

BX3181: APPLIED MARKETING RESEARCH**ASSESSMENT TASK 3 COLLEGE OF BUSINESS, LAW AND GOVERNANCE****GROUP TASK COVER SHEET****Students**

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SUBJECT CODE	BX3181									
STUDENT FAMILY NAME	Student Given Name	JCU Student Number								
Tran	Le Binh	1	3	4	7	6	1	1	2	
Yeo	Nian Cheng	1	3	5	7	3	1	8	1	
Huang	Shuo	1	3	3	4	3	1	0	8	
Liu	Yuwei	1	3	4	7	1	5	4	5	
ASSESSMENT TITLE	Marketing Research Report									
DUE DATE	7/9/2018									
LECTURER NAME	Mr Ng Sua Keong									
TUTOR NAME	Mr Ng Sua Keong									

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Student signature(s)

Tran Le Binh Submission date 7/9/2018

Huang Shuo

Submission date 7/9/2018

Liu Yuwei Submission date 7/9/2018

Yeo Nian Cheng

Submission date 7/9/2018

Consumer Behaviour on Online Apparel Shopping

Yeo Nian Cheng (13573181)

Tran Le Binh (13476112)

Huang Shuo (13343108)

Liu Yuwei (13471545)

Date of Submission: 14 / 09 / 2018

Lecturer: Ng Sua Keong

Applied Research Marketing

James Cook University

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1. Executive summary

This research report attempts to examine the current situation of online apparel shopping websites and the services provided. This report also aims to identify common challenges faced by consumers, expectations when accessing online apparel shopping websites, needs of online shoppers and the demographic characteristics of online shoppers. Convenience sampling is also applied to collect quicker and more responses. After collecting the questionnaire response, the data has shown that most students shop online once a month and spend between \$50 and \$100. Mobile and desktop user-friendly is the overwhelming factor that encourages users to shop apparels online. After analysing the data, the report proposes some recommendations for improving the online shopping experiences for consumers. To start off, we recommend websites to be user-friendly and able to assist buyers to buy their desire apparels. Followed by, giving detailed and concise information to consumers about apparels. By utilising PayPal, an online platform for payment transaction, where online buys can have the security of paying for their apparels with a peace of mind. Developing a virtual fitting application to help users fix all their fitting concerns. Lastly, implementing delivery lockers so that online customers can collect their purchased apparels at their own convenience. With these recommendations to online apparel website, we hope to improve that online customers will be able to have a higher satisfaction and benefits when shopping online for apparels.

2. Introduction

Internet has become an indispensable tool in the 21st century. It has become essential in our daily lives; Internet users are able to access different types of information online and make use of online services such as online shopping. Online shopping has become the primary channel for young people to buy apparels. It is a great online platform for both online business owners and shoppers. For online business owners, they can save on operational and other utility expenses. As for online shoppers, they can save time and transportation cost by shopping online at their own convenience. As of 2017, it is estimated that roughly 1.66 billion people worldwide purchase goods online and the money spent on retail e-commerce sales amounted to 2.3 trillion US dollars. It is projected that to grow to 4.88 trillion US dollars in 2021 (Statista, 2018). Under the world of e-commerce shopping, the apparel e-commerce market is estimated to be about 332.1 billion US dollars in 2016, represents approximately 28% of the total e-commerce market. The widespread use of e-commerce is a positive signal for the online apparel business. This report will analyse data from an online

questionnaire, identify the current needs and challenges faced by current online shoppers and suggest improvements to the existing online shopping apparels businesses.

3. Research problem

Some common problems for shopping apparels online such as the inaccurate or confusing size charts, the fitting concerns, the lack of trust in the apparels quality, few options of payment methods, late delivery, wrong or faulty items shipped, slow website or application speed. Therefore, this paper will look to solve these problems and propose effective solutions to improve the purchase demand.

4. Research Objectives

As stated above, the research report will recommend innovative solutions to solve some problems when shopping online. Thus, the research objective aims to achieve the goals below:

1. What are the profile of online shoppers?
2. What problems that people face when shop online?
3. Identify the needs and expectation of shopping online.
4. Validate the possible solutions to improve online shopping experience.

The research report aims to clarify which factors and reasons affect shopping apparels online. Moreover, the report also identifies the consumer behaviour of shopping apparels online.

5. Research methods

Research design is to ensure that the obtained evidence enables us to answer the research question in an unambiguous way (Saunders et al, 2016). The method of this survey is convenient sampling as it is a cheap, accurate, fast and convenient way to investigate the research question.

Quantitative data is gathered through the online questionnaire. The questionnaires are developed to address the research objectives. There are 15 questions in the survey in terms of gender, age, nationality, basic expectations, the benefits, the problems, the shopping level frequency, the reasons, the websites, the expenditures of shopping apparels online.

The research uses Microsoft Excel software to analyse data. The independent variables include gender, the expenditures, the shopping level frequency, nationality. The dependent variable is the level of customer satisfaction which rates we use 1-5 represent strongly disagree, disagree, neutral, agree and strongly agree. The research provides the graphs to further explain the responses summary. The regression analysis by SPSS is applied to test the factors that affect the satisfaction level.

6. Results

An online questionnaire was administered to the students of James Cook University in Singapore. A link to the survey was sent to the participants and were also informed that answers provided by the participants will be kept strictly confidential. Of the total sample, there are about 91.7% of the students shopping apparels online.

6.1. Gender

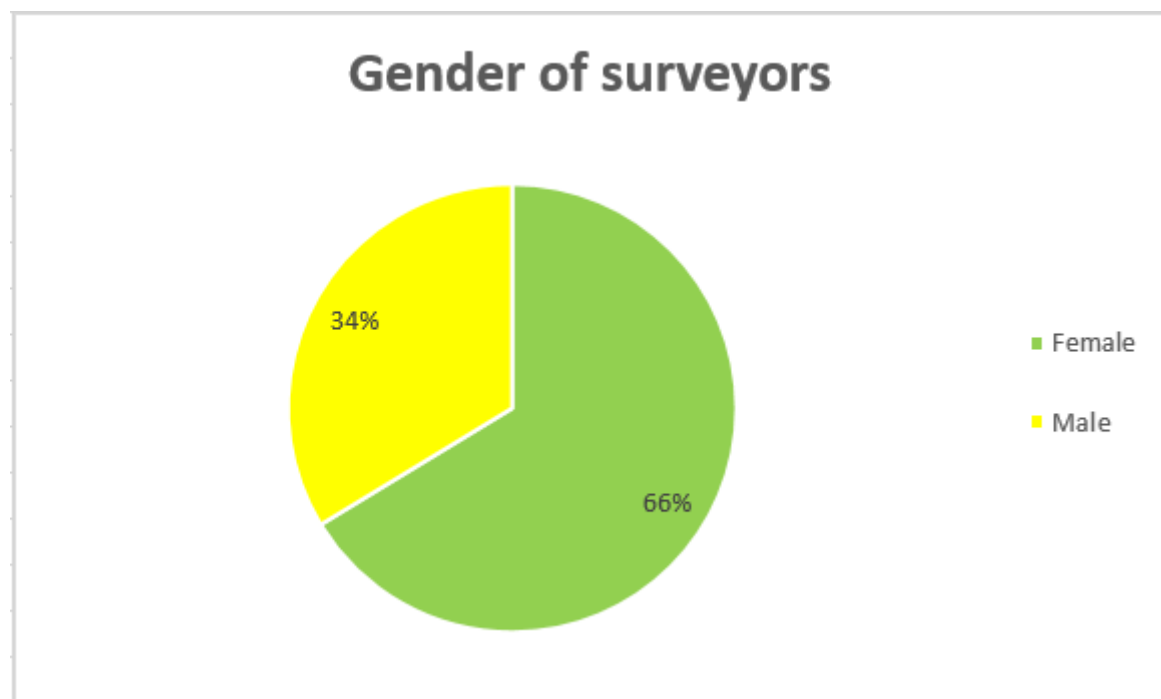


Figure 1: The breakdown of surveyors' gender

According to Figure 1, there are about 66% of female students shopping online. 34% of male student shop online.

6.2. Age division

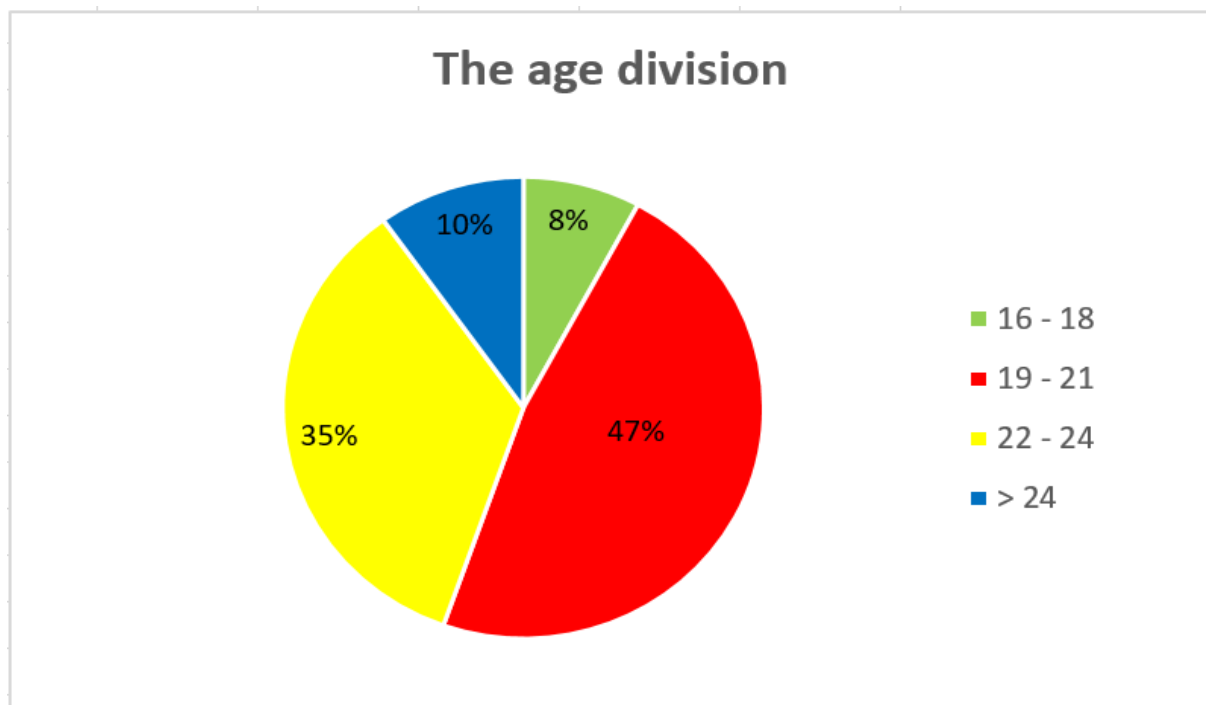


Figure 2: The age division

According to Figure 2, most of students aging from 19 to 21 enjoy shopping online. Students aging from 22 to 24 ranks the second when they shop online

6.3. The frequency level of shopping apparels online

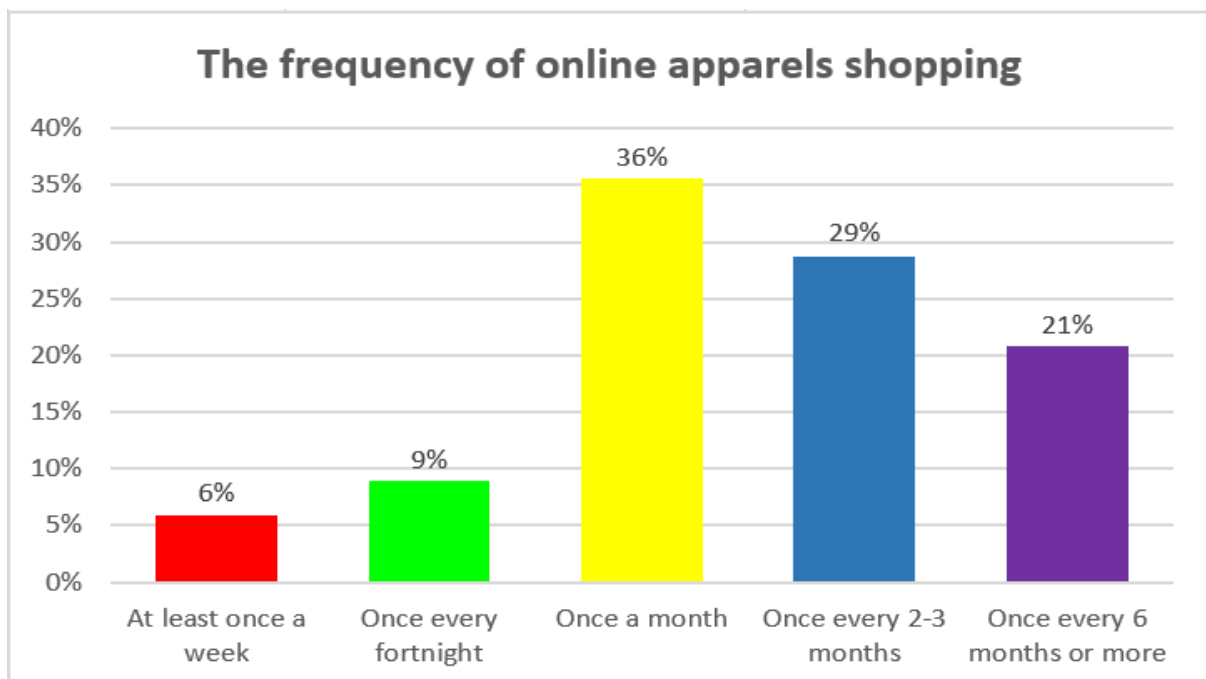


Figure 3: The frequency of shopping apparels online

According to Figure 3, it indicates that most of JCU students purchase online apparels once a month, accounting for 36%. The percentage of shopping from once every 2-3 months and once every 6 months or more makes up 29% and 21%, respectively. Just 6% of student shop online at least once a week. This outlines the consumer behaviour toward shopping online in terms of advantages and disadvantages.

6.4. The service benefits when shopping online

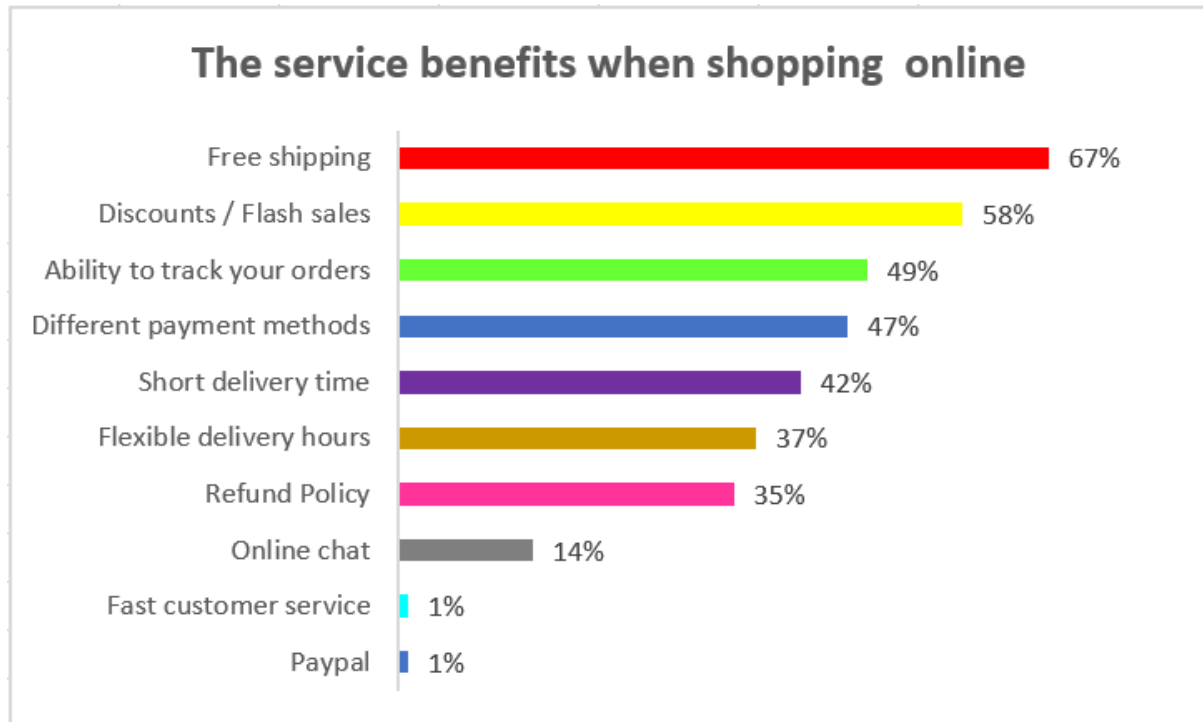


Figure 4: The services benefits when shopping online

According to Figure 4, there are three main interests for shopping apparels online. Firstly, 67% of students vote the policy of free shipping. The interests of Discounts / Flash sales and ability to track your orders rank next, which makes up 58% and 49%.

6.5. The problem of shopping apparels online

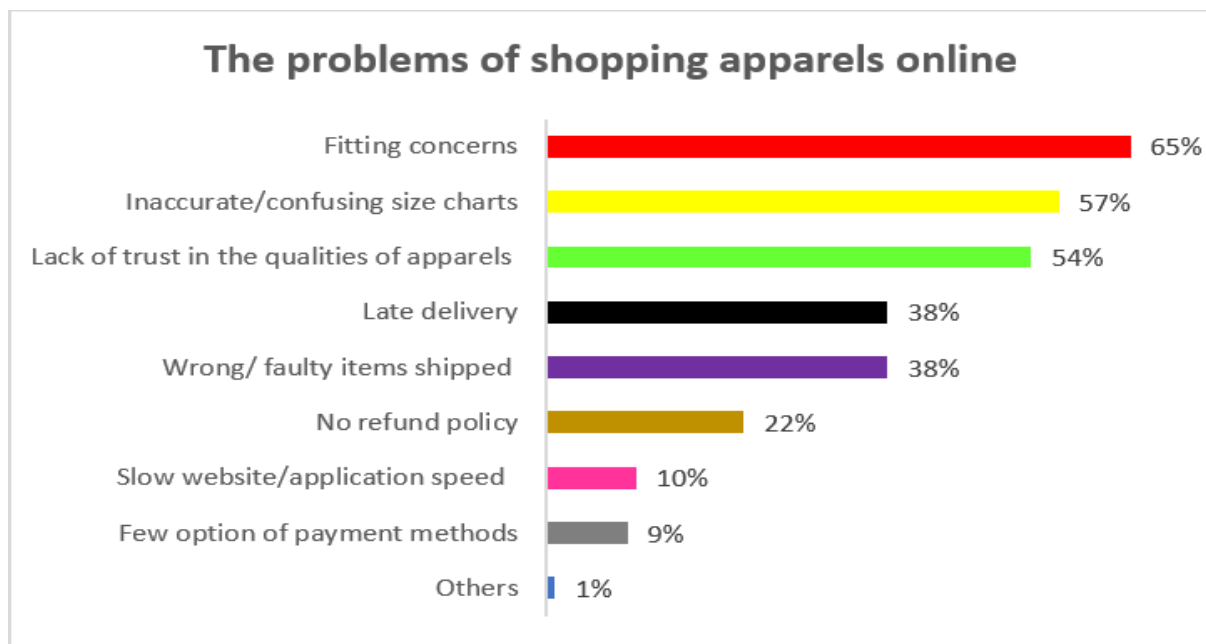


Figure 5: The problem of shopping apparels online

According to figure 3, there are three primary problems which are fitting concerns, inaccurate / confusing size charts and lack of trust in the apparels' qualities, which make up 65%, 57%, 54%.

6.6. The satisfaction level of shopping apparel online:

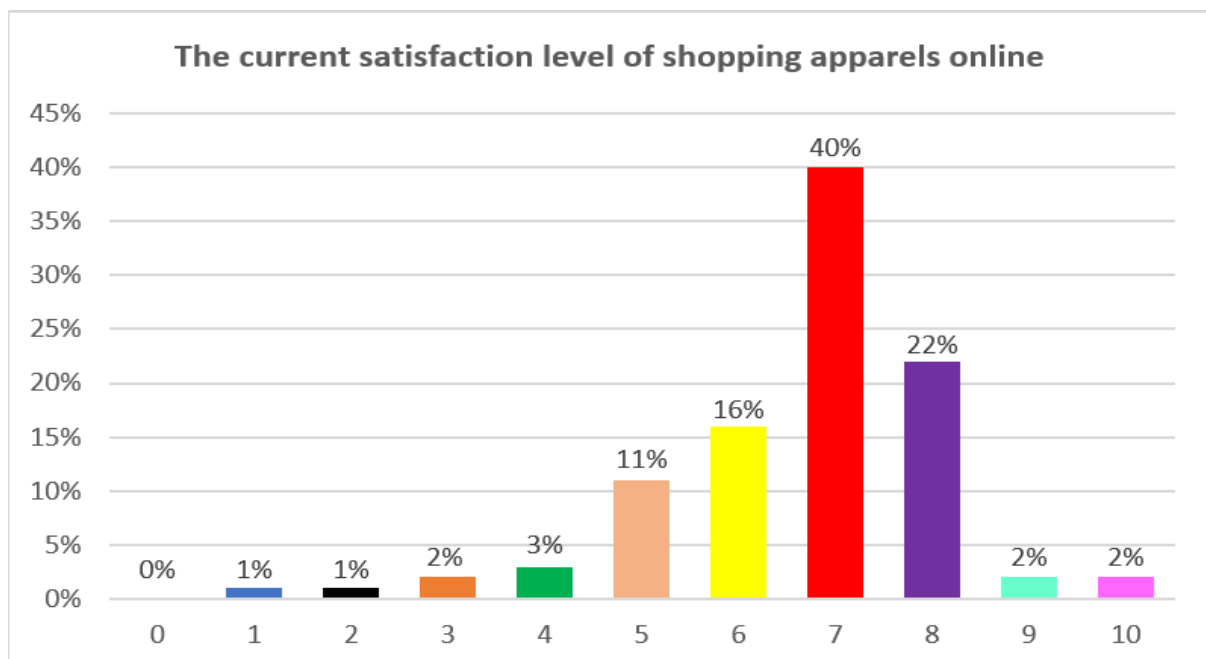


Figure 6: The satisfaction level of shopping apparels online

According to Figure 6, about 40% of surveyors whom are moderately satisfied with shopping for apparels online. Around 22% of surveyors have a slightly level of satisfaction when shopping for apparels online.

6.7. In-depth analysis

In an attempt to understand the expectations and satisfaction of young consumers what they look for when shopping online for apparel/fashion accessory products, a hypothesis was proposed:

Hypothesis 1: Current satisfaction level of online shopping services is affected by the expectation of an online apparel shopping website.

This hypothesis aims to analyze the different contributing online factors that would make a great experience for consumers when shopping for apparels online. In this aspect, we would like to find out which online expectation will be significant in affecting the satisfaction of our young consumers online.

Hypothesis 2: Current satisfaction level of online shopping services is affected by gender.

This hypothesis is proposed because the satisfaction level between females and males may be heavily influenced by the different features of the website such as color, design, brightness level. Different number of female and male visitors will also most likely affect the decision from online apparel websites to cater to which online genders. For example, if there are more female online shoppers to male online shoppers, online apparel websites might want to make their websites brighter or colorful in attempt to satisfy more of their female online shoppers as to the male online shoppers.

Hypothesis 3: Current satisfaction level of online shopping services is affected by country of origin.

This hypothesis is proposed because the accessibility of Internet from different countries vary. The importance of the accessibility of Internet is imperative for online apparel websites to reach their online consumers. If a country accessibility to the Internet has poor network connection, it would result in slow internet access speed making online shoppers frustrated when shopping for apparels online.

Hypothesis 4: Current satisfaction level of online shopping services is affected by FAQ page, detailed description and country of origin from Myanmar

A multiple regression was carried out to test out the hypothesis separately and the variables are shown below:

Dependent variable Y: Current level of satisfaction

Independent variable X: Basic expectation of an online apparel shopping website, gender and country of origin

Of all the 13 expectations when asked to the participants, only 2 expectations, product detailed description and FAQ page were significant in contributing to satisfaction experience. Gender was not significant and of all nationalities, only participants who stated they from Myanmar was significant in contributing to online satisfaction expectation. Thereafter, another multiple regression was carried to test out all the significant variable and an equation is formed to support the hypothesis below.

Satisfaction level = 5.867 + 0.382 (FAQ page) – 1.358 (Myanmar)

7. Discussion

Our data showed that more female students are keen on shopping online than male students. Many students who shopping online are ages from 19 to 24. In addition, the majority also shops at a frequency from once a month, once every 2-3 months to once every 6 months. Most of respondents enjoy the policy of free shipping, especially from overseas apparels. There are several foreign items with unique functions, which stimulates the

purchase demand. However, the extra fees added such as tax, shipping when they buy the products make consumers concern. Consumers are also interested in discount or flash sales. The online businesses help the merchants reduce the cost of renting and other relevant costs, leading to the lower price. The lower price on shopping online channels is the motivation from consumers' perspectives when they shop online. If the online products price is higher than the retail stores, the consumers are not willing to spend their money on online platform. Additionally, the function of tracking orders brings about the benefits of consumers due to the ability of monitoring items conditions about their locations and anticipating the intervals of receiving items.

However, the respondents stated that there are also some problems about shopping apparels online. The problem of fitting ranks the most important element due to the virtual platform of shopping online and the lack of innovative solutions about improving online shopping experiences. Consumers feel frustrated about the size chart information. The businesses do not provide the specific type of size charts like the US, UK and the European size on their websites. The disadvantage of online shopping is the uncertainty about products' quality. The scarcity of testing or touching the products becomes the hindrance of purchasing online products.

Results of the questionnaire suggested that only 1 out of 13 expectations of online apparel shopping websites was significant which would affect satisfaction level is FAQ Page. The purpose of the FAQ page is to address the common problems faced by the online shoppers in general. The FAQ page could be the initial point of contact between online apparel shopping website and online shoppers, so it is imperative that this option should be always provided first hand to the shoppers. It helps online apparel websites to adequately answer to their online consumers in the most opportune time. If done correctly, it allows online apparel shopping websites to alleviate the burden faced by the online consumers and also the embarrassment of having to call customer support for answers that may seem obvious at first. Other than solving issues, it can also be a way to earn customer loyalty through gaining trust by demonstrating the expertise and describing the business model of the website. It can also serve as a website-user friendly tool for experienced online apparel shoppers. By adding this service in the online apparel shopping website, it is certain that it could definitely be a tremendous help in increasing the satisfaction level of online shopping.

The result of this study also suggested that participants whose country of origin is Myanmar were significant and would affect satisfaction level in a negative manner. In a statistic done by, Kanale (2017), it is estimated that internet penetration has only reached 28% out of the 53 million total population in Myanmar. In this age where technology is highly advanced and accessible at our fingertips, it is rather shocking to find out that at least 38 million people living in Myanmar do not access to Internet. It would only be natural to assume that if a country internet penetration is that connectivity to the Internet would not be secure and stable. Therefore, the argument to the dissatisfaction among participants whose country of origin is Myanmar could be the infrastructure of the Internet that the government has yet to build upon for the people to have access to. Due to the low penetration of Internet, it is would be suggested that that the e-Commerce market in Myanmar have yet to be matured or even used appropriately by the current online shoppers.

There are several factors that have influenced the limitation of this report. Firstly, the time to complete this report is within 8 weeks. The sample size collected is only 101, if there were more sample size collected, the results could have been more substantial. The data collection method is a non-probability method, where not everyone was given a chance to be a part of this study. The procedure of obtaining the results is based on convenience sampling where the data was collected in the premise of James Cook University due to the availability and convenience provided to the students doing the report. In the questionnaire, only 13 expectations were explored, however, there could have potentially been more expectations from online consumers. Even though in the questionnaire it was asked of the participants the range of spending per purchase on online apparel shopping websites, instead if, exact values were given, a more comprehensive hypothesis could have been proposed. Financial reports of online apparel shopping websites were not investigated in this report. If investigated, a different hypothesis or recommendation to solve current problems faced by shoppers could be more explored in-depth.

8. Recommendations

8.1. Customization & Convenience

The search engines and functions on the websites ought to be user-friendly to help buyers find relevant product or service information, which is to include three factors for navigation design, information design, and visual design. Information design is about customization of product information or service information. Navigation design is about the

plan used, the use of colours, shapes, fonts and photographs, to help ensure the navigation of the site which improves its user-friendliness. We would like to recommend the usage of an innovative website design. The apparel websites can propose a list of products with buyer's preferences through the users' browsing history. When customers decide to purchase the products, browsing history will help to bridge the gap. The website will also provide a list of attached items to make consumers feel like they are viewing items that are relevant to them with customized recommendations. For example, when consumers desire to buy a T-shirt, the website also displays the suggested items such as shoes, accessories, fashion styles. The company can identify the customer's sense of style through their previous purchases.

8.2. Service

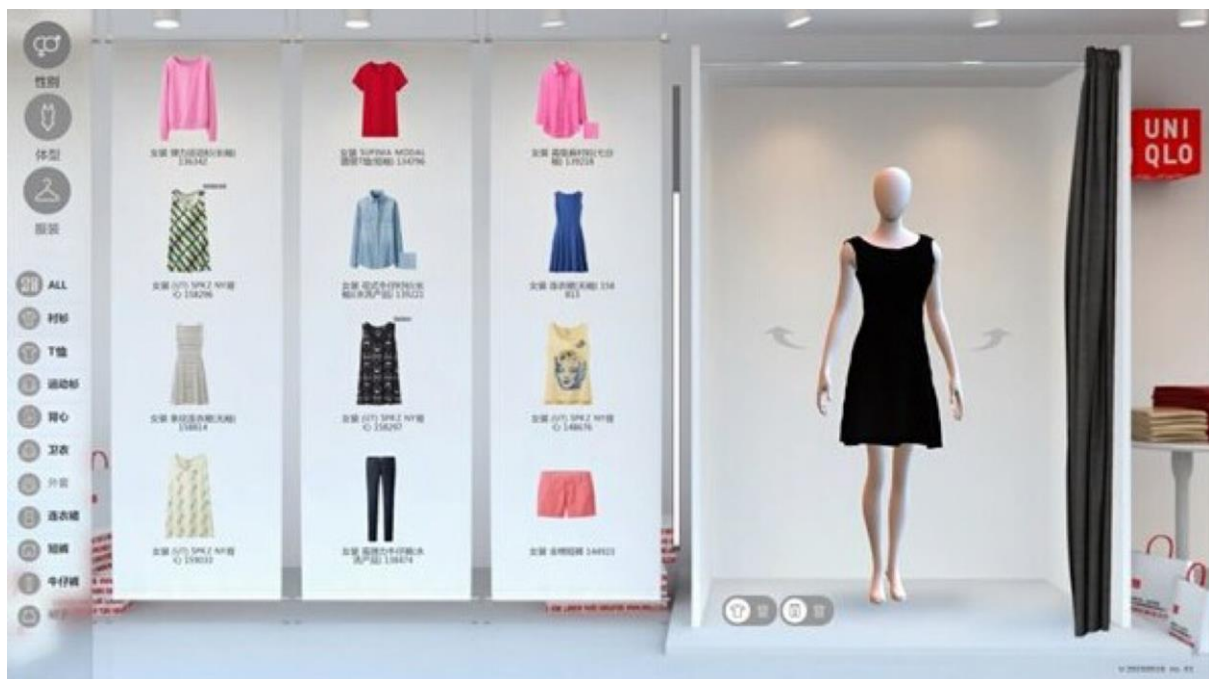
According to the survey result, customer online experience could be enhanced based on their personal expectations. To achieve satisfactory customer online experience, online apparel owners should ensure the quality of products and provide accurate and detailed product information. Sometimes, companies often exaggerate the apparel qualities and effects by using jargon when advertising the product. As a result, customers will have difficulties buying into the vaunted effects of the advertised products. In order to resolve this issue, we would recommend online apparels owners to streamline their return policy to ensure a hassle-free process and the buyers can feel a greater sense of security when they make their purchases. Therefore, this will help online apparel owners to build brand loyalty and recognition in the eyes of the customers.

8.3. PayPal Payment

Payment has been an issue for online customers in the areas of security and inconvenience. For example, people would not feel safe buying from online apparel websites which saves their Visa/Mastercard payment details. Further, online apparel companies sometimes do not refund customers the money when customers do not to receive the clothing as per purchased, resulting in major customer dissatisfaction. Hence, we would recommend online apparel companies to have PayPal as a form of online payment platform. The use of PayPal would be to protect online customers by reimbursing them in an unlikely situation they do not receive their apparels. This solution helps buyers who are unfamiliar and insecure with online payments to have a one-stop, secure payment method to aid customers.

8.4. Virtual Fitting

After analysis of the data results given by the respondents, the most common problems are Inaccurate/confusing size charts and Fitting concerns when shopping online. Therefore, we would like to recommend a virtual fitting for online shopping, which is called the 4D model. UNIQLO 4D virtual fitting was launched in China. Users are able to choose a model similar to their body shape and try on different styles of clothing while examining themselves from different angles (Dai, 2018). However, to improve on this technology, we would like to suggest the data includes the measurement dimension of body parts such as, waist, arms and shoulders. The cameras of mobile devices automatically scan the user's face when people shop online. In this way, the virtual fitting based on the created body parameters. This application online will help consumers match the clothes that they want to try. This implementation helps to solve problems of fitting.



8.5. Delivery Lockers

Most people think that flexible delivery hours and quick delivery are necessary. Singapore Post (SingPost) operates over 100 parcel lockers. Their research revealed that more than 70% of parcels are collected by users at their leisure time and majority of POPStations users found them easy to use as it is more convenient and efficient than traditional delivery. Such delivery options increases customer patronage, allowing online apparel businesses to build customer loyalty and brand strength (Singapore Post, 2015).

Therefore, we would like to recommend online apparel businesses to set up a delivery locker in every corner of each community. Delivery person can put the items in the delivery lockers and send the QR code to the users' mobile phone. Thereafter, online customers can use their phone's QR code to scan and retrieve the apparels. In addition, this can prevent unsuccessful delivery attempts by the online apparel companies.



9. Conclusion

In conclusion, of all 13 expectations, only FAQ page was significant in affecting the customer satisfaction as derived from our research. Gender is not a significant indicator in affecting customer online satisfaction. Another significant result suggests that students whose country of origin is Myanmar, their customer satisfaction level will drop by 1.358. Last but not least, to improve customer satisfaction, a few recommendations were proposed. For example, the establishment of virtual fitting, the provision of customization and convenience service for consumers, the offering of making different payment methods for customers and the creation of delivery lockers.

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APPENDIXES

Hypothesis 1: Current satisfaction level of online shopping services is affected by the expectation of an online apparel shopping website.

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.514867802								
R Square	0.265088854	26% variation in satisfaction can be explained by variation in of expectation.							
Adjusted R Square	0.155274545								
Standard Error	1.271819088								
Observations	101								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	13	50.76057857	3.90465989	2.413973697	0.007893372	<0.05	the linear equation is valid based on 5% sig lev.		
Residual	87	140.7245699	1.617523792						
Total	100	191.4851485							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	5.086699114	0.606415013	8.38814839	8.01553E-13	3.881383612	6.292014616	3.881384	6.292015	
Live Chat	0.170395681	0.169066381	1.007862594	0.316315374	-0.165642058	0.50643342	-0.165642	0.506433	
Social Media	-0.262257628	0.16952077	-1.54705307	0.125480517	-0.599198514	0.074683259	-0.599199	0.074683	
Online Review	-0.003680399	0.271989062	-0.013531423	0.989234798	-0.544288111	0.536927312	-0.544288	0.536927	
Credibility	0.397696922	0.26588128	1.495768796	0.13833274	-0.130770912	0.926164756	-0.130771	0.926165	
Clear pricing and shipping info	-0.418233755	0.356772206	-1.172271126	0.244288275	-1.127357146	0.290889635	-1.127357	0.29089	
Total calculator	0.486136169	0.293489294	1.656401713	0.101243005	-0.097205582	1.069477921	-0.097206	1.069478	
Search function	-0.113865771	0.238779273	-0.476866226	0.634653022	-0.588465432	0.36073389	-0.588465	0.360734	
User-friendly	0.388264246	0.272893132	1.42277031	0.158378605	-0.154140403	0.930668894	-0.15414	0.930669	
Privacy	0.039179634	0.193289068	0.202699689	0.839843056	-0.345003319	0.423362587	-0.345003	0.423363	
Detailed Description	-0.7965013	0.26459444	-3.010272254	0.003415164	-1.3224114	-0.270591201	-1.322411	-0.270591	
good quality and zoom	0.187006745	0.238066746	0.785522332	0.434281464	-0.28617669	0.66019018	-0.286177	0.66019	
Diff payment methods	-0.027627834	0.24170536	-0.114303769	0.909260375	-0.508043408	0.452787741	-0.508043	0.452788	
FAQ PAGE	0.382279817	0.180647316	2.116166602	0.037187625	0.023223716	0.741335918	0.023224	0.741336	

A multiple linear regression was calculated to predict satisfaction level based on expectation of online apparel shopping websites of consumers. A significant regression equation was found ($F(13,87) = 2.414$), $p < .05$, with an R^2 of .265. However, out of all the expectations listed, only detailed description and FAQ page was found to be significant where, $p < .05$.

Therefore, in the equation, only detailed description and FAQ page would be included to predict the satisfaction level. Participants' predicted satisfaction level is equal to $7.659 + 0.797$ (detailed description) $- 0.382$ (FAQ page), where the measurement for satisfaction level would be a numerical scale from 1 = extremely dissatisfied to 10 = extremely. However, the relationship suggested between the satisfaction level and the expectation would be the higher the expectation, the lower the satisfaction level.

Naturally, if the expectation of online apparel shoppers is high, it would only be more demanded by online apparel shopping websites to provide more services to obtain the satisfaction from shoppers. Hence, satisfied detailed description and FAQ page is coded as 5

= strongly agree, 4 = agree, 3 = neutral, 2 = disagree, 1 = strongly disagree. Participant's satisfaction level decreases 0.797 of numerical scale for each summated scale of detailed description, while the satisfaction level increases 0.382 of numerical scale for each summated scale of FAQ page. Both detailed description and FAQ page were significant predictors of satisfaction level.

Hypothesis 2: Current satisfaction level of online shopping services is affected by gender.

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.052278652								
R Square	0.002733057								
Adjusted R Square	-0.007340346								
Standard Error	1.388851021								
Observations	101								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	1	0.523339911	0.523339911	0.271314204	0.603614663	>0.05	the linear equation is not valid based on 5% sig lev. Therefore, we reject this hypothesis.		
Residual	99	190.9618086	1.928907158						
Total	100	191.4851485							
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	6.794117647	0.238185985	28.5244224	1.50138E-49	6.321504978	7.266730316	6.321504978	7.266730316	
gender	-0.152326602	0.292441828	-0.520878301	0.603614663	-0.732594634	0.427941429	-0.732594634	0.427941429	

A simple linear regression was calculated to predict satisfaction level based on gender. A non-significant regression equation was found ($F(1,99) = .271$), $p > .05$, with an R^2 of 0.00273. Therefore, gender were non-significant predictors of satisfaction level and reject this hypothesis.

Hypothesis 3: Current satisfaction level of online shopping services is affected by country of origin.

SUMMARY OUTPUT									
Regression Statistics									
Multiple R	0.528636								
R Square	0.279456								
Adjusted R Square	0.171789								
Standard Error	1.259326								
Observations	101								
ANOVA									
	df	SS	MS	F	Significance F				
Regression	13	53.5116957	4.116284	2.595548093	0.004343945	<0.05	the linear equation is valid based on 5% sig lev.		
Residual	87	137.973453	1.585902						
Total	100	191.485149							
	Coefficient	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%	
Intercept	7.105263	0.20428964	34.78034	8.06565E-53	6.699215379	7.511311	6.699215	7.511311	
Thailand	-2.105263	1.27578839	-1.650166	0.102514829	-4.641030726	0.430504	-4.641031	0.430504	
Vietnam	-0.605263	0.48986935	-1.23556	0.219948004	-1.578931527	0.368405	-1.578932	0.368405	
Taiwan	0.894737	0.75522723	1.184725	0.239352383	-0.606359064	2.395833	-0.606359	2.395833	
China	-0.02834	0.40463156	-0.070039	0.94432318	-0.832589121	0.775909	-0.832589	0.775909	
India	-1.105263	0.91361104	-1.209774	0.229642491	-2.92116403	0.710638	-2.921164	0.710638	
Indonesia	-0.305263	0.38400656	-0.794943	0.428810264	-1.068517783	0.457991	-1.068518	0.457991	
Myanmar	-1.962406	0.51796877	-3.788657	0.000278363	-2.991925039	-0.932887	-2.991925	-0.932887	
Denmark	0.894737	1.27578839	0.701321	0.484974617	-1.641030726	3.430504	-1.641031	3.430504	
Malaysia	-2.105263	0.91361104	-2.304332	0.02358604	-3.92116403	-0.289362	-3.921164	-0.289362	*note that there was only 2 Malaysians that took part in our survey
Italy	-0.105263	1.27578839	-0.082508	0.934432037	-2.641030726	2.430504	-2.641031	2.430504	
South Korea	-0.605263	0.91361104	-0.662495	0.509405017	-2.42116403	1.210638	-2.421164	1.210638	
United States	-0.105263	1.27578839	-0.082508	0.934432037	-2.641030726	2.430504	-2.641031	2.430504	
Others	-1.676692	0.51796877	-3.237052	0.00170961	-2.706210754	-0.647173	-2.706211	-0.647173	*note that these people that took part in our survey did not explicitly state their country of origin

A multiple linear regression was calculated to predict satisfaction level based on the country of origin from the participants. A significant regression equation was found ($F(13,87) = 2.596$), $p < .05$, with an R^2 of .279. There is a total of 13 countries listed down by participants and others, where participants did not state their country of origin. Although participants from Malaysia were significant where $p < .05$, there were only 2 participants that took the questionnaire in total. As for participants who did not state their country of origin, it would be impossible to note which country of origin they are from in this context. Hence, both of these categories will be concluded as not valid and not be included in the equation.

The only valid significant was found in participants from Myanmar where, $p < .05$. The coding for the satisfaction level would be a numerical scale where 1 = extremely dissatisfied to 10 = extremely satisfied. As the highest number participants indicated their country of origin was from Singapore, 38 participants, thus, participants from Singapore would be set as the based for coding of the country of origin. Hence, the equation would be participants' predicted satisfaction level is equal to $7.105 - 1.962$ (Myanmar), where country of origin is coded as 0 = Singapore, 1 = rest of the country the participants' states. As a result, participants from Myanmar in general were dissatisfied in their current satisfaction level of online shopping services.

Hypothesis 4: Current satisfaction level of online shopping services is affected by FAQ page, detailed description and country of origin from Myanmar

SUMMARY OUTPUT								
Regression Statistics								
Multiple R	0.416816168							
R Square	0.173735718							
Adjusted R Square	0.148181153							
Standard Error	1.277147832							
Observations	101							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	3	33.2678098	11.08926993	6.7986176	0.00032993	<0.05	the linear equation is valid based on 5% sig lev.	
Residual	97	158.2173387	1.631106585					
Total	100	191.4851485						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	5.86688265	0.526702214	11.13889879	4.76154E-19	4.821524555	6.912240746	4.821524555	6.912240746
Detailed Description	-0.218128915	0.156407891	-1.394615789	0.166317465	-0.528555283	0.092297453	-0.528555283	0.092297453
FAQ PAGE	0.491907728	0.166518565	2.954071381	0.003935347	0.161414471	0.822400986	0.161414471	0.822400986
Myanmar	-1.358394308	0.510420039	-2.661326368	0.009110289	-2.371436794	-0.345351822	-2.371436794	-0.345351822

A multiple linear regression was calculated to predict satisfaction level based on the expectations of detailed product description; FAQ page and their country of origin is from Myanmar. A significant regression equation was found ($F(3,97) = 6.798$), $p < .05$, with an R^2 of .173. Only FAQ page and country of origin from Myanmar were significant where $p < .05$. The final equation would be participants' predicted satisfaction level is equal to $7.510 - 1.358$ (Myanmar) $- 0.492$ (FAQ page).