

Study on the Influence of Contactless Delivery Service on the Repurchasing Consumption for Sichuan Consumers in the Post-COVID-19

Wenjun Li

North Bangkok University, Bangkok 10220, Sai Mai

Abstract: Contactless delivery would be considered an emerging online-to-offline mobile technology that foodservice businesses and customers have widely adopted. Especially in COVID-19, they have provided a two-way beneficial food delivery service in saving catering businesses and satisfying customers' technical and psychological abnormalities. This study aimed to; get an overview of consumers' overall perception of contactless delivery services; explore the overall status and formation mechanism of continuous use willingness of contactless distribution services; put forward corresponding improvement and optimization strategies to help relevant logistics and distribution companies to improve and upgrade their business, and to enhance consumers satisfaction.

Keywords: Contactless Delivery; Continuous Consumption; Post-COVID-19

1. Introduction

During the epidemic, the contactless delivery service was born to meet consumers' shopping and consumption needs (online shopping) and ensure the safety of consumers. The "contactless delivery" service is to meet people's living needs during the pandemic and, at the same time, reduce the spread of the virus caused by human-to-human contact in the process of traditional delivery methods. Due to the particular needs of the epidemic, "contactless delivery" services have gradually become the new normal in people's daily life, such as intelligent express cabinets in communities, contactless food pickup cabinets, unmanned convenience stores, and unmanned delivery robots and drones. With the gradual stabilization of the domestic epidemic, the scope of people's lives has gradually expanded, and consumers' traditional "lazy economy" has recovered again, hoping to reach out and get what they buy without leaving home. And that's the opposite of contactless delivery service. What kind of development trend and direction will this "contactless delivery" service arising from the epidemic be ushered in is worth our research and discussion.

2. Theoretical Basis

2.1 Theoretical Significance and Value

By consulting a large number of relevant kinds of literature, this study has a detailed understanding of the development process of continuous use intention and the research viewpoints of various scholars. By arranging the data, the author has condensed and sorted out a brand-new research framework based on previous scholars' research without contacting the relevant characteristics of distribution services.

2.2 Practical meaning and value

From the consumers' perspective, this study discusses how contactless distribution services should improve and optimize related supporting facilities and service quality so that consumers are willing to continue using contactless distribution services, thus facing the increasing scope of consumer activities post-epidemic era. And resistance to contactless delivery services. This study provides a basis for marketing and service optimization strategies for contactless delivery services.

3. Understanding the Influencing Factors of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

3.1 Repurchase consumption model

The repurchase consumption model first appeared directly as a concept in Bhattacharjee (2001)^[1], building an ECM-IT model. The ultimate purpose of research is to prove whether users will repurchase or continue to use a service or product. The ultimate goal of any product or service market is to be used and consumed, and their share depends on consumers' continued purchase and use. Accordingly, this study defines continued use intention as an individual's subjective tendency to continue to use an object. Therefore, in this study, the intention to continue use is the intention of consumers to continue to use the contactless delivery service after using the contactless delivery service.

3.2 Satisfaction Model

User satisfaction refers to the subjective judgment of users after consuming a specific product or service. Oliver; & Wanye (1988)^[2] defined satisfaction as “the result formed by users’ comparison and evaluation of their expectations of products and services and their actual consumption feelings after consumption.” Satisfaction is the user’s positive or negative emotional response to the product’s value, which can only be produced after use. It represents the user’s emotional experience or subjective feeling of the new exchange experience.

3.3 Perceived usefulness model

Rong; et al. (2021)^[3], in the research on the influencing factors of social media users’ academic information adoption behavior, integrated the TAM model and UTAUT model in the research field of information system adoption and use intention and the classic model in the area of information system continuous use intention research. Expectation confirms the model and demonstrates that perceived ease of use positively and significantly affects perceived usefulness.

3.4 Perceived Risk Model

Yang (2021)^[4] integrated theories and literature such as technology acceptance theory and UTAUT in his research on the Internet insurance acceptance mechanism based on the consumer perspective and introduced the influence of consumer innovation, trust, and perceived risk on the UTAUT model. Finally, it is concluded that belief negatively affects consumers’ perceived risk of Internet insurance. This paper chooses to trust in this model as the dimension to study perceived risk.

3.5 Perceived Quality Model

In the research of Zheng; et al. (2021)^[5] on the satisfaction of residents of prefabricated housing, the American Customer Satisfaction Index (ACSI) model and the structural equation model were integrated to explore the factor relationship and multivariate relationship of the model. Path relationships between factors. Finally, it is concluded that there is a positive correlation between the expected quality of households and the perceived quality of families. This study selects the “expected quality” dimension based on this model to study perceived quality.

4. The Conceptual Framework for the Research Study

First Risk cognition first originated from psychology. Bauer (1960)^[6] introduced the theory of risk cognition from psychology into marketing, mainly used in studying the consumption process. After a product or service decision is made, it is impossible to determine the outcome of the decision; that is, consumers are uncertain about the effect of purchasing a product or service. When consumers buy a particular commodity, they cannot determine whether the item can bring them practicality and benefits. This kind of consumption feeling is called risk perception.

Second Consumers’ perception of risks determine their behavioral attitudes. Specifically, consumers’ feelings and perceptions of risk events can make them relaxed or nervous, further affecting their attitudes and behaviors. The occurrence of risk perception is not limited to personal experience; consumers can also generate risk perception by acquiring external information. The information search increases consumers’ specific products or services and market knowledge that bring higher user satisfaction.

5. The Countermeasures for the Influence of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

5.1 Repurchase consumption

While repurchase is the actual action, repurchase intent is the customer’s decision to engage in future activities with the retailer or supplier from their previous experience and perception.

5.2 Perceived risk

Perceived risk refers to the mental cost associated with a customer’s buying behavior, representing uncertainty about the future. This uncertainty will directly affect consumers’ willingness to buy.

6. Conclusion

To meet the needs of consumers in the post-epidemic era, there are three primary forms of contactless delivery services: deposit-in, contracted delivery, and fixed-distance delivery. At the same time, the contactless distribution service is the standard configuration of the logistics industry during the epidemic. Therefore, many consumers have also used the distribution service, making the distribution service a hot spot, and more and more scholars are researching the contactless distribution service and analysis. With the gradual stabilization of the domestic epidemic, the scope of people’s lives has gradually expanded, and consumers’ traditional “lazy economy” has recovered again, hoping to reach out and get what they buy without leaving home. And that’s the opposite of contactless delivery service.

References:

- [1] Bhattacharjee, A. Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*. Vol 25 No 3, p.351-370.
- [2] Oliver, R. and Wayne S. (1988). Response Determinants in Satisfaction Judgments, *Journal of Consumer Research*, Vol 14, p.495-507.
- [3] Rong, W. (2021). Factor Analysis for the Acceptance of Introductory Courses Among University Students in China. *IEEE*. Vol 23, p.112-142.
- [4] Yang, H. (2021). A short review on heterojunction photocatalysts: Carrier transfer behavior and photocatalytic mechanisms. *Materials Research Bulletin*. Vol 142, p.112-134.
- [5] Zheng, D. et al. (2021). Retail price discount depth and perceived quality uncertainty. *Journal of Retailing*. Vol 32, p.23-41.
- [6] Bauer, R. (1960) Consumer Behavior as Risk Taking. In: Hancock, R.S., Ed., *Dynamic Marketing for a Changing World*, Proceedings of the 43rd. Conference of the American Marketing Association, p.389-398.