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Drivers Influencing Consumers' Online Shopping Intentions in Chengdu, China

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Abstract

Purpose: This research paper investigates the key factors influencing online shopping behavior among people in Chengdu, China. The conceptual framework proposed a causal relationship among trust, convenience, usefulness, enjoyment, attitude towards online shopping, social influence, and intention to shop online. **Research design, data, and methodology:** The researcher employed a quantitative approach (n=500) to distribute questionnaires to eligible individuals across the five primary urban areas of Chengdu city. Non-probability sampling methods employed in this study encompass judgment sampling for selecting the primary urban areas of Chengdu city, quota sampling based on population distribution, and convenience sampling for data collection and survey distribution both online and offline. Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) were conducted for data analysis, which included model fit, reliability, and construct validity assessments. **Results:** The results indicate that the convenience of online shopping and consumers' attitudes significantly influence the intention to engage in online shopping. Attitude has the greatest impact, followed by convenience. **Conclusions:** Five out of eight hypotheses were found to be supported, aligning with the research objectives of the paper. The results of this study can offer valuable insights for individuals intending to enter related fields, relevant professionals, and researchers, particularly those focusing on research in the Chengdu area.

Keywords : Online Shopping, Behavioral Intention, Chengdu, Consumers

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Since the advent of the Internet in the 1990s, China has experienced a profound transition from the internet boom to the digital era. The rapid expansion of the Internet has significantly grown, reaching millions of individuals in urban and rural regions and offering convenient access to information (Dong, 2012). The rise of mobile Internet has propelled the prosperity of the digital economy, giving rise not only to giants in mobile payment and e-commerce but also fostering innovation in business models.

With the widespread adoption of smartphones and mobile payment technology, China's e-commerce has entered the mobile internet era. Mobile shopping applications have swiftly emerged, allowing consumers to shop anytime and anywhere using their smartphones (Wang & Liu, 2021). Emerging models such as live-streaming e-commerce and social e-commerce have also gained prominence, injecting new vitality into the e-commerce industry (Lu & Kandilov, 2021).

The digital payment promotion process in China has undergone several stages: the initial stage, the rise of mobile payment, the promotion stage, technological upgrading, and internationalization. With support from policies, technological innovation, and market demand, digital payment in China has become one of the world's largest digital payment markets, bringing great convenience to economic development and people's lives (Zhou, 2022).

As one of the economic centers in western China, Chengdu has undergone sustained economic growth, leading to enhanced purchasing power among its residents. Additionally, Chengdu's population has been steadily increasing, with most young people inclined toward adopting new consumption patterns, including online

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shopping. With the acceleration of residents' lifestyles and the gradual increase in time costs, people opt for convenient and efficient online shopping methods to save time and energy (Akram et al., 2017).

This study investigates the causal relationships between online shopping intention and its determinants, including social Influence, trust, attitude, convenience, usefulness, and enjoyment among individuals in the Chengdu region. Drawing upon various theoretical perspectives and previous literature, the research framework of this paper is formulated to examine these relationships. The variables examined in this study include social Influence, trust, convenience, usefulness, enjoyment, attitude toward Online Shopping, and intention to Shop Online. This study aims to identify the variables that significantly influence people's attitudes toward online shopping and their behavioral intentions. Therefore, the results of this study can offer valuable insights for individuals intending to enter related fields, relevant professionals, and researchers, particularly those focusing on research in the Chengdu area.

This study employed a quantitative data collection and analysis approach, utilizing a multi-stage sampling technique to allocate sample sizes proportionally across each selected primary urban area. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were employed to analyze the data. The research results identified significant variables influencing behavioral intention and elucidated their importance in directly or indirectly affecting it.

2. Literature Review

2.1 Intention to Shop Online

Consumers' intentions to purchase online are influenced by their perceptions of trustworthiness and value (Lim, 2015). Stronger intentions will likely lead to actual behavior (Islam & Daud, 2011). Furthermore, consumers' intentions to use the Internet as a shopping channel significantly predict their actual engagement in online transactions (Pavlou & Fygenson, 2006).

The decision of individuals to engage in online shopping is influenced by a variety of motivational factors, including the need to alleviate boredom, peer influence, and consideration of social status (Reid & Brown, 1996). When consumers perceive shopping at brick-and-mortar stores as inconvenient, they are more likely to shift to online shopping (Dholakia, 2003). The convenience and time-saving benefits of online shopping strongly resonate with consumers, driving them to choose online purchases (Khan & Rizvi, 2012).

2.2 Trust

Kong et al. (2014) elaborate on this definition, explaining trust as a mechanism aimed at reducing uncertainty and anxiety, particularly in the context of online shopping transactions between buyers and sellers. Brynjolfsson and Smith (2000) emphasize the critical role of brand name and trust in online shopping. Trust plays a pivotal role in shaping consumers' perceptions of their online purchases, resulting in heightened satisfaction and loyalty. The successful establishment of trust in online shopping offers a distinct advantage to consumers, making their online experiences more rewarding (Kim & Peterson, 2017).

Trust holds paramount importance in the global realm of online shopping, serving as a crucial factor in mitigating risks and enhancing commitment and satisfaction levels for both buyers and sellers (Khan et al., 2015). Furthermore, trust exerts a substantial influence on both product recommendations and websites, profoundly shaping online shopping behaviors (Wu & Chang, 2006). When consumers place their trust in product recommendations from social shopping networks on websites, their intention to purchase the recommended items is stimulated, potentially resulting in actual purchases from the respective website (Gordon, 2007).

H1: Trust has a significant impact on attitude towards online shopping.

H5: Trust has a significant impact on intention to shop online.

2.3 Convenience

Convenience refers to the ease of using self-service technology, as defined by King et al. (2004). This preference is driven by the time constraints of modern lifestyles, prompting consumers to prioritize time and effort-saving measures during the purchasing process. Copeland (1923) originally introduced the concept of convenience to measure the time and effort expended when acquiring consumer products. Furthermore, Seiders et al. (2007) extensively reviewed the literature on consumer convenience in a service-based economy.

Chakraborty (2016) emphasizes that convenience is the primary draw for consumers in online shopping. Jiang et al. (2013) regard convenience as a second-order concept and find that it positively influences consumers repurchase intention. Furthermore, the convenience of shopping from one's home enhances the significance of convenience as a decisive factor in choosing online shopping (Raman, 2019).

H2: Convenience has a significant impact on attitude towards online shopping.

H6: Convenience has a significant impact on intention to shop online.

2.4 Usefulness

The term "usefulness" is defined as an individual's belief that adopting a new technology will enhance their performance or overall experience (Davis, 1989). Hence, providing customers with diverse information and comprehensive descriptions of premium goods is crucial to assist them in making informed choices (Gillenson & Sherrell, 2002). From a consumer perspective, exploring the usefulness of online shopping reveals that consumers generally perceive it to offer advantages in terms of convenience, product selection, and information accessibility, thereby improving shopping efficiency and satisfaction (Lim et al., 2014).

Customers' intentions to engage in online purchases are influenced by their perceptions of usefulness and attitudes towards online shopping (Ha & Stoel, 2009). As perceived usefulness increases, an increase in the number of transactions is also expected (Luarn & Lin, 2005). Lim et al. (2014) investigated the impact of perceived usefulness and trust on online shopping behavior, revealing that perceived usefulness plays a critical role in influencing positive online shopping behavior.

H3: Usefulness has a significant impact on attitude towards online shopping.

2.5 Enjoyment

Perceived enjoyment refers to the satisfaction consumers derive from online purchases on a specific website based on the joy it brings, excluding functional performance expectations (Childers et al., 2001). Hasan et al. (2021) further elaborate that perceived enjoyment represents an individual's intrinsic motivation to use a particular system. On the other hand, shopping enjoyment reflects the extent to which the shopping experience with a web store is perceived to be inherently enjoyable, regardless of anticipated performance outcomes (Cai & Xu, 2006).

Dailey and Heath (2000) conducted a study revealing the significant impact of website atmospherics on shoppers' behavioral intentions by influencing consumer effect, particularly pleasure. To alleviate the risk of similarity detection, Menon and Kahn (2002) observed that consumers who derived more pleasure from the internet site displayed increased approach responses towards the site, such as expressing intentions to revisit the online store. As indicated by past research, Koufaris (2002) underscored the importance of customer value (outcome, process, and enjoyment) as a determinant of online customer loyalty.

H4: Enjoyment has a significant impact on attitude towards online shopping.

2.6 Attitude towards Online Shopping

Consumer attitude towards online shopping refers to the psychological state of individuals when making purchases over the Internet (Dani, 2017). In marketing, attitude is defined as an individual's overall evaluation of a concept (Peter & Olson, 2010). As Perner (2010) defines it, consumer attitude is a composite of beliefs, feelings, and behavioral intentions that individuals hold towards a specific object within the marketing context.

Consumer attitude towards online shopping is influenced by various factors (Brown et al., 2003). For companies aiming to succeed in the online marketplace, understanding the attitudes and behaviors of potential customers is a fundamental step (Teo, 2002). Research indicates that consumers' attitudes are influenced by perceived usefulness, perceived ease of use, and risk perception (Raman, 2019).

H7: Attitude towards online shopping has a significant impact on intention to shop online.

2.7 Social Influence

Social influence refers to the degree to which individuals perceive that important people believe they should adopt a technology (Venkatesh et al., 2012). It is also referred to as social factors, subjective norms, or social norms and denotes the behavioral changes that one person intentionally or unintentionally causes in another (Phetnoi et al., 2021). As one of the unavoidable environmental factors, social influence inevitably influences individuals' prevailing opinions about certain things (Kumar et al., 2015).

Fu et al. (2020) concluded that consumers' decision-making process in social shopping may be influenced by various social influences, even when presented with the same information under different circumstances. Lee et al. (2006) demonstrated that positive informational social influence enhances the relationships between perceived ease of use and consumers' attitudes toward Internet shopping, as well as attitudes and their intentions to shop.

H8: Social influence has a significant impact on intention to shop online.

3. Research Methods and Materials

3.1 Research Framework

The conceptual framework of this study is derived from the synthesis of frameworks from previous research. Raman (2019) developed the initial theoretical framework to construct a model to examine the online shopping intentions of female consumers. Monsuwé et al. (2004) developed the second theoretical framework. Their framework aims to enhance researchers' understanding of consumers' attitudes towards online shopping and their propensity to engage in internet-based shopping. The third theoretical framework was developed by Oloveze et al. (2022) to examine factors that could mitigate barriers to successful online shopping within Nigeria's growing economy. The conceptual framework of this study is illustrated in Figure 1.

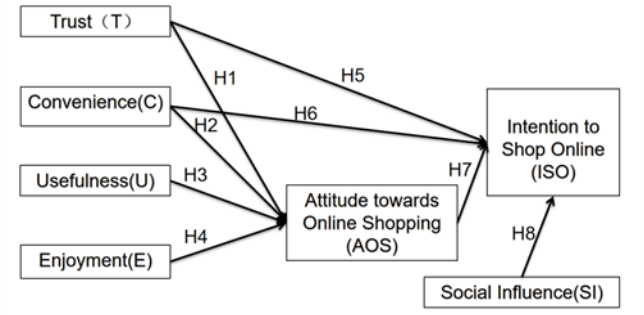

Figure 1: Conceptual Framework

H1: Trust has a significant impact on attitude towards online shopping.
H2: Convenience has a significant impact on attitude towards online shopping.
H3: Usefulness has a significant impact on attitude towards online shopping.
H4: Enjoyment has a significant impact on attitude towards online shopping.
H5: Trust has a significant impact on intention to shop online.
H6: Convenience has a significant impact on intention to shop online.
H7: Attitude towards online shopping has a significant impact on intention to shop online.
H8: Social influence has a significant impact on intention to shop online.

3.2 Research Methodology

This study adopts a quantitative analytical approach to empirically investigate the determinants influencing consumer intentions for online shopping within Chengdu, China. Utilizing an online survey conducted through Questionnaire Star, data is efficiently gathered from online shopping consumers residing in Chengdu's main urban area. Before survey distribution, a reliability test using the Item-Objective Congruence (IOC) method was conducted to ensure construct integrity. A passed state of IOC (Index of Consistency) indicates that all items were passed at 0.6 per three experts' rating. The pilot test (n=30) has demonstrated acceptable consistency across items in a survey or instrument, ensuring that responses are reliable and consistent. In practical terms, this means the instrument has achieved the desired level of internal reliability, often indicated by Cronbach's alpha scores above 0.7. After the pilot test, with these results, the survey can be refined and validated for full-scale implementation. The collected data is then subjected to statistical analysis using SPSS and AMOS software. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) are subsequently employed to examine the relationships among variables within the conceptual framework empirically.

3.3 Population and Sample Size

The scope of this study encompasses the permanent population of the five primary urban districts of Chengdu City, specifically targeting adults with prior online shopping experience. The sample size recommendation for structural equation modeling suggests that at least 425 respondents should participate, while this study has selected 500 participants.

3.4 Sampling Technique

This study employed a combination of probability and non-probability sampling methods, specifically utilizing multi-stage sampling. The sampling techniques used in this study include purposive sampling or judgmental sampling in the initial stage, stratified random sampling in the second stage, and convenience sampling in the third stage. The data collection primarily involved utilizing an online survey platform, particularly Questionnaire Star, to manage the questionnaire survey. Table 1 displays the calculated sample sizes for each stratum, aiding in the distribution of survey questionnaires based on this data. Random sampling was carried out from each stratum, ensuring a comprehensive representation of all strata within the target population.

Table 1: Sample Units and Sample Size

The Main District	Population Size	Proportional Sample Size
Jinjiang District	902,933	79
Qingyang District	955,954	84
Jinniu District	1,265,398	111

The Main District	Population Size	Proportional Sample Size
Wuhou District	1,206,568	106
Chenghua District	1,381,894	120
Total	**5,712,747**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographic profile targets 500 participants, as summarized in Table 2. Of these participants, 56.6% are male and 43.4% are female. The largest age group is 29-39 years old, comprising 39.0% of respondents. This is followed by 27.8% aged 40-50 years, 19.2% aged over 50 years, and 14% aged 18-28 years. Regarding income, 54% earn between 10,001 CNY and 20,000 CNY, 25.6% earn between 5,001 CNY and 10,000 CNY, 13.8% earn 20,001 CNY or more, and 6.6% earn 5,000 CNY or less.

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	283	56.6%
	Female	217	43.4%
Age	18-28years old	70	14%
	29-39years old	195	39%
	40-50 years old	139	27.8%
	More than 50	96	19.2%
Income	5,000CNY or less	33	6.6%
	5,001-10,000CNY	128	25.6%
	10,001-20,000CNY	270	54%
	20,001CNY or more	69	13.8%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was used to evaluate the measurement model and its appropriateness for the data. Convergent validity affirms the consistency of relationships among constructs. It is measured using methods such as Cronbach's Alpha reliability, factor loading, composite or construct reliability, and average variance extracted, with results summarized in Table 3. Cronbach's alpha (CA) is a statistical test used to assess the internal consistency within a construct. A higher Cronbach's alpha value indicates greater reliability of the items. Cronbach's alpha values range from 0 to 1, where values between 0.7 and 0.8 are considered acceptable or good, values between 0.8 and 0.9 are seen as very good, and values of 0.9 or higher are considered excellent (Hair et al., 2003). All constructs in Table 3 have Cronbach's alpha values exceeding 0.7, thus confirming internal consistency and reliability for the questionnaire distribution.

Additionally, a larger factor loading indicates higher item reliability (Hair et al., 2010), and factor loadings of 0.5 or higher are deemed acceptable. In this study, all individual item factor loadings exceed 0.5, ranging from 0.603 to 0.887, as shown in Table 3. Composite or construct reliability (CR) and average variance extracted (AVE) are other methods to measure the reliability and consistency of scale items (Peterson & Kim, 2013), with CR values of at least 0.7 and AVE values of at least 0.4 being acceptable. As shown in Table 4, the CR and AVE values in this study are acceptable.

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
Usefulness (U)	Davis (1989)	5	0.826	0.686-0.715	0.826	0.487
Enjoyment (E)	Hasan et al. (2021)	3	0.860	0.807-0.836	0.860	0.672
Trust (T)	Kong et al. (2014)	4	0.848	0.708-0.817	0.848	0.584
Convenience (C)	King et al. (2004)	4	0.778	0.603-0.744	0.781	0.473
Social Influence (SI)	Venkatesh et al. (2012)	3	0.828	0.708-0.846	0.831	0.623
Attitude towards Online Shopping (AOS)	Dani (2017)	4	0.794	0.662-0.737	0.795	0.493
Intention to Shop Online (ISO)	Lim (2015)	3	0.871	0.802-0.887	0.873	0.696

The study utilized fit indices to evaluate model fit, with selected indices and their acceptable ranges. As indicated by the results in Table 4, there is no need to modify the measurement model, as the original model already demonstrates a good fit.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	381.634/278 or 1.373
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.947
AGFI	≥0.80 (Sica & Ghisi, 2007)	0.932
NFI	≥ 0.80 (Wu & Wang, 2006)	0.935
CFI	≥0.80 (Bentler, 1990)	0.981
TLI	≥0.80 (Sharma et al., 2005)	0.978

Fit Index	Acceptable Criteria	Statistical Values
RMSEA	< 0.08 (Pedroso et al., 2016)	0.027
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 = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

Discriminant validity refers to the distinctiveness of measurements across different concepts. Discriminant validity is satisfied when the square root of the average variance extracted (AVE) for any given construct is greater than the correlation coefficients associated with other constructs (Fornell & Larcker, 1981). Hair et al. (2006) state that discriminant validity is supported when the AVE exceeds the squared inter-construct correlations. As shown in Table 5, the square roots of AVEs at the diagonal positions for all constructs are greater than the inter-construct correlations, thereby ensuring discriminant validity.

Table 5: Discriminant Validity

	U	E	T	C	SI	AOS	ISO
U	**0.698**						
E	0.170	**0.820**					
T	0.358	0.170	**0.764**				
C	0.407	0.101	0.410	**0.688**			
SI	0.128	0.125	0.305	0.259	**0.789**		
AOS	0.379	0.173	0.373	0.421	0.334	**0.702**	
ISO	0.477	0.243	0.335	0.450	0.245	0.485	**0.834**

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

4.3 Structural Equation Model (SEM)

Structural Equation Modeling (SEM) was employed to evaluate the structural model, determining the model's fit and the causal relationships among the variables. The structural model delineates the paths or relationships between latent variables, which may be direct or indirect (Byrne, 2010). This study assessed the fit of the structural model using fit indices like those used in the CFA. The selected fit indices and their outcomes are presented in Table 6, confirming the adequacy of the structural model.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/ DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	759.297/291 or 2.609
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.891
AGFI	≥0.80 (Sica & Ghisi, 2007)	0.868
NFI	≥ 0.80 (Wu & Wang, 2006)	0.870
CFI	≥0.80 (Bentler, 1990)	0.915
TLI	≥0.80 (Sharma et al., 2005)	0.905
RMSEA	< 0.08 (Pedroso et al., 2016)	0.057

Fit Index	Acceptable Criteria	Statistical Values
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 = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

In the hypotheses, the magnitude of the relationship between the independent and dependent variables is measured through regression coefficients or standardized path coefficients, as shown in Table 7.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: T→AOS	0.261	4.844*	Supported
H2: C→AOS	0.329	5.476*	Supported
H3: U→AOS	0.289	5.176*	Supported
H4: E→AOS	0.127	2.508	Not Supported
H5: T→ISO	0.107	2.229	Not Supported
H6: C→ISO	0.276	4.978*	Supported
H7: AOS→ISO	0.410	6.646*	Supported
H8: SI→ISO	0.037	0.826	Not Supported

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

Out of eight hypotheses, five were supported. The results indicate that people's behavioral intentions for online shopping are significantly influenced by their attitudes towards it, with a standardized path coefficient for H7 of 0.410 and a t-value of 6.646. This finding is consistent with Zendehdel et al. (2015), who confirmed that a positive attitude towards online shopping significantly impacts shopping intentions. The results also showed that trust, convenience, and usefulness significantly drive attitudes towards online shopping. The second largest impact on online shopping behavior intention is the convenience of online shopping, with a beta value of 0.276 and a t-value of 4.978, aligning with Farhana et al. (2017), who observed that consumers consider convenience one of the main benefits of online shopping. Furthermore, convenience also significantly affects attitudes towards online shopping, with a beta value for H2 of 0.329 and a t-value of 5.476, supporting the argument by Al-Debei et al. (2015) that convenience is not only an influencer of behavioral intentions but also a means of forming consumer attitudes towards online shopping. Therefore, convenience indirectly influences online shopping behavior by significantly impacting attitudes toward online shopping.

5. Conclusion and Recommendation

5.1 Conclusion

This study aims to comprehensively analyze the key factors influencing the intention of online shopping behavior among people in the Chengdu area of China. In today's consumer environment in China, online shopping has become very prevalent and has developed into a complete industrial chain. The intense competition propels the industry forward, and related enterprises or individuals must master the key factors to gain a competitive advantage in this market. This research proposes seven variable factors and eight hypothetical relationships to analyze the direct or indirect factors affecting the online shopping behavior intentions of people in the Chengdu area, based on three theoretical frameworks to propose the conceptual framework of this study. The target survey population comes from five main urban districts of Chengdu, with 500 questionnaires distributed to individuals with online shopping experience, and data was collected quantitatively. Based on the collected data, Confirmatory Factor Analysis (CFA) was used to measure and test the validity and reliability of the conceptual model, and Structural Equation Modeling (SEM) was used to evaluate the causal relationships between variables. Finally, five out of eight hypotheses were supported, achieving the research objectives.

Firstly, attitudes towards online shopping are the most significant factor affecting people's intentions to shop online. This confirms the research findings of Khare and Rakesh (2011), where attitudes towards online shopping directly influence shopping intentions. Therefore, establishing a positive attitude is crucial for stimulating behavioral intentions.

Secondly, the research reveals the practical implications of the factors that significantly influence attitudes towards online shopping, namely convenience, usefulness, and trust, in that order. Korgaonkar et al. (2014) suggest that convenience-oriented consumers hold a positive attitude towards online purchase intentions. Davis (1989) argues that perceived usefulness greatly affects attitudes, considering it a key factor. According to Al-Debei et al. (2015), trust helps to form positive attitudes towards transactional behaviors. These findings have direct relevance to the strategies that businesses can employ to influence consumer attitudes and, consequently, their online shopping intentions.

Lastly, the research not only confirms the direct impact of convenience on the intention to shop online but also its indirect influence through attitudes towards online shopping. This finding aligns with the views of Al-Debei et al. (2015) that, apart from influencing consumers' behavioral intentions, convenience is also considered a means to form consumer attitudes towards online shopping. This reiteration of existing knowledge further solidifies the research's contribution to the field of consumer behavior, particularly in the context of online shopping in the Chengdu area of China.

5.2 Recommendation

This study proposes that attitudes and convenience are the most direct factors influencing the intention of online shopping behavior. Therefore, every feasible means should be employed to establish a positive attitude towards online shopping among people, implying that having a favorable attitude towards online shopping will inevitably lead people to engage in it, thereby stimulating online shopping behaviors. The formation or change of attitudes is not an overnight process. Establishing a secure and favorable shopping environment and an effective and positive after-sales mechanism will gradually form good attitudes, which, in turn, will positively influence similar groups, improving people's attitudes towards online shopping.

Convenience directly affects the intention to shop online and indirectly influences attitudes towards it. Therefore, providing effective convenience, simplifying complex procedures in the industry chain, optimizing the online shopping process, and offering high-quality delivery and after-sales services will certainly make everyone appreciate the convenience of online shopping, thereby forming a positive attitude towards it and participating in the online shopping process. This research hopes to help e-commerce businesses and related practitioners.

5.3. Limitation and Further Study

This study has certain limitations and suggests directions for further research. Firstly, the data were collected only from the five main urban districts of Chengdu, which limits the scope and sample size. To make the results more generalizable, expanding the data collection scope and volume would be necessary. Secondly, this study did not consider how different online shopping methods might significantly impact different groups of people. Future research should categorize online shopping methods to investigate the factors influencing online shopping intentions more specifically. Lastly, the study's participants were limited to individuals with online shopping experience. Future research could include those without online shopping experience, which might provide more beneficial insights for the industry's development.

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