of salary was described as 301-500 (28.05%), 501-700 (21.04%), 101-300 (21.56%), 100$ or less (10.39%), 701-900 (9.87%), More than 1200$ (5.97%) and 901-1200 (3.12%).

The data also showed the type of products that Cambodian consumers preferred to purchase online such as skincare products (32.99%), cosmetic products (19.22%), hair care products (20.52%), dairy supplements (12.73%), deodorants/fragrances (11.43%), and nail care products (3.12%). The last period of purchasing online shopping showed that less than 3 months (40%), 3-7 months (31.69%), 8-12 months (20.52%), 2-3 year (4.68%), 4-5years (1.82%), and More than 5 years (1.30%) Finally, number of times that respondents purchasing beauty and personal products online was 1-2 times (30.39%), 3-5 times (31.17%), More than 11 times (20.26%), 6-8 times (14.29%), and 9-11 times (3.90%).

Table 4.1: Demographic and Background information of respondents

Variables	Description	Rank	Frequency (n = 385)	Percentage (%)
Gender	Male	2	129	33.51
	Female	1	256	66.49
	Total		**385**	**100**
Age	At least 18 years old	6	13	3.38
	19-22-year-old	2	94	24.42
	23-26-year-old	1	176	45.71
	27-30-year-old	3	64	16.62
	31-34-year-old	4	22	5.71
	Above 35-year-old	5	16	4.16
	Total		**385**	**100**
Education	High school	3	17	4.42
	Bachelor degree	1	307	79.74
	Master degree	2	58	15.06
	PhD	4	3	0.78
	Total		**385**	**100**
Occupation	Government officer	3	38	9.87
	Hired/employed	1	245	63.64
	Housewife	5	4	1.04
	Owner of business	4	24	6.23
	Student	2	71	18.44
	Unemployed	6	3	0.78
	Total		**385**	**100**
Monthly income	100$ or less	4	40	10.39
	101-300	2	83	21.56
	301-500	1	108	28.05
	501-700	3	81	21.04
	701-900	5	38	9.87
	901-1200	7	12	3.12
	More than 1200$	6	23	5.97
	Total		**385**	**100**

Variables	Description	Rank	Frequency (n = 385)	Percentage (%)
Times of	1-2 time(s)	2	117	30.39
purchasing	3-5 times	1	120	31.17
online	6-8 times	4	55	14.29
shopping	9-11 times	5	15	3.90
	More than 11 times	3	78	20.26
	Total		**385**	**100**
Last period of	Less than 3 months	1	154	40.00
purchasing	3-7 months	2	122	31.69
online	8-12 months	3	79	20.52
shopping	2-3 years	4	18	4.68
	4-5 years	5	7	1.82
	More than 5 years	6	5	1.30
	Total		**385**	**100**
Type of	Cosmetic products	3	74	19.22
products	Deodorants/fragrances	5	44	11.43
	Diary supplements	4	49	12.73
	Haircare products	2	79	20.52
	Nail care products	6	12	3.12
	Skincare products	1	127	32.99
	Total		**385**	**100**

4.3. Descriptive statistic

This section described the result total average score of each variable (total average of mean). Furthermore, data showed the result of Cronbach's Alpha (α) from 385 respondents for the reliability of each variable. The questionnaire applied 7 Likert-scale. Therefore, (7-1)/7= 0.86. Means of each variable will be described as follows (To, 2018):

Table 4.2: Range of mean interpretation

Range	Interpretation
1.00 – 1.86	strongly disagree
1.87 – 2.73	disagree
2.74 – 3.60	slightly disagree
3.61 – 4.47	Neutral
4.48 – 5.34	slightly agree
5.35 – 6.21	agree
6.22 – 7.00	Strongly agree

The result found that Perceived usefulness has a total average mean of 5.49 (agree from respondents) and the reliability of questionnaire (α) 0.84 very good. Perceived ease of use has a total average of mean 5.45 (slightly agree from respondents) and reliability of questionnaire (α) 0.81 very good. Perceived risk has a total average of mean 3.51 (slightly disagree from respondents), and the reliability of questionnaire (α) 0.87 very good. Perceived value has a total average of mean 4.96 (slightly agree from respondents) and reliability of questionnaire (α) 0.83 very good. Online trust has a total average of mean 4.53 (Neutral from respondents) and the reliability of questionnaire (α) 0.91 very good. Intention to Purchase has an average of mean 4.67 (Slightly agree from respondents), and the reliability of questionnaire (α) 0.92 very good. See Appendix B and Table 4.3.

Table 4.3: Total average of mean and Cronbach's Alpha (α)

Construct	Items	Total average score of each variable	Mean	Standard Deviation	Cronbach's Alpha ($\boldsymbol{\alpha}$)[a]
Perceived Usefulness	1. I find out the beauty and personal care products I wanted quickly when I find it through online shopping. 2. I find online shopping is useful. 3. Online shopping enhances my effectiveness in beauty and personal care products searching and buying. 4. I would I would recommend others to visit online shopping to seek information related to beauty and personal products.	**5.49**	5.56 5.47 5.55 5.39	0.99 1.05 1.02 1.02 1.11	**0.84** **(very good)**
Perceived Ease of Use	1. It is easy to become skillful at using the internet to find beauty and personal care products through the online shopping. 2. Using online shopping is easy to interact with merchants and buyers. 3. My interaction with online shopping is clear and understandable. 4. It is easy for me to remember how to perform tasks using the online shopping to find beauty and personal care products.	**5.45**	5.57 5.53 5.09 5.62	1.05 1.09 1.19 1.05	**0.81** **(very good)**

Construct	Items	Total average score of each variable	Mean	Standard Deviation	Cronbach's Alpha (α)[a]
Perceived Risk	1. I worry that I can't pay online successfully due to unstable network. 2. I worry that the transaction information will be hacked by hackers or viruses caused by security lapses of operation system or online payment tools. 3. I worry that my personal information might be stolen in transaction because of carelessness or illegal activities of others including banks, third parties, etc. 4. I worry that the online payment process will cost me much time in confirming Identity Card (ID) and other documents.	**3.51**	3.80 3.32 3.24 3.69	1.73 1.66 1.62 1.74	**0.87** **(very good)**
Perceived Value	1. Considering the amount of money which I spend to purchase beauty and personal care products on the online shopping, it is a good deal. 2. Considering the effort, I make for the online shopping; online shopping here is worthwhile. 3. Considering the risk involved in online shopping, online shopping here is of value.	**4.96**	4.95 4.78 4.84 5.28	1.18 1.27 1.25 1.08	**0.83** **(very good)**

Construct	Items	Total average score of each variable	Mean	Standard Deviation	Cronbach's Alpha (α)[a]
	4. Overall, online shopping delivers me good value.				
Online Trust	1. The beauty and personal care products of online shopping has integrity.	**4.53**	4.50	1.24	**0.91 (very good)**
			4.56	1.20	
			4.61	1.35	
	2. The beauty and personal care products of online shopping is reliable.		4.51	1.35	
			4.48	1.25	
	3. Online merchants have the ability to handle the transactional problems.				
	4. I believe online merchant is honest.				
	5. Overall, trusting beauty and personal products online or online merchant is not difficult.				
Intention to purchase beauty and personal care products online	1. I would purchase beauty and personal care products with online shopping.	**4.67**	4.58	1.29	**0.91 (very good)**
			4.56	1.41	
			4.57	1.36	
	2. If I need to purchase beauty and personal care products, I will purchase them through online shopping.		4.95	1.24	
			4.67	1.33	
	3. I intend to use online shopping frequently to purchase beauty and personal care products.				
	4. I will consider purchasing the beauty and personal care products from online shopping in the longer term.				
	5. My willingness to purchase beauty and personal care products online from online shopping is high.				

Note: [a](α): (0.6 to 0.7 fair reliability), (0.70 to 0.80 reliable) and (0.80 to 0.95 very good)

4.4. Correlations among variables

According to Table 4.4 below, perceived usefulness has a correlation with online trust 0.383 and intention to purchase 0.468 at a significant level 0.01. Perceived ease of use has a correlation with perceived usefulness 0.631 at a significant level of 0.01. Perceived ease use has correction with online trust 0.435 at significant level 0.01. Perceived risk has a correlation with online trust 0.008 but does not significant at 0.01 level. Perceived value has a correlation with online trust 0.659 and intention to purchase 0.674 at significant level 0.01. Online trust correlates with the intention to purchase 0.748 at a significant level of 0.01, See Table 4.4.

Table 4.4: Person correlation among variables

	PU	PEOU	PV	PR	OT	IP
PU	1					
PEOU	.631**	1				
PV	.550**	.632**	1			
PR	.085	.013	.054	1		
OT	.383**	.435**	.659**	.008	1	
IP	.468**	.454**	.674**	.060	.748**	1

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

4.5. Factor analysis, Composite Reliability, Average Variance Extracted of the construct

Theoretically, Composite Reliability (CR) is used to measure the reliability of the construct. The standard is more than 0.7, and Average Variance Extracted (AVE) is used to measure the construct's validity. The standard is more than 0.5 (Hair et al., 2010). The result found that CR and AVE are reliable.

The result showed respectively as follows Perceived usefulness (CR=0.89, AVE= 0.68), perceived ease of use (CR=0.88, AVE= 0.64), perceived risk (CR=0.91, AVE= 0.72), perceived value (CR=0.89, AVE= 0.66), online trust (CR=0.93, AVE= 0.74) and intention to purchase (CR=0.93, AVE= 0.74). See Appendix C and Table 4.5.

Table 4.5: Summary of Factor loading, Composite Reliability, Average Variance Extracted of the construct

Construct	Items	Factors loading	CR	AVE
Perceived usefulness (PU)	PU1	0.79	0.89	0.68
	PU2	0.86		
	PU3	0.82		
	PU4	0.82		
Perceived ease of use (PEOU)	PEOU1	0.78	0.88	0.64
	PEOU2	0.79		
	PEOU3	0.80		
	PEOU4	0.83		
Perceived Risk (PR)	PR1	0.78	0.91	0.72
	PR2	0.90		
	PR3	0.89		
	PR4	0.82		
Perceived Value (PV)	PV1	0.80	0.89	0.66
	PV2	0.83		
	PV3	0.85		
	PV5	0.78		
Online trust (OT)	OT1	0.85	0.93	0.74
	OT2	0.89		
	OT3	0.85		
	OT4	0.88		
	OT5	0.83		
Intention to purchase (IP)	IP1	0.89	0.93	0.74
	IP2	0.89		
	IP3	0.88		
	IP4	0.77		
	IP5	0.86		

Note: Composite Reliability (CR) >0.7 (Hair et al., 2010)

Average Variance Extracted (AVE) >0.5 (Hair et al., 2010)

4.6. Path analysis' result

4.6.1. Model fit

The data were analyzed through SPSS AMOS 23 (See Appendix D). The result showed that the construct model is fit. The data found that the structural model has Chi-square 486.61, Degree of freedom 274, and Probability level of 0.05. Model fit showed that Goodness of Fit Indices (GFI) 0.91, Normed Fit Indices (NFI) 0.93 and Comparative Fit Indices (CFI) 0.97, Root Mean Square Error of Approximation (RMSEA) 0.05. See Appendix D and Table 4.6 below.

Table 4.6: Structural model fit.

Fit indices	Structural model	Indication	Recommended range
NFI	0.93	Good fit	0.90 (Hair et al., 2010; Jodie, 1996)
CFI	0.97	Good fit	>0.90 (Bentler, 1990; Hair et al., 2010)
GFI	0.91	Good fit	>0.90 (Baumgartner & Hombur, 1996; Hair et al., 2010)
RMSEA	0.04	Good fit	<0.06 (Hair et al., 2010; Hu & Bentler, 1999)

4.6.2. Relationship between PU, PEOU, PR with OT

The result showed that the relationship between perceived usefulness and online trust was not significant (β= 0.03, Sig=0.76 and P>0.05). The relationship between perceived ease of use and perceived usefulness was significant (β= 0.78, Sig=0.001 and P<0.05). The relationship between perceived ease of use and online trust was not significant (β= -0.16, Sig=0.21 and P>0.05). The relationship between perceived risk and online trust was not significant (β= -0.03, Sig=0.56 and P>0.05). The relationship between perceived value and online trust was significant (β= 0.86, Sig=0.001, and P<0.05). Therefore, H2, H4, H5 did not support the hypothesis, and H3, H6 supported the hypothesis.

4.6.3. Relationship between PU, PV, OT, and IP

The relationship between perceived usefulness and intention to purchase was significant (β= 0.12, Sig=0.02 and P<0.05). The relationship between perceived value and intention to purchase was significant (β= 0.19, Sig=0.01, and P<0.05). The relationship between online trust and intention to purchase was significant (β= 0.65, Sig=0.001, and P<0.05). Therefore, H1, H7, and H8 supported the hypothesis. See table 4.7 below.

Table 4.7: Hypothesis of testing summary

Hypothesis	Relationship	Beta (β)	Significant	Supported
H1	PU →IP	0.12	0.02	Yes
H2	PU → OT	0.03	0.76	No
H3	PEOU →PU	0.78	0.001*	Yes
H4	PEOU → OT	-0.16	0.21	No
H5	PR → OT	-0.03	0.56	No
H6	PV → OT	0.86	0.001*	Yes
H7	PV → IP	0.19	0.01	Yes
H8	OT → IP	0.65	0.001*	Yes

Note: *P<0.05

4.7. Result of mediation analysis

Table 4.8 showed that online trust was not the mediator between perceived usefulness and intention to purchase (DE=0.70, IE=0.72, p >0.05). Therefore, H9a was rejected. Perceived ease of use was not significant with intention to purchase (DE=0.18, IE=0.99, p >0.05). Thus, H9b was rejected. Perceived risk was not significant with intention to purchase (DE=0.55, IE=0.56, p >0.05). Consequently, H9c was rejected.

Online trust was a partial mediation between perceived value because the p value of effect effect and indirect effect were significant (DE=0.001, IE=0.001, p <0.05) and intention to purchase. Therefore, H9d was accepted. However, the researcher need to know the effect size of the paths, whether it is weak, medium, or strong Cohen (1988).

effect size $(f^2) = \dfrac{R_I^2 - R_E^2}{1 - R_I^2}$

Therefore, PV>OT

$(f^2) = \dfrac{0.56 - 0.42}{1 - 0.56} = \dfrac{0.14}{0.44} = 0.32$

And OP>IP

$(f^2) = \dfrac{0.75 - 0.71}{1 - 0.75} = \dfrac{0.04}{0.25} = 0.16$

Therefore, the effect size perceived value on online trust was f^2=0.32 (medium effect), online trust on intention to purchase f^2=0.16 (medium effect). In conclusion, online trust had a medium mediating effect on the relationship between perceived value on intention to purchase.

Table 4.8: Mediation analysis

Test group	Direct effect (DE) (P-value)	Indirect effect (IE) (P-value)	Result of online trust as mediation
PU>OT>IP	0.70 (ns)	0.72 (ns)	Not mediation
PEOU>OT>IP	0.18 (ns)	0.99 (ns)	Not mediation
PR>OT>IP	0.55 (ns)	0.56 (ns)	Not mediation
PV>OT>IP	0.001*	0.001*	Partial mediation

*=P < 0.05, ns= "not significant"
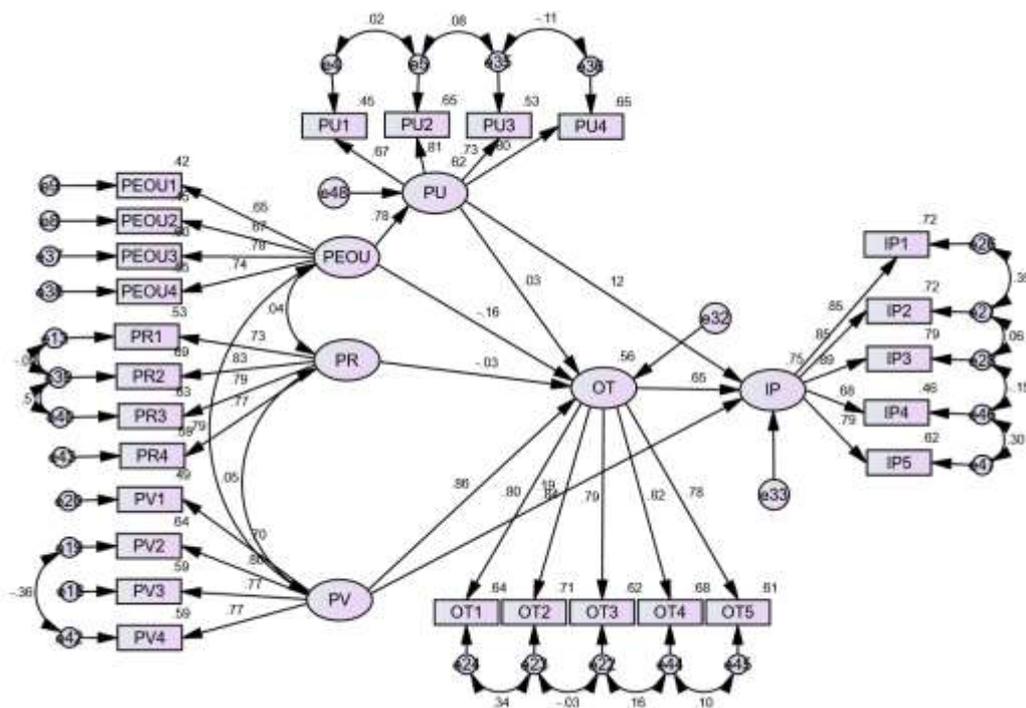
Figure 4.2: Conceptual framework with path coefficients(β)
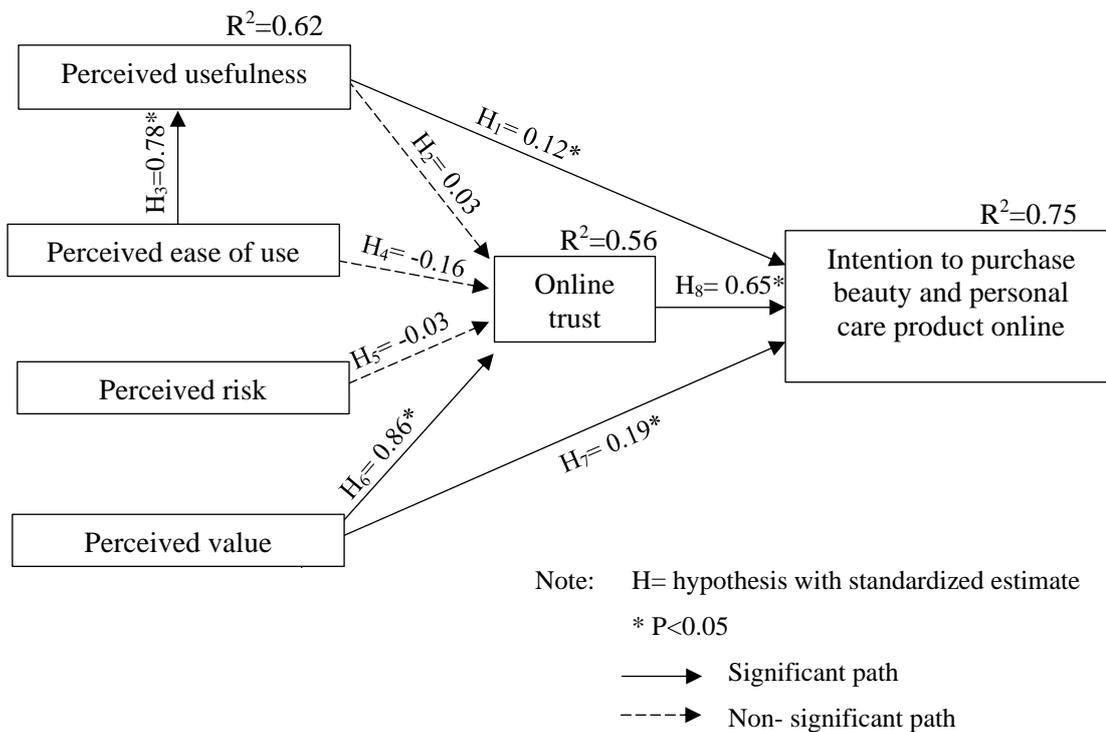
Figure 5.1: Conceptual framework with indicated path.

CHAPTER FIVE
DISCUSSION AND CONCLUSION

Chapter five is the final chapter after the result data has been found. This chapter has component as follows (5.1) discussion and result: the researcher needs to discuss the result and look back to objectives of research and literature in chapter two whether it is confirmed or failed to support the hypotheses (i.e., Appendix E provides a summary of previous studies in line with each hypothesis), (5.2) limitation of this study: the researcher needs to inform readers about scope of research such as location, limitation of the survey, and circumstance provided during this survey, (5.4) academic contribution: the researcher needs to inform the new things in this research such as the impact of this research through academic study, (5.5) practical implication: the researcher needs to inform the benefit of readers got from this research which can improve their field and (5.5) conclusion.

5.1.   Discussion of the result

5.1.1.   Relationship between perceived usefulness toward intention to purchase (H1) and online trust (H2)

Hypothesis 1 stated that there is a positive relationship between perceived usefulness and intention to purchase. The result found that hypothesis 1 was supported. The result was consistent with previous studies (Lee & Wan, 2010; Wu & Ke, 2015; Zhou, 2011). Lee & Wan (2010) also focused on saving time, easy to purchase, the usefulness of e-ticket. Zhou (2011) focused on the effective and useful mobile banking that improves the quality of life. Wu & Ke (2015) found that perceived usefulness has a directed effect on intention to purchase. Furthermore, it implied that Cambodian consumers understand the advantage (usefulness) of online shopping to enhance their search product performance. The questionnaire also reflected that using online shopping saves time, finding out the products more quickly, usefulness of online shopping (Susanto & Aljoza, 2015). Through this result and previous research, the researcher considered that perceived usefulness is essential to promote the intention to purchase beauty and personal care products online.

Hypothesis 2 stated that there is a positive relationship between perceived usefulness and online trust. The result found that hypothesis 2 was not significant. Yang et al. (2015) indicated that the result was different due to research field, situation, and culture. For instance, yang et al. (2015) showed that online payment among the young in China was insignificant between perceived usefulness and online trust. Furthermore, prior study showed the

inconsistence with hypothesis 2 such as online payment in Indonesia, online purchasing ticket in China (Fu et al., 2018), and online purchase intention in Mexico (Ventre & Kolbe, 2020). Therefore, it can imply that the relationship between perceived usefulness and online trust is different from other countries. Cambodian consumers perceived that online shopping enhances their effectiveness and efficiency in searching the beauty and personal products online. For instance, perceived usefulness can save a lot of time and find out the information needed. Yet, it cannot conclude that Cambodian consumers trust beauty and personal care products online. Therefore, it is reasonable that perceived usefulness is not significant with online trust.

5.1.2. Relationship between perceived ease of use toward perceived usefulness (H3) and online trust (H4)

Hypothesis 3 stated that perceived ease of use has a positive relationship with perceived usefulness. The result found that hypothesis 3 was supported. Previous studies also showed perceived ease of use had a positive relationship with perceived usefulness (Benamati et al., 2010; Davis et al., 1989; Jiang et al., 2016; Susanto & Aljoza, 2015; Venkatesh & Davis, 1996). Moreover, the relationship between perceived ease of use and perceived usefulness also confirmed with e-service adoption (Featherman et al., 2010), internet banking adoption in India (Kesharwani & Bisht, 2012), online booking service (Kucukusta et al., 2014), online environment in Korea (Cho & Sagyov, 2015) and online payment among the young Chinese (Yang et al., 2015). Additionally, perceived ease of use's questions focused on the convenience of platform, accurate information provided, and accessibility regardless location (Benamati et al., 2010; Davis et al., 1989; Jiang et al., 2016; Susanto & Aljoza, 2015; Venkatesh & Davis, 1996). Therefore, it implied that Cambodian consumers understood the benefits of online platforms such as the convenience of the platform, accurate information provided to find beauty and personal care products through perceived usefulness.

Hypothesis 4 stated that perceived ease of use has a positive relationship with online trust. The result showed that hypothesis 4 did not support with previous research (Belanche et al., 2012; Gefen et al., 2003; Wu & Ke, 2015). Gefen et al. (2003) stated that consumers trust online when they are familiar with the platform or get used to it. Belanche et al. (2012) suggested that the e-government platform should be easy to understand and does not have misunderstanding points. Therefore, trust in e-government services should be earned. However, the finding showed that perceived ease of use did not earn the trust from Cambodian consumers on beauty and personal care products online. It is reasonable that perceived ease of cannot earn in Cambodia because Cambodian consumers prefer to online products via social media such as

Facebook, Instagram rather than a proper online shopping (Tinh Tinh, Khmer 24) (Luarn & Chiu, 2015; Sirimanne, 2017). There is no third party (Tinh Tinh, Khmer 24, Lazada) in Facebook, Instagram. Cambodian consumers sent money directly through e-banking to the trusted e-vendors. Therefore, the case of perceived ease of use earn trust from Cambodian consumers on beauty and personal care products online was not applied.

5.1.3. Relationship between perceived risk and online trust (H5)

Hypothesis 5 stated that there is a negative relationship between perceived risk and online trust. The result found that hypothesis 5 was inconsistent with previous researches (Gefen, 2002; Shapiro et al., 2019; Yang et al., 2015). Shaprio et al. (2019) stated that if there is low risk, trust will be high. Shapiro et al. (2019), who studied online payment, stated that risk was a predictor of intention to purchase through online trust. Therefore, perceived risk had a negative relationship with intention through online trust. They found a significant negative relationship between perceived risk and intention.

In addition, this study found that there was no significant between perceived risk and online trust. The reason can imply in many ways. First, it could be Cambodian consumers do not fully understand the risk of online shopping. Second, Cambodian consumers prefer to purchase beauty and personal care products online from trusted e-vendors on social media. Therefore, they may not experience facing any kind of risk, as mentioned in the questionnaire. The questionnaire of this study has risk on transaction, risk on the loss of personal information, risk from online virus or hacker. However, those perceived risk was not applied for Cambodian consumers. The purchase of beauty and personal care products in Cambodian was made through chat or calling and money was given to delivery agency (*Embracing the E-Commerce Revoultion in Asia and the Pacific*, 2018). In another case, Cambodian consumers bought beauty and personal care products from trust e-vendors. Therefore, the negative relationship between perceived risk and online trust was not applied in Cambodia.

5.1.4. Relationship between perceived value and online trust (H6), intention to purchase (H7)

Hypothesis 6 stated that there is a positive relationship between perceived value and online trust. The result found that the hypothesis was supported. The questionnaire of perceived value covered meaning as follows: understanding the value of online products, the value of online shopping, price, time, and efforts. Therefore, it can imply that Cambodian consumers understand the value of beauty and personal care products online according to the questionnaire. This result also implied that e-vendor can benefit of online shopping by doing a campaign to

promote or inform consumers more about the value of beauty and personal care products online in order to get trust from Cambodian consumers.

The result also supported previous researches (Chinomona et al., 2013; Lien et al., 2015). Chinomona et al. (2013) studied on intention to purchase electronic gadgets found that the higher the perceived value, the higher the online trust. Lien et al. (2015) studied online hotel booking found a significant relationship between perceived value and online trust as well as the quality of hotel based on experiences and price compared to other hotels.

Hypothesis 7 stated that there is a positive relationship between perceived value and intention to purchase. The result found that this hypothesis was supported. In consistence with previous researches (H. Kim et al., 2012; Ponte et al., 2015; Setiawan & Achyar, 2013; Shapiro et al., 2019; Sullivan & Kim, 2018), Cambodian consumers understand well about the perceived value of beauty and personal care products online. The reason they understand online products because most products online that promote or sell on social media were beauty and personal care products. Therefore, Consumers have knowledge of those products before they decide to purchase them. Even though beauty and personal care products were popular in Cambodia social media, the result showed that e-vendors should inform more about the value of beauty and personal care products online to consumers. The more consumers understand the value of the products, the more consumers have intention to purchase.

Furthermore, besides beauty and personal care products online, previous researches confirmed the positive relationship between perceived value and intention to purchase such as electronic gadget (H. Kim et al., 2012), online hotel booking in China (Setiawan & Achyar, 2013), online travel (Ponte et al., 2015), online fashion in Spain (Escobar-Rodríguez & Bonsón-Fernández, 2016), online store (Setiawan & Achyar, 2013) and sport (Shapiro et al., 2019).

5.1.5. Relationship between online trust and intention to purchase (H8)

Hypothesis 8 stated that there is a positive relationship between online trust and intention to purchase. The result found that the hypothesis was supported. In consistent with previous studies (Belanche et al., 2012; Benamati et al., 2010; Chen & Xie, 2008; Cho & Sagyov, 2015; Escobar-Rodríguez & Bonsón-Fernández, 2016), the result implied that when Cambodian consumers trust online the intention to purchase beauty and personal care products online will have hope accordingly. For instance, Cambodian consumers purchase products online from trust e-vendors. Therefore, it confirmed with the result that online trust is essential factor for purchase intention on beauty and personal care products online.

The previous researches also showed the positive relationship between online trust and intention from different field such as Belanche et al. (2012) suggested that trust is an essential component to encourage intention to use e-government. His research proved it. Moreover, it showed that TAM and trust are effective not only in a country but also in Cambodia. Cho and Sagyov (2015) claimed that low trust low intention to purchase, and they suggested that online stores should primarily build trust first. Escobar-Rodríguez and Bonsón-Fernández, (2016) also agreed with the idea from Cho and Sagyov, (2015). They suggested that online stores should cooperate with trust parties and build reliable brands to gain trust from online consumers. Furthermore, another research from different countries also confirmed the result such the research on online book store in Korea (Kim et al., 2012), electronic gadget in south Africa (Chinomona et al., 2013), online shopping in Indonesia (Mansour et al., 2014) and online travel agency website in US (Lai, 2015).

5.1.6. Online trust as a mediator

The result of the mediation (H9a, H9b, H9c) was contrast with the previous study (Agag & El-Masry, 2016; Beldad & Hegner, 2018; Benamati et al., 2010; Hong & Cha, 2013; Y. J. Kim et al., 2013; Tarabieh, 2021). It could be implied that previous studies were conducted in different countries. Therefore, the perception of consumers must be different and online platforms' security and function depended on that countries too. For example some scholars have studied intention to purchase online travel (Agag & El-Masry, 2016), and green wash products (Tarabieh, 2021). Therefore, the perception of consumers must be different and online platforms' security and function depended on that countries too. In conclusion, online trust was not a mediation between perceived usefulness, perceived ease of use, perceived risk, and intention to purchase in case of beauty and personal products online in Cambodia.

H9d was confirmed with previous studies (Chae et al., 2020; Kwok et al., 2015; Lai, 2015). However, the result indicated that online trust was only a partial mediator between perceived value and intention to purchase. It means that without online trust, perceived value was still significant with intention to purchase beauty and personal care products online. Therefore, online trust may enhance customers' perceived value which in turn leads to intention to purchase beauty and personal care products online.

5.2.   Limitation of this study

The research has been conducted successfully, however there is avoidably limitation. First, it is about data collection. The data was conducted only in a specific area in Cambodia. The researcher chose Phnom Penh for conducting this research. Furthermore, this research focused on beauty and personal products online. Therefore, those who do not have experience in purchasing these categories of products online cannot join this study. The age was limited following the source of Cambodian consumers who prefer to purchase online (Digital, 2019). The data was collected through Google Forms because of Covid-19 outbreak situation in Cambodia. In conclusion, the result of data could not generalize for the whole geography of Cambodia. The data could be slightly different according to context and subject to different geographical areas of Cambodia. The researcher encourages marketers and future researchers should conduct data collection to find the result in other parts of Cambodia (Mou et al., 2017)

Finally, the answers got from the respondents were based on the experiences of consumers viewing beauty and personal products online in Cambodia. Thus, the data were subject to certain circumstances (Singh & Sinha, 2020), which may cause bias.

5.3.   Recommendations for future study

As we live in industry 4.0, the way of communication and business are dramatically changed. Technology adoption is a necessity for everyone in the future. Therefore, the researcher would like to encourage future researchers to research e-commerce and Technology Acceptance Model (TAM). Many fields in e-commerce are limited in Cambodia, such as purchasing electronic gadgets, fashion, agricultural machinery, online retailers. Apart from e-commerce, many fields need to do research such as e-ticket, e-government, online booking, new application adoption.

In addition, it would be better for future researchers to include various dimensions of perceived value. Regarding the results of perceived risk, many previous researchers have found the significance of negative between perceived risk and online trust. However, this research found that it is insignificant. It is worth further investigation to examine such relationships in different contexts and draw a consistent conclusion with the majority of empirical studies. Furthermore, the researcher would like to encourage future researchers to do more research with different variables in order to better understand the intention to purchase online.

5.4. Academic implication

This study aimed to apply the technology acceptance model to explore the Cambodian consumer's intention to purchase beauty and personal care products online. The technology acceptance model (perceived usefulness and perceived ease of use) was a theoretical foundation of this study (Davis, 1989). The research added two more variables (perceived risk and perceived value) based on previous studies (Deutsch, 1958; Lin & Wang, 2006; Woodruff, 1997). Online trust was a mediator between independent variables and dependent variables of intention to purchase beauty and personal care products online. The mediator of online trust was a mediator of the conceptual framework. The mediator of online trust was replaced attitude toward using of technology acceptance model (Benamati et al., 2010; Davis, 1989; Hong & Cha, 2013; Kwok et al., 2015; Zhou, 2011). The result found that perceived ease of use, perceived usefulness, and perceived value can apply to beauty and personal care products online in Cambodia. However, the researcher found that online trust was not a mediation of perceived usefulness, perceived ease of use, and perceived risk (MacKinnon et al., 2007).

Furthermore, online trust was only partial mediation with a medium effect size between perceived value and intention to purchase. Online trust which could not apply as a mediator for the beauty and personal care products online in Phnom Penh, Cambodia was corrected. The result of mean interpretation showed that online trust was neutral. It means that Cambodian consumers were not sure whether they should trust online or not. Therefore, it is reasonable that online trust was not a mediation of this study (MacKinnon et al., 2007).

The theoretical foundation of perceived risk was based on previous research such as in banking, e-commerce, online shopping in Indonesia, and risk on online payment in China. The finding showed that perceived risk was not necessary in the case of Cambodian consumer's beauty and personal care products online.

Base on the definition of perceived value "perceived value is the consumer's overall assessment of the utility of the products based on the perception of that is received and what is given" was applied to online beauty and personal care products online.

The researcher extended the theoretical foundation of the technology acceptance model to make the research field more effective and adoptable. The overall result found that the technology acceptance model plus perceived value made Cambodian consumers intended to purchase beauty and personal care products online.

### 5.5.	Practical implication

Chapter four showed that the Technology Acceptance Model (perceived usefulness, perceived ease of use), and perceived value are significant to the intention to purchase. Therefore, e-vendors, e-commerce developers should pay more attention to these variables to develop.

Cambodian consumers have limited knowledge of new technology devices or applications. Therefore, it is reasonable that perceived ease of use is necessary to develop the platform. Many reasons make online platforms more convenient. First, the language should have in Cambodian (Khmer). The method of payment is wildly available. Products description should write in Cambodian (Khmer). It is vital to put a phone number or any contact for convenient communication. The reason Facebook is very popular in Cambodia because it is convenient to interact with vendors; even the method of payment takes risk. Furthermore, it is reasonable that perceived risk is not important in Cambodia because Cambodians focused more on convenience. Second, when perceived ease of use is wildly recognized, perceived usefulness also has been recognized. For instance, most Cambodian consumers are familiar with Facebook. Thus, Facebook users use Facebook as a tool to enhance their capacity to search for products online. Third, perceived value is very important because the result showed that it is significant with online trust and intention to purchase. E-vendor should clearly show price, quality, and post-purchase to gain trust from consumers. For developers, online platforms should develop strong security, order, visual indication, and control quality of content to attract more users in the future.

Finally, the researcher suggests improving the quality of perceived ease of use (convenient), perceived usefulness (usefulness), perceived quality within the beauty and personal care products online and maintaining trust with consumers to increase intention to purchase.

### 5.6.	Conclusion

Online shopping makes a lot of changes in business work. Especially, market changes face from physical or traditional markets to virtue markets or e-commerce. The present e-commerce platform such as amazon, e-bay, Alibaba, Lazada makes dramatically changes the economics of scale. Furthermore, beauty and personal care products online are very popular in Cambodia. However, it is not sure what factors make Cambodian want to purchase online shopping, yet there is no proper e-commerce platform. Therefore, this research aimed to study this field under the topic "Applying the Technology Acceptance Model to Explore the Cambodian Consumer's Intention to Purchase Beauty and Personal Products Online."

The research gave four predictor factors such as perceived usefulness, perceived ease of use, and perceived value has a positive relationship toward online trust, and perceived risk has a negative relationship with online trust. Finally, online trust has a positive relationship with intention to purchase. After the researcher collected and analyzed the data using SPSS AMOS 23, the result found that perceived usefulness, perceived ease of use, and perceived risk were not significant toward online trust. Only perceived value has a positive relationship with online trust. Perceived ease of use has a positive relationship with perceived usefulness. Perceived usefulness, perceived value, and online trust have a positive relationship with intention to purchase.

In conclusion, the result can interpret that perceived risk is not a concern for Cambodian consumers in online shopping. Cambodian consumers prioritized convenience (perceived ease of use) first and then perceived usefulness. If the two variables are fulfilled, the chance of intention to purchase online shopping is high. Another factor that important for intention to purchase beauty and personal care products online is perceived value. Cambodian consumers also consider on the value of products and online store (perceived value). Consumers have the intention to purchase online shopping depended on either value of the products or the trust in the online store.

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APPENDIX

Appendix A

Result of reliability of Pilot test

Items	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Perceived usefulness	.851	.854	5
Perceived ease of use	.824	.828	5
Perceived risk	.856	.856	6
Perceived value	.767	.767	5
Online trust	.906	.910	5
Intention to purchase	.872	.872	5

Appendix B

Result for 385 samples

PU Reliability Statistics

Cronbach's Alpha	N of Items
.841	4

PU Item Statistics

	Mean	Std. Deviation	N
PU1	5.558	.9960	385
PU2	5.465	1.0505	385
PU3	5.545	1.0250	385
PU4	5.387	1.1079	385

PEOU Reliability Statistics

Cronbach's Alpha	N of Items
.809	4

PEOU Item Statistics

	Mean	Std. Deviation	N
PEOU1	5.574	1.0485	385
PEOU2	5.532	1.0919	385
PEOU3	5.091	1.1900	385
PEOU4	5.616	1.0546	385

PV Reliability Statistics

Cronbach's Alpha	N of Items
.830	4

PV Item Statistics

	Mean	Std. Deviation	N
PV1	4.951	1.1815	385
PV2	4.777	1.2715	385
PV3	4.836	1.2507	385
PV4	5.283	1.0779	385

PV Reliability Statistics

Cronbach's Alpha	N of Items
.871	4

PV Item Statistics

	Mean	Std. Deviation	N
RePR3	3.8026	1.73280	385
RePR4	3.3195	1.65651	385
RePR5	3.2442	1.62103	385
RePR6	3.6883	1.74150	385

Item Statistics

	Mean	Std. Deviation	N
OT1	4.501	1.2356	385
OT2	4.566	1.2039	385
OT3	4.613	1.3456	385
OT4	4.517	1.3503	385
OT5	4.486	1.2523	385

Reliability Statistics

Cronbach's Alpha	N of Items
.909	5

Item Statistics

	Mean	Std. Deviation	N
IP1	4.584	1.2905	385
IP2	4.564	1.4075	385
IP3	4.569	1.3563	385
IP4	4.948	1.2426	385
IP5	4.668	1.3263	385

Reliability Statistics

Cronbach's Alpha	N of Items
.913	5

Appendix C

AVE= (SUM of A^2)/N
CR= (SUM of A) ^2/ ((SUM of A) ^2+SUM (1-(A^2))

Constructs	Factor loading	A^2	1-(A^2)	Number (N)	AVE= (SUM of A^2)/N	CR
PU	0.79	0.62	0.38	4.00	0.68	0.89
	0.86	0.74	0.26			
	0.82	0.67	0.33			
	0.82	0.67	0.33			
Total	3.29	2.71	1.29			
PEOU	0.78	0.61	0.39	4.00	0.64	0.88
	0.79	0.62	0.38			
	0.8	0.64	0.36			
	0.83	0.69	0.31			
Total	3.2	2.56	1.44			
PR	0.78	0.61	0.39	4.00	0.72	0.91
	0.9	0.81	0.19			
	0.89	0.79	0.21			
	0.82	0.67	0.33			
Total	3.39	2.88	1.12			
PV	0.8	0.64	0.36	4.00	0.66	0.89
	0.83	0.69	0.31			
	0.85	0.72	0.28			
	0.78	0.61	0.39			
Total	3.26	2.66	1.34			
OT	0.85	0.72	0.28	5.00	0.74	0.93
	0.89	0.79	0.21			
	0.85	0.72	0.28			
	0.88	0.77	0.23			
	0.83	0.69	0.31			
Total	4.3	3.70	1.30			
IP	0.89	0.79	0.21	5.00	0.74	0.93
	0.89	0.79	0.21			
	0.88	0.77	0.23			
	0.77	0.59	0.41			
	0.86	0.74	0.26			
Total	4.29	3.69	1.31			

Appendix D

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	351
Number of distinct parameters to be estimated:	77
Degrees of freedom (351 - 77):	274

Result (Default model)
Minimum was achieved
Chi-square = 486.61
Degrees of freedom = 274
Probability level = .00

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.09	.91	.88	.71
Saturated model	.00	1.00		
Independence model	.60	.21	.14	.19

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.93	.91	.97	.96	.97
Saturated model	1.00		1.00		1.00
Independence model	.00	.00	.00	.00	.00

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.04	.04	.05	.90
Independence model	.23	.22	.23	.00

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
PU	<---	PEOU	.78	.10	10.66	***
OT	<---	PU	.03	.11	.31	.76
OT	<---	PEOU	-.16	.21	-1.25	.21
OT	<---	PV	.86	.12	8.16	***
OT	<---	PR	-.03	.04	-.58	.56
IP	<---	PU	.12	.06	2.40	.02
IP	<---	PV	.19	.08	2.60	.01
IP	<---	OT	.65	.07	9.36	***
PU2	<---	PU	.67	.06	12.20	***
PU3	<---	PU	.81	.07	14.26	***
PEOU3	<---	PEOU	.67	.10	11.12	***
PEOU2	<---	PEOU	.65			
RePR3	<---	PR	.73			
PV3	<---	PV	.77			
PV2	<---	PV	.80	.07	15.76	***
PV1	<---	PV	.70	.06	13.97	***
OT3	<---	OT	.79			
OT2	<---	OT	.84	.05	17.35	***
OT1	<---	OT	.80	.06	16.30	***
IP1	<---	IP	.85			
IP2	<---	IP	.85	.04	25.01	***
IP3	<---	IP	.89	.05	21.49	***
PU4	<---	PU	.73	.07	12.77	***
PU5	<---	PU	.80			
PEOU4	<---	PEOU	.78	.11	12.39	***
PEOU5	<---	PEOU	.74	.10	11.99	***
RePR4	<---	PR	.83	.09	12.55	***
RePR5	<---	PR	.79	.08	12.42	***
PV5	<---	PV	.77	.06	14.97	***
RePR6	<---	PR	.77	.09	12.40	***
OT4	<---	OT	.82	.06	18.66	***
OT5	<---	OT	.78	.06	16.01	***
IP4	<---	IP	.68	.05	14.35	***
IP5	<---	IP	.79	.05	18.17	***

Appendix E

Summary table of research objectives

Hypothesis	Result of study	Conclusion	Result of previous studies
H1. There is a positive relationship between perceived usefulness and intention to purchase. (PU →IP)	Supported	Perceived usefulness has a positive relationship with intention to purchase.	The previous study supported the conclusion: • The result was consistent with (Lee & Wan, 2010; Wu & Ke, 2015; Zhou, 2011). Lee & Wan (2010) studied saving time, easy to purchase, usefulness of e-ticket. • E-service adoption (Featherman et al., 2010). • Zhou (2011) studied effective and useful mobile banking improves quality of life. • Internet banking adoption in India (Kesharwani & Bisht, 2012). • Online booking (Kucukusta et al., 2014) • Wu & Ke (2015) found that perceived usefulness has a directed effect on intention to purchase. • Online environment in Korea (Cho & Sagyov, 2015)
H2. There is a positive relationship between perceived usefulness and online trust. (PU → OT)	Not supported	Perceived usefulness was not significant with online trust.	The previous study confirmed with the conclusion: • Online payment among the young in China (Yang et al., 2015). The previous study was contrast the conclusion:

			• Online repurchase intention in Indonesia (Setyorini & Nugraha, 2016).
			• Trust on application mobile (Nel & Boshoff, 2017).
			• Ticket purchasing through online in China (Fu et al., 2018).
			• Perceived usefulness of website and online trust (T. Lee et al., 2020).
			• Online purchase intention in Mexico (Ventre & Kolbe, 2020).
H3. There is a positive relationship between perceived ease of use and perceived usefulness. (PEOU →PU)	Supported	Perceived ease of use has a positive relationship with perceived usefulness.	The previous study confirmed with the conclusion: • Perceived ease of use had a positive relationship with perceived usefulness (Benamati et al., 2010; Davis et al., 1989; Jiang et al., 2016; Susanto & Aljoza, 2015; Venkatesh & Davis, 1996). • Convenient platform resulted in understanding perceived usefulness (Benamati et al., 2010; Davis et al., 1989; Jiang et al., 2016; Susanto & Aljoza, 2015; Venkatesh & Davis, 1996). • E-service adoption (Featherman et al., 2010). • Internet banking adoption in India (Kesharwani & Bisht, 2012). • Online booking (Kucukusta et al., 2014). • Online environment in Korea (Cho & Sagyov, 2015).

			• Online payment among the young in China (Yang et al., 2015).
H4. There is a positive relationship between perceived ease of use and online trust. (PEOU → OT)	Not supported	Perceived ease of use was not significant with online trust.	The result was contrast with previous studies: • Gefen et al. (2003) found the relationship between perceived ease of use and online trust. • Belanche et al. (2012) studied e-government and found the significance between perceived ease of use and online trust. • Online payment among the young in China (Yang et al., 2015). • Trust on application mobile (Nel & Boshoff, 2017).
H5. There is a negative relationship between perceived risk and online trust. (PR → OT)	Not supported	Perceived risk was not significant with online trust.	The previous study was contrast the conclusion: • Electronic commerce purchasing decision in Singapore (D. J. Kim et al., 2008) • Shaprio et al. (2019) found a negative relationship between perceived risk and online trust. • Internet banking adoption in India (Kesharwani & Bisht, 2012). • Online shopping in Indonesia (Mansour et al., 2014). • Online payment among the young in China (Yang et al., 2015).
H6. There is a positive relationship between perceived	Supported	Perceived value has a positive relationship with online trust.	The previous study confirmed with the conclusion: • Online book store in Korea (H. Kim et al., 2012).

value and online trust. (PV → OT)			• Chinomona et al. (2013) studied intention to purchase electronic gadgets found that perceived value has a positive relationship with online trust. • Lien et al. (2015) researched online hotel booking and supported the hypothesis. • Online travel agency website in US (Lai, 2015). • Online hotel booking in Taiwan (Lien et al., 2015). • Online fashion in Spain (Escobar-Rodríguez & Bonsón-Fernández, 2016). • Online shopping in south Korea (Sullivan & Kim, 2018).
H7. There is a positive relationship between perceived and intention to purchase. (PV → IP)	Supported	Perceived value has a positive relationship with intention to purchase	The previous study confirmed with the conclusion: • online travel (Ponte et al., 2015), online store (Setiawan & Achyar, 2013), sport (Shapiro et al., 2019). • Online book store in Korea (H. Kim et al., 2012). • Electronic gadget (H. Kim et al., 2012) • online purchase (Setiawan & Achyar, 2013). • Online hotel booking in Taiwan (Lien et al., 2015). • Online fashion in Spain (Escobar-Rodríguez & Bonsón-Fernández, 2016).

			The previous study was contrast the conclusion: • Electronic gadget in south Africa (Chinomona et al., 2013).
H8. There is a positive relationship between online trust and intention to purchase. (OT → IP)	Supported	Online trust has a positive relationship with intention to purchase.	The previous study confirmed with the conclusion: • Electronic commerce purchasing decision in Singapore (D. J. Kim et al., 2008) • Belanche et al. (2012) suggested that trust is an essential component to encourage intention to use e-government. His research proved it. Moreover, it showed that TAM and trust are useful not only in a country but also in Cambodia. • Online book store in Korea (H. Kim et al., 2012). • Electronic gadget in south Africa (Chinomona et al., 2013). • Online shopping in Indonesia (Mansour et al., 2014). • Online environment in Korea (Cho & Sagyov, 2015). • Online travel agency website in US (Lai, 2015). • Online fashion in Spain (Escobar-Rodríguez & Bonsón-Fernández, 2016). Previous study did not support this hypothesis:

			• Online hotel booking in Taiwan (Lien et al., 2015).

Appendix F

Survey questionnaire

Applying the Technology Acceptance Model to Explore the Cambodian Consumer's Intention to Purchase Beauty and Personal Care Products Online

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration (International Program) Prince of Songkla University

You are invited to participate.

You are invited to participate to do questionnaires of a thesis on "**Applying the Technology Acceptance Model to Explore the Cambodian Consumer's Intention to Purchase Beauty and Personal Care Products Online**".

The questionnaire is being conducted by Mr Kuoch Dana, a student researcher of Master Administration (MBA) international program at Faculty of Management Sciences (FMS), Prince of Songkla University (PSU), under supervision of Dr. Wanamina Bostan Ali from Prince of Songkla University.

Purpose of the questionnaire

This study has purpose to study about Cambodian consumer's intention to purchase beauty and personal care products online. This study is being conducted to identify key factors such as perceived usefulness, perceived ease of use, perceived value, perceived risk and online trust.

What will participant be asked to do?

You will be asked to complete the questionnaire from section A to H. The questionnaire will take you approximately 20 minutes to complete.

Voluntary participation

Your participation is completely voluntary and free to withdraw from this study. Your participation has no effect on your present and future connection with anyone at Prince of Songkla University.

Confidentiality

All information from the questionnaire is kept as confidentiality and academic purpose only. All information will be used in this study. Participant's information will be anonymous.

Contact person

If you have questions related to this questionnaire, please kindly contact to Mr. Kuoch Dana, a student researcher of Master Administration (MBA) international program at Faculty of Management Sciences (FMS), Prince of Songkla University (PSU). Please contact via:
Email: k.dana56@gmail.com or contact number: +66-62-237-896-7.

What is beauty and personal products?

Beauty and personal products are the products such skin care, sun care, hair care, makeup &cosmetic products, deodorants/fragrances, essential oils and diary supplements.

Section A: Qualification of respondents

1. Are you living in Phnom Penh?
   ☐ Yes (Please go the following question)
   ☐ No (Thank you, that's the end of questionnaire)

2. How old are you?
   ☐ At least 18 years old ☐ 19-22 ☐ 23-26
   ☐ 27-30 ☐ 31-34 ☐ above 35

3. Have you ever wished to purchase any beauty and personal care products through online?
   ☐ Yes (Please go the following question)
   ☐ No (Thank you, that's the end of questionnaire)

4. How long have you been bought online products?

   ☐ Less than 3 months ☐ 3-7 months ☐ 8-12 months
   ☐ 2-3 years ☐ 4-5 years ☐ More than 5 years

5. How many times have you bought beauty and personal care products for the past six (6) months?
   ☐ 1-2 times ☐ 3-5 times ☐ 6- 8 times
   ☐ 9-11 times ☐ More than 11 times

6. Which categories of beauty and personal care products have you bought for the past six (6) months? (You can choose more than one choice)
   ☐ skin care products ☐ hair care products ☐ nail care products
   ☐ cosmetics products ☐ deodorants/fragrances ☐ diary supplements

Guideline **section B to D**: How much would you agree with the following statements?
These scales indicated the degree from strongly disagree to strongly agree:
   1. Strongly disagree
   2. Disagree
   3. Slightly disagree
   4. Neutral
   5. Slightly agree
   6. Agree
   7. Strongly agree

Section B: Perceived Usefulness

Please read the statements carefully. If you any question, please ask for clarification.

N0	Statements		1	2	3	4	5	6	7	
1	Using online shopping to buy beauty and personal care products save me time.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
2	I find out the beauty and personal products I wanted quickly when I find it through online shopping.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
3	I find the online shopping is useful.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
4	Online shopping enhances my effectiveness in beauty and personal care products searching and buying.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
5	I would recommend others to visit online shopping to seek information related to beauty and personal care products.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree

Section C: Perceived Ease of use

Please read the statements carefully. If you any question, please ask for clarification.

N$_0$	Statements		1	2	3	4	5	6	7	
1	Learning to operate online shopping is easy.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
2	It is easy to become skillful at using internet to find beauty and personal care products through online shopping.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
3	Using online shopping is easy to interact with merchants and buyers.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
4	My interaction with online shopping is clear and understandable.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
5	It is easy for me to remember how to perform tasks using online shopping for finding beauty and personal care products.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree

Section D: Perceived value

Please read the statements carefully. If you any question, please ask for clarification.

Notes: these questions are related to the online shop in which you have intention to purchase.

N_0	Statements		1	2	3	4	5	6	7	
1	Considering the money, I pay to purchase beauty and personal products on online shopping, it is a good deal.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
2	Considering the effort, I make for online shopping, online shopping here is worthwhile.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
3	Considering the risk involved in online shopping, online shopping here is of value.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
4	All things considered (Price, time, and effort), online shopping is a good buy.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
5	Overall, online shopping delivers me good value.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree

Section E: Perceived Risk

Please read the statements carefully. If you any question, please ask for clarification.

Guideline **section E**: How much risk related to these statements?

These scales indicated the degree from Not at all risky to Extremely risky:

1. Not at all risky
2. Slightly risky
3. Somewhat risky
4. Moderately risky
5. Risky
6. Very risky
7. Extremely risky

N$_0$	Statements		1	2	3	4	5	6	7	
1	I feel at risk of losing money when I make a purchase beauty and personal care products online.	Not at all risky	❍	❍	❍	❍	❍	❍	❍	Extremely risky
2	I feel at risk when I make a purchase beauty and personal care products online through untrusted online shopping.	Not at all risky	❍	❍	❍	❍	❍	❍	❍	Extremely risky
3	I worry that I can't pay online successfully due to unstable network.	Not at all risky	❍	❍	❍	❍	❍	❍	❍	Extremely risky
4	I worry that the transaction information will be hacked by hackers or viruses caused by security lapses of operation system or online payment tools.	Not at all risky	❍	❍	❍	❍	❍	❍	❍	Extremely risky
5	I worry that my personal information can be stolen in transaction because of carelessness or illegal activities of others including banks, third parties, etc.	Not at all risky	❍	❍	❍	❍	❍	❍	❍	Extremely risky
6	I worry that the online payment process will	Not at all risky	❍	❍	❍	❍	❍	❍	❍	Extremely risky

	cost me much time in confirming Identity Card (ID) and other documents.				

Guideline **section F to G**: How much would you agree with the following statements?

These scales indicated the degree from strongly disagree to strongly agree:

1. Strongly disagree
2. Disagree
3. Slightly disagree
4. Neutral
5. Slightly agree
6. Agree
7. Strongly agree

Section F: Online trust

Please read the statements carefully. If you any question, please ask for clarification.

N_0	Statements		1	2	3	4	5	6	7	
1	The beauty and personal care products of online shopping has integrity.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
2	The beauty and personal care products of online shopping is reliable.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
3	Online merchants have the ability to handle the transactional problems.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
4	I believe online merchant is honest.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
5	Overall, trusting beauty and personal products online or online merchant is not difficult.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree

Section G: Intention to purchase beauty and personal care products online

Please read the statements carefully. If you any question, please ask for clarification.

N$_0$	Statements		1	2	3	4	5	6	7	
1	I would purchase beauty and personal care products with online shopping.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
2	If I need to purchase beauty and personal care products, I will purchase through online shopping.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
3	I intend to use online shopping frequently to purchase beauty and personal care products.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
4	I will consider purchasing purchase beauty and personal care products from online shopping in the longer term.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree
5	My willingness to purchase personal care products online from online shopping is high.	Strongly disagree	❍	❍	❍	❍	❍	❍	❍	Strongly agree

Section H: Demographic background

Please tick (☑) your answer in the box.

1. What is your gender?
    ☐Male   ☐Female

2. What is your level of education?
    ☐ High school   ☐ Bachelor degree
    ☐ Master degree   ☐ Doctor of philosophy (PhD)
    ☐ Other, please specify……………………….

3. How much is your monthly income?
    ☐100$ or less   ☐101$- 300$
    ☐301-500 ☐501-700
    ☐701$- 900$ ☐901$- 1200$
    ☐More than 1200$

4. What is your occupation?
    ☐Student   ☐Owner of business
    ☐Hired/employed   ☐Government official
    ☐House wife   ☐unemployed

5. Your email address…………………………………………

6. Your name…………………………………………….

កម្រងសំណួរ

ការអនុវត្តម្ម៉ូដែលទទួលបច្ចេកវិទ្យាដើម្បីស្វែងយល់ពីគោលបំណងរបស់អ្នកប្រើប្រាស់ក្នុងការទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព តាមរយៈប្រព័ន្ធអនឡាញ

អ្នកត្រូវបានអញ្ជើញឱ្យចូលរួម៖

អ្នកត្រូវបានអញ្ជើញឱ្យចូលរួមបំពេញកម្រងសំណួរក្រោមប្រធានបទស្ដីអំពី "ការអនុវត្តម៉ូដែលទទួល បច្ចេកវិទ្យា ដើម្បីស្វែងយល់ពីគោលបំណងរបស់អ្នកប្រើប្រាស់ក្នុងការទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាពតាមរយៈប្រព័ន្ធអនឡាញ"

កម្រងសំណួរនេះត្រូវបានបង្កើតឡើងដោយលោក គួច ដាណា ជានិស្សិតសិក្សាស្រាវជ្រាវ ថ្នាក់បរិញ្ញាបត្រជាន់ខ្ពស់ផ្នែកគ្រប់គ្រងធុរកិច្ច ជាកម្មវិធីអន្តរជាតិ នៅមហាវិទ្យាល័យគ្រប់គ្រងវិទ្យា សាស្ត្រ នៃសកលវិទ្យាល័យ សុងខ្លា ក្រោមការត្រួតពិនិត្យរបស់បណ្ឌិតវ៉ាណាមីណា ចូសសុន អាលី នៃសកលវិទ្យាល័យ សុងខ្លា។

គោលបំណងនៃកម្រងសំណួរ៖

កម្រងសំណួរមានគោលបំណងសិក្សាពីគោលបំណងរបស់អ្នកប្រើប្រាស់កម្ពុជាក្នុងការទិញ ផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព តាមរយៈប្រព័ន្ធអនឡាញ។ ការសិក្សានេះត្រូវបានបង្កើត ឡើងដើម្បីកំណត់ស្វែងរកកត្តាសំខាន់ៗមួយចំនួនមានដូចជា ការយល់ពីអត្ថប្រយោជន៍(Perceived usefulness) ការយល់ពីភាពងាយស្រួល (Perceived ease of use) ការយល់ពីតម្លៃ (Perceived value) ការយល់ដឹងពីហានិភ័យ (Perceived risk) ការទុកចិត្តលើប្រព័ន្ធអនឡាញ (online trust) និងគោលបំណងរបស់អ្នកប្រើប្រាស់ក្នុងការទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព តាមរយៈ ប្រព័ន្ធអនឡាញ (Intention to purchase beauty and personal care products online)។

តើអ្នកចូលរួមត្រូវធ្វើអ្វីខ្លះ? អ្នកនឹងតម្រូវឱ្យឆ្លើយសំណួរពីផ្នែកទី១ ដល់ទី៨។ អ្នកចំណាយពេល ប្រហែល២០នាទីក្នុងការបំពេញកម្រងសំណួរខាងក្រោមនេះ។

ការចូលរួមដោយស្ម័គ្រចិត្ត៖ ការចូលរួមរបស់អ្នកគឺជាការចូលរួមស្ម័គ្រចិត្តទាំងស្រុង ហើយអ្នកមាន សិទ្ធិមិនចូលរួមក្នុងការសិក្សាស្រាវជ្រាវនេះ។ ការចូលរួមរបស់អ្នកមិនប៉ះពាល់ដល់ទំនាក់ទំនងជា មួយនរណាម្នាក់នៅសកលវិទ្យាល័យ សុងខ្លា ទាំងក្នុងបច្ចុប្បន្នភាព ព្រមទាំងអនាគត។

ភាពសម្ងាត់៖ ព័ត៌មានទាំងអស់ដែលបានមកពីកម្រងសំណួរនេះត្រូវបានរក្សាទុកជាការសម្ងាត់ ហើយក្នុងគោលបំណងសិក្សាតែប៉ុណ្ណោះ។ ព័ត៌មានទាំងអស់ត្រូវបានប្រើប្រាស់ក្នុងការសិក្សាស្រាវ ជ្រាវ។ ព័ត៌មានរបស់អ្នកចូលរួមនឹងមិនត្រូវបានបញ្ចេញឈ្មោះឡើយ។

ទំនាក់ទំនង៖ ប្រសិនបើអ្នកមានសំណួរទាក់ទងនឹងកម្រងសំណួរនេះ អ្នកអាចទំនាក់ទំនងទៅលោក គួច ដាណា ជានិស្សិតសិក្សាស្រាវជ្រាវថ្នាក់បរិញ្ញាបត្រជាន់ខ្ពស់ផ្នែកគ្រប់គ្រងធុរកិច្ច ជាកម្មវិធីអន្តរ ជាតិ នៅមហាវិទ្យាល័យគ្រប់គ្រងវិទ្យាសាស្ត្រ នៃសកលវិទ្យាល័យ សុងខ្លា។ សូមទំនាក់ទំនងតាម៖ អ៊ីម៉ែល៖ k.dana56@gmail.com ឬ ទូរសព្ទលេខ៖ +66-62-237-896-7

តើអ្វីទៅជា ផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព?

ផលិតផលថែសម្ផស្ស និងថែទាំសុខភាពគឺជាផលិតផល មានដូចជា ផលិតថែទាំស្បែក សក់ ការពារកំដៅថ្ងៃ គ្រឿងតុបតែងមុខ (makeup) ឬគ្រឿងកែសម្ផស្សផ្សេង គ្រឿងក្រអូប ប្រេងសំខាន់ៗ សម្រាប់ថែសម្ផស្ស និងគ្រឿងបំប៉នសុខភាព។

ផ្នែកទី១៖ សំណួរដែលបញ្ជាក់ថាអ្នកសមស្របនឹងធ្វើកម្រងសំណួរនេះ

១. សព្វថ្ងៃ តើអ្នកកំពុងរស់នៅក្នុងក្រុងភ្នំពេញ?

☐ មែន (សូមបន្តធ្វើសំណួរបន្ទាប់)

☐ មិនមែន (សូមអរគុណ ការធ្វើកម្រងសំណួរត្រូវបានបញ្ចប់)

២. តើអ្នកមានអាយុប៉ុន្មាន?

☐ យ៉ាងតិច១៨ឆ្នាំ   ☐ ១៩ ទៅ ២២   ☐ ២៣ ទៅ ២៦

☐ ២៧ ទៅ ៣០   ☐ ៣១ ទៅ ៣៤   ☐ ៣៥ឆ្នាំឡើងទៅ

៣. តើអ្នកធ្លាប់ទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាពតាមរយៈប្រព័ន្ធអនឡាញដែរឬទេ?

ផលិតផលថែសម្ផស្ស   និងថែទាំសុខភាពគឺជាផលិតផល មានដូចជា ផលិតថែទាំស្បែក សក់ ការពារកំដៅថ្ងៃ គ្រឿងតុបតែងមុខ (makeup) ឬគ្រឿងកែសម្ផស្សផ្សេង គ្រឿងក្រអូប ប្រងសំខាន់ៗសម្រាប់ថែសម្ផស្ស និងគ្រឿង បំប៉នសុខភាព។ តទៅនេះហៅកាត់ថា "ផលិតផលអនឡាញ"។

☐ ធ្លាប់ (សូមបន្តធ្វើសំណួរបន្ទាប់)

☐ មិនធ្លាប់ (សូមអរគុណ ការធ្វើកម្រងសំណួរត្រូវបានបញ្ចប់)

៤. តើការទិញផលិតផលតាមអនឡាញលើចុងក្រោយរបស់អ្នកនៅពេលណា?

   ☐តិចជាង៣ខែ   ☐3-7 ខែ   ☐ 8-12 ខែ

   ☐2-3 ឆ្នាំ   ☐4-5 ឆ្នាំ   ☐ ច្រើនជាង5ឆ្នាំ

៥. តើអ្នកធ្លាប់ទិញផលិតផលអនឡាញប៉ុន្មានដង?

   ☐ 1-2 ដង   ☐ 3-5 ដង   ☐ 6- 8 ដង

   ☐ 9-11ដង   ☐ ច្រើនជាង 11 ដង

៦. តើប្រភេទផលិតផលអនឡាញមួយណាដែលបានទិញ?

☐ផលិតផលថែទាំស្បែក   ☐ផលិតផលថែទាំសក់   ☐ ផលិតផលថែ ក្រចក

☐គ្រឿងសម្អាង   ☐ គ្រឿងបាត់ក្លិន ឬគ្រឿងក្រអូប

☐ អាហារ ឬថ្នាំបំប៉នសុខភាព

សេចក្ដីណែនាំ ពីផ្នែកទី២ ដល់ទី៤ ៖ តើអ្នកយល់ព្រមកម្រិតណាផ្សេយតបនឹងសំណួរទាំងនេះ?

ខាងក្រោមនេះ គឺកម្រិតបញ្ជាក់ តាំងមិនយល់ស្របដាច់ខាត រហូតដល់មិនយល់ស្របទាំងស្រុង

1. មិនយល់ស្របដាច់ខាត	2. មិនយល់ស្រប
3. មិនយល់ស្របខ្លះៗ	4. មិនច្បាស់
5. យល់ស្របខ្លះៗ	6. យល់ស្រប
7. យល់ស្របទាំងស្រុង	

ផ្នែកទី២៖ ការយល់ពីអត្ថប្រយោជន៍ (Perceived usefulness)

សូមអានប្រយោគខាងក្រោមដោយយកចិត្តទុកដាក់។ ប្រសិនបើអ្នកមានចម្ងល់ សូមមេត្តាសួរបញ្ជាក់។

N_0	ប្រយោគ			1	2	3	4	5	6	7	
1	ការប្រើប្រាស់ផ្សារអនឡាញ ដើម្បីទិញផលិតផលអនឡាញ ធ្វើឱ្យខ្ញុំចំណេញពេល។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
2	ខ្ញុំអាចរកផលិតផលអនឡាញដែលខ្ញុំចង់បានលឿនទាន់ចិត្តពីផ្សារអនឡាញ។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
3	ខ្ញុំគិតថាការប្រើប្រាស់ផ្សារអនឡាញ ពិតជាមានអត្ថប្រយោជន៍។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
4	ផ្សារអនឡាញ លើកកម្ពស់ប្រសិទ្ធិភាពក្នុងការស្វែងរកទំនិញ និងការទិញផលិតផលអនឡាញ។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
5	ខ្ញុំគួរណែនាំអ្នកដទៃទៀតឱ្យចូលមើលផ្សារអនឡាញដើម្បីស្វែងរកព័ត៌មានផ្សេ	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង

			1	2	3	4	5	6	7	
	ង១ទាក់ទងផលិតផល អនឡាញ។									

ផ្នែកទី៣៖ ការយល់ពីភាពងាយស្រួល (Perceived ease of use)

សូមអានប្រយោគខាងក្រោមដោយយកចិត្តទុកដាក់។ ប្រសិនបើអ្នកមានចម្ងល់ សូមមេត្តាសួរបញ្ជាក់។

N₀	ប្រយោគ		1	2	3	4	5	6	7	
1	ការរៀនពីប្រតិបត្តិការ របស់ ផ្សារអនឡាញ គឺរឿងងាយស្រួល។	មិនយល់ស្រប ដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្រប ទាំងស្រុង
2	ការប្រើអ៊ីនធើណែត ជាប្រចាំ គឺផ្តល់ភាព ងាយស្រួល ក្នុងការរក ផលិតផលអនឡាញ។	មិនយល់ស្រប ដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្រប ទាំងស្រុង
3	ការប្រើប្រាស់ផ្សារអន ឡាញផ្តល់ភាពងាយ ស្រួលក្នុងការទាក់ទង គ្នារហ័សរវាងអ្នកលក់ និងអ្នកទិញ។	មិនយល់ស្រប ដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្រប ទាំងស្រុង
4	ទំនាក់ទំនងខ្ញុំជាមួយ ផ្សារអនឡាញ គឺមាន ភាពច្បាស់លាស់ និង ងាយស្រួលយល់គ្នា។	មិនយល់ស្រប ដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្រប ទាំងស្រុង
5	សម្រាប់ខ្ញុំ វាជារឿង ងាយក្នុងការចាំពី របៀបប្រើប្រាស់ ផ្សារអនឡាញ ដើម្បី ស្វែងរកផលិតផល អនឡាញ។	មិនយល់ស្រប ដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្រប ទាំងស្រុង

ផ្នែកទី៤៖ ការយល់ពីតម្លៃ (Perceived value)

សូមអានប្រយោគខាងក្រោមដោយយកចិត្តទុកដាក់។ ប្រសិនបើអ្នកមានចម្ងល់ សូមមេត្តាសួរបញ្ជាក់។

N₀	ប្រយោគ		1	2	3	4	5	6	7	
1	បើពិចារណាពីទឹកប្រាក់ដែល ខ្ញុំចំណាយលើការទិញផលិតផលអនឡាញ គឺតម្លៃនេះសាកសមជាមួយផលិតផលទាំងនោះ។	មិនយល់ស្របដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្របទាំងស្រុង
2	បើពិចារណាលើការប្រឹងប្រែងដែលខ្ញុំចំណាយលើផ្សារអនឡាញផ្សេងៗមានតែផ្សារអនឡាញដែលខ្ញុំធ្លាប់ទិញទេ សាកសម និងគួរឱ្យទុកចិត្ត។	មិនយល់ស្របដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្របទាំងស្រុង
3	បើពិចារណាលើការហានិភ័យពាក់ព័ន្ធនឹង ផ្សារអនឡាញនានាផ្សារអនឡាញដែលខ្ញុំធ្លាប់ទិញគឺមានគុណតម្លៃល្អ។	មិនយល់ស្របដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្របទាំងស្រុ
4	បើពិចារណាលើតម្លៃទំនិញ ពេល	មិនយល់ស្របដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្របទាំងស្រុង

ផ្នែកទី៤៖ ការយល់ពីតម្លៃ (Perceived value)

	វេលា និងការ ប្រឹងប្រែង ការ ទិញតាមផ្សារអន ឡាញគឺជា ជម្រើសល្អ។									
5	សរុបមក ផ្សារអន ឡាញ ផ្ដល់គុណ តម្លៃល្អដល់ខ្ញុំ។	មិនយល់ស្រប ដាច់ខាត	◯	◯	◯	◯	◯	◯	◯	យល់ស្រប ទាំងស្រុង

ផ្នែកទី៥៖ ការយល់ដឹងពីហានិភ័យ (Perceived risk)

សូមអានប្រយោគខាងក្រោមដោយយកចិត្តទុកដាក់។ ប្រសិនបើអ្នកមានចម្ងល់ សូមមេត្តាសួរបញ្ជាក់។

សេចក្ដីណែនាំ ពីផ្នែកទី៥៖ តើអ្នកគិតថាហានិភ័យមានកម្រិតណាឆ្លើយតបនឹងសំណួរទាំងនេះ?
ខាងក្រោមនេះ គឺកម្រិតបញ្ជាក់ តាំងពី គ្មានហានិភ័យសោះ រហូតដល់ មានហានិភ័យខ្លាំង:

1. គ្មានហានិភ័យសោះ 2. ហានិភ័យតិចតួច
3. ហានិភ័យខ្លះដែរ 4. ហានិភ័យមធ្យម
5. ហានិភ័យ 6. ហានិភ័យខ្លាំង
7. ហានិភ័យខ្លាំងបំផុត

N₀	ប្រយោគ		1	2	3	4	5	6	7	
1	ខ្ញុំមានអារម្មណ៍ថា មានហានិភ័យក្នុង ការបាត់បង់ប្រាក់ នៅពេលខ្ញុំទិញ ផលិតផល អនឡា ញ។	គ្មានហានិភ័យ សោះ	◯	◯	◯	◯	◯	◯	◯	ហានិភ័យ ខ្លាំងបំផុត
2	ខ្ញុំមានអារម្មណ៍ថា មានហានិភ័យ ពេលខ្ញុំទិញ ផលិតផល អន	គ្មានហានិភ័យ សោះ	◯	◯	◯	◯	◯	◯	◯	ហានិភ័យ ខ្លាំងបំផុត

	ឡាញដែលមិនគួរឲ្យទុកចិត្ត។									
3	មានចារម្មថា ខ្ញុំមិនអាចផ្ទេរប្រាក់តាមអនឡាញដោយជោគជ័យដោយសារតែប្រព័ន្ធអ៊ុនធឺណេតគ្មានស្ថេរភាព។	គ្មានហានិភ័យសោះ	❍	❍	❍	❍	❍	❍	❍	ហានិភ័យខ្លាំងបំផុត
4	ខ្ញុំចារម្មថាការប្រតិបត្តិការផ្ទេរព័ត៌មាននឹងត្រូវបានលួចយកដោយអ្នកលួចព័ត៌មាន (hacker) ឬវីរុសដែលបណ្ដាលមកពីកង្វះខាតប្រព័ន្ធប្រតិបត្តិការសុវត្ថិភាព ឬ ឧបករណ៍បង់ប្រាក់តាមអនឡាញ។	គ្មានហានិភ័យសោះ	❍	❍	❍	❍	❍	❍	❍	ហានិភ័យខ្លាំងបំផុត
5	ខ្ញុំចារម្មថាព័ត៌មានផ្ទាល់ខ្លួនរបស់ខ្ញុំអាចត្រូវបានលួចក្នុងពេលប្រតិបត្តិការ ពីព្រោះការធ្វើសប្រហែសឬសកម្មភាពខុសច្បាប់ផ្សេងៗ រួមទាំងធនាគារ ភាគីទីបី ។ល។	គ្មានហានិភ័យសោះ	❍	❍	❍	❍	❍	❍	❍	ហានិភ័យខ្លាំងបំផុត

| 6 | ខ្ញុំបារម្ភថាជាដំណើរការបង់ប្រាក់តាមអនឡាញធ្វើឱ្យខ្ញុំចំណាយពេលច្រើនក្នុងការបញ្ចាក់អត្តសញ្ញាណ និងឯកសារផ្សេងៗ។ | គ្មានហានិភ័យសោះ | ⭕ | ⭕ | ⭕ | ⭕ | ⭕ | ⭕ | ⭕ | ហានិភ័យខ្លាំងបំផុត |

សេចក្តីណែនាំ ពីផ្នែកទី៦ ដល់ទី៧ ៖ តើអ្នកយល់ព្រមកម្រិតណាឆ្លើយតបនឹងសំណួរទាំងនេះ?
ខាងក្រោមនេះ គឺកម្រិតបញ្ចាក់ តាំងមិនយល់ស្របដាច់ខាត រហូតដល់មិនយល់ស្របទាំងស្រុង
ផ្នែកទី៦៖ ការទុកចិត្តលើប្រព័ន្ធអនឡាញ (online trust)
សូមអានប្រយោគខាងក្រោមដោយយកចិត្តទុកដាក់។ ប្រសិនបើអ្នកមានចម្ងល់ សូមមេត្តាសួរបញ្ចាក់។

N_0	ប្រយោគ			1	2	3	4	5	6	7	
1	ផលិតផលអនឡាញ ដែលលក់លើផ្សារអនឡាញមានសុចរិតភាព។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
2	ផលិតផលអនឡាញ ដែលលក់លើផ្សារអនឡាញ អាចទុកចិត្តបាន។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
3	អ្នកលក់អនឡាញមានសមត្ថភាពដោះស្រាយបញ្ហាលើប្រតិបត្តិការលក់ដូរលើអ៊ីនធឺណិតបាន។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង
4	ខ្ញុំជឿថា អ្នកលក់អនឡាញមានភាពស្មោះត្រង់។	មិនយល់ស្របដាច់ខាត		⭕	⭕	⭕	⭕	⭕	⭕	⭕	យល់ស្របទាំងស្រុង

5	សរុបមក ការផ្ញើទុកចិត្តលើផលិតផលអនឡាញ ឬអ្នកលក់អនឡាញ គឺមិនពិបាកឡើយ។	មិនយល់ស្របដាច់ខាត	○	○	○	○	○	○	○	យល់ស្របទាំងស្រុង

ផ្នែកទី៧៖ គោលបំណងរបស់អ្នកប្រើប្រាស់ក្នុងការទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព តាមរយៈប្រព័ន្ធអនឡាញ (Intention to purchase beauty and personal care products online)

សូមអានប្រយោគខាងក្រោមដោយយកចិត្តទុកដាក់។ ប្រសិនបើអ្នកមានចម្ងល់ សូមមេត្តាសួរបញ្ជាក់។

N₀	ប្រយោគ		1	2	3	4	5	6	7	
1	ខ្ញុំគួរទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព ពីផ្សារអនឡាញ។	មិនយល់ស្របដាច់ខាត	○	○	○	○	○	○	○	យល់ស្របទាំងស្រុង
2	ប្រសិនខ្ញុំចង់ទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព ខ្ញុំនឹងទិញពីផ្សារអនឡាញ។	មិនយល់ស្របដាច់ខាត	○	○	○	○	○	○	○	យល់ស្របទាំងស្រុង
3	ខ្ញុំមានបំណងប្រើផ្សារអនឡាញឲ្យបានញឹកញាប់រាល់ពេលដែលខ្ញុំទិញផលិតផលថែសម្ផស្ស និងថែទាំសុខភាព។	មិនយល់ស្របដាច់ខាត	○	○	○	○	○	○	○	យល់ស្របទាំងស្រុង
4	ខ្ញុំនឹងពិចារណាទិញផលិតផល ថែសម្ផស្ស និងថែទាំសុខភាពពីផ្សារអនឡាញក្នុងរយៈពេលវែងទៀត។	មិនយល់ស្របដាច់ខាត	○	○	○	○	○	○	○	យល់ស្របទាំងស្រុង

| 5 | ឆន្ទ:របស់ខ្ញុំក្នុងការទិញផលិតផលចែសម្បួរ និងថែទាំសុខភាពពីឱសារអនឡាញមានខ្ពស់។ | មិនយល់ស្របដាច់ខាត | ○ | ○ | ○ | ○ | ○ | ○ | ○ | យល់ស្របទាំងស្រុង |

ផ្នែកទី៨: ព័ត៌មានទូទៅ

សូមគូសសញ្ញា(☑) សម្រាប់ចម្លើយរបស់លោកអ្នកក្នុងប្រអប់។

១. តើអ្នកមានភេទអ្វី?

    □ ប្រុស   □ ស្រី

២. តើកម្រិតសិក្សាបានដល់កម្រិតណា?

    □ វិទ្យាល័យ   □ បញ្ញាបត្រ

    □ បរិញ្ញាបត្រជាន់ខ្ពស់   □ បណ្ឌិត

៣. តើប្រាក់ចំណូលរបស់អ្នកប៉ុន្មាន (ប្រាក់ប្រចាំខែ)?

    □ 100$ ឬតិចជាងនេះ   □101$- 300$

    □ 301-500 □501-700

    □ 701$- 900$ □901$- 1200$

    □ ច្រើនជាង 1200$

៤. តើអ្នកប្រកបមុខរបរអ្វីសព្វថ្ងៃ?

    □ សិស្ស   □ ម្ចាស់អាជីវកម្ម

    □ បុគ្គលិក   □ មន្ត្រីរាជការ

    □ ស្ត្រីមេផ្ទះ   □ គ្មានមុខរបរ

៥. សូមបំពេញអ៊ីម៉ែល៖...

៦. ឈ្មោះរបស់អ្នក៖...

VITAE

Name   Dana Kuoch

Student ID   6210521042

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor programs of LAW BASED IN FRENCH	Royal University of Law and Economics and Lumière University Lyon 2	2016

Scholar Awards during Enrolment

An awardee of Thailand Scholarship (year 2019)

Work– Position and Address

2018-2019	A legal translator at Prudential (Cambodia) Life Assurance Plc
2016-2018	A legal assistant at Sithisak Law office