

An Analysis of the Digital Improvement for Online Food Shopping on Chengdu Residents' Consumer Usage Behaviour

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Abstract: With the rapid development of the Internet and e-commerce, online shopping has become a consumption habit. According to consumers, when buying food through e-commerce platforms, they pay attention to not only the price of the food but also the quality and freshness of fresh food, as well as the safety of online shopping, the authenticity, and delivery of food information, after-sales service, etc. aspect. By clearly understanding the key factors influencing consumers' online purchase decisions, fresh food retailers could fully use the fast-growing network, develop their core competitiveness, and create more excellent commercial value. This paper analyzed the impact of online food shopping on Chengdu residents' consumption behavior, investigated factors affecting the network environment and digital improvement in consumer behavior, and suggested the appropriate concepts and understandings of online shopping marketing strategy for online food shopping.

Keywords: Digital Improvement ; Online Food Shopping ; Consumer Usage Behavior

1. Introduction

With the rapid and continuous advancement of technology, traditional businesses have been transformed into online industries (e-commerce or e-commerce) with the help of the Internet. Internet users spend an average of 6 hours and 42 minutes online every day (Thakur; & Alsaleh. 2020)^[1]. For decades, the activity of buying or selling products electronically through online services or the Internet, called e-commerce, has been established. Statically, more people prefer online shopping rather than in-store shopping, and 51% of them choose to click to shop. In addition, 96% of Americans have made an online purchase at least once in their lifetime, and 80% of them have purchased in the last month. From 2017 to 2021, Amazon accounted for 44% of all e-commerce sales in the United States, with an annual growth rate of 23%. Shockingly, 46% of US companies do not use their websites to sell products and services, but they use online shopping platforms. 84% of Internet use is used to search for products and services, and 75% of Internet use is used to purchase online products and services. Thailand ranked fifth in utilizing the Internet for e-commerce with about 80% (Merhi. 2021)^[2]. Why is mobile commerce important? According to reports, from 2017 to 2021, mobile e-commerce sales accounted for 34.5% of total e-commerce sales, and this number is still growing.

2. Theoretical Basis

2.1 Research on Consumers' Shopping Behavior in the Context of Online Shopping

Trading traditional food or services is a currency exchange. A salesperson provides information, displays product information to customers, and pastes the information on the product packaging; then, the customer makes a purchase decision. With the advancement of information technology and the Internet's entry into various fields, consumer behavior and trading products have changed, so technology adaptation will help reach more customers.

2.2 Research on food consumption

Food is a necessity for human survival. As a result of the industrial revolution and civilization, the function of food has changed from satisfying physiological needs to providing health benefits beyond pure nutritional value. This interaction is specialized or restricted by the presence of other similar organisms

2.3 Research on Internet Consumption of Food

Online Food Delivery (OFD) brings convenience to online food consumption. Online food delivery refers to online ordering of food preparation and delivery to consumers.

3. Understanding the Analysis of the Digital Improvement for Online Food Shopping on Chengdu Residents' Consumer Usage Behaviour

3.1 E-commerce and consumer behavior

It is believed that using the Internet can overcome the pressures associated with brick-and-mortar retail (such as overcrowding, parking, and queues) and allow older, impaired individuals to access a broader range of food and services (Larson; & Story. 2009)^[3].

3.2 Consumer buying decision

If consumers can obtain product recommendations from information sources, they can decide not to consult, consult and follow, or consult and not follow. If they choose not to consult product recommendations, consumers will only rely on their previous knowledge or experience and other information about the product to make a decision. Therefore, they will use emotional referrals or their decision-making process (Hussain: et al. 2017)^[4].

3.3 Consumer preferences and attitudes towards online food

It identifies potential consumer concerns about food safety, especially online food. Compared with other products, consumers' preferences and attitudes towards online food purchases are different in that expectation of performance and perceived attitude plays a significant role in influencing their purchase behavior (Kim: et al. 2018)^[5].

4. The Conceptual Framework for the Research Study

First Based on the digital improvement combined with the expectation of consumer usage behavior, the consumer purchase and usage behavior and attitude of performance expectation effort expectancy, social influence, convenience condition, hedonic motivation, price value, habit, and trust are the backbones of the framework of this study. In Chapter 2, further evaluation of different scholars and their theories offers additional support on the research trend and objectives seeking the effect of consumer online usage behavior from online food shopping in the Chengdu market.

Second Performance expectations refer to how individuals believe that adopting new technologies is beneficial to their work. Performance expectations refer to the achievable improvements in consumer shopping performance after using e-commerce in this study, such as saving time, shopping efficiency, and finding suitable food. Previous studies identified performance expectations as the most vital determinant of behavioral intentions, such as Internet services.

5. The Countermeasures for the Analysis of the Digital Improvement for Online Food Shopping on Chengdu Residents' Consumer Usage Behaviour

5.1 Digital improvement

Digital improvement uses digital technology to create new or modifies existing business processes, culture, and customer experiences to meet changing business and market demands.

5.2 Online food shopping

Online grocery shopping is a way to use web-based shopping services to buy food and other household necessities. Another common practice is to order groceries from supermarkets (such as Amazon or Taobao), which will deliver the goods to your home.

5.3 Performance expectation

Performance expectations refer to a goal, value, or both, defining the results and behaviors recorded in the performance plan to determine the effects to be completed and how to complete the work.

5.4 Effort expectancy

The expectation is the relative ease of use with any system, which means that effort is expected for most users.

5.5 Social influence

Social impact includes the way individuals change their behavior to meet the needs of the social environment. It takes many forms, including consistency, socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing (Gibson. 2019)^[6].

6. Conclusion

The research in this article also proves that consumer behavior intention plays a moderating role on the three paths in the theoretical model, namely, from convenience to use behavior, from habit to manipulate behavior, and from trust to user behavior. On the above three paths, behavioral intentions all play a part in mediating and regulating relationships. First, behavioral intention is an essential intermediary between promotion conditions and user behavior. This shows that behavior intention is a necessary bridge for convenience conditions to influence usage behavior, and it significantly strengthens the relationship between the above two constructs. For consumers, convenience conditions promote their willingness, thereby enhancing their adoption of real-time e-commerce purchases of food. Comparable results were obtained on the other two paths, indicating that behavioral intention is an intermediate variable, strengthening the relationship between habit and trust in user behavior. In addition, the mediation effect significantly improves the overall reliability of the theoretical model.

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