

WHY DOES THE CONSUMER ONLINE PURCHASING? A CONCEPTUAL MODEL OF SOCIAL FACTORS

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ABSTRACT

Over the past decade, online shopping is among the most popular activities of the Internet, yet the reasons why consumers buy online are still unclear. Thus, this conceptual paper aims at investigating the why does the consumer online purchasing? And also extent social class level, social motive in different aspect which effect intention to online purchase. There are three theories to support this phenomenal are include optimal distinctiveness theory, theory of reasoned action (TRA), and theory of planed behavior (TPB), to explain why consumer online purchasing situation. A literature review indicates that different social class level that compose middle or upper and lower class looks seem different effect to conformity and distinctiveness that social motive aspect. Moreover, distinctiveness of social motive looks seem important to online purchase intention as well. The consumer trust should lead to greater relationship between social motive in conformity, distinctiveness, and online purchase intention. Furthermore, the relationship between construct are review summarized existent and extensive propose the sample, operational of measurement, and data analysis for contribution to future research. Consequently, in the future research, the researcher should proof of this paper suggesting. Interestingly, regarding evident the consumer in Thailand with social network user.

Keyword: 1) Social factors 2) Social motive 3) Consumer behavior 4) Online purchase intention 5) Conformity 6) Distinctiveness 7) Social class

1. Introduction

Technological advances enable companies to offer products information and online selling such as books, music, and movies in electronic formats, in addition to the traditional physical formats (Koukova, P.K., & Kirmani, 2012). Subsequently, the Internet is the newest, most-rapidly changing and fastest-growing buying medium existing today (Markham, Gatlin-watts, & Cangelosi, 2006). As the Internet grows and develops, more and more sophisticated technologies are being introduced to make browsing and online purchasing easier and safer for the online consumer. With the Internet now available to a broader audience, one can only assume that as more and more people start using the Internet, gain experience and

confidence with it, the attitudes towards electronic shopping and its associated risks will also become more favorable (Comegys, 2009).

In prior research, there are have been proposed to explain consumer behavior models, including the Nicosia Model (Nicosia, 1996), Howard and Sheth model (Howard, J., & Sheth, J., 1969), and EBM Model (Engel, Blackwell & Miniard, 1993). Such consumer behavior models are useful for analyzing usual or traditional consumer shopping behavior (M. Wang & Chen, 2007). However, since online shopping behavior is different from traditional shopping, still lack of study to understand online shopping behavior in social factors influent context.

In this article, we address these gaps in the literature. We propose to investigate

the role of social motive in online purchasing. Two social motives, conformity and distinctiveness and demographic variable, social class were proposed to elaborate intention to online purchase. Consumer trust was proposed as moderator between social motive and intention. In order to accomplish this goal, the primary research question of this study is the same title topic, why does the consumer online purchasing? Moreover, the specific research questions of this paper are as follows:

- 1) How does relationship between social class and social motive?
- 2) How does relationship between social motive of conformity, distinctiveness and intention to online purchasing aspects?
- 3) How does interaction relationship between consumer trust and social motive both conformity and distinctiveness on intention to online purchasing context?

Specifically, the purposes of this study are following:

- 1) To examine the relationship between social class and social motive.

- 2) To examine the relationship between social motive of conformity, distinctiveness and intention to online purchasing aspects.

- 3) To examine the interaction relationship between consumer trust and social motive both conformity and distinctiveness on intention to online purchasing.

The next section reviews the literature, specify describe the conceptual model. Also, the linkage between the construct of the each variable is established, and develops the related proposition for the study. The sections on contribution are describing the theoretical and suggested directions for future research, and managerial contributions. Finally, the findings of the study are summarized and extension proposes the sample, methods, and data analysis of the research on appendix section.

2. Literature Review

In this study, why does the consumer online purchasing? The widely literature review is explicitly discussed and elaborately prior examined. Thus, the conceptual, linkage, and research model provide in Figure 1.

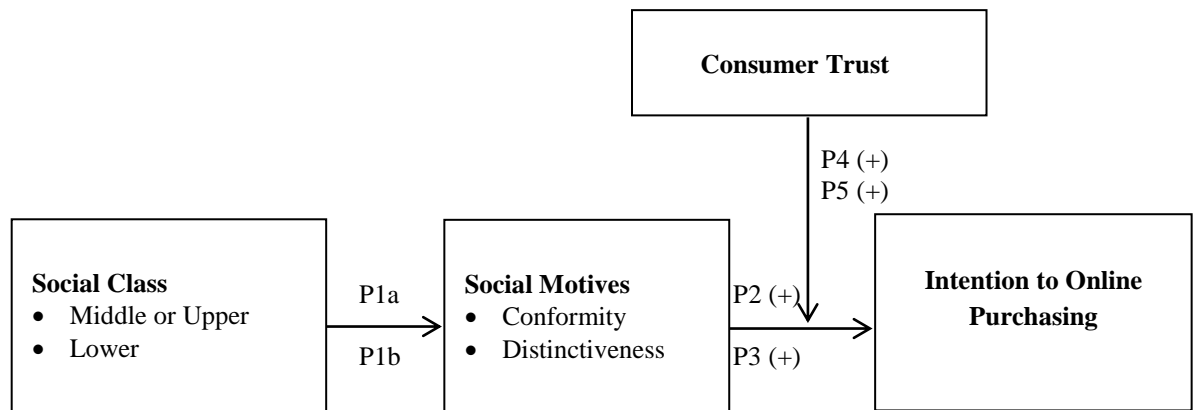


Figure 1: Conceptual model of the relationship

Social Class

Social class can be define as a dimension of the self that is rooted in objective material resources (via income, education and occupational prestige) and corresponding subjective perception of rank differ from others (Gray & Kish-Gephart, 2013). It is normally measured according

to the family's values, financial status, appearances, or housing. In all cohorts information on occupational social class was obtained and used as our indicator of socioeconomic position (Lahelma et al., 2010). Some study state that the establishment of social class, in the past, based on the occupation of the " head of household" ,

but in the present, favor of the individual approach to a social class according to his or her own occupation (Erikson, 2006). Moreover, the work of Albertini, (2013) state that in terms of “class”, ”social class” and “occupational social class” as synonymous. Social class is a perception, not essentially something you can quantify.

The original concepts of social class come from Karl Marx, who conceptualized the primary determinant of social position (Klassen & Smith, 2011). Moreover, still have the concept that important for measurement of social class is Neo-Weberian, which is classify concept of social class by the National Statistics Socio-Economic Classification (NE-SEC) that is popular employed in the United Kingdom (Muntaner et al., 2010). The several prior study call method to classify social class as Marxian and Weberian sociological theory (Muntaner et al., 2010).

In the Marxian context, there are two conception of social class as objective—class per se and subjective—class for itself—factors (Van Hamme, 2012). In the same vein, Max Weber (Weberian) conceptualized class as driving a person’s material interests relative to other in any society buy added the more subjective but equally powerful concepts of status, prestige, and life chances (Klassen & Smith, 2011).

Measurement aspect, education level was the most commonly employed. The measurement can indicate from years of formal school or attainment of educational or indirectly through ability to read or write one’s name. Moreover, occupation most often employed as well. Occupational classification of jobs held currently (Klassen & Smith, 2011). Solomon mentions in the consumer behavior look like that “The place you occupy in the social structure helps to determine not only how much money you spend but also how you spend it” (Solomon, 2013). However, income was employed to separate social class less then education of work-related measure. Income often most used at the individual, and household (Klassen & Smith, 2011).

In this conceptual paper, we follow concept of social class by Williams, Germov, & Young, (2011), they state that different social class will effect to women’s weight control and weight gain. There are self-reported measures of social class to 3 three group—upper, middle, or working class. The findings indicate that working-class woman gained significantly more weight at 1.27 kg over 2 years, compared with the middle/upper-class woman at 1.01 kg. They were significantly more likely to use potentially harmful weight control practices than middle/upper-class woman, and less likely to meet physical activity recommendations.

Therefore, social class difference may lead to differing forms of consumer behavior. For instant, the type of alcoholic beverages served the make and style of car driven, and the styles of dress preferred (Blackwell, Miniard & Engel, 2006). Thus, follow study of Williams, Germov, & Young, (2011) make shade light on concept to study differentiation of social class will be effect to social motive in distinction that both conformity and distinctiveness behavior. In this paper merge upper and middle class to one group because the proportion of occupational social class in upper class is smaller than middle and lower class. For example, the manager and administrative staff are on the upper class, the professional and technician are on the middle class, and non-professional and clerical employees are on the lower class. The lower class is the biggest group. Thus, the categories of social class were combined upper and middle class into one social group and was used to compare with lower class group (Lahelma et al., 2010; Williams, Germov, & Young, 2011).

In the conformity aspect, is a beliefs or action as a reaction to real or imagined group pressure. In addition to norms regarding appropriate use of clothing and other personal items such as gift-giving, sex roles, personal hygiene (Solomon, 2013).

In the online world, research supports the idea that consumer are more likely to show interest in the product if they see that it is already very popular such as Facebook user (Thoumrungraje, 2013; Solomon, 2013) , Mobile app in top charts. The more rate or top charts, the higher download and installed as well. These effect results by conformity that in the same group of social class. Conformity to social norms emerge when consumer lack of time or capacity (Labrecque, Krishen, & Grzeskowiak, 2011). Especially, consumer in lower social class, they need only basis of live, and in-group agreement, thus reinforcing conformity to in-groups (Labrecque et al., 2011). In the same vein, following Holt's (1998) state that persons lower in social class status will display a higher level of conformity, while those higher in status will exhibit greater efforts to differentiate themselves from their neighbors. Hence, our first proposition is following:

Proposition 1a: The middle or upper class will have a positive effect to conformity less than lower class.

In contrast, social class is likely to influence consumer' feeling of distinctiveness that are study from Grier & Deshpande, (2001). The result found that social status is one factor that influences consumer distinctiveness. Especially, upper class/middle class will high individual characteristic and social identify by themselves. The study from (Hirschman, Brunswick, Wise, & Kendall, 2012) state that several families having a "special" tree, flower bed or item of decor that the felt 'set them apart' from others in the neighborhood. In addition, typical example for distinctive face consumption include ostentatious weddings, gold jewelry, luxury cars, and so forth (Li & Su, 2007). Thus, upper class/middle class want to shows the social status that higher than other in-group. Therefore, our proposition is follow:

Proposition 1b: The middle or upper class will have a positive effect to distinctiveness more than lower class.

Social Motive—Conformity and Distinctiveness

In this study, the author focus considered two aspect of social motive, conformity and distinctiveness aspect. The experimental study of Katz-Navon & Timmor, (2012) asserted that these initiatives are affected by the individual's personal needs for assimilation and distinctiveness—our assume assimilation as conformity followed by (J. Kim, 2009).

Social motive of conformity refers to motivation in consumption purchases stems from a need to identify with others through the possession and use of products and brands. As such, people encompass a willingness to conform to the expectations of others, and thus their purchase decisions can be influenced by others (Labrecque, Krishen, & Grzeskowiak, 2011). For example, for everyday consumption, a typical example might be the purchase of electrical home appliances such as television and high-fidelity stereo equipment; sometimes Chinese people feel they have to buy a television because their relatives, friends or even neighbors have one (Li & Su, 2007).

Currently, the consumers take a proactive role in determining their purchase preferences. They seek for information and evaluations of product offers or services on the Internet. For instance, the consumer dialogue with suppliers, uses and product review or critics as well (Eliashberg & Shugan, 1997; Viswanathan et al., 2007).

To extend understand in term of online consumer behavior, there are have two key important, getting product information and purchasing products by using Internet technology (Pavlou & Fygenson, 2006). According to Gefen & Straub (2000) also distinguish between the two behaviors by arguing that getting information is an activity intrinsic to the information technology since the Web system itself presents the product information. On the

other hand, product purchasing is a task extrinsic to the information technology since the Web system primarily provides the means to achieve the purchase.

These two behaviors, getting information and product purchasing, compose the major part of consumer behavior models. Accordingly, Engel, Kollat, & Blackwell, (1973) reveal a five-state buyer decision-making process that includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Information search corresponds or match to getting information and purchase decision to product purchasing (Pavlou & Fygenson, 2006). As the aforementioned, the next proposition can be stated as:

Proposition 2: The social motive in conformity aspect will positively relate to online purchase intention.

On the other hand, Social motive of distinctiveness refers to after individuals experience positive interaction with the group. They will be more likely to seek distinctiveness from other members if they believe that others are or will become aware of their behavior. The rationale for this proposition is that uniqueness represents an intrinsic human motivation as was proposed by Brewer (1991) (Papyrina, 2012).

According to work of Li & Su (2007) state that Chinese may appear likely to purchase the same style and colors of clothes, something like a uniform—conformity. Nevertheless, with rapid economic growth in China, consumption has become one of the easiest ways to show distinctiveness. Consumers try to purchase different products to distinguish one group or social class from another. As a result, both higher-price and products brand name as symbols to demonstrate the social distance between different groups—distinctiveness. Therefore, and unsurprisingly, products brands name (especially foreign brands name) demand a premium price in Chinese markets.

According to optimal distinctiveness theory (Brewer, 1991) people have two opposing fundamental needs that they strive to retain in balance—assimilation and similarity with others (i.e., a need to belong) and differentiation and distinctiveness from others (i.e., a need to be unique).

One way this optimal balance can be achieved is through one's group memberships; the need for assimilation can be satisfied through identifying with the in-group and the need for distinctiveness can be fulfilled by distinguishing the in-group from out-groups (Brewer, 1991; 2003). The prior research has shown that both assimilation and differentiation motives can emerge (White & Argo, 2011). While consumers are sometimes motivated to behave similarly to those around them (Bearden, Netemeyer, & Teel 1989; Burnkrant & Cousineau 1975), they will often demonstrate preferences that distinguish themselves from others (Ariely & Levav 2000) or behave in ways that allow them to simultaneously balance their needs for assimilation and differentiation (Chan, Berger, & Van Boven 2011).

Due to consideration of faceless and trust, some consumers have decision making to purchase online. Moreover, the factors are effect why the consumer buy online product as compose purchase convenience (Bagdoniene & Zembylte, 2009; Patwardhan & Ramaprasad, 2005; Rohm & Swaminathan, 2004; Yoon, 2002), economy of consumption, diversity of searchable products (Yoon, 2002). The rarity of some product, the convenience store doesn't support the demand, and the consumer would to ownership of product to different form other social group, these consumers will seek more distinctive product on new channel, name as e-shopping on e-commerce website.

Thus, our offer assumes as time has passed, consumer try to seek different from their group and explore new channel to buy news something, online purchase intention will help answer their demand. Accordingly, we argue proposition the following:

Proposition 3: The social motive in distinctiveness aspect will positively relate to online purchase intention.

Consumer Trust

The definition of trust varies depending on the discipline and the context. In this study, the author define consumer trust as the conviction that allows consumers to willingly become exposed to web retailers after having taken the retailers' characteristics into consideration. The importance of trust is further emphasized in an online transaction context and is a critical condition for the success of an online purchasing (Toufaily, Souiden, & Ladhari, 2013). Consumer trust is a foundation for the diffusion and acceptance of electronic commerce. Trust is not only a short-term issue but the most significant long-term barrier for realizing the potential of e-commerce to consumer (Grabner-kraeuter, 2002). The consumers are less likely to trust an unknown Internet store's own trust-assuring argument (D. Kim & Benbasat, 2009).

Most of the prior researches on online purchase behavior have primarily focused on purchase motive and online trust. For instance, the work of Corbitt, Thanasankit, & Yi, (2003) suggest that consumer are more likely to purchase from the online website if they perceive a higher degree of trust in e-commerce and have more experience in using the website. On the other hand, There are several factor that impact negative of consumer trust that compose: transaction fails anxiety, payment security and distribution issues, perceptions of informational rather than transactional value of the Internet, and lack of face-to-face contact in online shopping, which barriers to online purchase (Patwardhan & Ramaprasad, 2005).

In the conformity social motive, about choosing dress, according to current fashion trends, following the latest fad diet craze, or using the latest and most popular technology products, are all ways in which a consumer can feel as if she is a part of a group that she aspires to belong to and that

she is accepted by its members, thereby fulfilling her need to belong (Miniard and Cohen, 1983; Csikszentmihalyi, 2000).

Thus, the author assumption trust relative has support by Howard and Sheth's (1969) model of purchaser behavior merely addresses confidence as a factor affecting purchase intention without specifying its role in promoting either attitudinal determinants or purchase. By reviewing several studies regarding trust in the context of online shopping, our concept that a high level of trust toward shopping online can reduce a customer's perceived uncertainty, which is embedded in many risks (J. U. Kim, Kim, & Park, 2010). Thereby, based on the literature that as trust will lead to higher moderator relationship between conformity aspect and online purchase intention, also our more propositions are following:

Proposition 4: The greater the consumer trust, the stronger the relationship social motive in conformity aspect and online purchase intention.

In the distinctiveness of social motive, Liu, Burns, & Hou, (2013) disclosed that online luxury shoppers are influenced motivational factors. Online luxury shoppers are price-conscious, prefer the online product availability and have a higher level of trust towards online consumer reviews. In contrast, in-store shoppers who are more averse to online risks find it very important to see the product personally before the purchase and value shopping experience and interactions. Another study by Ernst & Young (1999) which surveyed 1,363 consumers state as reasons for online purchase that security over giving credit card information (4.65 of 5.0 scale max), followed by ease of site search (4.20), comparison shopping (4.02), clarity of product usage (3.98), and visual description of product (3.85).

Due to the consumer are more likely to superior value social class and differ from in-group, they try to variety seeking

more distinguish on the internet shopping channel (S. Kim & Eastin, 2011) and online purchase intention. Trust has also played in important role in the formation of transactional relationship based on reciprocal expectations (Yoon, 2002). Therefore, the proposition is following:

Proposition 5: The greater the consumer trust, the stronger the relationship social motive in distinctiveness aspect and online purchase intention.

Intention to Online Purchasing

In this study, intention to online purchasing can be defined as consumer willingness to buy either tangible or intangible goods via internet channel (Wang, Yu, & Wei, 2012). For instant, intangible product can be as digital music tracks, apps for mobile phones, and short e-books, HD movie online (Amblee & Bui, 2011). In contrast, tangible product can be as book, magazine, gift set, and etc.

In this paper, the author employed theory for explain phenomenal of online purchase intention as the theory of planned behaviour—TPB (Ajzen, 1985). TPB is a theory developed by extending the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980). TPB is not only a cognitive psychology theory within an expectancy-value framework, but also a social psychology theory for explaining human decision processes (M. Wang & Chen, 2007).

Specifically, TPB suggests that individuals' intentions to perform a behavior are the best predictor of their actual behavior. Intentions are defined as the effort that people are planning to exert or how hard they are willing to try to perform the behavior. Individual's attitudes, which capture their favorable or unfavorable evaluations of the behavior in question, are proposed as one of the main antecedents of behavioral intention. If an individual's attitudes are more favorable toward a behavior, they are more likely to form intentions to perform that behavior.

Another antecedent of intention is subjective norm, which assesses the social pressure that one feels as to whether or not to engage in the behavior. If a person believes that others who are important to him or her would approve of the behavior, then he or she is more likely to form an intention to perform it. The TPB expands on the theory of reasoned action (TRA) by including ideas of behavioral control. Perceived behavioral control captures how one assesses the degree of ease or difficulty of a behavior (Guo et al., 2007; Korzaan & Rutner, 2013; Sin, Nor, & Al-Agaga, 2012). In comparison with TRA, TPB adds perceived behavioral control (PBC) as a determinant of behavioral intention (Hansen, 2008). For example, PBC can conduct when the consumer confident to control with online payment transaction and receive goods from their orders. This concept is closely related to social motive of distinctiveness that differ from their in-group, if belief of consumer the unique, superior life style and online shopping control, they can seek on new channel of consumption with the online purchasing. The study of Naseri & Elliott, (2011) mention that education level, income level, professional occupation, married, and household size are positive effect to online purchase intention. Moreover, impact of prior internet experience (e.g. frequency of internet use, use of e-mail/chat room, prior experience with e-banking, e-share trading, e-government) are positively associated with online shopping. Thus, education level, income level, and occupation are as indicate of social class, our also assume that higher or middle of social class will be positively related with online purchase intention as well.

Indeed, intention to buy digital music, in the path of online purchasing, one study of Hu, Liu, Bose, & Shen, (2009) which using data from Amazon.com, disclosed that sampling music is a strong product quality signal that reduces product uncertainty and attracts interested shoppers, products with the sampling option enjoy a

higher leads to better sales than those without it.

Besides, both utilitarian and hedonic perception has one more factor influent, why the consumer online purchasing. Many studies showed that perceived utilitarian significantly enhances the consumer intentions towards online shopping and willingness to purchase from the site (J. U. Kim et al., 2010). Measurement the utilitarian perception can measured by usability, ease of use, response time, site fundability and accessibility, convenience design and efficiency (J. U. Kim et al., 2010). On the other hand, perception of hedonic and enjoyment associated with shopping online laying emphasis on the hedonic pleasures (Sahney, et al., 2008). One study by S. Kim & Eastin, (2011) reveal that an enjoyable experience influences consumer adoption of Internet devices such as smart phone or tablet using. Moreover, the study indicates that hedonic shopping motivation is a robust predictor of exploratory information seeking and impulse buying. Especially, pre-purchase browsing time and online buying frequency are hedonic shopping online.

Finally, the final result study of Al-swidi, Behjati, & Shahzad, (2012) confirm that utilitarian perception on the attitude towards online shipping behavior, but hedonic perception are not.

In short, as our aforementioned to explain online purchasing behavior, cover all conceptual models by three theories describe. Optimal distinctiveness theory is clarify about consumer attempt to consumption in superior different either neighbor or social group. However, there are still not extremely different from their social group; they try to keep balance between assimilation and similarity when they consumption (Brewer, 1991). In order to explain why consumer decision and plan to action, theory of reasoned action (TRA) and theory of planed behavior (TPB) are combined elaboration. There are two factors to determine the human behaviors in TRA that are individual's

attitudes and subjective norm (Fishbein & Ajzen, 1975). Also, TPB extend the next one factor to explain why they act the behavior that is perceived behavioral control factor (Ajzen, 1985). If they opinion can be control its action, they will be decision plan to act them. Inversely, if execution in their opinion cannot control, they will not be plan to act as well. For instant, shopping online behaviors will not be occurred that is they without control situation such as trustworthiness of e-commerce website, security of payment method, and even delivery process timely.

Next, we suggest that the contributions both theoretical and suggested directions for future research, then, limitation and conclusion.

Managerial contributions and future research

The results provide useful contributions and implications to researcher, marketing manager, e-commerce marketer, marketing director, and CEO should regard level of social class that will effect different to social motive different. And also, social motive both conformity and distinctiveness will effect to online purchase intention. Due to sometime rank, consumers want to conformity products, and sometime want to distinctiveness of products from their group. Finally, to remain competitive and customer retention, practitioners should explore the possible opportunities enabling via consumer trust.

Limitation

Our limitation of this study has three addresses. Firstly, although we suggest social factors influent aspect to online shopping decision making, the other aspect may be effect to online purchase intention as well, for instants, available of Internet technology support, available of consumer knowledge, consumer learning and cultural factors. Thus, the future research, the researcher should consider carefully and regarding their factors would be effect to online purchase intention. Secondly,

despite the robustness of literature review in social class and social motive will affect positive on intention to online purchase or not? The author still could not confirm. Owing to this paper lack of empirical research evidence, also this addresses to manifest in the future research.

Finally, most of all in measurement operation that the author suggest should consider for different culture in Thailand context, due to the fact that all measure constructs adopt from foreign countries. Thus, all construct should be pretest and improve them as well.

3. Conclusion

This paper is intended to provide an obvious understanding why does the consumer online purchasing, in social factors aspect. Moreover, this study is the first to focus on 2 social motive construct such as conformity, and distinctiveness of social motive. Therefore, consumer trust will be higher than relationship between social motive and online purchase intention. Additionally, this study also proposed the antecedent of social motive that are social class which include middle or upper class and lower class. Consequently, we suggest proposed the consumer that daily used social network in Thailand.

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5. Appendix

Data Collection

The further research, the sampling frame would be a consumer in Thailand which used social network. The sampling list should random from in Facebook users that are Thailand consumer. Either web online survey or mail survey will use for data collection depend on appropriate condition of the researcher.

If the researcher selected the online survey, regard to a mail send username/password direct to key informant by the consumer that used social network. To maximize response rate both online survey and mail survey, the researcher should have some reward to motivation of higher response.

Survey Development

The further research, a questionnaire relates to the evaluation of each construct in the conceptual model are provide in Table 1. These parts are some designed by a five-point Likert scale with ranged from 1 (strongly disagree) to 5 (strongly agree). And also some parts designed by a seven-point Likert scale.

Moreover, the respondent's bias would be validated from this solution regarding to resolve the problem with common method variance (CMV) (Podsakoff et.al., 2003).

Table 1: The suggestion of operational measurement in each construct

Constructs	Items	Source
Social Class	<p>Social class was obtained and used as our indicator of socioeconomic position was measure by occupational social class.</p> <ol style="list-style-type: none"> 1. Manager and administrative staff (e.g. teachers, social worker and medical doctor, directors and heads of division or section, governors) 2. Professional (e.g. nurses, foremen, and technician) 3. Clerical employees (e.g. clerical, accounting clerks, and non-professionals) <p>Note: 1= High social class, 2 = Middle social class, 3 = Low social class</p>	(Lahelma et al., 2010)

Conformity	<ol style="list-style-type: none"> 1. It is important to me to behave like my friends. 2. I usually dress the same as my friends. 3. I usually listen to the same music as most of my friends. 4. I usually go to the same movies that most of my friends go to. 	(Timmor and Katz-Navon, 2008); (Katz-Navon & Timmor, 2012)
	<ol style="list-style-type: none"> 1. I am willing to agree with them. 2. I am willing to follow their opinion. 3. I am willing to join them as the same group member. 4. I am willing to share the same opinion as the same group member. 	(J. Kim & Park, 2011)
Constructs	Items	Source
Distinctiveness	<ol style="list-style-type: none"> 1. I think differently than most of my friends. 2. I tend to associate with people who are different and unique. 3. It is important to me to be different, unique and unconventional. 4. I think that I am different than most of my friends. 	(Timmor and Katz-Navon, 2008) (Katz-Navon & Timmor, 2012)
	<ol style="list-style-type: none"> 1. I actively seek to develop my personal uniqueness by buying special products or brands. 2. The products and brands that I like best are the ones that express my individuality. 3. I have often violated the understood rules of my social group regarding what to buy or own. 	(X. Wang, Yu, & Wei, 2012)
Consumer trust	<ol style="list-style-type: none"> 1. I am reassured by the payment security on this website. 2. I believe that my personal and financial data are well-protected on this website. 3. I believe that this website guarantees the privacy of my transactions. 	(Toufaily, Souiden, & Ladhari, 2013)
Online purchase intention	<ol style="list-style-type: none"> 1. I intend to subscribe to purchase digital product online in the next three months. 2. I expect to subscribe to purchase digital product online in the next three months. 3. It is likely that I will try to subscribe purchase to digital product online in the next three months. 4. I anticipate myself to subscribe to purchase digital product online in the next three months. 	(Kwong & Park, 2008)
	Online purchase intention? <ol style="list-style-type: none"> 1. Unlikely–likely 2. Uncertain–certain 3. Definitely not–definitely 	(X. Wang et al., 2012)

Validity and reliability

The further research, all about constructs in the conceptual model would multiple scale items derived from various literature reviews and development to new scales. Thus, a pre-test method is appropriate to assert the validity and reliability of the questionnaire. The objective of pre-test is to clearly and accurately check the understanding of a

questionnaire to eliminate the variable measurement errors. Therefore, a pre-test is needed before using real data collection to reduce errors. Specifically, thirty consumers will randomly choose from population data that are not included in the sampling data. The research would be use confirm factor analysis (CFA) for test the validity and reliability and demonstrate that composite reliability (CR), average variance extract (AVE), and Cronbach's coefficient.

Statistic technique

The regression analysis should consider testing factors affecting online purchasing. Because both dependent and independent variables in this study were neither nominal data nor categorical data, regression analysis is an appropriate method for examining the hypothesized (Hair Joseph., et al, 2006). Moreover, confirm factor analysis (CFA) for test instrument for validity and reliability as well.