Is the world really flat? - The influence of place in terms of spatial and social distance on online shopping

Exposé

Submitted by
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Abstract

**Keywords:** online shopping, construal level theory, geographical location, psychological distance

**Background:** The presence of internet and its connecting power has changed the whole world. The absence of search cost, the reduced travel and negotiation costs have made the location, which had mattered so much in traditional business, seem to irrelevant in the modern world. But is it true that the world is really flat?

**Purpose:** The thesis would like to study the affect of geographical location to the way customers act online in term of trust and retailers selection. Using the construal level theory, differences in geographical location of customers will be assigned to the different levels of spatial and social distance in psychological distance. Customers’ trust, retailer selection and intention to make an online purchase will be explained through the obtained results. Useful implications for retailers in improving online sales will also be included.

**Method:** The necessary data will be collected through online survey and questionnaire using qualitative research method. The results from the survey will be analyzed employing partial least squares regression.
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1. Introduction

1.1. Background

Online shopping, or e-commerce is on a rise. According to statistics provided by Statista Inc., worldwide B2C e-commerce sales mounted to more than 1.2 trillion US dollars in 2013, which has gone up from 1 trillion US dollars in the year before (eMarketer, 2014). Number of buyers engaging in online purchase via desktop, mobile, tablet or other online device is estimated to be more than 1 billion people in 2013, accounting for merely 40 percent of world wide internet users, and is projected to continuously grow (Statista, 2014). With that big amount of transaction and potential growth, there is no doubt that internet sales have become a big concern for retailers; and finding how to be successful in the online business world has been more important than ever.

Among the benefits that internet and ecommerce offer such as decreasing search cost, lower price (Brynjolfsson and Smith, 2000), greater selection and availability of product (Ghose, Anindya, Michael & Rahul, 2006), the sharp decrease of travel cost and the increasingly irrelevant role of geographical location (Cairncross, 1997) is one of the most important merit. In his book “The World is Flat” (2005), Friedman also concludes that Internet, with its connection power, has connected all places in the world, erased distance and made the world “flat”.

Though the fact that internet has made the world a smaller place is inarguable, is it true that geographical location, which has been so important in traditional trade, no longer matters in online business? Is it true that the world is really “flat”?

1.2. Problem statement

There have been many researches studying the impact of geographical location and the distance between sellers and buyers (either in context of B2C or C2C) with different approaches. Geographical location with physical distance can affect trust and conveniences of buyers, resulting in disproportional sales across places of seller operating online (Hortaçsu, Ali & Jason, 2009); it can affect the environment in which customers live and interact, making they act differently online (Bell, Choi & Lodish, 2012); or in the other way, it can affect the perception of distance, increase psychological distance between customers and companies, decreasing trust and influence decisions of buyers (Edwards, Lee & Ferle, 2009).

Though the body of literature about this field is rich, the psychological distance approaches have not yet received enough attention. There are still gaps that need to be fulfilled; and more researches are required to fully understand how physical distance relates to the psychological distance, and how psychological distance, in turn, affects the online sales.
1.3. Research purpose

This thesis, in response to the presented needs, wants to further the researches previously done in this field. Consequently, using the construal level theory (CLT) (Liberman, Trope, & Wakslak, 2007), the physical distance between buyers and retailers will be defined as the “spatial distance” in psychological distance. As the geographical locations of customers vary, so do the social groups and background in which customers belong. Therefore, “social distance” in psychological distance should also be included.

With the dimensions above, the research seeks to find out how and to which extent psychological distance influences decisions of customers (through trust) when they shop online; which kind of products exhibits the greatest influence of psychological distance, and which kind shows the least influence. In addition, what factors contribute most to reducing psychological distance in response to an offer from an online retailer (such as company address, company’s image of employee, virtual tour, product display, etc) should also be examined.

To my best knowledge, there has been no research on these issues, and there are appeals for such studies. Insights gained from the research will provide empirical knowledge for retailer on how to reduce psychological distance and promote online sales.

2. Literature review

2.1. Online shopping

With its increasing importance, online shopping or e-commerce has been intensively studied. Previous researches presented conversed view about the influence of geographical location to e-commerce sales.

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<th>Title</th>
<th>Author</th>
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| Frictionless commerce? A comparison of internet and conventional retailers | Erik Brynjolfsson, Michael D. Smith | 2000, Management Science | • Compared to conventional business, e-commerce offers distinct benefits that are not available before.  
• Decrease of search cost, travel cost and negotiation cost makes e-commerce nearly “frictionless”.  
• Distance between sellers and buyers has no longer been a matter. |
<p>| Competition between local and              | C. Forman, A. Gohose,   | 2008, Management        | • Study how customers switch between online shopping to conventional            |</p>
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<th>Title</th>
<th>Author(s)</th>
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| electronics markets - How the benefit of buying online depends on where you live | A. Goldfarb                                                               | Science Journal                                       | • Address the influence of physical presence of retailers to its online competitors.  
• Depending on the location where customers live, the such presence will have different affect to the online sales.                                                                                                                                                                                                                                                                                                                                                           |
| Traditional and IS-enabled customer acquisition on the internet       | David R. Bell, Jeonghye Choi, Leonard M. Lodish                           | 2012, Management Science Journal                      | • WOM (word of mouth) heavily affects the generation of new customers to online business.  
• Traditional WOM is more effective than online WOM.  
• Traditional WOM is most likely to happen via the interactions among people who live in the same location.  
• Locations, by defining the characteristics of environment where customers live, directly affect the online shopping behavior of customers.                                                                                                                                                                                                                                                                                                                                                   |
| The geography of trade in online transactions: Evidence from Ebay and Mercadolibre | Ali Hortacsu, F. Asis Martinex-Jerez, Jason Douglas                      | 2009, American Economic Journal: Microeconomics      | • Distance is still an important barrier between buyers and sellers in online transactions, though to lesser extent than it is for traditional business.  
• The “home-bias” affects customers: Customers are much more likely to trade with sellers who lives in the same city (or location)  
• The effect of “home-bias” varies across product categories  
• Once beyond the city limit (or the “driving distance”), the effect of distance decreases                                                                                                                                                                                                                                                                                                                                                     |
| Location is (Still) everything: The surprising influence of the real world on how we search, shop, and sell in the virtual one | David R. Bell                                                              | 2014, Book                                            | • The social group in which they belong affects customers.  
• 2 types of social group: physical and virtual one  
• Physical group is confined in the location where customers live and virtual group is geographically unlimited, grouping people with the same interest via Internet.  
• Geographical location, which defines the environment around customers
Does the internet defy the law of gravity?

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<tr>
<td>• Studying the purchasing patterns of online customers on the zip code levels.</td>
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<td>• Showing the gravity effect: more sales are generated in the city where the retailer has physical presences.</td>
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<td>• The sales decrease according to the distance from a city to that city, though not proportionally.</td>
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### 2.2. Psychological distance and the construal level theory (CLT)

Psychological distance is the notion built upon the Construal Level Theory (CLT) (Kruglanski, 2007, pp. 353-381) - a social psychology theory indicating relationships between psychological distance and the extent to which people’s thinking (about an object or event) is abstract or concrete. According to this theory, the more distant the object is to an individual, the more abstract it will be thought of (high-level construal); and the closer it is, the more concrete it is conceived (low-level construal).

In construal level theory, psychological distance is measured in several dimensions, of which, four dimensions are mostly researched (Bar-Anan, Yoav, Nira, Liberman & Yaacov, 2006)

- **Temporal distance (Time):** Events that happen in distant future will be thought of in a more abstract and generalized way. On the contrary, event in near future (e.g. tomorrow) will be considered in a very detailed way (Liberman and Trope, 1998).

- **Spatial distance (Geographical distance).** This dimension states that individual will think about events (or objects) less in detail and less concretely when that events (or objects) are relatively further from that individual (Fujita, Marlone, Juliana, Yaacov & Nira, 2006).

- **Social distance:** People put more weight on subordinate and secondary feature of information in judgment of others’ action if people are similar. In other word, they tend to think about other in high-level construal if the person is more similar (or social distance is lower) (Liviatan, Trope & Liberman, 2008).

- **Hypothetical distance (possibility):** If the event is more possible to happen, it will be conceived in a concrete way. People construe it in high level, with great detail and visualization (Trope, Wakslak & Liberman, 2006).

The development of construal level theory (CLT) is a long process with each dimension added sequentially. Other than four most discussed dimensions above, other dimensions are still being considered such as informational, experiential or affective distance. Followings are the studies contributed to the development of the CLT.
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| The role of feasibility and desirability considerations in near and distant future decisions: A test of temporal construal theory | Nira Liberman, Yaacov Trope     | 1998/Journal Personality and Social Psychology | • The first time the Construal Level Theory was mentioned.  
• Defining only one dimension of psychological distance - the temporal distance (time).  
• Stating that events happening in distant future are construed on higher level (in more general and less detailed way) than events in near future.  
• Desirability represents a high-level construal while feasibility represents low-level construal (with more detail) |
| Temporal construal and time-dependent changes in preference           | Nira Liberman, Yaacov Trope     | 2000/Journal Personality and Social Psychology | • Extent the previous work on temporal distance.  
• Temporal distance systematically influences the way we construe future activities  
• That construal, in turn, may change our preference |
• More distant future is represented in a more schematic, abstract and coherent way.  
• Most importantly, the paper suggests including all other types of distance - social distance, spatial distance - within a unified theory of psychological distance.  
• Possibility to apply the CLT to all those dimensions of psychological distance. |
| Spatial distance and mental construal of social events                 | Yaacov Trope et al.             | 2006/ Journal of Psychological Science | • When spatial distance is high (event happening in far away locations), people will think about that event in more generalized way, less detail.  
• In other words, the higher spatial distance, the higher-level construal.  
• Spatial distance, hence, can be explained by the CLT |
| Seeing the forest                                                     | Yaacov                          | 2006/ Journal          | • Decreasing an event’s possibility to |
### 2.3. The application of CLT in Marketing

Since its first appearance in 1998, the construal level theory (CLT) has received a lot of attention from researchers in different fields. Many researches have been conducted to understand how physiological distance affects human behaviors in decision making, in perceiving information, forming preference, etc. It has been widely applied in social science, psychology, economics and marketing. Below are some literatures concerning the interactions of different distance dimensions and the application of CLT in marketing.
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<th>Title</th>
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| Distance from a distance: Psychological distance reduces sensitivity to any further psychological distance | Sam J. Maglio, Yaacov Trope, Nira Liberman | 2012, Journal of Experimental Psychology | • Study the perception of individual on “far” and “further”.  
• Point out that the cross-difference that people perceived between “near” and “far” is bigger than the comparison between “far” and “further”.  
• Experiencing any kind of distance will reduce the sensitivity of the person to any higher level of that same distance.  
• The effect is applied for both four dimensions. |
| Construal level theory and consumer behavior | Nira Liberman, Yaacov Trope, Cheryl Wakslak | 2007, Journal of Consumer Psychology | • Review and present predictions when applying the CLT to different dimensions.  
• Predicting that the impact of one dimension would be reduced when combining with other dimensions.  
• CLT also predicts that consumer would be more satisfied and make better decisions when distance matches the type of problems.  
• To be more persuasive, a message about distal entities (either it is place, person, time, hypothetical event) should emphasize the high level aspects (general and total features). |
• Stated that when psychological distance is greater, broader categories of products are considered.  
• For social and spatial distance, with-in person variation is not so common, but between-person difference in perspective can create inter-personal conflict.  
• The relative distance between individuals will affect customers’ decisions in spatial and social distance dimension heavier than it does to temporal and hypothetical distance. |
| Effects of temporal and social distance on consumer evaluations | Kyeongheui Kim, Meng Zhang, Xiuping Li | 2008/ Journal of Consumer Research | • Empirical study on the effect of temporal and social distance on consumer evaluation.  
• Showing that more than one dimension can affect consumers' evaluation at one time.  
• When both temporal and social distances are high, consumers focus more on values associated with high-level construal (the general feature of the product).  
• Motivation is not relevant in consumer’s evaluation when it comes to central or peripheral approach to advertising product, but psychological distance is.  
• The result can be applied for other dimension as well. |
|---|---|---|---|
| Construal-level effects on preference stability, preference-behavior correspondence, and the suppression of competing brands | Frank R. Kardes, Maria L. Cronley, John Kim | 2006/ Journal of consumer psychology | • Empirical study using CLT to test consumers’ behavior.  
• When psychological distance is lower, with presence of a set of target brands, preference stability is higher, preference-behavior consistency is greater, and product category-identification latencies for competing brands are slower.  
• Concrete lower-level construal has more obvious, direct and immediate implications for action.  
• Mere presences of brand at the time of making choice influences preference and choice over and above the effects of direct experience.  
• The physical presences of brands (in premium self, checking counter, etc.) may inhibit the consideration of competing brands. |
| The effects of time perspective and level of construal on social distance | Elena Stephan, Nira Liberman, Yaacov Trope | 2011, Journal of Experimental Social Psychology | • Study the impact of temporal distance on social distance.  
• The increase of temporal distance will increase the social distance.  
• Distance in time from the expected
Apart from the application in traditional marketing, the CLT was also previously studied in the online context in which spatial distance has been profoundly addressed.

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| Does place matter when shopping online? Perceptions of similarity and familiarity as indicators of psychological distance | Steven M. Edwards, Jin Kyun Lee, Carrie La Ferle | 2009, Journal of Interactive Advertising | • Defining the perception of similarity and familiarity in term of psychological distance.  
• The physical distance between buyers and online retailers directly affects similarity and familiarity.  
• Find out retailers that are located in different city to those of customers elicits higher level of psychological distance.  
• Retailers who are not located in the same city, but have the image of location congruent with that of customers’ will be more trustworthy. |
| Conveying trustworthiness to online consumers: Reactions to consensus, physical store presence, brand familiarity, and generalized suspicion | Ray L. Benedicttus, Michael K. Brady, Peter R. Darke, Clay M. Voorhees | 2010, Journal of Retailing | • Studying how different factors including: physical store presence, brand familiarity and generalized suspicion affects the trust of online customers.  
• Proving the effects of psychological distance on the perception of trustworthiness for online retailers.  
• Implications for online retailers are provided. |
| Psychological distance perceptions and trust beliefs for internet-only and hybrid retailers: Implications for | Ray L. Benedicttus | 2008, Doctor Dissertation, Florida State University | • Applying the CLT to study how the availability of company’s information affects psychological distance perception of customers.  
• Indicating that psychological distance reduces trust for online retailers.  
• Comparing to Hybrid Retailers |
2.4. The impact of psychological distance on consumers’ trust and behaviors.

Previous studies have shown that psychological distance (particularly spatial and social distance) has impact on consumers’ trust, especially in the online context when face-to-face experience is absent. The increase of spatial distance (Kourtit, Jikkamp, & Stough, 2011) and social distance (Fiedler, Haruvy, & Li, 2011) will decrease level of trust between individuals. The trust, by itself, has great influence in decision making of consumers, in both traditional and online context (Mukherjee & Nath, 2007). As a consequence, psychological distance has negative effect on consumers’ decision of making online purchases.

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| Drivers of innovation, entrepreneurship and regional dynamics | Karima Kourtit, Peter Nijkamp, Roger R. Stough | 2011/ Book | • Empirical research on how the geographical distance (along with the social distance, relational distance, etc.) affect the lever of spillover within some regions.  
• Showing that the higher the distance is, the lower the spillover level is.  
• The result is justified by the decrease of trust with the increase of distance.  
• Distance reduces trust. |
| Social distance in a virtual world experiment | Fiedler, Haruvy, Li | 2011, Journal of Games and Economic Behavior | • Study the effect of social distance on the choice of economic opportunities in a virtual world community.  
• Find out that proposers are more likely to select socially closer responders despite the lower rate of investment return.  
• The higher the social distance, the less trustworthy the partner appears to be to a particular individual. |
### 3. Hypotheses development

As the CLT (Liviatan, Trope & Liberman, 2008) suggested, spatial distance increases the psychological distance perceived by an individual. Therefore, when faced with an offer online, customers will find it more reliable when the retailer is closer to them. In addition, other studies also find out customers preferred buying from seller who are in the same city rather than those who are located in other city, or further than “driving distance” (Hortaçsu et al., 2009, Bell, Choi & Lodish, 2012). Hence, in this thesis, it is proposed that:

**H1a.** Stores located further to consumers’ present more psychological distance than those located nearer.

**H1b.** Local stores elicit less psychological distance than stores not located locally.

According to the CLT (Liviatan, Trope & Liberman, 2008), social distance demonstrated through the concept of similarity will affect the psychological distance. Following the results from their research, an increase of similarity will decrease the psychological distance by
making people focus more on low-construal features. Therefore, concerning retailers in different locations to those of customers:

**H2.** Online retailers in locations with an image congruent to that of the location in which the consumers live presents lower psychological distance perceptions than do online retailers in locations with incongruent location images.

If retailers are located near customers, location images might be come the secondary attributes when considering the purchases. Customers, instead, would consider the geographical proximity, which associated with reduced cost of delivery, return, customer service. But when stores are far from customers’ location, it is a common sense that customers would look for retailers whose locations similar to their to make sure the purchase would be more trustworthy (reducing cost of negotiation, increase the belief that people in similar city will act the same). Following this logic, it is expected that:

**H3a.** When the stores are located near consumers’ location, perceived location similarity between the online store and the consumers’ location does not influence their feelings of psychological distance

**H3b.** When the stores are located far from consumers’ location, perceived location similarity between an online store location and the consumers’ location reduces feelings of psychological distance

Trust comes as a consequence of psychological distance. Previous studies have shown that psychological distance (particularly spatial and social distance) has impact on consumers’ trust, especially in the online context when face-to-face experience is absent. The increase of spatial distance (Kourtit, Jijkamp, & Stough, 2011) and social distance (Fiedler, Haruvy, & Li, 2011) will decrease level of trust between individuals. Therefore it is expected that:

**H4a.** Customers give more trustworthiness to unknown retailer that has store near their location rather than unknown retailer that is far away.

**H4b.** Customers give more trustworthiness to unknown retailer whose location image similar to their location than those who do not.

According to researches previously done, psychological distance will have negative effect on the trust of customers buying online (Kourtit, Jijkamp, & Stough, 2011); and the trust, in turn will negatively affect the intention of buying from those customers (Mukherjee & Nath, 2007). Hence:

**H5a.** Customers have more intention of buying when dealing with unknown retailer that has store near their location rather than unknown retailer that is far away.

**H5b.** Customers have more intention of buying when dealing with retailer having location image similar to their location than those who do not.

Liberman and Trope (2006) demonstrated that psychologically distant objects are characterized by vague, abstract, intangible, and hypothetical perceptions of the objects.
Alternatively, more apparent, concrete, and tangible traits are perceived to be more real, and are associated with more psychologically proximal object. Considering that logic in e-commerce context, it is suggested that factors concerning detailed information of a retailers such as location information, product ranges that the company works on, information about its employees will direct customers to highly detailed thinking, low-level construal. In other words, it means the decrease of psychological distance. Therefore:

**H6a. Consumers’ perception of psychological distance toward a retailer decreases when information of its location is presented.**

**H6b. Consumers’ perception of psychological distance toward a retailer decreases when image of company’s employees is presented.**

Similar to the reasoning in hypothesis 5, I also expect the decrease in psychological distance will contribute to the increase of customers’ buying intention.

**H7a. Consumers have more intention of buying if retailer’s address is presented in retailer’s information.**

**H7b. Consumers have more intention of buying if retailer’s image of company’s employees is presented in retailer’s information.**

Past experience and consumers’ awareness have been repeatedly studied before, especially in the branding field. Past experience and awareness of brands would make it easier for customer when making decisions among a proposed set of brands; and customers would tend to choose brands that they already knew (Macdonald & Sharp, 2000). Similarity with a known brand is also factors that promote customers’ trust and behavior intention (Ballester & Espallardo, 2008). Therefore, concerning to customers’ awareness of retailer, it is expected that:

**H8. Retailer that is unknown presents more psychological distance to costumers than the retailer that is already known.**

There have been many studies concerning the interactions among dimensions of psychological distance. Stephan, Liberman and Trope (2011) demonstrated that an increase in one dimension would make the other dimension less influencing. In addition, previous research about this issue also suggest, thought not have been tested, that there is an interaction between physical distance and perceived location image congruency (Edwards et al., 2009). More specifically, they relate in a mismatch condition - consumers appears to accept an unknown retailer in a location different from their own, but tend to feel more distant toward the same unknown retailer in the location they find more familiar... Therefore:

**H9. Consumers are more tolerant for an unknown retailer in a city with image congruent with their location than for an unknown retailer in a city with image incongruent.**
Different product types lead to different influences on the online trust (Hassanein & Head, 2004). Therefore, it is interesting to see if product types affects psychological distance, hence affects the trust of customers purchasing online. There are many ways to define the product categories. Previous researches (Peterson, Balasubramanian & Bronnenberg, 1997; Poon & Joseph, 2001) claim that tangible and intangible features are important to categorize product types, while (Gorsch, 2001; Wright & Lynch, 1995) propose that search attributes (which can be assessed directly such as size and price) experience attributes (which requires direct contact for assessment such as taste and fit) are more important. Basing on precedent studies, three representative products chosen to study the influence of product category on psychological distance include:

- **Digital products (software, ebook, application, audio file):** those products are totally digital, no cost of delivery involved, quality is highly standardized, and risk of Internet fraud is low.
- **Technology products (phones, camera, laptop):** those products are non-digital, the value is relatively high, cost of delivery is high, quality is standardized, and risk of fraud is high.
- **Commodities goods (clothes):** those products are materialized, value is relatively low, cost of delivery is not too high, but quality is not standardized and depends on taste and direct assessment. Risk of internet fraud is not too high.

According to representative products, I propose:

**H10a.** From the same retailer, digital goods (software, ebook) exhibit the least effect of psychological distance.

**H10b.** From the same retailer, technology products (phones, cameras) exhibit the most effect of psychological distance.

**H10c.** From the same retailer, commodities products (clothes) exhibit moderate effect of psychological distance.

### 4. Methodology

The research will be studied using web-based experiment. Answers are to be collected from customers in Hanoi - Vietnam, aged between 18-35. Customers in the same place will eliminate cultural difference bias and project the same partial distance toward a retailer. The age limit excludes the disparities among generations; also people in this age are mostly engaged in internet shopping.

There will be four separate experiments arranged sequentially, each with maximum 6 conditions. Upon accessing the link to online experiments, respondents will go to the experiment 1 and randomly assigned one of its six conditions. After reading the description, participants are supposed to answer a short survey that follows and move to the experiment 2. Experiment 2, 3 and 4 work in the same way.
Questions in the surveys are to measure three attributes that are important to psychological distance and online shopping: Psychological distance, trustworthiness, and Intention of buying. They are modeled using 9-point Likert scales.

The result from the survey will be analyzed employing ANOVA method. From that, the validity of proposed hypothesis will be effectively tested. This process of creating questionnaire, distributing questionnaire online, collecting answers and analyzing results will be conducted with Sphinx software application.

5. Overview of Chapter

Abstract
Table of content
Table of figures
Table of abbreviations

1. Introduction

2. Literature review

2.1. Online shopping and the impact of geographical location: presenting previous researches with different approaches to the influence of geographical location to customers’ behaviors.
2.2. Research model: Defining the Construal Level Theory (CLT), its development and how to apply it to the current research.
2.3. Online shopping - the psychological distance approach: Reviewing previous researches on applications of psychological distance in marketing and online business.
2.4. The impact of psychological distance on trust and customers’ behavior: Reviewing how psychological distance negatively affect trust and intention of buying online, providing the base for the research.

3. Hypotheses development: The hypotheses are developed and built upon theories and results from the literature review.

4. Research methodology: This part is dedicated to explaining how the research will be executed.

5. Analysis of results: Data from the survey will be analyzed and hypothesis will be tested.

6. Implication: the result from the analysis part will be employed to give practical implication for business and management.

7. Limitation and future research: This part is dedicated to reviewing factors that make the research imperfects, indicating modifications to make it better and suggesting further researches.
## 6. Work Plan

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<tr>
<th>Date</th>
<th>To Do</th>
<th>Description</th>
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<tbody>
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<td>10.9-12.10</td>
<td>General research</td>
<td>• Doing research on the topic.</td>
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<td>• Gathering information and writing the first exposé.</td>
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<td>12.10 - 25.10</td>
<td>Exposé</td>
<td>• Correct the exposé.</td>
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<td>• Finish the exposé conduct.</td>
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<td>26.10- 15.11</td>
<td>Theory</td>
<td>• Emphasizing on the literature review.</td>
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<td>• Complete the theory part to support the study of the thesis.</td>
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<td>16.11 - 15.12</td>
<td>Methodology, Intermediate</td>
<td>• Focus on the methodology part.</td>
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<td>presentation</td>
<td>• Creating questionnaire.</td>
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<td>• Framing the analysis model.</td>
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<td>15.12 - 12.01</td>
<td>Survey</td>
<td>• Waiting for the feedback for the intermediate report.</td>
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<td>• Spreading survey and collect data.</td>
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<td>12.01 - 31.01</td>
<td>Intermediate presentation</td>
<td>• Revising the intermediate report.</td>
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<td>• Framing the first general analysis.</td>
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<td>• Giving intermediate presentation.</td>
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<td>03.02 - 02.03</td>
<td>Analysis of the data</td>
<td>• Analyzing data collected.</td>
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<td>• Test the proposed hypotheses.</td>
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<td>02.03 - 30.03</td>
<td>Implication, conclusion and</td>
<td>• Analyzing the findings of the research.</td>
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<td>limitation</td>
<td>• Presenting implication, limitations.</td>
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<td>30.03 - deadline</td>
<td>Finalizing and final report</td>
<td>• Revising the final report.</td>
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<td>• Giving final presentation.</td>
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Bibliography


