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Affecting Factors Affecting Non-Residents' Attitude towards Online Purchase Intention in Taiyuan China

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Abstract

Purpose: This study examines affecting factors of non-residents' attitudes toward online purchase intention in Taiyuan, Shanxi Province, China. Six variables were used to construct a conceptual framework: trust, subjective norms, perceived risk, perceived behavioral control, attitudes, and purchase intention. **Research design, data, and methodology:** The researcher applied a quantitative method (n=500) to distribute questionnaires to consumers about online purchase intention. A non-probabilistic sampling includes judgmental sampling, quota sampling, and convenience sampling. The index approved the construct validity of item-objective congruence (IOC). Cronbach's Alpha coefficient values verified each construct in the pilot test of 42 respondents. Structural equation modeling (SEM) and confirmatory factor analysis (CFA) were employed, including model fitting, reliability, and validity tests. **Results:** The results show that trust has a significant impact on online shopping attitude; subjective norm, perceived risk, perceived behavior control, and attitude all have significant effects on purchase intention. Attitude has the most significant effect on online purchase intention. **Conclusion:** The five hypotheses have been proven to meet the research objectives. Therefore, it is suggested that the managers of online shopping platforms should investigate consumers' attitudes toward online shopping, improve the trust mechanism, and manage risks to enhance higher purchase intention.

Keywords: Online Shopping, Trust, Subjective Norms, Attitudes, Purchase Intention

JEL Classification Code: E44, F31, F37, G15

1. Introduction

According to China Internet Network Information Center, the number of online shopping users in China has reached 782 million, and more and more consumers are shopping online. For enterprises, online sales have become an essential part of their business. Most enterprises try to attract consumers to their online platforms for browsing and

consumption. At the same time, the research on the influencing factors of online shopping platform consumers' shopping behavior has become an important topic for relevant scholars (CNNIC, 2021).

According to the data released by the National Bureau of Statistics, China's online shopping transaction scale showed a continuous growth trend from 2015 to 2020. However, although the growth rate of the transaction scale gradually

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decreased after 2017, the growth rate is still above 10%. In 2020, under the influence of the epidemic, the convenience of online shopping became more apparent, making the scale of China's online shopping market maintain growth, reaching 11.76 trillion yuan, a year-on-year increase of 10.6% (Sun, 2021).

From the perspective of the development of online shopping, PC online shopping has been driving the rapid growth of the overall online shopping market in the past. With the popularization of the mobile Internet, the PC online shopping market has gradually matured, and the transaction scale of the mobile shopping market has begun to overgrow. It is estimated that by 2026, the market scale of China's online shopping market will grow to 21.80 trillion yuan (Sun, 2021).

It is crucial to analyze the purchase intention of consumers. Behavioral intention leads people to behave in a certain way. Based on this, purchase intention is a consumer's direct response to the willingness of online shopping and the cognitive acceptance of online shopping, a new purchase method. Han et al. (2018) proposed that the measurement of behavior intention can be used to predict the generation of actual behavior and can be applied to the marketing market to predict consumer behavior.

Based on the structure of the TPB model (Ajzen, 1991), this paper constructs a research framework. It considers attitude, subjective norms, and perceived behavior to control essential factors affecting consumers' purchase intention. Among them, trust is likely to affect consumers' attitudes toward online shopping because the lack of trust will lead to the decrease of consumers' motivations on online shopping (Akroush & Al-Debei, 2015). In addition, perceived risk is a problem that needs to be solved in online shopping (Xiao, 2010). Therefore, this study examines affecting factors of non-residents' attitudes toward online purchase intention in Taiyuan, Shanxi Province, China, including trust, subjective norms, perceived risk, perceived behavioral control, attitudes, and purchase intention.

2. Literature Review

2.1 Trust

Online shoppers must furnish personal details when they purchase a product online or when registering themselves on the websites. The customers fear that this information might be shared with a third-party agency for any unwarranted promotional activities (Akhter, 2014). Barney and Hansen (1994) believed that trust means that people believe that others will not take advantage of their weaknesses to implement the agreement. Kaur and Khanam Quareshi (2015) stated that before placing an online order, the

customer should have some amount of trust in an online vendor as the online transaction can require the consumer to submit financial information and other data that may be personal.

Based on the study by Al-Debei et al. (2015), trust helps to form a positive attitude towards transaction behavior. Online trust involves the process and system through which the consumer carries out a transaction (Lee & Turban, 2001). Trust is generally considered important in online environments because of the associated risks in such contexts (van der Heijden et al., 2003). According to Abbad et al. (2011), trust and security, among others, represent the major limitation of e-commerce in Jordan. Therefore, this research hypothesizes the following.

H1: Trust has a significant effect on attitudes toward online shopping.

2.2 Subjective Norm

The subjective norm is defined as a social influence regarding whether one should take part in mobile shopping or not (Ajzen, 1991). This influence may come from friends, family, or mass media. SN is defined as an individual's perception that most people who are important to him/her think that he/she should or should not shop online (Venkatesh & Davis, 2000). Subjective norms reflect not only a person's perceptions of whether essential others believe that he or she should perform the behavior in question but also the degree of this person's compliance with the opinions of such individuals (Rong-Da Liang, 2014).

Shim et al. (2001) considered subjective norms only marginally significant for e-shopping intentions. In contrast, Laroche et al. (2005) confirmed a significant link between discussing e-shopping with friends and the intention to the e-shop. Social influence also is relevant to enjoyment because involving websites facilitates e-friendship among social communities and enforces enjoyment as e-shopping. Subjective norm is crucial in determining behavioral intention (Montano & Kasprzyk, 2015). Based on the above assumptions, the following hypothesis is obtained:

H2: Subjective norm has a significant effect on online purchase intention.

2.3 Perceived Risk

Consumers' perceived risk in the context of purchase decision-making has been widely dealt with in previous literatures since it is involved in all purchases and influences of buying behavior (Kim et al., 2005). The components of PR are social, financial, physical, performance, time, and psychological (Akhlaq & Ahmed, 2015). Pavlou (2003) emphasized uncertainty and risk in the context of the internet and suggested the need to ameliorate risk as having

a direct effect on the intention to adopt online transactions. Prior studies have demonstrated that many customers are unwilling to perform online transactions because they perceive that there can be a potential risk (Ibrahim et al., 2014). Shoppers lack the opportunity to examine or test the products physically, and they are fear not getting what they want (Mitchell, 1999).

Many recent studies are concerned with the perceived risks associated with online purchasing. These studies showed that consumers perceive higher risks online than offline because the internet is open and complex, and the technology is beyond the users' control (Forsythe & Shi, 2003). Shopping on the internet has been associated with carrying risks. The risk consumers perceive in e-commerce is greater than that of commerce at brick-and-mortar retail stores because of e-commerce's distribution and impersonal nature (Zhou et al., 2007). Perceived risk negatively influences consumers' intention to shop online (Park et al., 2004). In most online transactions, perceived satisfaction and purchase intention are significantly related (McKnight & Chervany, 2001). Hence, a hypothesis is set:

H3: Perceived risk has a significant effect on online purchase intention.

2.4 Perceived Behavioral Control

Perceived behavioral control is the degree to which personal behavior may be controlled, while behavioral intentions refer to the strength of an individual's intention to perform a particular behavior (Ajzen, 1991). During online shopping, PBC represents the extent to which consumers possess sufficient knowledge and infrastructure, including the availability of a smartphone, internet, and service capability, to support online shopping transactions and use (Laroche et al., 2005). PBC has a direct effect because it is believed to reflect the actual ability to perform the behavior (Kitcharoen & Vongurai, 2021). Also, the indirect effect mediated by intention is based on the notion that PBC has a motivating or demotivating influence based on an individual's assessment of the likelihood of success (Ajzen & Madden, 1986). Many investigations have confirmed that an individual's purchase intentions/behaviors will be affected by the level of confidence that person has concerning performing a specific act, also known as perceived behavioral control (Conner & Abraham, 2001). Internet shoppers reported that internet shopping was more accessible and more entertaining. Those who shopped on the internet perceived less difficulty in searching for information and purchasing the product online as compared to those who did not shop on the internet (Swinyard & Smith, 2003). Thus, a proposed hypothesis is indicated:

H4: Perceived behavioral control has a significant effect on online purchase intention.

2.5 Attitudes toward Online Shopping

Attitudes represent overall sets of beliefs and evaluations, both positive and negative, regarding personal behaviors (Rong-Da Liang, 2014). Consumers' relevant social and psychological characteristics are mainly derived from psychological theories such as TPB and social cognitive theory. Previous findings are consistent with these theories. Favorable attitudes towards online shopping are positively associated with consumers' online shopping intention and actual use (Kitchen et al., 2014). A favorable attitude tends to make online transactions effortless and increases the intention to accept online shopping (Pantano & Viassone, 2015). Derived directly from the TPB, a positive attitude toward a given problem forms a positive behavioral intention (Ajzen, 1991). Generally, the more favorable the attitude toward behavior, the stronger the intention of the individual to perform the behavior in question. Based on the basic TPB structure of the relationship between attitude and intention, a consumer's positive attitude toward cross-border online shopping should result in favorable behavioral intention. O'Connor and White (2010) surveyed individuals who did not consume functional foods and individuals who did not take vitamins in Australia and found that subjects' attitudes posit. Based on the previous literatures, this research hypothesized that:

H5: Attitude has a significant effect on online purchase intention.

2.6 Purchase Intention

Ajzen and Driver (1992) defined *intention* as the decisive factor before behavior performance, and it is also the necessary process for the next step. Since then, some scholars have introduced the concept of will into a marketing science (Tweophoncharoen & Vongurai, 2020). Zhou et al. (2007) believed that purchase intention reflects consumers' consumption psychology before they make a purchase and is the psychological driver when consumers buy their favorite products or services. As the Internet constitutes a new way of shopping, the researcher aims to analyze the impact of personal innovation on the acceptance of e-commerce. *Online purchase intention* is a plan to purchase specific goods or services in a virtual store in the future, in which buyers need to evaluate the quality standards for online shopping websites, search for information, and review on products (Hausman & Siekpe, 2009).

Considering the social media attribute of social e-commerce, consumers will bear some uncontrollable factors and risks when shopping for agricultural products online. Therefore, trust factors must be considered when studying consumers' online shopping behavior for

agricultural products under social e-commerce. Social media has gradually occupied people’s daily life, and scholars’ research on consumers’ online shopping willingness and influencing factors has gradually become rich and mature. Social norms are essential factors that affect an individual's purchase intentions, a conjecture confirmed by several studies on marketing and consumer behavior (Cheng et al., 2005). Many scholars have studied the effect of perceived risk on purchase intention. Xiao et al. (2016) has proved that perceived risk has an essential impact on the purchase intention of online agricultural products. Cheah et al. (2015) also used the TPB model framework to establish a consumer behavior model of electronic transactions, including the impact of attitude, subjective norms, and perceived behavior control on purchase intention.

3. Research Methods and Materials

3.1 Research Framework

This study examines consumers’ attitudes towards online shopping and the influencing factors of purchase intention. The model consists of six variables. Dependent variables (DV) are trust, subjective norms, perceived risk, and perceived behavior control and attitudes whereas independent variables (IV) is the purchase intention. Based on Figure 1, the conceptual framework is developed from the previous three theoretical models. First, Al-Debei et al. (2015) examined the effect of trust on attitude. Secondly, Rong-Da Liang (2014) approved that attitude, subjective norms, and perceived behavior control positively impact consumers’ online purchase intention. Lastly, Xiao et al. (2016) explored the relationship between perceived risk and online purchase intention of agricultural products.

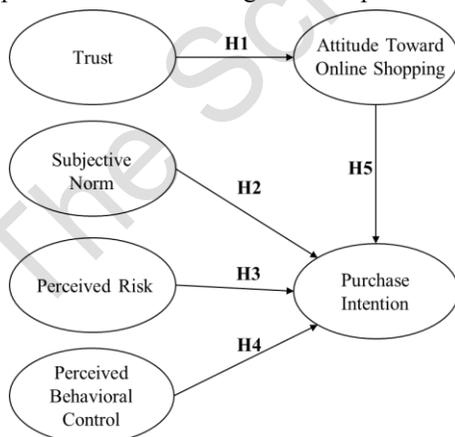


Figure 1: Conceptual Framework

3.2 Research Methodology

The online questionnaires were distributed to the target groups, who were residents of Shanxi Province excepted Taiyuan City, China, considering as non-residents of Taiyuan. The collected data were used to analyze the critical influencing factors of consumers’ attitudes and purchase intention. There are three parts in a survey. First, screening questions are used to determine whether the respondent is qualified. Secondly, the 5-point Likert scale was used to measure six potential variables, from strongly disagree (1) to strongly agree (5), for analyzing five hypotheses. Finally, demographic profile are gender and age. In the pilot test, the validity of the questionnaire was tested by the expert score of item-objective congruence (IOC). The results of IOC by three experts showed that all items were approved at a score of 0.6 or above.

The Cronbach alpha method is applied for reliability testing. The reliability test was carried out in advance using the data results of 42 respondents, resulting in all constructs passing a score of 0.7 or above (Nunnally & Bernstein, 1994). After the reliability test, the questionnaire was distributed to the target respondents, and 500 responses were accepted. The researchers analyzed the collected data through SPSS Amos. Then, confirmatory factor analysis (CFA) was used to test the convergence validity. In order to ensure the validity and reliability of the model, the overall test is carried out on the given data, and the fitting degree of the model is calculated. Finally, the structural equation model (SEM) was used to test hypotheses.

3.3 Population and Sample Size

The target population is the residents of Shanxi Province excepted Taiyuan City, China, considering as non-residents of Taiyuan. Using the sample size calculator (Soper, 2022), the minimum sample size of the research is 403. A total of 565 respondents participated in the survey. After the data screening process, 500 responses were used for the data analysis.

3.4 Sampling Technique

The researchers applied nonprobability sampling, using judgmental sampling, quota sampling, and convenience sampling. For judgmental sampling, the consumers of three most popular online shopping platforms in China, Taobao, Pinduoduo, and JD.com, were selected. Next, the quota sampling method is adopted as shown in Table 1 that the proportion of users of each platform in the total users multiplied by 500 is the sample size of the three platforms. Lastly, the researcher used convenience sampling to distribute the QR code of the questionnaire through the

WeChat application. The data were collected between April to June 2022. The collected data were screened to ensure no missing value and error before proceeding the data analysis.

Table 1: Population and Sample Size by University

Top 3 online shopping app	Total MAU of first and second tier cities (million)	Proportion	Proportional Sample Size
Taobao	197.51	51%	255
Pinduoduo	91.96	24%	120
JD	98.62	25%	125
Total	388.09	100%	500

Source: Created by the author.

4. Results and Discussion

4.1 Demographic Information

The demographic results of 500 participants are shown in Table 2. 43.8% of the respondents were male, and 56.2% were female. In terms of age, the largest group in the sample is 18-30 years old, accounting for 66.2% of the respondents, followed by 31-40 years old, accounting for 18.2%, 41-50

years old, accounting for 4%, 51-60 years old, 10.4%, and over 61 years old, accounting for 1.2%.

Table 2: Demographic Profile

Demographic and General Data		Frequency	Percentage
Gender	Male	219	43.8
	Female	281	56.2
Age	18-30 years old	331	66.2
	31-40 years old	91	18.2
	41-50 years old	20	4.0
	51-60 years old	52	10.4
	More than 61 years old	6	1.2

4.2 Confirmatory Factor Analysis (CFA)

In this study, confirmatory factor analysis (CFA) was applied. In CFA results, all estimates are significant, accounting the factor loading to ensure the convergent validity. Guided by Hair et al. (2006), the factor loading is required to be 0.5, and the coefficient of the P-value is lower than 0.05. Furthermore, Fornell and Larcker (1981) recommended the cut-off point with CR is more significant than 0.7 and the AVE higher than 0.5. As of Table 3, the values of factor loading are all above 0.5, CR is above 0.7, and AVE is above 0.5. It shows that the CFA test results are approved and reliable.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Trust (TR)	Raman (2019)	4	0.816	0.634-0.849	0.825	0.544
Subjective Norm (SN)	Ghazali et al. (2018)	4	0.865	0.713-0.833	0.866	0.620
Perceived Risk (PR)	Xiao (2010)	3	0.802	0.664-0.823	0.806	0.582
Perceived Behavioral Control (PBC)	Cheah et al. (2015)	3	0.792	0.715-0.789	0.796	0.566
Attitude to Online Shopping (ATT)	Ghazali et al. (2018)	4	0.861	0.756-0.800	0.861	0.608
Purchase Intention (PI)	Zhao et al. (2017)	3	0.831	0.759-0.835	0.842	0.640

In the measurement model, CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA are used to indicate the model fitting in CFA testing. In Table 4, the value obtained in this study is greater than the acceptable value, which verifies the good fit model. Moreover, the measurement results of these models consolidate the effectiveness of discrimination and verify the effectiveness of subsequent structural model estimates.

Table 4: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values
CMIN/df	≤ 5.0 (Wheaton et al., 1977)	417.363/174 or 2.399
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.925
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.900
NFI	≥ 0.80 (Wu & Wang, 2006)	0.927
CFI	≥ 0.80 (Bentler, 1990)	0.956
TLI	≥ 0.80 (Sharma et al., 2005)	0.947
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.053
Model Summary		Acceptable Model Fit

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation

Source: Created by the author.

In Table 5, the square root of the AVE of each variable is larger than its correlation coefficient with other variables, indicating that the discriminant validity of the model is approved. Studenmund (1992) states that multicollinearity problems can be detected through a correlation coefficient. The factor correlations in Table 5 did not surpass 0.80. Therefore, there is no problem with multicollinearity.

Table 5: Discriminant Validity

	TR	SN	PR	PBC	ATT	PI
TR	0.738					
SN	0.628	0.787				
PR	-0.216	-0.198	0.763			
PBC	0.419	0.456	-0.222	0.752		
ATT	0.547	0.618	-0.236	0.608	0.780	
PI	0.496	0.547	-0.27	0.545	0.756	0.800

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

The structural equation model (SEM) is a generalization of the regression model, which has many advantages that the regression model does not have. It can analyze both explicit and latent variables at the same time, which is consistent with the general implicit characteristics of variables in social science research. The measurement error of independent variables is allowed, and the parameter estimation accuracy can be done by the goodness of fit indices. These advantages make SEM a crucial statistical method in social science research (Wang et al., 2022). The fit results for the Structural Equation Model (SEM) are measured as demonstrated in Table 6. The calculation in SEMs and adjusting the model by using SPSS AMOS, the results of fit index were presented good fit which are CMIN/DF = 4.973, GFI = 0.860, AGFI = 0.818, NFI = 0.846, CFI = 0.873, TLI = 0.849 and RMSEA = 0.089.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable Values	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/DF	≤ 5.0 (Wheaton et al., 1977)	1034.025/184 or 5.620	880.222/177 or 4.973
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.836	0.860
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.794	0.818
NFI	≥ 0.80 (Wu & Wang, 2006)	0.820	0.846
CFI	≥ 0.80 (Bentler, 1990)	0.846	0.873
TLI	≥ 0.80 (Sharma et al., 2005)	0.824	0.849
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.096	0.089
Model Summary		Not in harmony with empirical data	In harmony with empirical data

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation
Source: Created by the author.

4.4 Research Hypothesis Testing Result

The research model judges the significance of the regression path coefficient according to its t-value and calculates the explanatory ability of the independent variable to the dependent variable according to R2. Table 7 reports that at the level of significance p=0.05, all

hypotheses are supported. The influence coefficient of trust on attitude is 0.636, while the influence coefficients of subjective norm, perceived risk, perceived behavioral control, and attitude on purchase intention are 0.116, -0.105, 0.145, and 0.861, respectively. It can be seen that attitude has the most significant effect on purchase intention.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: TR→ATT	0.636	11.026*	Supported
H2: SN→PI	0.116	3.006*	Supported
H3: PR→PI	-0.105	-2.641*	Supported
H4: PBC→PI	0.145	3.560*	Supported
H5: ATT→PI	0.861	12.473*	Supported

Note: * p<0.05
Source: Created by the author.

The results in Table 7 can be further postulated:

H1 proved that trust is the key influencing factor for consumers' attitude towards online shopping, and the coefficient of the standard system in its structural path is 0.636. In the complex virtual environment of e-commerce, it is a fundamental problem that the buyer and the seller can establish trust. Only reliable credit can guarantee the optimistic view of customers (Akroush & Al-Debei, 2015). The result of **H2** is 0.116; that is, subjective norms significantly affect purchase intention. It shows that the views of people around can easily affect people's subjective judgments (Singh & Srivastava, 2019). The standard regression coefficient of **H3** showing perceived risk on purchase intention is -0.105. That is, the higher the consumers' inner evaluation of the risks brought about by online shopping, the lower their purchase intention (Chang et al., 2016). The regression coefficient of **H4** is 0.145, indicating that behavior control also significantly promotes purchase intention. Sun and Liang (2021) also confirmed that if customers think they have high online shopping ability, they are likelier to place orders online. Finally, the regression coefficient of **H5** is 0.861, which means that attitude in the structure has the most significant effect on the promotion of dependent variables. If a user likes and praises online shopping, he or she tends to browse shopping websites and buy products (Han et al., 2018).

5. Conclusions and Recommendation

5.1 Conclusion and Discussion

The research objectives have been met to examine factors of attitude and purchase intention of non-residents in Taiyuan, Shanxi Province, China, in online shopping. The model consists of six constructs and five hypotheses. The

hypotheses are the influence of trust on online shopping attitude and the significant influence of subjective norms, perceived risk, perceived behavior control, and attitude on consumers' online purchase intention. The respondents of the questionnaire are non-residents of Taiyuan City, Shanxi Province. The data analysis involves confirmatory factor analysis (CFA), which is applied to measure the validity and reliability of the measurement model. The structural equation model (SEM) is applied to measure the significance and hypotheses.

The results are can be discussed in this part. First, consumers' online shopping attitude has the most significant impact on their purchase intention. This means that attitude largely determines purchase intention. Simultaneously, the core factor that determines attitude is trust. In the virtual online shopping environment, consumers are most concerned about whether to ensure the safety of all aspects. This is a crucial step in building their trust in online shopping sellers. Secondly, perceived behavioral control and subjective norms have a significant positive impact on purchase intention. It shows that if consumers face services with technical operation requirements, the smaller the obstacles, the easier the operation will be, and consumers will be more likely to accept online shopping. The important people around the consumer have an impact on his behavior. Third, the impact of perceived risk on purchase intention is significantly negative. This is consistent with the expected results. Consumers will buy products online only when they think the risk is controllable. To sum up, this study determines that subjective norms, attitudes, perceived risk, and perceived behavior control are fundamental reasons for the online shopping tendency of non-Taiyuan residents in Shanxi Province. Trust is also a critical influencing factor for their online shopping attitude.

5.2 Recommendation

For recommendations, the consumption survey of non-residents in Taiyuan, Shanxi Province should be taken to address the key factors affecting consumers' willingness to shop online including consumers' attitudes towards online shopping, subjective norms, perceived risk, and perceived behavior control. The most influential factor affecting consumer attitudes is trust. Therefore, it is recommended to enhance online purchase intention by establishing high trust such as product and delivery guarantee. First, trust, as the essential condition, has been a topic of great concern since the emergence of online shopping. Both morality and law should bind it. Only by establishing a reliable trust bridge between buyers and sellers will consumers consider taking out their wallets (Al-Debei et al., 2015). Secondly, we should strengthen the systematic supervision of shopping platforms, reduce various risks, and make consumers feel

that they are in a safe shopping environment, so that they will be willing to buy what they need online (Zhao et al., 2017). Third, it is suggested that by simplifying the design of the website platform, consumers feel that their subjective behavior is straightforward when choosing online shopping, and they will be more willing to choose online shopping (Rong-Da Liang, 2014). Finally, online shopping platform managers can form several groups of people on the platform through technology, where they can share their shopping experiences. Therefore, a good shopping atmosphere will improve consumers' online shopping desires. In conclusion, the results will help investors and managers of online shopping platforms gain better experience and enlightenment in attracting consumers and increase more transactions and sales.

5.3 Limitation and Further Study

The limitation of this study is that the population and sample are limited to the group of users of three online shopping platforms in China. Consequently, different findings may be produced in different regions and countries. Future research may explore or extend more variables affecting consumers' attitudes and purchase intention, such as hedonic, price, value, perceived usefulness, and many more. In addition, future research can also be extended to actual purchase behavior. It can further fully explain consumers' behavior habits. Lastly, the qualitative method can generate more specific reasons behind those key significant factors.

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