

Influencing Factors of Purchase Intention on Social Commerce in Cambodia : The Moderating Roles of Experience

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Abstract

Cambodia retail industry starts to entry SNS market. The online market of Cambodia is very unique. Facebook users of Cambodia are purchasing products, without electronic payment and delivery system. Therefore, this study focused on the immature online environment, proved the influencing factors of purchase intention on SNS. And also this study proved that the influencing factors on purchase intention are different, depending on whether or not a purchase experience exists. As results of analyzing with full data, price reduction, convenience, and customer service had significant impacts on purchase intention. The experienced group has significant effects of price reduction and customer service on purchase intention, while the inexperienced group has significant effects of convenience and customer service on purchase intention. This study provides marketing and strategic implications for companies seeking to enter the online market of Cambodia.

Keywords : SNS, Social Commerce, Purchase Intention, Purchasing Experience, Cambodia

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1. Introduction

The growth of Internet leads to a new version of commerce which is called social commerce. Social commerce is a commerce which uses the social functionality of computer networks to assist in buying and selling products. Social commerce utilizes user ratings, referrals, online communities, and social advertising to facilitate online shopping activities. Social commerce is widely spread especially through Facebook. As growing of Internet shopper, Facebook and Twitter are continuing to offer new integrations and features that businesses can leverage to attract new customers and promote their brands.

The online shopping process is composed of three stages; information search, (payment and) purchase, and (delivery and) post-purchase service [Liu et al., 2008]. But in Cambodia, standard domestic shipping companies do not exist, online payment service is not supported by online transaction providers such as PayPal and AliPay, and Internet banking is not widely used, due to transaction fee and low awareness. These issues have hindered the integration of online payment and shipment method into electronic commerce website. These issues make peoples who want to sell by e-commerce turn to social commerce like Facebook which has 2 million Cambodian users [House, 2014].

In developed countries, social commerce emerged after the development of e-commerce. However, in Cambodia, social commerce appeared before e-commerce, because the institutional infrastructure for e-commerce was not supported. Therefore, in the immature online environment

at which the electronic settlement system and the delivery system were not supported, it is worth investigating what kind of factor affects the purchase intention on social commerce.

Despite many shoppers on Facebook, sellers on SNS strive to provide more convenient, acceptable, and good experience to buyers. Prior research has found that customers' shopping experience often affects their future purchase decision [Comegys et al., 2009]. In the online environment, experience plays a key role in keeping customers. The main goal of marketers is to keep consumers satisfied with their shopping experiences, because customer satisfaction strongly influences purchase intention, loyalty, and repeat purchase. Consumers' online shopping experience and consumers' skills, which refer to the knowledge that consumers have about the product and how online shopping works [Laudon and Traver, 2009], also influence online shopping behaviors.

Based on this literature review, we identified price reduction, convenience, information sharing, and customer service as influencing factors of purchase intention, in Cambodian social commerce context. This study also tested that purchasing experience has the moderating effects of the aforementioned causal relationships.

2. Literature Review

2.1 Price Reduction

One of the major elements of online retailing is pricing. Pricing is an important strategic issue, related to product positioning. Gregson [2008] found that a business can use a variety of pricing strategies when selling a product or service. It

can be used to keep an existing market or to enter a new market. Furthermore, pricing affects the other marketing mix such as product features, channel decisions, and promotion. Every seller tries to offer a competitive price to stay in their market, which makes same product different prices by different firms and by different payment methods [Sparks and Findlay, 2000].

2.2 Convenience

Convenience means the degree that browsing or searching information at online shopping is easier than that of the traditional off-line shopping. On online shopping, consumers can easily search product catalog. But when consumers try to get additional information in a traditional off-line store, it is difficult and time consuming to visit physically. SNS has provided lots of functionalities and features to communicate. Marchi [2012] asserted that convenience is to provide the ability to find things faster and easy to move around between present and the past.

2.3 Information Sharing

The primary reason for getting information on SNS is a variety of sources. O'Connor [2009] found that people would like to get information on the site, instead of going to somewhere else. For example, while they are already on Facebook, they prefer to get information on Facebook. Each SNS providers use their own method for information sharing, to show their users the desired contents. On September 2006, Ruchi Sanghvi announced News Feed, an advanced home page feature for information sharing. It is a data format used for

providing users with frequently updated content from their friend activity, page, and group post. Using this feed, people can create their own customized version and share information that they want to read.

2.4 Customer Service

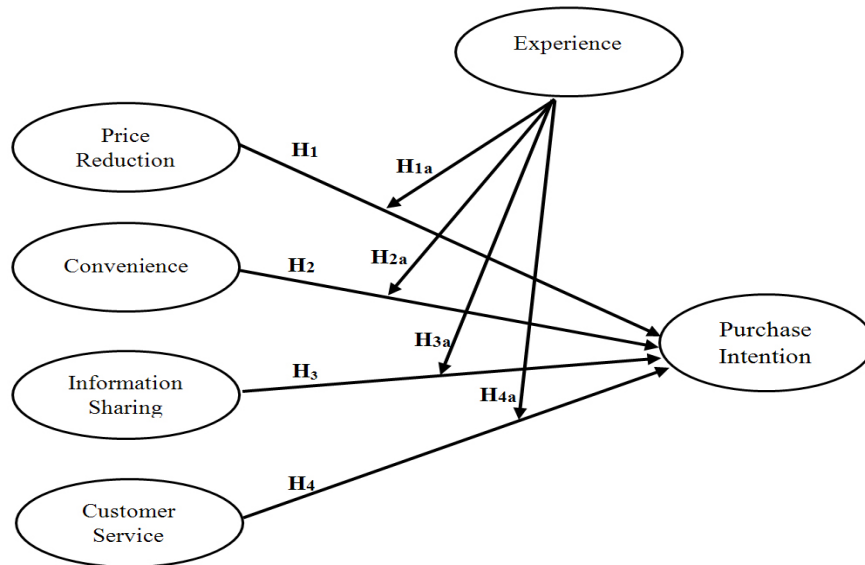
A part of important factors of social commerce is customer service. Customer service is the provision of service to customers before, during, and after a purchase. At both online and offline transaction, service providers focus on customer service for maintaining their customers' satisfaction and loyalty [Burt and Gabbott, 1995]. The problems of customer service begin to be raised as to the growth of Internet and SNS. These problems need to be solved by companies wanting customer's satisfaction and re-purchase.

3. Research Hypotheses

<Figure 1> below is the proposed research model in this study. We inferred price reduction, convenience, information sharing, customer service, as independent variables that affect purchase intention on Facebook in Cambodia. And we suggested that the influencing factors on purchase intention are different depending on whether or not a purchase experience exists. Prior discussion has led to the development of the hypotheses in this research.

3.1 Price Reduction and Purchase Intention

The willingness of a customer to buy a product or service is known as purchase intention. Pur-



〈Figure 1〉 Research Model

chase intention is commonly used as a predictor of subsequent purchase [Grewal et al., 1998]. Porter [1974] indicated that purchase intention of a brand is not only by his same brand attitude but also by his attitude. Each research found different perspectives which affect a purchasing decision. Kim et al. [2011] measured purchase intention by relationships, communication, and interaction. Kang [2009] explained that customers' purchase behaviors depend on interest, communication, and relationships. Pfeil et al. [2009] also used interest, communication, and relationships for measuring consumer's purchase intention.

In Cambodia, retailers use many different forms of price promotions, such as temporary price reductions, special event, and festival. Because on-line automated payment system is not widely used in Cambodia, price negotiation still exists. So, individuals can negotiate for a discount on the posted price. The price reduction is considered as one of the retail strategies, as shown by

Mulhern and Padgett [1995]. The price cut in Cambodia is also used as a retail strategy to maintain existing customers or to secure new customers while defeating competitors. Purchase intention of SNS shoppers can be influenced by the degree of a price discount when making decisions before purchasing. Much of researcher generally accepted that price negotiation has an impact on customers' purchase intention. In sum, consumers are more willing to buy products when they perceive price reduction on SNS. Therefore, the following research hypothesis is set.

Hypothesis 1: Price reduction will have a positive effect on purchase intention.

3.2 Convenience and Purchase Intention

Convenience is considered as a common key characteristic in Internet shopping [Gupta and Kim, 2010]. In this study, we define convenience as the characteristics of easily and conveniently

searching and buying products. On SNS, whenever users easily scroll, search, and perform at information-related actions, they would like to buy at that SNS. In Cambodia, peoples prefer to acquire product information, due to the convenience of SNS. Base on this reason, we consider that convenience has a positive effect on SNS shopping.

Hypothesis 2 : Convenience will have a positive effect on purchase intention.

3.3 Information Sharing and Purchase Intention

Many online sellers have created sale groups and pages on their own Facebook, for advertising product description, price, photo, and other related things. In this study, information sharing refers to share information of product itself, its quality, and recommendations by friends. Friends on SNS can be the factor that influences purchase intention. Tapscott [2008] emphasized that teenagers are prone to talk about online shopping experience to their SNS friends while posting and discussing with their friend about what they had bought. In the context of SNS shopping, we expect that information sharing will positively influence purchase intention.

Hypothesis 3 : Information sharing will have a positive effect on purchase intention.

3.4 Customer Service and Purchase Intention

When a customer receives or returns an ordered product, the customer contacts the persons of the company that sold it [Kwon et al., 2010]. At that moment of truth [Fitzsimmons and Fitzsimmons, 2001], the customer recognizes service quality. The service affects trust and

further influences re-purchase intention. In addition, the service affects perceived value and customer loyalty. These characteristics will also be applied on SNS. Therefore, the following re-search hypothesis is drawn.

Hypothesis 4 : Customer service will have a positive effect on purchase intention.

3.5 Experience Difference in Online Shopping

Several studies suggested that shopping experience influences additional purchase and purchase intention. Consumers' experiences with online purchases influence risk perception and re-purchase intention [Dillon, 2004]. Swinyard [1993] found that shopping experience significantly influences purchase intention. Monsuwe et al. [2004] found that consumers evaluate their Internet shopping experience in terms of perception regarding product customization, a form of payment, delivery terms, service offered, involved risk, privacy, security, personalization, and enjoyment. Monsuwe et al. [2004]'s concept supports that influencing factors on purchase intention can be moderated by experience, depending on whether or not a purchase experience exists. Therefore, the following research hypotheses were set in this study.

Hypothesis 1a : Price reduction's effect on purchase intention is different between experienced and inexperienced group.

Hypothesis 2a : Convenience's effect on purchase intention is different between experienced and inexperienced group.

Hypothesis 3a : Information sharing's effect on purchase intention is different between the experienced and in-experienced group.

Hypothesis 4a : Customer service's effect on purchase intention is different between the experienced and in-experienced group.

4. Research Method

4.1 Data Collection

For this empirical study, a survey ques-

tionnaire was developed, based on the prior research and Cambodian status of e-commerce. We translated English questionnaire to Cambodian (Khmer) questionnaire. A Likert five-point scale ranging from strongly agree to strongly disagree was used. And the dichotomous scale was used to get additional information. The questionnaires were posted by using an online survey system (kwiksurveys.com), because it is free of charge and convenient to distribute and collect data. From May. 10th to 20th, 2016, the survey was sent to people who are using SNS in Cambodia. 150 responses were returned. Ex-

(Table 1) Respondent Characteristics

General Demographic/Characteristic	Overall Group(n = 124)		Experienced(n = 58)		Inexperienced(n = 66)	
	n	Percentage	n	Percentage	n	Percentage
Age						
Less than 20	9	7.26	6	10.34	3	4.55
20 to 25	89	71.77	43	74.14	46	69.70
25 to 30	21	16.94	5	8.62	16	24.24
30 to 40	5	4.03	4	6.90	1	1.52
Gender						
Male	88	70.97	36	62.07	52	78.79
Female	36	29.03	22	37.93	14	21.21
Education level						
Studying high school	4	3.23	4	6.90	0	0
Finished high school	7	5.65	5	8.62	2	3.03
Studying bachelor degree	36	29.03	15	25.86	21	31.82
Graduated bachelor degree	66	53.23	30	51.72	36	54.55
Studying postgraduate	6	4.84	1	1.72	5	7.58
Finished postgraduate	2	1.61	1	1.72	1	1.52
Other	3	2.42	2	3.45	1	1.52
Length of use						
Less than 1 year	1	0.81	1	1.72	0	0
1 to 3 years	20	16.13	14	24.14	6	9.09
3 to 5 years	46	37.10	20	34.48	26	39.39
More than 5 years	57	45.97	23	39.66	34	51.52
Use in one day						
Less than 30 minutes	8	6.45	2	3.45	6	9.09
30 to 60 minutes	22	17.74	11	18.97	11	16.67
1 hour	20	16.13	6	10.34	14	21.21
2 hours	25	20.16	12	20.69	13	19.70
3 hours	24	19.35	15	25.86	9	13.64
More than 3 hours	25	20.16	12	20.69	13	19.70
Access Device						
Computer	41	33.06	19	32.76	22	33.33
Smart phone	82	66.13	39	67.24	43	65.15
Tablet	1	0.81	0	0	1	1.52

cluding 26 invalid responses, we used 124 responses for empirical analysis. To prove the moderator of experience, the respondents were divided into two groups that consisted of 58 experienced users and 66 inexperienced users. The respondent characteristics are as following <Table 1>.

5. Analysis

For data analysis, PLS (Partial Least Square) approach was taken by using Smart-PLS Version 2.0 tool. We chose PLS for a couple of reasons. First, PLS has advantages over other statistical techniques such as regression and covariance-based structural equation modeling [Goodhue et al., 2012]. Second, PLS is useful under some frequently encountered conditions such as small sample sizes, non-normally distributed data and formative measurement.

5.1 Measurement Model

In structural equation model using PLS, measurement model should be tested by internal consistency, convergent validity, and discriminant validity. Because this research model has a moderator, we assessed measurement model by the separate group; overall group and each subgroup. Internal consistency was assessed by AVE (Average Variance Extracted) and composite reliability. AVE values are greater than 0.5 and composite reliability values were greater than 0.7, thus all items met the requirements. Then convergent validity was proved by item loadings and cross-loadings, as shown in <Table 2>. Finally, this study tested discriminant validity by the requirements that square root values of AVE have to be greater than the correlation values between constructs. <Table 3> confirms that our constructs satisfy the criteria of discriminant validity.

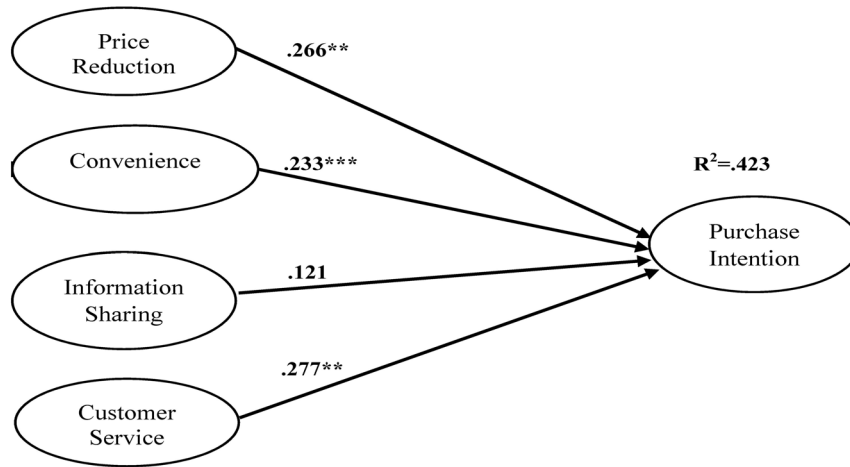
<Table 2> Item Loadings and Cross-Loadings (Overall Group)

Construct and Variable	Standardized factor loadings				
Convenience					
1. Using Facebook to buy product is easy.	0.9316	0.3574	0.2142	0.4721	0.3585
2. It's convenient to view and check product in Facebook.	0.7715	0.152	0.1983	0.2292	0.0491
3. You can save information and follow the store as much as you want.	0.5324	0.1321	0.1177	0.0973	0.0931
Customer Service					
1. Delivery speed is fast	0.2562	0.825	0.1618	0.4316	0.4487
2. Seller is really friendly	0.2692	0.7933	0.1749	0.4484	0.3405
3. you use less time to order product	0.2343	0.7307	0.2155	0.3637	0.5771
Information sharing					
1. You can get Quality information.	0.1348	0.1515	0.7801	0.2742	0.1822
2. You can get Product information.	0.2009	0.1852	0.7058	0.1829	0.167
3. You get recommendation about product from your friend.	0.2182	0.2025	0.8073	0.2692	0.3542
Purchase intention					
1. If I buy something, I would consider check it and buy from seller in Facebook	0.4418	0.4642	0.2801	0.8925	0.5485
2. You prefer using Facebook page store to buy product rather than other website	0.2909	0.4716	0.3108	0.7971	0.3638
3. You like shopping through online shop in Facebook.	0.3411	0.4239	0.2366	0.8631	0.4163
Price Reduction					
1. Price is lower than Internet shopping website	0.2332	0.4335	0.2301	0.4237	0.8501
2. You're satisfied with price that you paid	0.2594	0.5502	0.3112	0.4912	0.8908

(Table 3) Reliability and Discriminant Validity

Model and construct		AVE	Composite Reliability	Cronbach's Alpha	Correlation				
					(1)	(2)	(3)	(4)	(5)
Overall Group	1. Convenience	0.5822	0.7995	0.6939	0.763				
	2. Customer Service	0.6146	0.8268	0.6867	0.324	0.784			
	3. Information Sharing	0.5862	0.809	0.653	0.236	0.232	0.766		
	4. Intention	0.7256	0.8879	0.8106	0.426	0.532	0.323	0.852	
	5. Price Reduction	0.7581	0.8623	0.6824	0.284	0.569	0.314	0.582	0.871
Experienced Group	1. Convenience	0.5418	0.7715	0.6359	0.736				
	2. Customer Service	0.6403	0.8409	0.7195	0.452	0.800			
	3. Information Sharing	0.4843	0.7368	0.4823	0.415	0.210	0.696		
	4. Intention	0.7343	0.8921	0.8193	0.317	0.524	0.354	0.857	
	5. Price Reduction	0.7428	0.8523	0.6561	0.473	0.595	0.405	0.637	0.862
No Experienced Group	1. Convenience	0.5935	0.8081	0.723	0.770				
	2. Customer Service	0.5099	0.7565	0.5383	0.216	0.714			
	3. Information Sharing	0.6527	0.8489	0.7387	0.151	0.271	0.808		
	4. Intention	0.7228	0.886	0.8057	0.473	0.486	0.307	0.850	
	5. Price Reduction	0.7555	0.8608	0.6765	0.157	0.445	0.272	0.400	0.869

Note : The diagonal elements in boldface of the “correlation of constructs” matrix are the square root of the average variance extracted (AVE).



〈Figure 2〉 Overall Model : Path Analysis Results

5.2 Structural Model

For assessment of structural model, the path coefficients (all significant paths are indicated with asterisks), the associated t-value of the paths, and the overall explanatory power were analyzed, using PLS bootstrapping resampling method. Purchase intention on SNS was significantly affected by price reduction, convenience, information sharing, and customer service in 42.3% of the variance.

As shown in 〈Figure 2〉 below, among the antecedents of purchase intention on SNS, price reduction, convenience, and customer service were significant, with a path coefficient of 0.266 (at

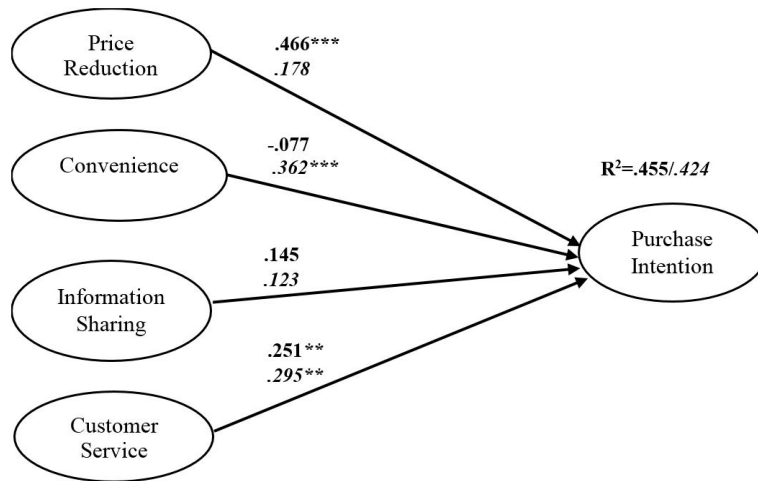
0.05 significance level), 0.233 (at 0.001 significance level), and 0.277 (at 0.05 significance level) respectively. However, information sharing was not significant

This research model has a moderating variable. Thus, to see the difference between an experienced and inexperienced group, we conducted the separate analysis by comparing the coefficients of structural paths between two groups, as shown in 〈Figure 3〉. The experienced group has a significant effect on price reduction and customer service on purchase intention, while the inexperienced group has a significant effect on convenience and customer service on purchase intention.

〈Table 4〉 Structural Estimates and Tests of the Main Hypotheses

Hypothesis	Path	Estimates	t Value	Hypothesis
H1	Price Reduction → Purchase Intention	.266**	2.118	Supported
H2	Convenience → Purchase Intention	.233***	3.310	Supported
H3	Information Sharing → Purchase Intention	.121	1.604	Not Supported
H4	Customer Service → Purchase Intention	.277**	2.504	Supported
R ²				
Purchase Intention		.426 (42.6%)		

Note : ** p < .05, *** p < .001.



Note : Coefficients not in italic denote experience group and coefficients in italic denote non experience group.
 p < .05, *p < .001.

〈Figure 3〉 Comparative Path Analysis between Experienced and Inexperience Group

6. Conclusion and Implication

In this research, we studied the influencing factors of purchase intention on the social commerce of Cambodia. In general, after the emergence of e-commerce, social commerce emerged. However, in the case of Cambodia, social commerce directly appeared, without the emergence of e-commerce. Such jumping in Cambodia may infer from the unique environment that the e-commerce infrastructure such as the electronic payment and the delivery system was not supported, but that many people already were using Internet services such as Facebook by mobile smart phones. Therefore, in the immature e-commerce environment, we investigated what kind of factor affects the purchase intention in the social commerce.

This study inferred price reduction, convenience, information sharing, and customer service as the influencing factors of purchase intention

on SNS. And also this study inferred the moderating effect that the influencing factors on purchase intention are different, depending on whether or not a purchase experience exists.

For empirical study, a survey questionnaire was designed by an online survey system and distributed by using Facebook post, from May. 10th to 20th, 2016. 150 responses were returned and 124 used for empirical analysis. PLS statistical tool was used for data analysis.

This study results can be summarized as following. First, analyzing with full data without distinction between the experienced and inexperienced group, price reduction, convenience, and customer service had significant impacts on purchase intention, however, information sharing did not have a significant effect. Second, as results of data analysis with the distinction between the experienced and inexperienced group, the experienced group has significant effects of price reduction and customer service on purchase

intention, while the inexperienced group has significant effects of convenience and customer service on purchase intention.

The results of this study indicate that experienced group has significantly greater effects of price reduction on purchase intention, in comparison with an inexperienced group. For the inexperienced group, the effect of convenience on purchase intention differs from experienced group. The effect of customer service on purchase intention was significant to both experienced and inexperienced group. However, the effect of information sharing on purchase intention was no significant difference between the experienced and inexperienced group.

Based on the findings of this study, some practical implications could be applied for marketers who want to join Cambodian market. First, the effect of price reduction was high in the experienced group, thus, marketers who want to join Cambodian social commerce need to offer more attractive price, so as to keep their loyal customer. Second, the effect of convenience was high in the inexperienced group. To secure new customers, marketers need to emphasize the convenience of easily and conveniently searching and buying products on SNS. Last, customer service has a significant effect on both attracting new customers and maintaining loyal customers. Thus, marketers strive to improve customer services such as shipping, exchange, and refund.

In this paper, we investigated what factors influence purchase intention in Cambodia, where social commerce earlier developed rather than electronic commerce. This study provides marketing and strategic implications for companies

seeking to enter the online market of Cambodia. However, this research is restricted to the case of Cambodia, so this study has a limitation that the results of the study cannot be generalized to other countries with different national cultures. Therefore, in future research, it will be necessary to acquire data from diverse countries similar to the online circumstance of Cambodia and conduct comparative studies among countries.

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