



Factors influencing consumer purchase intention among people living in Phnom Penh: a study of Aliexpress cross-border e-commerce

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Abstract. In today's digital age, cross-border e-commerce has significantly transformed consumer shopping behaviour by enabling access to global markets. However, consumers still encounter various challenges when engaging with these platforms. This study aims to examine the key factors influencing consumer purchase intention and to identify the major challenges faced by consumers in Phnom Penh when using cross-border e-commerce, particularly AliExpress. A quantitative research approach was employed, with data collected from 388 respondents through a structured questionnaire. Statistical analysis using SPSS was conducted to evaluate the effects of six factors: Trust on Platform, Perceived Usefulness, Purchase Behaviour, Perceived Security, Perceived Reliability on Logistics and Delivery, and Consumer Behaviour. The findings reveal that Trust on Platform, Perceived Usefulness, Perceived Reliability on Logistics and Delivery, and Consumer Behaviour have a significant influence on consumer purchase intention. In terms of challenges, product-related issues emerged as the primary concern, followed by shipping problems. Interestingly, around 40% of respondents reported experiencing no major challenges when engaging in e-commerce. These findings provide valuable insights for businesses and practitioners seeking to strengthen their presence in Cambodia's cross-border e-commerce market by improving trust, logistics reliability, and overall customer experience.

Keywords: perceived usefulness, purchase behaviour, perceived security, perceived reliability, consumer behaviour.

Introduction

The global landscape of retail has experienced a significant transformation in recent years, driven largely by the rapid advancement of e-commerce. As internet penetration and smartphone usage increase, consumers worldwide are increasingly turning to online platforms for their shopping needs (Statista, 2023). In this context, cross-border e-commerce has emerged as a crucial segment, allowing consumers to access a broader array of products from international retailers. One of the most notable platforms in this arena is AliExpress, which connects consumers in various countries, including Cambodia, with sellers primarily based in China (Chen, 2021).

In Cambodia, the e-commerce market has been growing steadily, fueled by improvements in internet infrastructure and increased smartphone adoption. According to a report by (Profitence, 2022), Cambodia's internet penetration reached approximately 67.5% in 2023, significantly enhancing the accessibility of online shopping platforms (Datareportal, 2023).

Phnom Penh is experiencing a surge in internet penetration and smartphone usage, leading to a growing acceptance of online shopping among consumers. However, despite the positive growth trends in e-commerce, challenges remain. Cambodian consumers often express hesitations regarding the reliability of online transactions, the quality of products, and the security of personal information. Trust in e-commerce platforms is a significant barrier to purchase intention, as consumers are cautious about potential fraud and scams prevalent in online shopping environments. Consequently, understanding the dynamics of consumer trust is crucial for platforms like AliExpress seeking to establish a strong foothold in the Cambodian market.

Cultural factors, such as local shopping habits and attitudes towards foreign products, significantly impact consumer behavior. Economic factors, including disposable income and perceptions of value for money, also influence purchasing decisions. Furthermore, the technological landscape, characterized by internet accessibility and digital payment options, affects consumers' ability to engage with cross-border e-commerce platforms. Lastly, psychological factors such as trust, perceived risk, and consumer reviews are critical in determining whether consumers feel confident in their online purchases.

This study aims to investigate these factors in the context of Phnom Penh's consumer base, focusing on the specific case of AliExpress. By exploring the influences on purchase intention, the research seeks to provide insights that can help e-commerce businesses tailor their strategies to better meet the needs and preferences of Cambodian consumers. Additionally, the findings may contribute to the broader understanding of cross-border e-commerce in developing markets, offering valuable implications for policymakers, marketers, and researchers alike.

Literature Review

This chapter is a comprehensive summary of previous research that relates to the factors that affect consumer purchase intention of AliExpress platform in Phnom Penh. The literature review surveys scholarly articles, books, and other sources relevant to a particular area of research.

Consumer purchase intention is a critical area of study in marketing and consumer behavior, as it provides insights into the likelihood of consumers purchasing a particular product or service. It bridges the gap between consumer attitudes and actual purchasing behavior, offering a framework for understanding the factors influencing decision-making processes. Various theoretical perspectives and models have been proposed to explain this construct, including the Theoretical Model of Planned.

Dependent variables are e-commerce and purchase intention. E-commerce growth has significantly transformed consumer behavior by offering convenience, accessibility, and a wide range of products. In this context, purchase intention is shaped by factors such as platform usability, trust, product information, and social influence (e.g., reviews and recommendations).

Independent variables is the key factors influencing purchase intention. The literature identifies six major factors influencing purchase intention. Trust on the platform is a critical determinant that reduces perceived risk and increases consumer confidence, as it is influenced by factors such as website quality, customer service, privacy protection, and product quality. Perceived usefulness refers to the extent to which consumers believe that using an e-commerce platform enhances their shopping efficiency, including elements like product variety, competitive pricing, updated offerings, and the availability of product feedback. Purchase behavior is shaped by past experience, brand loyalty, customer satisfaction, and social proof such as reviews, where positive experiences encourage repeat purchases and strengthen trust. Perceived security also plays a vital role in online transactions, as consumers are more likely to make purchases when they perceive payment systems, personal data, and product information as safe and reliable. Additionally, the perceived reliability of logistics and delivery, including delivery speed, order tracking, and effective customer support, significantly influences satisfaction and trust by reducing uncertainty. Finally, consumer behavior is affected by factors such as platform convenience, word-of-mouth, perceived enjoyment, and perceived cost, with social influence and user experience being especially important in digital environments.

Summary of Previous Study

Table 1. Summary of Previous Study

Requirements	Explanations	Authors
Consumer Purchase Intention (DV)	Product Recommendation	(Pappas, 2016)
	Just saw the product and want to buy	(Dholakia, 2000),
	Recommendation from friend	(Zhen Qin, Lanwei Zhao, Yan Ni, 2019)
Key Factor (IV)	Trust on platform lead to purchase intention	(Liang Xiao, 2019) (Pavlou, 2003)
	Perceived usefulness effect on Purchase intention	(Zhen Qin, Lanwei Zhao, Yan Ni, 2019) (Chun-Wei Lu, 2021)
	Purchase Behaviour effect on purchase intention	(Yunjeong Ahn&Jieun Lee, 2024), (Cheung, 2012),
	Perceived security effect purchase intention	(Khan, 2017), (Xu, 2013)
	Perceived reliability on Logistics and Delivery effect purchase intention	(Sweeney, 2018), (Ma, Siqi, 2016)
	Consumer Behaviour effect purchase intention	(O’Cass, 2009); (Hoyer, 2012).

Research Gap

Although prior studies have examined these factors individually, limited research has focused on their combined effect within the Cambodian context, particularly in Phnom Penh and on cross-border platforms like AliExpress. This study aims to fill this gap by integrating these variables into a comprehensive model.

Conceptual Framework and Hypotheses

Based on the literature, the study proposes that all six factors positively influence consumer purchase intention, forming the basis for hypothesis development and empirical testing.

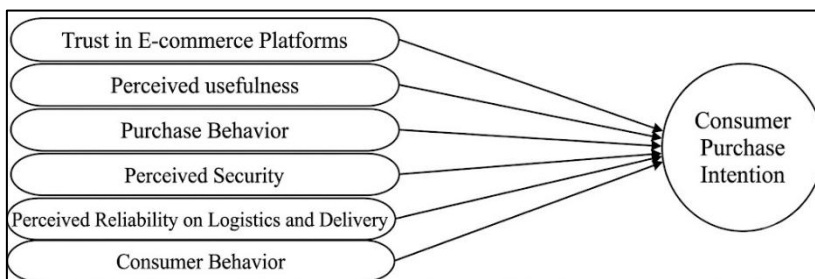


Figure 1. Conceptual Framework

- H1: Trust in AliExpress platforms positively influences consumer purchase intentions in Phnom Penh.
- H2: Perceived usefulness positively influences consumer purchase intention on AliExpress platforms in Phnom Penh.
- H3: Purchase Behavior positively influences consumer purchase intention in Phnom Penh.
- H4: Perceived security positively influences consumer purchase intention of AliExpress in Phnom Penh.

H5: Perceived reliability of logistics and delivery (shipping time, cost, and ease of returns) positively influences consumer purchase intention in Phnom Penh.

H6: Consumer Behavior about AliExpress positively influence purchase intention in Phnom Penh

Research methodology

This study adopts a quantitative research approach to examine the factors influencing consumer purchase intention on AliExpress among residents in Phnom Penh. Data were collected using a structured questionnaire, targeting individuals who are familiar with or have experience using cross-border e-commerce platforms.

As we don't know the clear sample size so we choose random sampling to carry out the present study, the sample size of users in Phnom Penh has been determined based on the following formula (Cochran, 1977):

$$n_0 = \frac{z^2 pq}{e^2}$$

Where:

n = sample size

z² = the abscissa of the normal curve that cuts off an area at the tails

e = the desired level of precision

P = the estimated proportion (0.5)

q = 1-p

The value for z is found in statistical tables which contain the area under the normal curve.

Assumption:

e = 0.05

Z = 1.96

p = 0.5

q = 1-p

Therefore: $n_0 = \frac{(1.96)^2 \times 0.5(1-0.5)}{0.05^2} = 384.16 \approx 385$

From the result of the above formulation, the sample size of this survey will be 384.16 to 385 from the entire population in Phnom Penh, Cambodia who use intent to buy in AliExpress E-commerce platform.

The data collection was carried out through an electronic survey using (google form) a structured 32 questionnaire, some of which were adapted from previous studies. The survey, created in Google Forms, was available in both Khmer and English. It was distributed E-commerce users who have intention to purchase on AliExpress.

The questionnaire consists of 32 questions that cover various aspects related to the research theme, including respondent profiles (gender, age, occupation, income level), Trust in E-Commerce Platforms, Perceived Usefulness, Purchase Behavior, Perceived Security, Perceived Reliability on Logistic and Deliver, and Consumer Behavior plus one question about key challenge when engage with AliExpress. Before finalizing the survey, it was pre-tested and necessary modifications were made. Additionally, relevant secondary data was collected following a structured format to complement the primary data collected through the questionnaire.

The collected data were analyzed using Statistical Package for the Social Sciences (SPSS). Several statistical techniques were employed, including reliability analysis (Cronbach's Alpha) to ensure internal consistency, descriptive statistics to summarize respondent profiles, and multiple regression analysis to examine the relationships between independent variables and purchase intention.

Additionally, assumption tests such as normality and homoscedasticity were conducted to validate the regression model. The study ensures that the findings are statistically reliable and suitable for hypothesis testing.

Overall, this methodology provides a systematic and empirical approach to understanding the determinants of consumer purchase intention in the context of cross-border e-commerce in Phnom Penh.

Findings

Table 2. Demographic Characteristics of the Respondents

Categories	Sub-Categories	Frequency	Percentage
Age	15-24	45	11.6 %
	25-34	247	63.7 %
	35-44	83	21.4 %
	45+	13	3.4 %
Gender	Male	231	59.5 %
	Female	157	40.5 %
Occupation	Worker	5	1.3 %
	Business owner	17	4.4 %
	Employee	293	75.5 %
	Student	58	14.9 %
	Government officer	15	3.9 %
Education	Secondary school	1	0.3 %
	High school	8	2.1 %
	Bachelor	243	62.6 %
	Master	136	35.1 %
Income	0\$-500\$	83	21.4 %
	500\$-1,000\$	219	56.4 %
	1,000\$-1,500\$	61	15.7 %
	1,500\$ up	25	6.4 %

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718	.516	.508	.28595

a. Predictors: (Constant), Consumer behavior, Trust platform, Perceived reliability, Perceived security, Perceived usefulness, Purchase Behavior

b. Dependent Variable: Consumer purchase intention

The table 3 that is an ANOVA-Test (F-Test) = 67.595, at P-value=0.000<0.05. ANOVA value is significant; it determines that the result from the analysis of the predictors is related to the score in the population. i.e., the independent variables “Consumer behavior, Trust platform, Perceived security,

Perceived reliability, Perceived usefulness, Purchase Behavior has a significant joint influence on the dependent variable “Consumer purchase intention”.

Table 3. ANOVA Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.162	6	5.527	67.595	.000
	Residual	31.153	381	.082		
	Total	64.314	387			

Dependent Variable: Consumer purchase intention

Predictors: (Constant), Consumer behavior, Trust platform, Perceived security, Perceived reliability, Perceived usefulness, Purchase Behavior

According to table 4, among the independent variables, trust in the platform has a regression coefficient of 0.106, indicating that a one-unit increase in trust leads to a 0.106-unit increase in purchase intention. Its t-value (2.076) and p-value (0.039) suggest a significant impact on purchase intention. Similarly, perceived usefulness shows a strong positive influence, with a regression coefficient of 0.163 and a very significant p-value (0.002). Perceived reliability and consumer behavior also highly significant affect purchase intention, with regression coefficients of 0.193 and 0.223, respectively, and p-values of 0.000 for both, highlighting their importance in the model. On the other hand, purchase behavior ($p=0.060$) and perceived security ($p=0.062$) are not significant, as their p-values greater than 0.05.

Table 4. Regression Coefficient

Dependent Variable Consumer purchase intention	R= 0.718 R ² =0.516 R-Adjust= 0.508	F= 67.595 Sig.= 0.00			
Independent Variable	standardized Coefficients	t-value	P-value	Collinearity	
				Tolerance	VIF
Trust platform	.106	2.076	.039	.486	2.058
Perceived usefulness	.163	3.123	.002	.469	2.134
Purchase Behavior	.110	1.887	.060	.377	2.649
Perceived security	.093	1.870	.062	.516	1.938
Perceived reliability	.193	3.848	.000	.507	1.972
Consumer behavior	.223	4.327	.000	.477	2.098

Discussion of Findings

Testing Hypothesis

The results for H1 indicate that trust in AliExpress platforms positively and significantly influences consumer purchase intention in Phnom Penh, with a regression coefficient of 0.106, a t-value of 2.076, and a p-value of 0.03; therefore, H1 is accepted.

For H2, perceived usefulness also shows a strong and significant positive influence on consumer purchase intention, with a regression coefficient of 0.163, a t-value of 3.123, and a p-value of 0.002; thus, H2 is accepted.

In contrast, H3 reveals that purchase behaviour does not have a statistically significant relationship with consumer purchase intention, as indicated by a regression coefficient of 0.110, a t-value of 1.887, and a p-value of 0.060; therefore, H3 is rejected.

Similarly, H4 shows that perceived security is not a significant predictor of consumer purchase intention, with a regression coefficient of 0.093, a t-value of 1.870, and a p-value of 0.062; thus, H4 is rejected.

On the other hand, H5 demonstrates that perceived reliability of logistics and delivery has a strong and significant positive influence on consumer purchase intention, with a regression coefficient of 0.193, a t-value of 3.848, and a p-value of 0.000; therefore, H5 is accepted.

Finally, H6 confirms that consumer behaviour significantly and positively influences purchase intention, with a regression coefficient of 0.223, a t-value of 4.327, and a p-value of 0.000; hence, H6 is accepted.

Discussion

The finding for H1 is consistent with previous studies, such as Pavlou (2003), which found a positive relationship between trust and purchase intention in the context of e-commerce (Pavlou, 2003). Similarly, Liang and Xiao (2019) in their study on cross-border e-commerce sustainability highlighted that trust has a strong positive influence on consumer purchase intention (Liang Xiao, 2019).

For H2, the result also aligns with other studies with different settings. Zhen Qin et al. 2019 in their study found perceived usefulness was strongly significant with purchase intention (Zhen Qin, Lanwei Zhao, Yan Ni, 2019). In other hand Chun-Wei Lu, 2021 study on ecommerce Based on Wireless Network and Machine Learning found the perceived usefulness has partially influence at 6% to consumer purchase intention (Chun-Wei Lu, 2021).

In the case of H3, although earlier studies show that purchase Behavior was influence the purchase intention (Yunjeong Ahn&Jieun Lee, 2024) (Cheung, 2012). However, the finding shows, there are not significant relationship with Consumer Purchase Intention

Regarding H4, Along with this finding, there are some studies in different setting and location found that there is significant influence between perceived security and consumer purchase intention (Khan, 2017) (Xu, 2013). this factor may not be strongly applicable in the Cambodian context. This could be because many consumers in Cambodia rely on cash-on-delivery (COD) or third-party payment methods, which reduce concerns about online payment security. Additionally, the growing familiarity with e-commerce platforms and trust in sellers, especially through reviews and social proof, may lead consumers to prioritize factors such as product quality and delivery reliability over security concerns when making purchase decisions.

For H5, this result also supports by other studies in difference settings. (Sweeney, 2018) studies on the impact of the logistics management in customer satisfaction and (Ma, Siqu, 2016) fast or free shipping options in online both studies show the strong significant relationship between perceived reliability on logistic and purchase intention.

Finally, the result for H6 are some studies also found in the same way. (O'Cass, 2009) studies on factors influencing consumer's online buying behavior and (Hoyer, 2012) consumer behavior dimensions found there is strong relationship between consumer behavior and consumer purchase intention.

Recommendations

Based on the major findings of the study, the present section provides recommendations for enhancing consumer purchase intention on AliExpress. The following suggestions aim to improve the effectiveness of consumer engagement on the platform.

Sustaining Trust in the Platform: AliExpress should focus on building trust by improving transparency through clear communication of return policies, product descriptions, and seller reliability ratings. Implementing stricter seller verification processes and displaying trust badges for credible vendors can further enhance consumer confidence. Encouraging verified customer reviews and promptly addressing negative feedback are also essential steps to foster trust.

Enhancing Perceived Usefulness: the platform should prioritize enhancing perceived usefulness by simplifying the user interface and improving search algorithms to make the shopping experience more intuitive. AliExpress can also leverage data analytics to provide personalized product recommendations and introduce features like price tracking, automated cart reminders, and product comparison tools to enhance consumer convenience.

Sustaining perceived reliability on logistic: crucial for sustaining consumer satisfaction. AliExpress should optimize its logistics network by partnering with reputable delivery services to ensure fast and reliable shipping, particularly in Phnom Penh. Providing real-time order tracking and offering 24/7 multilingual customer support will further reinforce the platform's reliability and responsiveness.

Fostering positive consumer behavior: AliExpress should continue to highlight the convenience of the platform and offer personalized experiences that enhance consumer enjoyment. Leveraging word of mouth and providing consumers with a seamless experience will help in shaping positive consumer behavior, thereby increasing purchase intention.

In conclusion, AliExpress can increase consumer purchase intention in Phnom Penh, Cambodia by focusing on building trust, enhancing perceived usefulness, sustain reliability on logistic and delivery, and fostering positive consumer behaviour. By implementing these recommendations, AliExpress can create a stronger, more trustworthy platform that effectively meets consumer needs and drives purchasing decisions.

Limitation and Future Research

This study, while insightful, has several limitations that must be acknowledged. First, the study focuses solely on consumers in Phnom Penh, Cambodia. As a result, the findings may not be fully applicable to other regions or countries, as consumer behaviours and perceptions could vary in different cultural and economic contexts. Second, the sample size, while adequate, may not fully represent the diverse demographic characteristics of the entire population in Phnom Penh. Factors such as age, income, education, and familiarity with e-commerce could influence purchase intentions, and a more diverse sample could provide a more comprehensive understanding of these dynamics. Finally, the study focuses specifically on AliExpress, and the findings may not be directly applicable to other e-commerce platforms or industries, as consumer behaviour may differ across various platforms.

Given the limitations outlined above, future research could explore the following areas to deepen the understanding of consumer purchase intention in cross-border e-commerce.

Exploring other e-commerce platforms. Future studies could broaden the scope to examine other cross-border e-commerce platforms such as Amazon, eBay, or Lazada. This would provide a comparative analysis of factors influencing consumer behavior across various platforms and offer insights into the competitive dynamics of the e-commerce market.

Assessing impact of marketing and promotional strategies: Future research could examine the role of marketing and promotional strategies (such as discounts, flash sales, and influencer marketing) on

consumer purchase intention. Understanding how these strategies affect consumer decisions could help e-commerce platforms optimize their marketing efforts.

Investigating specific product categories in e-commerce. Research could focus on specific types of products within cross-border e-commerce. For example, the factors influencing consumer purchase intention for electronics, fashion, or beauty products may vary significantly. Understanding the distinct factors affecting purchase decisions in different product categories could provide valuable insights into how e-commerce platforms can tailor their offerings to meet the diverse needs of consumers.

Examining impact of technological advancements (AI). The rapid evolution of technology, including AI, machine learning, and augmented reality, is likely to impact consumer purchasing decisions. Future research could explore how these technological advancements influence consumer trust, perceived usefulness, and purchase intention in the context of cross-border e-commerce. This would also help identify innovative ways to improve user experience and facilitate better decision-making processes.

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