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Factors Influencing Online Purchasing Behavior on E-Commerce Platform Usage in Phnom Penh City: A Case Study of Taobao

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ABSTRACT

In recent years, the rise of e-commerce has transformed consumer shopping behaviors, particularly in urban settings such as Phnom Penh, Cambodia. This study aimed to examine the factors that influence online purchasing behavior among Cambodian users of the Taobao e-commerce platform. The research employed a quantitative approach using an online survey distributed via Facebook and Telegram, with data collected from 200 respondents. The study adopted the Unified Theory of Acceptance and Use of Technology (UTAUT) as its theoretical framework, focusing on four key predictors: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC), with Behavioral Intention (BI) and Use Behavior (UB) as dependent variables. The results revealed that all four independent variables had a significant positive influence on Behavioral Intention, and Behavioral Intention was the strongest predictor of Use Behavior. Among the predictors, Effort Expectancy showed the weakest influence. These findings provide valuable insights for local e-commerce businesses aiming to increase user engagement and promote digital service adoption in emerging markets like Cambodia.

Keywords: Taobao platform, Online Purchasing Behavior, E-commerce Platform

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1. Introduction

Background of the study

The rapid advancement of digital technology has reshaped the global retail landscape, and Cambodia has not been immune to this transformation. In urban centers such as Phnom Penh city, e-commerce platforms are increasingly becoming central to how consumers shop for goods and services. One platform that has gained significant traction in Cambodia is Taobao, a Chinese e-commerce giant under the Alibaba Group. Its success in Cambodia is largely attributed to its low prices, diverse product selection, and user-friendly interface, making it a preferred choice for cross-border online shoppers (Cui et al., 2019). Taobao, launched in 2003, has evolved into a comprehensive e-commerce ecosystem offering personalized and technologically enhanced shopping experiences. Convenience is one of the main factors driving online shopping behavior (Kim, 2008). This shift is further supported by the growth of secure online payment systems and reliable delivery services, which have built trust among Cambodian users (Kumar et al., 2016). Social influence also plays a key role in determining consumers' online shopping behavior (Cheung, 2008).

Problem statement

While e-commerce usage in Cambodia is on the rise, especially among urban populations, there is a noticeable lack of localized empirical studies investigating the specific factors that positively influence the adoption of platforms like Taobao. Most prior research has been conducted in Western contexts, which may not be applicable to the Cambodian setting (Wang et al., 2006). Consequently, there is a gap in understanding the motivating factors driving Cambodians, particularly in Phnom Penh, to engage in online purchasing through Taobao. This study aims to fill that gap by identifying the positive determinants that influence online shopping behavior within this specific urban context.

Research objective

This study examines key factors influencing Cambodian consumers' online purchasing decisions, focusing on their adoption of the Taobao e-commerce platform:

- It aims to analyze the factors influencing online purchasing behavior to adopt the Taobao e-commerce platform among Cambodian users in Phnom Penh.

Research question

To reach the objective, the researchers employed a research question as follows:

- What are the impacts of key factors on online purchasing behavior to adopt the Taobao e-commerce platform?

Significance of the study

This research contributes both academically and practically to the understanding of consumer behavior in Cambodia's emerging digital economy. Academically, it adds new insights into the factors influencing online purchasing behavior in a Cambodian context, using a well-established theoretical framework, the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2003).

Practically, the findings provide e-commerce platforms and local businesses with a clearer understanding of what motivates Cambodian consumers to shop online. These insights can help inform strategies to enhance user experience.

2. Literature Review

Definition of online purchasing behaviour

Online purchasing behavior refers to the sequence of decisions and actions undertaken by consumers when buying goods or services over the Internet. It encompasses several stages, including browsing, evaluation, selection, payment, and post-purchase feedback (Kim et al., 2008). Understanding this behavior is critical for online retailers to design platforms that align with consumer expectations and facilitate seamless digital experiences.

Definition of e-commerce platform

An e-commerce platform is a digital system that enables the buying and selling of goods or services over the Internet. These platforms facilitate business-to-consumer (B2C) and consumer-to-consumer (C2C) transactions and provide tools for listing products, processing payments, managing orders, and offering customer service (Chaffey et al., 2009). Taobao, the focus of this study, is a prominent Chinese e-commerce platform offering a wide range of products and interactive shopping features, often integrated with secure payment and customer support systems (Cui et al., 2019).

Analysis of the existing literature

The body of literature addressing online purchasing behavior has significantly expanded in recent decades, driven by the increasing use of digital platforms. In particular, platforms like Taobao are noted for offering diverse product selections and competitive pricing, making them attractive for cross-border consumers such as Cambodians (Zhang, 2022).

Several researchers have employed the UTAUT model to understand e-commerce adoption. For instance, Alalwan et al. (2017) and Kim and Garrison (2009) noted that performance expectancy consistently shows a strong influence on behavioral intention in e-commerce contexts. In other words, if users believe that the platform will help them achieve better shopping outcomes efficiently, they are more likely to use it. Additionally, the simplicity of the platform captured under effort expectancy has been found to impact both initial adoption and sustained use (Oliveira & Martins, 2011).

Theoretical framework

The theoretical foundation for this study is the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2003). UTAUT includes four key predictors: Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) that influence Behavioral Intention (BI), which in turn influences Use Behavior (UB).

Performance Expectancy (PE) is a key component of UTAUT. A study by Alalwan et al. (2017) found that users are more attracted to adopting technologies that they believe will improve their performance. In the context of an e-commerce platform, PE can be understood as the degree to which customers expect online shopping to be efficient, convenient, and productive (Oliveira & Martins, 2011). E-commerce platforms that provide satisfactory guidance and user experience can contribute to a high level of PE by reducing abandonment rates and improving customer satisfaction (Germanakos & Belk, 2016).

Effort Expectancy (EE) refers to the degree of ease associated with using a particular technology or system (Venkatesh et al., 2003). On e-commerce platforms like Taobao, EE is critical for user retention. A user-friendly interface, straightforward search and filtering options, and clear checkout processes are factors that enhance EE (Oliveira & Martins, 2011).

Social Influence (SI) refers to the degree to which users perceive that important others believe they should use a particular technology or system (Venkatesh et al., 2003). Social Influence is crucial for e-commerce platforms like Taobao, where word-of-mouth and online reviews heavily impact consumer behavior (Oliveira & Martins, 2011). The significance of SI in technology adoption suggests that e-commerce platforms should focus on building a strong community and encouraging users to share their experiences (Venkatesh et al., 2012).

Facilitating Conditions (FC) represent the degree to which users perceive that there are sufficient resources and support to use a particular technology or platform (Venkatesh et al., 2003). In e-commerce platforms such as Taobao, FC plays a critical role in the adoption and

continued use, as users tend to be more comfortable when they have access to resources that aid their experience (Oliveira & Martins, 2011).

Behavior Intention (BI) is a strong predictor of actual use behavior, as numerous studies have shown (Venkatesh et al., 2003). Higher BI typically indicates greater user acceptance, intention to continue using the platform, and increased likelihood of recommending it to others (Venkatesh et al., 2012). Additionally, research suggests that strong behavioral intentions result in higher user retention and loyalty, particularly in environments that provide supportive resources like tutorials or reliable customer service (Oliveira & Martins, 2011).

Conceptual model

In this study's conceptual model, PE, EE, SI, and FC are proposed to directly influence Behavioral Intention (BI), which is in turn expected to significantly influence Use Behavior (UB). This model is especially relevant in the Cambodian context, where infrastructure and digital literacy still vary across demographics, and social cues strongly influence consumer behavior.

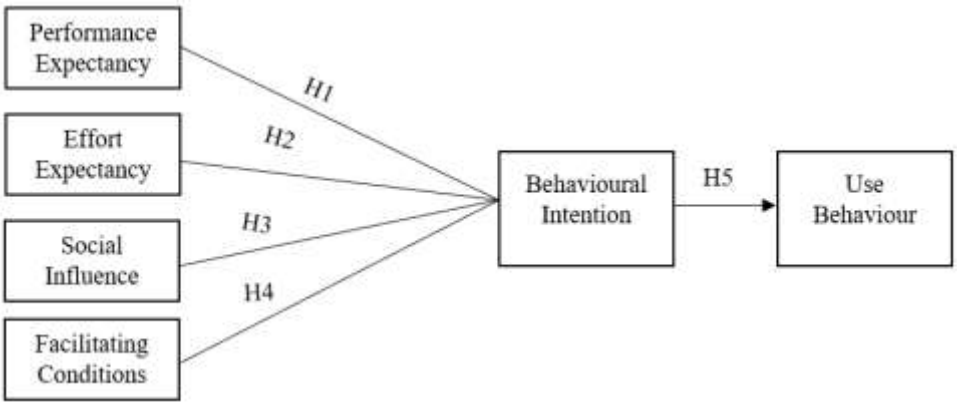

Figure 1: Conceptual model

Overall, this study employed the UTAUT Model to study the factors influencing online purchasing behavior on e-commerce platform usage in Phnom Penh city. To set light on the study, the following six hypotheses have been proposed:

- H_1: Performance Expectancy has significant positive influences on the behavioral intention to use an e-commerce platform.
- H_2: Effort Expectancy has significant positive influences on the behavioral intention to use an e-commerce platform.
- H_3: Social Influence has significant positive influences on the behavioral intention to use an e-commerce platform.

- H_4: Facilitating Conditions have significant positive influences on the behavioral intention to use an e-commerce platform.
- H_5: Behavioral Intention has positive influences on the behaviour to adopt an e-commerce platform.

3. Method

Research design

This study adopted a quantitative research design to investigate the factors influencing online purchasing behavior among Cambodian users of the Taobao e-commerce platform in Phnom Penh city. The quantitative approach enabled the researcher to systematically collect numerical data and analyze it using statistical methods to test the proposed hypotheses and determine the relationships among variables (Cooper & Schindler, 2011). Specifically, the study applied a cross-sectional survey method, allowing data to be collected from a sample that represents a broader population.

The research process was structured into several stages: literature review, questionnaire development, pilot testing, and full-scale data collection. The primary data for this research was collected a questionnaire administered via Google Forms. The online survey format allows for safe data collection. The questionnaire incorporated both closed-ended and Likert-scale questions to ensure ease of completion and reliable measurement of attitudes and behaviors. Data was then analyzed using descriptive statistics, correlation tests, and multiple regression analysis via SPSS software to validate the proposed conceptual model. The selection of a structured and replicable design ensured consistency, minimized bias, and enhanced the reliability of the findings (Saunders et al., 2016).

Research site

The study was conducted in Phnom Penh, specifically at the universities and workplace, to find out the factors influencing online purchasing behavior on e-commerce platform usage in Phnom Penh city.

Population and sample

The target population for this research included Cambodian residents aged 18 to 42 who were residing in Phnom Penh and had experience using the Taobao platform for online shopping. This group was selected because it comprises the primary demographic of internet users and online shoppers in Cambodia.

The study employed a non-probability convenience sampling method to recruit participants. This technique allowed the researcher to quickly and efficiently gather data from respondents who were easily accessible and willing to participate (Bryman & Bell, 2015). The sample size was calculated using Yamane's formula (Yamane, 1967). The study selected a sample size of 200 respondents to ensure statistical validity, which satisfied the required minimum for a 95% confidence level and a 5% margin of error.

The respondent profile was compiled based on demographic data collected through the survey. Of the 200 participants, 58% were female and 42% were male. The majority (88%) were aged between 18 and 22 years, followed by 10.5% aged 23 to 27, 1% aged 28 to 32, and 0.5% aged 33 to 37. Regarding their education, 95% held a bachelor's degree, while the rest had other qualifications including Associate, Master's, or Doctorate degrees. In terms of occupation, 75% were students, 22% were employees, and the remaining were business owners, self-employed, or unemployed. As for the frequency of online shopping, 70.5% reported shopping occasionally, 17% rarely, 11% monthly, and 1.5% weekly.

Sample size

The Yamane formula was adopted to calculate the sample size when the researcher knew the exact size of population (Yamane, 1967). The sample size was proposed as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where:

- n = Sample size
- N = Population size
- e = margin of error (e.g 0.05 or 5%)

Research tools

To measure the variables in this study, a structured survey questionnaire was developed using established items from previous research, particularly those aligned with the UTAUT model (Venkatesh et al., 2003). The questionnaire included sections covering demographic information and Likert-scale items to measure each construct: PE, EE, SI, FC, BI, and UB. Items were adapted from prior validated instruments (Davis, 1989; Oliveira & Martins, 2011; Thompson et al., 1991) and rated on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). A pilot test with 40 participants confirmed the instrument's

reliability, with all Cronbach's alpha scores above 0.7.

Table 1: Construct measurement of the seven variables

Constructs	Items	References
Performance Expectancy	PE1: Taobao helps me make better purchases.	Venkatesh et al. (2003)
	PE2: This platform makes buying easier.	
	PE3: Overall, this platform improves my online shopping experience.	
Effort Expectancy	EE1: Taobao is easy to use.	Venkatesh et al. (2003)
	EE2: The instructions are clear and helped me learn quickly.	Oliveira and Martins (2011)
	EE3: It is simple to complete transactions here.	Davis (1989)
	EE4: Using this platform takes little effort.	Thompson et al., (1991)
Social Influence	SI1: My friends and family recommend Taobao.	Oliveira and Martins (2011)
	SI2: Many people I know use this platform.	Davis (1989)
	SI3: I feel encouraged to use this platform by my friends and peers.	Venkatesh and Davis (2000)
Facilitating Conditions	FC1: Taobao offers enough technical support.	Venkatesh et al. (2003)
	FC2: The platform works on many devices and systems.	Oliveira and Martins (2011)
	FC3: It provides detailed user instructions.	Venkatesh and Bala (2008)
	FC4: There are clear processes for handling problems.	Thompson et al., (1991)
Behavioral Intention	BI1: I plan to use Taobao for future purchases.	Venkatesh et al. (2003)
	BI2: I intend to use it regularly.	Fishbein and Ajzen (2010)
	BI3: I want to buy items through this platform.	Venkatesh et al. (2012)
	BI4: I would recommend this platform to others.	
Use Behavior	UB1: I often buy things on Taobao.	Venkatesh et al. (2003)
	UB2: I use it for various purchasing needs.	Venkatesh et al. (2012)
	UB3: I used it for most of my online shopping.	

Data collection

Due to the impact of COVID-19, the primary data for this research was collected using Google Forms. The online survey link was shared through social media platforms, including Facebook and Telegram, as well as among peers and workplace connections. This method enabled the researchers to reach a broad range of potential respondents quickly and cost-effectively. To qualify for participation, respondents had to confirm their prior use of the Taobao platform,

ensuring relevance to the study's focus. The convenience sampling and online approach proved effective in targeting urban, internet-active consumers in Phnom Penh.

Data analysis

The collected data was analyzed using SPSS statistical software. After data cleaning and screening for completeness, the analysis proceeded in several stages. First, descriptive statistics summarized demographic information and the distribution of responses for each construct. Next, correlation analysis was conducted to assess the relationships between variables. Finally, multiple regression analysis was used to test the hypotheses and determine the extent to which independent variables (PE, EE, SI, and FC) influenced Behavioral Intention and how BI affected Use Behavior. Cronbach's alpha was calculated to test the reliability of the scales, with all constructs scoring above the 0.8 threshold, confirming strong internal consistency (Nunnally & Bernstein, 1994).

Reliability test

The constructs' reliability was evaluated using Cronbach's alpha, which measures internal consistency. A Cronbach's alpha value of 0.7 or higher is generally accepted for social science research (Nunnally & Bernstein, 1994). In this study, all of the constructs had Cronbach's alpha values greater than 0.7, indicating high reliability (Tavakol & Dennick, 2011).

Table 2: Reliability Test of Cronbach's Alpha on Each Variable

N	Items	Cronbach's Alpha (n=200)
1	Performance Expectancy	0.833
2	Effort Expectancy	0.801
3	Social Influence	0.828
4	Facilitating Conditions	0.809
5	Behavioral Intention	0.854
6	Use Behavior	0.842

Table 2 shows the findings of each variable, which showed that a Cronbach's alpha value of EE is 0.801 which is the lowest and for BI it is 0.854 which the highest. According to the reliability test findings, displayed in Table 3, for the total combination of each variable, Cronbach's alpha statistically exceeds 0.9 (0.920), which is considered excellent.

Table 3: Reliability Test of Cronbach's Alpha on All Variables

N	Items	Cronbach's alpha (n=200)
1	All Variables	0.920

Ethical considerations

Ethical integrity was maintained throughout the research process. First, proper academic conduct was upheld by acknowledging and citing all secondary sources used, thereby avoiding plagiarism (Cooper & Schindler, 2011). Second, informed consent was obtained from all participants before completing the survey. Respondents were assured of anonymity and confidentiality, and no personally identifiable information was collected. The data was stored securely and accessed only by the researchers. Third, participants were informed of their right to withdraw from the survey at any time without consequence. Lastly, the interpretation of results was handled objectively, with findings reported transparently and without bias, in line with ethical guidelines for social science research (Saunders et al., 2016).

4. Results and Discussions

Demographics information

Table 4: Demographic information of the respondents

Items	Categories (N=200)	Frequency	Percentage
Gender	Male	84	42
	Female	116	58
Age	18-22	176	88
	23-27	21	10.50
	28-32	2	1
	33-37	1	1.50
Education	Under Bachelor's Degree	3	1.50
	Associate's Degree	1	0.50
	Bachelor's Degree	190	95
	Master's Degree	5	2.50
	Doctorate Degree	1	0.50

(To be continued)

Table 4: Demographic information of the respondents (continued)

Items	Categories (N=200)	Frequency	Percentage
Occupation	Student	150	75
	Business Owner	2	1
	Self-employed	1	0.50
	Employee	44	22
	Currently Unemployed	3	1.50
Frequency of online shopping	Weekly	3	1.50
	Monthly	22	11
	Occasionally	141	70.50
	Rarely	34	17

Level of agreement

The information in Table 5 demonstrates the degree of agreement between each variable employed in this study. The table analyzes the level of agreement, kind of variable, minimum, maximum, mean, and standard deviation (SD). Because this study used a 5-point rating system, the mean of each variable reflected the effective level of each aspect as reported by respondents. According to the findings, the Use Behavior variable was evaluated as "Strongly Agree," while five variables received the "Agree" rating.

Table 5: Level of Agreement

Variables	Minimum	Maximum	Mean	SD	Level of Agreement
PE	1	5	3.708	0.672	Agree
EE	1	5	3.481	0.645	Agree
SI	1	5	3.888	0.700	Agree
FC	1	5	3.740	0.618	Agree
BI	1	5	4.148	0.684	Agree
UB	1	5	4.235	0.752	Strongly Agree

*Note: Strongly Disagree: 1.00 to 1.79, Disagree: 1.80 to 2.59, Neutral: 2.60 to 3.39, Agree: 3.40 to 4.19, Strongly Agree: 4.20 to 5.00

Correlation analysis

Pearson correlation results indicated strong positive relationships among all variables. The highest correlation was found between PE and EE (r = 0.814), implying that respondents who

find the platform easy to use also perceive it as useful. Behavioral Intention correlated strongly with Use Behavior (r = 0.695), suggesting that intention is a strong predictor of actual usage. The weakest correlation was between Facilitating Conditions and Use Behavior (r = 0.495) still significant but comparatively lower than other relationships.

Table 6: Pearson Correlation Matrix

	PE	EE	SI	FC	BI	UB
PE	1					
EE	0.814**	1				
SI	0.635**	0.659**	1			
FC	0.600**	0.617**	0.641**	1		
BI	0.699**	0.698**	0.669**	0.649**	1	
UB	0.720**	0.702**	0.609**	0.495**	0.695**	1

**Correlation is significant at the 0.01 level (2 tailed)

Linear regression analysis

The regression model predicting Behavioral Intention (BI) based on PE, EE, SI, and FC revealed that all four variables significantly influenced BI. The model was statistically significant with $R^2 = 0.616$, indicating that 61.6% of the variance in BI was explained by the four independent variables. The F-statistic was also significant at $p < 0.001$, confirming that the model was a good fit for the data.

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.785	0.616	0.606	0.47163

Significant test of model fitness

Table 8 shows how well the data fits together and if the predictor factors are strongly connected with the outcome variable or not. Using F-statistics to test for a significant association between the predictor factors and the outcome variable. In this scenario, a significance value of 0.000 ** and an F-value of 62.264 indicate that at least one predictor variable has a significant effect on the result (use behavior). The last column shows a significant p-value ($p < 0.001$), indicating that at a significance level of less than 0.05, it is possible to reject the null hypothesis that there is no relationship between the predictor factors and the outcome variables.

Table 8: Result of ANOVA of Model Fitness

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.248	5	13.85	62.264	0.000**
	Residual	43.152	194	0.222		
	Total	112.399	199			

Regression Analysis

First block of regression analysis

Table 9 shows the Unstandardized Beta Coefficients representing each variable's contribution to the model predicting Behavioral Intention (BI). The Beta Coefficients and p-values indicate the strength and significance of the impact of each independent variable, Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) on the dependent variable BI. The higher the absolute value of the beta coefficients, the greater the impact on Behavioral Intention.

The first block of regression analysis examined the influence of each variable. As shown in Table 9, all four independent variables significantly predicted BI, with p-values below 0.05, supporting hypotheses H1 to H4.

Specifically, PE had a significant positive effect on BI ($\beta = 0.255$, $p = 0.001$), indicating that an increase in performance expectancy moderately enhances behavioral intention. EE also showed a significant impact ($\beta = 0.198$, $p = 0.016$), though its effect was smaller than that of PE. Similarly, SI exhibited a strong influence ($\beta = 0.234$, $p = 0.000$), suggesting that social factors positively shape users' intentions. Finally, FC had a significant effect ($\beta = 0.224$, $p = 0.000$), implying that enabling conditions contribute to higher levels of behavioral intention.

Table 9: Regression of PE, EE, SI, and FC toward Behavioral Intention

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	0.643	0.203		3.166	0.002
PE	0.259	0.08	0.255	3.225	0.001
EE	0.21	0.086	0.198	2.427	0.016
SI	0.228	0.063	0.234	3.599	0.000
FC	0.248	0.068	0.224	3.626	0.000

**Dependent Variable: Behavioral Intention

Second block of regression analysis

Table 10 shows the Unstandardized Beta Coefficient representing the contribution of Behavioral Intention (BI) on Use Behavior (UB). This second block of regression was conducted to determine whether the intention to use Taobao could predict actual user behavior.

The results indicate that Behavioral Intention has a strong and statistically significant effect on Use Behavior ($\beta = 0.695$, $p = 0.000$). This confirms that a higher intention to use the Taobao platform is associated with a higher likelihood of actually engaging in online purchasing behavior. The strength of this relationship emphasizes the importance of fostering Behavioral Intention in order to drive actual user engagement.

Table 10: Regression of Behavioral Intention toward Use Behaviour

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	1.066	0.236		4.517	0.000
BI	0.764	0.056	0.695	13.602	0.000

**Dependent Variable: Use Behaviour

Hypothesis Testing

The findings of the regression analysis as summarized in Table 11, reveal that all five of the proposed hypotheses were supported at significant levels.

Table 11: Results of Hypothesis Testing

Hypothesis	Sig.	Result
H1: Performance Expectancy has a significant positive effect on behavioral intention.	0.001	Supported
H2: Effort Expectancy has a significant positive effect on behavioral intention.	0.016	Supported
H3: Social Influence has a significant positive effect on behavioral intention.	0.000	Supported
H4: Facilitating Conditions have a significant positive effect on the behavior.	0.000	Supported
H5: Behavioral Intention has significant positive influences on the Use Behavior to use e-commerce platforms.	0.000	Supported

Discussions

This study's findings are largely consistent with previous literature that applies the UTAUT framework to technology and e-commerce adoption. The significant influence of Performance Expectancy on Behavioral Intention aligns with the results of Venkatesh et al. (2003) and Alalwan et al. (2017), who emphasized that users are more inclined to adopt technology they perceive as useful and beneficial to their goals. For Taobao users in Phnom Penh, the platform's reputation for affordability, variety, and convenience evidently fulfills such expectations.

The role of Effort Expectancy was also found to be significant, though it had the least impact compared to the other predictors. This result corresponds with the findings of Oliveira and Martins (2011), who noted that while ease of use is important, it is often less influential once users are already somewhat familiar with the platform. Since the study sample consisted primarily of students and young professionals, it is likely that their digital literacy reduces the perceived impact of usability issues.

Social Influence emerged as a strong determinant of Behavioral Intention, consistent with studies by Cheung et al. (2008) and Venkatesh and Davis (2000). In the Cambodian context, peer recommendations and online reviews are especially influential due to the collectivist culture, where group norms significantly shape individual behavior. The prominence of SI in this study reinforces the importance of community-driven marketing strategies for e-commerce platforms operating in Southeast Asia.

Facilitating Conditions also showed a strong positive relationship with BI, echoing the work of Thompson et al. (1991) and Venkatesh and Bala (2008). Reliable delivery, customer service, and compatibility with local payment systems likely contributed to users' confidence in using the platform. These findings suggest that improving logistical and technical infrastructure can enhance user adoption, particularly in developing markets where such support systems may still be evolving.

Finally, the direct impact of Behavioral Intention on Use Behavior was both strong and significant, which is in line with the core assumptions of the UTAUT model and many follow-up studies (Kim & Garrison, 2009; Venkatesh et al., 2012). This confirms that once users form a clear intent to use a platform, they are very likely to engage in repeat behaviors, making BI a critical variable for predicting platform success.

The findings not only validate the UTAUT model within a Cambodian setting but also emphasize the universality of its constructs in explaining digital adoption behavior.

However, the comparatively lower impact of EE suggests that future studies could explore additional or alternative variables, such as trust, security, or cultural attitudes, to expand upon the model's predictive power in localized contexts.

5. Conclusion and Implications

Conclusion

This study investigated the key factors influencing online purchasing behavior among users of the Taobao e-commerce platform in Phnom Penh city, Cambodia. Utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2003), the study examined the impact of four independent variables Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) on Behavioral Intention (BI), and the effect of BI on Use Behavior (UB).

The findings revealed that all four independent variables had statistically significant and positive influences on Behavioral Intention. Among these, Facilitating Conditions and Social Influence showed particularly strong effects, suggesting that social encouragement and supportive infrastructure play vital roles in driving intention to use the Taobao platform. Performance Expectancy was also a key driver, while Effort Expectancy, though significant, exerted the weakest influence, possibly due to the tech-savviness of the predominantly young sample. Furthermore, Behavioral Intention had a strong and direct impact on actual Use Behavior, confirming the predictive power of intention in explaining online shopping behavior.

Implications

The study provides valuable insights for e-commerce businesses and digital marketers operating in Cambodia. By identifying the factors that positively influence online purchasing behavior, the results suggest that enhancing system performance, ensuring ease of use, promoting social engagement, and maintaining robust support infrastructure can significantly boost user adoption. These insights are particularly beneficial for platforms like Taobao, as well as local businesses attempting to expand their presence in the digital marketplace.

Moreover, the study contributes to academic literature by applying UTAUT in a developing country context, where research on positive adoption factors remains limited. The model's constructs proved effective in explaining consumer behavior in

Cambodia, thereby validating its applicability beyond Western settings.

Recommendations

To further encourage online purchasing behavior, e-commerce platforms should:

- Enhance Performance Expectancy by integrating innovative features (e.g., personalized suggestions, augmented reality tools) to improve user experience and satisfaction. Future research should examine how this factor varies across demographics and cultures.
- Improve Effort Expectancy by ensuring user-friendly interfaces and reducing the learning curve through tutorials, customer support, and usability testing. Researchers should explore how ease of use perceptions evolve over time.
- Leverage Social Influence by fostering community engagement, user reviews, and influencer partnerships. Further studies could investigate the role of social media and peer influence in platform adoption.
- Strengthen Facilitating Conditions through better infrastructure, Multilanguage customer service, and reliable technical support. Research should identify which support systems are most critical in developing markets like Cambodia.
- Sustain Behavioral Intention by offering consistent value, loyalty programs, and personalized offers. Future studies should explore how market changes and platform updates affect user intentions over time.

Limitations and Suggestions for Future Research

While the findings contribute to the limited research on this topic in Cambodia, this study has several limitations. The sample was limited to 200 respondents in Phnom Penh, mostly students and young professionals. Therefore, the results may not be generalizable to other regions or demographic groups within Cambodia. Future research should consider a broader demographic and include barriers to adoption to offer a more holistic view. Comparative studies across different e-commerce platforms or cities could also provide deeper insights into user behavior in Cambodia's digital economy.

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