A Project entitled

Individual, demographic, and external factors affecting online consumption behaviour of

youth in Hong Kong

Submitted by

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Declaration

I, *Ma King Lok*   , declare that this research report represents my own work under

the supervision of Assistant Professor Dr CHU Man Ying Amanda, and that it has not been

submitted previously for examination to any tertiary institution.

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Abstract

Digital consumption is one of the electronic commerce which has been becoming a mounting and unavoidable behaviour for modern people nowadays by the technology and internet diffusion and advancing online payment technology. As there are significant differences between generational groups thus researching the intergenerational influence is crucial to understanding consumer behaviour (Kol and Lissitsa, 2019) and youth is one of the majority consumers of online consumption, there are necessary to analyze the factors influencing the online shopping behaviours of youth in Hong Kong. The objectives of this study are to identify individual, demographic, and external factors that affect youths' online consumption behaviour and understand how these factors affect youths' online consumption behaviour in Hong Kong. A questionnaire of quantitative research with the snowball sampling method is used to research 201 of 18-30 years of emerging adulthood in Hong Kong. In the result, the conscientiousness of the big five personality traits had a low positive significant relationship to online consumption behaviours. Income and online consumption expenses had a medium significant positive relationship. Moreover, Consumers are concerned about the value of convenience, security, visual and information quality of websites and celebrity marketing affecting the online consumption behaviours and attracting the attention of consumers. Online retailers, platforms and marketers can base on the findings and suggestions from the research result to adjust their marketing operations.

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1. Introduction

Digital consumption is one of the electronic commerce which has been becoming a mounting and unavoidable behaviour for modern people nowadays by the technology and internet diffusion and advancing online payment technology. Amazon, eBay, Taobao, Jingdong, and Rakuten, those multinational online retailing platforms are founded and developed around the world by the increasing online consumption behaviours over these several years. After the Covid-19 outbreaking, the importance and acceptance of online consumption had been increasing significantly. The users of online consumption in Hong Kong increased from 24.4% in 2012 to 43.1% in 2020 (Census and Statistics Department, 2021). As Youngs are keen on the usage of the internet, they are the most crucial and major group of consumers for online consumption. 58.6% and 73.4% of persons aged 15-24 and 25-34 had purchased online during the years 2020 (Census and Statistics Department, 2021).

Therefore, the objectives of this study are to identify individual, demographic, and external factors that affect youths' online consumption behaviour and understand how these factors affect youths' online consumption behaviour in Hong Kong. This study can help the online retailers and online retailing platforms understands the factors influencing the online shopping behaviours of youth to formulate their marketing strategies and adjust their operation to focus on the factors found in the study. Educators and social workers also can use the finding in this study to help youth to reduce their over-consumption behaviours.

2. Literature Review

Online consumption

Online consumption behaviours are allowed consumers through the internet to buy products and services from retailers straightly through B2C e-commerce activities (Javadi, Dolatabadi, Nourbakhsh, Poursaeedi, and Asadollahi, 2012; Singh and Sailo, 2013). Mehrotra et al. (2020) stated that online consumptions are through the online store, e-shop and virtual store with the products depicted by photos and word expression. Consumers would search for the goods of interest on the online consumption platform websites or external shopping search engines to compare the prices of the goods on different platforms and retailers (Mokhtara et al., 2020).

There are a lot of factors for online consumption behaviour researching by the previous research, no matter the personality traits of individual factors, demographic factors, website factors and celebrities marketing. Kwak, Fox and Zinkhan (2002) tested the factor of the demographics, personality traits, and experience on the internet affecting online consumption behaviours. However, seldom research had analyzed the online consumption behaviours of the youth in Hong Kong with those factors. Kol and Lissitsa (2019) stated there are significant differences between generational groups thus researching the intergenerational influence is crucial to understanding consumer behaviour. Most of the youth owned the smartphones and participated on the internet to dominate the online consumption behaviour mainly (Mokhtara et al., 2020). Therefore, as youth is one of the majority consumers of online consumption,

there are necessary to analyze the factors influencing the online shopping behaviours of youth in Hong Kong.

Individual factors – Personality trait: Big Five personality trait

Jehangiri and Mirza (2015) believed that the personality trait defined and determined the personalities and actions of humans by the trait theory. The Big Five personality trait (FFM) is the model for a summary of the covariance of personality traits and be quantitatively characterized individuals (McCrae and Costa, 1999). Under the FFM, there are five big personality traits for humans: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to experience (Open-mindedness). Costa and McCrae (1995) stated that each personality trait had six facets for making a distinction within domains of personality trait domains, such as anxiety for neuroticism, and assertiveness for extraversion.

Costa and McCrae (1999) also added that those five personality traits had different tendencies: extraversion is likely to fellowship and social stimulation, neuroticism is undergoing the effects of irritability, openness to experience is requiring the diversity, newness and change, agreeableness is obeying others' idea in interpersonal conflict, conscientiousness is a strong sense of mission and lofty aspirations. Therefore, the people with those personality traits had the relative characteristic of behaviours, habits, relationships etc. (Costa and McCrae, 1999). For example, people with neuroticism are low self-esteem,

open-mindedness is interesting in travel, agreeableness having forgiving attitudes, conscientiousness having long-term planning, extraversion having countless friendships (Costa and McCrae, 1999).

Alan, Kabadayi and Gunduz (2017) stated that the customer's online consumption intention and behaviours are affected by the big five personality traits. It can be a strong predictor of online consumption motivations (Huang and Yang, 2010). Iqbal et al. (2021) found that all five personality traits extraversion, agreeableness, conscientiousness, and open-mindedness can enhance the online consumption intention, especially agreeableness and conscientiousness which is a larger effect on behaviours. Tsao and Chang (2010), Bosnjak, Galesic and Tuten (2007) and Lixăndroiu, Cazan and Maican (2021) found that neuroticism and openness to experience are positive factors to increase online consumption behaviour. Moreover, Agreeableness also is positive to online shopping (Tsao and Chang, 2010; Bosnjak et al., 2007). Those personality traits are affecting the utilitarian purchase motivation to increase online consumption behaviour (Tsao and Chang, 2010). Mendonca (2016) found that extraversion, openness to experience, and conscientiousness consistently influence online consumption behaviours. From the finding of Huang and Yang (2010), the consumer with a conscience had online consumption for convenience and extraverted consumers had online consumption for social motivation. Although there is a disagreement between different previous research, the big five personality trait is a possible factor that affects the online

consumption behaviours of youth.

Demographic factors

Gender, Income, and Education, these demographic factors had been studied commonly in previous research. Hashim, Ghani and Said (2009) and Lubis (2018) found that gender and income level affect online shopping decisions, but education does not affect them. Gong, Stump and Maddox (2013) and Rumokoy, Saerang and Rambi (2014) found that gender, income, and education level are important factors to affect the intention of online shopping behaviours. However, Hernández, Jiménez and Martín (2011) and Cheawkamolpat (2009) tested the different results in gender and income. Richa (2012) observed that only gender influenced online consumption. Mehrotra et al. (2020) suggested income, and education level has a positive relationship to online consumption behaviours as the consumer with a higher level of education had better knowledge about online consumption to enhance the participation of the behaviours. The diversity of the previous results showed that studying demographic factors to online consumption behaviours is necessary.

External factors

- **Website design**

    Quality and design of the website are the factors of the trust of customers to affect the online consumption intention and the online retailers required to use the information and

visual design for the marketing tools (Ganguly et al., 2010; Suwunniponth, 2014).

Farah, Ahmad, Muqarrab, Turi and Bashir (2018) found that the functionality of the websites is the most important factor affecting online consumption behaviours. Ganapathi (2015) stated that the ease and convenience of websites design affected customers shopping as the convenience and website features are tested affecting the consumption decision in the study. Guo, Ling and Liu (2012) added that website layout design, payment method, information and security influenced the satisfaction of the consumers. Wu, Lee, Fu and Wang (2014) also found that good layout design had a positive effect on the emotional arousal of consumers to influence their consumption intention. Security and trust on the website are positive and significant factors affecting online consumption intention as the consumers believed the safety of their privacy and credit card information from the website is important (Lee et al., 2016). From the previous research, it showed that website design also is a factor affecting the online consumption of consumers.

- **Celebrity marketing**

Celebrity marketing is the most common marketing strategy to promote the goods and services of a celebrity which can attract the heed, desire, and movement of online consumers to increase their shopping intention (Ifeanyichukwu, 2016; Wei and Lu, 2013; Firman et al., 2021). Celebrity endorsement also is a celebrity providing their name to the

products for advertisement (Khatri, 2006).

In the research of Ahmed, Seedani, Ahuja and Paryani (2015) and Randhawa and Khan (2014), celebrity endorsement advertisements had a higher attraction and persuasive than non-celebrity advertisements. Shouman (2020) found that celebrity endorsement affected consumption intention by increasing the memory and trust in the products. Ahmed et al. (2015) found that celebrity endorsement had a significant relationship to consumption behaviours. Geng et al. (2020) tested that the interaction between the internet celebrity and customers and within the fan community will affect online consumption. Therefore, the celebrity marketing factor influencing online shopping behaviours with celebrities or internet celebrities is one of the possible factors.

3. Research Questions

1. How does the Big Five personality trait (Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience) affect online consumption behaviour?

2. How the Income, Gender, and Education affect online consumption behaviour?

3. How does the website design affect online consumption behaviour?

4. How the celebrity marketing affects online consumption behaviour?

4. Methodology

Data collection

An online survey questionnaire is designed to collect the data for measuring the individual, demographic and external factors affecting the online consumption behaviour of youth in Hong Kong during February and March 2022 by the quantitative research method. The target group of the study would be Emerging Adulthood in Hong Kong. Arnett (2021) stated that emerging adulthood is the stage between adolescence and young adulthood and a period of identity exploration by starting to make decisions independently by themselves. Therefore, the characteristic of emerging adulthood may affect their online consumption behaviour.

The questionnaires are collected from the target group by snowball sampling method to obtain the data. A group of 18-30 years old of Hong Kong emerging adulthood are recruited by the researcher to become research participants for completing the questionnaire. The researcher

also requested the participants to invite more researchers to become research participants in the survey and so on. The participants are told to complete the questionnaire in around 10-15 minutes. After the data collection, there is a total of 201 useful responses were collected from the participants.

Measures

There are 5 parts to the questionnaire of the survey: demographic information, Big Five Personality Trait, online consumption behaviours, online consumption website design, and Celebrity effect for online consumption. The questionnaire of the study would be referred to as the questionnaire of the previous research that analyzes the personality trait of the participants and their online consumption behaviours. The part of the Big Five Personality Trait in the questionnaire is The Big Five Inventory–2 Short Form (BFI-2-S) which are developed by Soto and John in 2017. BFI-2-S is developed from Big Five Inventory–2 (BFI-2) with 60 items to assess the Big Five personality trait domains of the participants to provide a very brief measure to analyze the personality trait by saving the assessment time and retaining the reliability and validity of the survey (Soto and John, 2017).

The 5-point Likert scales had applied in the Big Five Inventory–2 Short Form for responding to express themselves by the comment of the statement related to Big Five personality trait to reflect their level of each personality trait. The part on online consumption website design and

celebrity effect also applied the 5-point Likert scale for them to express an idea for the variables of website design, and celebrity effect on the online consumption. The questionnaire also provided the question with Chinese translation to the participants to assist them in answering the question.

Data analytic strategy

The Big Five Inventory form will output the scores of each personality trait of the participants by adding and subtracting from the response to the relative questions. As each of the personality traits included six-question which included 3 questions for adding and subtracting the score separately, the range of the score of each personality trait is between negative 15 to positive 15. The score will be used to analyze the relationship between the Big Five personality traits and online consumption behaviours by the Pearson Correlation. The online consumption expenses of the participants are regarded as the variables for online consumption behaviours to calculate the relationship between online consumption behaviours and the factors affecting the behaviours.

Independent Sample T-test and Pearson correlation are used to analyze the relationship between demographic information and online consumption behaviours. Furthermore, the Education Background of the responders had been grouped into two major groups: "Secondary School, Higher Diploma and Associate Degree" for representation of the lower

education group and "Undergraduate and Postgraduate" for representation of the higher education group, to be analyzed the relationship between the degree of educational background and online consumption behaviours by the Independent Sample T-test. One-sample T-test was also applied to compare different factors of website design affecting the online consumption of the participants. Factors of celebrity effects on online consumption behaviours are also analyzed by the Independent Sample T-test.

5.   Results and Findings

### *Demographic background and online consumption behaviours of the participants*

There is a total 201 of 18- to 30-year-old participants totally from the useful response of the survey, which included 100 males (49.8%) and 101 females (50.2%). The average age of the participants is 23.46 years old. The educational background of the participants is secondary school (7.0%), Higher Diploma/Associate degree (12.4%), Undergraduate (77.6%), and Postgraduate (3.0%). The employment status of the participants are unemployed (35.3%), employed full-time (42.8%), and employed part-time (21.9%). The income of the participants per income was between $0 to $60000 with a mean of $10773.63.

The most usual frequency of the participants' online consumption behaviours in the past 12 months is once every 6 months (26.9%) and 2-3 times a month (26.4%). 20.4% and 14.4% of participants also had online consumption behaviours once a month and once every six months. Only 5.5% of participants are not having online consumption in the past 12 months.

The most often types of products purchased by the participants are groceries (28.9%),

Garment (20.9%), and Food (18.9%). Personal electronic products (8.0%) and furniture and

household appliances (6.0%) are also one of the most often types bought by the participants.

The range of the participants' online consumption expenses is between $0 to $12000 per

month with a mean of $1105.47.

Table 1: Result of the most usual frequency and most often types of products purchasing of the participants' online consumption behaviours
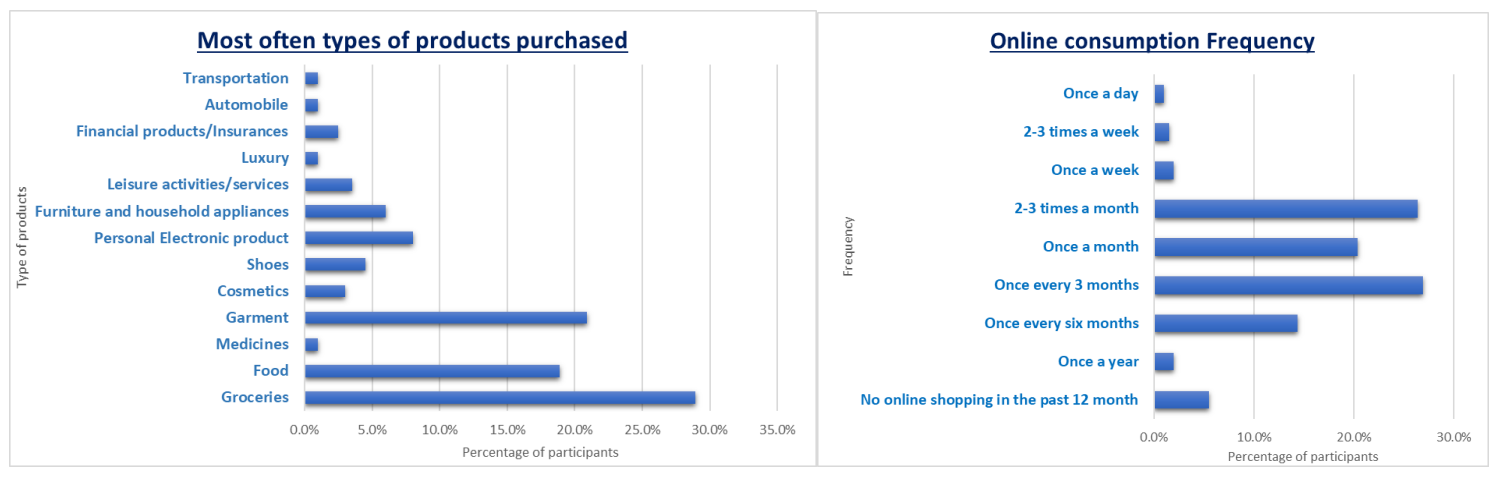
Statistics data

i. **Individual factors – Personality trait: Big Five personality trait**

The personality trait of the Big Five personality trait is the main individual factor in

analyzing online consumption behaviours. The result of table 2, showed the

correlation between the Big Five personality traits and the online consumption

expenses of the participants. The highest mean score for the personality trait is

Agreeableness (2.29) and the lowest is Extraversion (-1.74). The following tables

showed that the correlation between personality traits and online consumption expenses is 0.028 (Extraversion), 0.021(Agreeableness), 0.200 (Conscientiousness), -0.035 (Neuroticism), and 0.021 (Open-Mindedness). Only the correlation between Conscientiousness and online consumption expenses is at the 0.004 level of significance and the correlation between other personality traits and online consumption expenses do not significant by the p-value is larger than 0.05. According to the research of Cohen (1992), as the correlation is $0.200 > 0.1$, *conscientiousness had a low positive significant relationship to the online consumption behaviours of the participants at the 0.01 level* (P-value=0.004<0.05). As the correlation of Extraversion, agreeableness, neuroticism, and open-mindedness are below 0.1 and near to 0, these personality traits had a trivial relationship to online consumption behaviours.

Table 2: Correlation between the Big Five personality traits and online consumption expenses

Big Five Personality traits	Mean	Standard Deviation	Correlation	
			Pearson correlation	Sig. (2-tailed)
Extraversion	-1.74	3.741	-0.028	0.697
Agreeableness	2.29	2.946	0.021	0.771
Conscientiousness	1.13	3.783	0.200**	0.004
Neuroticism	0.36	4.205	-0.035	0.624
Open-Mindedness	1.72	3.758	0.021	0.765

** Correlation is significant at the 0.01 level.

* Correlation is significant at the 0.05 level.

ii. Demographic factors – Gender, Income, and Education Background

In the demographic factor, gender, income, and education background are used to

analyze the relationship to the online consumption behaviours of the responders. The mean of the online consumption expenses for Male and females are $1070.40 and $1140.20 and the standard deviation is $1864.732 and $1796.710. By the Independent Sample T-test, the null hypothesis is no difference in the online consumption expenses between Male and females. The result in table 3, showed that the t-value is -0.270 and the p-value is 0.719>0.05. Therefore, the null hypothesis had accepted. At the 0.05 level, *the mean online consumption expenses between Male and females are the same and do not exist significant differences* from the Independent Sample T-test.

As mentioned in the part of the data analytic strategy, the education background of the participants was grouped into "Secondary School, Higher Diploma and Associate Degree" and "Undergraduate and Postgraduate". The mean of the online consumption expenses for the "Secondary School, Higher Diploma and Associate Degree" group and "Undergraduate and Postgraduate" are $1010.71 and $1112.57 and the standard deviation is $909.814 and $1878.587. A null hypothesis is established that there is no difference in the online consumption expenses between those two different education background groups. The result in table 3, showed that the t-value is -0.201 and the p-value is 0.282>0.05. Therefore, the null hypothesis had accepted. At the 0.05 level, *the mean of online consumption expenses between higher and lower education background groups are the same and do not exist significantly different.*

Table 3: Mean, Standard Deviation and the result of the Independent Sample T-test of the gender and Education background to online consumption expenses

		Mean	Standard Deviation
Gender	Male	1070.40	1864.732
	Female	1140.20	1796.710
Education background	Secondary School, Higher Diploma, and Associate Degree	1010.71	909.814
	Undergraduate and Postgraduate	1112.57	1878.587
Independent Sample T-test			
		t-value	Sig.
Male and Female		-0.270	0.719
"Secondary School, Higher Diploma and Associate Degree" and "Undergraduate and Postgraduate"		-0.201	0.282

In table 4, the mean income and online consumption expenses of the participants per month are $10773.63 and $1105.47 and the standard deviation is $10216.727 and $1826.618. The value of the Pearson correlation between income and online consumption expenses is 0.408 at the 0.000 level of significance. As the value of the Pearson correlation (0.408) are in the range of 0.3-0.5, based on the findings of Cohen (1992), *the income and online consumption expenses had a medium positive relationship at the 0.01 level.*

Table 4: Mean, Standard Deviation and the correlation between the income and online consumption expenses

	Mean	Standard Deviation
Income per month	10773.63	10216.727
Online consumption expenses per month	1105.47	1826.618
Correlation		
Pearson correlation	0.408**	
Sig. (2-tailed)	0.000	

** Correlation is significant at the 0.01 level.

iii. External factor – Website design

There are six website design factors affecting the online consumption intention: User-friendly online shopping websites, attractive starting page and layout, easy to search for products by search engines, providing suitable, in-depth and useful information for their needs, providing a convenient and fast transaction process, and secure transaction and payment processes.

As the score of the neutral opinions for the statements is 3, a null hypothesis of the mean is established as 3 in the analysis of the One-sample T-test. The p-values of each factor are 0.000<0.05 which indicated that the mean is not equal to 3. Therefore, the null hypothesis had rejected and the opinions of the participants regarding those website design factors are significant difference from the neutral opinions. The mean of the scoring of those factors is 3.90 (User-friendly online shopping websites), 3.91 (Attractive starting page and layout), 3.99 (easy to search for products by search engines), 3.98 (providing suitable, in-depth and useful information for their needs),
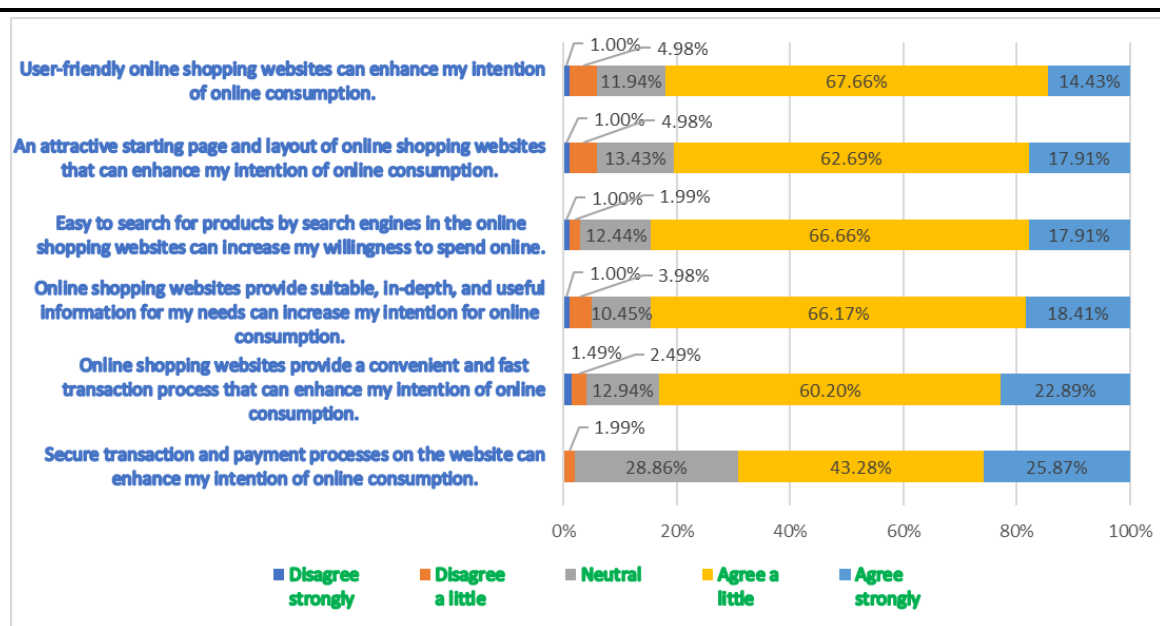
4.00 (providing a convenient and fast transaction process), and 3.93 (secure transaction and payment processes). The mean of all factors is higher than the score of the neutral (3). The range of lower and upper 95% Confidence interval of the difference is larger than 0 for all website design factors. It showed that the views of the participant for those website design factors is larger than the neutral. Concluded the analysis above, those website factors also can affect the online consumption intention as the views of the participant for those website design factors are larger than the neutral significance.

The graphic in table 5 showed that most of the participants agreed that these website design factors that affecting their online consumption intention. The agree percentage and mean of easy to search for products by search engines, providing suitable, in-depth and useful information for their needs, and providing a convenient and fast transaction process is higher than other factors of website design for enhancing the online consumption intention. It reflected that the participants were concerned with the websites factor of simple search engines, suitable information and convenient transaction process a little more than other factors.

Although the mean of the factor of the secure transaction and payment processes is not the lowest rate in all factors of the research, there is a wider diversity of that factor for

the participants. 25.87% of participants strongly agree that the factor can enhance their online consumption intention but also 28.86% decided the factor are neutral. The percentage of strongly agree and neutral opinions are also higher than other factors of that. The standard deviation of that factor is 0.791 which is also higher than that of other factors. Therefore, it showed that *there is a wider diversity of participants in the secure transaction and payment processes affecting their intention of online consumption*.

Table 5: Mean, Standard Deviation and the result of the One-sample T-test of the score of website design factors


Statement of the factors of website design	x̄	σ	One-sample T-test			
			t-value	Sig. (2-tailed)	95% Confidence interval of the difference	
					Lower	Upper
User-friendly online shopping websites can enhance my intention of online consumption.	3.90	0.738	17.213	0.000	0.79	1.00
An attractive starting page and layout of online shopping websites that can enhance my intention of online consumption.	3.91	0.776	16.637	0.000	0.80	1.02
Easy to search for products by search engines in the online shopping websites can increase my willingness to spend online.	3.99	0.689	20.269	0.000	0.89	1.08
Online shopping websites provide suitable, in-depth, and useful information for my needs can increase my intention for online consumption.	3.98	0.724	19.091	0.000	0.87	1.08
Online shopping websites provide a convenient and fast transaction process that can enhance my intention of online consumption.	4.00	0.768	18.457	0.000	0.89	1.11
Secure transaction and payment processes on the website can enhance my intention of online consumption.	3.93	0.791	16.682	0.000	0.82	1.04

iv. External factor – Celebrity marketing

Celebrity marketing also is a factor that affects the online consumption behaviours of the consumers. There are 45.8% and 44.8% of participants had purchased related products or services online because of celebrity endorsements or celebrity social media endorsements. The result showed that *celebrity endorsements and marketing are a factor that affects the online consumption behaviours of a portion of consumers*.

More than half of the participants (54.23%) agreed that celebrity marketing can attract their attention and the mean score of that statement was also more than the score of the neutral (3.00). However, only 39.31% of participants agreed that celebrity endorsement enhances their online purchases intention. Moreover, 35.33% of the participants consented that celebrity endorsement enhances their intention of visiting the online consumption platform website which is smaller than the participants who disagreed with the statement (36.82%). The mean score of these two statements (2.98 & 2.93) also is below the score of the neutral (3.00). It showed that *celebrity marketing enhances the attention of consumers only and the celebrity endorsement does not enhance the intention of visiting the online consumption platform website and online purchases intention.*

Table 6: Result of the degree of agree for celebrity marketing affects the consumers

	x̄	σ

Statement	x̄	σ
Celebrity marketing can attract my attention.	3.28	1.213
The intention of visiting the online consumption platform website increased because of the celebrity endorsement.	2.93	1.187
Celebrity endorsement can increase my online purchases intention.	2.98	1.181
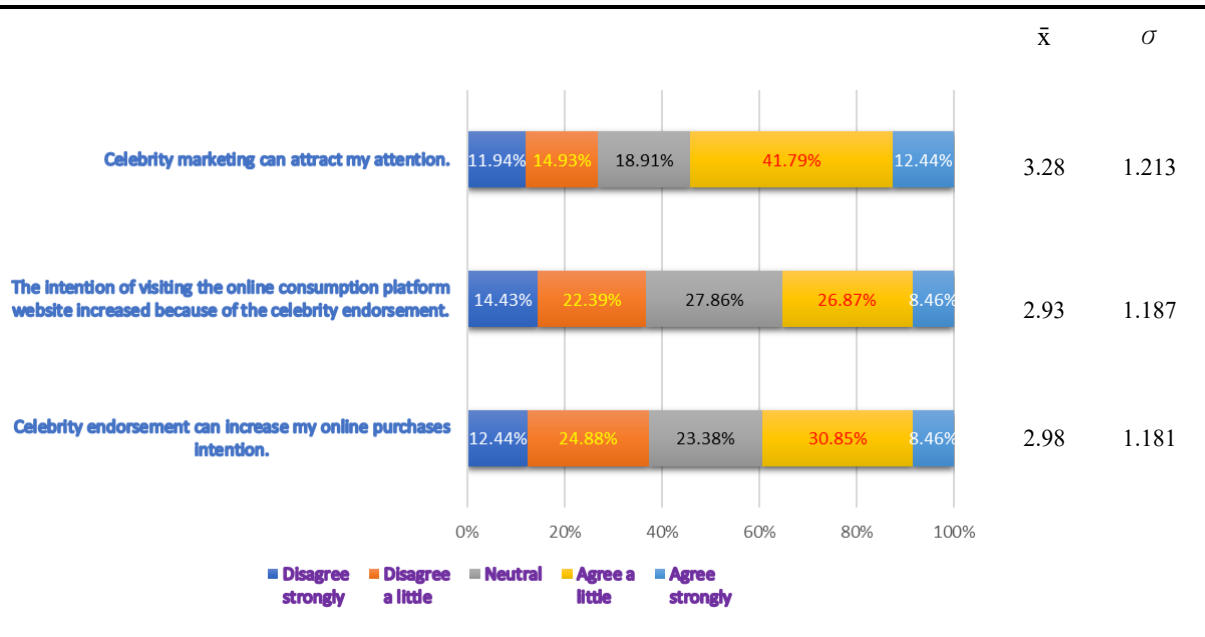
The result for the statements had been further analysed with the group of participants by the Independent Sample T-test. The null hypothesis is no difference in the degree of agree for the statement of celebrity marketing between participants who had online consumption behaviour due to celebrity endorsement and participants who did not have the behaviour in the Independent Sample T-test. The result in table 7, showed that the t-value for these statements is -10.892, 10.282 and 13.771 and the p-value for all the statements is 0.000>0.05. Therefore, the null hypothesis had rejected and the mean degree of agreeing for statements between two groups is different and exists significant differences at the 0.01 level. The mean degree of agree for statements (4.10, 3.70 and 3.89) that the celebrity marketing and endorsement for the participants who had online consumption behaviour due to celebrity endorsement are much higher than that for the participants who did not have the behaviour (2.61, 2.30 and 2.23).

Therefore, it indicated that the consumers with a higher degree of agree for celebrity marketing and endorsement by enhancing the attention for the product, the intention of visiting the online consumption platform website and online purchases intention will have the online consumption behaviour due to celebrity endorsement.

Table 7: Result of the degree of agree for the statement of celebrity marketing between the participants having online consumption due to the celebrity endorsement and participants not having consumption due to the celebrity endorsement

	x̄ for the score	
	participants had online consumption behaviour due to celebrity endorsement	participants had no online consumption due to celebrity endorsement
Celebrity marketing can attract my attention.	4.10	2.61
The intention of visiting the online consumption platform website increased because of the celebrity endorsement.	3.70	2.30
Celebrity endorsement can affect my consumption behaviours.	3.89	2.23
Independent Sample T-test		
	t-value	Sig.
Celebrity marketing can attract my attention.	-10.892	0.000
The intention of visiting the online consumption platform website increased because of the celebrity endorsement.	10.282	0.000
Celebrity endorsement can affect my consumption behaviours.	13.771	0.000

6.   Discussion and Recommendation

Individual factors – Personality trait: Big Five personality trait

The result of the research showed that only conscientiousness of personality traits had a low positive significant relationship to online consumption behaviours. From the finding of Mendonca (2016), extraversion, openness to experience, and conscientiousness is personality traits affecting the online consumption behaviours of consumers which conformed to the result in this research partly that the relationship between conscientiousness and the behaviours can be observed in the result.

The previous research found that agreeableness, neuroticism and open-mindedness traits had positive significant relationships to online consumption behaviours (Tsao and Chang, 2010; Bosnjak et al., 2007; Lixăndroiu et al., 2021) but also cannot be observed any significant relationship from the results of this research. Therefore, from the result, online retailers, online retailing platforms and marketers are required to target and focus on the demand of those consumers with higher conscientiousness for attracting their consumption intention because their online consumption expenses are higher than the consumers with other personality traits.

Chen (2011) stated that conscientiousness had a significant relationship to value consciousness. Consumers with conscientiousness are concerning gaining value or benefit

from online consumption (Iqbal et al., 2021; Chen, 2011). Thus, those consumers demanded a convenient search for information about the products for making price bargains easier (Chen, 2011). The findings of Huang and Yang (2010) and Iqbal et al. (2021) also supported that the consumer with conscientiousness participated in the online consumption of convenience and comfort. Therefore, online retailers and platforms should provide more preferential treatment to increase the value of online consumption transactions. It can enhance the intention of online consumption for the consumers with conscientiousness who are concerned with value consciousness. Online platforms providing a convenient information searching engine can increase the intention of consumption by the consumers.

Furthermore, the government and educators can determine that consumers with higher conscientiousness for higher risk of possible over-consumption online to provide more support and education. It may prevent the existence of the over-consumption problem of those characteristics' consumers.

Demographic factors – Gender, Income and Education Background

The results showed that the online consumption expenses in different gender and educational background do not exist significant differences. The outcome of gender is consistent with the research of Hernández et al. (2011), Cheawkamolpat (2009) and Mehrotra et al. (2020) while the result of educational background is consistent with the findings of Hashim et al. (2009),

Lubis (2018) and Richa (2012). Only the income and online consumption expenses had a medium significant positive relationship from the results of the correlation. The results of income factors affecting online consumption are similar to some of the previous research (Hashim et al., 2009; Lubis, 2018; Rumokoy et al., 2014; Mehrotra et al., 2020). Mehrotra et al. (2020) stated that the consumers with higher income would have more frequency and spending on online consumption. Therefore, online retailers and platforms should focus on attracting high-income customers in their marketing strategy.

Puji (2011) stated that high-income consumers value that online consumption can save their time and can find products that are different to find products online. Lubis (2018) added that consumer with high income is not concerning the suitability of the product for their needs and believed that online consumption is easy for finding the relative information of products and transaction. Therefore, they had a high acceptance and frequency of online consumption behaviours. Furthermore, consumers with high income are perceiving high-value products as cheap (Lubis, 2018). Those consumers are willing to purchase high-value products from online consumption to increase those types of expenses.

On the other sides, Hashim et al. (2009) stated that one of the possible factors for the high-income group preferring online consumption is that the high-income consumer had higher accessibility to the credit card to have higher motivation for online consumption. However,

according to the data from World Bank, 65.42% of Hong Kong residents have a credit card which is much higher than the average of the world (19.28%) (Demirgüç-Kunt et al., 2018). Therefore, the ownership of credit cards in Hong Kong is a high degree common and this possible factor of high-income consumers having higher accessibility to the credit card from Hashim et al. (2009) may not be suitable in the situation of Hong Kong.

Promoting the advantage of timesaving by online consumption is a possible marketing strategy for the retailers and platforms to attract high-income customers to enhance their online consumption intention. Moreover, the online retailers and platforms can suggest more high-value goods to the consumers as they perceived that the price of the products is not high and causing to increase in the revenue of that type of product possibly.

External factor – Website design

From the results, it denoted the user-friendly online shopping websites, attractive starting page and layout, easy search for products by search engines, providing suitable, in-depth and useful information, convenient, fast, secure transaction and payment processes enhancing the online consumption intention of the consumers, especially easy to search for products by search engines, providing suitable, in-depth and useful information, providing the convenient and fast transaction which is the most participant concerned affecting their purchase intention. To conclude that these website design factors represented convenience (user-friendly online shopping websites, easy search for products by search engines, and convenient and fast

transaction processes), security (secure transaction and payment processes), visual (attractive starting page and layout) and information quality (providing suitable, in-depth and useful information) which is the values of online consumers concerned when they are shopped online.

The previous research also found convenience, information design, security, website layout design and payment method affected the online consumption intention of consumers by satisfaction, trust and emotional arousal (Ganapathi, 2015; Ganguly et al., 2009; Guo et.al, 2012; Wu et al., 2014) which are consistent to the result of this research. Ganapathi (2015) stated that a good website design can encourage consumers to have re-purchases. Guo et.al (2012) and Phan and Pilík (2018) also added that the website design will cause the positive attitudes of the consumers to follow-up purchasing and increase the positive word-of-mouth to the retailers and platforms.

Moreover, in the results, security is the factor with the most percentage of participants agreeing strongly to the online consumption intention while having a wider disagreement of participants for that factor. It means security would become a very important factor for the website design when the consumer is concerned about that factor. Lee et.al (2016) stated that consumers preferred the website can provide a safe transaction and protect their privacy and credit card information and the opportunities of consumers for the re-purchases on the website

would increase when the website ensures the security and privacy in the process.

Therefore, online retailers and platforms should focus on these factors and the value of a website that is found affected positively to the intention of online consumption when they adjust or design the website to enhance the intention of consumers. They are also required to ensure the security and safety of the transaction to fulfil the concern of the consumers.

External factor – Celebrity marketing

Celebrity endorsements and marketing affecting the online consumption behaviours of a portion of consumers are indicated in the results, which is consistent with the finding of Apejoye (2013). Apejoye (2013) stated that celebrity endorsement is not the single factor for the intention although it is significantly influencing online consumption intention. Moreover, the result stated that celebrity marketing attracted the attention of consumers. It is also similar to the finding of Khatri (2006) and Wei and Lu (2013). Khatri (2006) also added that celebrity endorsements can lead to an uproar, but it does not guarantee to increase in online consumption behaviours and expenses. It also showed in the result of our research, that the percentage of the participants who purchased related products or services online because of celebrity endorsements (45.8%) is smaller than the participants who agree that celebrity endorsements attract their attention (54.23%).

Therefore, the marketers and retailers should consider their aim of marketing to choosing the application of celebrity endorsements whether or not. Besides that, the result donated that the consumer had online consumption behaviour due to celebrity endorsement had a higher degree of agreeing for celebrity marketing and endorsement by enhancing their attention for the product, their intention of visiting the online consumption platform website and online purchases. Therefore, when online retailers, platforms and marketers want to attract consumers who will have online consumption behaviour due to celebrity endorsement, they also can apply celebrity endorsements as their marketing strategy.

7. Limitations and Future study direction

The research may exist some limitations. As this research also applied the snowball sampling method for collecting data from the target group, which is a non-random samplings method. Etikan, Alkassim and Abubakar (2016) stated that this research method would exist biases in the samples as participants with the invitation from the initial participants would have social connections to initial participants and have similar characteristics. Therefore, the result of this research may not reflect the situation of all young of Hong Kong. In the future study, it can apply the random samplings method to reduce the bias from the sampling to increase the credibility of the results.

Moreover, this research analyzed how the personality trait, demographic (Gender, income and

education background), website design and celebrity marketing factors affect the online consumption behaviour of youth. However, the big five personality traits may also exist in a relationship to the website design and celebrity marketing factors as different personality traits may affect the acceptance and view of the website design and celebrity marketing factors. This study direction also can benefit the establishment of the marketing strategy of the online retailers and platform when they can target the consumer with the personality traits of higher acceptance for the website and celebrity factors, but those relationships would not be analyzed in this research. Therefore, those relationships can become the direction of future study by researchers or marketers.

8.   Conclusion

The objective of this research is to understand how the personality trait, demographic, website design and celebrity marketing factors affect the online consumption behaviour of youth. In the results, it found that conscientiousness had a low positive significant relationship to online consumption behaviours while income and online consumption expenses existed a medium significant positive relationship. Young consumers are concerned about the value of convenience, security, visual and information quality of the website. Security would become a very important factor for the website design when the consumer is concerned about that. Meanwhile, celebrity endorsements affected online consumption behaviours and attract their attention. Online retailers, platforms and marketers can base on those findings and suggestions of results to adjust their operations. In the future, the researchers also can analyze

the relationship between personality traits and website or celebrity factors for contributing to

the establishment of the marketing strategy.

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10. Appendix -- Questionnaire

Part A.

Are you a resident of 18-30 years old who lives in Hong Kong?

你是否 18 至 30 歲並在香港居住或生活的居民?

☐ Yes   ☐ No

Part B. Personal Background 個人背景

1. Your gender: 你的性別：

☐ Male 男   ☐ Female 女

2. Your Age: 你的年齡：

☐ Younger than 18-year-old 18 歲以下	☐ 18	☐ 19	☐ 20
☐ 21	☐ 22	☐ 23	☐ 24
☐ 25	☐ 26	☐ 27	☐ 28
☐ 29	☐ 30	☐ Over 30-year-old 30 歲以上	

3. Education Background: 教育背景：

☐ Primary School 小學   ☐ Secondary School 中學   ☐ Higher Diploma/Associate degree 高級文憑/副學士

☐ Undergraduate 學士   ☐ Postgraduate 深造文憑   ☐ Other 其他：_____

4. What your employment status is? 你的就業狀況是?

☐ Unemployed 待業   ☐ Employed (Full time)   ☐ Employed (Part-time)
                                  在職(全職)   在職(兼職)

5. The approximate average income per month (Included the pocket money from parents or other passive income, such as stock/interest/dividends income): 平均每月大約收入(包括父母的零用錢或其他被動收入，如股票/利息收入)：

HKD$ _____

6. Your living area: 你的居住地區:

☐ Hong Kong   ☐ Macau   ☐ Mainland   ☐ Oversea
   香港   澳門   中國內地   海外

Part C. Big Five Personality trait 五大人格特質 (BFI-2-S) (Soto and John, 2017)

Here are a number of characteristics that may or may not apply to you. For example, do you agree that you are someone who likes to spend time with others? Please choose to indicate the extent to which you agree or disagree with that statement.

下面是一些關於個人特徵的描述，有些可能適用於你，有些可能不適用於你。比如，你是否同意"你是一個喜歡與他人待在一起的人"？請選擇表明您同意或不同意該描述的程度。

	I am someone who... 我是一個……的人	Disagree strongly 非常不同意	Disagree a little 不太同意	Neutral 態度中立	Agree a little 比較同意	Agree strongly 非常同意
		1	2	3	4	5
1	Tends to be quiet. 比較安靜					
2	Is compassionate, has a soft heart. 心腸柔軟，有同情心					
3	Tends to be disorganized. 缺乏條理					
4	Worries a lot. 時常憂心忡忡，擔心很多事情					
5	Is fascinated by art, music, or literature. 著迷於藝術、音樂或文學					
6	Is dominant, acts as a leader. 常常處於主導地位，像個領導一樣					
7	Is sometimes rude to others. 有時對人比較粗魯					
8	Has difficulty getting started on tasks. 很難開始行動起來去完成一項任務					
9	Tends to feel depressed, blue. 時常覺得鬱鬱寡歡					
10	Has little interest in abstract ideas. 對抽象的概念和想法沒什麼興趣					
11	Is full of energy. 精力充沛					
12	Assumes the best about people. 把人往最好的方面想					
13	Is reliable, can always be counted on. 可靠的，總是值得他人信賴					
14	Is emotionally stable, not easily upset. 情緒穩定，不易生氣					
15	Is original, comes up with new ideas. 有創意，能想出新點子					
16	Is outgoing, sociable. 性格外向，喜歡交際					

17	Can be cold and uncaring. 有時對人冷淡，漠不關心					
18	Keeps things neat and tidy. 習慣讓事物保持整潔有序					
19	Is relaxed, handles stress well. 從容，善於處理壓力					
20	Has few artistic interests. 對藝術沒有什麼興趣					
21	Prefers to have others take charge. 待人謙遜禮讓					
22	Is respectful, treats others with respect. 為人恭謙，尊重他人					
23	Is persistent, works until the task is finished. 有恆心，能堅持把事情做完					
24	Feels secure, comfortable with self. 覺得有安全感，對自己滿意					
25	Is complex, a deep thinker. 思想深刻					
26	Is less active than other people. 不如別人有活力					
27	Tends to find fault with others. 常常挑別人的毛病					
28	Can be somewhat careless. 有時比較沒有責任心					
29	Is temperamental, gets emotional easily. 情緒多變，容易憤怒					
30	Has little creativity. 幾乎沒有什麼創造性					

Part D. Online consumption behaviors

1. In the past 12 months, how often approximately have you bought products online on average?
   在過去的 12 個月內，您平均多久通過網上購物？

☐ No online shopping in the past 12 month 過去的 12 個月內沒有進行過網購

☐ Once a year 每年 1 次

☐ Once every six months 每 6 個月 1 次

☐ Once every 3 months 每 3 個月 1 次

☐ Once a month 每月 1 次

☐ 2-3 times a month 每月 2-3 次

☐ Once a week 每週 1 次

☐ 2-3 times a week 每週 2-3 次

☐ Once a day 每日 1 次

2. In the past 12 months, which types of products do you buy online? (Can choose more than one)
   在過去的 12 個月內，您在網上購買哪些類型的產品? (可以多選)

☐ Groceries 生活雜貨

☐ Food 食品

☐ Medicines 藥物

☐ Garment 服裝

☐ Cosmetics 化妝品

☐ Shoes 鞋子

☐ Personal Electronic product 個人電子產品

☐ Furniture and household appliances 家具及家用電器

☐ Leisure activities/services 休閒活動/服務

☐ Luxury 奢侈品

☐ Financial products/Insurances 理財產品/保險

☐ Automobile 汽車

☐ Transportation 交通

☐ Tourism products 旅遊產品

3. In the past 12 months, which types of products do you buy online the most often?
   在過去的 12 個月中，您最常在網上購買哪些類型的產品？

☐ Groceries 生活雜貨

☐ Food 食品

☐ Medicines 藥物

☐ Garment 服裝

☐ Cosmetics 化妝品

☐ Shoes 鞋子

☐ Personal Electronic product 個人電子產品

☐ Furniture and household appliances 家具及家用電器

☐ Leisure activities/services 休閒活動/服務

☐ Luxury 奢侈品

☐ Financial products/Insurances 理財產品/保險

☐ Automobile 汽車

☐ Transportation 交通

☐ Tourism products 旅遊產品

4. Approximate average monthly online consumption expenses are 平均每月網上消費支出為:
   HKD$ _____

Part E. Website Design and Online consumption

Please choose how strongly you disagree or agree with each of the following statements.

請選擇你對於以下每一項陳述的不同意或同意程度。

		Disagree strongly 非常不同意	Disagree a little 不太同意	Neutral 態度中立	Agree a little 比較同意	Agree strongly 非常同意
		1	2	3	4	5
1	User-friendly online shopping websites can enhance my intention of online consumption. 易於使用的網上購物網站能夠增加我的網上消費意願。					
2	An attractive starting page and layout of online shopping websites that can enhance my intention of online consumption. 一個具有吸引力的網上購物網站起始頁面及佈局能夠增加我的網上消費意願。					
3	Easy to search for products by search engines in the online shopping websites can increase my willingness to spend online. 通過在線購物網站的搜索引擎輕鬆搜索產品可以增加我的在線消費意願。					
4	Online shopping websites provide suitable, in-depth, and useful information for my needs can increase my intention for online consumption. 網上購物網站為我的需求提供合適、深入而有用的信息可以增加我的網上消費的意願。					
5	Online shopping websites provide a convenient and fast transaction process that can enhance my intention of online consumption. 網上購物網站提供方便快捷的交易流程能夠增加我的網上消費意願。					
6	Secure transaction and payment processes on the website can enhance my intention of online consumption. 網站中安全的交易和支付流程可以增強我的在線消費意願。					

Part F. Celebrity Effect and online consumption

1. Have you ever purchased related products or services online because of celebrity endorsements?
   你有沒有曾經因明星/名人代言而在網上購買相關的產品或服務？

   ☐ Yes   ☐ No

2. Have you ever purchased related products or services online because of celebrity social media endorsements/recommendations?
   你有沒有曾經因明星/名人社交媒體代言/推介而在網上購買相關的產品或服務？

   ☐ Yes   ☐ No

Please choose how strongly you disagree or agree with each of the following statements.
請選擇你對於以下每一項陳述的不同意或同意程度。

		Disagree strongly 非常不同意	Disagree a little 不太同意	Neutral 態度中立	Agree a little 比較同意	Agree strongly 非常同意
		1	2	3	4	5
1	Celebrity marketing can attract my attention. 明星/名人營銷可以吸引我的注意力。					
2	The intention of visiting the online consumption platform website increased because of the celebrity endorsement 因明星代言而增加網購平台網站的意向。					
3	Celebrity endorsement can increase my online purchases intention. 明星/名人代言可以增加我的網購意願。					

- End -

- 完 -