

The Influence of Online Store Attributes on Consumers' Purchase Intention Towards Online Marketplace Sellers

Jiaoying Li*

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Abstract

Nowadays, with the development of electronic information and digital devices, e-commerce is growing rapidly. Covid-19 has also made people rely more and more on online shopping (Shaw et al., 2022). Online store competition is also becoming more and more stimulating. In order to attract more consumers and stand out in the fierce competition, it is an important topic for sellers in the online marketplace to attract consumers' purchase intention. Exploring the impact on customers' purchase intention from the perspective of online store attributes is the subject of this study. Online store attributes are analyzed from five perspectives, including appearance design, product information, promotion campaign, store services, and consumer review. This study collected 304 online questionnaires through a convenience sampling method and used Ordinary Least Squares regression to verify the hypotheses. The result shows that only the appearance design and consumer review of the online store have a significant and positive impact on the purchase intention of customers. Product information, promotion campaigns, and store services have a positive effect but are not supported.

* International College, National Institute of Development Administration
148 Serithai Road, Khlong-Chan, Bangkok 10240, THAILAND.
E-mail: jiaoying.li@hotmail.com

Besides, the findings of the control variables found that older consumers have more purchase intention than younger consumers, and freelancers tend to have the lowest purchase intention among other occupational groups. In conclusion, the findings suggest that sellers should pay more attention to appearance design and consumer review. Particular attention should be paid to the appearance design.

Keywords: Online Store Attributes, Consumers' Purchase Intention, Online Marketplace Sellers

อิทธิพลของลักษณะร้านค้าออนไลน์ต่อความตั้งใจ ซื้อจากผู้ค้าขายในตลาดออนไลน์ของผู้บริโภค

เจียอิง ลี*

รับวันที่ 22 ตุลาคม 2565

ส่งแก้ไขวันที่ 6 มิถุนายน 2566

ตอบรับตีพิมพ์วันที่ 21 มิถุนายน 2566

บทคัดย่อ

ในปัจจุบันการพัฒนาของข้อมูลอิเล็กทรอนิกส์และเครื่องมือดิจิทัลนั้นส่งผลให้การพาณิชย์อิเล็กทรอนิกส์เป็นไปอย่างรวดเร็ว โควิด 19 ทำให้ผู้คนพึ่งพาการใช้จ่ายออนไลน์มากขึ้นเรื่อย ๆ (Shaw et al., 2022) การแข่งขันของร้านออนไลน์กำลังเป็นเพิ่มขึ้นเรื่อย ๆ เช่นกัน ทั้งนี้เพื่อดึงดูดผู้บริโภคและมีความโดดเด่นในการแข่งขัน สิ่งนี้จึงเป็นประเด็นสำคัญสำหรับผู้ค้าขายในตลาดออนไลน์เพื่อการดึงดูดความตั้งใจซื้อของผู้บริโภค การสำรวจผลกระทบจากความตั้งใจซื้อของผู้บริโภคจากมุมมองของลักษณะร้านค้าออนไลน์นั้น คือวัตถุประสงค์หลักของงานวิจัยนี้ โดยทำการวิเคราะห์ลักษณะของร้านค้าออนไลน์จากมุมมองห้าด้าน คือ การออกแบบรูปแบบลักษณะภายนอก ข้อมูลผลิตภัณฑ์ แคมเปญการประชาสัมพันธ์ บริการทางร้าน และการรีวิวจากผู้บริโภค โดยงานวิจัยเก็บข้อมูลจากแบบสอบถามออนไลน์ 304 ชุด ด้วยวิธีการสุ่มตัวอย่างแบบง่าย และใช้สถิติการถดถอยกำลังสองน้อยที่สุด (Ordinary Least Squares Regression) ผลการวิจัยแสดงให้เห็นว่ามีเพียงการออกแบบภายนอกและการรีวิวจากผู้บริโภคของร้านค้าออนไลน์เท่านั้นที่มีผลกระทบเชิงบวกและมีนัยสำคัญต่อความตั้งใจซื้อของผู้บริโภค ส่วนข้อมูลผลิตภัณฑ์ แคมเปญการประชาสัมพันธ์และการบริการของร้านค้ามีผลลัพธ์เชิงบวกแต่ที่ไม่สามารถยืนยันสมมติฐานได้ นอกจากนี้ผลการวิจัยจากตัวแปรควบคุมพบว่าผู้บริโภคกลุ่มอายุสูงขึ้นไปจะมีความตั้งใจซื้อสูงกว่ากลุ่มที่มีอายุน้อยกว่า อีกทั้งผู้ประกอบวิชาชีพอิสระมีแนวโน้มที่จะตั้งใจซื้อน้อยที่สุดเมื่อเทียบกับกลุ่มวิชาชีพอื่น ๆ โดยสรุปคือผลการวิจัยชี้ให้เห็นว่าผู้ค้าขายควรให้ความสำคัญกับการออกแบบรูปแบบลักษณะภายนอกและรีวิวจากผู้บริโภค โดยเฉพาะอย่างยิ่งการออกแบบรูปแบบลักษณะภายนอกของผลิตภัณฑ์

คำสำคัญ: ลักษณะร้านค้าออนไลน์ ความตั้งใจซื้อของผู้บริโภค ผู้ค้าขายในตลาดออนไลน์

* วิทยาลัยนานาชาติ สถาบันบัณฑิตพัฒนบริหารศาสตร์

เลขที่ 148 ถนนเสรีไทย แขวงคลองจั่น เขตบางกะปิ กรุงเทพฯ 10240

อีเมล: jiaoying.li@hotmail.com

Introduction

Nowadays, with the development of electronic technologies, the application of the internet, and the improvement of e-business infrastructure, e-commerce is growing rapidly. More recently, the rapid development of smart devices and the popularity of broadband networks have also provided more convenience for e-commerce development. Currently, people's life cannot be separated from the internet, while e-commerce which is conducted in the electronic marketplace based on the internet has deeply affected people's lives. More and more people gradually rely on online shopping, especially during the pandemic of COVID-19 (Shaw et al., 2022), the trend of online shopping is accelerated, and more people's shopping habit has been transferred. The demand for online shopping is increasing, which promotes the development of e-commerce. Global e-commerce sales were \$4938 billion in 2021, a 16.2% increase over 2020 and a 47.4% increase over 2019. (*Global Retail E-commerce Sales 2026* | Statista, 2022). From 2019-2022, the share of e-commerce in total global retail sales increases from 13.8% to 19.7%. (*Global E-commerce Share of Retail Sales 2026* | Statista, 2023)

By 2022, China will be the world's most penetrated e-commerce market, with nearly half of all retail sales coming via the Internet. The UK and South Korea follow closely behind with over 36% and 32% respectively, but there are still many countries such as the US, Norway and Canada with online retail penetration rates below 20%. (Statista, 2022). With the rapid development of e-commerce and the impact of online shopping trends, especially in some countries where the online market is still a blue ocean compared to China, more and more online marketplace sellers are emerging to seize this opportunity, including individual sellers and corporate sellers. The competition in the online seller market is becoming more and more fierce. Besides, many sellers cannot obtain the consumer or get success even though the existing e-commerce platforms give them many supports and guidance, as well as the certain fixed operation pattern. There are many reasons, such as lacking e-commerce knowledge or experiences, unattractive store image, uncompetitive product information or price, incomprehension of consumer behavior, etc. Online shopping also offers consumers the possibility of a more convenient and comparable product selection. Consumers can browse and compare more product information and prices online, which also makes it easy for them to find what they want online according to their intention. (Chen et al., 2022).

To catch customers' eyes, be consumers' preferred choice, obtain more consumers, and increase online stores' competitiveness in a more and more fierce competition environment, it is necessary for online marketplace sellers to consider how to attract and raise consumers' purchase intention. This study focuses on the online store attributes in terms of online marketplace sellers, which influence consumers' purchase intention. However, this topic has rarely been studied before. The effect of the factors on consumers' online purchase intention has been researched widely. According to Ngoc et al. (2019), the research pointed out that perceived usefulness, perceived ease of use, attitude, subjective norms, and trust have a positive effect on customers' online purchase intention. Ru et al. (2021) found that perceived usefulness and subjective norm significantly affect the online purchase intention of Shopee's customers in Malaysia. From the perspective of the online store, the online store attribute also provides perceived usefulness and subjective norms towards customers. Deng et al. (2021) found that consumers' perceived benefits of online shopping are the most important factor influencing their online purchase intentions. Aqeel and Othman (2022) found that ease of use is the biggest factor influencing purchase intention, otherwise they revealed that the opinions of others in the comment section had the greatest impact on purchase intention, and the number of comments had the least impact on purchase intention. Nawi and Sulaiman (2021) showed that there are five key factors that consumers choose before making an online purchase, and they are security factors, products offered, risk, trustworthiness, and user experience. Here are also studies on the impact of attributes of online shopping on customer satisfaction. According to Mofokeng (2021), Product delivery, perceived security, information quality and product diversity influence customer satisfaction. Dholakia and Zhao (2010) pointed out that on-time delivery has a dominant effect on customer satisfaction. However, customer satisfaction occurs after the purchase, and the authors prefer to investigate the influence of store attributes on shopping intention, that is, before the actual shopping action takes place. Therefore, from the consumer's point of view, when the author shops online, the online store's attributes do affect buying intention. The author has been affected by the shop's overall design, product information, promotion, and so on. The feelings and experiences of online consumers are based entirely on the information provided by online stores, as they are unable to have physical contact with the products. (Vasic, Kilibarda & Kaurin, 2019). On the other hand, in terms of online sellers,

this study provides them with a deeper understanding and reference meaning for the ways to attract consumers' purchase intention from the perspective of their own store attributes. It helps online store sellers optimize store attributes, improve consumers' purchase intention, further increase store goodwill, and enhance competitive advantages.

Literature Review

Online Store Attributes

Store image is a multidimensional concept of a synthesis of tangible (or functional) and intangible (or psychological) attributes of a store as perceived by consumers. (Lindquist, 1974). Van der Heijden & Verhagen (2004) also point out there are many aspects of consumer perception of a store, often referred to as components or attributes, which together make up the store image. In research from Van der Heijden and Verhagen (2004), they concluded that in B2C, online store image can be divided into 7 dimensions: online store usefulness, shopping pleasure, online store ease of use, trustworthiness, online store style, online store familiarity, online store solutions. Gupta et al. (2022) indicated that store image is defined as “a mixture of attributes that consumers perceive in a store”. These attributes include service and product quality, personnel skills, and accessibility. According to Ghosh, Tripathi & Kumar (2010), store attributes refer to the basic components of the store image dimension (e.g., merchandise, physical facilities, services, atmosphere, etc.). Thus, according to online marketplace sellers' online store characters and basic components of the store image dimension, this study proposes that online store attributes are attributes that belong to the online store itself and be a part of the store image, and attributes are what the online store wants to offer to its customers, which can be seen and perceived by customers.

Consumers' Purchase Intention

Marlien et al. (2020) believed that purchase intention is a combination of consumers' trusting attitudes toward products and services. It is also the determining factor for the occurrence of the act of purchasing a product or service. In addition, purchase intention is a collection of ideas about whether individuals are willing to buy or their particular buying behavior (Jain, 2021). A consumer's purchase intention refers to that consumer's attitude towards a particular purchase and the extent to which the consumer is willing to pay. It is essentially a signal of the consumer's buying behavior (Zhang et al., 2020). Many researchers

have discovered that focusing on consumer purchase intent, which is well maintained in online buying for a sustainable digital economy, would be beneficial (Dong et al., 2021). It is important because intentions are considered to be key predictors of actual behavior (Peña-García et al., 2020).

Factors Affecting Consumers' Purchase Intention

Given that the focus of this study is on the influence of online store attributes on consumers' purchase intention, the study takes the influence on consumers' purchase intention as the starting point and analyzes online store attributes from five aspects: (1) appearance design; (2) product information; (3) promotion campaign; (4) store service, (5) consumer review. The importance of these attributes and how they affect consumers' purchase intention are discussed below.

Appearance Design

In research from Ganguly et al. (2010), content, structure, interaction, and presentation are the four elements of design from an architectural standpoint. Therefore, the appearance design of an online store can be considered as the overall presentation, including the overall layout, color tone, style features, the location of functional keys, product catalog, and so on. According to Krysik (2021), As many as 93% of shoppers consider the appearance of an online store to be the most important aspect when making a purchase. For an indecisive shopper, an online store with an attractive design may be the main factor in determining whether a customer chooses to use the offer or go to a competitor.

The appearance design of the online store is conveyed to customers through visual effects. The appearance with attractive features will close the psychological distance between the store and consumers, which is conducive to customer curiosity about the product and enhance goodwill. Ganguly et al. (2010) empirically found that website design is a significant influential factor driving consumer trust, which in turn leads the online purchase decisions. In research from Tlapana (2021), store design characteristics have a significant impact on the cost of the shopping experience, particularly the psychological cost, thus sellers should carefully evaluate them (e.g., store layout, merchandise arrangement). These characteristics have a significant impact on potential shoppers' psychological costs, and consequently their buying experience.

Hypothesis 1: The appearance design of an online store has a positive impact on customers' purchase intention.

Product Information

According to Tzeng et al. (2021), product information covers detailed information about product features, etc. In this study, product information can be considered as the information conveyed by the product, including the product picture or video introduction, product title, detailed description, and demonstration of product sales. Whether shopping in a brick-and-mortar store or online, customers generally prefer to be provided with comprehensive product information to help them make more informed purchasing decisions (Zhao et al., 2021). Potential online customers, in particular, are concerned about the quality of information available on websites to assist them in making sound purchasing decisions. (Mofokeng, 2021b).

The product information that is clearly described and conveyed makes it easier for customers to understand and recognize the product. A product that meets the customer's expectations and whose information is positively conveyed will stimulate the customer's interest in buying the product. In research from Lim and Dubinsky (2004), they mentioned the accurate description and portrayal of product information is a critical factor that influences consumers' decision to shop online. Because customers are unable to touch the product. Therefore, this hypothesis is proposed as follows:

Hypothesis 2: The product information of an online store has a positive impact on customers' purchase intention.

Promotion Campaign

In research from KARA and YAPRAKLI (2017), they pointed out that promotion is the most common and comprehensive activity in marketing communication practice. They also mentioned promotion is communication by the seller to influence the buyer's attitude and behavior. In this definition, the communication phenomenon of influence and persuasion in promotions is considered as the main factor (KARA & YAPRAKLI, 2017). In the online store context, a promotion campaign should include coupons, discounts, promotional campaigns, promotional days, etc.

The research result from KARA and YAPRAKLI (2017) demonstrates the existence of a positive relationship between promotion and customer purchase intention. Customers are always willing to choose the products with a better price in the process of purchasing. The more promotions, the more frequent, and the more discounts, the more customers will be motivated to buy. In research from Zhao et al. (2021b), they pointed out that external environments, such as promotions, have a strong influence on consumer behavior. Just like some promotion slogans posted on the window can promote customer traffic. There is a positive relationship between promotion and customer purchase intention. Therefore, this hypothesis is proposed as follows:

Hypothesis 3: The promotion campaign of an online store has a positive impact on customers' purchase intention.

Store Service

Store service refers to the online services and customer service that online stores provide to consumers to help customers solve problems through digital channels (Brown, 2020). In the online store context, it includes comment response, online consulting services, and so on.

Good service in the store will prompt good feelings and recognition from customers. It was discovered that the quality of e-services had a positive impact on three consumer behavior intentions: purchase intentions, site revisit, and WOM (Gounaris et al., 2010). Online customer service can promptly and professionally respond to customer inquiries and politely respond to customer comments, which can close the psychological distance with customers and make them feel happy and comfortable, prompting purchase intentions. Jaiswal and Singh (2020) pointed out that E-tailers offer a variety of online services that can improve customer engagement. Javed et al. (2020) found the service quality of online stores has a positive impact on the purchase intention of online customers. Therefore, this hypothesis is proposed as follows:

Hypothesis 4: The store service of an online store has a positive impact on customers' purchase intention.

Consumer Review

In research from Zheng (2021), Online consumer reviews are generated by consumers through text, images, and video to evaluate products, services, prices, features, and user experiences. According to Ismagilova et al. (2020), online consumer review is regarded as a new type of communication through electronic word of mouth. Online stores often place customer reviews near purchase information, making it easier for customers to get word-of-mouth information or other information. Customer reviews and ratings are also a visual representation of word-of-mouth. Research shows that 93% of customers read online reviews before making a purchase. 91% of 18–34-year-olds trust online reviews as much as personal recommendations (Kaemingk, 2022).

Online ratings and reviews are an important source of information for consumers or buyers. (Thakur, 2018). In research from Ahani et al. (2019), consumers perceive online reviews to be a valuable source of information that influences their online shopping habits. According to Chen and Chang (2018), perceived value has a stronger impact on potential customers' purchase intention. Consumer ratings can be an important tool for consumers to refer to products and reduce the risk of purchase. And positive reviews have a significant impact on purchase intention (Lee & Shin, 2014). Besides, word of mouth is a very important factor that influences the purchase intention of customers (Ismagilova et al., 2020). Kato (2022) show that consumer online reviews, as a form of electronic word-of-mouth, have a causal impact on consumer purchase behavior. At the same time, feedback from other customers about the product also provides an important reference value for customers in the selection process (Katawetawaraks & Wang, 2011). The more positive the feedback, the more it will stimulate customers' goodwill towards the product and increase their desire to buy. Therefore, this hypothesis is proposed as follows:

Hypothesis 5: The consumer review of an online store has a positive impact on customers' purchase intention.

All hypotheses are summarized in the conceptual model, as shown in Figure 1.

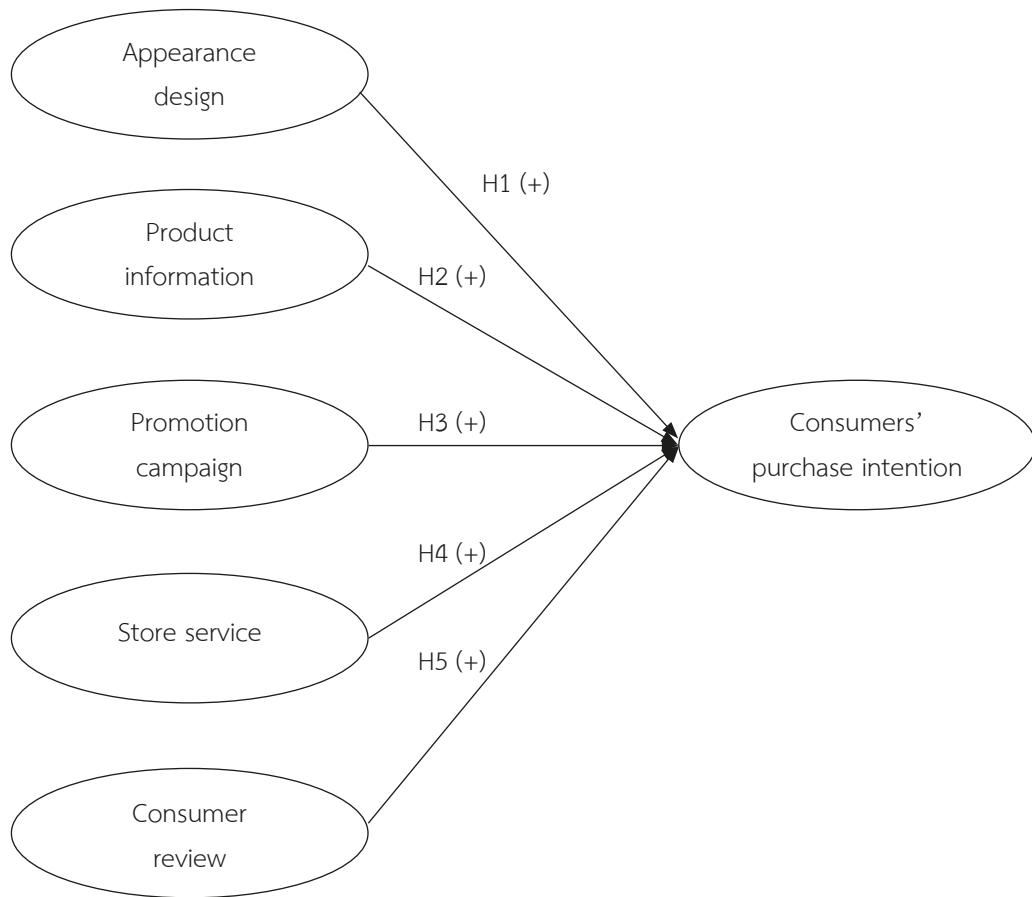


Figure 1: Conceptual model

Methods

Sample and Data Collection

The target population of this research is people who have online shopping experiences from China and Thailand. This is because of the high penetration of e-commerce users in China and Thailand, which are expected to be 76.8% and 57.4%, respectively, in 2023, and on the other hand because the authors live in China and Thailand and can access the research data more easily in these two countries (Statista, n.d.). The samples were selected by using a convenience sampling method, which is part of the nonprobability sampling methods. In this study, the questionnaire survey was used to gather the data, which was conducted

by the Microsoft forms and in both Chinese and English languages. The questionnaire includes closed-end questions and open-end questions, which consist of basic personal information, instruction, and Likert-scale questions of key variables. The questionnaire link was collected from 3rd April 2022 to 26th April 2022, and was distributed via different social communication platforms, such as Facebook, Wechat, and Line. The link to the questionnaire was posted in different online social groups and also shared individually with friends requesting to fill it out. However, not many replies were received. So, the author started to post the link in the exchange survey filling group by filling out others' surveys and then getting the respondents in return. The respondents were informed that the data collection was totally conducted in an anonymous way. Bonus incentives were adopted to encourage people to actively participate in filling out the survey. In this way, the number and quality of responses are fast and relatively satisfactory. The target sample collected was 400 respondents, the number of responses was 305, so the response rate was 76%. However, there was 1 respondent who answered that he had no experience with online shopping, thus, the number of available responses were 304. The respondents' characteristics are summarized in Table 1:

Table 1: Descriptive statistics of the respondents

Variables	Attributes	Frequency	Percentage
Gender	Male	89	29.2
	Female	216	70.8
Age	10 - 20	87	28.5
	21 - 30	184	60.3
	31 - 40	31	10.2
	41 - 50	3	1.0
	51 - 60	0	0.0
	60+	0	0.0
Education Level	Primary and secondary schools	19	6.2
	Bachelor	219	71.8
	Master	64	21.0
	PhD	3	1.0

Table 1: Descriptive statistics of the respondents (Continue)

Variables	Attributes	Frequency	Percentage
Employment Status	Student	206	67.5
	Employee	64	21.0
	Business owner	15	4.9
	Freelancer	14	4.6
	Unemployed	6	2.0
	Retiree	0	0.0
Have you ever shopped online	No	1	0.3
	Yes	304	99.7
How long have you been shopping online	1 year or less	21	7.2
	1 - 3 years	66	21.6
	3 - 5 years	81	26.6
	5 - 7 years	55	18.0
	7 years or above	81	26.6
How often do you shop online	Once a year or not	10	3.6
	Several times a year	57	18.7
	Several times a month	166	54.4
	Several times a week	61	20.0
	Once a day	10	3.3

Measures

Appearance design was measured by the scales developed by the author. The scales employ a five-point Likert scale with 1 (*strongly disagree*) to 5 (*strongly agree*) and include a total of 3 questions. The questions are as follows:

- (1) Store overall layout is clear and orderly
- (2) The overall color tone of the store is harmonious
- (3) Attractive style features of the store

Product information was measured by the scales developed by the author. The scales employ a five-point Likert scale with 1 (*strongly disagree*) to 5 (*strongly agree*) and include a total of 3 questions. The questions are as follows:

- (1) A product picture or video introduction is clear and effective to express the product features
- (2) The product title and keyword are easy to understand and to the point
- (3) The detailed description is comprehensive to express all details related to a product

The promotion campaign was measured by the scales developed by the author. The scales employ a five-point Likert scale with 1 (*strongly disagree*) to 5 (*strongly agree*) and include a total of 3 questions. The questions are as follows:

- (1) Sellers provide coupons or discounts
- (2) The promotion campaign is frequent
- (3) The store offers more discounts than usual on major promotional days (e.g., 11.11day)

Store service was measured by the scales developed by the author. The scales employ a five-point Likert scale with 1 (*strongly disagree*) to 5 (*strongly agree*) and include a total of 3 questions. The questions are as follows:

- (1) Online customer service is very good attitude and patient
- (2) The online stores answer questions and help customers quickly
- (3) The online store provides good support to customers

Consumer review was measured by the scales developed by the author. The scales employ a five-point Likert scale with 1 (*strongly disagree*) to 5 (*strongly agree*) and include a total of 3 questions. The questions are as follows:

- (1) The store has received good consumer reviews
- (2) Consumer reviews are mostly positive
- (3) The consumer review score is quite high

Consumers' purchase intention was measured by the scales developed by the author. The scales employ a five-point Likert scale with 1 (*strongly disagree*) to 5 (*strongly agree*) and include a total of 3 questions. The questions are as follows:

- (1) I would like to buy from this online seller
- (2) If I buy the same product, I will give priority to this online store
- (3) I will buy from this online seller

Control Variables

The control variables in this study include the basic personal characteristics of the respondents that might affect consumers' purchase intention, such as gender, age, education level, and employment status, which are commonly adopted by many researchers. Moreover, there are other online shopping-related questions of control variables such as whether they shop online, how long they have been shopping online, and how often they shop online. If the respondent has no experience in online shopping, the questionnaire will automatically jump to the page of the submission. All the questions of control variables are measured by either nominal scale or ordinal scale.

Statistical Analysis

To determine the relationship between the independent and dependent variables, the analysis in this study used the statistical method of ordinary least squares (OLS) regression. The data analysis was carried out using IBM SPSS Statistics version 26 software.

Results

The reliability analysis is used as a method to verify the responses' internal consistency, which always is tested by using the Cronbach's alpha (α) coefficient. As Nunnally (1967) recommended, it is generally considered that the value of Cronbach's α coefficient is between 0 and 1. If the coefficient is less than 0.6, it is considered to have poor or unacceptable internal consistency reliability, in the range of 0.6 - 0.7 it means that the reliability level is acceptable, in the range of 0.7 - 0.9 it means that the scale has a good reliability level, if the coefficient is greater than 0.9 it means that the internal consistency reliability is excellent. The result of the Cronbach alphas coefficient of each variable is more than 0.8, which is in the range of 0.7 - 0.9 according to Nunnally (1967), represents all variables have good reliability. The specific indicators are shown in Table 2.

Table 2: Results from a reliability test

Variables	Appearance design	Product information	Promotion campaign	Store service	Consumer review	Consumers' purchase intention
Cronbach alphas (α) coefficient	0.862	0.884	0.860	0.895	0.869	0.829

Table 3 shows the correlations among key variables. We can conclude each key variable has a positive correlation with consumers' purchase intention. The specific indicators are as follows.

Table 3: Correlations among key variables

	AD	PI	PC	SER	CR	INTEN
AD	1	.693**	.556**	.603**	.540**	.576**
PI		1	.530**	.701**	.665**	.533**
PC			1	.500**	.500**	.413**
SER				1	.638**	.495**
CR					1	.587**
INTEN						1

Notes: ** p-value <.01

AD = Appearance design, PI= Product information, PC= Promotion campaign,

SER = Store service, CR= Consumer review, INTEN= Consumers' purchase intention

The following are the results of the hypothesis testing using OLS regression, as shown in Table 4.

Table 4: Multiple regression results

Independent Variables	Standardized Beta coefficients and the level of significance	VIF
<i>Main independent variables</i>		
Appearance design	.347***	2.282
Product information	.040	2.960
Promotion campaign	.022	1.733
Store service	.040	2.401
Consumer review	.324***	2.176
<i>Control variables</i>		
Gender (Woman=1)	.048	1.112
Age	.155**	1.726
Education level	-.080	1.233
Employee	.034	1.415
Business owner	.091	1.293
Freelancer	-.128**	1.197
Unemployed	.020	1.049
How long have you been shopping online	-.090	1.230
How often do you shop online	.003	1.137
<i>R-square</i>	.490	

Notes: *** p-value <.001, ** p-value <.01, p-value * <.05

Standardized beta coefficients are reported

Hypothesis 1: Appearance design is positively correlated with consumers' purchase intention. There is a positive beta coefficient ($b=.347$) with a p-value of .000. This represents that the appearance design of an online store positively affects the consumers' purchase intention. The more attractive the appearance design, the higher the purchase intention. The result is significantly supported. Thus, hypothesis 1 is supported.

Hypothesis 2: Product information is positively correlated with consumers' purchase intention. There is a positive beta coefficient ($b=.040$) with a p-value of .582. This shows that product information of online stores also positively affects the consumers' purchase intention. An online store that has clear product information will increase consumers' desire to buy. However, the result is not statistically significant. Hence, hypothesis 2 is not supported.

Hypothesis 3: Promotion campaign is positively correlated with consumers' purchase intention. There is a positive beta coefficient ($b=.022$) with a p-value of .690. This indicates that the promotion campaign of an online store positively affects the customers' purchase intention. The more promotions and the more discounts, the more customers will be motivated to buy. However, the result is not statistically significant. Therefore, hypothesis 3 is not supported.

Hypothesis 4: Store service is positively correlated with consumers' purchase intention. There is a positive beta coefficient ($b=.040$) with a p-value of .542. This shows that the store service of an online store positively affects the customers' purchase intention. A store with better service will increase customers' purchase intention. However, the result is not statistically significant. As a consequence, hypothesis 4 is also not supported.

Hypothesis 5: Consumer review is positively correlated with consumers' purchase intention. There is a positive beta coefficient ($b=.324$) with a p-value of .000. This indicates that the consumer review of an online store positively affects the customers' purchase intention. The more positive the content of the customer's review or the higher the review score, the higher the customer's purchase intention. In addition, the result is statistically significant. Thus, hypothesis 5 is supported.

In terms of control variables, the result shows that gender is positively related to consumers' purchase intention ($b=.048$; $p=.275$). This means females have higher purchase intentions than males. However, the result is not statistically significant. Thus, the factor of gender is not supported. Regarding the beta coefficients of age ($b=.155$; $p=.005$), it shows that older consumers have more purchase intentions than younger consumers. And the result is statistically significant. The factor of age is supported. With regard to education level ($b=-.080$; $p=.087$), this shows education level is negatively associated with purchase intention. People with higher levels of education have lower purchase intentions than those with lower levels of education. Nevertheless, the result is not significantly supported due to the p-value being more than .05. Therefore, the factor of education level is not supported. For employment status, the analysis only showed that freelances are the only group that has a significant beta coefficient, which is negative ($b=-.128$; $p=.006$). It can be interpreted that, among all groups of employment status, freelances tend to be the group that has the lowest purchase intentions. The beta coefficient for how long you have been shopping online ($b=-.090$; $p=.054$) is negative, which means the longer experience people shop online, the less intention they are to buy. And the beta coefficient for how often you shop online ($b=.003$; $p=.943$) is positive, which means that the more often people shop online, the more intention they are to buy. However, the effects of these two factors are not supported due to their p-value being more than .05. So, to summarize, the factor of age and freelance roles can be supported in the control variables section.

Variance inflation factor (VIF) was used to find out the serious multicollinearity problem in this study, which should be no more than 10. The index of VIF in this study was within the range of 1.049 and 2.960, which means there is not a major multicollinearity problem.

In the end, the r-square of the regression is .490. This indicates that all the variables in the regression (including appearance design, product information, promotion campaign, store service, consumer review, gender, age, education level, employment status, online shopping time length, and frequency of online shopping) can explain 49.0 percent of consumers' purchase intention, the rest of 51.0 percent can be explained by factors not included in the regression.

As illustrated in Figure 2, the OLS regression results are described in the conceptual model.

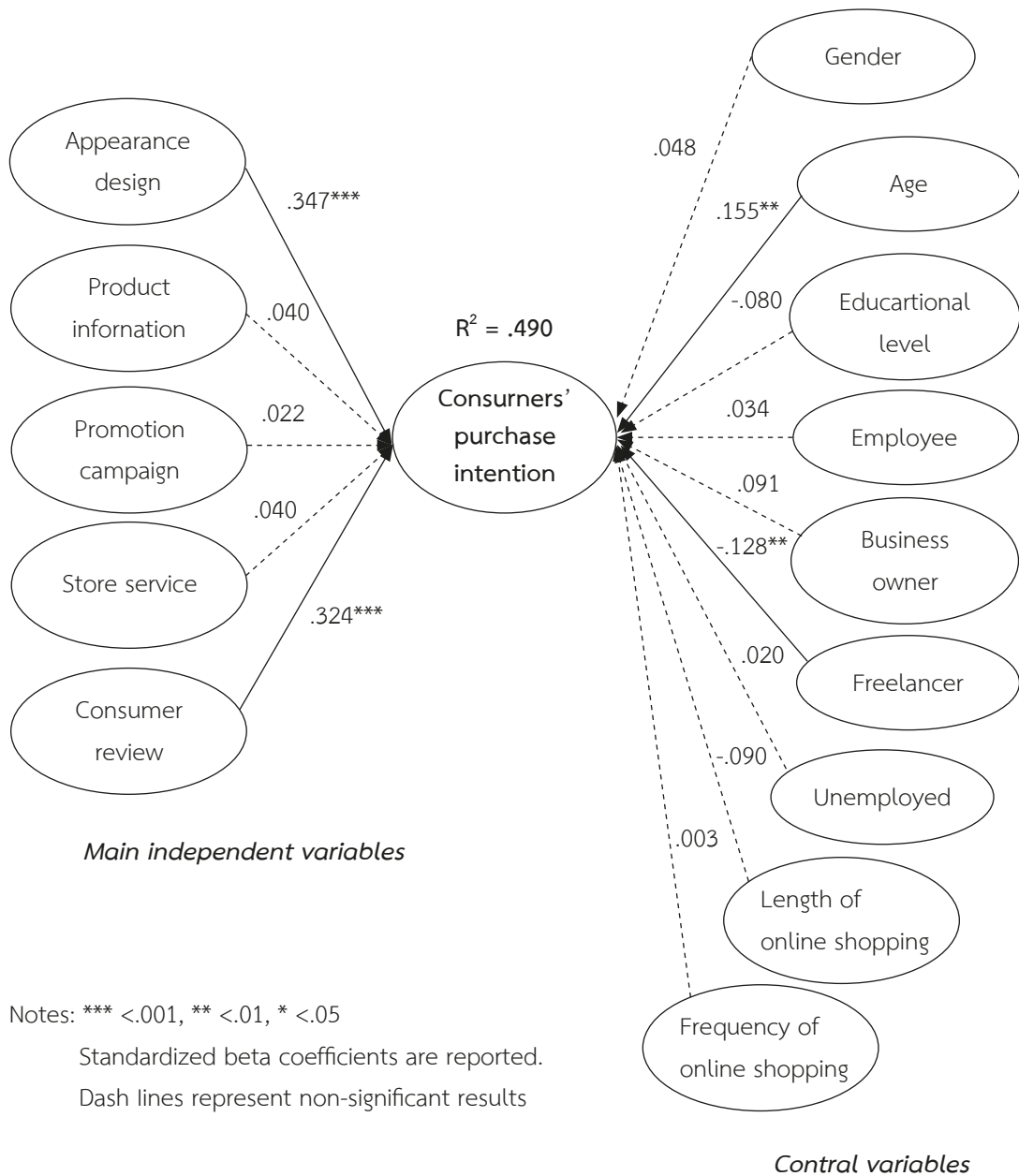


Figure 2: Results from OLS regression

Discussion and conclusion

General Conclusion of the Result

This study was written to examine the effect of online store attributes on consumers' purchase intention in terms of the online marketplace sellers. The online store attributes were divided to be five aspects: appearance design, product information, promotion campaign, store service, and consumer review. Based on the previous section, the results of OLS regression show that all these five aspects positively affect the consumers' purchase intention. However, the consumers' purchase intention for the online marketplace sellers is significantly positively affected only by appearance design and consumer review. Besides, the appearance design of online stores has a more significant impact. The other three main independent variables' effects such as product information, promotion campaign, and store services are non-significant. In terms of the control variables, only the factor of age and freelance roles have a significant effect on purchase intention. Older consumers have more purchase intentions than younger consumers. And freelancers have the lowest purchase intention than other occupational groups.

First of all, the finding that appearance design positively and significantly influences customers' purchase intention is supported by the findings of previous studies. Mofokeng (2021c)'s research concludes that customers' enthusiasm to buy from an online store is highly correlated with their satisfaction with the information. Design is considered a visual cue, which often influences the subconscious mind (Prasad & Mishra, 2019). When customers are looking for buying something, a good visual cue will influence the subconscious of purchasing, which stimulates consumers to generate positive intention. The result of this study is also in line with Shi et al. (2021)'s research result, which is that design aesthetics has a significant effect on participants' purchase intention. The rate of purchase intention was significantly higher for products with high design aesthetics than for products with low design aesthetics.

In addition, the previous research also backs up the conclusion that consumer review in online stores positively and significantly influences customers' purchase intention. Customer online reviews, as a sort of electronic word-of-mouth, have a direct impact on consumer buying behavior, according to Köylüoğlu (2022). In research from Zhang et al. (2022), high quality online consumer reviews are positively associated with high customers' purchase

intention. Pooja and Upadhyaya (2022) also concluded that the more the perceived credibility of online consumer reviews among potential customers, the more likely they are to buy. According to research, online customer reviews had a substantial effect on buy intention when modeling online purchase behavior, with items with a high percentage of positive online reviews having a significantly greater purchase intention than those with a high percentage of negative online reviews (Zhang et al., 2020).

For online shoppers, appearance design takes precedence over the visual presentation of consumer reviews. Appearance design provides the first impression to the shopper. Customer reviews are often placed near purchase information. In research from Clark et al. (2020), first impressions are usually formed quickly and unconsciously. First impression judgments have been shown to influence people's behavior and determine the beginning of positive or negative interactions. When consumers are exposed to the appearance of the presentation, consumers will involuntarily generate the first impression and compare it with the psychological expectations of buying, thus influencing the judgment of the next behavior. Customers' purchase intention is influenced by appearance design first, therefore, it can be argued that appearance design has a more significant impact on purchase intention than consumer review.

Secondly, the results that product information, promotion campaign, and store service are positive but not significant effect on consumers' purchase intention. Product information provides product details and descriptions. Clear and comprehensive product information descriptions help consumers better understand the product and enhance purchase intention. However, it is only one of the ways for consumers to understand the product and does not significantly influence consumers' purchase intention. Purchase intention occurs before the decision to buy (Rahadian et al., 2020). Customers' online shopping behavior often occurs under the premise of having a need and a purpose. When purchasing needs are clear, they tend to care more about the goods or services they need than whether there is a good deal or the quality of the service. In terms of purchase intention, customers are positively influenced by promotions and services, but the impact is not profound. Positive promotions and services will have a good impact on buyers' psychology, and these factors may have more influence on the final purchasing decision or buying experience. Therefore, the influence of promotions and services on purchase intention is not significant.

Besides, in the perspective of the control variables that are significantly supported, older consumers have more purchase intention than younger consumers. Age is a variable that captures the income level of an individual and the cognitive ability characteristic of an individual (Cole et al., 2008). Older customers will generally have more purchasing power and more demand than younger customers, so when older customers are positively stimulated, they may generate more purchase intentions. Freelancers have the lowest purchase intention among other occupational groups. The nature of freelance workers' work and the uncertainty of their financial income may have an impact on their purchase intentions.

Other respondents' personal information such as gender, educational level, length of online shopping, and frequency of online shopping does not significantly affect purchase intention. The reason may be since everyone's aesthetics, psychological condition, and perception or judgment of things are different. And purchase intention is in the consumer's subjective perception of the goods or services produced when the consumer is exposed to them (Lin & Shen, 2023). Individual characteristics vary greatly, and subjective perceptions vary, while subjective perceptions are also influenced by other factors. Thus, it is very difficult to assess the impact of personal information characteristics on their purchase intention. This would explain the research findings of non-significant effects.

Recommendations for Future Research

Although this study can provide relevant guidance for subsequent studies, the concept of online store attributes has still not been outlined comprehensively. There could be considered other attributes such as security or personal privacy policies, delivery conditions, payment method. In addition, due to the difference in the mindset of men and women, there may be differences in the effects of store attributes on the purchase intention of male and female customers. This also requires consideration of different studies for different genders. Besides, there would be more variables that can be analyzed in future research. Finally, it will be interesting to explore why appearance design and customer reviews, more than any other factors, have a significant impact on customers' online purchase intentions.

Limitations

The percentage of freelancers is only 4.6 percent of the respondents, so the conclusion that freelancers have the lowest purchase intention among other occupational groups is limited and may not be representative. The r-square of the regression is .490, which means that only 49% of the factors are taken into account, r-square still has a lot of room for growth when additional independent variables that have an impact on online purchase intentions are taken into account. Moreover, the sampling method was adopted by convenient sampling via the internet due to the time and budget limitations, it is not a probability sampling method, which cannot generalize the findings from the sample to the entire population. In addition, there is another limitation about the sample size. The study does not provide information on how the sample size was determined because of time, budget, and accessibility to the target population. Also, the establishment of validity for each variable item is another limitation in the methodology section.

Contribution to Knowledge

The study found that appearance design and consumer review had a significant positive effect on consumers' purchase intention in terms of the online marketplace sellers. In addition, the appearance design of the online store had a more significant impact on their purchase intention. These findings are contributed to the literature on the influence of online store attributes on consumers' purchase intention and provide insights on how online marketplace sellers can practice attracting more consumers from the perspective of store attributes.

Practical Implications

In research from Ganesh et al. (2010), the findings pointed out that one of the differentiating points between e-stores and traditional stores is their ability to control the content of their websites. This point is consistent with the study's conclusion. Sellers in the online marketplace have the ability to control their store's content. All the appearance designs such as logo, structure, overall layout, color tone, style features, the location of functional keys, and product catalog can be controlled by online sellers. Ganguly et al. (2010) pointed out that as marketing tools, online retailers should employ effective website design features including information design, visual design, and navigation design. This boosts

purchase intent by increasing consumers' trust in the online store. In order to obtain more traffic, attract more consumers, and be outstanding in the fierce competition, the first step that the sellers should consider is how to attract the consumers' purchase intention. According to the research result, the sellers should pay more attention to the appearance design and consumer review that significantly and positively affect the consumers' purchase intention.

First of all, the sellers should focus on the appearance design, which has the most significant influence on the consumers' purchase intention. The goal of many shoppers is convenience. This includes quickly entering and leaving the store as well as quickly identifying the things they require (Baker et al., 2002). Therefore, sellers should consider the functionality of the design, making the functional design easier and more straightforward. User-oriented and user-friendly is the primary direction so that customers can feel the convenience and effectiveness of online shopping as much as possible. This will be more conducive to enhancing the customer's good feeling and purchase intention. In addition to functionality, sellers should also pay more attention to the visual appeal of the design in the appearance. It is especially important to promote products in a way that emphasizes aesthetics and attracts the attention of customers. There are many aspects that can be considered, such as logo, structure, overall layout, color tone, style features, the location of functional keys, product catalog, and so on. Designing as attractive a style as possible, using harmonious colors, a clear and orderly overall structure, an organized catalog layout, etc., are all good strategies to enhance customers' purchase intentions.

Then, the consumer review is another important perspective that the seller should pay attention to. Smart search makes it easier for customers to compare products. Sellers need to make customers think they are different from others. The reviews section provides a great convenience for consumers to learn about products or stores. In today's commercial world, online consumer reviews are one of the most important forms of communication. Online reviews are both information providers and information recommenders. High-quality online consumer reviews are positively associated with high customer purchase intention. (Obiedat, 2013). Most buyers will leave objective reviews based on the real condition of the product or service. Therefore, for sellers, the first requirement to conduct customers to leave positive reviews is to provide good quality products and services. Sellers can offer incentives to consumers who post good reviews, or they can set the order

of reviews to be based on quality rather than chronological order. According to research, consumers with low engagement are largely impacted by the number of reviews rather than the quality of reviews, whereas consumers with high engagement are mostly influenced by the number of reviews (Park et al., 2007). Therefore, the number of reviews is also extremely important. The customer can predict the popularity of this product by the total number of reviews, which will influence his purchase intention. Even if the product and service are good, there are some consumers who are too lazy to leave a review, which requires sellers to think about how to promote and encourage buyers to leave reviews. For example, the online store can send messages with review reminders or offer rebates to consumers who leave reviews to encourage them to leave as many reviews as possible. In addition, the seller's response and feedback on the review are particularly important. For positive and quality reviews, sellers can reply to express their appreciation and welcome buyers to buy again. For some negative comments, the sellers should also respond timely or provide solutions in a polite and sincere manner, which will increase consumers' goodwill and satisfaction with the store. Besides, J. Lee et al. (2011) believe that in online shopping stores, the first impression of a product is more positive if the seller places online customer reviews in the product advertising rather than presenting them after the product information. Thus, this is also a very good strategy for sellers to use quality customer reviews as a kind of promotional advertising.

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