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Faculty of Economics and Management

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Master's Thesis

The Impacts of Digital Marketing on Consumer Behavior in Cambodia

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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Thesis title

The impacts of digital marketing on consumer behavior in Cambodia

Objectives of thesis

The main objective of this thesis is to research the impact of digital marketing in Cambodia on consumer behaviour, from the consumers' perspective.

Partial objectives are:

1. To examine various digital (social) media platforms that could influence consumer behaviour in Cambodia
2. to identify types of products that Cambodian people purchase on digital media platforms
3. to analyze factors that could affect decision making process of Cambodian people when purchasing

Methodology

This diploma thesis comprises both theoretical and practical part.

Theoretical part will contain theoretical background of the selected topic as well as the methodological framework. Scientific literature will be used to prepare the literature overview.

The practical analysis will be based on secondary data obtained from various official sources, scientific journals, books, and some local newspapers. For primary data, questionnaire will be created and simple random sampling technique will be used to select the sample for data collection (with limitation to only Cambodian people living in Cambodia from or older than 18 years old). The data obtained from the survey will be used in statistical software SPSS for descriptive analysis as well as for hypotheses testing.

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Keywords

Digital Marketing, Consumer Behaviour, Social Media, Consumer decision making process, Cambodian consumers, Statistical analysis

Recommended information sources

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**The Impacts of Digital Marketing on Consumer Behavior in
Cambodia**

**Dopady Digitálního Marketingu na Chování Spotřebitelů v
Kambodži**

Declaration:

I declared that I have worked on this diploma thesis “The impacts of digital marketing on consumer behavior in Cambodia” and that I have used only the sources mentioned at the end of this thesis. As the author of this thesis, I declare that this thesis does not break any copyright of another person.

In Prague on 31st of March 2023

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Abstract

Digital marketing has exploded in recent years in Cambodia. To contact potential customers in the past, businesses had to rely on print media or word-of-mouth. However, since the introduction of social media, companies of all sizes have begun to recognize the benefits of making an investment in an online presence, and as a result, the sector is expanding quickly. The main objective of this thesis is to help the readers understand more about the effects of digital marketing on Cambodian consumers. Partial aims are to examine various digital media platforms that could influence consumer behavior in Cambodia, identify types of products that Cambodian people purchase on digital media platforms, and analyze factors that could affect the decision-making process of Cambodian people when purchasing.

Based on the theoretical information, a survey questionnaire was created and sent to respondents, and in the methodology, evaluations of the survey and interview questions will be provided. The data obtained from the survey is used in the statistical software SPSS to analyze and verify the proposed hypotheses. According to the results, it came to the conclusion that digital marketing indeed has a significant impact on the behavior of Cambodian consumers. In addition, they prefer using Facebook to purchase products online, especially shopping and convenience products.

Keywords: Digital Marketing, Consumer Behavior, Social Media, Consumer decision-making process, Cambodian consumers, SPSS Statistical analysis

Souhrn

Digitální marketing v posledních letech v Kambodži explodoval. Kontaktovat potenciální zákazníky v minulosti se podniky musely spoléhat na tištěná média nebo ústní podání. Od zavedení sociálních médií si však společnosti všech velikostí začaly uvědomovat výhody investice do online přítomnosti a v důsledku toho se toto odvětví rychle rozšiřuje. Hlavním cílem této práce je pomoci čtenářům lépe porozumět dopadům digitálního marketingu na kambodžské spotřebitele. Dílčími cíli je prozkoumat různé platformy digitálních médií, které by mohly ovlivnit chování spotřebitelů v Kambodži, identifikovat typy produktů, které Kambodžané nakupují na platformách digitálních médií, a analyzovat faktory, které by mohly ovlivnit rozhodovací proces Kambodžanů při nákupu.

Na základě teoretických informací byl vytvořen dotazník průzkumu a zaslán respondentům a v metodice bude poskytnuto hodnocení průzkumu a dotazníků na pohovor. Data získaná z průzkumu se používají ve statistickém softwaru SPSS k analýze a ověření navrhovaných hypotéz. Podle výsledků dospělo k závěru, že digitální marketing má významný dopad na chování kambodžských spotřebitelů. Kromě toho dávají přednost používání Facebook k nákupu produktů online, zejména nákupních a pohodlných produktů.

Klíčová slova: digitální Marketing, chování spotřebitelů, sociální média, rozhodovací proces spotřebitelů, kambodžští spotřebitelé, SPSS Statistická analýza

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1 Introduction

As the world we live in has undergone a technological revolution, every aspect of life has changed tremendously in a fast-paced. Technology has developed numerous miracles in human life that we never imagined it can be happened before. Information and useful knowledge are within a person's reach, and everyone can get in touch with anyone from anywhere in the world with just a single click on their digital devices. It was instrumental in today's business world as it allows marketers and consumers to digitally interact with each other. Marketers can promote and sell their products online while consumers are able to get information about their desired products through various digital channels which are being used. Not only this, but technological advancements also changed how businesses run. For example, by clicking the *"add to cart"* button and entering some of your personal information such as name, mobile phone, address, and method of payment, packages will be prepared and delivered right to your door. Additionally, because websites and customer support are readily accessible, businesses are now more focused on the needs and problems of their clients and strive to respond to them quickly.

In today's digital age, there are endless possibilities for businesses to reach out to their customers online and innovative advertisement became an essential tool to attract the clients. Digital marketing campaigns are generated with the intention of assisting businesses in raising their level of recognition among consumers, expanding their clientele, and boosting revenues. The development of e-commerce has been aided by this, which has connected a large number of companies and consumers globally, enabling them to collaborate and realize their full potential. Digital marketing, one of the most crucial instruments in marketing today, has substantially benefited from the invention and expansion of e-commerce. Moreover, it assists firms and organizations not only in achieving their objectives but also in forging relationships with customers and other enterprises (Durmaz & Efendioğlu, 2016).

Digital marketing is growing steadily as a result of the internet boom and the popularity of digital devices like tablets, smartphones, laptops, and so on. These smart devices enable users to have the power to control their access to unlimited information on the web, especially about

their targeted products or services. It matters now to the customer not what the companies tell them what is best for them, it's about what they really want to see - which kind of contents they prefer to review, and which features they are looking for in the products or services of that company. Online contents are beneficial to customers as they bring convenience and reduce the time in shopping, therefore, meaningful contents are crucial in online advertising.

Over the last few decades, there is an increasing trend of shifting from traditional to digital marketing in Cambodia as the country's government has been introducing and promoting new technologies to improve the quality of life of the citizens. The growth of digital marketing has not rendered conventional marketing obsolete; it just no longer occupies a prominent position in a campaign. However, with this happening, the shift in consumer purchasing behavior is readily noticed. As digital contents can be access at any time and from anywhere, consumers now are more powerful, enlightened, and more demanding than ever before. They know more than ever about what they want, how they want it, and from whom they want (Singh, 2017). Consumer buying behavior is easily influenced by various factors and those changes in turn affect how companies and organizations create marketing strategies to promote their products and services.

Modern customers are not as loyal to brands as businesses would like them to be. Instead, they experiment with several brands to find out which ones they like most, switching brands whenever a problem arises. They want a brief and useful response and seek a speedy resolution to their concerns. Consumers today are more tech-savvy; thus, they are driven away by brands by unreliable or irrelevant materials and replies. Likewise, the reliance on the internet has made them more impatient and impetuous that they are willing to post anything about brands they dislike and make it viral. In addition to this, customers are less likely to accept information that they deem to be "*hyping*" or "*marketing*". Online word-of-mouth (reviews from other customers, friends, influencers, or experts) becomes one of the primary sources of their information before making decision (Singh, 2017). Consequently, only businesses that can find and build their unique digital marketing strategies and brand experiences, become flexible enough to adapt to these ever-changing fast-paced phenomena of customer behavior.

1.1 Objectives

The main objective of this thesis is to research the impacts of digital marketing in Cambodia on consumer behavior, from the consumers' perspective.

Partial objectives include:

- To examine various digital (social) media platforms that could influence consumer behavior in Cambodia.
- To identify types of products that Cambodian people purchase on digital media platforms.
- To analyze factors that could affect decision making process of Cambodian people when purchasing.

1.2 Methodology

It is necessary to apply appropriate research methods that are helpful for the author for getting the data needed to analyze so that it could help answering the goals of this diploma thesis. Hence, in this thesis, a mixed research methodology of both qualitative and quantitative is used. In the first part of the thesis, which is theoretical part, qualitative methodology is applied to gather secondary data which obtained from scientific journals, research papers, books, official websites and some local newspapers that are related to the research topic. This would allow readers to gain basic understanding of the topic and potentially might help them to gain further new perceptions of this topic. As for the date of publishing, there is no restriction on it due to the fact that some definitions of the key words such as consumer behaviors, digital marketing, or consumer decision making process are varied from each author.

The second part of this diploma thesis is the analytical part. In this section, to gather primary data necessary for the related topic, a quantitative method is applied. A survey questionnaire is designed and distributed to respondents in order to collect first-hand data on the impact of digital marketing on Cambodian consumer habits and which elements influence customers' online purchase decisions. It is preferable to use a survey questionnaire when addressing a topic as subjective as customer preferences. The survey is conducted in Microsoft Forms,

which is an application that the author is familiar with, and it was sent out on various media channels. For the respondents to feel at ease and to be willing to fill out the answers with less bias, there is no requirement for personal data such as name and emails. The survey is distributed from January 2023 to March 2023 and a total of 283 responses were collected.

The collected data from the survey is then organized and entered the statistical program SPSS to evaluate the results through descriptive analysis, categorical data analysis (Chi-Squared test) and also to test the reliability of the questionnaire. Based on individual self-awareness and motivation towards online purchasing and due to some other external factors, 6 hypotheses can be proposed as follows:

H₀: There is no relationship between gender and frequency of online shopping.

H₀: There is no relationship between age category and frequency of online shopping.

H₀: There is no relationship between occupation and frequency of online shopping.

H₀: There is no relationship between education level and frequency of online shopping.

H₀: There is no relationship between monthly income and frequency of online shopping.

H₀: There is no relationship between area of living and frequency of online shopping.

Additionally, the author also conducted an online interview with 8 Cambodian people from different backgrounds to understand more about their opinions on the topic discussed in this paper. The results from both survey and interview will be used to compare with the findings of other authors who previously studied on topic related to this research area.

2 Literature Review

2.1 Evolution of the internet

The internet is defined as an interactive medium between networks of computer users (Rust & Varki, 1996). Internet made its first appearance at the United States of America in the 1970s and until the 1990s that it was introduced all over the world. According to the number of global internet users increases up to approximately 5.3 billion people, which is about 70% of the total world's population (Petrosyan, 2023).

In the 1990s, Tim Berners-Lee, who was employed at CERN (the European Organization for Nuclear Research), created the world wide web (WWW), also known as the web. The original goal of this technology was to make it possible for scientists and academics throughout the world to connect and share knowledge (CERN, 2020). In 1993, it was later made available to the general public, and this step has allowed the web to develop by connecting with businesses. Given that only company owners or organizations could publish this early digital version of printed information, it was known as "*Web 1.0*" and most called it the "*Read-Only or Syntactic Web*" (Ibrahim, 2021). As many startups started to develop their own web-based services and applications in the early 2000s, businesses started to realize the enormous opportunities posed by the use of the internet. These services and applications allowed users to not only consume content but also produce content. At that time, the most well-known programs were Google, Wikipedia, Facebook (now called Meta), Amazon, and so on. The second phase of internet growth, sometimes known as "*Web 2.0*", according to Tim O'Reilly, or the *interactive read-write web* and *the social web*, began as a result of the internet's increasing popularity. It utilized the most recent technology and concepts to enhance user interaction, connectivity, and utility (Naik & Shivalingaiah, 2009). Commercialization then began to take actions when they foresaw the possible profits behind this creation of social web. Firms develop their own websites to market, sell, and offer services to their clients online. The emergence of social media platforms between the years of 2000 and 2010 made it possible for internet users to interact with one another online without any restrictions. As long as they have access to the internet, regardless of their country of origin or time zone, they can communicate and share photos, videos, files, music, or even links to their own blogs or

websites (Ibrahim, 2021). Compared to the time before the internet, this greatly facilitated people's daily lives. Imagine students studying abroad, the only communication tools they can send their information back to their family or for any other purposes is through a letter or a fax and this tool is time-consuming. However, with internet connected on their mobile phones, anyone can call their family and friends anytime and with less amount of money charged. Along with the ease of use and capacity for content creation, individuals and businesses saw the potential of conducting business online and developed innovative marketing strategies like social media marketing and influencer marketing. Many tech companies, including Meta and Google, profit greatly from these since they have control over the information provided by their users and use it for marketing purposes.

Based on Tim Berners-Lee's method of interpretation, "*Web 3.0*" phase is where we are currently live in, and this also called "*the Semantic Web Phase*" or *Read-Write-Execute*. With smart gadgets and wearable technology on the rise, internet has become even more important in communication and businesses comparing to the previous two periods. Web 3.0 aspires to create a web environment in which users may totally control their online activities. Thus, machine learning (ML) and artificial intelligence (AI) are being employed for this (Ibrahim, 2021). Additionally, the utilization of AI may benefit businesses through the access to important data such as the new insights on requirements and preferences of the customers. with. These insights can be used to enhance products and services and increase sales. Furthermore, by using tools like chatbots, AI is being used to improve the personalization of user experiences online (Naik & Shivalingaiah, 2009).

This is not the end of internet revolution, according to Fadele et al., (2017), the four main aspects of technologies namely artificial intelligence, nanotechnology, telecommunications, and controlled interfaces are all associated with the newly introduction of Web 4.0, which will become the internet's future period of 2020 and 2030. If web 1.0 representing the beginning sharing information with only a possibility of one-way communication, web 2.0 representing user-centric periods which non-technical users could also use it to interact with each other, web 3.0 is the beginning of immersion between users and devices (Naik & Shivalingaiah, 2009); then web 4.0 takes a leap to another dimension where users communicate directly with the devices. '*Symbiotic Web*' is the alternative name of Web 4.0, meaning that the core of this

technology is user-machine speech interaction and mobility. Additionally, consumers traditionally had to engage with the Internet from a desk in front of a computer, but today they have instant access to freshly published material thanks to mobile devices. Higher intelligence levels are introduced by Web 4.0, enabling software agents to cooperate by coordinating and reasoning with other systems whether they are on computers or browsing the Internet. With this technologies web 4.0 aims to increase the customer satisfaction by allowing them to have fully access to their purchase. For example, with the new 3D technology, they could visually visit a store, try on clothes, and making purchase there. Additionally, users could have their own personal assistant who could give notification on the availability of the products or even the discount events. However, Web 4.0 is still a long way off to realize (Almeida, 2017).

The development of the internet and technology has had a significant impact on marketing and other business-related aspects. Marketers encounter a brand-new form of client interaction that they had never anticipated. As a result, further information on how marketing must adapt to fit in the new environment will be included in the following section of this thesis.

2.2 Shift from traditional marketing to digital marketing

The process through which a business engages, interacts with, and communicates with its target audience in order to communicate the value of and ultimately sell its goods and services is known as marketing. It has been around for quite some time. In the past, businesses promoted their goods and services through traditional marketing strategies like newspapers, televisions, and word-of-mouth. The downside of traditional marketing is that it was expensive for the brands especially on both human capital and materials (for printing brochures, leaflets, banners, or envelope) to mass communicate with their audiences (Paşcalău & Urziceanu, 2020). Mass communication is the ultimate goal of traditional marketing; however, it doesn't specifically state that which customer segmentation they would like focus on. For example, there is a big banner of cosmetic brands advertising about their new products of skincare. The message doesn't fully convey if the products are available for everyone or is it only for certain groups of people. Although it may achieve the goal of spreading their new products to the customers, but at the same time it makes people confused or uninterested. In addition to this, for such a banner to display on public places, certain permits are needed and communication

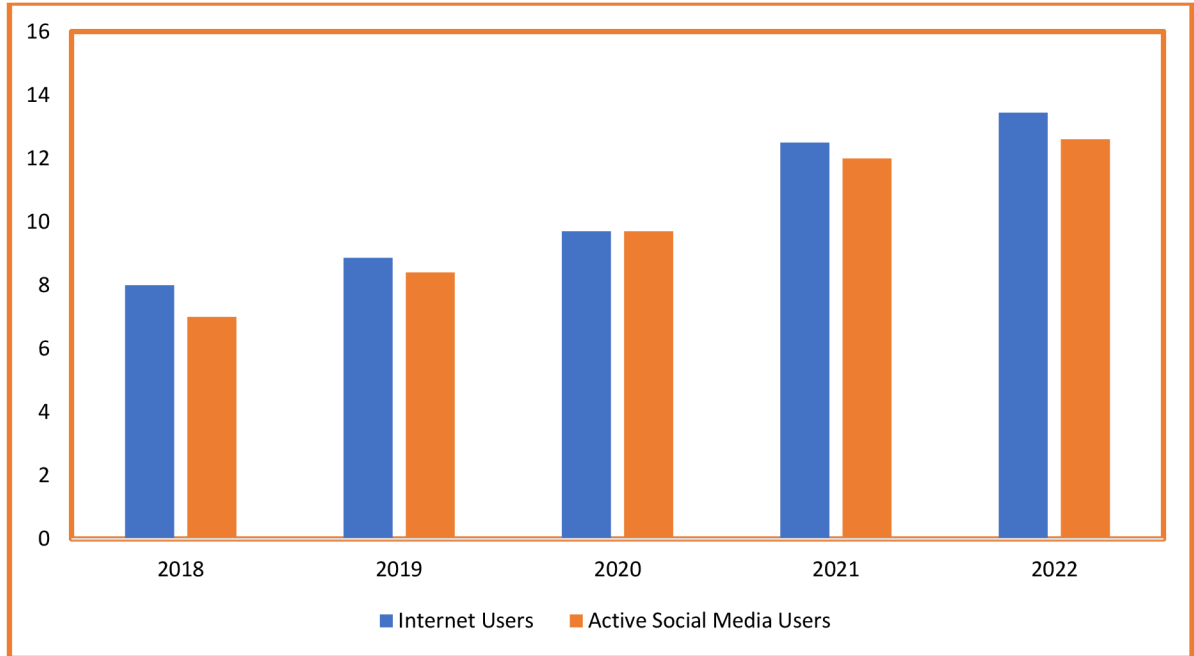
with other companies who could help with design ideas or creation of the banner. Paşcalău & Urziceanu addressed the weaknesses of traditional marketing as an intensive process for both businesses themselves and the customers. A commercial on television or radio are displayed at a specific schedule, meaning it's not always available all the time. If the customers missed it, they will never know about such commercial exists.

The birth of digital marketing becomes the most inventive thing in the twenty-first century because it uses digital technology and mass media platforms such as social media, blogs, and the Internet to reach a broad range of customers in an appropriate, meaningful, and personalized manner. Customers are more dependent on their digital electronics in their daily lives after the rapid popularization of personal phone like iPhone or Samsung. In 2012, Facebook introduced mobile ads and later in 2020, 94% of the total advertising revenue is generated from this (Dixon, 2022). This sudden change in the way customer behave in the market has brought business to consider online marketing as their alternative.

The emergence of internet in Cambodia, one of the members of ASEAN, has led to the change in media market from focusing on television to mobile phone. According to Sachitanand (2021), it is reported that over half of the population in Cambodia are younger generation below the age of 30 years old. These youths are becoming more mobile savvy after Internet has invaded into their lives. Moreover, during the pandemic COVID-19, many people are forced to stay at home studying and working as in accordance with the lockdown measure; hence, internet and social media are their confidants, who allow them to reach out to friends and family and also to get information from outside (Subudhi & Palai, 2020).

Offline marketing or traditional marketing is still an important advertising tools in today's digital marketing as marketers try to integrate them seamlessly with digital channels to achieve better results. With internet penetration in Cambodian has increased significantly by 14.4% from 2020-2021 and by 1.3% from 2021-2022, the number of actives social media users has drastically increased as well especially during the Covid-19 era (Kemp, 2021).

Figure 1 Annual Digital Growth in Cambodia from 2018-2022



Source: (Own work, Data Reportal 2018-2022)

An interview with a Cambodian account manager at AnyMind Group has exposed that the spike in demand of internet usage has encouraged Cambodian enterprises and marketing organizations to recognize the possibilities of digital advertising and influencer marketing services (Sachitanand, 2021). To expand the connection between companies and consumers, campaigns featuring influencers has seen a rise and this is getting common after the post-Covid period. The best example of this statement is the top campaigns advertised by Cambodia's top mobile companies namely Smart Axiata's Rise Together campaign and Cellcard's Time to Rise (Sachitanand, 2021).

2.3 Digital Marketing Channels

Print advertisements, television commercials, and radio commercials are no longer as powerful as they once were since most consumers ignore or pass-through conventional advertisements. With the introduction of the internet, businesses now have a lot simpler time reaching out to potential clients using digital marketing channels such as social media, search

engines, content marketing, and email marketing. To help them draw in more customers and generate more sales, businesses utilize digital marketing to connect with their target audiences and create more contents. Consumers also use digital marketing to find the products and services that they are looking for, make purchases and interact with their favorite brands. Companies then can use this information to tailor their offerings to suit the needs of their customers and provide a better experience for them. Social media such as Facebook (now Meta), Twitter, Instagram, and YouTube have become the primary means of connecting with the online users and providing them support through the digital mediums. Online reviews can help build a good reputation for the company and help it to gain more businesses in the future. However, negative reviews can hurt the company's reputation and make it difficult for them to attract and convince their customers later. On the other hand, business owners can use one or more of the digital media platforms to engage and retain their loyal customers by creating and sharing useful contents such as videos, blog posts, vlogs, infographics, and other types of content available on today's market. Marketers may utilize technologies like web analysis to acquire insights into their customers' interests and target them successfully with the content they provide. Businesses may use digital marketing to strengthen client connections and boost brand awareness, allowing them to attract more consumers and achieve better success in their sector.

2.3.1 Social media marketing

Social media marketing is a type of internet marketing that makes use of social media websites and platforms as a marketing tool to advertise a company's goods or services, interact with consumers, boost sales, or even improve the website traffic (Durmaz & Efendioğlu, 2016). It serves the primary purpose of connecting with both current and potential consumers, but it also gives businesses the opportunity to monitor the effectiveness of their campaigns and find new methods to interact. Comparing to traditional marketing which is inefficiently to follow up with the shift in consumer habits, social media marketing allows the businesses to catch up with the latest trends due to the rising number of active internet users worldwide. Moreover, not only they could reach out to their potential clients easily, but they could also perfect their marketing strategies based on the reviews and recommendation of the customers left below the

company's websites or chat area on various online communication channels (Varghese & Singh, 2020).

There are numerous reasons to why business should invest in this virtual marketplace. Firstly, social media platforms altered not only the way people associated with one another but also the way businesses are able to manipulate consumer behavior. They do this by promoting content that encourages engagement and by obtaining geographic, demographic, and personal data that helps messaging resonate with users. In this way, they can promote their products to the right audiences, and this can lead to an increase in sales. Furthermore, through social media marketing, companies help themselves to promote their own brands and raise its awareness to the huge crowd of internet users globally. Brand awareness can be increased through the social actions available on social media platforms such as likes, comments, shares, and re-posts. Not only this, through this social engagement with their customers, brand can foster a long-lasting relationship with their consumers. Nowadays, it is very common for the brand to respond to their customers' questions directly, or simply interact with them through the lives, and to provide help either through private chats or in comments. With more followers that can be viewed, somehow it can also increase the brand reputation and attract new followers because it is in nature that people believe that those brands with more followers are good brands. Thirdly, firms could monitor their competitors especially on their marketing strategies that are implemented or their level of interaction with their followers. These activities enable firms to understand better which strategies are working well with their competitors and if they could improvise or modify their existing marketing strategies to cope with their strong competitors.

Social media indeed are advantageous to brands; however, one needs to know which platforms are more beneficial for them to invest most of their operation. Businesses need to understand their customer segmentations well and moreover, which platforms these group of targeted customers mostly spend their time on, so that they can implement different types of strategies to make them effective. There exist many numerous types of social media platforms in the world in today's world, however, not all of them are known to or used by everyone. Some platforms or websites are banned or restricted to use in some countries, for instance, in China, Facebook and Telegram can't be used unless you pay for VPN. In Cambodia, highest number

of active social media users has been significantly increased from 27% up to 73.9% of the total population from 2016-2022 (Statista, 2023). Facebook is the earliest and most popular social media platform with 65% of active users in 2021, which is equivalent to 11 million people. Other social media platforms being used in Cambodia include Instagram, Telegram, LinkedIn, Tik Tok, and YouTube (Kemp, 2021).

2.3.2 Search Engine Marketing (SEM)

In Search Engine Marketing, websites are promoted through improving their exposure in search engine results pages, typically through paid advertising. The option for advertisers' adverts to display alongside the organic results for certain search queries is provided by advertisers' bids on particular keywords that users of search engines like Google may input when seeking for specific goods or services. The main advantage of SEM is that it offers businesses the chance to connect with motivated clients who are ready to buy at the precise moment that they are seeking for the products they need. No other channel serves this function; hence SEM grows into a powerful advertising tool.

2.3.3 Email marketing

Email marketing refers to the any essential messages sent by emails to prospective or existing customers (ZakariaBabutsidze, 2018). Through email marketing, businesses are seeking for strong relationship with their existing customer base to ensure that customer remain loyal to their brands. Firms would also like to encourage their customer to re-purchase the products again by giving them alerts to any discount or sending them information on the launch of new products which they may like.

Compared to other channels, email marketing is quite inexpensive and, unexpectedly, produces a significant return on investment (ROI). The greatest approach for new firms to sell their goods and services is through emails, after which they may look for different marketing techniques to increase sales and audience presence. The ability for marketers to tailor their contents and distribute them to various audiences depending on their interests and profiles is the main advantages of email marketing. However, there are also some drawbacks of email

marketing. One of them is the fact that there is no assurance that every client will read the emails after they are sent to their inbox, even worse, the email may go to the spam box without the customer's knowledge that the brand has sent them any emails at all. Using email marketing is quite a challenge as recipients might view it as annoying, however, if implemented correctly, it's quite rewarding.

2.3.4 Content marketing

Content marketing is an increasingly popular way of promoting products and services as well as educating people about a particular product or service (Durmaz & Efendioğlu, 2016). It enables the marketing team to be proactive in answering users' questions and educating customers about new and current items in a laid-back, unhurried manner. Digital marketing teams write the contents on the websites, blogs, or social media posts; film videos or have live and interactive sessions, to answer questions or provide context to consumers. For example, a buyer might be aware of the needs of a new skincare product suitable for her skin condition. The digital marketing team of a particular cosmetic company then may produce a piece of advertisement about the features of their products, which is aimed to treat the problematic skin conditions and it doesn't suit all types of consumers. Looking at this content, the buyer determines she needs this type of products that are targeting her problems rather than purchasing from other companies. Another example can be reflected in the advertisement of clothing and their price as well as quality of the fabric. Buyers can make selections after they are well-informed about these aspects. The brand's assistance provided to customers during this decision-making and purchasing process fosters consumer trust and raises the possibility of a sale.

2.3.5 Influencer marketing

Another effective way to exploit digital marketing channels to reach target audiences is through the services of influencer marketing. Brands can partner with celebrities, vloggers, or people that are considered as experts in their fields to promote their products and services. The followers of these influencers may then be reached by brands through sponsored contents and offers. This concept of influencer marketing is not a new one, it can be found even before the

twentieth century (Ozuem & Willis, 2022). Still, this concept has been used by traditional marketing agency to promote their products, however, this is only a one-way communication where fans could only buy posters and become silent observers of advertised products or services. With the advanced in internet, now influencer marketing has made changes tremendously. Not only the audiences could watch and listen to promotion of the products on social media channels, but they now could also have an interactive Q&A session with the influencers who are willing to dispel their curiosity about the goods (Ozuem & Willis, 2022).

2.4 Benefits and Disadvantages of Digital Marketing

Digital marketing benefits businesses of most sizes by giving access to the mass market at an affordable price. Unlike TV or print advertising, it allows truly personalized marketing. If the companies can implement appropriate digital marketing strategies, they can generate benefits for them. Nevertheless, if they are used inappropriately, they would in turn bring damages to the businesses.

Benefits

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other benefits can be reflected through the marketing model introduced by Phillip Kotler. It is called Segmenting, Targeting, and Positioning (STP) model. The first step of this framework is “*Segmentation*” in which in accordance to Kotler & Armstrong (2017), involves dividing a market into distinct groups of buyers with different needs, characteristics, or behaviors, who might require separate products or marketing mixes. Companies need to consider if their products are undifferentiation between customers or if they are targeting specific groups of people based on customers need (Camilleri, 2017). In the cosmetic industry, there are several types of moisturizers based on different skin conditions of the customers, for example, moisturizer for people with normal skin, dry skin, combination skin, or sensitive skin. If a person with sensitive skin type use products for dry skin type, the consequences might be rashness or other bad reactions appearing on the face. Thus, it is important for company to identify their customer segmentations and determine which is the most profitable one for the company. Digital marketing is the best helper in this case, with

high efficiency and low costs. In classic marketing, customers are segmented into groups according to the buying patterns. However, in digital marketing, there are no two people with exact same preferences, so it is hard to make assumptions what make buyers purchase the products. Accordingly, personalized digital marketing becomes the focus – for instance, a discount coupon or a small gift can be the deciding factors that turn potential customers to actual buyers.

“Targeting” is the next process after firms segmented their audiences into appropriate groups. Firstly, firms need to evaluate the potential and commercial attractive of each segment selected and then choose the one or more segment to focus on. They then need to find the best ways to focus on those specific groups and catch their attention via marketing campaigns (Camilleri, 2017). Digital media channels are the best strategy to deliver the right messages to the targeted groups of audience. Different types of media draw attention from different types of consumers at different time and at different frequencies. By targeting ads to specific type of online media consumption, marketers can pinpoint their ideal audiences. Lastly, *“Positioning”* is where the firms use the insights gained from segmentation and targeting to decide how they are going to communicate their products to the chosen audience segments, including a tailored marketing mix based on the firms’ knowledge of those segments. Positioning is about how the customer think what your products represent when they heard about it (Kottier, 2017). In line with what the brand stands for, company can position their products in several ways. For instance, if the company is in the organic cosmetic market, they can appeal to the desire of sustainable and natural products among vegan customers. This way brand can differentiate themselves from the competitors. Digital marketing in this stage then helps companies to promote the brand positioning to the media users through content marketing and influencer marketing, for example.

Digital marketing offers many more advantages aside from helping with segmentation, targeting and positioning the products of the firms. With more customers attracted at a low cost of operation, surely, firms could get more revenues from the sales. Additionally, online services like chatbot allows customer services to interact with their clients 24/7, which is attractive to the customers as they could response to their inquiries and their problems immediately. Customers in digital age are impatient and unpredictable, so switching brands

just because of late response is common. Companies also benefit from the customers feedbacks and use the information to improve their services or products. Not only this, customer satisfaction, which could be expressed through positive reviews and recommendation, helps promote the brand positive images to other potential customers. Thirdly, through the boom of digital media platforms, companies can interact on a larger scale than ever with the consumers in a better speed. This way customer become more aware of the brand with engaging contents. Another advantage is that with the vast availability of information, the ease of two parties communicating, and the swift and comfortable nature of market transactions, both parties can save time and cost. With a touch, customer can make purchase online while companies can reduce unnecessary costs. Lastly, brands could extend their presence to the audience by promoting some events or unique contest that allow any customers to participate in and win prizes. All of these result in satisfied and loyal consumers who are willing to spread the word about your company and bring in additional business. These potential benefits provided to the business are reflected in the 5S framework introduced by Chaffey and Smith in 2001.

Disadvantages

Digital marketing without a doubt also exists several drawbacks that companies need to fully understand to avoid startling problems occurring. First of all, the openness of the digital marketing gives a chance to their competitors to copy their profitable marketing strategies. Moreover, their logo and trademarks could be copied and the misleading information about the brands and their products provided by the competitors could negatively impact a company's reputation and cause customer shake their minds (Veleva & Tsvetanova, 2020). Secondly, negative feedbacks and the lack of trust could damage the brand's online reputation (Dole, 2021). Everything is visible to the public, so when customers browse through the products and services when they are considering purchasing or not, these kinds of information make consumers change their minds immediately. It also aroused the distrustfulness nature of people towards the brands, as they use to hear good prestige of this company, however, online reviews tell them another image of the company. Additionally, not everyone has access to the new technologies so although digital marketing reach out to wider range of people, still there are some missing groups that never seen the internet marketing campaigns. In this case,

companies missed out some potential customers. Regarding to security and privacy of the customers, digital marketing proves to be the source of spreading customers personal data to other websites or groups of people known as hackers without their consents. In this digital age, there is always a chance that hackers would steal important data, such as a bank account password or a person's identity (Lantos, 2015). Lastly, as businesses rely so much on technology, they are more susceptible to losses in the event of a technical malfunction. For example, a customer has completed all the necessary steps for online purchase, however, due to a glitch, he or she cannot make the transaction, and this may make he or she to become irritated and at the same time will go to the company's website to give one star review explaining his or her unfortunate events to other customers.

To sum up, digital marketing is like a weapon with two edges to the companies. If use wisely, they are gaining monstrous benefits, but if not carefully prepare, they will face consequences that will make their companies to face with bad reputations and eventually have a decline in sales and revenue. Therefore, companies must put in mind of their brand's characteristics and third main goals before reaching out to various approaches of digital marketing.

3 Consumer behavior

In this paper, beside digital marketing, the concept of consumer behavior is another interesting topic to discuss. Consumers consume different types of goods on a daily basis. These goods can be consumable products, intangible goods, specialty goods or durable goods. However, people must constantly refresh their understanding of this concept as it evolved time and time again over the years. Many definitions were made, and various new theories can be found. Kotler & Armstrong (2017) defined the word “*consumer behavior*” as “*the buying behavior of final consumers – individuals and households that buy goods and services for personal consumption*”. It includes the three important activities – mental, emotional, and physical, that consumers need to think of during the process of understanding the usage of products, selecting, and purchasing them just to satisfy your needs.

Understanding consumer completely is an impossible mission for marketers because from the history and evolution of the consumer behavior, one can reach an understanding that consumer behavior itself is fickle and unpredictable. The changes in the concept can be explained by the factors influencing the decision making of the buyers. Consumer’s purchasing decision making process are influenced greatly by 4 main factors namely: personal factor, cultural factors, social factors, and psychologicistic characteristics (Kotler & Armstrong, 2017). The technological advancement at the national or international level also has a big impact on these variables that have a substantial impact on consumer behavior. The availability of infinite knowledge and the technology revolution have given consumers more power than ever.

3.1 Factors influencing consumer behavior in the digital world

3.1.1 Access to Information

The digital environment has brought endless possibilities for customers to have access to information when searching for more details on products and services before making up their mind to buy. With the development of social networks and mobile technologies, as well as the growth of the Internet and full-text search engines, the availability of information has greatly risen. Consumers may now evaluate their desire to buy more precisely and quickly than in the

past (Miklosik, 2015). Additionally, the online contents give away more information to the buyers especially if those consumers belong to the targeted groups of the companies.

3.1.2 Convenience

Convenience means the degree that browsing or searching information at online shopping is easier than that of the traditional off-line shopping (Ly, et al., 2017). With the assistance of online shopping websites, consumers can browse through the available items included there, filter the items based on their preferences as well on select the price range they could afford. Comparing to the creation of websites and apps, if buyer would like to understand more about the item's details, they either go to the offline stores or they need to call, which is wasting both time and money.

3.1.3 Brand Images

The image to the world is crucial for the company. Through online campaigns, consumers begin to have more awareness of the companies than ever comparing to just basic understanding of the brand. For example, some people may just perceive the Adidas to just sell sport shoes as they heard about it, or they saw the banners displayed outside the store or along the streets. But Adidas offer more than just shoes, they have variety of products ranging from apparels to sport equipment. Consumer opinions about brand image comes from their impression of the brand. Consequently, if they only know about footwears of Adidas, they only purchase them because they believe in the quality of these shoes. If they intend to buy sport clothes, they will switch to other brands.

3.1.4 E-WOM and Online Reviews

From the creation of Web 2.0, where internet users are communicated with each other, the spread of information is going faster as people are sharing their experiences on the usage of the products, their quality, even the customer services experience. It began with friends and family and later people start to write their own reviews. Word of mouth is still a powerful

marketing tool, it's just its role in digital communities has more impacts on the brand: it can lift the brand to the highest point, or it can destroy the brand overnight.

3.1.5 Customer Services

When everyone become digitally savvy users, the demand of special or different treatments are needed among customers. Customer service then becomes an important factor of customer experience. When firms interact with their customers to understand their needs and concerns, sooner or later customer behavior pattern will reveal to them, and they can at later stage they can improve the quality of customer services so that it will resonate with the customer's needs. With the convince of social media, consumers can easily speak out their online experiences, especially on how the business responded to their problems, for example, the delivery problems or the inquiry of size of products. Firms can't afford to have their digital reputation tarnished, therefore, it's crucial for the business owners to take care of their customers and cultivate positive online relationships with loyal customers (Rwankole, 2014).

3.1.6 Price

Albari (2020) stated that price perception has a significant impact on a consumer's decision to buy a product, particularly when it comes to commonly purchased goods. This impact extends to the brands and stores they choose to shop at. In the past, businesses have sought uniqueness by providing distinctive goods and services or even new business models. However, in this digital era, these are not enough, pricing strategy has become an important clue as customers these days tend to associate price with the brands. When the company with high reputation set a higher price for their products, consumers considered it as high quality and worth buying, on the other hand, for smaller businesses, their products are associated with low priced and inferior quality and non-specialized supplier. Pricing is now important for the business owners to consider, as inappropriate price for similar products from their peers will turn the customer away from repurchasing their products.

3.1.7 Influencers

The term "*influencer*" refers to a celebrity or a person who manage to become famous and they have the power to persuade their followers to act or make decisions in a certain way. Influencers develop deep, trustworthy relationships with their audiences as consumers turn to them for product recommendations (Gavrielatou & Raita, 2021). They are advocating goods and services not just on television or radio ads but also on various social media platforms, thus, making online businesses a common occurrence in the lives of consumers nowadays. On social network, the presence of influencers can be seen everywhere as they involve in various sectors ranging from clothes, cosmetic, automotives, food and beverages and other services.

In conformity with the research of Zak & Hasprova (2020), people consider products promoting by influencers are better than the items they found by themselves through various channels. Another group of people are purchasing particular products just because it is promoted by their favorite influencers. Additionally, some people think that by using the same products and services that their influencers are using, they can also experience the lifestyle of a famous people. Influencers can evoke positive emotions and encourage consumers to make purchasing decision, however, there is also a negative effect. For instance, once there is a scandal, the public will change their opinions and no longer receive them with enthusiasm. Brands associated with such influencers might also affect their sales and reputations.

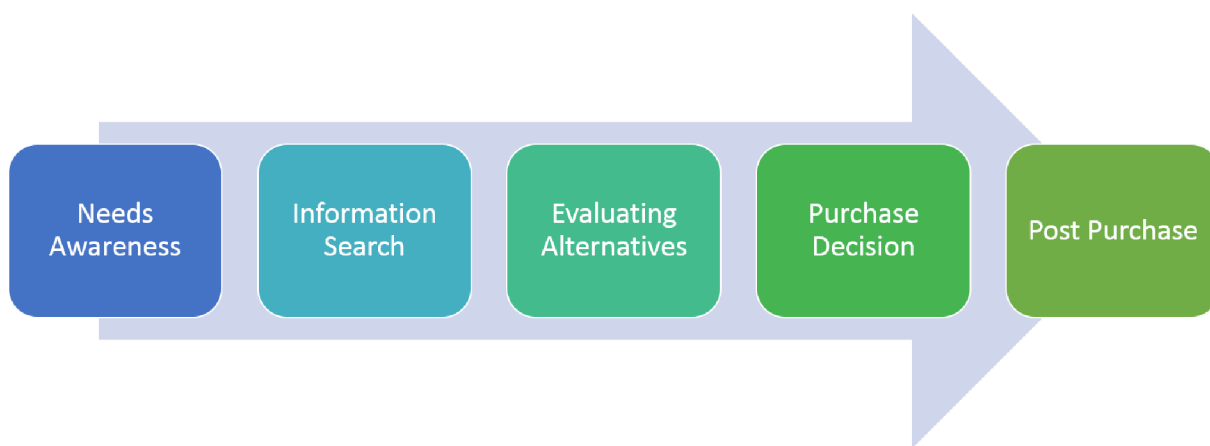
3.2 Consumer decision making process

Before purchasing the products, consumer needs to undergo some decision-making process. It can last as long as several days or as short as one hour, depending on factors influencing consumer's decision. Detailed process may include the necessary search on the brand and the product itself, as well as reading all the available experiences sharing of the past purchasers. They might even call their friends and relatives for more details and their thoughts if the product is suitable for themselves or not.

Han (2021) refered the consumers' decision-making behavior as the whole process in which consumers produce demand and finally make purchase decisions. The Five Stage Model of the

Consumer Buying Process which comprises of need recognition, information search, evaluating of alternative, purchase decision, and post-purchase behavior, will be used to further study how online shoppers make their decisions prior to and after the purchase.

Figure 2 The Five Stage Model of the Consumer Buying Process



Source: (Kotler, P. & Armstrong, G., 2017. Principle of Marketing. 17th edition)

3.2.1 Need recognition

The first step that every consumer must go through is “*need recognition*” meaning that consumer must understand what their actual needs and desired needs are. There is always a demand of something that make them want to buy. It can be a basic need, simply being thirsty, which is an internal stimulus. As for external stimulus, it can be due to the high popularity of iPhone being use among students (Kotler & Armstrong, 2017).

Aside from these two stimuli, internet consumers inadvertently receive information about products on their network media accounts. It may arouse their desire of purchasing something based on the attractiveness of the campaigns. The sharing information and experiences among online communities also increase the purchasing intention of the users. Digital marketing customized their offers based on the consumer’s preferences and with their messages on the

advertisement, it motivate the consumers to recognize their needs and make the final decision of purchasing the products.

3.2.2 Information search

Information search is the second stage after people understand what they need, they will go after the details due to the various alternatives among products. Online shoppers can customize their search by using keywords or use search engine to find all the forum with reviews from the previous buyers to collect necessary data to make comparisons between products. They can also get information from their friends and family if someone has purchased similar products before.

3.2.3 Evaluation of alternatives

With sufficient data collected, consumers then can make evaluate on several factors to see which is best satisfy their needs and mainly which is the most beneficial (Kotler & Armstrong, 2017). Evaluation of products depends on factors such as price, quality, styles, function, reliability, and after sales services (Han, 2021). Different consumers have different criteria for evaluation.

There are limitations for offline shopping to get enough data for comparison while online shopper experiences the inability to touch or feel the products before making decision. However, with digital technology, it is possible to combine both experience and allow consumers to make the best evaluations before buying it.

3.2.4 Purchase

Purchas decision is formed after going through the other 3 steps of decision-making process as consumer begin to construct their preferences for the produce and form the intention to purchase. However, at this stage, consumers still can be affected by other external factors or unexpected circumstances (Han, 2021).

With the use of digital media, marketers can further influence consumer at this stage by making the shopping experience smoother and enjoyable for them. They can also help customers saving time as the convenient during the process of ordering, purchasing, and paying is shown.

3.2.5 Post purchase

Post purchase indicates the level of disaffection or satisfaction of the customers deriving from their experiences (Kotler & Armstrong, 2017). If they are content with their purchase, most likely they will go to the website and write a description of how useful the products are and that they are willing to repurchase more after that. Some people might even recommend this to their group of friends on social media or if they are the influencers themselves, they can make contents of how they use it and its effectiveness. This may lead their followers to generate a purchasing intention.

In this last stage, digital marketing is crucial since it helps with enhancing the post-purchase customer care experiences. for example, customers get the notification on their products status like when it will arrive to your destination, and they also have the option to rate the products and give feedbacks after confirming that they have received the orders. Trough social media, marketers can post the contents on their page and consumers are allowed to make comments on the products. With this kind of interaction and engagement, marketers can improve their overall post-purchase experience of the users. In today's world, consumers don't always believe what the brands told them, they prefer making judgement based on their research and information gathering from previous buyers.

3.3 Impacts of digital marketing on consumer buying behavior

The growth of digital marketing has significantly changed the marketing landscape. Businesses now have the opportunity to promote their brands globally and increase the number of potential new clients. This digitization has changed how consumers connect with and relate to various brands.

Consumers may now get all the information they could possibly need, compare brands, and make well-informed judgments before making a purchase. The data people discover when learning more about the items has a significant influence on their selections. Therefore, this has changed consumer behavior who used to buy items at the store when they feel that it has attracted their eyes. Nowadays, prior to conduct online research, consumer most likely never make a purchase. Additionally, digital word of mouth also influences on the way consumers perceive the products. If majority of people wrote that this product has zero utility value, they tend to believe in the mass rather than purchasing it themselves to see the value (Vats & Porwal, 2021).

Another impact can be shown on how consumers switch brands faster than any businesses expected. This shows the lack of loyalty and patience customers have in this digitalization era. They will not just buy everything from one store like in the past. Customers actively search for more products seeking for comparisons and better outcomes. Moreover, there is an increasing trend of impulse buying behavior among customers. Taking the advantage of digital media, brands promote their products at the right time and in the right place, making consumers incline to believe in their items and make spontaneous purchase. In addition to this, discounts and offers from brands are used to enticed customers to make more purchase from their online stores (Vats & Porwal, 2021).

4 Analytical part

4.1 Research Approach

The practical part, which mixed research method is applied, consists of both survey questionnaire and online interview with 8 Cambodian people. The IBM SPSS software will be used to analyze the reliability or internal consistency of some questions that are of Likert-scale type through the Cronbach Alpha. As for other questions, descriptive analysis will be used to explore the frequency and percentages of the respondents' choices. Additionally, categorical data analysis will be used to verify the proposed hypotheses.

The conversion of the survey's data was shown below:

Table 1 Conversion of survey's data

Likert Scale	Converted rating
Agree	1
Neutral	2
Disagree	3

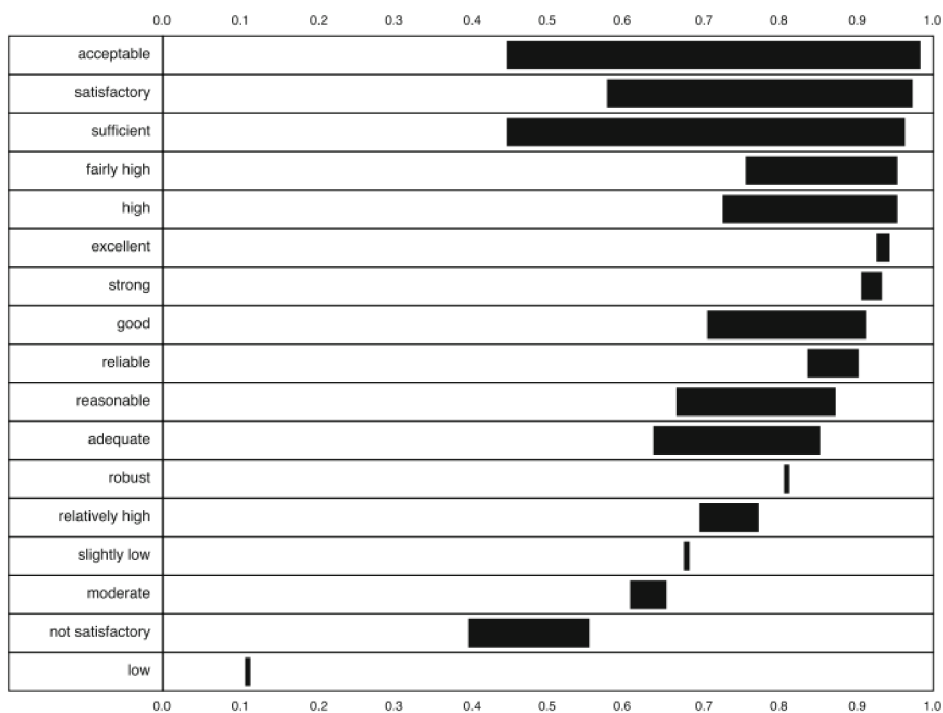
Source: (Own work, Data based on questionnaire)

4.1.1 Cronbach Alpha

Since survey questionnaire is one of the methodologies together primary data for the author, a reliability test should be conducted. According to Gliem & Gliem (2003), Cronbach's alpha is a statistic that is used to evaluate the reliability, or internal consistency, of a group of test items that consist of Likert scales type questions. The result of this reliability test ranges from 0 to 1. The closer to 1, the more reliable the questionnaire is. There exist different ideas of evaluating the α coefficient of this test, from which range does the result considered as excellent, very good, good, and poor.

Based on the research conducted by Taber (2018), alpha value of (0.93–0.94) is considered as excellent, between (0.84–0.90) is reliable, between (0.71–0.91) is good, between (0.67–0.87) is reasonable, between (0.58–0.97) is satisfactory, between (0.45–0.98) is acceptable, sufficient in the case of (0.45–0.96), and between (0.4–0.55) is considered as not satisfactory.

Table 2 Values / ranges of Cronbach's alpha



Source: (Taber, 2018)

Gliem & Gliem (2003) pointed out that alpha coefficient equals to 0.8 or higher is deemed to be the best result of each analysis, however, it doesn't mean lower value doesn't imply strong internal consistency of the questionnaire. The authors also mentioned that the value could be increased by including more items into the questionnaire.

4.1.2 Categorical Data Analysis

Hlavsa & Pacáková (2020) wrote in their book that “*A categorical data variable has a measurement scale consisting of a set of categories*”. These categorical data were seen to be

used in many fields including behavioral sciences (for instance, classification of mental disease), public health (for example, the groups of smokers or non-smoker in the community), education (for example, the level of plagiarism among students in different schools), marketing (for example, consumer preferences), and so on.

Categorical variables are classified into two types: ordinal and nominal variables. Ordinal variables are those in which the outcomes are based on the order of listing the category (Hlavsa & Pacáková, 2020), such as education level, age classification, social class, or marital status. Nominal variables, on the other hand, are variables with the same significance and have no natural order. Nationality, gender, choices of books, or where to get information from are the best examples of nominal variables.

Test of independence

To examine how categorical variables are related or dependent on one another, there are some procedures to follow:

1. Firstly, determine a null hypothesis H_0 and an alternative hypothesis H_A .
 - a. H_0 : There is no relationship between X and Y.
 - b. H_A : There is relationship between X and Y.
2. Then it is important to set α value.
3. Third, for categorical data analysis, a Chi-Square test (χ^2) is used. There are two requirements to meet in order to decide whether Chi-square test can be utilized for hypothesis testing:
 - a. Random selection is used to choose the samples from the population.
 - b. A maximum of only 20% of expected frequency is less than 5.

However, if the conditions are not met, a Fisher's exact test is used to analyze instead (Hlavsa & Pacáková, 2020).

The easiest approach to arrange your data for a Chi-square test of independence is in a frequency distribution table type known as a "*Contingency table*". In SPSS, it is known as

cross tabulation or crosstab. This contingency table displays the number of observations for each group combination as well as the overall quantity of each row and column. (Table 3).

Table 3 Contingency table

Var A/Var B	B ₁	B ₂	...	B _j	Total
A ₁	n ₁₁	n ₁₂	...	n _{1j}	n _{1.}
A ₂	n ₂₁	n ₂₂	...	n _{2j}	n _{2.}
...
A _i	n _{i1}	n _{i2}	...	n _{ij}	n _{i.}
Total	n _{.1}	n _{.2}	...	n _{.j}	n

Source: (Own work, Excel)

Expected frequencies formula:

$$n_{oj} = \frac{n_{.j} \cdot n_{i.}}{n} \quad (1.1)$$

$$n_{oi} = \frac{n_{.1} \cdot n_{1.}}{n} \quad (1.2)$$

The formula for test criterion χ^2 is

$$\chi^2 = \sum_{i=1}^k \sum_{j=1}^m \frac{(n_{ij} - n_{oj})^2}{n_{oj}} \quad (1.3)$$

where n_{ij} = observed frequency for contingency table category in row i and column j.

n_{oj} = expected frequency for contingency table category in row i and column j.

4. Decision: if $\chi^2 < \chi^2_{\alpha(4)}$, then H_0 is accepted at $\alpha = 0.05$. (Hlavsa & Pacáková, 2020)

Fisher's exact test

There are several steps of calculating Fisher's exact test:

- Track down the cell with the lowest value.
- Decrease the value by one, if the result is 0 and all marginal frequencies are the same.
- Calculate the probability for every table.

The formula used to calculate the probability of Fisher's factorial test is:

$$p_i = \frac{(a+b)!(c+d)!(a+c)!(b+d)!}{n!a!b!c!d!} \quad (1.4)$$

Decision: if $\sum p_i > 0,05$ then H_0 is accepted. The interpretation is that there is relationship between two variables (Hlavsa & Pacáková, 2020).

4.2 Sampling and Data collection

Sampling is defined as the process of selecting a subset of observations from a larger population. The whole population cannot be studied as it is time-consuming, and many resources are needed to utilize (Taherdoost, 2018). Hence, each research needs suitable sampling methods that are best suited to its purposes.

A random sampling method was used for this diploma thesis because it provided a straightforward data gathering method and since digital marketing is the topic of this research, responses based on consumers' perspectives is much more needed in this case. Additionally, as the samples are randomly selected from a large population resided in Cambodia, the percentages of bias may reduce, and accuracy of the responses is of higher level.

4.3 Survey Questionnaire

Based on the theoretical part of this research, a survey was prepared to study about factors that have an impact on the consumer behaviors as well to get more information about the types of digital media platforms and products that consumers purchase online. The survey consists of 15 closed questions and 1 open question, which are divided into three sections. In the first

section, there are 6 questions asking about demographic features of the respondents to get a fundamental knowledge of who they are. The next section is relating to digital media channels that respondents have been using and their opinions on them whether it has any influence on them while doing online shopping. Furthermore, respondents are required to think about if digital marketing plays a vital role in affecting their consumption behavior online. Not only this, but there are also statements in which they need to consider before answering, especially on the topic of advantages and disadvantages of digital marketing. In the last section, the author sought to perceive which product category is frequented purchase by Cambodian people and what they think about main factors affecting their decision-making process. This set of survey questionnaire is designed to be convenient for both responders and the author herself, with closed questions that are related to one another. They can minimize the time spent filling out the replies, capture the attention of the participants, and help the author to collect results faster.

There are some constraints on the survey that are sent to the respondent. Age is one condition that has been set, in which the thesis is solely focus on young adults and adults between the age of 18-40 years old. The second condition is that the respondents must be of Cambodian nationality and that they are currently living in Cambodia. To gather as many responses as possible, the survey is distributed online and publish on different social media platforms such as WhatsApp, Facebook (Meta), Instagram, Telegram and email.

4.4 Interview

Constructing a survey to gather data is one of the basic methods that most authors used, however, online survey has a certain drawback, which is the biasness that appears due to various reasons. In order to get more detailed information to answer the objectives of this diploma thesis, a set of interview questionnaire is needed as recommended by Schiffman & Kanuk (2010). The author has set up online meetings with participants who volunteer to take part and reveal their personal information in this interview. Due to time constraint and barrier of communication with experts in digital marketing or consumer behavior field in Cambodia, participants that the author interviewed are from different backgrounds.

The interview was conducted through a call on Microsoft Teams and Messenger, depending on which communication channels the participants prefer. The duration of interview is varied for each person, between 12-35 mins. At the beginning, as a part of introductory interview, the author briefly introduced the topic, the purpose of having an interview with the participants and asked for the consent of revealing their personal data on a recorded call before starting the main interview. Then, questions about demographic characteristics were asked, including name, age, gender, profession, and highest education qualifications. After this, questions related to their understanding of digital marketing, online shopping, product purchased online, and factors influencing their decision were asked. During the interview, additional questions were added for clarification and also based on the responses of the interviewees. To make the discussion more friendly and engaging, an informal type of interview is conducted. The interviews were in both English and Khmer languages, depending on the choices of the participants, and later were transcribed into English. Most of the interviewees preferred delivering the answers in English and in the cases where further explanation is needed in the native language, the author translated and described the questions in Khmer language.

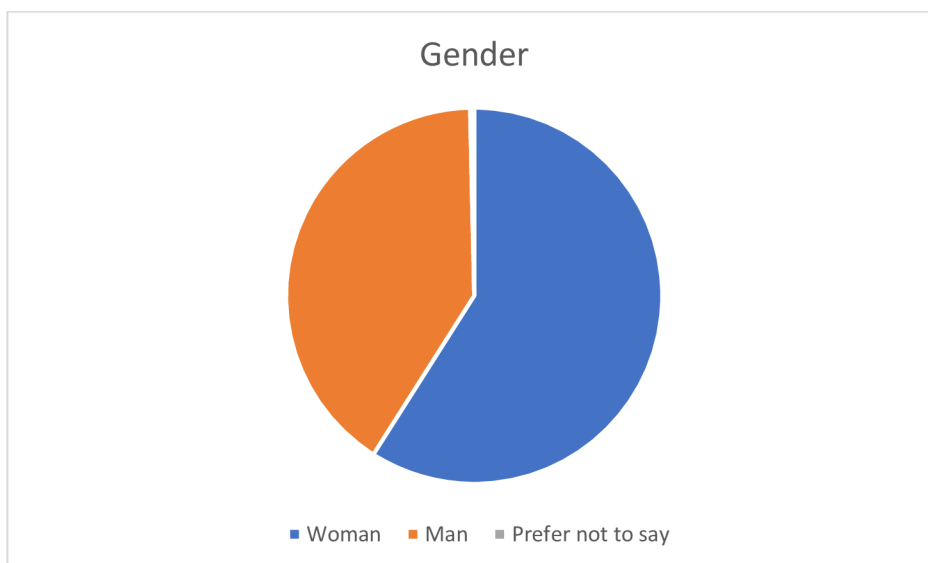
5 Results and Discussion

5.1 Survey analysis

Basic Overview of respondents

In the first section of the survey, there are six questions in total asking about personal factors of each respondent, namely gender, age, education level, occupation, monthly income level and area of living. The survey results yielded a total of 283 samples, with 115 males accounting for 41% of the whole sample, 167 females accounting for 59% of the total and only 1 person chose the last option of “Prefer not to say” (*Figure 3*). The reason why the number of females is more than men might be because in Cambodia, women make up 50.5% of the population, while men make up 49.5% (Kemp, 2023). In addition, women tend to do more shopping than men.

Figure 3 Gender

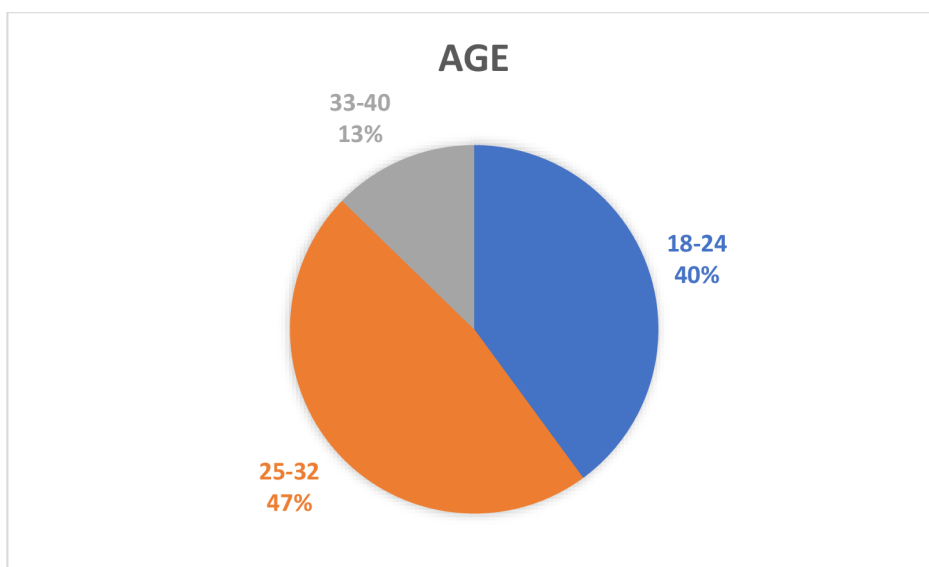


Source: (Own work, Data based on questionnaire)

Figure 4 illustrated that 37.5% are people in the age category of 18-24, 50% belong to the second category 25-32 and lastly 12.5% of the total respondents is in the last category, which is 33-40 years old. One particular reason for choosing this age category of 18-40 years old is

the fact that these people are active on the social media platforms due to their studies, work, or entertainment purposes (IMS, 2021). In addition, in this age range, they have the ability to earn their own income as according to Cambodian laws, the legal age to work and open a bank account is at 18 years old. These two reasons are important for the thesis as its purpose is to understand what kinds of products they are purchasing online.

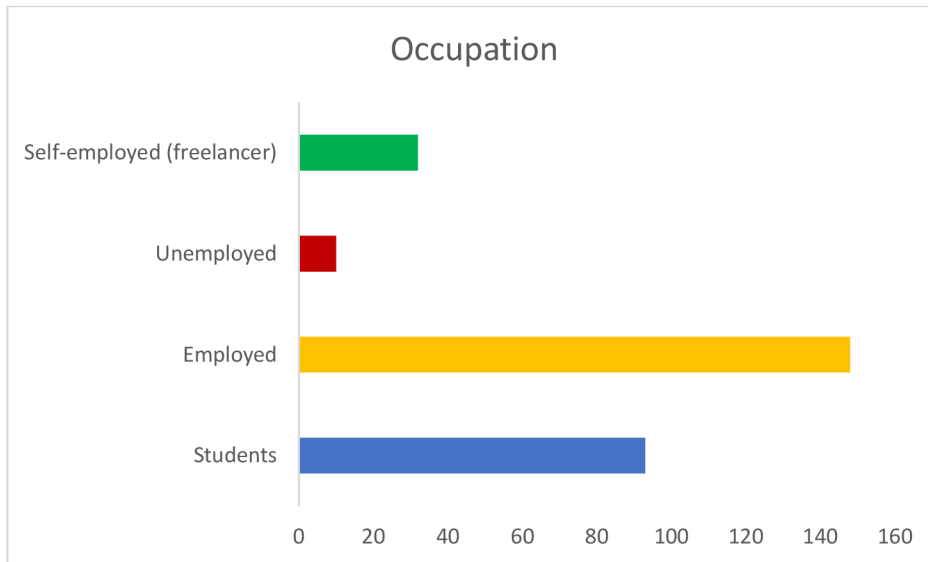
Figure 4 Age category



Source: (Own work, Data based on questionnaire)

Figure 5 described that majority of the respondents are people who are currently employed and followed up by students, which is 52% and 33% respectively. There are only 10 respondents choosing “unemployed” option and the rest of the respondents chose “self-employed (freelancer)” option. It is understandable to obtain such result because most people within this age category is either studying at the university or currently working.

Figure 5 Occupation

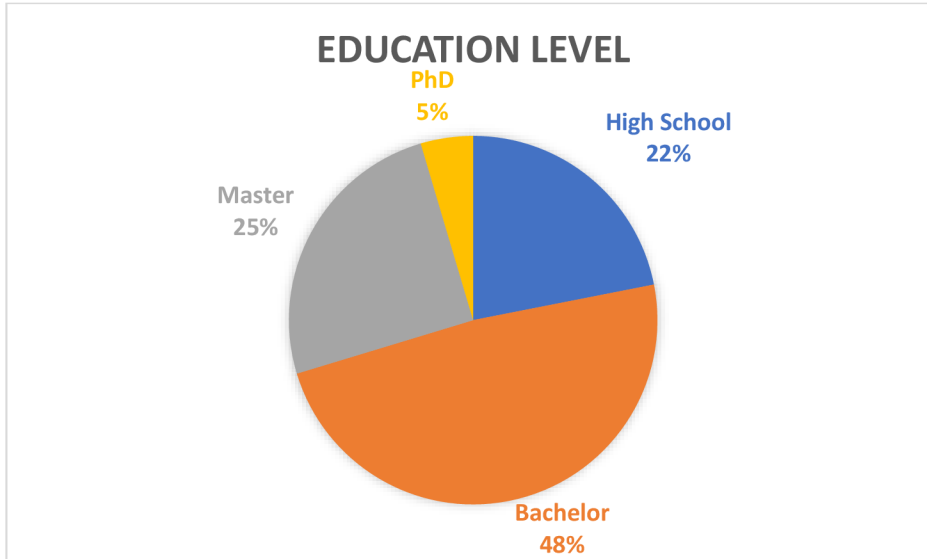


Source: (Own work, Data based on questionnaire)

This question is added to the survey to gain a clearer picture of the participants' educational backgrounds. The results revealed that the category "Bachelor" has the highest replies (48%) followed by "Master" and "High school," which represent 25% and 22% of the entire sample, correspondingly (*Figure 6*).

Although the sample size is insufficient for it to be considered as a representative sample of the entire population, it is quite satisfied to know the level of education each respondent has acquired because more than half of the percentage is made up of employees and students.

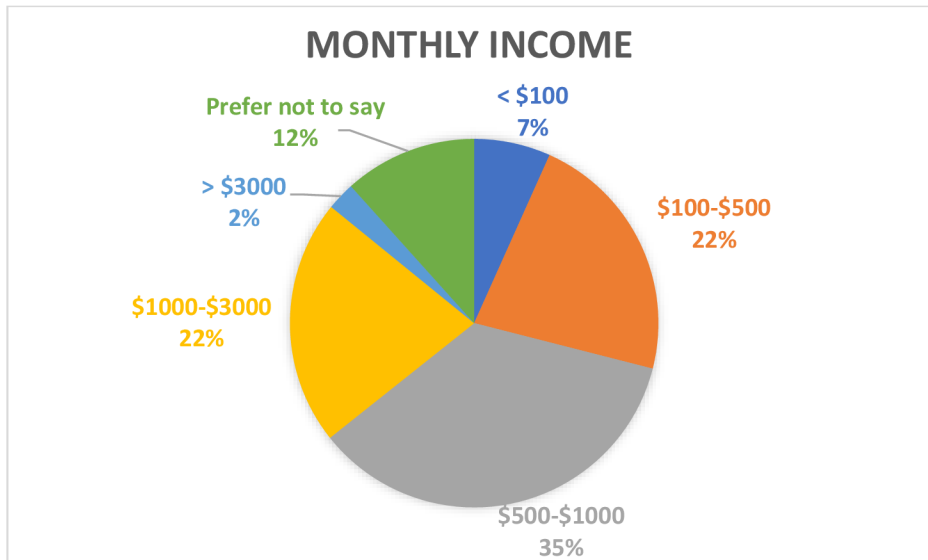
Figure 6 Education level



Source: (Own work, Data based on questionnaire)

Corresponding to *Figure 7*, monthly income is divided into 6 category which range from less than \$100 to more than \$3000 and there is also an option “Prefer not to say” for respondents who are not willing to reveal this sensitive information. As most people are employed, the result of the previous question is also significantly influenced the choice of monthly income. The income range of “\$500-\$1000” has been chosen by 100 respondents, followed by “\$100-\$500” and “\$1000-\$3000”. Additionally, about 12% of the respondent chose not to reveal their monthly income. There are 7 respondents who said that they have income higher than \$3000, which is quite a surprise to receive such result as they are below the age of 41 years old. However, in Cambodia, due to the lower wage that couldn’t fully support the whole family, many people tend to have more than 1 job as mentioned by Chen (2018). The passive income from leasing the house, lands, and other property along with some hustle jobs possibly allow a certain group of people from middle and high class to have monthly income of more than \$3000.

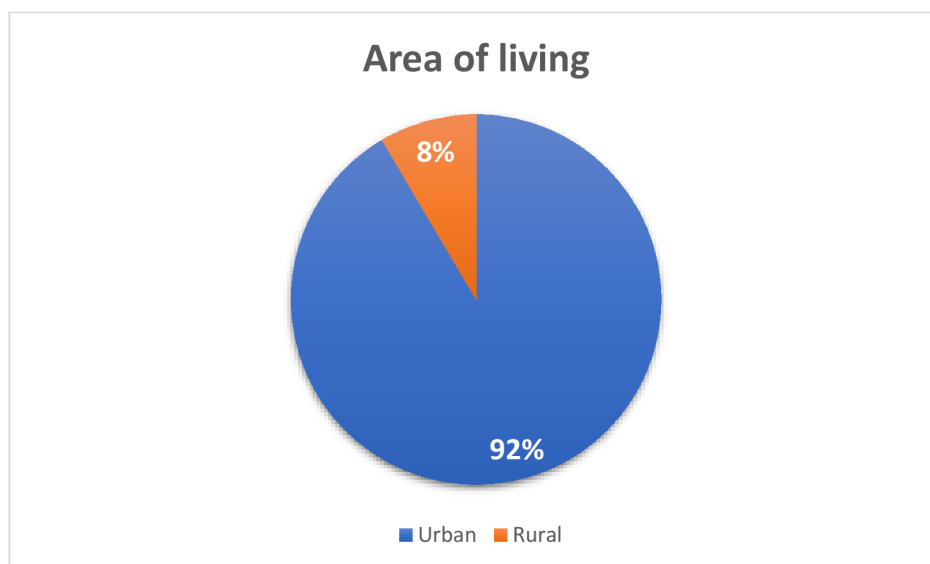
Figure 7 Monthly Income



Source: (Own work, Data based on questionnaire)

The result obtained from the survey showed that out of 283 respondents, 92% of them are living in the urban area of Cambodia (Figure 8). While only a small portion of people are living in the rural area. This means that the survey has reached out to majority of people who are living in big cities where they could easily access to the internet. Another explanation would be the fact that people in rural area do have internet access, however, they are not quite active on social media, especially when such questionnaire is sent to them (Phong, et al., 2016).

Figure 8 Area of living

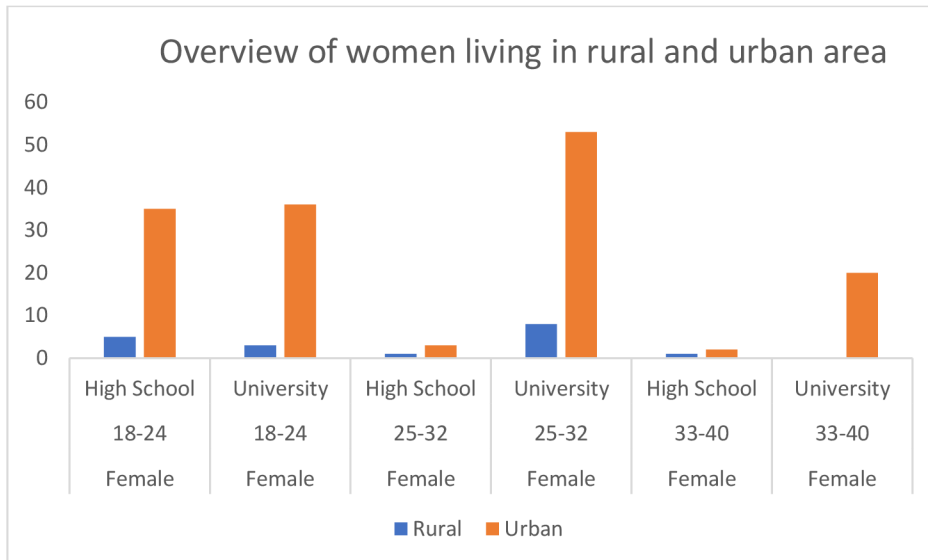


Source: (Own work, Data based on questionnaire)

Before moving on to the next section, the author sought to understand the number of women living in rural and urban area of Cambodia. The reason for doing this analysis is to compare at which age category, educational level and income level do female and male respondents are living in the cities and provinces.

A large number of women from 25-32 years old who has university degree (Bachelor, Master, or PhD) are living in the urban area, while only 8 of them are living in the rural area. As displayed in *Figure 9*, women with university degree are residing in city.

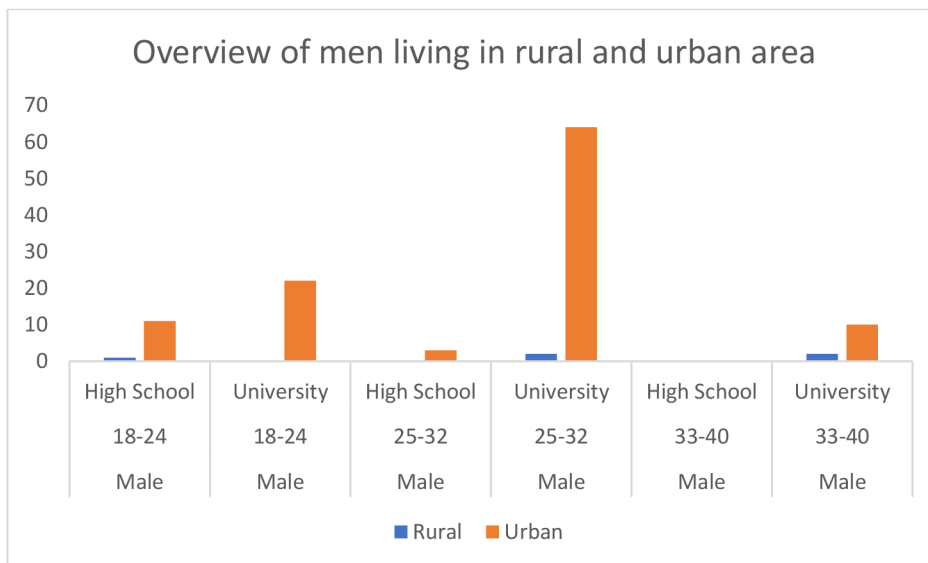
Figure 9 Overview of women living in rural and urban area



Source: (Own work, Data based on questionnaire)

Comparing to women, there are more men, who are in 25-32 years old group, with university degree are living in the urban area while a smaller number of young adults with both high school and university degree are residing in urban area. There are only 5 male respondents who reported that they are currently living in rural area. However, as there are only 24 people claimed that they are from rural area, which is a huge gap from the urban area, therefore, it is not representative enough to say that those with higher educational backgrounds tend to stay in urban places.

Figure 10 Overview of men living in rural and urban area



Source: (Own work, Data based on questionnaire)

According to the data from *Table 4*, the author could get a clearer picture of how men and women with which income category be likely to reside at either urban or rural locations. There are a total of 249 out of 280 responses is used for this analysis; this is because there is one person with no specific gender mentioned and there are 33 people who did not wish to disclose their personal income.

In the case of female respondents, majority of them living in urban area with income between \$500 and \$1000 are living in urban area, whereas only 7 of them are staying in rural area. For those with higher income of more than \$3000, only 3 women are living in cities and no data for rural area. Subsequently, in the case of men, the highest percentage of living in urban area are those in the income category of “\$500-\$1000”, which is similar to women. However, there are 4 men who earned more than \$3000 a month living in urban sites.

Table 4 Monthly income based on area of living

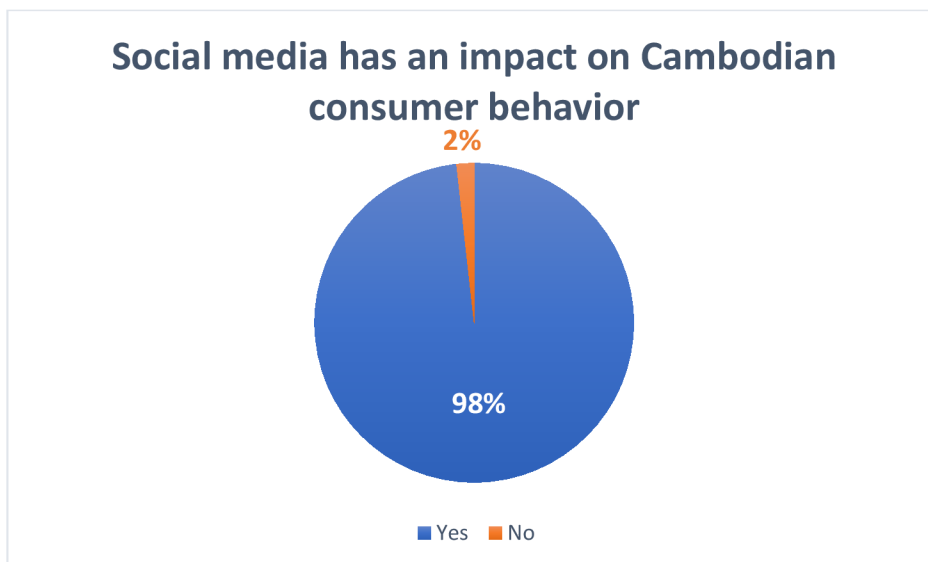
Respondents		Absolute Frequency	
Gender	Monthly income	Rural	Urban
Female	< \$100	3	9
	\$100-\$500	5	39
	\$500-\$1000	7	48
	\$1000-\$3000	3	22
	>\$3000	0	3
Male	< \$100	1	6
	\$100-\$500	0	19
	\$500-\$1000	3	42
	\$1000-\$3000	1	34
	>\$3000	0	4

Source: (Own work, Data based on questionnaire)

Digital Marketing and Digital Media Channels

In the second section of the survey, a question asking about their opinion whether they think social media platforms have any impacts on the consumer behavior of Cambodian people. The purpose of asking this question is to know how people think on this topic and whether if this has any influences on them. The findings disclosed that 98% of the respondents agree with this question, which illustrated that currently in Cambodia, social media indeed plays a major role in the people's daily lives.

Figure 11 Social media has an impact on Cambodian consumer behavior



Source: (Own work, Data based on questionnaire)

One of the objectives of the thesis aimed to acquire the opinions of respondents on various digital media channels that are actively used by Cambodian consumers to look up for information on the products or services. Facebook was the most frequently mentioned social media used, being mentioned by 235 of the 283 respondents or 83% of respondents. Instagram (76%), Telegram (69.26%) and YouTube (69%) are other types of social media that are selected by respondents. Additionally, around 150 people have chosen Google and Websites/Blogs, and the rest of them selected LinkedIn, Tik Tok, and Emails. As seen in the table below, there is no big gap between each choice, nevertheless, Facebook still is the most popular media platform that Cambodian people think has the most impact on them comparing to other variables.

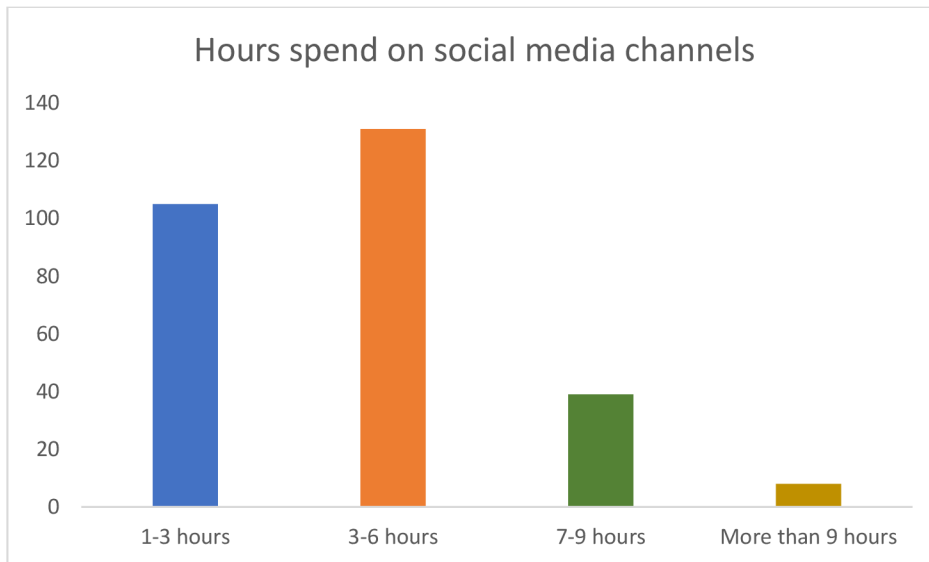
Table 5 Digital media channels that have influence on consumer behavior

Digital Media Channels	Frequency
Facebook	235
Instagram	214
Websites/Blogs	151
Telegram	194
YouTube	196
LinkedIn	112
Emails	46
TikTok	100
Google	153

Source: (Own work, Data based on questionnaire)

Based on the research in the practical part, Cambodia has a high number of active media users, especially after the global pandemic in 2019. Therefore, a question is designed to understand the number of hours each person spends on various media channels. This is an important question because understand how long a potential customer being active on internet will allow businesses or researchers to realize what kind of targeted advertisement and strategy to use to attract them. The longer the consumers stay on social medias, the higher the chance of exposure of the advertisement can be seen by them. *Figure 12* indicated about 46% of respondents chose “3-6 hours”, 37% of respondents chose “1-3 hours”, 14% chose “7-9 hours” and only about 3% of respondent spend more than 9 hours on social media.

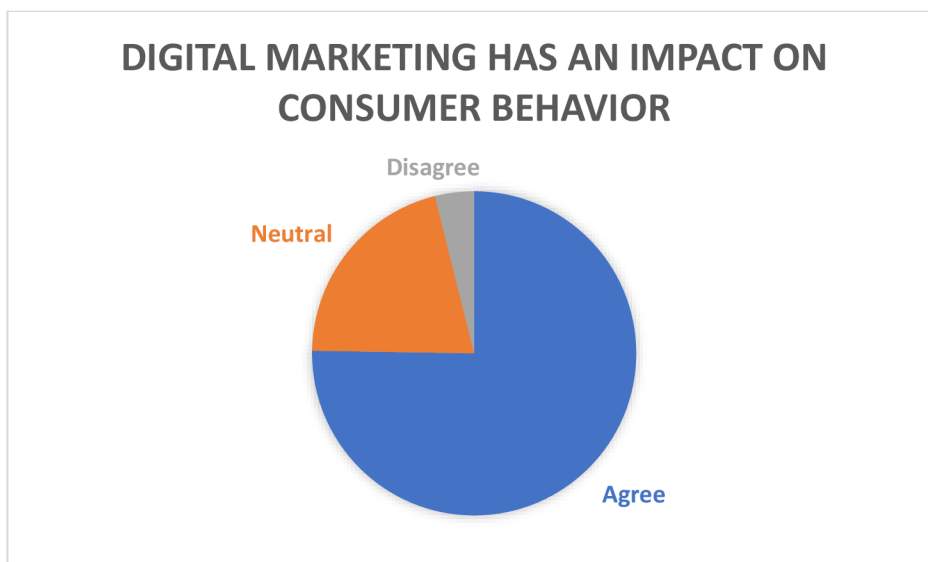
Figure 12 Hours spend on social media channels daily



Source: (Own work, Data based on questionnaire)

To answer the objective of this thesis, a statement of “Digital Marketing has an impact on consumer behavior” is included in the survey. 75% of the respondents agreed with the statement, while about 21% of them chose “neutral” and only 4% disagreed with the statement. It is interesting to see that many people cannot make clear decision whether this statement is true or not (Figure 13).

Figure 13 Digital Marketing has an impact on consumer behavior



Source: (Own work, Data based on questionnaire)

To further comprehend the impacts of digital marketing on Cambodian consumer behavior, a question in the surveyed inquired about their opinions whether they agree with the 5 statements that are obtained from the theoretical part.

Table 6 Impacts of Digital marketing on consumer behavior

	Agree	Neutral	Disagree
Ability to research and experiment	76.70%	20.10%	3.20%
The power of digital word-of-mouth	54.40%	33.60%	12%
Inconsistent customer loyalty	42.80%	41.30%	15.90%
Less patience and high expectation	54.40%	31.80%	13.80%
Increasing trend of impulse buying behavior among customers	64.70%	24.40%	11%

Source: (Own work, Data based on questionnaire)

The results from Table 6 revealed that 76.7% agreed with the first statement that digital marketing enhances the ability to do more research and experiment with the products. Only

3.2% disagreed and 20% were not sure about this. 54.4% of people agreed with the second and third statement that digital marketing gives rise to the digital word-of-mouth and consumers these days are becoming less patience due to their high expectation of online products. Similarly, slightly over 10% of them disagreed with the statements and around 30% opted “Neutral”. The statement about consumers is becoming less loyal to just one product has been chosen by 42.8% of the respondents. While 64.7% thought that there is an increasing trend of impulse buying among consumers these days as a result of digital marketing.

Reliability test

The nature of this question is a Likert scale; therefore, a reliability test is conducted. The result has showed that the internal consistency of the questionnaire is deemed as acceptable. However, according to Gliem & Gliem (2003), this can be happened due to the number of items is less than 10. To get higher Cronbach Alpha coefficient, the author needs to add more items to the current list of items to make it more than 10.

Table 7 Reliability test of impacts of digital marketing on consumer behavior

Reliability Statistics	
Cronbach's Alpha	N of Items
0.482	5

Source: (Own work, SPSS)

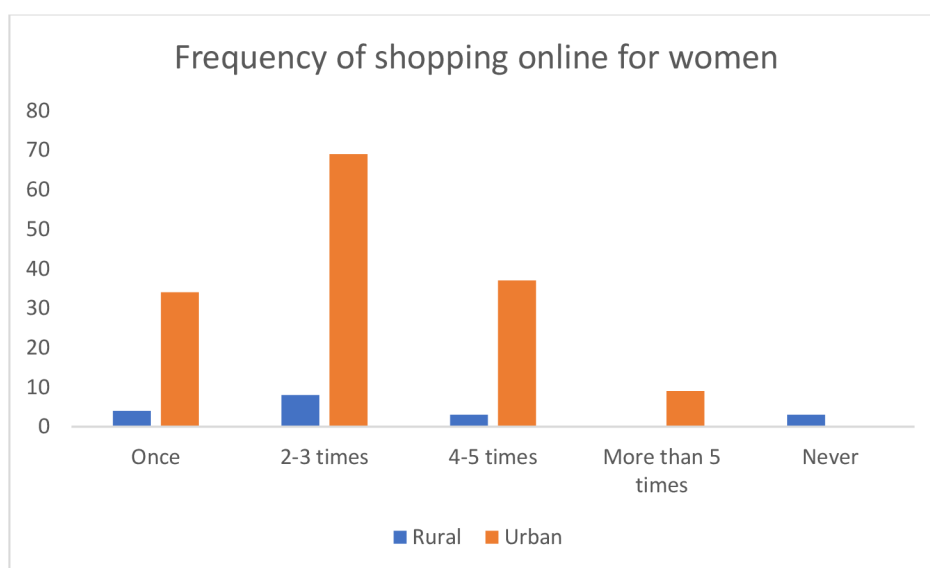
Product types and Consumer behavior

The purpose of acquiring the number of online shopping in a monthly basis is to understand whether people have trust on online websites or dealing with sellers who only exist digitally (Chaturvedi, 019). The answer to this question has categorized into 5 choices such as “Once”, “2-3 times”, “4-5 times”, “More than 5 times”, and “Never”. The last option is included because the author thinks that being online on social media doesn’t mean that they have to purchase online products, some people just use social media to find information and for other purposes. The highest response belonged to “2-3 times” with 42%. About 27% of people

chose “once” and 20% decided to choose “4-5 times”. Quite a few numbers of respondents selected “More than 5 times” and “Never” (*Figure 21 in Appendix*).

The author is interested to see the differences between men and women when it came to the frequency of shopping online. In urban area, women inclined to purchase products online 2-3 times per month. 34 women said they only shopped once a month on online platforms and about 37 of them said they do online shopping 4-5 times. And only 9 female respondents have purchased online for more than 5 times on a monthly basis. Similarly, in rural area, more women shopped online 2-3 times a month, following by “once” and “4-5 times”. There is no one in provinces who are purchasing more than 5 times a month and there are 3 women who never shopped online before. (*Figure 14*)

Figure 14 Online shopping frequency for women

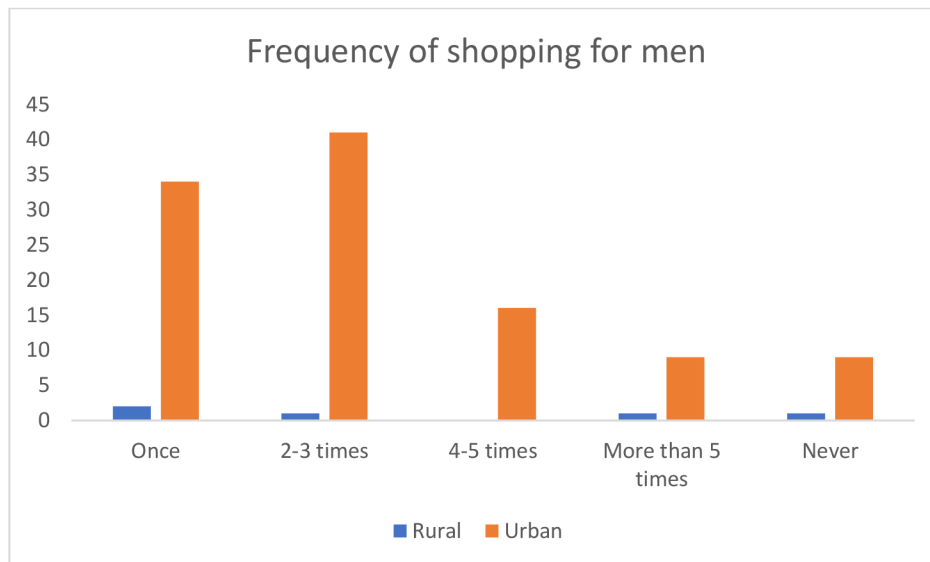


Source: (Own work, Data based on questionnaire)

On the other hand, as revealed in *Figure 15*, it seemed that men usually shopped online twice or trice on a monthly basis in big cities. Coincidentally, there is a similar share of shopping just one time for men. However, comparing to women, it seemed that men are not keen to purchase online goods for 4-5 times and more than 5 times per month. There is also a large number of men who never shopped online. Talking about rural area, most men prefer to shop

just once a month and only a small number of them shopped more than 2 times. There is, however, no data for men in term of purchasing 4-5 times.

Figure 15 Online shopping frequency for men



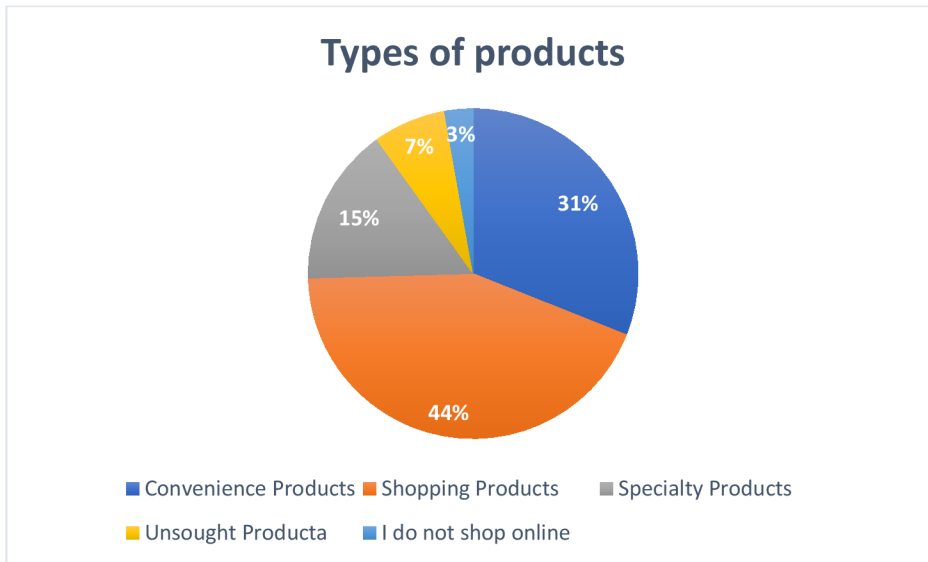
Source: (Own work, Data based on questionnaire)

The second partial aim of this thesis sought to know which types of products do Cambodian consumer prefer to purchase online. This is beneficial for businesses to have this knowledge as they can strategize whether to promote about the sales of such products online or not, otherwise people may lose trust in them of anything unsatisfactory to happen. There are 4 categories of products namely Convenience products (products purchase regularly like toothpaste, soap, shampoo, food and drinks...), Shopping products (products that consumers spend more time researching before purchase like furniture, cosmetic, clothing, airline ticket...), Specialty products (only product of its kind on the market like iPhones, expensive cars, special jewelry...), and Unsought products (goods that people aren't excited to buy including smoke detectors, batteries, insurance, charity donation ...). The respondents were asked to select which types of products they prefer purchasing online.

Majority of people chose to buy “Shopping products and 31% of the responses belonged to “Convenience products. “Specialty products” is opted by only 15% of respondents. The last

category is “Unsought products”. A small number of people chose this option and about 3 % of them never shopped online before (*Figure 16*).

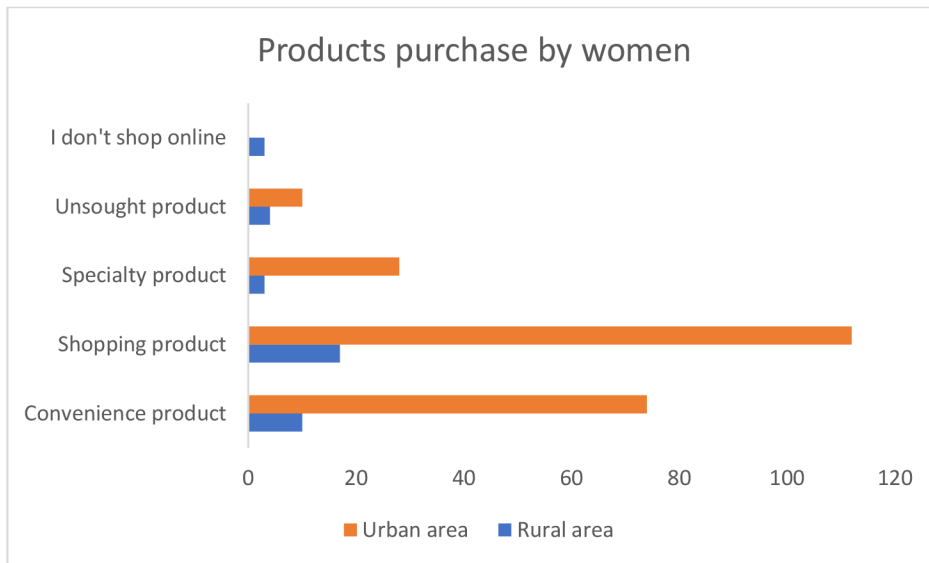
Figure 16 Types of products



Source: (Own work, Data based on questionnaire)

Based on the outcome in *Figure 17*, women who are living in urban area tend to purchase shopping products more and followed by convenience products. For those who are residing in the rural area, they share similar shopping preferences, in which most of them also buy shopping products online. In addition, only those in rural area responded that they don't shop online.

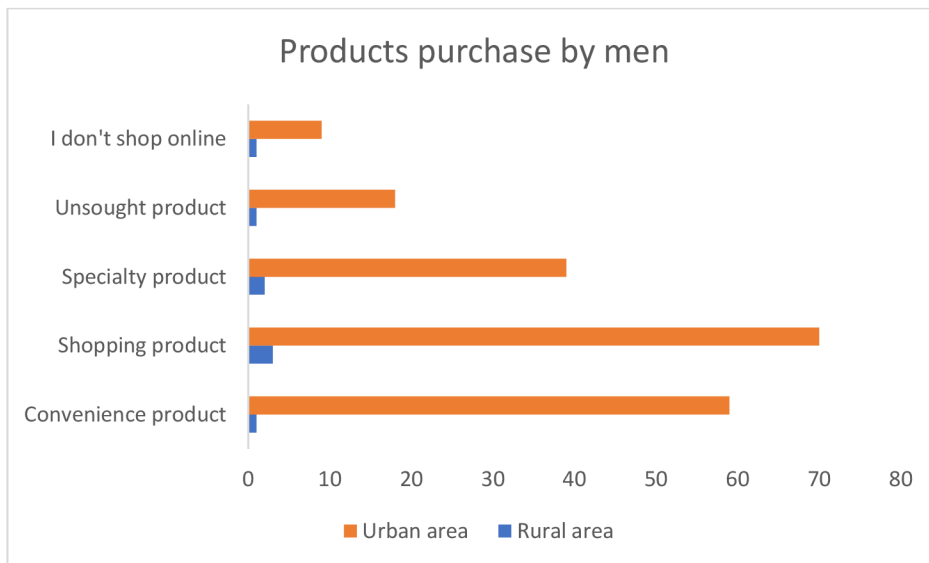
Figure 17 Type of product purchased by women



Source: (Own work, Data based on questionnaire)

On the other hand, men in urban area tend to purchase more specialty products than women. However, the data showed that majority of them also interested in purchasing both shopping and convenience products on online platforms. While those in rural area, they tend to buy more shopping products and specialty products. (Figure 18)

Figure 18 Types of products purchased by men



Source: (Own work, Data based on questionnaire)

Another goal of this diploma thesis is to find out which factors have the most effectives on purchasers' decisions when they are having an online shopping. According to the literature review, there are seven aspects, which based on secondary data, are the key factors that consumers need to consider before making final judgements.

Table 8 Factors influencing consumer's decision

	Agree	Neutral	Disagree
Access to information	82.70%	14.10%	3.20%
Convenience	67.80%	23.70%	8.50%
Brand Image	56.50%	28.60%	14.80%
E-WOM and Online Reviews	57.20%	29%	13.80%
Customer service	56.90%	23.70%	19.40%
Price	69.60%	20.10%	10.20%
Influencers	45.90%	33.20%	20.80%

Source: (Own work, Data based on questionnaire)

Table 8 showed that “Access to information” has the highest responses, which is 82.7% of the total sample. “Convenience” and “Price” are the second most selected among other options, which is 67.8% and 69.6% respectively. “Brand Image”, “E-WOM and Online reviews”, and “Customer Services” shared similar results which is around 57% of total responses. The last option, “Influencers”, surprisingly was the least opted comparing to the earlier 6 options. Additionally, it has the highest number of people who disagreed on its influence over decision of customers. there is also a high percentage of “neutral” being chosen. The reason behind this surprise selection will be further explained in the interview analysis, as the author is interested in the reasons why many people disagreed with this statement.

Reliability test

The reliability test of this question has showed that the coefficient equals to 0.502, which is in the interval range of satisfactory. The same explanation can be applied to this case.

Table 9 Reliability test of influenced factors on consumer's decision

Reliability Statistics	
Cronbach's Alpha	N of Items
0.502	5

Source: (Own work, SPSS)

According to Kotler & Armstrong (2017), there are 5 stages that consumers undergo before making a decision to purchase. A question is prepared as the author is interested in the view of other people, whether they think digital marketing has any effects on their decision in each stage of the decision-making process and which has the most impact.

Table 10 Digital marketing has an impact on the 5 stages of decision making process

	Agree	Neutral	Disagree
Need Recognition	71.00%	22.60%	6.40%
Information Search	70.70%	19.40%	9.90%
Evaluating alternatives	62.20%	26.50%	11.30%
Purchase decision	66.80%	23.70%	9.50%
Post-purchase	53.70%	30.00%	16.30%

Source: (Own work, Data based on questionnaire)

Table 10 indicated that 71% agreed that digital marketing has affected their recognition of what needed to purchase. 6.4% disagreed with this statement and 22.6% had no clear reply. The second stage is “information search” and more than 70% also agreed that digital marketing significantly affected the way they are looking up for more details of the goods. Small number of people disagreed and 19.4% picked “neutral” as an answer. Looking at the last three stages, more than 50% of people opted for “agree”, and less than 20% disagree with the statements. Therefore, with such a high result for each stage, the author can say that digital marketing plays an important role on the decision-making process of each individual.

Reliability test

The reliability test of this question has showed that the coefficient equals to 0.502, which is in the interval range of satisfactory. The same explanation can be applied to this case.

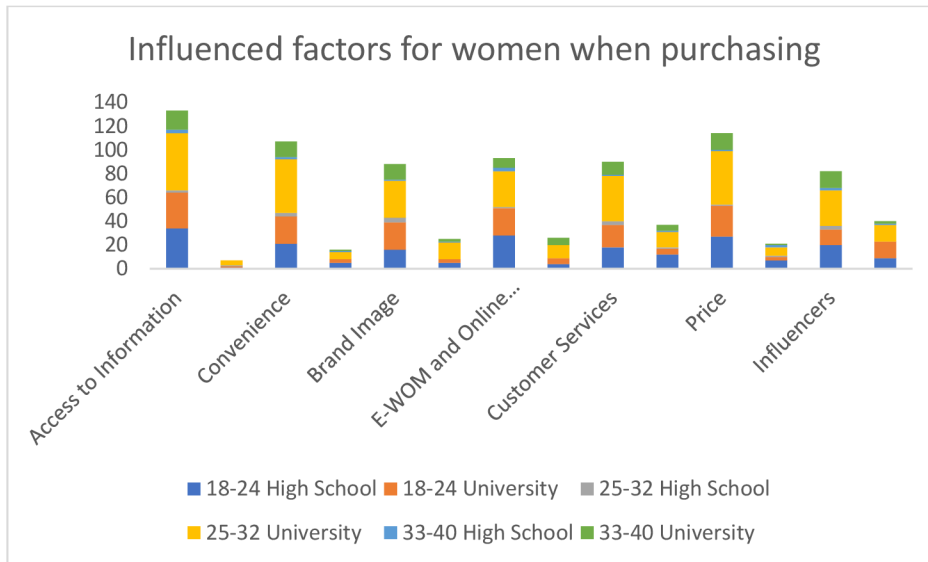
Table 11 Reliability test of impacts of digital marketing on decision making process

Reliability Statistics	
Cronbach's Alpha	N of Items
0.582	7

Source: (Own work, SPSS)

The subsequent question is related to the factors that might influence the decisions of customers when they are buying products or services. According to the responses of female participants, those who are 25-32 years old having a university degree agreed that access to information, convenience, and price are the most important factors when coming to decision making time. There is only a small number of women disagreed with the first 6 factors. Regarding to influencers, it is interesting to see that women from both category of 18-24 with university degree and 25-32 with university degree shared the same opinion on disagreeing with influencers as influenced factors on their purchasing decision (*Figure 19*).

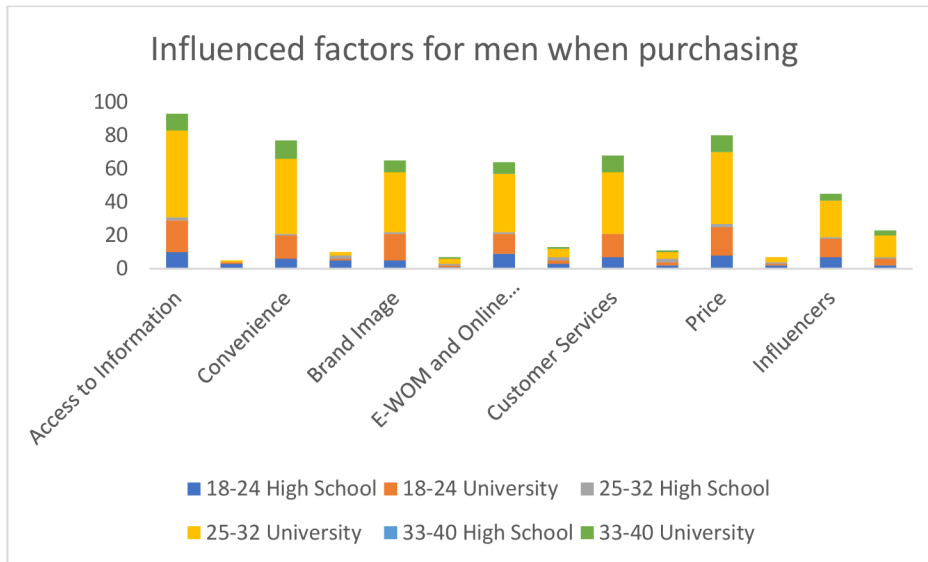
Figure 19 Influenced factors for women when purchasing



Source: (Own work, Data based on questionnaire)

Figure 20 discussing about what factors do men think have an impact on their buying decision has given us a noticeable result in which those who are between the age of 25-32 years old and are graduated with university degree agreed that access to information, price, and convenience are the most influenced factors. This conclusion is actually similar to women responses, only that for men, price is more important than convenience. Moreover, they all disagreed that brand image and influencers have great effect on them.

Figure 20 Influenced factors for men when purchasing online



Source: (Own work, Data based on questionnaire)

5.2 Hypothesis testing

There are 6 hypotheses proposed in this thesis which related to the personal factors such as gender, age, occupation, education level, monthly income and area of living compared to the frequency of online shopping by Cambodian consumers.

5.2.1 Analysis of gender and frequency of online shopping

H₀: There is no relationship between gender and frequency of online shopping.

H_A: There is significant relationship between gender and frequency of online shopping.

$\alpha = 0.05$ is selected.

Table 12 Contingency table: Gender and Frequency of online shopping

Gender * Frequency_of_Online_Shopping Crosstabulation							
		Frequency of Online Shopping					Total
		Once	2-3 times	4-5 times	More than 5 times	Never	
Gender	Woman	38	77	40	9	3	167
	Man	37	42	16	10	10	115
	Prefer not to say	1	0	0	0	0	1
Total		76	119	56	19	13	283

Table 13 Result of Gender and Frequency of shopping

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	19.036 ^a	8	0.015	0.070
Likelihood Ratio	19.063	8	0.015	0.004
Fisher-Freeman-Halton Exact Test	20.829			0.003

Source: (Own work, SPSS)

The number of observations are less than 5, therefore, Fisher's exact test is used in this case. P-value is 0.03 which is less than $\alpha=0.05$, therefore, it can be concluded that there is significantly relationship between gender and frequency of shopping online as H_0 is rejected.

5.2.2 Analysis of age category and frequency of online shopping

H_0 : There is no relationship between age category and frequency of online shopping.

H_A : There is significant relationship between age category and frequency of online shopping.

$\alpha = 0.05$ is selected.

Table 14 Contingency table: Age category and frequency of online shopping

Age * Frequency_of_Online_Shopping Crosstabulation							
		Frequency_of_Online_Shopping					Total
		Once	2-3 times	4-5 times	More than 5 times	Never	
Age	18-24	30	48	26	5	4	113
	25-32	39	56	21	10	8	134
	33-40	7	15	9	4	1	36
Total		76	119	56	19	13	283

Table 15 Result of Age category and frequency of online shopping

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	6.010 ^a	8	0.646	0.654
Likelihood Ratio	6.085	8	0.638	0.675
Fisher-Freeman-Halton Exact Test	6.033			0.642

Source: (Own work, SPSS)

The number of observations is less than 5, therefore, Fisher's exact test is used in this case. P-value is 0.638 which is higher than $\alpha=0.05$, therefore, it can be concluded that there is no significant relationship between age category and frequency of shopping online as H_0 is accepted.

5.2.3 Analysis of occupation and frequency of online shopping

H_0 : There is no relationship between occupation and frequency of online shopping.

H_A : There is significant relationship between occupation and frequency of online shopping.

$\alpha = 0.05$ is selected.

Table 16 Contingency table: Occupation and frequency of shopping online

Occupation * Frequency_of_shopping_online Crosstabulation							
		Frequency of shopping online					Total
		Once	2-3 times	4-5 times	More than 5 times	Never	
Occupation	Student	35	30	17	5	6	93
	Employed	37	67	28	11	5	148
	Unemployed	4	22	11	3	2	42
Total		76	119	56	19	13	283

Table 17 Result of occupation and frequency of shopping online

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	12.729 ^a	8	0.122	0.120
Likelihood Ratio	13.307	8	0.102	0.124
Fisher-Freeman-Halton Exact Test	13.132			0.095

Source: (Own work, SPSS)

As some quantities of observations are less than 5, therefore, Fisher's exact test is applied in this case. There is a merging of two categories which are "Unemployed" and "Self-employed (freelancer)" as there are many observations with value less than 5. The result showed that p-value is 0.095 which is bigger than $\alpha=0.05$, therefore, it can be concluded that there is no significant relationship between occupation and frequency of shopping online as H_0 is accepted.

5.2.4 Analysis of education level and frequency of online shopping

H₀: There is no relationship between education level and frequency of online shopping.

H_A: There is significant relationship between education level and frequency of online shopping.

$\alpha = 0.05$ is selected.

Table 18 Contingency table: Education level and frequency of shopping online

Education_level * Frequency_of_online_shopping Crosstabulation							
		Frequency of online shopping					Total
		Once	2-3 times	4-5 times	More than 5 times	Never	
Education level	High School	17	29	11	1	4	62
	University	59	90	45	18	9	221
Total		76	119	56	19	13	283

Table 19 Result of education level and frequency of online shopping

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	4.055 ^a	4	0.399	0.404
Likelihood Ratio	5.052	4	0.282	0.298
Fisher-Freeman-Halton Exact Test	4.253			0.369

Source: (Own work, SPSS)

Fisher's exact test is utilized once again for this hypothesis. There is a merging of three categories which are "Bachelor", "Master" and "PhD" into one category of "University" as there are some observations with value less than 5. It can be seen in Table 19 that p-value is

0.369 which is bigger than $\alpha=0.05$, therefore, H_0 is accepted. It can be concluded that there is no significant relationship between education level and frequency of shopping online.

5.2.5 Analysis of monthly income and frequency of online shopping

H_0 : There is no relationship between monthly income and frequency of online shopping.

H_A : There is significant relationship between monthly income and frequency of online shopping.

$\alpha = 0.05$ is selected.

Table 20 Contingency table of monthly income and frequency of online shopping

Monthly_Income * Frequency_of_online_shopping Crosstabulation							
		Frequency of online shopping					Total
		Once	2-3 times	4-5 times	More than 5 times	Never	
Monthly Income	\$0-\$1000	57	77	33	8	7	182
	\$1000-\$3000 and more	14	29	13	9	3	68
	Prefer not to say	5	13	10	2	3	33
Total		76	119	56	19	13	283

Table 21 Result of monthly income and frequency of online shopping

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	13.010 ^a	8	0.112	0.109
Likelihood Ratio	12.089	8	0.147	0.182
Fisher-Freeman-Halton Exact Test	12.536			0.110

Source: (Own work, SPSS)

Fisher's exact test has been used to analyze this hypothesis. There is only three group of observations in monthly income instead of 6 groups from the survey questionnaire as they are merged together in order to meet the criteria. P-value is 0.11 which is bigger than $\alpha=0.05$, therefore, H_0 is accepted. It can be interpreted that there is no significant relationship between monthly income and frequency of shopping online.

5.2.6 Analysis of area of living and frequency of online shopping

H_0 : There is no relationship between area of living and frequency of online shopping.

H_A : There is significant relationship between area of living and frequency of online shopping.

$\alpha = 0.05$ is selected.

Table 22 Contingency table of area of living and frequency of online shopping

		Area_of_living * Frequency_of_Online_Shopping Crosstabulation					Total
		Frequency_of_Online_Shopping					
		Once	2-3 times	4-5 times	More than 5 times	Never	
Area of living	Rural area	7	9	6	1	1	24
	Urban area	69	110	50	18	12	259
Total		76	119	56	19	13	283

Table 23 Result of area of living and frequency of online shopping

Chi-Square Tests				
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)
Pearson Chi-Square	6.010 ^a	8	0.646	0.654
Likelihood Ratio	6.085	8	0.638	0.675
Fisher-Freeman-Halton Exact Test	6.033			0.642

Source: (Own work, SPSS)

As revealed in *Table 23*, the result of p-value is 0.642, which is more than $\alpha = 0.05$, therefore, it can be said that H_0 is accepted. In this case, area of living has no dependency with the frequency of shopping online.

5.3 Evaluation of the interview

Basic overview of the participants

To get more detail, an interview with participants from different backgrounds of age, gender, education level and profession is conducted. Due to the inability to meet with the participants personally and discuss face-to-face, the interview was conducted via Microsoft Teams and through a video call on Facebook (Meta) and telegram, in which each person takes between 17-36 mins. All of the interviewees are familiar with the term “*digital marketing*”, and they do have experience purchasing products on online platforms, which made the discussion more engaging. The author also got more detailed information regarding their opinions on the digital marketing and consumer behavior in Cambodia.

Table 24 List of Interviewees

ID	Participant	Gender	Age	Profession	Qualification
1	Chea Lida	Female	30	Legal	Master
2	Lim Seakleng	Male	25	Research assistant	Master
3	Tiv Chhunly	Male	23	Freelancer	High School
4	Hav Kimmona	Female	26	Senior HR	Bachelor
5	Seang Kunthea	Female	32	Freelance architect	Bachelor
6	Chhun Ning	Male	18	College student	High School
7	Guech Khim	Male	26	Office worker	Bachelor
8	Chel Sophanita	Female	27	Deputy Section Chief at National Bank	Master

Source: (Own work, Excel)

At the beginning of the interview, each participant is asked to introduce themselves. *Table 24* showed that there are 8 participants in total, in which made up of 4 men and 4 women. The

author tried to get an equality in the gender of the respondent as much as possible, in order to understand if men and women have different perception on online shopping. From the findings, it can be seen that the age range of interviewees is between 18-32 years old, which is corresponded to the focus of the thesis. Each of them has different background in the occupation, which is quite intriguing when discussing with them as they could offer different opinions based on the field that they are currently working at. It is also quite satisfied that every one of them is well-educated as this topic required some basic knowledge about digital marketing and their experiences on social media channels. Some of the key words here are hard to explain in Khmer language, as in Cambodia, these terms are usually mentioned in English language. Without some English knowledge, it will be a bit harder to answer the questions.

Digital marketing

The next section, participant is required to answer questions about their basic understanding of digital marketing and how did they think about the changes that digital marketing has imposed on Cambodian consumers. Based on the conversations the author had with each of them, everyone more or less knows this term. One of them said that *“Digital marketing, from my understanding, refers to the using of social media platforms, email, and websites to promote products or services to potential customers. the main goal behind this digital marketing is to increase brand awareness and increases sales and revenues for the businesses.”* Another person said, *“Digital marketing is the way businesses promote their products online in order to attract more customers”*. As mentioned earlier in the theoretical part, Cambodia has shifting from relying on TV to get more information to a mobile media market. Therefore, the author was anticipated on the participants’ responses on this second question, especially from their observations, how has digital marketing impacts them as a consumer in this digital age.

Mrs. Lida, as a legal assistant at a law firm, told the author that from her observation, younger Cambodian people tend to have an impulse behavior, which could easily sway by for many reasons, and not just in purchasing decisions but when making any decisions. Social media has amplified this impulsiveness because the amount of information everyone can get each day is huge and not all of them is true. There are certain group of people on social media who tried to

do anything just to gain popularity and somehow it led other people to believe in what they have purportedly shown. Mr. Seakleng, on the other hand, mentioned that “*Digital marketing allows businesses to shift their target from paying high price for placing their ads on the TV to creating their contents and posted it on their social media page.*” Moreover, he shared his opinion that when watching ads on traditional media like television, people cannot avoid watching the commercials between the breaks of the drama. However, on social media, people can decide to skip or watch it till the end; the amount of patience is getting less patience because people have the option to skip what they don’t wish to preview. Seakleng also commented on how tech companies took advantages of this digital marketing to reach their targeted audiences through personalized contents in promotions.

Majority of interviewees shared similar ideas when asking about disadvantages of digital marketing in Cambodia. Trust issue and reliability of the information given by online sellers are big issues in Cambodia. Based on their experiences, they have faced with scamming (low-quality products comparing to the advertisement), fake products, or even not receiving their packages. One participant had a problem with purchasing clothes online, the details about the size of the clothes isn’t express correctly, so sometimes she bought a shirt that is one size bigger. However, not all of them said that digital marketing has a bad influence, on the other hand, digital marketing has granted them an easier access to a wealth of information and convenience way of shopping without travelling a long distance to physical stores. “*The richness in information has made them more empowered in their decision making and they could do research and compare with other option before making purchase....reading reviews and feedbacks from other customers.*”, said Mrs. Kunthea.

Social media and online shopping

In this section, 4 questions are asked, and they are about the frequency of online shopping, and on which social media platforms did they order the products / they get the information of the products from, as well as what kind of products they prefer to buy with justification needed.

Table 25 Frequency of shopping online and type of social media used by each interviewee

ID	Participant	Frequency of shopping online	Social media channels
1	Chea Lida	2-3 times	Facebook, Websites
2	Lim Seakleng	Once	Websites/Blogs
3	Tiv Chhunly	2-3 times	Facebook, YouTube, Websites
4	Hav Kimmona	2-3 times	Facebook
5	Seang Kunthea	Once	YouTube, Websites
6	Chhun Ning	Once	Facebook, YouTube, Instagram
7	Guech Khim	1-2 times	Facebook, Websites, Instagram
8	Chel Sophanita	More than 5 times	Facebook, Websites/Apps

Source: (Own work, Excel)

From the results of *Table 25*, majority of them purchased and got information about the products on Facebook, and also on the company's website. A few people said that they have their own favorite YouTuber and they usually listened to their recommendations of the products and where to get them. Everyone agreed that social media has quite an impact on them, even though, they are afraid of false information, but if they go to the official page of the companies, they tend to trust them more. Thus, transaction on messenger frequently happens. However, these types of transaction are only for local products. If they wish to purchase online goods from abroad, they need to go to some other websites or apps such as Amazon, Taobao (Chinese app for shopping), YesStyles... etc.

For male participants, all of them said that the products they prefer to buy online are electronic, daily necessity, and books. When asking them if they would purchase specialty or unsought products online, most of them declined. One reason is that they do not trust the sellers when it came to expensive goods and for donations, they rather go to the destinations themselves because in this way they can know that this charity is true. Even if this donation is on official website, for them, they wouldn't take a risk. *"I don't want to donate and do not know where this money goes to, it can be a scam."* said Seakleng. For electronic devices, except phones and laptops, they said that they are willing to purchase only if the website is

reputable for its credibility of the products and that their friends and family have shopped there before.

In the case of women group, they prefer shopping for cosmetic, clothes, necessity, bags and accessories, books, and school supplies. One participant said that any products above \$30, she won't purchase it as she had bad experiences before and do not want to waste money again. Majority of them confirmed that before purchasing anything, they would do more research and looked at reviews about the product plus the sellers themselves. Similarly, they do not want to take risk in buying expensive goods such as jewelry as there are a lot of scammers in Cambodia who took advantages of the pandemic and sold fake products online. Mrs. Lida said that the law on e-commerce in Cambodia is not perfect yet, there are many loopholes that allow online sellers to behave in such a dishonest way. Even though there are many complaints, not many of those sellers are judged because the transactions are done online, customers got the products as they ordered, but as how the quality concerns, it is not their problem.

Factors influencing consumer behavior

The author formulated three questions corresponding to the consumer behavior in Cambodia and from the participant point of views, what might be the most influenced factors on their purchasing intention. The interview then began with asking if participants are aware of the term "Influencer marketing". The reason for asking this is the fact that author has seen a large number of people picked "neutral" in the survey when asking if influencers have an impact on them. Some of them know the definition of this term as *"the way brand ambassador does a promotion of products based on the brand sponsorship"*. Some people need a clarification as they heard about "influencers" and "marketing" before, but not "influencer marketing".

According to the interviewees, the reason for choosing this is because they are also not clear (it depends on the affordability of the products) and that the author doesn't specify what type of influencers it was. Ning, a freshly graduated student from high school, said that he has his favorite influencers on Instagram and YouTube, however, he only watched them playing games and promote the gaming equipment, but he wouldn't purchase them. Similarly, some of

them shared that usually the influencers promote expensive products as they said they are of high quality, therefore, some of them couldn't purchase it even if they are interested in. They also expressed the unwillingness to take risk because the price is high, and they are not aware of the quality yet. Mona shared that, *"I'll better try to search the detail from my connection such as friends and co-workers so that we can know the real quality of that product."*

One interviewee stated that there are two types of influencers, according to his opinion. One is the type that does promotion just because of the sponsorship – they have limited knowledge about the goods. Another type is the influencer of have used the products themselves and they have done a lot of research before promoted this to the audience. In his case, he would consider the recommendation from the second type of influencer, however, he still do extra research by himself too. Therefore, this is why he picked "neutral"; influencer just arouse his curiosity of the products but doesn't push him to make a purchasing decision.

The last question is about key factors influencing the people choice of buying. Price, access to information, quality, trust, reliability of the sellers and product description, online reviews, reputable influencers, and promotion or price reduction are the answers given to the author. Price, as the most selected one, is the most influential factor as many claimed that they only purchase products within their financial well-beings. Lida talked about her experience in mid 20s that she was once like to make quick decisions and ended up purchasing products she saw on social media advertised by her favorite celebrity, however, nowadays she started to realize hoe impulsive she was before and the important of spending money wisely within her budget.

When asking the interviewees, an interesting question was asked as one of them mentioned about local and international brands. If the products have similar price and quality, they said that they prefer purchasing from local brand to support domestic products. Even if the international brands are more well-known, still if the price is too expensive, alternatives will be their option. However, some female respondents said that to be fashionable, brands are important for them, since the quality is similar, why not goes for better ones. It seemed that local brand in Cambodia still has a longer journey to make Cambodians believe in them; affordable price and good quality are two characteristics Cambodian people are looking for.

6 Conclusion

6.1 Conclusion and comparison

The main objective of this diploma thesis is to understand how influential online advertising on the Cambodian consumer behavior is when doing online shopping. Furthermore, the author sought to find which social media platforms that Cambodians used have the most impacts as well as which online products are frequently purchased by consumers. Understanding influenced factors that might push consumers to purchase products is another goal of this research.

As discussed in the literature review part, (Statista, 2023) demonstrated that the boom of e-commerce in Cambodia is noticeable as the number of both internet users and active social media users are increasing significantly especially after the pandemic. Additionally, it is due to the conveniences by online advertising, especially during the pandemic. Consumer preferences in purchasing and also how they made decisions could be affected spontaneously due to various factors.

The results from both survey and interview have been elaborated in the analytical part. From the survey questionnaire, contingency and Chi-squared test are used to analyze the 6 hypotheses proposed at the beginning of this research. It is verified that among the 6 hypotheses, only gender is found to have significant relationship with frequency of shopping. Although monthly income is verified not to have any impact, however, as all interviewees and majority of survey respondents mentioned “price” as being the most crucial element, thus it is reasonable to presume that shifts in customer preferences may also have been influenced by monthly income.

Through the results from questionnaire, it was confirmed that Cambodians indeed used a variety of digital media channels to look for information and purchase online products, and these media platforms have impacts on their behavior in purchasing. Facebook, which accounts for 83%, is the most influential social media. Instagram, Telegram, and YouTube are the second most influential social media. It seemed that more than 50% of respondents rely on social media for both data and buying, while websites/blogs, email and search engine have

lesser impacts. As there is no research paper that is up to date in Cambodia for comparative analysis, the author chooses the works of Thai authors who has written similar topic related to digital marketing and its impacts on consumer behavior. According to the results of Pot (2023), the importance of customer perception of total digital marketing was high and social media such as Facebook and LINE were shown to have the most effectiveness when each tool was taken into consideration.

Furthermore, based on the findings, it seemed that all product categories are being purchased online by Cambodian consumers. 44% has shopped convenience products and 31% has shopped shopping products. These two categories are the most popular among Cambodian consumers. Respondents still have some hesitation when buying specialty and unsought products online in Cambodia due to the lack of trust as there are many cases of scamming occurring before. Fake products are another issue when it comes to expensive goods.

The main factors influencing the decision-making process of the consumers, according to the results from survey, are access to information (82.7%), which is the most chosen factors, followed up by price (69.6%) and convenience (67.8%). Influencers has the least percentage, which accounts for 45.9%. Contrarywise, majority of the participants in interview claimed that price, trust, and reviews from family or friends and other customers are the most important factors. Suppasilp & Suppasilp (2020) argued that all factors are equally important as each consumer has different opinions, and it also depends on the products that consumers would like to purchase. According to them, in the case of demographic characteristics, gender (female) and age category of 20-40 years old have the most impact on decisions of consumers. While internal factors such as convenience, time-saving, and save transportation cost are the most influential factor to motivate people to shop online products. However, they claimed that price is still the most motivated factor that allow consumers to make decision whether to shop online or offline. In this diploma thesis, based on the several research papers that the authors used as references, only seven most mentioned factors are selected. Through interviews and comparative analysis, it can be seen that there are many other factors that could influence the consumer preferences when shopping digitally as it varied from individual to individual and also from one country to another.

Based on the reliability test of Cronbach Alpha, the coefficient ranges between 0.48-0.58, which is considered as satisfactory. These low results can be attributed it has a smaller number of items in each questionnaire.

6.2 Limitation

There is a limitation on the survey as the sample size is too small, therefore, it is not representative enough, therefore, it was not sufficient for the author to precisely verify the assumptions behind the proposed hypotheses. The survey is distributed online, and it's unavoidable that some biases in answers might appear. Furthermore, there is an age restriction on this survey, which mean not all age group is considered. Additionally, this diploma thesis is focusing on impacts of digital marketing on consumer behavior based on consumer perspectives. For businesses to further understand about e-commerce market, specific case study should be conducted. It can be the effect of digital marketing on the economics of Cambodia, or a specific company is chosen for analysis. This could be helpful for future researchers who are interesting in conducting researchers on certain industry so that they could make comparative analysis. Due to the inability to meet personally, online interviews and online survey are distributed which may lead to the problem of biases. It would be better to conduct either phone survey or face-to-face discussion, and in this way, researcher would be able to gain more detailed information and unbiased answers. Lastly, it is hard to gather information on topic related to Cambodia as there is no up-to-date data available online especially in English version. Contacting Cambodian firms for their company's data is another issue as it can be hard if the author doesn't have any connection with them as they may not reply to the emails.

6.3 Recommendation

Digital marketing is thriving in the e-commerce industry, so for businesses to survive in this digitalization world, they should pay more attention to the trends of social media. Therefore, the impacts of digital marketing on economy of the country are another good topic that should be discussed, however, due to the limitation of the data and inability to personally access with the brands, this topic should be discussed later in another work in the future.

For the future trend of digital marketing in Cambodia, marketers should consider on all aspects of different groups of consumers and further develop new products and marketing strategies that match their preferences. As price is the most influential factor, companies should consider the affordable price range that match their company's products so that they could build a better reputation and that it can be attractive to consumers. It is also suggested to businesses that consider using influencer marketing to promote their products should focus not just on promotion itself, but the true characteristic of their products. No one is willing to buy products that doesn't give them the benefits they want, even though they are influenced by their favorite celebrity, in the long-term, everyone will start to lose trust on their brands and switch to another. Allowing the influencers to introduce the main features, some precautions if the products are not for everyone, and in-dept knowledge of the products to the audience would be the best solution.

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Appendix

Survey Questionnaires

Section 1: Demographic factor

- 1) Your gender
 - Woman
 - Man
 - Prefer not to say
- 2) Your age
 - 18-24
 - 25-32
 - 33-40
- 3) Your occupation
 - Student
 - Employed
 - Unemployed
 - Self-employed (freelancer)
- 4) Your highest education level
 - High school
 - Bachelor
 - Master
 - PhD
- 5) Your monthly income?

- < \$100
- \$100-\$500
- \$300-\$1000
- \$1000-\$3000
- > \$3000

6) Where are you living?

- Urban Area
- Rural Area

Section 2: Digital Marketing and Digital Media Channels

7) Do you think social media channels have an impact on Cambodian consumer behaviors?

- Yes
- No

8) Which digital media channels has an influence on consumer behavior?

- Facebook
- Instagram
- Websites/Blogs
- Telegram
- YouTube
- Emails
- TikTok
- Google

9) How long do you spend on social media platforms on a daily basis?

- 1-3 hours
- 4-6 hours
- 7-9 hours
- More than 9 hours

10) Digital Marketing has an impact on consumer behavior when they are purchasing online.

- Agree
- Neutral
- Disagree

11) In your opinion, what are the impacts of Digital Marketing on consumer behavior?

	Agree	Neutral	Disagree
Ability to research and experiment			
The power of digital word-of-mouth			
Inconsistent customer loyalty			
Less patience and high expectation			
Increasing trend of impulse buying behavior among consumers			

Section 3: Product types and Consumer behavior

12) How often do you shop online per month?

- Once
- 2-3 times
- 4-5 times

- More than 5 times
- Never

13) What types of products do you prefer to buy on digital media platforms?

- Convenience products
- Shopping products
- Specialty products
- Unsought products
- I do not shop online

14) In your opinion, are the factors mentioned below influencing your decision making when purchasing?

	Agree	Neutral	Disagree
Access to information			
Convenience			
Brand Image			
E-WOM and online reviews			
Customer services			
Price			
Influencers			

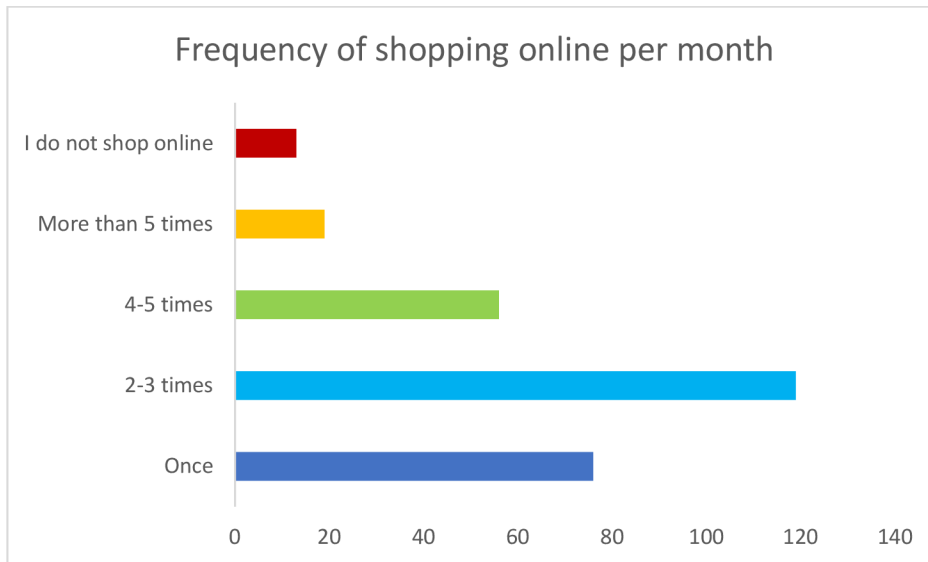
15) Does digital marketing have a strong impact on each stage of your decision making process?

	Agree	Neutral	Disagree
Need Recognition			
Information Search			
Evaluating alternatives			
Purchase decision			
Post-purchase			

16) Comment (if you're up for personal interview with me, feel free to drop your telegram/WhatsApp here).

Survey data

Figure 21 Frequency of shopping online per month



Source: (Own work, Excel)

Interview questionnaires

Participant 1: Chea Lida

Date: 12.03.2023

Duration: 36 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> In my opinion, digital marketing indeed has a great influence on consumers in Cambodia these days. People tend to buy more and more and make quick decisions when they buy because it's at the tip of a finger. You get what you purchase within a few days of ordering and you can get it anywhere as you specified, so there is no need to go and pick it up. The number of online stores, especially on Facebook, is increasing at an alarming rate, especially during and after the Covid period. People spend most of their time at home due to the

restriction, so online shopping became an interesting activity. Businesses also saw the opportunity because they had to close their physical stores, so to earn income, they shifted their focus to online stores. I remembered, seeing many people, including my relatives, created a business page on Facebook and sold products online.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> I would say, the biggest disadvantages is impulse shopping because it's at the tip of a finger, so younger people tend to buy more and more, even though they products are not what you need. This is not good for your income, because you can not control yourself and end up spending all your money. Another problem is the law concerning e-commerce is not good enough in Cambodia, so sometimes we might get fake products or products we didn't expect to get and nothing happened to the sellers even if we sued them; and most of the time, we cannot return the products. Social media has promoted both trend of impulse shopping and online scamming because everyone can easily view all the contents on their social media accounts and this huge amount of information, somehow made them changes their minds or made them believe in fake news.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Yes, I do shop online, on average 2-3 time a month.

4. What kind of products do you buy online?

=> I would say convenience products because they are necessary things I need in my life and it's more convenient to order it online and get the delivery the next day. And for shopping products like cosmetic is what I usually purchase on Korean websites, because some products can't be find in Cambodia, so I have to order it online. But I need to buy within certain limit to get free shipping, for example on YesStyles, I need to purchase \$60 worth of products.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> So, I knew about this Korean website/app from a friend and later when I want to buy some skincare, I will look up at the review section of the website because many people are sharing their opinions there. And from my understanding, YesStyles is popular among my friends so it's trustworthy. And indeed, from my experience, their products, deliveries and packages are excellent.

The second question about social media, it does influence consumers, especially the huge amount of information getting each day. Sometimes you don't know or ever heard about this product before, but someone made an interesting video about this, and you're attracted to this. If there are more people saying that this product is good, you tend to believe it more and more and ended up buying it to try. But not all of these contents are true, some are made up just to attract more followers or imitate other people, but they don't actually know the effect of this product.

6. Would you purchase specialty or unsought products online? Why and why not?

=> For things like iPhone or laptop, I wouldn't buy it online because you cannot trust them. you might get fake products for buying such expensive products like these. Also it tends to be more expensive than buying at physical store; and personally, I do not want to spend money online shopping and cannot see what the products look like. As for charity, I would do it once a month but not through online, because I don't trust and they might not do it for charity, rather for their own benefits. I would go directly to the donation center, for example, cat center.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> Yes, it's like how brand ambassadors promote their products online.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> I would say no, but it did have some influence. However, influencer alone cannot make me buy it, I trust my own experience and also need to consider about the price and many other aspects like the products themselves, brand names, and whether is it necessary for me or not. for products like cosmetic, I think I tended to be influenced by expert influencers like dermatologists rather than those who posted on social media. What I meant by "influenced" is that I listen more to their recommendations, but I still do a bit more research.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> Price and quality are equally important. I need to be cautious and will only buy within my limit, because I need to pay for other expenses, so I cannot afford being impulsive. Back in my younger, in my 20s, I'm into Harry Potter so I bought everything related to it, no matter the cost. but now, I need to consider if this is what I need, what the purposes of these products, are they important to have. Some products are cheap, but I cannot just buy them, I need to look at the quality of them too. For example, cosmetic, if I just buy based on cheaper price, my skin might have some problems. Online reviews are another factor because it's useful when comparing the products and I prefer the ones with more positive reviews.

Participant 2: Lim Seakleng

Date: 12.03.2023

Duration: 33 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> I think digital marketing has changed the way marketing itself is done, for example, when business wants to advertise their products on TV, they need to pay a high price and the amount

they need to pay is based on how long they want their commercial or advertisement to be. However, digital marketing allows businesses to shift their target from paying high price for placing their ads on the TV to creating their contents and posted it on their social media page. Social media channels like Facebook offers companies the flexibility to make the video longer or shorter as they want, as comprehensive or as a simple as they want, so, and they can do whatever they want, but it's up to the consumer if they want to watch the whole commercial or they just, or if they see a commercial that they are not interested, they can just skip the entire thing. But on TV or radio, people cannot skip it, they have to watch or listen to the whole contents. But now younger people don't have the patience to wait.

With availability of information and data analytical tools, tech companies can use it to target their audiences much more strategically and they have a much higher chance of creating a correct product to the consumers.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> Less patient, more impulsive when buying online thanks to the existence of Insta Stories and Facebook stories, TikTok and YouTube and many other platforms. Usually these make them buy the stuff they want not what they really need. So, in a way, it's destructive for them, especially their financial well-being. If they are not from higher income families, they may exceed their limits and might not have any money left to pay for other things. And the more they buy unnecessary thing, it's like they are using more and more resources.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Once in a month, I think. It depends, sometimes I may shop 2-3 times, if there is something I urgently need.

4. What kind of products do you buy online?

=> Books and electronic products because sometimes, the books I need are not available here, so I need to order from foreign websites or ask a friend to buy them for me when they're visiting the US or Singapore.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> I read comments and reviews on the company's pages on Facebook or their websites and also on the websites/blogs of the reputable influencers that I followed. Social media affected consumers in a way that if the contents are convincing and that there are many positive comments, other passer-by consumers tend to believe them and might have an impulse to buy too if they are attracted to it. Social media platforms are also a place for chatting, so the spread of information is fast and convenience for everyone to acquire about something. However, trust issue is what people need to aware of, because they are online sellers, we don't know who they are and where do they live exactly, if anything were to happen, we cannot do anything.

6. Would you purchase specialty or unsought products online? Why and why not?

=> It depends. I would buy notebooks and other electronic devices from abroad through websites like Amazon, but definitely not from someone on Facebook. Everyone I knew so far has no bad experience shopping on amazon, so I think this website is trustable. However, in the case of donation and charity, I won't do it online. I don't want to donate and do not know where this money goes to, it can be a scam. Online scamming is pretty common in Cambodia.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> I've heard of "influencer" and "marketing before", so it's the first time to hear them in one word. but I can understand it as a type of marketing that use influencers to promote the products and services.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> Never. Because in my opinion, there are two types of influencers. One is the type that only advertise the products without any knowledge of them, but due to sponsors, they just promote it. Another type is the reputable and expert influencers who do use the products and advertise based on their rich knowledge. So, I tend to believe them more when I'm looking for information about the products. The first type, I don't think they are credible at all, so even with positive comments about them, I rather go to company's websites or those expert in the field and then conduct more research.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> Access to information, online reviews and convenience as I don't have to go to physical stores to buy, just click on it, and wait for the delivery. And one more thing is trust, if I trust the sellers that they are selling good quality products, I will place large orders.

Participant 3: Tiv Chhunly

Date: 14.03.2023

Duration: 24 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> Digital marketing allows easier access to search for information of the products they like. Instead of going to the store to see what the items look like, what the price are and everything, they can look it up online. So from having to go to the store physically all the time, they can just sit comfortably at home and browse the internet on their phones or tablets to buy all kind of stuff in a speed of seconds.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> What I can think of is the reliability. Through digital marketing, businesses would hire influencers to promote their products with a huge amount of money. So some influencers would accept the job or taking the promotion without searching up the origin of the stuffs, and what are the effect of these products. The followers of these influencers want to see the ads from their favorite idols. They will think the products are good if the influencers recommend them, so why should they care about looking up the products again.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Yes, 2-3 times per month. Sometimes, I couldn't leave home for lunch, so I just bought some snacks and beverages online and stock them up at home. During COVID, I shopped quite a lot because most nearby stores were closed and I'm afraid to go out too.

4. What kind of products do you buy online?

=> Mostly electronic devices, food and beverages, and sometime cosmetic.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> Facebook and websites. As for information, I tend to google for answers first and then at the websites or platforms I purchase from. I think yes, social media has both negative and positive sides. In the case of influencers, some advertisements are over hypes, and some are not good for underage children, but because they are their favorite idols, they tend to believe that the products are good or bad based on what they are seeing. However, some online reviews and comments from reputable influencers are really good, sometimes you learn new things from them too like this ingredient is harmful or not for the body.

6. Would you purchase specialty or unsought products online? Why and why not?

=> I don't really trust the sellers; they tend to over promote their products with rich descriptions but it's not true all the time. Mostly on expensive stuff, there are a lot of scams. Related to electronic devices, they could change some parts of the products from new ones to second hand. And some shops said that customers need to pay first before they ship the products, and this is why a lot of scamming happens.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> Yes, businesses hire influencers (idols, celebrities, vloggers...etc) to promote their products on social media.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> Yes, I have. But I didn't buy directly from them or buy immediately after seeing the advertisement. I also look up for more information and see things from different angles, not just from influencers alone. I cannot avoid seeing the ads because it pops up all the time when I use my account, but still I prefer independent influencers who tend to give honest answers rather than those who are sponsored by the brands. Cambodian people are easily influenced by foreign cultures, so foreign influencers are popular among us. They look up a lot to the influencers and when these people promote products like alcohol or somethings that are not suitable for children, this is a bad thing.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> First one is the reliability of the seller. Second is how much information are you willing to search on the products comparing to others to see which suit you best. And lastly, reading some feedbacks or comment from other customers.

Participant 4: Hav Kimmona

Date: 14.03.2023

Duration: 20 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> It has changed notably. Cambodia consumer mostly buy online and it became popular in Cambodia. Most Cambodian consumer seem to be familiar with buying online since they think it quite easy to purchase, not spend much time, also they are deeply attracted by the influencer's advertisement.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> One disadvantage is the fact that consumer is easier to be attracted by the advertisements. Another thing is that they spend a lot of money and budget on the low-quality products and after that they are feeling frustrated from this kind of purchasing. They get fake products and then realized how impulsive they are to make such purchase in the first place.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> yes, I do. I would say, 2 to 3 times on monthly basis. I work every day even on weekend, so I don't have time to go directly to the stores. They are far from my home, and I hate traffic in Cambodia especially on hot days, so it's better to wait for the delivery at home and I can return the products if there is any defects because I know where their store locate.

4. What kind of products do you buy online?

=> Flowers, skincare products and clothes.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> Mostly on Facebook. Yes, recently, people are connected more and more with social media and they all rely on this kind of digitalization platform in their daily lives, not only just for online shopping, but also for studies and work. I would say, very often people have no intention to buy but when they browse the social media, they come across advertisement that appeal to them to make purchasing decision.

6. Would you purchase specialty or unsought products online? Why and why not?

=> No, because it is inconvenienced to buy those kinds of expensive products. We couldn't know the exact quality of the product. I must go to the store and purchase them.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> Yes, it's a type of marketing that businesses used. The products are advertised online by the popular people (influencer) such as actor, actress, singer, model, etc.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> No, I think this kind of advertisement is somehow not real. It is a successful way to lobby the consumer online. If I would like to purchase the product, I'll Better try to search the detail from my connection such as friends and co- worker so that we can know the real quality of that product. I can also read the reviews online.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> Quality and price, but it depends on what kind of product that we are looking to purchase also based the budget we have. Most importantly, the reliability of the products themselves, I want to make sure that it has the same quality as mentioned in the description. I used to buy clothes from a Thai website, and it's different from what I expected: different fabric is used, and the color is different too, there is one time I've got a bigger size, but it said size S in description.

Participant 5: Seang Kunthea

Date: 15.03.2023

Duration: 35 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> Digital marketing is having a very important impact on how consumers in Cambodia make purchasing decisions, it has especially shifted from 2020 (Covid19 period) where the number of internet users in Cambodia has increased especially on platforms like Instagram, TikTok and Facebook. Due to the increasing availability of digital channels such as social media, search engines and e-commerce platforms, Cambodian consumers now have access to a wealth of information about products and services, as well as reviews and feedback from other consumers. The richness in information has made them more informed and empowered in their decision-making, able to research products and compare options before making a purchase. Thus, businesses must provide quality information and engaging content to stand out and capture the attention of potential customers from the country.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> Despite the advantages of digital marketing, there are also potential disadvantages in terms of influencing the purchasing intentions of consumers. First, the exceeded amount of digital content and marketing messages daily which are tiring and make the customers unsubscribe them, therefore they won't be updated with the latest news regarding the business nor the products. Second, trust issues are very likely to happen as there is a rise in fake news and online scams which make the consumer doubt once they see the online messages – this makes it harder for the company or business to build trust with their targeted groups. Third, Ad blockers are used to basically avoid seeing nonstop ads and it makes it difficult for the business or company to reach their target and automatically to influence their purchasing decisions. And lastly, privacy concern is another disadvantage as consumers are skeptical

about their personal data when given before purchasing the goods and services and they wonder how it may be used further one – thus hesitating to do so. In general, businesses shall focus on the disadvantages of digital marketing to retain their customers and gain new ones.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Though covid-19 pandemic has accelerated the trend towards online shopping, it is not that I am trapped in that anymore and I tend to save. However, I shop online once a month, mainly when I feel the need to either buy books, basic cosmetics, and clothes, but within the limit that I can afford – I try to buy only things I really need rather than being influenced by the new trends. I believe that we should check the trend ‘within our own pocket’ first.

4. What kind of products do you buy online?

=> As previously mentioned, I buy books, clothes, and cosmetics; it rarely happens I buy some little gifts for my beloved when it comes to specific times of the year. I must say one thing though, ‘buying’ as a word or as a trend can be frustrating.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> I have a little secret when it comes to buying cosmetics, even though not super luxurious – I have a favorite Youtuber which I follow for 2 years from now and she chooses cosmetics with economic prices but of good quality. What makes me influenced the most is the way she knows how to sell it, through the good vibe, charisma, product description in details and application of the product through weekly videos. Rather than that, when it comes to clothes and books, I use Amazon.de (books) and Zalando.cz (clothes); however, I need no influence as I already know what I need and want. I do think that social media plays an important role in influencing consumer behavior regarding products and services search, reviews and recommendations, but it still depends – there is consumers that have never enough and there is consumers that don’t prioritize buying nor get influenced.

6. Would you purchase specialty or unsought products online? Why and why not?

=> I would not purchase these products for the following reasons:

a). Personal preference is the reason number one as I prefer to purchase such products in a physical store, be able to ask all my questions regarding the product, touch it and convince myself that it is or it is not the ideal product as I tend to have it for a long time(example: laptop)

b). Lack of physical examination as I rather prefer to physically examine the specialty products before purchasing them, considering their long-lasting life and high price.

c). Shipping and delivery concerns as such products require special handling, packaging or delivery method and the chain supply can be a thing to trust or to not trust.

d). Payment and security concerns as I believe that fraud cases exist, and I might fall into the trap and loose the money or personal bank info might be misused.

Factors influencing consumer behaviors.

7. Are you aware of the term “Influencer marketing”?

=> As per my knowledge, influencer marketing is a marketing strategy that uses social media influencers or individuals with a significant online following to promote a brand, product, or service. Influencers of such kind (example Youtubers) typically have a large and engaged audience that trusts their opinions and recommendations, and businesses can cooperate with them to influence their target audience, promote their products, and make them buy them.

8. Have you ever made a purchase as a result of an influencer’s advertisement that you saw on social media? Why and why not?

=> Yes, I have made purchases as a result of an Italian Youtuber advertisements on cosmetic products and I did that for one single reason, I love the simplicity of the youtuber in advertising the product, however it is not always sponsored – sometimes she simply suggests good stuff as she uses them daily and want to have a good impact on people without necessarily collaborating with a certain type of business. However, I must be very honest here- there is cases that I feel I ‘fall in her trap’ when it comes to cosmetics because of the trust I

have built by practically buying and using products which she recommended in the past. Sometimes it is about the zero complexity of the YouTube influencer in showcasing the opinion, aesthetics, and price wise.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> The key factors that affect my purchasing intention when buying something online are mainly:

a). Price as I am more likely to purchase a product if I perceive it as offering good value for money, or if it is priced competitively compared to similar products.

b). Quality, as I am more likely willing to pay more for a product that I perceive as high-quality or durable, specifically for products that are used frequently or that have a significant impact in my daily life; and

c). Brand reputation: Mainly, I do purchase products from brands that I recognize and trust for years so I have no doubts on how convenient they are- this is more or less called familiarity with specific brands. There can be more factors in this but not that they affect my purchasing intentions to that point that I am depended on them.

Participant 6: Chhun Ning

Date: 14.03.2023

Duration: 31 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> With digital marketing, Cambodian receives more news and information about products they've never seen before, especially those imported from foreign countries. Before that all the information we got about products are limited to televisions, radios, newspapers, or if you see

some banners outside when travelling. It's inconvenience to stop and watch the advertisement, but digital marketing makes it easier for us. Not only contents but also its's convenience to buy stuff online and it reduces the time going to the stores. Basically, just one click on your phone, you can buy it, no need to travel far for just one product. Everyone is busy with their life.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> I'm not sure if this is the best answer, but I feel like social media has somehow made things go wrong at some point. For example, blindly follow what other people do without making enough preparations. If you see those people have many fans and if their fans see the products that their idols are promoting, they would buy the products immediately just to support their idols. And, they don't really need them actually.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Yes, but not often. I'm still a student, so my budget is less. I would say one time in a month. It also depends on the situation, in certain month, I might buy once or twice a week.

4. What kind of products do you buy online?

=> Books, stationary, electronic gadgets or game related products (inexpensive and second-hand stuff).

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> I usually contacted the seller on Facebook to buy things and mostly get information from Facebook pages and from YouTubers who gave me the links to the store websites.

6. Would you purchase specialty or unsought products online? Why and why not?

=> I would say no. same reason earlier, my financial power is limited and I don't dare to buy expensive things online, I saw many people, including my friend's relative who got cheated. They just put real products on top and underneath are just a bunch of rocks. They called the police, but the buyer already deleted the account and cannot be contacted through phone either. I'm scared of such problem, so I only buy from websites I knew it's reliable based on my friend's recommendation or that they have physical stores, so I can confront them anytime if I got scammed.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> Yes, it's like famous people who promote things on social media. Those people have a lot of followers, that's why brands approach them.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> No, no, I wouldn't make any purchase from their recommendation. These influencers usually advertise products that are of high quality according to them, so it's really expensive to buy. I actually have my own favorite Youtuber and a gamer on Instagram, however, I only like watching them playing the game, sharing the tips and show off their gaming equipment. I wouldn't buy for another reason; I don't have that much money to buy these. My family wouldn't allow it.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> when buying online, I would look if there is any discount for the products I need, if not I would wait or go to physical stores during holiday. Also, I want to make sure that the store has a return policy so if I got any defected products, I could return them back and get my money back too. Another is customer service. I have seen the customer service of some online stores are really bad even if they have good and qualified products. some companies only focus on hiring influencers, but they don't care about the customer services, I don't why they are doing it like that. A rude staff will turn the customer away, and I need them to answer my questions

like immediately because I don't have all the time to wait for their responses and spend 1 hour shopping just for a pair of earphones. Maybe because I'm still a student, I care a lot about price too, if it's not affordable, I won't buy. I can look for something similar on the street stalls.

Participant 7: Guech Kim

Date: 18.03.2023

Duration: 17 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> The promotion of products on digital platform allow the business to reach more online audiences and in faster way. So many Cambodian now are really familiar with internet and online shopping especially the promotions of products through influencers . And social media is used by every person at almost every age. This platform gives the customers the ideas about quality of products and urge them to want to try.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> Disadvantage would be the fear of scams. Online business increases extremely rapidly and the circle is getting bigger than ever, so it's hard to tell which business is real or which is just a scam. Other disadvantages are receiving from seller incorrect information regarding the products, fake reviews from fake accounts, not being able to test the quality of products directly before buying. Some business don't have a physical location for verification

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Yes, I shop online but for how often, it really depends on month or season. But approximately some months it's around 1-2 times and some months, not at all.

4. What kind of products do you buy online?

=> I buy clothes, cosmetics, footwear, accessories for house and school, and books.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> I use company's e-shop and sometimes their Facebook or IG page to make an order as I can interact directly with sellers though chatting or SMS, but yes I think social media is influencing our buying behaviors.

6. Would you purchase specialty or unsought products online? Why and why not?

=> I would buy those products online because it's convenient. However, I always check for the most reliable shop and ask for the detail information about the product from that shop in advance.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> Yes, I am. It involves collaborating with celebrities or influencers to increase the brand's awareness to the targeted audiences. These influencers are knowledgeable about the products that are endorsed before they start doing the promotion.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> Yes, I have. Because it shows how the products have really worked for them for quite a period of time and more importantly the feature of the products itself is what I was also looking for.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> Quality of products, price in term of given quality, reliability of sellers and their website, time and cost of delivery, method of delivery, reviews of products and buying experience of other customers.

Participant 8: Chel Sophanita

Date: 18.03.2023

Duration: 23 mins

Digital Marketing

1. How do you think digital marketing has changed the way Cambodian consumers make their purchasing decision?

=> It's based on my observation and my personal experience. I think digital marketing changes the way people make purchasing decision by three main reasons. The first thing is by looking at the online advertising posters and second by reading the descriptions of the product and service, consumers have the urge to buy. Moreover, if the customer is seeking for some goods and service at the same time, those product and service are on promotion or on discount, that for sure they will buy them. That's why I think discounting is also another reason that made the customers making their purchasing without taking more consideration. And the last but not least, I think sometimes online shopping is more convenient for those who are busy and don't have much time for doing shopping. So, they can buy whatever they want by searching online. It's just selected and pay online. Most online shops also provide a free delivery. Therefore, they don't need to travel far to the shopping center to buy only a few thing. It helps saving a lot of time and energy.

2. What can be the disadvantages of digital marketing in term of influencing purchasing intention of Cambodian consumers?

=> I think there are some disadvantages. For example, the quality of the product. It doesn't have the same quality as what we see in the picture and sometimes, they give us some fake products. And another example, when we buy our clothes online, it's totally based on our

imagination that those clothes will fit us well and it can be possible that the clothes don't match us because the sellers pack the wrong size. That is the sad thing that I have ever experienced recently.

Social media and online shopping

3. Do you shop online? How often do you shop? And Why?

=> Yes, once or twice a week. So, on a monthly basis, I shop more than 5 times. I have work so it's easier to buy online. And also I see something on social media attract my attention, so I have the urge to buy.

4. What kind of products do you buy online?

=> Clothes, cosmetic, and school supplies.

5. Where do you get the information about the products from and which media channels you purchase them at? Do you think social media play an important role in influencing consumer behavior?

=> Recently, I like to buy clothes from a Chinese app called Taobao and also through Facebook messenger. I usually get information about the products on the app, in the review section where other customers wrote about their feelings and experience.

6. Would you purchase specialty or unsought products online? Why and why not?

=> No, I wouldn't buy things that are over \$30 online because I have many bad experience with fake products and those are cheaper. Imagine buying jewelry online that can easily fake. As I think these things should be seen physically because through that more information about it. Moreover, as long as I had research on it and ensure that the product is legitimate and from a reputable seller, plus affordable, I would try buying it online.

Factors influencing consumer behaviors.

7. Are you aware of the term "Influencer marketing"?

=> Yes, I am. Influencer marketing is a form of marketing. It involves using individuals with a significant following on social media platforms to promote products or services to their

followers. Influencers are those who have gained the audience trust and respect. Influencer marketing can be used to build brand loyalty, create awareness, and increase revenues.

8. Have you ever made a purchase as a result of an influencer's advertisement that you saw on social media? Why and why not?

=> Yes, I have. I like watching video of Srey Nea (one of the popular influencer in Cambodia) doing make up to events. She shows her bare face to the audience and I can see the effects of make up on her face. I like how she used those cosmetic to beautify herself. I also buy based on her recommendation too, because I have the same skin type like her. Her fashion sense is also great.

9. In your opinion, what are the key factors that affect your purchasing behavior when shopping online?

=> I think one of the key factors that affects my purchasing intention is reviews and ratings from the people who bought it. If it is liked by many people, it could be bought. Product description if there are enough, clear, and concise description about the product. It helps me to buy product. The price, if it seems affordable, I choose to buy the product. At last, I would say influencers, especially my favorite idols. I think what she has promoted are genuine based on her experience, she also mentioned whether the products are sponsored or not. This way, I have more trust on her.