

Study of the Influencing Factors of Sichuan Online Consumer Shopping Experience in Purchase Intention

Changhao Tian

North Bangkok University, Bangkok 10220, Sai Mai

Abstract: Online shopping would have been viewed as a rapidly developing phenomenon in Sichuan, China. The general perception of the exponential growth of significant suppliers in the industry indicated that e-commerce showed great market demand potential. The convenience of online shopping made it an emerging trend for consumers, especially Sichuan residents. The prevalence of online shopping aroused concern among retailers in this area. The three focuses of this research focused on: exploring the influence mechanism between purchase intention and consumer shopping experience, verifying the types of online purchase attitudes and behaviors, and analyzing the impact of various dimensions of purchase intentions by selecting the online platform.

Keywords: Influencing Factors ; Online Consumer Shopping Experience ; Purchase Intention

1. Introduction

Improving service quality and finding new service methods have become new research directions for e-commerce companies. It is essential to guide and attract consumer behavior effectively. Those customers who often hang out on the website are excellent potential consumer groups. It is necessary to convert these possible consumer groups into loyal customer groups. Therefore, it is of practical significance to study consumers' purchasing behaviors and purchase intentions through the experience of consumers in the online shopping process and their emotional responses during the consumption process. In this context, this article will start with customers' emotional responses and use it as an intermediary to conduct an exploratory study on how online purchase intentions are affected by consumers' online shopping experience.

2. Theoretical Basis

2.1 Nicosia Model of Consumer Behavior (Jisana 2014).^[1]

The model has four major components: 1. Information sources to consumer attitudes, including the perspectives of enterprises and consumers; 2. Consumers conduct surveys and evaluations on products and form the output of purchase motivation: Information seeking and program evaluation; 3. Consumers take effective decision-making behavior; 4. The results of consumers' purchase actions are memorized and stored in the brain for future purchase reference or feedback to the company.

2.2 Kolter Model of Basic Consumer Behavior (Zhao 2018)^[2]

Factors that may affect consumer behavior are into four major categories: cultural factors, social factors, personal factors, and psychological factors. In addition, economic factors are also mentioned with consumer buying habits, and decisions greatly depend on the financial situation based on personal income, family income, consumer credit liquid assets, and personal savings.

2.3 Howard-Sheth Model of Consumer Behavior (Prakash 2016)^[3]

Three types of purchase decisions under the Howard-Sheath model:

(1) Extensive problem solving - When consumers do not have a specific brand preference, they must rely on extensive information collection to solve the problem, so consumers will spend more time collecting information.

(2) Resolve the finiteness problem - When customers are trapped in the lack of time or resources and may prefer some brands, consumers will purchase with limited resources.

(3) Routine problem solving - When consumers have developed loyalty to a particular brand, they will not collect and evaluate information. Therefore, they will rely more on their previous consumer purchasing experience.

3. Understanding of the Influencing Factors of Sichuan Online Consumer Shopping Experience in Purchase Intention

3.1 Explore and analyze the influence mechanism between purchase intention and consumer shopping experience and build a model of the relationship between consumer online shopping experience and consumer purchase intention based on related variables:

There are few opportunities to study the purchaser's intention in the virtual environment of the network, in the shopping experience, customer's emotional response, and purchase intention. Regarding the relationship between variables, scholars at home

and abroad have done certain relevant studies. These studies show that consumers' buying behavior and purchase intention are greatly affected by their consumer experience.

3.2 Verify the influence of consumers' online shopping experience attitudes and behaviors, and quantitatively analyze and explore the consumers' pattern of purchase decision:

The relevant research of main research dimensions evaluates factors influencing customers' online shopping intention, online shopping experience, customer emotional response, and purchase intention. The theoretical source of the scale: reading other research related to the three variables of the online shopping experience, customer emotional response, and purchase intention.

3.3 Analyze the impact of various dimensions of experience on consumers' purchasing intentions and explore the key factors that might improve consumers' purchasing preferences through the online shopping platform:

The definition of the relationship between the online experience and online shopping shows the convenience of the website, the relationship service of the website, customer trust, and customer cost to the consumer shopping experience.

4. The Conceptual Framework for the Research Study

First The relationship between influencing factors of network convenience, network relationship service, customer trust, customer cost, positive emotion and control emotion, and purchase intention.

second Using correlation analysis testing, all influence factors significantly impact customer purchase intention in online shopping.

5. The Countermeasures for the Influencing Factors of Sichuan Online Consumer Shopping Experience in Purchase Intention

5.1 The influence of various dimensions of online shopping experience on satisfaction emotions

Among the various dimensions of online shopping experience affecting happiness, the regression coefficients of the convenience of the website, the relationship service of the website, customer trust, and customer cost indicate that real estate companies want customers to be happy while shopping under the network environment. It must also pay attention to communication with customers and promptly respond to customer questions and opinions considering the problem from the customer's point of view.

5.2 The influence of various dimensions of online shopping experience on controlling emotions

The control emotion of the shopping website is mainly determined by understanding whether the shopping website has comprehensive online help, simple and easy-to-operate registration procedures and transaction procedures, continuous and consistent website design and guidance, and a wealth of product categories and resources (Pena-Garcia 2020).^[4]

5.3 The influence of happiness emotion on purchase intention

The two dimensions of customer emotions, happiness and control emotions, impact the shopping experience, but the two have slightly different explanatory powers for brand loyalty (Wu 2020).^[5]

5.4 The influence of online shopping experience on purchase intention

The effects of the four dimensions of online shopping experience on purchase intentions, from large to small, are the convenience of the website, the relationship service of the website, customer trust, and customer cost.

5.5 The mediating role of customer emotions

The shopping website should design customer experience elements to cultivate the customer's good emotional response from the customers' perspective to create the website, to improve consumers' love and willingness to purchase shopping websites (Ramya 2016).^[6]

6. Conclusion

It should be noted that website developers and providers should evaluate how and why online shoppers prefer to use their facilities. The shopping process or task will be the consideration of the site support. Online shoppers visit the web can be in different proposes. To achieve those tasks from the online platforms and the top-level management in cooperating marketing should assess the position of fulfilling the consumer's needs. Scientific online shopping methods are related to the characteristics of consumers, purchasing decisions, and factors that affect online shopping. In general, an online shopping experience designed to stimulate positive customer emotions is to pay attention to the psychological needs of customers and carefully plan and manage shopping websites for customer emotions, thereby enhancing customers' happy feelings and controlling emotions, ultimately affecting their purchase intentions shopping sites.

References:

- [1] Jisana, T. (2014). Consumer Behavior Models: an Overview. *Sai Om Journal of Commerce and Management*. Vol 1, p.34-43.
- [2] Zhao, W. (2018). A Study of the Factors Influencing the Evolution of Consumer Behavior using Logistic Mode. *College of Applied Science and Technology of Beijing Union University*. Vol 45, p.45-53.
- [3] Prakash, A. (2016). Howard Sheth Model of Consumer Behaviour. *Deliberative Research*. Vol 30, Issue 1, p.43-47.
- [4] Pene-Garcia, N. et al. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*. Vol 6 Issue 6, p.55-68.
- [5] Wu, J. et al. (2020). Effect of Online Product Presentation on the Purchase Intention of Wearable Devices: The Role of Mental Imagery and Individualism-Collectivism. *Frontiers in Psychology*, Vol 78, p.30-45.
- [6] Ramya, N. and Ali, S. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*. Vol 2, p.76-80.