อิทธิพลกำกับของเวลาต่อธุรกรรมการซื้อขายสินค้าออนไลน์ ในความสัมพันธ์ระหว่างพฤติกรรมการขายอย่างมีจริยธรรม ความเชื่อมั่นในตราสินค้าและการตลาดปากต่อปากในเชิงบวก

MODERATING EFFECTS OF TIME SPENT PER ONLINE SHOPPING TRANSACTION ON THE RELATIONSHIP BETWEEN ETHICAL SALES BEHAVIOR BRAND TRUST AND POSITIVE WORD OF MOUTH

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บทคัดย่อ

สื่อสังคมเป็นอีกหนึ่งเครื่องมือในวิถีชีวิตที่ทันสมัยและเป็นช่องทางที่สำคัญสำหรับธุรกิจ อีกทั้งงานวิจัยที่ผ่านมาได้แสดงให้เห็นว่าลูกค้าประเมินการตลาดแบบปากต่อปากในเชิงบวกด้วยพฤติกรรมการขายอย่างมีจริยธรรมและความไว้วางใจของลูกค้าในตราสินค้า แต่อย่างไรก็ตาม การศึกษาอิทธิพลปัจจัยกำกับต่อการตลาดแบบปากต่อปากในเชิงบวกของผู้ซื้อออนไลน์ยังไม่ค่อยได้รับความสนใจ การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อแสดงให้เห็นถึงผลกระทบเชิงสาเหตุของพฤติกรรมการขายอย่างมีจริยธรรมและความไว้วางใจของลูกค้าในตราสินค้าที่มีผลต่อการสื่อสารแบบปากต่อปากในเชิงบวกและวิเคราะห์อิทธิพลกำกับของเวลาเฉลี่ยในการซื้อสินค้าต่อความสัมพันธ์ระหว่างพฤติกรรมการขายอย่างมีจริยธรรม ความเชื่อมั่นในตราสินค้า และการตลาดปากต่อปากในเชิงบวกในบริบทของการซื้อขายออนไลน์ ข้อมูลถูกรวบรวมจากผู้ซื้อสินค้าออนไลน์จำนวน 332 คนและวิเคราะห์โดยการวิเคราะห์แบบจำลองสมการโครงสร้าง (SEM) ผลการวิจัยและการค้นพบอาจนำเป็นประโยชน์ต่อผู้ประกอบการออนไลน์ในทุกขนาดของธุรกิจ เพื่อสร้างพฤติกรรมการขายอย่างมีจริยธรรมและเสริมสร้างความความสัมพันธ์ที่ยั่งยืนกับลูกค้า

คำสำคัญ: การตลาดปากต่อปากในเชิงบวก เวลาเฉลี่ยในการซื้อสินค้า ความเชื่อมั่นในตราสินค้า พฤติกรรมการขายอย่างมีจริยธรรม

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Abstract

Social media has turned out to be an instrument of the cutting-edge way of life, as well as an essential channel for business. While numerous studies have demonstrated how customers assess their positive word-of-mouth communication with ethical sales behavior and customer's trust in brand, little is known as a moderating factor effect a positive word-of-mouth communication of online shoppers. This study aims to demonstrate the causal effects of ethical sales behavior, and customer's trust in brand on positive word-of-mouth communication and investigate the moderating effects of average shopping time on the relationship of perceived ethical sales behavior, customer trust in brand, and positive word of mouth in online shopping context. The data was collected from 332 online buyers and analyzed by Structural Equation Modeling analysis (SEM). The research results and findings might contribute to online entrepreneurs in all size of business for establishing the ethical sales behavior to foster the sustainable relationships with their customers.

Keywords: Positive Word of Mouth, Average Shopping Time, Brand Trust, Ethical Sales
             Behavior

Introduction

Social media marketing has become a powerful tool for business by providing customers access to information and opportunities to share their experiences with others. Online communities are being engaged by online users, with two-ways communication between a company and users in business context. In Thailand, numerous web-based life stages have been utilized for business approach, particularly, Facebook, Instagram, LINE and Twitter. The value of the electronic commerce market in Thailand has recently grown 12.42 from USD 64 billion to USD 72 billion in 2017 (Thailand Board of Investment, 2017). National Statistical Office of Thailand (2016) revealed that the most trending products to sell online are clothing & footwear and health & beauty (cosmetics) products. In order to increase a number of customers in online marketing, sales representatives are important to take on the face of the brand for prospect. Especially, the first sales engagement is the first interaction and thus the first impression between a brand and online consumers. Brodie, Hollebeek, Biljana, & Ana (2011) indicated that one of successful keys in customer engagement is positive word of mouth (WOM) about the brands, products and services.

Facebook is one of the most widespread channels for electronic commerce and communities by more than 1,400,000,000 registers, and more than 960,000,000 active users (Raktham, Chaipoopirutana, & Combs, 2017). Consumers access openly to Facebook page, to take a look at product details and user reviews on Facebook page. Business marketers have focused on the strategy for encouraging consumers' electronic word-of-mouth (eWOM) communication with both organic and paid techniques. Organic electronic word of mouth

occurs naturally, when an online user is willing to tell other users about a negative or positive experience with a product or service (Word of Mouth Marketing Association, 2011). If consumers perceive unethical behavior by an online buyer, they would show negative expressions on customer's trust in company by spreading negative words of mouth (Alrubaiee, 2012; Roman & Ruiz, 2005).

Online shopping on Facebook has a challenge of building trust, and retaining their customers. Although prior studies had indicated that average shopping time had a positively effect on buying outcomes, sellers need their customers to spend as much time as possible in their shops for maximizing the purchasing outcomes; especially in grocery and fashion retailing stores. However, the transaction nowadays may not be so expedient for online shopping since social media has recently become one of the most popular marketing tools, and consumers have changed their shopping behaviors. Several studies had examined how shopping time affected consumer's purchasing behavior in retail stores (Bielen & Demoulin, 2007; Mihic, Anic, & Milakovic, 2018), but less is known about the effects of time expenditure on customer's buying behavior and their purchasing outcome in online shopping context.

This research focuses on the effects of perceived ethical sales behavior, and trust in brand on customer's positive word of mouth in Facebook shopping experiences. The primary purpose of this study is to conduct a structural modeling analysis that demonstrates the causal effects of ethical sales behavior and customer's trust in brand on positive word-of-mouth communication in online shopping context. Also, this study investigates a moderate effect of average shopping time on the relationship of perceived ethical sales behavior, customer trust in brand, and positive word of mouth.

Literature Review

Positive Word of Mouth

Word-of-mouth communication is one of the most powerful forces in marketing and business contexts, many researchers have frequently studied this factor as one of the academic business outcomes for many years (Arndy, 1967; Oetting & Jacob, 2010). The passage of WOM affects the profit of the business firm which can create the transmitting of consumers' satisfaction level (Soderlund & Rosengren, 2007). According to the explanation of Buttle (1998), WOM can also play a major role on people's feeling (satisfaction and perceived value) and action (behavioral intention). The implication of WOM can be positive, neutral or negative, it depends on the reviewers' perception and what they experienced (Anderson & Weick, 1998).

Recently, the internet has contributed a new meaning to word of mouth as the fastest way for delivering and sharing messages with a low cost and an efficient commutation, this kind of marketing technique is called as electronic word of mouth (eWOM). Marketers are likely focusing on use of eWOM as a new communication tool in order to reduce the cost of marketing promotion (Gruen, Osmonbekov, & Czaplewski, 2006).

Trusov, Bucklin, and Pauwels (2009) claimed that eWOM is a significant key; of which encourages consumers to gather the information from the internet. Its' power is 30 times higher than the information gathered from traditional marketing medias; especially the intangible products in tourism and hospitality industries which consumer have no idea before it is consumed. Similarly, to the case of restaurant study by Litvin, Blose, and Laird (2004), customers select a restaurant when they perceived suggestions by eWOM such as web-page than the commercials on general media channels. In Thailand, people most likely read online reviews of products rather than ask the review from their family or relatives, for instance, a review of movie via Pantip.com, cosmetic products via celebrity's YouTube channel, recommended hotels through Agoda.com, reviews of restaurants by Wongnai.com, and rating reviews of Facebook pages. Consumers choose the easiest way to access the information, and make their own decision when they only have internet at their home or mobile devices.

Perceived Ethical Sales Behavior

According to Roman and Ruiz (2005), ethical sales behavior is an honest action; that enables the salesperson to build long-term relationships between company and customers based on their trust and satisfaction. Ethical sales behavior can be enhanced if salesperson adherence to moral standards, such as presenting full and clear information and advice, making competitive comparison fairly, giving honest suggestions and recommendations, and following up commitments (Morgen, 1997). One of the ethical sales behaviors expressed by online salesperson is the dissemination of truth and honesty (Roman, 2007). Accordingly, the focus of this paper is on salesperson's ethical behavior as related to perceptions with their customers.

On the other hand, unethical sales behavior perceived by customers has significant negative effects on customer trust. Salesperson is exposed to greater ethical pressures than other factors, and salesperson short-term advantages could be influenced by unethical sales behavior, such as lying or exaggerating about the product information and benefits, giving answers when the answers are not really known, and implementing manipulative influenced tactics or high-pressure selling techniques (Alrubaiee, 2012; Roman & Ruiz, 2005).

Customer's Trust in Brand

Trust is built up on the bases of prior experiences and based on ending results, a positive ending result increases trust and negative ending results contrarily will cause the decrease of trust (Deuthsch, 1958). Trust in brand is feeling of security held by customer's interaction with brand, and customer's trust is based on the perception that the brand is responsible and reliable for interests and welfare of the customers (Upamannyu, Maheshwari, & Bhakuni, 2013). Trust in brand is defined as a key ingredient for development of long-term business strategy, and has been considered as a highly significant key for enhancing brand and customer relationship, and the belief by a partner will perform producing positive

results to one firm (Alrubaiee, 2012). According to Chen and Mau (2009) mentioned that Customer's trust in company can be defined as the belief by one company that a customer will perform actions producing positive outcomes for the former with trust in the company. Lastly, the company could achieve long-term profit and maintain the relationship with customers.

Relationships between Perceived Ethical Sales Behavior, Customer's Trust in Brand and WOM

Kennedy, Ferrell, and Leclair (2001) mentioned that on customer's perception, customer will trust in the salesperson if salesperson works for their customers' best interests and behaves attentively and sincerely. Sirdeshmukh, Singh, and Sabol (2002) also indicated that if consumer can establish their trust in brand represented by the salespeople, then this should consider trust as a key for facilitating customers' willingness to trust the salespeople. Conversely, if the brand is perceived to be untrustworthy, then customers wouldn't build a trust in the salespeople. On the other hand, customer trust in brand is described as a trust belief which the companies also can gain long-term profit from customers, due to it could increase through positive word-of-mouth communication, customer repurchasing intention and repeating confronting among customer and the salesperson in the condition of rational, suitably sincere, fair, responsible and charitable (Beatty, Mayer, Coleman, Reynolds, & Lee, 1996).

Many empirical studies have recognized the association of perceived ethical sales behavior, and customer's trust in brand (Alrubaiee, 2012; Mahroo & Shojaei, 2016; Roman, 2003). Mahroo and Shojaei (2016) conducted the study in insurance industry, the findings revealed that ethical sales behavior had a direct effect on customer's word of mouth. The role of customer's trust as mediator variable in the relationship between ethical sales behavior and word of mouth was confirmed. Consistent with the financial service studies of Alrubaiee (2012) and Roman (2003), the findings showed that ethical sales behavior was significant factor for predicting customer trust and positive word of mouth.

The previous studies indicated that ethical sales behavior foster customer's trust in brand; of which is a key determinant of positive word-of-mouth communication (Alrubaiee, 2012; Mahroo & Shojaei, 2016; Roman, 2003). Consequently, the following hypotheses are proposed:

Hypothesis 1: Perceived ethical sales behavior has a direct positive effect on customer's trust in brand.

Hypothesis 2: Perceived ethical sales behavior has a direct positive effect on positive word of mouth.

Relationships between Customer's Trust in Brand and Positive Word of Mouth

Behavioral loyalty is an indicator of intention to perform a several format of behaviors that motivate to keep a long-term relationship with central firm, especially

creating the positive word of mouth to others (Smith, Bolton, & Wagner, 1999). Trust is a primary antecedent of behavioral loyalty and recognized at the most basic element in discovering the consequences of customer behavioral loyalty, including repeat purchasing and improving positive word of mouth (Al-Maamari & Abdulrab, 2017).

In banking service research, Alrubaiee (2012) proposed that customer trust in the bank has positive effects on behavioral loyalty, including positive word of mouth. Consistent with the financial institutions study of Ou, Shih, and Chen (2013), the result revealed that there is a significant positive effect between trust and word of mouth, including positive suggestions to others and intention to recommend. In service organizations, Al-Maamari and Abdulrab (2017) proposed that trust, and other determinant factors (i.e. service quality, perceived enjoyment, technological perceptions, perceived value, and customer satisfaction) have significant impacts on positive word of mouth.

The previous studies indicated that customer's trust in brand has a positive impact on positive word-of-mouth communication (Alrubaiee, 2012; Ou et al., 2013). Consequently, the following hypothesis is proposed:

Hypothesis 3: Trust in brand has a direct positive effect on positive word of mouth.

Average Shopping Time

Various works focused on time as a variable in consumer behavior in shopping (e.g. grocery, fashion retailing, and drugstores) (Bielen & Demoulin, 2007; Mihic et al., 2018). Bielen and Demoulin (2007) proposed 4 dimensions of shopping time, including subjective, objective, cognitive, and affective time dimensions. First, subjective dimension is defined as consumer's estimation of the time duration. Second, objective dimension is considered as an actual duration of the activity counted by a clock. Third dimension is cognitive which defined as customer's evaluation of the elapsed time as being acceptable or not acceptable; as well as the affective time dimension being recognized as customers' emotional response to the time duration. The average time that customers take to make a purchase, is related to the value and type of good being bought. For example, customers are willing to minimize time expenditures in the purchase of convenience products, but for other goods they might seek to prolong time expenditures, especially during enjoyable shopping experiences (Jacoby, Szybillo, & Berning 1976). This study aims to investigate moderate effects on average shopping time on the relationship between perceived ethical sales behaviors, customer trust in brand, and positive word of mouth by examining the objective dimension of average time spent on Facebook shopping activity.

Hypothesis 4: Average shopping time has moderate effects on the relationship of perceived ethical sales behavior, customer trust in brand, and positive word of mouth.

H4a: Average shopping time has a moderate effect on the relationship of perceived ethical sales behavior and customer trust in brand.

H4b: Average shopping time has a moderate effect on the relationship of perceived ethical sales behavior and positive word of mouth.

H4c: Average shopping time has a moderate effect on the relationship of customer trust in brand and positive word of mouth.

Research Method

Population, Samples and Data Collection

This study aims to investigate the relationship between perceived ethical sales behavior, and positive word-of-mount communication through customer's trust in brand as a mediator variable. The online questionnaire survey was employed, as a research tool for discovering the causal relationship among exogenous and endogenous variables. According to the sample size for analyzing a structural equation modeling, Hair, Black, Babin, and Anderson (2010) suggested that the samples per estimated parameter ought to be greater than 20 times. This study contains a total of 12 observed variables. Therefore, the sample size of this study should be greater than 240 respondents. The study utilized a stratified sampling scheme in order to select the samples in 4 regions of Thailand (central, northern, northeastern, and southern regions). The online questionnaires were distributed to Facebook users who have online shopping experiences with Facebook page. The total of 350 questionnaires was returned, and only 332 of them were found valid; of which contributed to 94.8% of response rate.

Research Tools

This study utilized an electronic survey (E-Questionnaire) for collecting the data from 332 respondents by distributing on Facebook channel. For content validity, the questionnaire was confirmed by service industry academic experts. A detailed questionnaire consists of 2 sections; the first section is the general information of the respondents with 4 check-list questions, and the second section is the questions asking the respondents about perceived ethical sales behavior, trust in brand, and positive word-of-mouth communication with 12 five points Likert scale from 1 (entirely disagree) to 5 (entirely agree).

Reliability Test and Convergent Validity

In order to estimate the reliability of the measurement items, Cronbach's Alpha coefficient was employed for each variable of questionnaire (Table 1), as Cronbach's Alpha coefficients expressed above 0.75 (Nunnally, 1978). Therefore, the measurement scales were acceptably reliable. And convergent validity was indicated by an item factor loading greater than 0.5 (Hair et al., 2010), all items are acceptable accordingly. Hair et al. (2010) pointed that the constructs are generally indicated by the average variance extracted (AVE), which suggested value should greater 0.50. All constructs are acceptable with perceived ethical

sales behavior (AVE = 0.541), trust in brand (AVE = 0.662), and positive word of mouth (AVE = 0.791). And Composite Reliability (CR) is recommended to be greater than 0.70 (Fornell & Larcker, 1981), all constructs are sufficient with perceived ethical sales behavior (CR = 0.854), trust in brand (CR = 0.886), and positive word of mouth (CR = 0.898). Hence, the convergent validity is acceptable without removing any item (Table 1).

Table 1 Reliability Test and Confirmatory Factor Analysis

Latent variables/ Observed variables	Factor Loading (λ)	Cronbach's (α)	AVE	CR
Perceived Ethical Sales Behavior		0.785	0.541	0.854
ESB1	0.635			
ESB2	0.748			
ESB3	0.658			
ESB4	0.842			
ESB5	0.777			
Trust in Brand		0.828	0.662	0.886
TIB1	0.771			
TIB2	0.815			
TIB3	0.843			
TIB4	0.825			
Positive Word of Mouth		0.830	0.747	0.898
WOM1	0.805			
WOM2	0.892			
WOM3	0.893			

Results and Discussions

The profile of respondents was analyzed using descriptive statistics to show the demographic profile of respondents. A total of 332 online buyers completely returned the survey, of which 180 were female (54%) and 152 were male (46%). The age of respondents showed 139 were aged between 25 to 34 (41.9%), 105 aged below 25 (31.6%), 54 aged between 35 to 44 (16.3%), and 34 aged over 45 (10.2%). For average time spent per transaction, 143 spent less than 30 minutes (43.1%), and 189 spent more than 30 minutes (56.9%). In terms of monthly income, 129 were less than 9,000 Baht (39%), 104 were ranged between 9,000 to 15,000 Bath (31.3%), 56 were ranged between 15,001 to 35,000 Baht (16.9%), and 43 were more than 35,000 Bath (13%) (Table 2).

Table 2 Demographic profile of respondents (n=332)

Demographic variables	Frequency	%
Gender		
Male	152	46
Female	180	54
Age		
Below 25 years	105	31.6
25-34	139	41.9
35-44	54	16.3
Over 45 years	34	10.2
Average time spent per transaction		
Less than 30 mins	143	43.1
More than 30 mins	189	56.9
Monthly income		
Less than 9,000 Baht	129	39.0
9,001-15,000 Baht	104	31.3
15,001-35,000 Baht	56	16.9
More than 35,000 Baht	43	13.0

Construct Validity

The properties of the three constructs (one exogenous variable – perceived ethical sales behavior and two endogenous variables (1) trust in brand and (2) positive word of mouth) in the studied model were firstly tested by a confirmatory factor analysis (CFA) to specify the relationships between the observed variables and the latent constructs. The construct validity should be confirmed to the construct validity before the structural equation model and the causal relationships are analyzed (Anderson & Gerbing, 1988).

After all the latent variables for each concept were validated, they were placed into a single complete construct model to examine the model as a whole. The most commonly used fit index for Structural Equation Modeling analysis (SEM) is the Chi-square test, which should be insignificant ($p > 0.05$, $\chi^2/df < 5$). Other common fit indices consist of the comparative fit index (CFI>0.90), the goodness fit index (GFI>0.90), root mean square error of approximation (RMSEA<0.07), and root mean square residual (RMR<0.08) (Kline, 2005; Hair et al., 2010). The assessment of overall absolute fit indices was presented in Table 3, the absolute fit indices were found to be unacceptable (χ^2/df = 4.170, p = .00, GFI =.901, CFI =.909, RMSEA =.098, and RMR =.066), and the initial model was rejected since it achieved the RMSEA higher than the critical value of 0.70. The modified model was subsequently assessed.

Table 3 Construct Validity Test (n=332)

Dimensions and Items	beta	S.E.	C.R.
Perceived Ethical Sales Behavior (ESB)			
ESB1 This online salesperson did not introduce the products about availability in order to make a sale.	0.500	-	-
ESB2 This online salesperson did not lie about competition in order to make the sale.	0.584	0.173	7.452
ESB3 The online salesperson did not give answers when he/she does not really know the answers.	0.500	0.166	6.705
ESB4 The online store salesperson did not apply sales pressure even though he/she knows the product is not right for me.	0.872	0.214	8.778
ESB5 The online salesperson did not paint rosy pictures (to look good or nice) of the products to make them sound as good as possible.	0.787	0.195	8.594
Trust in Brand (TIB)			
TIB1 I believe that this brand has my interest in mind.	0.704	-	-
TIB2 I feel that this brand is trustworthy.	0.707	0.079	11.599
TIB3 I have confidence of the products and services of the brand.	0.785	0.081	12.714
TIB4 I feel that this brand has the ability to provide good products and services.	0.772	0.083	15.543
Positive Word of Mouth (WOM)			
WOM1 I am willing to suggest my future contract with the brand to others.	0.677	-	-
WOM2 I will recommend this brand to my friends and relatives.	0.858	0.098	13.182
WOM3 I will introduce this brand with positive evaluation.	0.844	0.102	13.064

Absolute Model Fit Indices								
Model	χ^2	df	χ^2/ df	p-value	GFI	CFI	RMSEA	RMR
Initial	212.650	51	4.170	0.000	0.901	0.909	0.098	0.066
Modified	76.357	32	2.386	0.000	0.957	0.971	0.065	0.031

Remarks: GFI=goodness-of-fit index; CFI=comparative fit index; RMSEA=root mean square error of approximation; RMR=root mean squared residual

The modified model was assessed to improve the model. The modification indices are the prediction of the decrease in Chi-square that will be achieved if that particular path is presented in the construct model. According to the modified model, the

modification indices were improved by applying minimal modifications to the covariance between the items (Byrne, 2005). Two observed variables were found to be redundant and subsequently removed, including "This online salesperson did not introduce the products about availability in order to make a sale." (ESB1); and "The online salesperson did not give answers when he/she does not really know the answers." (ESB3). The RMSEA value was below 0.07, which indicated a good fit of the proposed model to the data. The modified model was therefore deemed acceptable.

Structural Equation Model

The basic structural equation model of this research is causal relationship between perceived ethical sales behavior, trust in brand, and positive word of mouth. After assessing the overall measurement fit model and the modified model shows an acceptable result (Chi-Square = 76.357, p=0.000, root mean square error of approximation (RMSEA) = 0.065, comparative fit index (CFI) = 0.971, goodness-of-fit index (GFI) = 0.971, root mean squared residual (RMR) = 0.031). Besides this additional path shows the significant relationship (Figure 1).

The results of structural equation model are summarized with regard to the significant relationship between exogenous and endogenous variables. Perceived ethical sales behavior has a positive effect on trust in brand with the completely standardized coefficient of 0.384 (p<0.01). Therefore, Hypothesis 1, "Perceived ethical sales behavior has a direct positive effect on customer's trust in brand" was supported. However, there is no significant effect of perceived ethical sales behavior on positive word of mouth. Thus, Hypothesis 2, "Perceived ethical sales behavior has a direct positive effect on positive word of mouth" was rejected. Trust in brand also has a positive effect on word of mouth with the completely standardized coefficient of 0.807 (p<0.01), supporting Hypothesis 3.
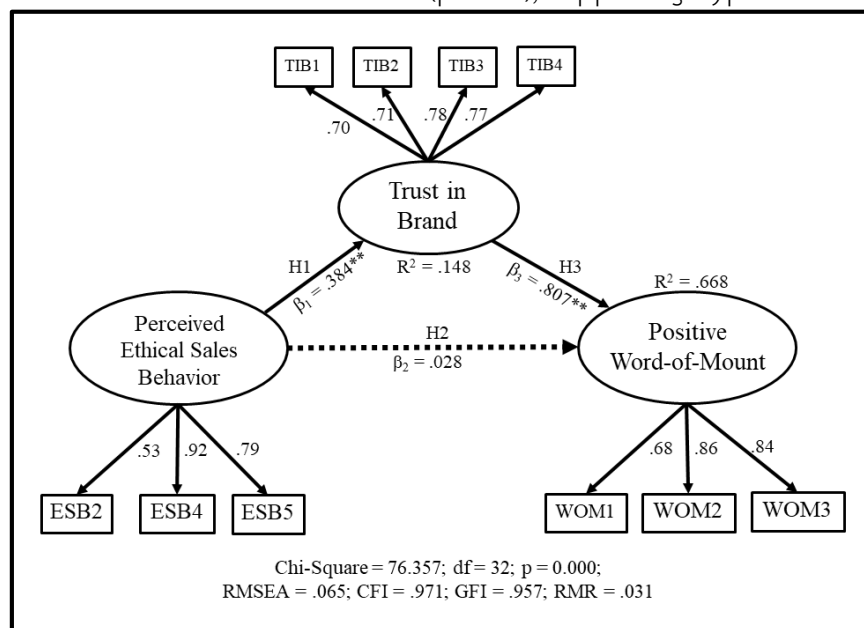

Figure 1 Research Framework

Table 4 shows the most total effect (TE) on positive word of mouth is trust in brand (TE = 0.384), and perceived ethical sales behavior has a total effect on trust in brand (TE = 0.338). In this analysis, the direct effect of perceived ethical sales behavior on positive word of mouth was not significant. Therefore, the indirect effect of ethical sales behavior was not discovered the causal relationship. The direct effect (DE) of trust in brand has a positive effect on positive word-of-mount with the completely standardized coefficient of 0.807 (p<0.01). The model could predict positive word of mouth with 66.8 percent (R^2 = 0.668).

Table 4 Effects of Antecedents on Consequences

Antecedents	Consequences					
	Trust in Brand (TIB)			Positive Word of Mouth (WOM)		
	DE	IE	TE	DE	IE	TE
Perceived ethical sales behavior (ESB)	0.384	-	0.384	0.028	0.310	0.338
Trust in Brand (TIB)	-	-	-	0.807	-	0.807

Note: DE = Direct Effect, IE = Indirect Effect, TE = Total Effect

Results of the Moderating Effects of Average Time Spent per Transaction

A multiple group analysis was performed, to estimate the moderating effects of average time spent on positive word of mouth. Multiple group analysis is a technique to test the different path coefficients of studied groups. In this study, samples were split into two groups based on the average time spent per transaction. Respondents who have short interactions with salesperson less than 30 minutes were placed in the group of "< 30 mins" (n=143); whereas respondents who have moderate long interactions with salesperson more than 30 minutes were classified into the group of "more than 30 mins" (n=189).

Table 5 shows the results of the moderating effect of average time spent per transaction. The data was categorized by the moderating effect of average time into a group of short interaction (less than 30 mins) and long interaction (more than 30 mins). The moderating effect of average time spent on the relationship of perceived ethical sales behavior and trust in brand was insignificant. Thus, Hypothesis 4a was rejected. Meanwhile, average shopping time had a mediating effect on the relationship of ethical sales behavior (ESB) and positive word of mouth (Positive WOM). Hypothesis 4b was subsequently supported. Furthermore, the result also indicated that average shopping time significantly moderated the relationship of trust in brand (TIB) and positive word of mouth (Positive WOM). Consequently, Hypothesis 4c is supported.

Table 5 Moderating effects of Average Shopping Time

Average shopping time as moderator between	Unconstrained Model χ^2	Constrained Model χ^2	χ^2 Difference	Results
H4a: ESB → TIB	55.856	64.140	8.284	Rejected
	df=26	df=32	df=6	(p=0.218)
H4b: ESB → Positive WOM	22.939	40.532	17.593	Accepted
	df=16	df=21	df=5	(p=0.003)
H4c: TIB → Positive WOM	53.349	68.009	14.660	Accepted
	df=26	df=32	df=6	(p=0.018)

Hypotheses Summary and Discussion

Ethical sales behavior had a positive effect on brand trust with a completely standardized coefficient of 0.384 (p<0.01). Therefore, Hypothesis 1 was supported (Table 6). The empirical result supports those of previous studies, including the insurance industry's study (Mahroo & Shojaei, 2016), and financial service studies (Alrubaiee, 2012; Roman, 2013). Perceived ethical sales behavior consists of the components such as presenting full and clear information and advice, making competitive comparison fairly, giving honest suggestions and recommendations, and following up commitments, plays an important role in retaining long-term relationship between a company and its customers (Alrubaiee, 2012; Morgen, 1997; Roman & Ruiz, 2005).

However, ethical sales behavior had an insignificant influence on positive word of mouth. Hypothesis 2 was rejected. The current result argues the previous studies in service industry of Alrubaiee (2012) and Roman (2013). A possible explanation is that online transaction is not explicitly expressed salesperson's actions to customers and leads its customers spread out positive words about the products or brand, but service industry provides the opportunities to have more interactions between salespeople and customers (Alrubaiee, 2012; Mahroo & Shojaei, 2016; Roman, 2003). Despite service industry offers a face-to-face interaction between customers and salespersons, online communication allows the sender and the receiver to stay anonymous (Martin, 2016). The face-to-face interaction is necessary for building a positive word-of-mouth intention.

Moreover, customer's trust in brand also has a positive effect on positive word of mouth. It thus stands alongside other studies that emphasized the predictors of positive word of mouth (Alrubaiee, 2012; Ou et al., 2013). Trust in brand is a primary antecedent of word of mouth intention and recognized at the most basic element in discovering the consequences of behavioral loyalty (Al-Maamari & Abdulrab, 2017).

The mediating effect of average shopping time on the relationship of perceived ethical sales behavior and customer trust in brand was found to be insignificant. Thus, Hypothesis 4a was rejected. This result argues the retailing studies of Bielen and Demoulin

(2007) and Mihic et al. (2018). In fashion industry, the longer the buyers stay in clothing store, the more they will be exposed to in-store stimuli and buy more products (Mihic et al., 2018). Meanwhile, online shoppers may spend time to stay in the various shopping sites in the same time. Average time per an online shopping transaction may vary from the different shopping sites. Meanwhile, average shopping time had mediating effects on the relationship of ethical sales behavior and positive word of mouth, and the relationship of trust in brand and positive word of mouth. Therefore, Hypotheses 4b and 4c were supported. These empirical findings support the results of Bielen and Demoulin (2007) and Mihic et al. (2018) who found that average shopping time had a significant moderate effect on the relationship of perceived ethical sales behavior, customer's trust in brand, and word-of-mouth intention.

Table 6 Hypotheses Summary

Research Hypotheses	Results
H1: Perceived ethical sales behavior has a direct positive effect on customer's trust in brand.	Accepted
H2: Perceived ethical sales behavior has a direct positive effect on positive word of mouth.	Rejected
H3: Trust in brand has a direct positive effect on positive word of mouth.	Accepted
H4: Average shopping time has a moderate effect on the relationship of perceived ethical sales behavior, customer trust in brand, and positive word of mouth.	Rejected

Academic Implications

This study extends words of mouth research by examining the impact of ethical sales behavior and trust in brand on positive words of mouth in the online marketing context. A positive word of mouth that is reflected through online buyers was not directly affected by ethical sales behavior. The model of this study can also extend the moderating effects of average time spent on word of mouth. This model makes it possible to emphasize the moderating effects of average time into a group of short interaction (less than 30 mins) and long interaction (more than 30 mins). A short interaction on online shopping results in greater effect on the relationship of ethical sales behavior and trust in brand. Further studies may adapt this construct model of assessing the moderating effect of buying time to other specific marketing purposes, such as Business-to-Business (B2B), Fast Moving Consumer Goods (FMCG), durable goods, and other service industries.

Managerial Implications

These findings have several direct implications for online entrepreneurs, and online sales representatives. First, this study highlights an importance of sincerity by the online

salesperson. Sincerity and ethics are one of the most significant antecedents of customer trust in company. Therefore, an online entrepreneur should encourage the online salespersons to maintain their honesty and sincerity. In order to build trust in Facebook page, page administrators have to express the ethical actions by the following: 1) showing the product details and descriptions clearly, 2) displaying the price on a complete list of products and services, 3) Answering and clarifying the questions which customers leave in the comment and review boxes, and 4) continually creating interesting post that will encourage consumer engage on the post and click 'Like' on the page.

This study also indicates a significance of time spent during shopping transaction between a salesperson and customers. Although consumers tend to spend more time on clothing and fashion shopping, they are more involved in fashion, more excitable and emotional, willing to take more risk, which all leads to more time spent in the clothing store (Mihic et al., 2018). On the other hand, consumers are comfortable to have a quick interaction with online salespersons. Therefore, this suggests online entrepreneurs to offer clear description of products and services in order to minimize the interaction time between customers and online salespeople.

Limitations and Recommendations

To improve generalization of the research, future research should broaden a variety of industries. This study has focused on the retailing online stores, including clothing & fashion, mobile accessories, and health & beauty (cosmetics) products. Replication research should be conducted in other online platforms and other countries; in order to examine the differences of online buyer behaviors and prove a generalization of the study.

The previous studies of fashion retailing industry showed that gender and age were significant, and the group of females and younger consumers represent primary market segment for fashion industry (Bielen & Demoulin, 2007; Mihic el al., 2018). The implication for fashion retailers is to target female and young consumers with assortment and promotion more intensively. Although this study employs average shopping time as a moderator variable to prove a significance of the relationship between independent and dependent variables. The future study should consider other demographic variables for examining its effects, including gender, age, monthly income, and type of the products.

According to the findings of Tolba, Seoudi, Meshriki, and Abdelshahid (2015), qualitative assessment of ethical sales behavior with consumers must be factored in performance evaluations. Another recommendation for future research is to explore the online consumers' deeper perception of what constitutes unethical, and ethical sales behavior by conducting a qualitative study. Understanding the ethical behavior from consumers' point of view, may be informative and considerable for future research.

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