

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME**

**THE EFFECT OF E-SERVICESCPE FACTORS AND
CUSTOMER TRUST ON PURCHASE INTENTION OF WIN
MOBILE WORLD ONLINE SHOP**

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MBA II – 60

MBA 25th BATCH

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ACADEMIC YEAR (2018-2022)

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This thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of E-servicescape Factors and Customer Trust on Purchase Intention of Win Mobile World Online Shop**” has been accepted by the Examination Board for awarding a Master of Business Administration (MBA) degree.

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ABSTRACT

The aims of this paper are to examine the influence of E-servicescape factors on customer trust towards Win Mobile World and to analyze the effect of customer trust on purchase intention towards Win Mobile World. The study applies both descriptive and analytical methods to achieve study objectives. The survey results indicate that most of the respondents have favorably e-servicescape factors of financial security with the sub dimensions such as ease of payment and perceived security of which influence on customer trust at Win Mobile World. The primary data is collected from 200 respondents who have liked it and followed on Win Mobile World Facebook Page using a simple random sampling method. Data is collected via structured questionnaires and used multilinear regression analysis to analyze the data. The results of the study indicated that among the aesthetic appeal of the e-servicescape factor, only the originality of design has influenced the trust on the website of Win Mobile World. In addition, among five sub-groups of layout and functionality dimension of E-servicescape factors, personalization is the largest effect on customer trust on Win Mobile World, followed by personalization, usability, relevance of information and customer review. Finally, all dimensions of customer trust, except for trust on product and service, have a significant positive effect on the purchase intention of Win Mobile World. The study suggests that Win Mobile World offers a product customization service and creates catalogues so that the consumers can enjoy themselves more when browsing and shopping for products, and to provide warranty and exchange error products service to earn trust from the consumers, in order to achieve a positive attitude of the customers and thereby, enhance their purchase intention on Win Mobile World.

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LIST OF ABBREVIATIONS

ECAM	E-Commerce Association of Myanmar
E-WOM	E-Word of Mouth
SOR	Stimulus-Organism-Response
SEO	Search Engines Organization
HR	Human Resource
IT	Information Technology

CHAPTER 1

INTRODUCTION

Bitner (1992) asserted that the physical setting and the organization's physical setting influences human behavior. According to Berry & Parasuraman (1991), customers seek physical evidence of the intangible service quality observed with the tangible elements (physical surroundings), this process is called servicescape. According to Namasivayam & Lin (2008), the servicescape is where the service is provided, consisting of both tangible and intangible elements. The servicescape is the primary key, since it influences not only cognitive, emotional, and physiological states of customers but also their behaviors. In this regard, it is important for service organizations, including hospitality entities, to manipulate the servicescape effectively to enhance customer satisfaction and increase repeat business.

Differentiate with the environment of brick-and-mortar business, the E-commerce business has an eccentric element of business transactions and service environments as the transactions occur online. A customer experience, the Internet service environment can be termed as E-servicescape or virtual servicescape or cyberscape (Williams & Dargel, 2004). Today, competition among businesses has started to pay special attention to developing E-commerce websites to enhance customer interaction with businesses through E-servicescape. And the customer experience through E-servicescape has an influence on customer trust and purchase intention. Nowadays, E-commerce websites have become an essential part of business success.

In this regard, businesses must develop appropriate designs to create an E-servicescape that has specific emotional effects on online buyers, which increase the willingness to make a purchase decision. An E-servicescape is based on the perceptions of customers when they visit the m-commerce or E-commerce websites or Facebook Page. E-servicescape factors are also enabled to compare product characteristics and price easily hence making it the most flexible and convenient way of purchasing. An E-servicescape helps both businesses and customers with an accurate purchase in an efficient way to avoid wanted time and cyber fraud.

Trust plays a significant role in determining the action of consumers regarding business. Trust in E-commerce websites and Facebook pages of businesses is a key factor to achieve customer loyalty and purchase intention. If customers trust E-commerce

websites, they believe that E-commerce business providers will treat them fairly and will not fraud them. Hence, online trust is an important factor of success in E-commerce. Trust is the belief of which an individual can rely on the promise made by another one. In the context of E-commerce, trust is not only the belief of online customers but also the expectations about trust-related characteristics of the online sellers or online service providers.

According to Gefen, Karahanna, and Straub (2003), the lack of trust in online business is the fundamental reason why many consumers are not willing to purchase online. Trust has been conceptualized as a set of distinct beliefs that consist of the integrity, benevolence, and ability of business. If customers did not trust the businesses, they would not make a first purchase. After the first purchase, trust is partly responsible for the commitment of customers to make a second or third purchase whether through the same channel or different channels of the same businesses. According to Singh and Sirdeshmukh (2000), customer trust is an important key to build customer loyalty.

Despite the rapid growth in digital transformation, the majority of the existing research on E-commerce businesses have dealt with service quality rather than E-servicescape. The review of existing literature indicated that a study range had explored the servicescape in offline businesses while the E-servicescape concept had been comparatively ignored, but recently E-servicescape has become highlighted as a primary key to E-commerce success. A deep understanding of customer behavior on servicescape is necessary to develop strong interaction between customers and businesses. Therefore, this study examines influence factors of E-servicescape s on customer trust and purchase intention toward online mobile shops.

1.1 Rationale of the Study

Due to the outbreak of Covid-19, the number of E-commerce websites has greatly increased over the world. Also, in Myanmar most businesses are extending with the E-commerce websites to engage more customers. The environmental forces are also a part of the reason why businesses must digitally transform. An E-servicescape is defined as the online environmental factors present during service delivery that can affect customer trust and purchase intention. Aesthetic appeal is important in today's online consumption style, which has shifted from utilitarian to a combination of utilitarian and hedonic purposes, with recreation and entertainment becoming more important aspects.

The E-commerce website is often the only point of contact customers have with an organization in E-commerce. An E-servicescape also known as an online servicescape or an online environment. There are three dimensions of E-servicescape as follows: aesthetic appeal, layout and functionality, and financial security. The first two dimensions were directly translated from Bitner's (1992) research on the servicescape of brick-and-mortar stores. The final dimension, financial security, is critical in gaining customer trust, which in turn potentially increases purchase intention.

Organizations need to incorporate customer needs, wants, and preferences into the layout, functionality, and design of the website to gain a competitive advantage and succeed in business. According to many researchers, security is the main challenge and issue for successful E-commerce businesses. For online businesses, earning consumer trust means understanding consumer expectations for trust and their beliefs regarding the trust-related characteristics of E-commerce businesses.

The research involving trust and E-commerce businesses used consumer-selected websites to measure perceptions of the online mobile shops and trust. Online consumers not only expect to buy products but also to have an experience. This study focused on the E-servicescape factors of E-commerce websites in the context of purchase intentions and Trust with three multifaceted dimensions towards Win Mobile World Online Shop.

1.2 Objectives of the Study

The objectives of the study are:

- 1) To examine the influence factors of E-servicescape on customer trust towards Win Mobile World Online Shop
- 2) To analyze the relationship between customer trust and purchase intention towards Win Mobile World Online Shop

1.3 Scope and Method of the Study

This study mainly focuses on the effect of E-servicescape factors and customer trust on purchase intention towards online mobile shops. Survey data covered the online mobile shops which are registered at the E-commerce Association of Myanmar (ECAM). As there is only one mobile shop named Win Mobile World registered on ECAM, Yamane's formula would be used to calculate the sample size for this study. At the end of April 2022, there are 1,00,098 customers who have liked and followed on Facebook Page of Win Mobile

World. All 1,000,098 customers considered as population size of this study. As per formula based, 398 customers out of the total followers on Win Mobile World Facebook Page were randomly selected. However, valid respondents are only 200. The simple random sampling method used to conduct the survey. The online survey conducted with the structured questionnaire designed with five-point Likert scale, and applied for primary data. Secondary data is gathered from relevant textbooks, previous research papers, journals and articles, and other related information resources from internet websites.

1.4 Organization of the Study

This paper is organized as follows: Chapter 1 covers introduction, rationale of the study, objectives of the study, scope and method of study and organization of the study. Chapter 2 reviews the relevant literature, theoretical background, previous research models and conceptual frameworks of the study. Chapter 3 illustrates the profile and E-servicescape factors of Win Mobile World Online Shop. Chapter 4 presents the analysis of customer trust and purchase intention of buyers at Win Mobile World Online Shop. Finally, the major findings, implications, limitations, and suggestions for further research are discussed in Chapter 5.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter points out background theories, previous papers presenting about E-servicescape, customer trust and purchase intention, and the conceptual framework of the study. SOR (Stimulus-Organism-Response) theory, definition of E-servicescape, customer trust and purchase intention are presented. Moreover, empirical studies and conceptual framework for this study have been explored through extensive review of books, articles, previous research papers, journals and web pages.

2.1. Stimulus-Organism-Response (SOR) Theory

Stimulus-Organism-Response (SOR) theory represents Stimulus, Organism, Response. Originally developed in the environmental psychology discipline, the environment is the stimulus, which influences the organism and the internal reactions, which then leads to behavioral responses according to Mehrabian and Russell (1974). Gao and Bai (2014) studied non-material things such as a sense of security. According to Mehrabian and Russell (1974), the internal reactions include both emotional affective and cognitive beliefs that approach or avoid responses toward the environment.

Many researchers have applied SOR theory as the theoretical framework for understanding servicescape influence consumer behavior in the store environment. Prashar, Vijay and Parsad (2017), found that the design of the website characteristics, and the payment process can influence customer trust. Individuals are willing to act or to give a reaction to the received stimulus with the support of the facilities owned, the existing stimulus has the effect of the response of the individual that can change in the behavior and intentions of the individual.

The stimulus in SOR theory is the physical evidence or servicescape of a brick-and-mortar store. Customers react internally to the various stimuli, which then directly affects their behavioral responses. The stimuli for E-servicescape are the website environment and service factors. Kim and Lennon (2013) discussed that reputation of E-commerce business and website quality as the stimuli, cognitive belief and affective emotion as the organism, and purchase intentions as the response and found that reputation influence on individual emotional responses.

The SOR model has also been used to investigate features of websites, emotional responses of customers, and buying behavior according to Mummalaneni (2005). In this study, the SOR theoretical framework, while E-servicescape factors work as a stimulus to influence the organism of customer belief and trust then it will generate a response that will affect the purchase intention.

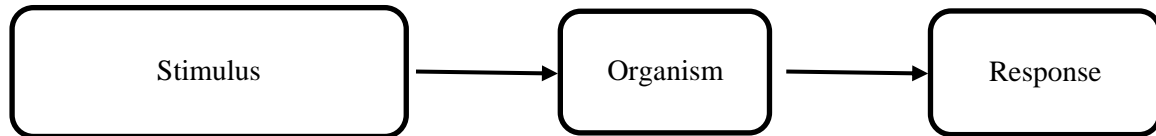


Figure 2.1: Stimulus-Organism-Response Model

2.2 Physical Evidence or Servicescape

Kushwaha (2015) studied that service providers need to manage physical evidence carefully because it can have a profound impact on customers' impressions. Customers would like to rely on physical evidence to help them evaluate the product before they buy it. So, marketers design and implement such tangible evidence as the material part of a service. Booms and Bitner (1982) studied that servicescape is the physical environment of the service factory and how it affects not only the customer experience but also the employees' experiences.

Servicescape perceptions impact individuals' approach or avoidance behaviors was assessed in Hui and Bateson (1991). Bitner (1992) studied that the concept of servicescape has been used to understand how the customer perceives the service environment, and how this perception can impact on opinions, beliefs, and physiological responses of the customer. Servicescape consists of three dimensions based on the study of Bitner (1992), ambient conditions; spatial layout and functionality; and corporate branding which (consist of signs, symbols, and artifacts).

Ambient conditions consist of temperature, color, smell, music and sound. Ambient conditions can be considered as a full package of these elements which can consciously or subconsciously help to experience the service. Ambience can be varied in order to enhance this customer experience based on the businesses. The marketer must understand how to match the ambience to the delivered service. The spatial layout and functionality are the way machinery spaced out or the furniture is set up. The size and shape of fixtures and furnishings are also part of spatial layout. Functionality is more about how the environment is well suited to accomplish the actual needs.

Finally, corporate branding is supported by signs, symbols and artifacts of the business. Bitner (1992), Davis (1984) defined that these elements are conveyed as explicit or implicit signals, and sometimes as both, to the delivered services. Explicit signals which include signs communicating names, behavioral expectations and rules, and directions for customers while implicit signals are important communicators of quality, experience, and expectations.

Servicescape perceptions of customers are naturally holistic, and the cues are interactively related in the formation of perceptions. The effect of beliefs and emotions on perceptions can influence customers' behavior. Overall, many researchers around the 2000s proved that the positive sensations of the physical surroundings design influenced consumers' willingness to visit and increased the actual purchase intentions.

2.3 E-servicescape

Mummalaneni (2005) found that the atmospheres on websites influence customer feelings toward businesses and facilitate customer purchase experiences. According to Rafaeli & Pratt (2005), when customer interactions occur through the website, the E-servicescape may become the key factor of representing the business to customers.

Williams and Dargel (2004) had proven that E-commerce lets the customer explore the border range of products or services in a convenient way, and provides customers with chances to compare features of a product or service and prices on other websites. Consumers browse the website to purchase online conveniently with greater variety, lower prices, and are able to easily compare market offerings and prices with other websites. The buyers also prefer their orders to be delivered directly to their home efficiently.

To examine the impacts of aesthetics and customer emotional response of satisfaction, enjoyment and customer interaction with the service businesses, Vilnai-Yavetz and Rafaeli (2006) found that aesthetics aspects have an influence on customer feeling and approach toward service interactions. Williams and Dargel (2004) studied intangible benefits with the website interaction that offer the cyberscape. For example, convenience, saved time and reduced customer post-purchase discordance due to adequate provided information.

Layout and functionality enable customers to enhance their own search and evaluation capabilities. Williams and Dargel (2004) discussed that layout and functionality allow customers to achieve the search capabilities to evaluate over traditional distribution

channels and physical environments, designed and planned to manipulate internal cognitive.

With the rising popularity of online buyers, E-commerce businesses have to consider the importance of customer perceptions on their websites, and have to focus on continuously improving functionality and services of their E-commerce websites. Harris and Goode (2010) studied that the quality of E-servicescape will be higher than expected with the consistent evolution of technology and customer expectations. Also conceived that E-servicescape has three dimensions, aesthetic appeal, layout and functionality, and financial security.

2.3.1 Aesthetic Appeal

Wang and Emurian (2005) studied that providing a good visual design is not only for visual pleasure but also for convenience and ease of use. Nowadays, aesthetics appeal plays an important role in online consumption as the consumption has shifted from utilitarian to hedonic and a combination of hedonic and utilitarian purpose.

Harris and Goode (2010) mentioned that aesthetic appeal is directly derived from the ambient conditions of servicescape or physical evidence. View, effect and visual sense are used to attract users of E-commerce businesses. Compared to brick-and-mortar stores, E-commerce businesses are not able to use tactile sense to observe products.

So, visual appeal can define the sight sense, interesting graphic design, fonts, and image that websites use to attract customers. Originality of design may focus on both sound and sight. If the content is up to date and accurate, customers will be attracted to the website and willing to visit more often although the present technology cannot access touch, smell, and taste senses.

2.3.2 Layout and Functionality

Researchers discussed layout and functionality impact on customers' selection, usage, attitude and purchase intention. For E-commerce businesses, the website and the Facebook page is the only point of contact with their customers and businesses need to incorporate the needs, wants and preferences of customers and create that into layout functionality and design to gain competitive advantage.

Donnelly (2000) defined ease of navigation as the most influential of users accessing websites. The navigational tools of E-commerce websites are positively

associated with businesses behaviors while on the website. The longer website load time, the often-broken links, and long wait times to access links may lead users to lose interest and patience of customers. Meyers (2014) discussed that main navigation of websites needs to be clear, readily available, and easy to access. Moreover, the website should feature a keyword search function that leads customers to make quick search information.

Today, the customer can access more detailed information from non-marketing sources, customer reviews are essential for E-commerce businesses. In this research, customer reviews will be considered as part of the E-servicescape factor. Relevance of information defines how users are connected to the content of E-commerce websites. Griffin (2007) studied that webpage materials have to be closely related and applicable, and must serve to attract potential customers through search engines organization (SEO).

Based on the customer information neediness, the customer rates the E-commerce website or Facebook page of businesses. Customization is the modification of the website to meet customer needs and wants. Some websites even feature tool functions that allow customers to personalize the website according to their preferences. Creating a website that emphasizes personalization is a direct way to extend the marketing concept of business to better serve customer needs and wants. Shapiro and Varian (1999) discussed that advance in technology help customizing websites easier and more economically feasible for businesses.

Interactivity is transferring the information between the user and the businesses and the princess is continuous. Customer perceptions on website interactivity is the main element of customer emotional responses and behavioral outcomes for online shopping. Many researchers discussed that customer interactivity level impacts customer attitudes toward the E-commerce businesses of revisiting the website, purchase intentions and customer loyalty.

2.3.3 Payment Security

Some advantages of E-commerce are such as convenience, 24/7 availability, and the ease of purchase and home delivery. Financial security that includes the website security measurements and the actual payment processes. Customer willingness to adopt and use online payment methods is totally influenced by financial security and perceived security based on perceived risk and ease of payment of E-commerce businesses.

Researchers have found that security is an essential part of E-commerce. Website security is a key factor for customer satisfaction. Many researchers discussed that perceived risks and benefits have the greatest influence on customer willingness to adopt and use. Customers engage in activities that improve financial security that can directly increase revenue.

Ease of payment is defined as the efficient way of the payment process and which does not require many details during the process of the transaction. Chen and Chang (2003) mentioned that financial security is another important aspect of E-commerce website evaluations. Eloff and Eloff (2003) agreed that financial security is more than just a technical challenge and has to consider managerial, organizational, and human dimensions to be effective.

For E-commerce businesses, many researchers have discussed that E-servicescape factors influence the relationship between the E-commerce businesses' atmosphere and customer purchase decisions and users spend time on browsing and revisit the website in the future. Eroglu, Machelit, and Davis (2003) discussed that E-servicescape impacts customer attitudes, satisfaction level, and emotional response behavior towards E-commerce businesses.

2.4 Customer Trust

Trust in E-commerce is a key factor in customer satisfaction from their purchases on E-commerce websites. General trust in the Internet plays as a medium for shopping and some researchers have proven that individuals are more willing to purchase online if they have more trust in the E-commerce websites and more experience using the website. Moreover, Everard and Galletta (2006) have studied that perceived quality of a website is related to trust of which is associated with purchase intentions.

Purchase decisions on E-commerce involve uncertainty and dependency when compared to brick-and-mortar stores. Online shoppers put faith in E-commerce businesses and depend on the businesses to be fair and prioritize the information. Pavlou (2003) defined trust as the belief that one can rely on a promise that another made. For E-commerce businesses, earning customer trust is understanding their expectations for trust and their beliefs regarding the E-commerce businesses trust-related characteristics. Researchers have also proved that increasing customer trust means lesser perceived risk of online purchasing.

Lack of trust in E-commerce businesses is the main reason why customers are

hesitating to buy online. Benevolence is the belief of the customer that the seller is interested in the welfare of customers, and there is no intention to behave opportunistically. Mayer, Davis, and Schoorman (1995) conceptualized that benevolence also involves the belief of customers that the business intends to work towards mutually satisfying then seeking to maximize profits.

Integrity describes the principles of the business which includes the trust in the firm that will keep information of customers confidential. Integrity is about honesty which follows expected rules of conduct, and keeping promises. Trust is often linked with customer loyalty. Flavián and Guinalú (2006) has studied that if a customer has a high level of trust in businesses and they believe that businesses will be fair. In the world of E-commerce, loyalty is defined as a customer's favorable commitment and attitude toward the E-commerce businesses and it includes repeat purchasing. In the context of online shopping, trust has evolved and the relationship between specific E-commerce businesses and trust has been studied by many researchers.

Trust in E-commerce positively affects loyalty and purchase intention. Trust can be encouraged by providing a reliable, secure, and reassuring website. Anderson and Srinivasan (2003) assessed customer trust influence on convenience motivation, purchase amount, and inertia as moderators of the online satisfaction and customer loyalty. For E-commerce businesses, trust and satisfaction are positively related to customer loyalty, customer trust and satisfaction are reliability and website layout and design.

2.5 Purchase Intention

In E-commerce businesses, online buyers are not able to use their physical sense to assess products or services before purchase. Customer judgment is only based on the information provided on the websites. Sen and Lerman (2007) studied online reviews play a significant role in purchase decisions with the purposes of recommending or to discourage other customers from purchasing products or services.

Morrison (1979) reported that purchase intention is when an individual will buy a product or service from business. Customer loyalty shows which customers are devoted to products or services of businesses and how powerful their biases are on choosing a brand. Loyal customers are willing to buy products or services of businesses exclusively, and they do not have any intention to change their preferences with other competitors of the businesses. Customer loyalty can be reflected in the repeated purchases the customer makes

and the favorable nature of the customer towards a product or service. Customer loyalty can help the marketer of the business to promote the product or service positively in the social network of the loyal customer.

Many researchers have investigated customer loyalty and purchase intentions in the context of brick-and-mortar and online stores. However, the relationships between E-servicescape, customer trust and customer loyalty, purchase intentions have not been studied. Generally, purchase intentions result from perceptions of customer needs and wants. Regarding the product or service, E-commerce businesses face the challenge of gaining consumer trust before they actually convert to customers. Bickart and Schindler (2001) reported that customers who gather more information from online sources have greater interest in the product or service which could lead to actual purchase intention.

Gauri et al. (2008) examined that most positive reviews have a positive effect on interest, attitude, and purchase intention. Hayes (2008) defined that keeping current customers is less expensive than acquiring new customers. The business may also capitalize on loyal customers by convincing them to repeat purchases. The consumers who are more willing to purchase a higher intention to purchase the product (Schiffman & Kanuk, 2000).

Moreover, many researchers refer to purchase intention to purchase or repurchase intention of the consumers. Repurchase intention refers to the decision made by a person in purchasing a particular product again from the same store. Repurchase intention comprises a role as a part of consumer behavior due to the consumer's disposition and propensity to behave before a decision is made for actual purchase.

The marketers are majorly anxious in evaluating consumers' intention to buy. Consumers' intention to shop from electronic commerce stores means that they are willing to buy from online shops. They have the consent of returning to the stores in order to buy more from this online shop. Consumer intention plays a role in accomplishing consumer loyalty. Intention to buy from the E-commerce shop or online shop towards the stores from the online has a positive relation with the attitude. This can have an influence on how consumers make buying decisions and also on their actual behavior (Jarvenpaa, Tractinsky, & Vitale, 2000).

2.6 Empirical Studies

This part of the study is based on previous empirical studies that have been done before in relation to E-servicescape, customer trust and customer loyalty. E-servicescape

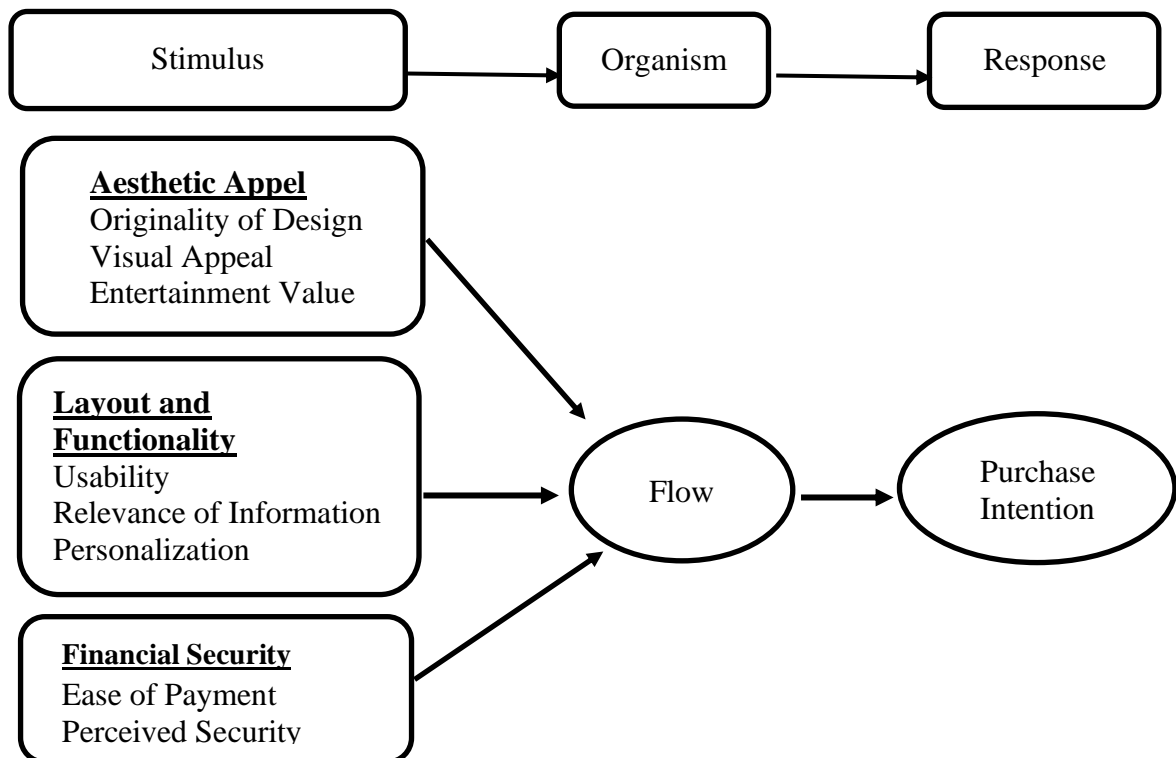
can give customers emotional responses to E-commerce websites which influence customer trust and lead to purchase intent. Wu, Quyen and Rivas (2017) discussed businesses having to develop appropriate design and layout to create appropriate E-servicescape in order to increase customer emotional response and purchase intention.

Harris and Goode (2010) defined E-servicescape as the customer experiential experience through online shopping. E-servicescape has three dimensions: aesthetic appeal, design and functionality, and financial security. Many researchers discussed aesthetic appeal as an important factor as the customer consumption changed into the combination of utilitarian and hedonic value recently. Businesses need to design and layout E-commerce websites aligned with the customer needs, and want in order to gain competitive advantage. Still, financial security is the biggest challenge and issue to success in E-commerce business.

2.6.1 The Influence of E-servicescape Factors to Purchase Intention

Figure (2.2) formed the conceptual framework that examines the influencing factors of E-servicescape on flow thus affecting purchase intention towards B to C E-commerce stores in Morocco. Significant findings of this study were indicated while many studies had investigated the physical evidence, but the E-servicescape had been ignored.

Figure 2.2 Conceptual Framework of Boukabiya and Outtaj



Source: Boukabiya and Outtaj (2021)

This study is based on four theories: the flow theory (Csikszentmihalyi, 1990), theory of planned behavior with an extension of the theory of reasoned action (Martin Fishbein, 2010, Bitner (1992) model and Bitner (1992) model and (Mehrabian and Russell, 1974) stimulus model. The conceptual framework of this study revealed the influencing factor of E-servicescape and relationship between the flow, and the purchase intentions towards E-commerce websites conducted with multi-item of products, multi-scale questionnaires and multi-dimensional factors of E-servicescape to measure.

The major findings of this study are: three dimensions of E-servicescape which are aesthetic appeal, the layout and functionality and the financial security have a positive influence on the flow. Aesthetic appeal dimension has three sub-dimensions such as originality of design, visual appeal and entertainment value. The dimension of layout and functionality consist of four sub-dimensions as shown in Figure 2.1: usability, relevance of information, personalization, and interactivity. The final dimension of financial security measures two sub-factors of ease of payment and perceived security. Also, this study found that there is a positive connection between flow and purchase intention.

The researchers interviewed managers from the industry as an initial study, then decided to emphasize on customer experience on E-commerce websites. Findings of this study are consumer interaction with businesses through E-servicescape have significant impact on flow and positively influence on flow. In turn, flow influences purchase intentions. This study was limited by the narrow range of service quality variables such as product quality, price and information of the service provider and the delivery system.

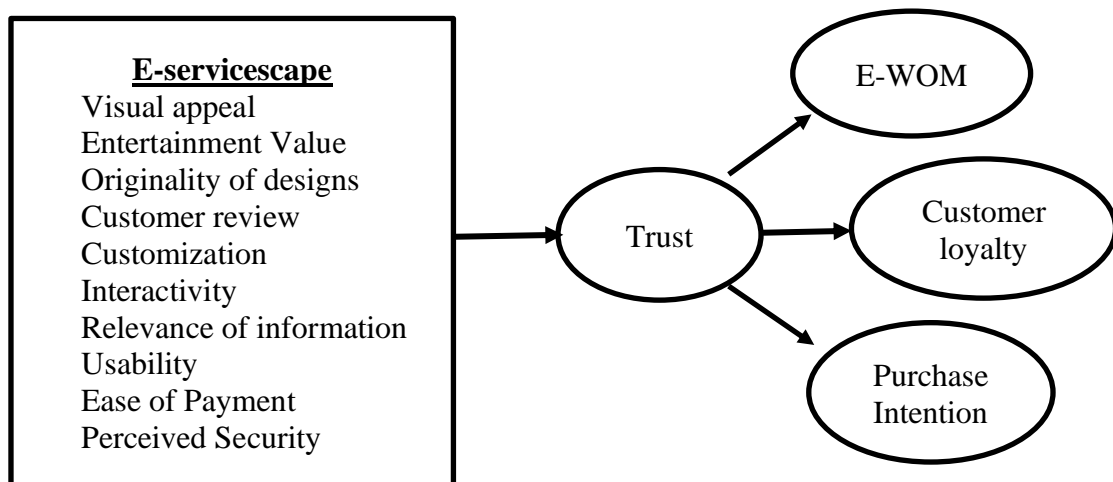
2.6.2 Relationship between Customer Trust and Purchase Intention

Figure (2.3) formed the conceptual framework that investigates the E-servicescape influence factors on trust, E-WOM, customer loyalty and purchase intention. This research applied theories to investigate online buyer's perceptions on E-servicescape, customer trust, E-WOM intentions, and customer loyalty, by using individual online customer data from each site. Urban, Sultan and Qualls (2000) have discussed that online purchasing has higher perceived risk that makes trust-building as an essential key of the online transaction process. The conceptualization of E-servicescape did not include customer reviews in previous studies.

As customer expectation on websites is growing, customer review is a key to attract customers. The honest customer review can be assumed as information data and it

influences online sales. This study discussed the E-servicescape factors that have influenced customer trust. To maximize trust, businesses should build E-servicescape to gain customer trustworthiness, dependency and enjoyment. This study suggests that customer loyalty and purchase follow customer trust in E-commerce businesses.

Figure 2.3 Conceptual Framework of Tran



Source: Tran (2014)

The findings of this study demonstrated that customer trust has positive attitudes towards business and willingness to make repeat purchases and recommend to friends and relatives. This study focuses on the E-WOM dimension more and divides customers into email recipients and social network posting recipients. Email recipients perceived E-servicescape more visually appealing, entertaining, and secure while recipients of social network postings had higher levels of interactivity, ease of payment quality and customer trust in the E-commerce businesses.

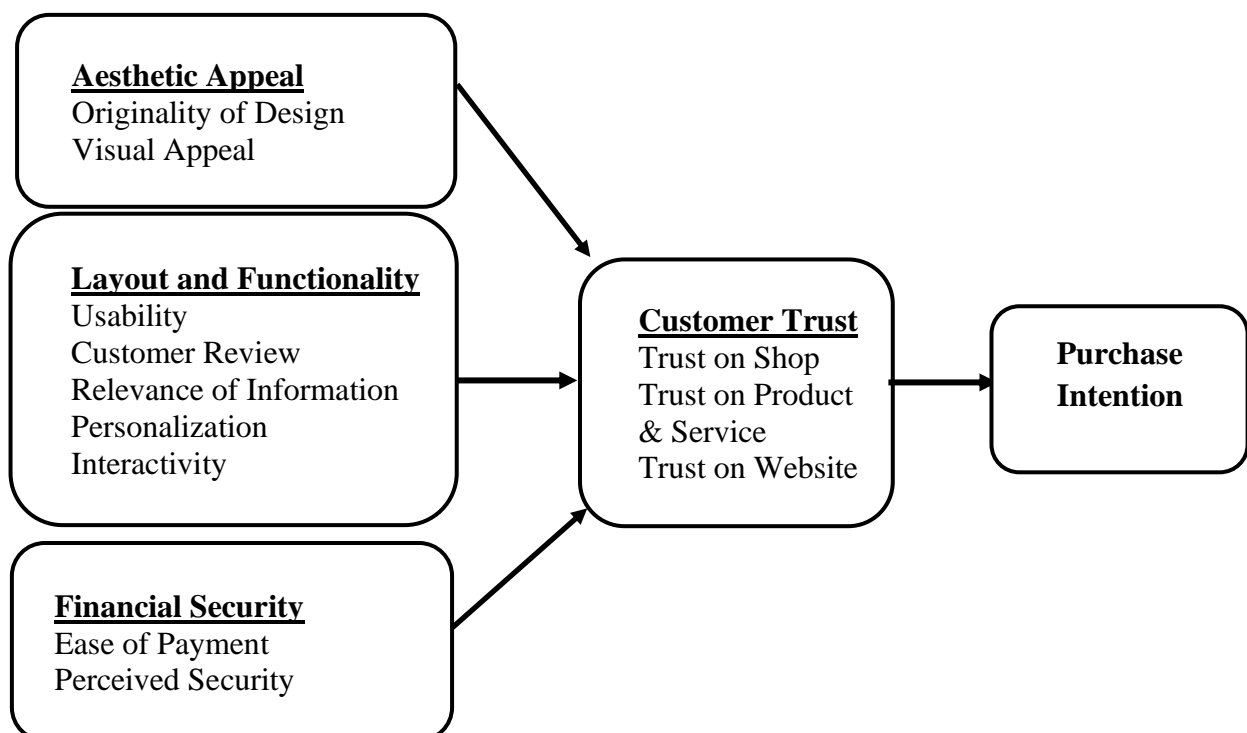
This research gives businesses many ideas of customer interaction through the internet, and how it may affect customer emotional response to E-servicescape, trust, E-WOM intentions and customer loyalty. Businesses have to understand that different social networks outcome differently, in order to maximize their competitive advantage, they must use the right platform to enhance their business strategy. The limitation of this study would be focusing on E-WOM behavior then customer purchasing behavior. It would be more coverable if this study explored customer data and compared to purchase intention behavior. Moreover, this study did not cover design, information of product and purchasing behavior.

2.6.3 Conceptual Framework of the Study

The E-servicescape factors are influencing customer behavior and customer emotional response of trust. The customer trust influences customer loyalty and purchase intention behavior. E-servicescape consists of three dimensions: aesthetic appeal, layout and functionality and financial security. There are three dimensions of E-servicescape factors that influence purchase intention. Three dimensions are aesthetic appeal, layout and functionality and financial security based on Bitner (1992) model.

For aesthetic appeal will be measured with two sub-dimensions in this study that are originality of design and visual appeal which is similar with the conceptual framework of Adil Boukabiya and Bennaceur Outtaj. But the factor of entertainment value is omitted in this study as the E-commerce business in Myanmar is still under the developing process. As the developers cannot pay attention to entertainment value, this study will not measure entertainment value as the aesthetics appeal. The conceptual model of this study is shown in Figure (2.4).

Figure 2.4 Conceptual Framework of the Study



Source: Own Compilation (2022)

Layout and Functionality has five sub-dimension to survey which are usability, customer review, relevance of information, personalization or customization and

interactivity. Usability, relevance of information, personalization or customization and interactivity adopted from the conceptual framework of Adil Boukabiya and Bennaceur Outtaj. Then, added customer review as one of the dimensions for Layout and Functionality which is adopted from the conceptual framework of Gina A. Tran. Customer review can be considered as the focus part for E-commerce businesses in Myanmar. As almost all Myanmar people are active Facebook users and very active in social media use. Therefore, sharing their experience on social media is also a trend in Myanmar, so customer review can be considered as an important part of E-commerce businesses.

The final dimension of E-servicescape, which is financial security, has two sub-factors. They are ease of payment and perceived security. That is adopted from both the conceptual framework of Adil Boukabiya and Bennaceur Outtaj and the conceptual framework of Gina A. Tran. As for the relationship between customer trust and purchase intention is adopted from the conceptual framework of Gina A. Tran. Although Adil Boukabiya and Bennaceur Outtaj use flow as one variable in the study, as the scope of this study is mobile shops which need higher purchasing power, the purchase intention is not mainly focused on flow experience like previous study. Also, in this study the customer loyalty, E-WOM and purchase intention will not be separated as in the study of Gina A. Tran as the purchase intention variable in this study will cover all of customer loyalty, word of mouth or recommendation and purchase intention. Overall, this study will mainly focus on examining E-servicescape factors that are influencing customer trust and analyze the relationship between customer trust and purchase intention.

CHAPTER 3

PROFILE AND E-SERVICESCAPE OF WIN MOBILE WORLD

This chapter consists of the profile and practices for E-servicescape factors of Win Mobile World Mobile Online Shop. E-servicescape factors of Win Mobile World: Aesthetic Appeal, Layout and Functionality, Financial Security are also demonstrated in this chapter to present the company profile more completely. Moreover, the profile of respondents is presented in the last part of the chapter.

3.1 Profile of Win Mobile World

Win Mobile World is one of the retail reseller companies which sell various smartphones or mobile phones, accessories, gadgets, computers and laptops and provide after sale service through the service center of Win Mobile World. Under the name of Win Mobile World, there are three main business sectors: (1) Win Mobile World mobile shop where retail smartphones gadgets and accessories, (2) IT industry by Win Mobile World where multiple computer peripherals, technological gadgets, and devices from various brands and (3) Gadget Store by Win Mobile World which is a store of digital gadgets and accessories for daily digital life.

Win Mobile World was founded in 2012, providing customers with best after sale service and reasonable price for latest smartphone brands. The main branch is combining the retail shop with a service center which provides smartphones with reasonable prices and repair service. In 2015, the business extended the first retail outlet at Myanmar Plaza as Branch (II) to provide better service not only for smartphones with reasonable prices but also for the luxury brands such as Apple. Win Mobile World company also started working with telecom operator; Ooredoo and opened two Ooredoo Franchise Stores where customers can buy SIM cards, DATA plans, top up cards and smartphones.

In 2017, Win Mobile World extended the third retail outlet in St John City Mall first floor where customers can buy latest smartphone brands with reasonable prices and also exhibited display smartphones to attract more customer attraction. IT Industry by Win Mobile World where multiple computer peripherals, technological gadgets, and devices from various brands, was extended in 2019. The Gadget Store by Win Mobile World for daily digital products was extended in 2020.

Win Mobile World sells not only branded devices, but also low budgeted devices, too. With the extended back-end system which is known as a service center, Win Mobile World can guarantee their products without saying any extra words. In order to shorten the distance between customers and business, Win Mobile World extends more and more branches. Due to the Covid-19 outbreak, almost every business pays attention to digital transformation. Win Mobile World got a competitive advantage as it has multiple digital communication channels to communicate with their customers. In this study, the survey was conducted only for online buyers of Win Mobile World through Facebook Page or Website and App of Win Mobile World.

3.1.1 Mission, Vision and Objective of Win Mobile World

The vision of Win Mobile World is to become the number one smartphone retailer in Myanmar. The mission of Win Mobile World is to build long term relationships with loyal customers and provide excellent customer services by pursuing business through innovation and advanced technology. To create an E-commerce business profile by adapting the trend or today's technology, to get online positioning, to provide good quality of products and services to be competitive in the market can be noted as the objective of Win Mobile World.

3.1.2 Organization Structure of Win Mobile World

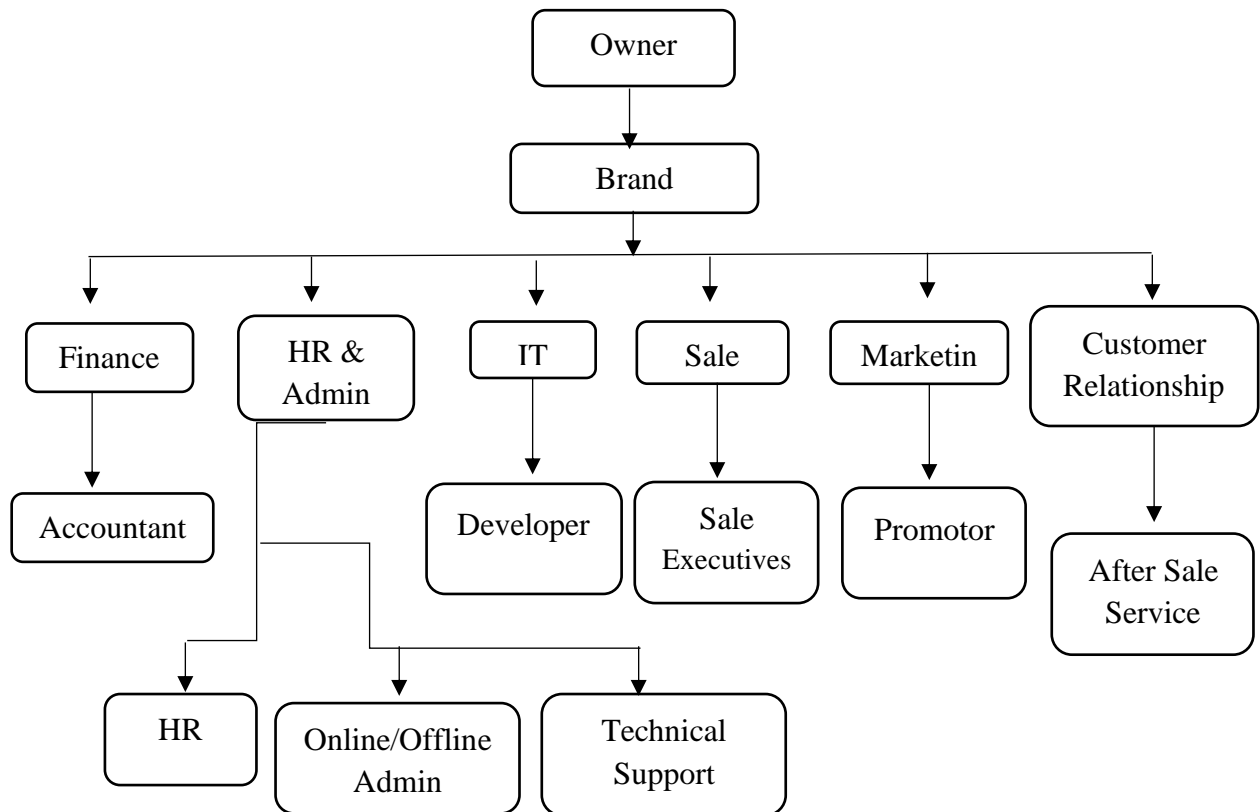
As shown in Figure (3.1), Win Mobile World practices the functional organization structure which people with similar knowledge and functional skills grouped together. The Management Team is overseeing the whole business with similar structure. The owner directly manages the Finance department, Human Resources and Administration department, Information and Technology department, Marketing department, Sale department and Customer Relationship Department respectively.

The owner of Win Mobile World allocated the authority and responsibility of branch management to each of the branch managers. Win Mobile World can be denoted as a multi-branch business. Each branch has both physical evidence and e-servicescape since it runs both online and offline sales. The owner is the highest ranking executive in this business and the other branch managers take responsibilities, including making major corporate decisions and managing the overall operations and resources of the business. Under the branch managers, it can be divided into 6 departments of finance department, Human Resource and Administration department with the sub-departments of both

traditional and digital Administration Department, Information and Technology department, Sale department, Online and offline department and Customer Relationship Department.

The organization structure of Win Mobile World is shown in Figure (3.1) as per follows:

Figure (3.1) The Organization Structure of Win Mobile World



Source: Organizational Structure of Win Mobile World (2022)

Each branch has 6 departments of the Finance department, Human Resources and Administration department, Information and Technology department, Marketing department, Sale department and Customer Relationship Department. The HR and Admin departments presided over the internal customers or office staffs' performance and supported their needs. Not only offline customers but also online customers need to be concerned. So, the Win Mobile World divided the traditional and digital administration department with the lead of online and offline admins to achieve the goal of the business. Because of the extension of E-commerce platforms, the technical support team is also under the HR and Admin department.

Sales and Marketing departments allocate the tasks to get more intention and awareness from new customers and build strong customer loyalty with old customers. With the aid of the customer relationship department, the customers can have received the satisfied after sale services on their purchase. Also Sale and Marketing departments do not need to worry about the lack of their human resource on after sale service. The Information and Technology department presides over the technology infrastructure of business that includes developing marketable technology, suggesting new technologies to implement, interacting with external buyers and budgeting. It also handles customer support, engagement, and front-end content delivery.

Therefore, the IT department is focused on improving revenue and sales opportunities and day-to-day operations. The IT department has contact with the users through multiple platforms like YouTube, Twitter, Instagram, LinkedIn, website and application and their Facebook Pages to communicate with more customers. Through the digital platforms of Win Mobile World, the users may easily understand the up to date events and discount promotion of Win Mobile World. Also, there is a blog page which shares the relevant information of products and services of Win Mobile World.

3.2 Research Design

This section consists of four parts: sampling procedure, research instrument (Questionnaire), data collection and data analysis.

3.2.1 Sampling Procedure

The survey was focused on the customers of the Win Mobile World who have liked and followed the Facebook page of Win Mobile World mobile shop. This study also analyzes customer trust of Win Mobile World and Purchase Intention which covered repurchase intention, recommendation and customer loyalty. As for the method, analytical methods have been used. In this study, the sample population is based on the customers who had liked and followed the Facebook Page of Win Mobile World. The Yamane formula is used to calculate the sample size and 398 customers are randomly selected as samples to conduct a structured questionnaire. However, only 200 valid respondents were received to analyze the data. Secondary data are collected from relevant textbooks, previous research papers, journals and articles and internet websites.

3.2.2 Research Instrument

This study applied online questionnaires as the research instrument. The questionnaire is developed with closed type questions and most are Likert-type 5 point scales. This questionnaire consists of four parts: personal information, E-servicescape influence factors, customer trust and purchase intention. Personal information consists of demographics factors and buying behavior of respondents. Demographic factors include age, gender, occupation and monthly income while buying behavior include purchasing power and resource of information.

The E-servicescape influence factors include 3 sections: aesthetics appeal, layout and design and financial security. Aesthetics appeal consists of originality of design and visual appeal with 5 questions each. Layout and design consists of five dimensions of usability, customer review, relevance of information, personalization and interactivity with 5 questions for each dimension. The final section of financial security included ease of payment and perceived security with 5 questions each. In part 3, the customer trust section consisted of 15 questions measured with trust on shop, trust on product and service and trust on website. Purchase intention is measured with 8 question items.

3.2.3 Data Collection

Data was collected through an online survey conducted of customers of Win Mobile World who liked and followed it on Win Mobile World Facebook Page. The purpose of the questionnaire and requirements were explained to each respondent before they answered the questionnaire. The survey included Likert-type scale questions and data could be assessed quantitatively. 200 valid responses were obtained.

3.2.4 Data Analysis

For data analysis, analytical approach is practiced to identify measures of central tendency including mean and correlation between variables. Second, according to the analytical approach, SPSS was used to investigate the influencing factors of E-servicescape on customer trust and the relationship between customer trust and purchase intention towards Win Mobile World Online Shop.

3.2.5 Reliability Test

The reliability of a measuring instrument is considered as its ability to incessantly measure the phenomenon and to the extended data collection techniques and analysis

procedures that will yield to prior researchers. Internal consistency reliability is the most commonly used psychometric measure for assessing survey instruments and skills. In this study, each variable of E-servicescape factors such as originality of design, visual appeal, usability, customer review, relevance of information, personalization, interactivity, ease of payment and perceived security, is composed with 5 questions or items, Customer trust on Shop with 5 questions or items, Customer trust on product and service with 5 questions or items, Customer trust on Website with 5 questions or items and Purchase Intention with 8 items. Altogether 68 items are tested to be consistent with survey questions in each variable.

Table (3.1) Reliability of Question Items

Sr. No.	Scale	No. of Items	Cronbach's Alpha	Data Consistency
1	Originality of Design	5	0.88	Very good
2	Visual Appeal	5	0.84	Very good
3	Usability	5	0.88	Very good
4	Customer Review	5	0.85	Very good
5	Relevance Information	5	0.89	Very good
6	Personalization	5	0.83	Very good
7	Interactivity	5	0.83	Very good
8	Ease of Payment	5	0.87	Very good
9	Perceived Security	5	0.87	Very good
10	Trust On Shop	5	0.91	Excellent
11	Trust On Product and Service	5	0.93	Excellent
12	Trust On Website	5	0.93	Excellent
13	Purchase Intention	8	0.97	Excellent
	TOTAL	68	0.88	

Source: SPSS 22 output data

The higher the internal consistency, the more confident the researcher can be that the survey is reliable. When the Cronbach Alpha value is more than 0.9, there is excellent internal consistency. In this study, internal consistency is measured by using a statistic known as Cronbach's Alpha. According to Cortina (1993), if the value is between 0.8 and 0.9, there is good internal consistency of questions to a variable. By the Table (3.1), it reports the overall Cronbach's Alpha value is 0.871 (Source: SPSS 22 output data). A

higher alpha value means that the internal consistency and that this survey is reliable. The result of the Cronbach's alpha values shown in table (3.1) found that all the scales have the Cronbach's alpha value above 0.7, suggesting good internal consistency and reliability of the scales with this sample.

3.3 E-servicescape of Win Mobile World Online Shop

The E-servicescape of Win Mobile World Online Shop is to embrace responsibilities to encourage a positive impact through its activities on the E-servicescape, consumer-staffs' relationships, community platforms, and sustainable profit of the business. This section consists of three parts: aesthetics appeal of Win Mobile World Online Shop, layout and functionality of Win Mobile World Online Shop and financial security of Win Mobile World Online Shop.

Aesthetics appeal Win Mobile World Online Shop consists of two factors: originality of design and visual appeal. Layout and functionality Win Mobile World Online Shop featured five sub-dimensions from the original scale: usability, customer review, relevance of information, customization or personalization and interactivity. Financial security Win Mobile World Online Shop was composed of two dimensions: ease of payment and perceived security.

3.3.1 Aesthetics Appeal of Win Mobile World Online Shop

Win Mobile World Online Shop focused on aesthetic appeal as this is one of the influencing factors of E-servicescape. Same with other online shops, aesthetics appeal can be said as the first impression of the shop on E-commerce platforms. Therefore, this is one of the important factors to attract customers' attractions and it is also important to get competitive advantage among other online shops. Moreover, to get a potential position in the mind of customers, the aesthetic appeal of the E-servicescape is important.

The managerial level of Win Mobile World understood this fact so they created their Facebook pages with attractive photos and videos. Also Win Mobile World extended other digital platforms such as Facebook community group, twitter, LinkedIn and YouTube channel to communicate with their customers. Win Mobile Word also has its own website and application to extend their E-commerce business.

Win Mobile World Online Shop uses attractive photos, videos and sound effects in presenting their products and services. Also categorized products by grouping based on

pricing and brands with attractive graphics. On the website of Win Mobile World, they divided their web page with a home page which shows the available products and a blog page which shares products' information. In this way Win Mobile World Online Shop maintained the aesthetics appeal factor of their E-commerce platforms.

3.3.2 Layout and Functionality of Win Mobile World Online Shop

Win Mobile World Online Shop prepared layout and functionality of their Facebook pages for each shop in order to serve with quick response for every customer complaint of each shop. The reason why the customer uses a digital platform is to save time. In order to fulfill the customer's willingness, Win Mobile World Online Shop prepared layout and functionality which is one of the important factors of E-servicescape. Win Mobile World Online Shop welcomed customer reviews freely in order to improve their service providing.

Easy to use or usability also need to be considered in order to encourage more customers to use digital platforms, so it can be assumed as one of the necessary factors in order to gain more users. To achieve the usability for each user, Win Mobile World Online Shop attached a search tool and navigation tool to help users. Moreover, the recommendation system based on the user's interest and price compatible on each product description also help users easy to use. The product grouping of which are categorized by pricing or product brands also help users to understand what is matched with their needs and wants.

Win Mobile World Online Shop also pays attention to customer inquiries and complaints with quick and accurate responses. Moreover, every user may freely explore their honest feelings on products and services of Win Mobile World Online Shop. Due to communicating with customers through digital platforms, the relevance of information is essential. Win Mobile World provides valuable information which leads users to see that the business has provided high-quality content.

The information provided from Win Mobile World Online Shop is easy to understand, detailed, short description of a product, short videos and other relevant information. Moreover, the products that Win Mobile World Online Shop sells are high-price products or luxury products (electronic devices and electronic gadgets), the information about the product and after sale service information plays an important role. In

this way Win Mobile World Online Shop maintained the layout and functionality factor of the E-commerce platforms.

3.3.3 Financial Security of Win Mobile World Online Shop

Payment system is one of the important factors that customers consider before making a purchase. Win Mobile World Online Shop focused on the payment system of the business not only through digital platforms but also in person at shop. To achieve feasible payment, Win Mobile World Online Shop linked with almost all banks to be able to use banking systems, card systems and mobile wallet systems. In this way, customers are able to access the payment process any time. Unlike other online shops, there is also the self-pick-up system as an option.

In order to extend the online payment system, the information secure and process secure are considerable. Win Mobile World Online Shop guarantees that the customer information is secured and will not be explored. Win Mobile World Online Shop is not only an online shop but also open physical shops with many branches. Moreover, registered on the reliable association like E-commerce Association of Myanmar (ECAM), Win Mobile World believes that their customers will feel secure by understanding their business is reliable and trustworthy.

Managerial level of Win Mobile World believes that financial security and information security is important. In order to fulfill the want and need of customers, Win Mobile World Online Shop connects with almost all mobile banking systems to make the customers have a feasible payment process during the payment system. Moreover, feasible payment or ease of payment are also necessary to encourage more customers to use digital payment systems. In this way Win Mobile World online shop maintained the financial security factor of the E-commerce platforms.

3.4 Profile of Respondents

In this study, 398 respondents who have liked and followed the Win Mobile World Facebook Page were answered the questionnaire. Then, only 200 valid respondents' answers were obtained to analyze the data analysis. In this section, Profiles of Respondents included demographic factors of which are gender, age, background education, occupation and income level. The result is as shown in Table (3.2).

Table (3.2) Profile of Respondents

Sr. No.	Variable	Demographic Factors	No. of response	Percentage
	Total		200	100.00%
1	Gender	Male	79	39.50%
		Female	121	60.50%
2	Age (years)	Under 20	0	0.00%
		21–25	69	34.50%
		26–30	107	53.50%
		31–35	17	8.50%
		36–40	5	2.50%
		41 and Above	2	1.00%
3	Education	High School/ Diploma	0	0.00%
		Bachelor Degree	134	67.00%
		Master Degree or Higher	66	33.00%
4	Occupation	Student	24	12.00%
		Self Employed	98	49.00%
		Employee	78	39.00%
5	Income	Under 500,000 kyats	24	12.00%
		500,001 – 1,000,000 kyats	102	51.00%
		1,000,001– 1,500,000 kyats	65	32.50%
		1,500,001 kyats Above	9	4.50%

Source: Survey Data 2022

In this study, the most dominant age groups among respondents are between 26 to 30 years old with 53.50 percent, followed by 21 to 25 years old with 34.50 percent and 31 to 35 years old with 8.50 percent, 36 to 40 years old with 2.5 percent and above 41 years old with 1 percent respectively according to the survey data. Although this is really unexpected that there are no respondents from the group of people who are under 20. This result means that the age range between 26 years and 30 years is the largest proportion of respondents who are more interested in purchasing smartphones at online mobile shops.

According to Table (3.2), most of the respondents are graduates with 67 percent, followed by 35 percent are post graduates or master degree achievers and zero respondents from the group of people who are undergraduates. It can be concluded that bachelor levels and master levels are both interested in purchasing smartphones at online mobile shops in this study. Respondents who achieved a Bachelor degree are more interested in purchasing smartphones at online mobile shops.

In the analysis of occupation, the dominant group of the respondents is self-employed with 49 percent of the total respondents. The second largest group is employees which accounts for 39 percent of the total respondents. Occupations of respondents who are students with 12 percent. It can be concluded that employees and self-employed people are using online mobile shops to purchase smartphones more than other groups of respondents.

According to the survey data, 51 percent of the total respondents are earning from 500,001 – 1,000,000 kyats. The second largest are the groups of the respondents who are earning from 1,000,001– 1,500,000 kyats with 32.5 percent. Earning under 500,000 kyats with 12 percent and earning 1,500,001 kyats above 4.5 percent respectively. It can be denoted that respondents who are earning from 500,001 – 1,000,000 kyats are more interested in purchasing smartphones at online mobile shops.

3.5 Buying Behavior of Respondents

In this study, 398 respondents who have liked and followed the Win Mobile World Facebook Page were answered the questionnaire. Then, only 200 valid respondents' answers were obtained to analyze the data analysis. In this section, purchasing behavior of respondents at Win Mobile World online mobile shop are based on purchasing power and source of information as shown in Table (3.3).

Observing the spending power or purchasing power of respondents, there are 26 respondents which are 13 percent of respondents are willing to spend under 500,000 kyats, the group of spending power ranges between 500,001 kyats and 1,000,000 kyats are 82.50 percent of respondents with 165 respondents while the rest of respondents are spending more than 1,000,001 kyats, which is 4.5 percent of respondents. It can be concluded that most of the respondents are willing to spend the range between 500,001 kyats and 1,000,000 kyats as shown in table (3.3).

Table (3.3) Buying Behavior of Respondents

Sr. No.	Variable	Behavior Factors	No. of response	Percentage
	Total		200	100.00%
6	Purchasing power	Under 500,000 kyats	26	13.00%
		500,001 – 1,000,000 kyats	165	82.50%
		More than 1,000,001 kyats	9	4.50%
7	Source of Information	Traditional Advertising	0	0.00%
		Social media	193	96.50%
		Word of mouth	7	3.50%

Source: Survey Data 2022

According to the survey data, affecting people to purchase are social media (Facebook, Instagram) with 96.5 percent of respondents, attracted by word of mouth or recommendations is 3.5 percent of respondents and zero respondents are affected by traditional advertising. The majority of respondents affecting people to purchase is social media (Facebook, Instagram) as shown in Table (3.3). Surprisingly people do not seek much information from word of mouth or recommendation. 1,000,000 kyats are more interested in purchasing smartphones at online mobile shops.

3.6 User Perception on E-servicescape of Win Mobile World Online Shop

In this study, influencing E-servicescape factors were explored. This study focused on three sub-dimensions of e-servicescape factors which are aesthetics appeal, layout and functionality, and financial security. Aesthetics Appeal is measured with (a) Originality of Design and (b) Visual Appeal. Layout and functionality is measured with (a) Usability, (b) Customer Review, (c) Relevance of Information, (d) Personalization, and (e) Interactivity. Financial Security is measured with (a) Ease of Payment and (b) Perceived Security. The questionnaires were constructed by application of 5-point Likert scale to find out and record perceptions on E-servicescape of Win Mobile World Online Shop. The 5-point Likert scale has a value range 1 to 5 with “1 = strongly disagree” and “5 = strongly agree” for each question.

3.6.1 User Perception on Aesthetics Appeal of Win Mobile World Online Shop

Aesthetics Appeal is the first influencing sub-dimension of e-servicescape that influence on customer trust of Win Mobile Word. In this section, 200 valid responses are collected from who have liked and followed on the Win Mobile World Facebook Page are surveyed to identify the user perception on Aesthetics Appeal of Win Mobile World Online Shop.

(a) Originality of Design

In this section, the question items are used to examine whether customer trust is influenced or not by originality of design of Win Mobile World online shop. The result from analysis on originality of design of Win Mobile World online shop. Table (3.4) explains about respondents' agreeable on the originality of design at Win Mobile World Online Shop.

Table (3.4) Originality of Design

Sr. No.	Originality of Design Question Items	Mean	Std Deviation
1	Homepage design is very distinctive from others	4.25	0.52
2	Web page design is very distinctive from others	4.25	0.52
3	Website design is very innovative and up to date	4.40	0.58
4	Website functionality is not complicated	4.25	0.52
5	Website design is difficult to imitate	4.63	0.53
	Overall	4.36	

Source: Survey Data 2022

As shown in Table (3.4), the highest mean value of 4.63 with the standard deviation of 0.53 is found at “Website design is difficult to imitate” which means users are satisfied with the effort Win Mobile World put on the business website design. Regarding the Table (3.4), the minimum mean value of 4.25 are found at “Homepage design is very distinctive from others”, “Web page design is very distinctive from others”, “Website functionality is not complicated” respectively. The overall mean value and all mean values are all above 4. Therefore, this can be concluded that customers of Win Mobile World are attracted to the originality of design that the Facebook page or website and application of Win Mobile World appeals to respondents.

(b) Visual Appeal

In this section, the final part of the aesthetics appeal is analyzed, in order to understand whether visual appeal is influencing customer trust of Win Mobile World online shop. The Table (3.5) explains about respondents' agreeable on the visual appeal at Win Mobile World Online Shop.

Table (3.5) Visual Appeal

Sr. No.	Visual Appeal Question Items	Mean	Std Deviation
1	Product itemization is visually appealing	4.36	0.52
2	Developers use attractive graphics	4.25	0.52
3	Products presentation is attractive with design	4.36	0.58
4	Categorization of products by brands (grouping)	4.35	0.52
5	Product display with color and sound effects attractively	4.65	0.53
	Overall	4.35	

Source: Survey Data 2022

According to the data analysis, question regarding “Product display with color and sound effects attractively” has the highest mean value of 4.65 while minimum mean value of 4.25 has been found at “Developers use attractive graphics”, which can indicate that Win Mobile World focus on the visual appeal of the E-servicescape factors of their website and application including Facebook Page.

As shown in Table (3.5), the overall mean value of visual appeal of Win Mobile World is 4.35 which is the agreed level. This result can be indicated that respondents can accept the visual appeal of Win Mobile World online shop. This result can be concluded that customers of Win Mobile World are attracted to the visual appeal that the Facebook page or website and application of Win Mobile World appeals to respondents.

3.6.2 User Perception on Layout and Functionality of Win Mobile World Online Shop

Layout and Functionality which is the second influencing sub-dimension of E-servicescape that influence the customer trust of Win Mobile World Online Shop. Layout and Functionality has been divided into five sub-dimensions in this section. There are 200 valid respondents from the customers who liked and followed on the Win Mobile World

Facebook Page are surveyed to identify user perception on Layout and Functionality of Win Mobile World Online Shop.

(a) Usability

The first influencing factor of layout and functionality that influence the customer trust. In this section, the question items are used to examine whether customer trust is influenced or not by usability of Win Mobile World online shop. The data analysis of respondents’ agreeable on usability of Win Mobile World Online Shop is as shown as in the Table (3.6).

Table (3.6) Usability

Sr. No.	Usability Question Items	Mean	Std Deviation
1	Tools to help navigating	4.45	0.57
2	Receive complete information without assistance	4.43	0.53
3	Can adapt quickly with navigational tools	4.36	0.53
4	Able to make purchases without assistance	4.27	0.56
5	Able to order for a desired product easily	4.16	0.52
	Overall	4.33	

Source: Survey Data 2022

By the table (3.6), the maximum mean value of 4.45 is found at “Tools to help navigating”, meanwhile minimum mean value of 4.16 is found at “Able to order for a desired product easily.” The overall mean value of usability is 4.33 which can be indicated that respondents agree that Win Mobile World online shop website is usable.

(b) Customer Review

Customer Review is the second influencing factor of layout and functionality that influence the customer trust. In this section, the question items are used to examine whether customer trust is influenced or not by customer review of Win Mobile World online shop. The data analysis of respondents’ agreeable on customer review of Win Mobile World Online Shop is as shown in Table (3.7).

According to the analysis data, the overall mean is 4.37 and all mean values are above 4. It means most of the respondents strongly agree with the customer review function

on the Facebook Page, the website and application that was provided by Win Mobile World online shop.

Table (3.7) Customer Review

Sr. No.	Customer Review Question Items	Mean	Std Deviation
1	Customer reviews are help to make purchase decisions	4.43	0.57
2	Like to read customer reviews	4.43	0.53
3	Facebook page admin has no bias to show reviews	4.26	0.53
4	Facebook page admin removes non-relating reviews	4.43	0.56
5	Immediate responses are very constructive and reliable	4.34	0.52
	Overall	4.37	

Source: Survey Data 2022

According to the data analysis, question regarding “Customer reviews are help to make purchase decisions”, “Like to read customer reviews” and “Facebook page admin removes non-relating reviews” have the highest mean value of 4.43. It proved that Customer reviews are an important factor in online sales and many online shoppers consider reviews as an essential part of their decision-making process. Therefore, this result can be concluded that customers are attracted to the customer review of the Facebook page or website and application of Win Mobile World appeals to respondents.

(c) Relevance of Information

The result of data analysis on relevance of information is shown as in Table (3.8).

Table (3.8) Relevance of Information

Sr. No.	Relevance Information Question Items	Mean	Std Deviation
1	Each page of website gives necessary information	4.43	0.59
2	Product information can access easily	4.42	0.57
3	Technical information of products can easily access	4.38	0.54
4	All relevant information is easily accessible	4.35	0.52
5	Technical details can access easily when browsing	4.21	0.49
	Overall	4.35	

Source: Survey Data 2022

By the Table (3.8), the maximum mean value of 4.43 is found at “Each page of website gives necessary information.” Meanwhile, the minimum mean value of 4.21 is found at “Technical details can access easily when browsing.” This result can be concluded that customers of Win Mobile World are attracted to the relevance of information of the Facebook page or website and application of Win Mobile World appeals to respondents.

The overall mean value of 4.35 is reported by Table (3.8) as the result of descriptive analysis on relevance of information. Because of the higher value, it can be said that most respondents agree that relevance of information is important in the purchase decision making process.

(d) Personalization

In this section, the question items are used to examine whether customer trust is influenced or not by personalization and analyzed the data of the customers from Win Mobile World online shop are agreeable on personalization of Win Mobile World Online Shop. The result of data analysis is as shown in Table (3.9)

Table (3.9) Personalization

Sr. No.	Personalization Question Items	Mean	Std Deviation
1	Customized based on needs	4.28	0.55
2	Offered services meet needs	4.35	0.61
3	Services are personalized to the capabilities or skills	4.29	0.58
4	Offered products are personalized	4.35	0.61
5	Provide purchase recommendations that meet needs	4.30	0.60
	Overall	4.30	

Source: Survey Data 2022

As shown in Table (3.9), the overall mean value of personalization or customization on Win Mobile World is 4.30 which is in the agreed level. The highest mean value of 4.35 was found at “Offered services meet needs” and “Offered products are personalized.” The minimum mean value of 4.28 was found at “Customized based on needs.” This can be concluded that respondents who respond to the questionnaire (the customers from Win Mobile World Online Shop) are attracted to the personalization or customization of the Facebook page or website and application of Win Mobile World appeals to respondents.

The increased personalization of a website makes it more straightforward for a customer to view more items to purchase.

(e) Interactivity

In this section, the question items are used to examine whether customer trust is influenced or not by interactivity which is the final factor of layout and functionality sub-dimension of E-servicescape factor. This analysis explains about the customers from Win Mobile World online shop are agreeable on interactivity of Win Mobile World Online Shop. The result of this data analysis on interactivity of Win Mobile World as shown in Table (3.10)

Table (3.10) Interactivity

Sr. No.	Interactivity Question Items	Mean	Std Deviation
1	Allows viewing merchandise in different ways	4.36	0.61
2	Has a search tool to find the wanted product and service	4.36	0.61
3	Given the opportunity to compare prices of products	4.20	0.56
4	Help to make a purchase order	4.40	0.62
5	Get a quick response to the inquiries	4.36	0.61
	Overall	4.34	

Source: Survey Data 2022

The overall mean value of interactivity of respondents with Win Mobile World Online Shop is 4.34 based on the survey data, which is in the agreed level. Furthermore, the result showed that the maximum mean value of 4.40 found at “Help to make a purchase order” and “Given the opportunity to compare prices of products” has the minimum mean value of 4.20. Regarding the table, this result can be concluded that customers of Win Mobile World Online Shop who respond to the questionnaire are attracted to the interactivity of the Facebook page or website and application of Win Mobile World appeals to respondents.

3.6.3 User Perception on Financial Security of Win Mobile World Online Shop

Financial Security is the final influencing sub-dimension of E-servicescape that influence the customer trust of Win Mobile Word. In this section, 200 valid respondents

who are liked and followed on the Win Mobile World Facebook Page are surveyed to identify user perception on Financial Security of Win Mobile World Online Shop.

(a) Ease of Payment

In this section, the question items are used to examine whether customer trust is influenced or not by ease of payment which is the first factor of financial security. Table (3.11) explains about the agreeableness of the respondents from the customers of Win Mobile World Online Shop on Ease of Payment of Win Mobile World, as follows.

Table (3.11) Ease of Payment

Sr. No.	Ease of Payment Question Items	Mean	Std Deviation
1	Has an efficient payment process	4.38	0.56
2	The payment process is easy to use	4.40	0.63
3	The payment process is accessible at all times	4.50	0.57
4	Paying for goods is straightforward	4.40	0.63
5	Able to pay cash for purchases	4.26	0.56
	Overall	4.39	

Source: Survey Data 2022

As shown in Table (3.11), the overall mean value of ease of payment is 4.39 which is a higher mean value. This means that many respondents agree that the ease of payment is an important factor to influence customer trust. Furthermore, the maximum mean value of 4.50 has been found at “The payment process is accessible at all times” and the minimum mean value of 4.26 has been found at “Able to pay cash for purchases.” The result can be concluded that customers of Win Mobile World Online Shop are attracted to the ease of payment that the Facebook page or website and application of Win Mobile World appeals to respondents.

(b) Perceived Security

In this section, the question items are used to examine whether customer trust is influenced or not by perceived security which is the final factor of financial security. This analysis explains that the customers from Win Mobile World online shop are agreeable on perceived security of Win Mobile World Online Shop. The result of this data analysis on perceived security of Win Mobile World as shown in Table (3.12).

Table (3.12) Perceived Security

Sr. No.	Perceived Security Question Items	Mean	Std Deviation
1	Payment process is very secure	4.43	0.58
2	No risk to buy from website	4.34	0.56
3	Never had any security problems	4.34	0.56
4	No security concerns when purchasing	4.38	0.58
5	Overall, appear to be security conscious	4.27	0.54
	Overall	4.35	

Source: Survey Data 2022

Based on the survey result, the overall mean value of perceived security on Win Mobile World is 4.35 with the standard deviation of 0.56, which is in the agreed level. As shown in Table (3.12), the maximum mean value of 4.43 (with standard deviation of 0.58) has found at “Payment process is very secure”, and the minimum mean value of 4.27 (with standard deviation of 0.54) has found at “Overall, appear to be security conscious.” This can be concluded that customers of Win Mobile World Online Shop are attracted to the perceived security that the Facebook page or website and application of Win Mobile World appeals to respondents.

CHAPTER 4

ANALYSIS ON CUSTOMER TRUST AND PURCHASE INTENTION TOWARDS WIN MOBILE WORLD

This chapter presents the effect of E-servicescape on customer trust of Win Mobile World Online Shop and the relationship between customer trust and purchase intention of Win Mobile World Online Shop. The result for analysis can be seen as follows.

In this section, 200 valid customer responses are surveyed to identify their perception on customer trust and E-servicescape of Win Mobile World Online Shop. The questionnaires were constructed by application of 5-point Likert scale to find out and record perceptions and views on E-servicescape and customer trust of Win Mobile World Online Shop. The 5-point Likert scale has a value range 1 to 5 with “1 = strongly disagree” and “5 = strongly agree” for each question.

4.1 Customer Trust of Win Mobile World Online Shop

In this analysis of consumer trust on Win Mobile World Online Shop, which includes three sub-groups of trust on shop, trust on product and service and trust on website five question items for each sub-group. The mean value and standard deviation of the measurements based on survey findings of Customer Trust is presented in Table (4.1).

As shown in Table (4.1), the overall mean value of trust on shop is 4.43 which is in the agreed level. Furthermore, the highest mean value of 4.52 was found at “Offered information is sincere and honest.” And “Safe in transactions” has the minimum mean value of 4.38 with standard deviation of 0.59 at the agreed level.

By the table (4.1), the overall mean value of trust on product and service is 4.37 which is agreed level and it can be indicated that most of the respondents agreed that they trust on products that Win Mobile World sells. Furthermore, the maximum mean value of 4.39 has been found at “Trustworthiness not selling the inferior products.” Meanwhile, the minimum mean value of 4.35 has been found at “Compensate in some ways for the problem.”

The highest mean value of 4.42 was found at “Makes a claim about its product, it is probably true.” The overall mean value of trust on website is 4.40 which is in the agreed level. This can be indicated that most of the respondents agreed that the Win Mobile World

website can be trusted while using and they are willing to buy products on the Win Mobile World website.

Table (4.1) Customer Trust

Customer Trust			
Sr. No.	Trust On Shop Question Items	Mean	Std Deviation
1	Safe in transactions	4.38	0.59
2	Trust it keep personal information safe	4.43	0.56
3	Confidence in the promises	4.40	0.57
4	Offered information is sincere and honest	4.52	0.61
5	Offered product and service is sincere and honest	4.42	0.60
	Overall	4.43	
Sr. No.	Trust on Product and Service Question Items	Mean	Std Deviation
1	Meet the expectations	4.36	0.61
2	Guarantee satisfaction	4.38	0.58
3	Compensate in some ways for the problem	4.35	0.57
4	Feel confident in products and services	4.38	0.58
5	Trustworthiness not selling the inferior products.	4.39	0.59
	Overall	4.37	
Sr. No.	Trust On Website Question Items	Mean	Std Deviation
1	Genuinely committed to the satisfaction	4.40	0.60
2	In terms of usability, know what to expect	4.39	0.58
3	Makes a claim about its product, it is probably true	4.42	0.63
4	Confident in website managing misinformation	4.41	0.61
5	Few limits on how to solve the website service problems	4.37	0.58
	Overall	4.40	

Source: Survey data (2022)

Overall, the data above has proven that respondents from Win Mobile World have strongly agreeable customer trust of Win Mobile World. The result by Table (4.1) can be concluded that customer trust of Win Mobile World Online Shop was built on trust on shop, trust on product and service and trust on websites that Win Mobile World Online Shop appeals to respondents.

4.2 Purchase Intention of Win Mobile World Online Shop

Purchase Intention of the respondents is shown in Table (4.2) and there are 8 questions to analyze the mean values. Many studies have advocated that consumers' intention towards Win Mobile World online shop can be used to predict the actual purchase.

Table (4.2) Purchase Intention

Sr. No.	Purchase Intention Question Items	Mean	Std Deviation
1	Intend to repurchase more products in the next few years	4.44	0.62
2	Consider as the first choice	4.48	0.63
3	Always offers great promotions and deals	4.53	0.63
4	By past experience, recommend to friends and relatives	4.52	0.63
5	Encourage friends to purchase	4.53	0.63
6	Willing to say positive things to other people	4.54	0.63
7	Consider being loyal	4.51	0.63
8	Believe this is the right choice by shopping	4.58	0.55
	Overall	4.51	

Source: Survey data, (2022)

Among them, as supported by the higher mean score of 4.58 which is found at “Believe this is the right choice by shopping.” This can be indicated that the respondents strongly agreed on purchase intention that the users believe shopping at Win Mobile Worlds is the right choice and can always take action in the purchasing decision making process. In addition, the minimum mean of 4.44 found at “Intend to repurchase more products in the next few years This result can indicate that the users are willing to say positive things about the Win Mobile World and they have a strong willingness to make a purchase.

According to the data above, the overall mean value of the purchase intention variable 4.51 indicates that the respondents have a positive attitude on Win Mobile World online shop and they have the intention to purchase at Win Mobile World online shop again in the future. This can indicate that Win Mobile World online shop well prepared all aspect of factors to attract customers' attraction and willingness to make a purchase enough and data collected from respondents are agreed with it.

4.3 Analysis on the Effect of E-servicescape Factors on Customer Trust of Win Mobile World Online Shop

To analyze the effect of E-servicescape Factors on Customer Trust, the mean value of Customer Trust is regressed with the mean value of the nine measurements of E-servicescape Factors which includes aesthetics appeal of originality of design and visual appeal, 5 subgroups of layout and Functionality of usability, customer review, relevance information, personalization, interactivities and Financial Security subgroups which are ease of payment and perceived security.

4.3.1 Analysis on the Effect of E-servicescape Factor on Trust on Shop of Win Mobile World Online Shop

To analyze the effect of E-servicescape Factors on Customer Trust on Shop, the mean value of Customer Trust is regressed with the mean value of the nine measurements of E-servicescape Factors which includes originality of design and visual appeal, usability, customer review, relevance information, personalization, interactivities, ease of payment and perceived security. The results of the analysis are presented in Table (4.3).

As show in Table (4.3), since the value of the adjusted R square is 0.485, this model can explain 48.5% of the variation of Trust on Shop, which is predicted by the measures of E-servicescape Factors namely, originality of design, visual appeal, usability, customer review, relevance of information, personalization, interactivity, ease of payment and perceived security. Since F-value, the overall significance of the model is highly significant at 1% level, the model is said to be valid.

The Durbin-Watson value is close to 2 (1.597). Therefore, it indicates that there is no autocorrelation in the sample. With respect to potential problems relating to multi-collinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and meaning that the independent variables are not correlated with each other. Therefore, there are no substantial multi-collinearity problems encountered in this study.

From multiple linear regression analysis, the coefficient of personalization and ease of payment are significant at 1 percent level, and that of perceived security at 5 percent level. By the Table (4.3), personalization has a significantly positive effect on Trust on

Shop at 1 percent level. A unit increase in personalization results in 0.224 units increase in Trust on Shop. The providing personalization service for the customers creates customer trust and loyalty on Win Mobile World. Moreover, ease of payment also has a significantly positive effect on Trust on Shop at 1 percent level. A unit increase in ease of payment results in 0.386 units increase in Trust on Shop of Win Mobile World. The ease of payment of Win Mobile World provided by the variety of mobile banking systems available made customers increase their trust in the shop of Win Mobile World.

Table (4.3) Analysis on the Effect of E-servicescape Factor on Trust on Shop

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.297	0.316	0.000	4.103	0.000		
Originality of Design	-0.106	0.122	-0.098	-0.870	0.386	0.205	4.888
Visual Appeal	-0.053	0.123	-0.050	-0.432	0.666	0.195	5.138
Usability	0.118	0.117	0.108	1.007	0.315	0.226	4.419
Customer Review	0.038	0.107	0.041	0.352	0.725	0.188	5.313
Relevance of Information	-0.044	0.094	-0.040	-0.465	0.642	0.343	2.915
Personalization	0.224***	0.072	0.255	3.121	0.002	0.387	2.582
Interactivity	-0.019	0.097	-0.022	-0.197	0.844	0.199	5.018
Ease of Payment	0.386***	0.063	0.418	6.145	0.000	0.559	1.790
Perceived Security	0.175**	0.076	0.176	2.289	0.023	0.436	2.295
R	.713						
R Square	0.509						
Adjusted R Square	0.485						
F Value	21.844***						
Durbin-Watson	1.597						

*** significant at 1%, ** significant at 5%, * significant at 10%

Source: Survey data (2022)

In addition, the perceived security also has a significantly positive effect on Trust on Shop at 5 percent level. A unit increase in perceived security results in 0.175 units increase in Trust on Shop of Win Mobile World. Win Mobile World provides a security system in payment progress. Both ease of payment and perceived security has a significantly positive effect on Trust on Shop, sub-dimension of Financial Security from E-servicescape Factors of Win Mobile World lead to increase the Trust on Shop of Win Mobile World.

To conclude that, most of the respondents from Win Mobile World have strongly focused on financial security which are ease of payment and perceived security in order to consider whether to trust on shop or not. Due to relative experience, the customers can understand whether the service of the shop is for them or not. In that way, personalization is also an important factor to trust the shop. If Win Mobile World cannot create a secure payment process, it will be difficult to gain trust on shop as financial security is the highest impact on trust on shop. Therefore, Win Mobile World creates a personalization environment for customers and financial security factors in payment progress with ease of payment and perceived security which is the largest contributor for Trust on Shop of Win Mobile World.

4.3.2 Analysis on the Effect of E-servicescape Factor on Trust on Product and Service of Win Mobile World Online Shop

To analyze the effect of E-servicescape Factors on Customer Trust on Product and Service, the mean value of Customer Trust is regressed with the mean value of the nine measurements of E-servicescape Factors which includes originality of design and visual appeal, usability, customer review, relevance information, personalization, interactivities, ease of payment and perceived security. The results of the analysis are presented in Table (4.4).

As show in Table (4.4), since the value of the adjusted R square is 0.551, this model can explain 55.1% of the variation of Trust on Product and Service, which is predicted by the measures of E-servicescape Factors namely, originality of design, visual appeal, usability, customer review, relevance of information, personalization, interactivity, ease of payment and perceived security. Since F-value, the overall significance of the model is highly significant at 1% level, the model is said to be valid.

The Durbin-Watson value is close to 2 (1.699). Therefore, it indicates that there is no autocorrelation in the sample. With respect to potential problems relating to multi-collinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and meaning that the independent variables are not correlated with each other. Therefore, there are no substantial multi-collinearity problems encountered in this study.

Table (4.4) Analysis on the Effect of E-servicescape Factor on Trust on Product and Service

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.605	0.308	0.000	1.964	0.051		
Originality of Design	0.149	0.118	0.132	1.261	0.209	0.205	4.888
Visual Appeal	-0.067	0.120	-0.060	-0.558	0.577	0.195	5.138
Usability	0.168***	0.114	0.146	1.465	0.005	0.226	4.419
Customer Review	0.268**	0.104	0.281	2.564	0.018	0.088	5.313
Relevance of Information	0.655***	0.092	0.058	0.713	0.007	0.343	2.915
Personalization	0.177	0.070	0.193	2.535	0.120	0.387	2.582
Interactivity	-0.094	0.094	-0.106	-0.995	0.321	0.199	5.018
Ease of Payment	0.411*	0.061	0.427	6.719	0.067	0.559	1.790
Perceived Security	0.250***	0.074	0.241	3.352	0.001	0.436	2.295
R	.756						
R Square	0.572						
Adjusted R Square	0.551						
F Value	28.159***						
Durbin-Watson	1.699						

*** significant at 1%, ** significant at 5%, * significant at 10%

Source: Survey data (2022)

From multiple linear regression analysis, the coefficient of usability, relevance of information and of perceived security are significant at 1 percent level, and that of customer review at 5 percent level and ease of payment at 10 percent level. As shown in Table (4.4), usability has a significantly positive effect on Trust on product and service at 1 percent level. A unit increase in usability results in 0.168 units increase in Trust on Product and Service. The usability of products that sell at Win Mobile World create customer trust and loyalty on Win Mobile World.

Relevance information about products that are sold at Win Mobile World also has a significantly positive effect on Trust on product and service at 1 percent level. A unit increase in relevance of information results in 0.655 units increase in Trust on Product and Service. The relevance of information about products that sell at Win Mobile World creates customer trust and loyalty on Win Mobile World. Moreover, the perceived security also has a significantly positive effect on Trust on Shop at 1 percent level. A unit increase in perceived security results in 0.25 units increase in Trust on product and service of Win Mobile World. Win Mobile World provides a security system in payment progress.

Customer Review about Win Mobile World, the products that Win Mobile World sells and the services that Win Mobile World provides also has a significantly positive effect on Trust on product and service at 5 percent level. A unit increase in relevance of information results in 0.268 units increase in Trust on Product and Service. The customer review of a product or service that is provided by Win Mobile World creates customer trust and loyalty on Win Mobile World.

In addition, ease of payment also has a significantly positive effect on Trust on product and service at 10 percent level. A unit increase in ease of payment results in 0.411 units increase in Trust on product and service of Win Mobile World. The ease of payment of Win Mobile World provided by the variety of mobile banking systems available made customers increase their trust in the product of Win Mobile World. Both ease of payment and perceived security has a significantly positive effect on Trust on Product and Service, sub-dimension of Financial Security from E-servicescape Factors of Win Mobile World lead to increase the Trust on product and service of Win Mobile World.

To conclude that, most of the respondents from Win Mobile World have strongly focused on ease of payment, personalization and perceived security like trust on shop above. Due to relatively buying experience, the customers choose the product by

understanding the usability of the product. With the trend of social media usage, customer review also plays an important role in purchase decision making process. Understanding the relevant information of the product leads to trust on product and service. Therefore, Win Mobile World prepared the full relevance information about product and services they provided, the usability of products and opened the customer review section on their social media platforms to create a better customer interaction environment and the financial security of Win Mobile World are contributors for Trust on product and service of Win Mobile World.

4.3.3 Analysis on the Effect of E-servicescape Factor on Trust on Website of Win Mobile World Online Shop

To analyze the effect of E-servicescape Factors on Customer Trust on Website, the mean value of Customer Trust is regressed with the mean value of the nine measurements of E-servicescape Factors which includes originality of design and visual appeal, usability, customer review, relevance information, personalization, interactivities, ease of payment and perceived security. The results of the analysis are presented in Table (4.5).

As show in Table (4.5), since the value of the adjusted R square is 0.539, this model can explain 53.9% of the variation of Trust on Website, which is predicted by the measures of E-servicescape Factors namely, originality of design, visual appeal, usability, customer review, relevance of information, personalization, interactivity, ease of payment and perceived security. Since F-value, the overall significance of the model is highly significant at 1% level, the model is said to be valid.

The Durbin-Watson value is close to 2 (1.543). Therefore, it indicates that there is no autocorrelation in the sample. With respect to potential problems relating to multi-collinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and meaning that the independent variables are not correlated with each other. Therefore, there are no substantial multi-collinearity problems encountered in this study.

From multiple linear regression analysis, the coefficient of personalization, ease of payment and perceived security are significant at 1 percent level, and that of customer review at 5 percent level and originality of design and relevance of information at 10 percent level. As shown in Table (4.5), personalization has a significantly positive effect

on Trust on Websites at 1 percent level. A unit increase in personalization results in 0.264 units increase in Trust on Websites. The providing personalization of Win Mobile World's website design and service creates customer trust and loyalty on Win Mobile World.

Table (4.5) Analysis on the Effect of E-servicescape Factor on Trust on Website

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.454	0.330	0.000	1.378	0.170		
Originality of Design	0.217*	0.127	0.183	1.716	0.088	0.205	4.888
Visual Appeal	-0.140	0.128	-0.119	-1.094	0.275	0.195	5.138
Usability	0.040	0.122	0.033	0.330	0.742	0.226	4.419
Customer Review	0.247**	0.112	0.245	2.210	0.028	0.188	5.313
Relevance of Information	0.217*	0.098	0.143	1.736	0.084	0.343	2.915
Personalization	0.264***	0.075	0.272	3.521	0.001	0.387	2.582
Interactivity	-0.167	0.101	-0.178	-1.651	0.146	0.199	5.018
Ease of Payment	0.361***	0.066	0.355	5.517	0.000	0.559	1.790
Perceived Security	0.252***	0.080	0.230	3.157	0.002	0.436	2.295
R	.748						
R Square	0.560						
Adjusted R Square	0.539						
F Value	26.823***						
Durbin-Watson	1.543						

*** significant at 1%, ** significant at 5%, * significant at 10%
Source: Survey data (2022)

Moreover, ease of payment also has a significantly positive effect on Trust on Websites at 1 percent level. A unit increase in ease of payment results in 0.361 units increase in Trust on the Website of Win Mobile World. The ease of payment of Win Mobile World provided by the variety of mobile banking systems available made customers increase their trust in the shop of Win Mobile World.

In addition, the perceived security also has a significantly positive effect on Trust on Websites at 1 percent level. A unit increase in perceived security results in 0.252 units increase in Trust on the Website of Win Mobile World. Win Mobile World provides a security system in payment progress. Both ease of payment and perceived security has a significantly positive effect on Trust on Websites. A sub-dimension of Financial Security from E-servicescape Factors of Win Mobile World leads to increase the Trust on Websites of Win Mobile World.

Customer Review about Win Mobile World, the products that Win Mobile World sells and the services that Win Mobile World provides also has a significantly positive effect on Trust on Website at 5 percent level. A unit increase in relevance of information results in 0.247 units increase in Trust on Website. The customer review of a product or service that is provided by Win Mobile World creates customer trust and loyalty on Win Mobile World.

Relevant information about products that are sold at Win Mobile World also has a significantly positive effect on Trust on Website at 10 percent level. A unit increase in relevance of information results in 0.217 units increase in Trust on Website. The relevance of information about products that sell at Win Mobile World creates customer trust and loyalty on Win Mobile World. Moreover, the originality of design also has a significantly positive effect on Trust on Websites at 10 percent level. A unit increase in originality of design results in 0.217 units increase in Trust on the Website of Win Mobile World. Win Mobile World provides the eye-catching appeal for the users which lead the customer to feel a special bond to increase their trust and loyalty on Win Mobile World.

To conclude that, most of the respondents answered that ease of payment is the most contributing factor to Trust on Website followed by personalization, perceived security, customer review, relevance of information and originality of design. Since Win Mobile World creates personalization environment for customers and prepares the attractive appeal of design to build the relationship with customers, the full relevance information about product and services they provided to customers to understand more, the usability of products and open the customer review section on their social media platforms create better customer interaction environment and the financial security of Win Mobile World are contributors for Trust on Website of Win Mobile World.

4.4 Analysis on the Effect of Customer Trust on Purchase Intention of Win Mobile World Online Shop

This section analyzes the effect of Customer Trust on Purchase Intention towards Win Mobile World Online Shop. Customer Trust consists of three components: Trust on Shop, Trust on product and service, and Trust on Website

4.4.1 The Effect of Customer Trust on Purchase Intention of Win Mobile World Online Shop

In order to analyze the relationship between the consumer trust and purchase intention towards Win Mobile World, a multi-linear regression model is applied in which the dependent variable is purchase intention and the independent variables are the three factors of customer trust which are trust on shop, trust on product and service, and trust on website. The results of the analysis of the relationship between the consumer trust and purchase intention towards Win Mobile World Online Shop are shown in Table (4.6).

As shown in Table (4.6), since the value of the adjusted R square is 0.595, this model can explain 59.5% of the variation of Purchase Intention, which is predicted by the measures of Customer Trust namely, Trust on Shop, Trust on product and service and Trust on Website. Since F-value, the overall significance of the model is highly significant at 1% level, the model is said to be valid. Trust on Shop and Trust on Website is significant at 1 percent level.

The Durbin-Watson value is close to 2 (1.758). Therefore, it indicates that there is no autocorrelation in the sample. With respect to potential problems relating to multi-collinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are less than 10 and meaning that the independent variables are not correlated with each other. Therefore, there are no substantial multi-collinearity problems encountered in this study.

Regarding the data analysis by Table (4.6), Trust on Shop has a significantly positive effect on Purchase Intention at 1 percent level. A unit increase in Trust on Shop results in 0.41units increase in Purchase Intention on Win Mobile World. Trust on Shop leads the aim to make the purchase decision of users at Win Mobile World online shop. Moreover, Trust on Websites has a significantly positive effect on Purchase Intention at 1

percent level. A unit increase in Trust on Website results in 0.87 units increase in Purchase Intention on Win Mobile World online shop.

Table (4.6) The Effect of Customer Trust on Purchase Intention

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.387	0.324	0.000	1.196	0.170		0.000
Trust on Shop	0.410***	0.096	0.277	4.265	0.000	0.484	2.065
Trust on Product & Service	-0.169	0.110	-0.119	-1.541	0.125	0.341	2.934
Trust on Website	0.870***	0.119	0.647	7.322	0.000	0.261	3.835
R	.775						
R Square	0.601						
Adjusted R Square	0.595						
F Value	98.402***						
Durbin-Watson	1.758						

*** significant at 1%, ** significant at 5%, * significant at 10%

Source: Survey data (2022)

According to the data analysis by Table (4.6), customer trust on shop and customer trust on website have direct and significant effect towards purchase intention of online buying at Win Mobile World Online Shop which means that customer trust on shop and customer trust on website are highly considered variables for online buying at Win Mobile World Online Shop in creating repurchase intention, recommendation and loyal attitude for online buying.

The next stage, the impact would make customers have interest in recommending Win Mobile World to other people, have interest in repurchasing and be loyal to the online buying process at Win Mobile World. This is proved by the positive tendency of respondents' answers. Higher customer trust in shop and customer trust on website owned by Win Mobile World means greater purchase intention at Win Mobile World. Therefore, Win Mobile World online shops always try to support the users to feel better and convenient shopping experiences on their provided services and products they sell. It can be the main reason that Trust on Shop is the main contributor of enhancing Purchase Intention of the users at Win Mobile World online shop.

CHAPTER 5

CONCLUSION

This chapter consists of findings from analysis of the results and their discussions, suggestions and recommendations of findings from the effect of E-servicescape on customer trust and purchase intention towards Win Mobile World, scope limitation of this research and the need for further investigation on this study.

5.1 Findings and Discussions

The study was focused on the members of E-Commerce Association of Myanmar (ECAM). There is only one mobile shop that is registered with the E-Commerce Association of Myanmar (ECAM) which is Win Mobile World Online Shop. This study is conducted by collecting primary data from 200 respondents who liked and followed the Facebook Page of Win Mobile World. The structured questionnaires were sent out to the respondents via Facebook Messenger. Despite many other online mobile shops, this study only focuses on Win Mobile World online shops and only their online customers' responses are focal in this study.

The study explores the influencing E-servicescape factors, which are divided into three dimensions of Aesthetic Appeal, Layout and Functionality and Financial Security. Aesthetic Appeal consists of Originality of Design and Visual Appeal, while Layout and Functionality includes Usability, Customer Review, Relevance of Information, Personalization and Interactivity. Financial Security consists of two subgroups which are Ease of Payment and Perceived Security. To achieve the second objective of the study, it also examines Customer Trust and Purchase intention.

In this study, the individual factor analysis includes demographic profile of respondents and characteristics of online purchasing behavior. In the demographic profile of the respondents, according to the survey data, most of the respondents are female. They are mostly youths. Most of the respondents are educated people with the majority having the education level of a Bachelor Degree. Despite most respondents being young adults, the monthly income level is pretty high. At the same time, the purchasing power is also high. The result showed that almost all of the respondents are using social media to gather information about the product or service of online shopping to make a purchase decision.

For the first objective, E-servicescape factors with three dimensions of aesthetic appeal, layout and functionality and financial security are influencing factors to customer trust with three sub-dimensions of which are trust on shop, trust on product and service, and trust on website. Each dimension of E-servicescape factors has sub groups underlying as follow: two sub-groups of aesthetic appeal which are originality of design and visual appeal, five sub-groups of layout and functionality which are usability, customer review, relevance of information, personalization and interactivity, two sub-groups of financial security which are ease of payment and perceived security.

After analyzing the data, it was found out that personalization and ease of payment are factors that strongly affect customer trust on shops of Win Mobile World following with perceived security. Meanwhile, usability, relevance of information, perceived security are factors to increase customer trust on product and service followed by customer review and ease of payment. Whereas personalization, ease of payment, perceived security has a strong significance on customer trust on website followed by customer review, originality of design and relevance of information.

Overall, financial security, as a sub-dimension of E-servicescape, was strongly significant to all dimensions of customer trust. Both ease of payment and perceived security, users may be more likely to keep information conveniently saved using a customer profile on the shopper website. The saved information makes subsequent purchases faster, easier, and more convenient for customers. To improve on customer trust, the following has been highlighted by the customers that the application of advanced technology to online business platforms such as Facebook page, website and application become faster in delivering response during interacting with customers.

For the second objective, customer trust with three sub-groups of trust on shop, trust on product and service, and trust on website are significant factors to purchase intention. The results from the analysis on the effect of customer trust on purchase intention, trust on shop and trust on website are factors to increase the purchase intention of Win Mobile World. This is proved by the positive tendency of respondent's answers. Thus, as found in this study, the firm needs to focus on trust on shops and trust on websites to increase purchase intention, helping them to retain those customers with them in the long run. This showed that customer trust of online order at Win Mobile World has an impact towards hope fulfillment, needs fulfillment and belief that doing online shopping at Win Mobile World Online Shop is the right option to do.

5.2 Suggestions and Recommendations

Nowadays, there are a lot of online stores that sell almost every product. The competition in the market has increased in recent years and so, the online sellers should secure their position in the market by establishing strong relationships with their old customers as well as new customers.

Regarding E-servicescape, Win Mobile World should improve the technological aspects using the Internet than the current stage. Although there are many online stores that have extended the business through multi-platform like websites and applications, there are still a lot of stores that are satisfied with selling just on Facebook Page. Previously, the conceptualization of E-servicescape did not include customer reviews. As customers' expectations of websites continue to grow, customer reviews are a crucial element of the environmental factors of an E-commerce website.

For shoppers of exclusively E-commerce businesses, the problem of not being able to touch, smell, or try on the merchandise is particularly tricky in the decision-making process. Offering customer reviews helps E-commerce businesses overcome these disadvantages. Win Mobile World should pay more attention to the customer review function not just share the customer experience on Facebook Page, but also let customers share their experience on other platforms like website and application.

Regarding the aesthetic appeal, the result showed only the sub dimension of originality of design is significant on customer trust. This could be more usable by providing functional benefit by establishing alliances with related products this way customers can get increased information. This will make customers feel the usefulness of visiting the website which will drive a positive attitude and will lead to online purchase intention. Moreover, the online stores should develop user guidance. For example, making step-by-step visual guides and tutorials can help the customers who are not familiar with the process of online purchasing.

Regarding the usability, Win Mobile World should design their ordering process in a very easy way so that people of all ranges can easily understand it. They organized the products by making catalogs by brands. User-friendly facilities and customization of the homepages could be another way to create a positive impact on its customers and finally leading to positive significance towards online purchase intention.

Regarding relevance of information, Win Mobile World can significantly affect the customer trust. In order to keep the customer trust, Win Mobile Shop should offer a variety of products with colorful explanations and user guides for the customers to get more knowledge about the products. And another suggestion is that they should share some product reviews videos and blog posts that are useful for the customers in order to attract more customers' attention. Also, the information about promotion, lucky draws and giveaway presents are also a good way to make the customers happy and satisfied.

Furthermore, Win Mobile World Online Shop should improve the informative content and the website design that would offer the enjoyable experience of shopping. Regarding the trustworthiness, it is the most influential factor on the customer trust towards online buying and so it is important to gain the trust of the customers. The online stores should have the customers' best interest in mind and should try to be able to always deliver the promised items on time. This way the customers may tend to develop faith and trust for making online purchases.

Moreover, Win Mobile World should provide the warranty and other services to its customers, such as money back offers on the products, where the customers can return the error goods and get new items under good condition. These services show that Win Mobile World is sincere in the business doing and hence achieve the trust of the customers. It shows that Win Mobile World cares for customers and this will increase the trust towards the business. Social media advertising can also spread the customers' perceptions to their family members and friends. Therefore, Win Mobile World also needs to achieve positive electronic word of mouth among the community since it will increase the customers' perceptions on the trustworthiness of Win Mobile World.

5.3 Limitations and Needs for Further Research

This study was randomly selected from the registered members of the E-Commerce Association of Myanmar (ECAM). Meanwhile, there is only one online mobile shop that has registered, which is Win Mobile World. Moreover, this was carried out on 200 respondents and candidates were only online buyers who liked and shared on Win Mobile World Facebook Page. Therefore, the target population is limited. Only a small subset of factors that affect customer trust in online shopping is taken into account in this paper.

The further research, including more respondents, is not only from online buyers but also personal visiting buyers from the shop, should be studied for comparison.

With an eye toward enhancing understanding of E-servicescape, customer trust, viral marketing, and customer loyalty, future research should examine additional factors of E-servicescape, such as sound and possibly texture. Technology continues to improve, which means online sellers have opportunities to enrich their websites and offer more information for customers to make the purchase decisions.

Only a small subset of factors that affect the customer trust, in terms of originality of design, visual appeal, usability, customer review, relevance of information, personalization, interactivity, ease of payment and perceived security are taken into account in this paper. Also, this study only focused the customer trust on purchase intention despite other influencing factors on purchase intention. Other aspects of lifestyles, economy, impact on society, marketing mix and so on need to be studied due to the rapid growth of the market. This study does not take into account customers of other products besides mobile phones.

Another extension of this research would be to investigate this same integrated model in the business-to-business context. Many purchase decisions happen within industrial organizations, and collecting data from organizational buyers may be a fruitful avenue for research to better understand how E-servicescape impacts trust, as well as business to business. Therefore, customers' online shopping behavior of a variety of other products should also be studied further.

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APPENDIX A

Questionnaire

The Effect of E-servicescape Factors and Customer Trust on Purchase Intention of Win Mobile World Online Shop

This questionnaire will be used to study the effect of e-servicescape on trust and purchase intention of buyers at online mobile shop (Win Mobile World Online Shop). This would be confidential and data will be only used for the academic research of MBA thesis for Yangon University of Economics.

Section (A): Demographic Information

Instruction: Please mark ✓ in for the most possible answer

- 1.1 Gender Male Female
- 1.2 Age Under 20 21–25 26–30
 31–35 36–40 41 and Above
- 1.3 Education High School/ Diploma Bachelor Degree
 Master Degree or Higher
- 1.4 Occupation Student Self Employed Employee
- 1.5 Income Under 500,000 kyats 500,001 – 1,000,000 kyats
 1,000,001– 1,500,000 kyats 1,500,001 kyats Above
- 1.6 How much do you spend on purchasing mobile phones?
 Under 500,000 kyats 500,001 – 1,000,000 kyats
 More than 100,001 kyats
- 1.7 Where do you mostly receive information?
 Traditional Advertisement Social media (Facebook, Instagram)
 Electronic WOM

Section (B)

The following questions indicate how E-servicescape factors affect Customer Trust and how the Customer Trust contributes to Purchase Intention.

Please read the following statements and circle the number that represents your degree of agreement/disagreement with them (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

PART I: E-servicescape Factors

First dimension of E-servicescape: Aesthetic appeal (AA)

	Originality of design (OD)	1	2	3	4	5
1	The Win Mobile World website's homepage design is very distinctive from other websites.					
2	Win Mobile World website's web page design is very distinctive from other websites.					
3	The design of the Win Mobile World website is very innovative and up to date.					
4	The functionality of the Win Mobile World website is not complicated.					
5	The design of Win Mobile World website is difficult to imitate..					

	Visual appeal (VA)	1	2	3	4	5
1	Product itemization under each brand on the Facebook page or website of Win Mobile World is visually appealing.					
2	The developers of the Win Mobile World website and application use attractive graphics.					
3	The way the website and Facebook Page of Win Mobile World presents the products is attractive with its design.					
4	I liked the way the Win Mobile World website and App categorization of products by brands (grouping).					
5	The way the website and Facebook Page of Win Mobile World displays products with color and sound effect is attractive.					

Second dimension of E-servicescape: Layout and Functionality(LF)

	Usability (U)	1	2	3	4	5
1	There are tools to help me navigate the Win Mobile World website.					
2	I am able to receive complete information about my interested brand without assistance from the Win Mobile World website.					
3	I adapt quickly with the navigational tools on the Win Mobile World site.					
4	I am able to make purchases from the Facebook page or website of Win Mobile World without assistance.					
5	I am able to order for a desired product from the Facebook page or website of Win Mobile World easily.					

	Customer Review (CR)	1	2	3	4	5
1	Customer reviews shown in the website or Facebook page of Win Mobile World are helpful when I make purchase decisions.					
2	I like to read customer reviews on the website or Facebook page of Win Mobile World.					
3	The Facebook page admin of Win Mobile World has no bias to show either positive or negative reviews.					
4	The Facebook page admin of Win Mobile World removes some impolite or silly reviews that are not relating to the product and service or brand or business.					
5	Immediate responses to the customer reviews of Win Mobile World Facebook page are very constructive and reliable.					

	Relevance of Information (PI)	1	2	3	4	5
1	Each page of the Win Mobile World website gives me the necessary information.					
2	Access to product information on Win Mobile World Facebook page or website is easy.					
3	I can easily access technical information for the products at Win Mobile World Facebook page or website.					

4	All relevant information about price and quality is easily accessible at Win Mobile World Facebook page or website.					
5	Technical details about the items on the webpage can be accessed easily when browsing Win Mobile World website.					

	Personalization (P)	1	2	3	4	5
1	I feel that the Win Mobile World website and App is made for me.					
2	The services offered on Win Mobile World website and App meet my needs.					
3	The services of Win Mobile World website and App are often personalized to my capabilities or skills.					
4	I feel that the products offered on Win Mobile World website and App are personalized.					
5	Win Mobile World website and App makes purchase recommendations that meet my needs.					

	Interactivity (I)	1	2	3	4	5
1	The Facebook page or website of Win Mobile World allows me to view merchandise in different ways.					
2	Win Mobile World website and App have a search tool that helps me find what I want.					
3	Win Mobile World website and App give me the opportunity to compare prices of products.					
4	The Facebook page or website and App of Win Mobile World helps me to make a purchase order.					
5	I can get a quick response to my inquiries at Win Mobile World Facebook page or website.					

Third dimension of E-servicescape: Financial Security (FS)

	Ease of Payment (FP)	1	2	3	4	5
1	The Facebook page or website and App of Win Mobile World has an efficient payment process.					
2	The payment process on the Facebook page or website and App of Win Mobile World is easy to use.					
3	The payment process on the Facebook page or website and App of Win Mobile World is accessible at all times.					
4	Paying for goods is straightforward on the website and App of Win Mobile World					
5	I am able to pay cash for purchases through Win Mobile World website and App.					

	Perceived Security (SP)	1	2	3	4	5
1	The payment process on the Facebook page or website and App of Win Mobile World is very secure.					
2	I don't find it risky to buy from the Facebook page or website and App of Win Mobile World.					
3	I have never had any security problems with the Facebook page or website and App of Win Mobile World					
4	I have no security concerns when I purchase a mobile phone from the Facebook page or website and App of Win Mobile World.					
5	Overall, Win Mobile World website and App appear to be security conscious.					

PART II: Customer Trust

	Customer Trust (T)	1	2	3	4	5
	Trust on Shop (TS)					
1	I feel safe in my transactions with Win Mobile World.					
2	I trust Win Mobile World to keep my personal information safe.					
3	I think I can have confidence in the promises Win Mobile World makes.					
4	I think the information offered by Win Mobile World is sincere and honest.					
5	I think the product and service offered by Win Mobile World is sincere and honest.					
	Trust on Product and Service (TP)					
1	Products and Services of Win Mobile World meet my expectations.					
2	Products and Services of Win Mobile World guarantee satisfaction.					
3	Products and Services of Win Mobile World would compensate me in some ways for the problem.					
4	I feel confident in Products and Services of Win Mobile World.					
5	Win Mobile World has trustworthiness concerning not selling the inferior products.					
	Trust on Website (TW)					
1	Win Mobile World website seems genuinely committed to my satisfaction.					
2	Overall, I trust the Win Mobile World website, in terms of usability, I know what to expect from the website.					
3	If the Win Mobile World website makes a claim about its product, it is probably true.					
4	I feel confident in the Win Mobile World website managing misinformation on its webpages.					
5	Few limits exist on how far Win Mobile World website will go to solve my website service problems.					

PART III: Purchase Intention

	Purchase Intention (PI)	1	2	3	4	5
1	I intend to repurchase more products from Win Mobile World in the next few years.					
2	I consider Win Mobile World as my first choice.					
3	Win Mobile World always offers great promotions and deals.					
4	Based on my experience with Win Mobile World products and services, I would recommend Win Mobile World to my friends and relatives.					
5	I encourage friends to purchase from Win Mobile World.					
6	I am willing to say positive things about Win Mobile World to other people.					
7	I consider myself to be loyal to Win Mobile World.					
8	I believe I made the right choice by shopping at Win Mobile World.					

APPENDIX B

Multiple Linear Regression

(Regression Between E-servicescape Factors and Trust on Shop)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.713 ^a	0.509	0.485	0.29058	0.509	21.844	9	190	0.000	1.597

a. Predictors: (Constant), SPMean, ODMean, FPMean, RIMean, PMean, IMean, UMean, VAMean, CRMean

b. Dependent Variable: TSMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F
1	Regression	16.600	9	1.844	21.844
	Residual	16.043	190	0.084	
	Total	32.643	199		

a. Dependent Variable: TSMean

b. Predictors: (Constant), SPMean, ODMean, FPMean, RIMean, PMean, IMean, UMean, VAMean, CRMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.297	0.316	0.000	4.103	0.000		
	ODM	-0.106	0.122	-0.098	-0.870	0.386	0.205	4.888
	VAM	-0.053	0.123	-0.050	-0.432	0.666	0.195	5.138
	UM	0.118	0.117	0.108	1.007	0.315	0.226	4.419
	CRM	0.038	0.107	0.041	0.352	0.725	0.188	5.313
	RIM	-0.044	0.094	-0.040	-0.465	0.642	0.343	2.915
	PM	0.224	0.072	0.255	3.121	0.002	0.387	2.582
	IM	-0.019	0.097	-0.022	-0.197	0.844	0.199	5.018
	FPM	0.386	0.063	0.418	6.145	0.000	0.559	1.790
	SPM	0.175	0.076	0.176	2.289	0.023	0.436	2.295

a. Dependent Variable: TSMean

Multiple Linear Regression
(Regression Between E-servicescape Factors and Trust on Product)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.756a	0.572	0.551	0.28294	0.572	28.159	9	190	0.000	1.699

a. Predictors: (Constant), SPMean, ODMean, FPMean, RIMean, PMean, IMean, UMean, VAMean, CRMean

b. Dependent Variable: TPMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F
1	Regression	20.289	9	2.254	28.159
	Residual	15.211	190	0.080	
	Total	35.500	199		

a. Dependent Variable: TPMean

b. Predictors: (Constant), SPMean, ODMean, FPMean, RIMean, PMean, IMean, UMean, VAMean, CRMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.605	0.308	0.000	1.964	0.000		
	ODM	0.149	0.118	0.132	1.261	0.386	0.205	4.888
	VAM	-0.067	0.120	-0.060	-0.558	0.666	0.195	5.138
	UM	0.168	0.114	0.146	1.465	0.315	0.226	4.419
	CRM	0.268	0.104	0.281	2.564	0.725	0.188	5.313
	RIM	0.655	0.092	0.058	0.713	0.642	0.343	2.915
	PM	0.177	0.070	0.193	2.535	0.002	0.387	2.582
	IM	-0.094	0.094	-0.106	-0.995	0.844	0.199	5.018
	FPM	0.411	0.061	0.427	6.719	0.000	0.559	1.790
	SPM	0.250	0.074	0.241	3.352	0.023	0.436	2.295

a. Dependent Variable: TPMean

Multiple Linear Regression
(Regression Between E-servicescape Factors and Trust on Website)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.748a	0.560	0.539	0.30296	0.560	26.823	9	190	0.000	1.543

a. Predictors: (Constant), SPMean, ODMean, FPMean, RIMean, PMean, IMean, UMean, VAMean, CRMean

b. Dependent Variable: TWMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	
1	Regression	22.158	9	2.462	26.823	.000b
	Residual	17.439	190	0.092		
	Total	39.597	199			

a. Dependent Variable: TWMean

b. Predictors: (Constant), SPMean, ODMean, FPMean, RIMean, PMean, IMean, UMean, VAMean, CRMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.454	0.330	0.000	1.378	0.170		
	ODM	0.217	0.127	0.183	1.716	0.088	0.205	4.888
	VAM	-0.140	0.128	-0.119	-1.094	0.275	0.195	5.138
	UM	0.040	0.122	0.033	0.330	0.742	0.226	4.419
	CRM	0.247	0.112	0.245	2.210	0.028	0.188	5.313
	RIM	0.217	0.098	0.143	1.736	0.084	0.343	2.915
	PM	0.264	0.075	0.272	3.521	0.001	0.387	2.582
	IM	-0.167	0.101	-0.178	-1.651	0.146	0.199	5.018
	FPM	0.361	0.066	0.355	5.517	0.000	0.559	1.790
	SPM	0.252	0.080	0.230	3.157	0.002	0.436	2.295

a. Dependent Variable: TWMean

Multiple Linear Regression
(Regression Between Customer Trust and Purchase Intention)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.775a	0.601	0.595	0.38202	0.601	98.402	3	196	0.000	1.758

a. Predictors: (Constant), TWMean, TSMean, TPMean

b. Dependent Variable: PIMean

ANOVA^a

Model		Sum of Squares	df	Mean Square	F
1	Regression	43.082	3	14.361	98.402
	Residual	28.604	196	0.146	
	Total	71.686	199		

a. Dependent Variable: PIMean

b. Predictors: (Constant), TWMean, TSMean, TPMean

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.387	0.324	0.000	1.196	0.170		0.000
	TSM	0.410	0.096	0.277	4.265	0.000	0.484	2.065
	TPM	-0.169	0.110	-0.119	-1.541	0.125	0.341	2.934
	TWM	0.870	0.119	0.647	7.322	0.000	0.261	3.835

a. Dependent Variable: PIMean