

Customer Satisfaction on Online Shopping in Cambodia

Monirul Islam*

ABSTRACT

The rapid growth of Internet use and the continuous advancement of technologies have transformed the way things are bought and sold, resulting in a growing number of online shoppers. This study uses a closed-ended questionnaire to collect data on the major shift that has been predicted in the field of online shopping, as well as the customer's preference and satisfaction with online shopping. This is a survey study of the people living in Phnom Penh city because they are the customer who frequently purchases products online. This study aims to identify the most important elements that influence customer satisfaction. The survey was conducted among 246 customers to analyze their perception of online shopping. Finding shows that online shopping satisfaction and intention depend on reliability, payment method, product quality, service quality of online stores, speed of delivery, option to return policy, and good customer reviews. This research would be helpful to enhance company's performances by offering the services that customer prefers.

Keyword: Online Shopping, Customer Satisfaction

INTRODUCTION

Businesses are seeking to obtain a competitive advantage by using e-commerce to engage with customers due to the fast global expansion of electronic commerce. In the Internet world, electronic commerce has become one of the most important features. Consumers can use the Internet-based electronic commerce environment to search for information and buy items or services directly from the online shop. Online shopping is becoming popular because of the growth of internet users. External reasons are contributing to the rising interest in online shopping, such as increased traffic density, difficulties traveling to traditional stores, and the inconveniences commonly associated with shopping malls and other conventional retailers (Sunitha & Gnanadhas, 2014). Through the internet, customers have access to many brands, stores, and products. Consumers have a limited amount of time and many choices. They would certainly choose to shop with online stores that have the desired product and provide high-quality services.

E-commerce has been growing fast in Cambodia during the past several months. Cambodian Ministry of Commerce launched an E-Commerce Strategy in November 2020 to promote economic growth and preparation for a robust digital economy. (Cambodia

launches E-Commerce Strategy - B2B CAMBODiA, 2020).

The most popular platform to conduct online business in Cambodia is Facebook (Richard, 2020). There are 11 million Facebook users in Cambodia (Kemp, 2021). The number of internet user and social media users are growing in Cambodia and it may create a good market for online shopping. This study examines how Cambodian customers perceive online shopping and which factors are related to their satisfaction.

STUDY PURPOSE

The purpose of this study is to explore customer satisfaction with online shopping in Cambodia. More especially, to determine the factors that cause customers to prefer online shopping over traditional shopping; to determine the factors that may have an impact on online customers' confidence and satisfaction levels; to determine online customer's satisfaction level with their overall shopping experience; to find out the areas that can contribute in making the customer more confident and satisfied regarding online shopping.

LITERATURE REVIEW

In Cambodia, consumers are increasingly adopting the electronic platform to purchase necessary goods. Interest in online shopping has been grown in recent years. Especially, during the COVID-19 pandemic,

* MD Monirul Islam, MBA, lecturer, CamEd Business School
Email: moni@cam-ed.com

there is a rising demand for online shopping in Cambodia. Businesses that offer online shopping facilities have seen massive sales growth. Grocerdel's (Cambodian Online Startup) sales increased by 165 percent during the COVID-19 pandemic ("Cambodia's digital startups help blunt economic impact of COVID-19 | UNCTAD", 2020). Customer awareness has increased as a result of the advancement of information technology, and consumers now prefer to purchase online since it saves them time. The Internet has changed many aspects of our daily life; the way we communicate, how we interact with the bank, read the newspaper, watch television, or the way we buy and sell products.

Consumer attitudes toward a product or service will impact consumer behavior against those products or services, therefore, marketers must first understand customer attitudes regarding the items they advertise before developing strategies to influence those attitudes (Ramdhani et al., 2012). The use of technology for greater marketing effectiveness is known as online shopping or marketing and retailers are combining strategies to fulfill the demands of online shoppers; they are busy researching consumers in the field of online shopping, investigating consumer attitudes regarding online shopping, and examining the variables that influence customers to purchase online. Customers' attitudes are influenced by their understanding of e-commerce sites, their perceptions of their reputation and convenience of use, and their perceptions of the risks involved with payment and refund policies (Akbar & James, 2014). Other findings show that, the factors that influence consumer attitudes toward e-commerce purchases made through online shopping and discovered that there is a link between e-commerce experience and respondents' attitudes toward shopping online. They also discovered that there is a strong link between product perception and respondents' attitudes about online shopping, as well as a significant relationship between customers' service and respondents' attitudes toward online shopping (Jusoh & Ling, 2012).

Leonard (2012) investigated customer attitudes in C2C e-commerce to determine the factors that influence attitudes. He developed two attitudinal models to assess the risk and trust of consumers and sellers: attitude toward purchasing and attitude toward selling. The findings of a survey of 248 undergraduate students show that the seller's trust and risk influence the buyer's attitude toward

purchasing, but the model changes for the seller's attitude toward selling, where trust and attitude are merged into one variable and risk is not found to be an influence.

Yoh et al. (2009) also stated that favorable attitudes toward online purchasing were influenced by positive beliefs about online shopping. As a result, trust and belief may be used alternatively to influence behavior and purchasing intention. Furthermore, social support and social acceptability have a favorable impact on online shopping intention, which is also confirmed by Limayem et al. (2000), who found that family and media are the social factors that influence online shopping intents. Consumer commitment to an online shop is strongly related to information satisfaction and relational advantages (Park & Kim, 2003). People do not prefer online shopping for a variety of reasons. Lack of privacy and financial security, a perceived lack of human interaction, technological failure, poor interface design, unfamiliar service encounters, information overload, and static website are all causes for online shopping's low acceptability in different countries (Shankar et al., 2003). One of the most challenging factors is the risk of making an online payment. People are often unwilling to purchase online because of concerns about privacy and security (Zhou et al., 2007).

According to Bhattacharjee (2001), customer satisfaction is one of the most significant consumer reactions in online purchasing, and its significance is represented in its potential to help create customer loyalty, enhance positive recommendations, lead to repeat purchases, and boost the company's market share and profitability. Other researchers (Szymanski and Hise, 2000) identified the importance of user perceptions of website features such as logistical assistance, security, homepage design, and other factors on customer satisfaction with online shopping. These consumer perceptions support identifying features of online shops that have a significant influence on customer satisfaction. But there is no common understanding of the satisfaction construct. Some people prefer online shopping since it is more convenient and offers better prices (Koyuncu & Bhattacharya, 2004).

After reviewing the literature, some key factors that are positively and negatively related to customer satisfaction were identified, including issues with traditional shopping, perceived specific benefits of online shopping, online store trustworthiness, budget to be spent, payment method, flexible return

offer, online store service quality, product quality, price, product delivery speed, and online shopping experience. While online shopping in Cambodia is still in its early stages, it is thought that online shopping has the potential to improve customer satisfaction. Because there is no publicly published research on online shopping in Cambodia, it is believed that this study would give business organizations a clear understanding of how customers think an online store should be.

METHODOLOGY

This research is based on primary data sources. Data have been collected from the residents of Phnom Penh city. This study's sample is comprised of all individuals who have done or are currently doing online shopping in Cambodia, with a representative sample of this community consisting of online shoppers in Phnom Penh. Because online shopping is a popular trend in the capital, this sample will properly represent the target audience. The sample size of this study is 246.

A structured questionnaire was created for this study using a Likert scale and multiple-choice questions. The first two questions contain demographic questions and another twenty-one questions to ask respondents about their satisfaction with online shopping in Cambodia. The survey was conducted by using Google Form then exported to Google Sheets for analysis.

In this study, customer's preferences and satisfaction with online shopping are the primary dependent variables. Independent variables are assumed to influence customer preference in online shopping includes- problems in traditional shopping, perceived specific benefits of online shopping, online store's reliability, budget to be spent, payment method, return policy, and finally present customers ratings of online stores. In this study, customer satisfaction is assumed to be influenced by a few independent variables including service quality of online shops, quality of product, price, speed of product delivery, online shopping experience, and finally consumer's willingness to continue online purchase and recommend to others.

ANALYSIS

Background of Respondents

A total of 246 respondents were surveyed in this study. In terms of age, 13 percent of respondents

came under the age group of below 20 years, 76.8 percent are between 21-30 years, 7.3 percent are 31-40 years, and 2.8 percent are 40 years and above.

Table 1: Profile of the respondents

Aspects	Age	Sample Size	Percentage (%)
Age	below 20 years	32	13%
	21-30 years	189	76.8%
	31-40 years	18	7.3%
	40 years and above	7	2.8%
Gender	Male	94	32.8%
	Female	152	61.8%

Gender and Shopping Preference

Table 2 shows a cross-tabulation of the respondent's gender and preferred shopping location. The main aim to find out which gender prefers to shop at online stores the most. The survey results show that female prefers to shop online than male. According to the findings, among 94 male respondents, 47 of them prefer to shop online that constitutes a percentage of 50 percent. On the other hand, among 152 female respondents, 107 of them choose online shops over the traditional market which is 70.39 percent. So the survey shows that women like to do online shopping than men.

Table 2: Respondents' shopping preference

Gender		Shopping Preference		Total
		Traditional Market	Online Shops	
Male	Sample Units	47	47	94
	% within Gender	50%	50%	100%
Female	Sample Units	45	107	152
	% within Gender	29.61%	70.39%	100%
Total	Sample Units	92	154	246
	% within Gender	37.4%	62.6%	100%

Data Analysis - Customer Preferences

Many factors were investigated from the literature review in this part, and respondents were asked to rate them based on their own experiences. All issues regarding customer satisfaction in online shopping have been explained below:

Factors Creating Problems in Traditional Shopping:

Table 3 and Figure 1 show the factors that cause issues for respondents when they choose to shop in local stores. Main aim to determine which factors bother customers to choose online shops over traditional markets. According to the study results, time is the most important factor that bothers respondents when they do traditional shopping, as indicated

by 45.5 percent of respondents. Other factors are high searching cost (8.5 percent), unavailability of the desired product (22.4 percent), and difficulty to assess the price (20.3 percent). So, the result shows that loss of time is the main reason for the customer to choose online shops over traditional stores.

Table 3: Factors Creating Problems in Traditional Shopping

	Frequency	Percentage
It requires a lot of time	112	45.50%
Searching cost is high	21	8.50%
The desired product is not available	55	22.40%
Price assessment is difficult	50	20.30%
Others	8	3.30%
Total	246	100%

Figure 1: Factors Creating Problems in Traditional Shopping



Reasons for being interested in online shopping:

The main aim of table 4 and figure 2 is to identify which factor mostly motivates people to switch to online shopping from traditional shopping. The survey results show that the main factor is saving time (29.9 percent) that motivates people to shop online. Other main factors are easily accessible (18.7 percent), product rarity (17.5 percent), easy price comparison (11 percent), and convenience (21.5 percent). So saving time is one of the main factors that influence the customer to shop online.

Table 4: Reasons for being interested in online shopping

	Frequency	Percentage
Saving time	71	28.90%
Easily Accessible	46	18.70%
Product is rare, typically not found in the local market	43	17.50%
Comparing prices is easy	27	11%
Convenience	53	21.50%
Others	6	2.40%
Total	246	100%

Figure 2: Reasons for being interested in online shopping



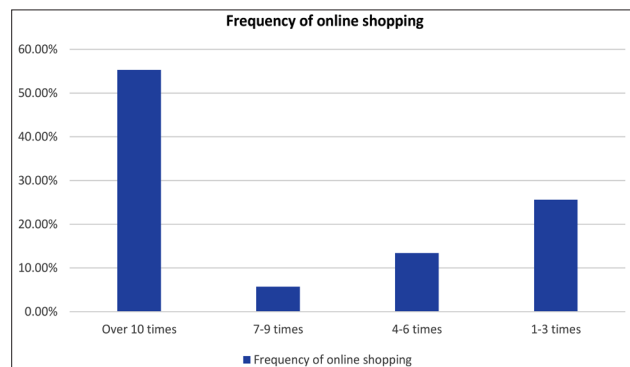
Frequency of online shopping:

The survey results in table 5 and figure 3 reveal that 55.3 percent of respondents did online shopping over 10 times which means they are confident in online shopping. 25.6 percent did online shopping 1-3 times which indicates they are not comfortable enough to do online shopping. Other respondents who purchased 4-6 times (13.4 percent) and 7-9 times (5.7 percent) are comfortable in online shopping.

Table 5: Frequency of online shopping

	Frequency	Percentage
Over 10 times	136	55.3%
7-9 times	14	5.7%
4-6 times	33	13.4%
1-3 times	63	25.6%
Total	246	100%

Figure 3: Frequency of online shopping



Trust issue of online shopping

The study found that 45.5 percent of respondent chooses product information availability and accuracy as their main trust issue in selecting an online store. Reliability of the store and payment security are also two main factors that influence trust issues. So, if the online store provides accurate information and a reliable business environment with a secured

payment system, they will be able to attract more customers. Trust issues on online shopping have been shown in table 6 and figure 4.

Table 6: Most important trust issue of online shopping

	Frequency	Percentage
Product information availability and accuracy	112	45.5%
Reliability of the store	96	39%
Payment security	33	13.4%
Others	5	2.1%
Total	246	100%

Figure 4: Most important trust issue of online shopping



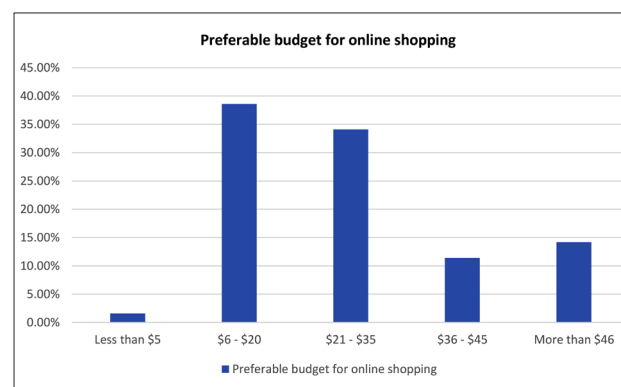
Amount spent on online shopping:

The study shows that 38.6 percent of respondents are comfortable spending amounts between \$6-\$20. Another 34.1 percent are comfortable spending up to \$35. Only 14.2 percent are comfortable with spending more than \$46. As a result of the entire study, it can be concluded that online customers in Cambodia do not want to spend a large amount of money on online shopping.

Table 7: Preferable budget for online shopping

	Frequency	Percentage
Less than \$5	4	1.6%
\$6- \$20	95	38.6%
\$21- \$35	84	34.1%
\$36- \$45	28	11.4%
More than \$46	35	14.2%
Total	246	100%

Figure 5: Preferable budget for online shopping



Frequency of repeated shopping

The main goal is to determine the percentage of respondents who are confident to buy from a certain store more than once, as well as how many times they buy. According to the findings of the study, only 17.9 percent of respondents never buy from the same store again, indicating that they are either hesitant to purchase from the same business again or are dissatisfied with their purchase from that store. The remaining 82.1 percent of respondents purchased repeatedly from online stores, and among them 57.32 percent bought from the same online shops more than 1-2 times a month, 16.26 percent purchased 3-4 times a month, 3.25 percent purchased 5-6 times a month, and 5.28 percent purchased more than 6 times. This group of online buyers represents the most trusting and loyal customers for any specific online shop.

Table 8: Case processing summary

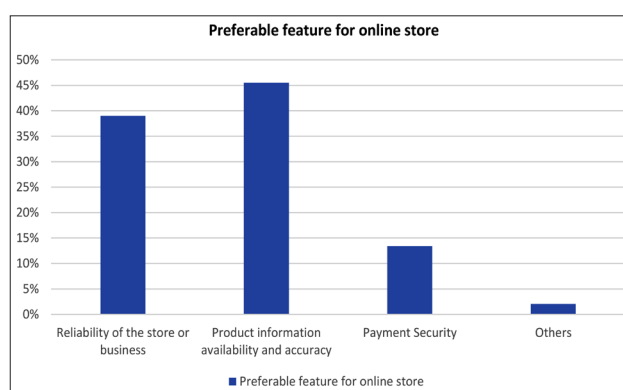
	Cases		
	Repeated	Non-Repeated	Total
Repeated purchasing from the particular online store	82.1%	17.9%	100%

Preferable features for particular online store

The aim to find out the feature that makes online shoppers be interested and gain confidence in a specific store. Product information availability and accuracy are the most chosen by respondents with a percentage of 45.5 percent. The second priority is the reliability of the store (39 percent) and the third priority is payment security (13.4 percent). The overall results show that availability & accuracy of product information and reliability of store are the most important factors.

Table 9: Preferable feature for online store

	Frequency	Percentage
Reliability of the store or business	96	39%
Product information availability and accuracy	112	45.5%
Payment Security	33	13.4%
Others	5	2.03%
Total	246	100%

Figure 6: Preferable feature for online store

Payment methods for online shopping

Table 10 shows the payment options available to customers in Cambodia, including cash on delivery and advance payment. The main goal is to determine which of these payment options people prefer to use while making the payment. The survey shows 65.9 percent customer is okay with both options, 21.5 percent prefers cash on delivery and 12.6% prefers advance payment. So most of the customers are confident with the online shops for payment.

Table 10: Preferable payment method of online shopping

	Frequency	Percentage
Cash on delivery	53	21.5%
Advance payment	31	12.6%
Both are okay	162	65.9%
Total	246	100%

Gender and Intention to continue online shopping

The aim is to determine whether customers want to continue shopping online, as well as which gender group is more confident and satisfied. 98 percent of the respondents will continue to shop online. Within gender, out of 94 male respondents, 95.74 percent will continue to shop online and 4.26 percent will not. On other hand, among 152 female respondents, 99.34 percent will continue to shop online and the remaining 0.66 percent will not. According to this finding, the current online consumer group has a

favorable intention to continue shopping online. Both males and females are confident and satisfied with online shopping.

Table 11: Gender and Intention to continue online shopping

			Intention to continue online shopping		Total
			Yes	No	
Gender	Male	Count	90	4	95
		% within gender	95.74%	4.26%	100%
	Female	Count	151	1	152
		% within gender	99.34%	0.66%	100%
Total		Count	241	5	246
		% within gender	98%	2%	100%

DATA ANALYSIS - CUSTOMER SATISFACTION

The respondents were asked to indicate the reasons for their satisfaction with doing more online shopping using the Likert Scale. The results are reported in table 12 and figure 7 below:

Table 12: Customer satisfaction on online shopping

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Options to return the purchased product	6.9%	2.4%	15.4%	33.3%	41.9%
Good customers ratings or reviews	4.9%	2%	17.5%	47.6%	28%
The service quality of sellers	4.9%	0.4%	9.8%	45.9%	39%
The quality and appearance of products	4.9%	1.2%	14.2%	46.3%	33.3%
The speed of delivery	4.9%	1.6%	29.3%	46.7%	17.5%
Product prices including delivery cost	5.7%	8.9%	35.8%	43.9%	5.7%
Deals with my complaints well	4.5%	2%	19.1%	51.6%	22.8%
Fairly meets my expectation	3.3%	6.5%	45.1%	41.1%	4.1%

Figure 7: Overall customer satisfaction on online shopping



Figure 7 shows the overall satisfaction of respondents with online shopping. According to the survey, about 44.55 percent of respondents are satisfied with their online shopping, with 24.04 percent being highly satisfied. The remaining 31.41 percent are neither happy nor dissatisfied with their online shopping experience. Based on the overall findings, customers in Cambodia are moderately satisfied with their online shopping experiences. They must be facing some issues that are causing them to be dissatisfied with their online shopping experience.

RESULTS AND FINDINGS

Both male and female respondents like online shopping. The majority of respondents mentioned ‘saving time’ as the primary motivation for shopping online. As a result, the desire to save time is the main factor for individuals to purchase online. On the other hand, a significant percentage of respondents report doing frequent internet shopping. The majority of them have purchased from online stores more than 10 times.

The most-reported trust issue of online stores in Cambodia is ‘Product information availability and accuracy. Furthermore, the majority of online customers have made several purchases from their favorite retailers, with the average purchase frequency being 1-2 times a month. The findings suggest that a community of confident online shoppers is emerging in the country. Also, the majority of the respondent are comfortable with both advance payment and cash on delivery.

From the survey, it is also indicated that 41.9 percent of respondents are strongly agreed with the statement ‘Options to return the purchased product’ and 33.3 percent are agreed. Therefore, the purchased product should have the option to return

to satisfy the customers. 29 percent of respondents are strongly agreed with the statement of good customer ratings on the online shop is important and 47.6 percent also agreed. So, people will prefer an online shop with positive reviews. On the other hand, 39 percent of respondents are strongly agreed with the service quality of sellers and 45.9 percent also agreed. Therefore, the service quality of online sellers is an important factor for customer satisfaction. Customers are happy when they receive excellent customer service, which includes accurate information and effective communication.

The survey shows that 33.3 percent of respondents are strongly agreed with the statement of product quality and appearance, while 46.3 percent agreed and 14.2 percent remain neutral. Therefore, we can presume product quality & appearance is also one of the main factors for making the customer satisfied. The majority of the respondents also consider the speed of delivery as an important factor for their satisfaction. According to the findings of the survey, 43.9 percent of respondents are satisfied and 5.7 percent are highly satisfied with the price of online items, including delivery charges. Although the majority of respondents indicate they are happy with the pricing, it is impossible to overlook the fact that a significant number of online buyers stay neutral on this factor.

Customer complaints are a significant matter of concern for online stores, whose reputation is mainly based on customer reviews or ratings. A negative customer review might lead a store to lose current and potential customers. According to the results of the survey, 74.4 percent of respondents agreed that if an online business handles their complaints properly, they would be happy and buy from them again.

CONCLUSION

The trend of online shopping is progressively emerging in Cambodia, and it has a bright future. Specific variables in this study, such as customer ratings, easy payment method, and product return options, have a good chance of increasing customers interest and confidence in online shopping, however good service and product quality, speedy delivery, reasonable price, and properly handling of customer complaints have the potential to increase customers satisfaction.

According to this extensive study on customer satisfaction in online shopping in Cambodia, online shopping satisfies the majority of customer’s

expectations fairly, while a large percentage stays neutral. Because the majority of respondents stated online shopping fulfills their satisfaction fairly, it's safe to conclude that these consumers are satisfied with their online purchase, while those who gave a neutral response aren't completely satisfied. This might be due to dissatisfaction with product pricing but satisfaction with product quality, or it could be due to a few unpleasant previous online shopping experiences. The overall conclusion from the study is that online shoppers in Cambodia are now moderately satisfied with their online purchases.

REFERENCES

- Akbar, S., & James, P. (2014). Consumers' attitude towards online shopping: Factors influencing employees of crazy domains to shop online. *Journal of Management And Marketing Research*, 14, 1-11. Retrieved 6 July 2021, from <https://www.aabri.com/manuscripts/131640.pdf>.
- Ashouri, M., Akroush, M., & Al-Debei, M. (2015). Consumer attitudes towards online shopping. *Internet Research*, 25(5), 707-733. <https://doi.org/10.1108/intr-05-2014-0146>
- Bhattacharjee, A. (2001). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision Support Systems*, 32(2), 201-214. [https://doi.org/10.1016/s0167-9236\(01\)00111-7](https://doi.org/10.1016/s0167-9236(01)00111-7)
- Cambodia's digital startups help blunt economic impact of COVID-19 | UNCTAD. [unctad.org](https://unctad.org/news/cambodias-digital-startups-help-blunt-economic-impact-covid-19). (2020). <https://unctad.org/news/cambodias-digital-startups-help-blunt-economic-impact-covid-19>.
- Demangeot, C., & Broderick, A. (2010). Consumer perceptions of online shopping environments: A gestalt approach. *Psychology & Marketing*, 27(2), 117-140. doi: 10.1002/mar.20323
- Ensari, M., & Eser, G. (2016). A Transition to Physical Retail from E-Business: A Case Study. *Business Management and Strategy*, 7(1), 47. doi: 10.5296/bms.v7i1.9356
- Hajli, M. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404. doi: 10.2501/ijmr-2014-025
- Hale, E. (2016). Cambodia Will Be Asia's Next Online Shopping Battleground. *Forbes*. <https://www.forbes.com/sites/erinhale/2016/11/10/cambodia-will-be-asias-next-online-shopping-battleground/?sh=48100bba33bd>.
- Huseynov, F., & Yildirim, S. (2014). Internet users' attitudes toward business-to-consumer online shopping. *Information Development*, 32(3), 452-465. doi: 10.1177/0266666914554812
- Jusoh, Z., & Ling, G. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science*, 2(4). Retrieved 4 July 2021, from http://www.ijhssnet.com/view.php?u=http://www.ijhssnet.com/journals/Vol_2_No_4_Special_Issue_February_2012/27.pdf.
- Katawetawarak, C., & Wang, C. (2011). Online Shopper Behavior: Influences of Online Shopping Decision. *Asian Journal of Business Research*, 1(2). doi: 10.14707/ajbr.110012
- Kemp, S. (2020). Digital 2020: Cambodia — DataReportal—GlobalDigitalInsights. DataReportal — Global Digital Insights. <https://datareportal.com/reports/digital-2020-cambodia>.
- Kemp, S. (2021). Digital in Cambodia: All the Statistics You Need in 2021 — DataReportal — Global Digital Insights. DataReportal — Global Digital Insights. <https://datareportal.com/reports/digital-2021-cambodia>.
- Khoeurn, S., & Kim, Y. (2017). Barriers to E-Commerce Business Model in Cambodia and The Suggestion: A Case Study. *Asia Pacific Journal of Business Review*, 2(1), 69-85. <https://doi.org/10.20522/apjbr.2017.2.1.69>
- Kim, C., Zhao, W., & Yang, K. (2008). An Empirical Study on the Integrated Framework of e-CRM in Online Shopping. *Journal of Electronic Commerce In Organizations*, 6(3), 1-19. <https://doi.org/10.4018/jeco.2008070101>
- Koufaris, M., Kambil, A., & Labarbera, P. (2001). Consumer Behavior in Web-Based Commerce: An Empirical Study. *International Journal of Electronic Commerce*, 6(2), 115-138. doi: 10.1080/10864415.2001.11044233
- Koyuncu, C., & Bhattacharya, G. (2004). The impacts of quickness, price, payment risk, and delivery issues on on-line shopping. *The Journal of Socio-Economics*, 33(2), 241-251. <https://doi.org/10.1016/j.socrec.2003.12.011>

- Leonard, L. (2012). Attitude Influencers in c2c E-Commerce. Buying and Selling. *Journal Of Computer Information System*, 11-17. <https://www.scribd.com/document/286778921/Attitude-Influencers-in-c2c-E-commerce-Buying-and-Selling-Leonard>.
- Limayem, M., Khalifa, M., & Frini, A. (2000). What makes consumers buy from Internet? A longitudinal study of online shopping. *IEEE Transactions On Systems, Man, And Cybernetics - Part A: Systems and Humans*, 30(4), 421-432. <https://doi.org/10.1109/3468.852436>
- Mudambi, S., & Schuff, D. (2010). Research Note: What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com. *MIS Quarterly*, 34(1), 185. doi: 10.2307/20721420
- Park, C., & Kim, Y. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16-29. <https://doi.org/10.1108/09590550310457818>
- Ramachandran, S., & Basariya, S. (2020). Consumers' Preference and Their Buying Choice. *NOVYI MIR Research Journal*, 82.
- Ramdhani, A., Alamanda, D., & Sudrajat, H. (2012). Analysis of Consumer Attitude Using Fishbein Multi-Attributes Approach. *International Journal Of Basic And Applied Science*, 1(1), 33-39. <https://doi.org/10.17142/ijbas-2012.1.1.5>
- Richard, O. (2020). State of E-Commerce in Cambodia. *AVI COMMENTARY*, 03(2020). <https://asianvision.org/archives/publications/avi-commentary-issue-2020-no-03>.
- Shankar, V., Smith, A., & Rangaswamy, A. (2003). Customer satisfaction and loyalty in online and offline environments. *International Journal Of Research In Marketing*, 20(2), 153-175. [https://doi.org/10.1016/s0167-8116\(03\)00016-8](https://doi.org/10.1016/s0167-8116(03)00016-8)
- Sunitha, C., & Gnanadhas, E. (2014). Online Shopping - An Overview. *B-DIGEST*, 6, 16-22.
- Szymanski, D., & Hise, R. (2000). E-satisfaction: an initial examination. *Journal of Retailing*, 76(3), 309-322. [https://doi.org/10.1016/s0022-4359\(00\)00035-x](https://doi.org/10.1016/s0022-4359(00)00035-x)
- Vreder, K. (2016). Importance of Online Shopping. <https://www.sooperarticles.com/shopping-articles/clothing-articles/importance-online-shopping-1495828.html>
- Yoh, E., Damhorst, M., Sapp, S., & Laczniak, R. (2003). Consumer adoption of the Internet: The case of apparel shopping. *Psychology and Marketing*, 20(12), 1095-1118. <https://doi.org/10.1002/mar.10110>
- Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model – a critical survey of consumer factors in online shopping. *Journal of Electronic Commerce Research*, 8(1). Retrieved 5 July 2021
- Zuroni, M., & Goh, H. (2012). Factors Influencing Consumers' Attitude Towards E-Commerce Purchases Through Online Shopping. *International Journal of Humanities And Social Science*, 2(February 2012). http://www.ijhssnet.com/journals/Vol_2_No_4_Special_Issue_February_2012/27.pdf

