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Drivers of Attitudes toward Online Purchase Intention Among Residents of Taiyuan in China

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Abstract

Purpose: This study aims to investigate the influencing factors of consumers' attitudes towards online shopping and purchase intention in Taiyuan, Shanxi Province. The conceptual framework proposes the causal relationship between trust, subjective norm, perceived risk, perceived behavioral control, attitudes, and purchase intention. **Research design, data, and methodology:** The researchers used a quantitative method (n=500) to send questionnaires to consumers about the online shopping experience in Taiyuan, Shanxi Province. A nonprobability sampling includes judgment sampling, quota sampling, and convenient sampling. Structural equation modeling (SEM) and confirmatory factor analysis (CFA) were used for data analysis, including model fitting, reliability, and validity tests. **Results:** The results show that trust significantly affects online shopping attitude. Furthermore, perceived risk, perceived behavior control, and attitude have significant effects on purchase intention. The influence of subjective norms on shopping intention is not significant. Attitude has the greatest impact on shopping intention. **Conclusion:** It is suggested that the managers of online shopping platforms should maintain consumers' good attitudes toward online shopping, improve the level of trust mechanism, and control risks. the research results will help strategic managers and marketers of online shopping platforms gain better experience and enlightenment in attracting consumers to enhance the development of the online shopping market.

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

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Online shopping means that the buyer searches for goods on the Internet platform, sends a purchase request to the seller, pays through online banking, and then the seller sends the goods to the address filled in by the customer through the express company. According to China Internet Network Information Center (2021), about 23% of people in the world shopped online in 2019 (UNCTAD, 2021). According to CNNIC (2021), China leads the world in total sales of B2C, and the online shopping user scale reached 782 million.

Regarding penetration, Taobao has the most significant value, namely 53.3 percent, followed by Jingdong and

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Pinduoduo with 20.6 percent and 19.4 percent. In recent years, significant changes have occurred in China's online shopping market, with an annual growth rate of more than 30%. With the rapid upgrading of big data, 5G network, and other high and new technologies, new trends will emerge in the Chinese market. Only by accurately grasping the behavior trend of consumers can industry leaders guide the healthy and stable development of the industry.

Purchase intention is the inner feeling that consumers are willing to buy products, and it is an essential indicator in the research field of consumer behavior (Hill et al., 1977). Moon et al. (2018) considered purchase intention a response factor in the S-O-R framework. With the support of much literature, this study also set this variable as an essential indicator to reflect consumers' online behavior. The problem in this study can be stated that purchase behavior has gained wide attention among scholars and marketers. However, the significant factors driving consumers' purchase decisions are unclear.

According to the theory of planned behavior, three variables affect behavior intention: attitude, subjective standard, and perceived behavior control. Many researchers apply this classical theory to study consumers' online behavior (Cheah et al., 2015; Liang, 2014). Trust is also a critical factor in online shopping, directly affecting people's attitudes (Al-Debei et al., 2015). In addition, perceived risk is also the focus of researchers, and it is likely to make consumers feel resistant. Perceived risk is a problem that must be overcome in the online shopping environment because consumers are bound to be cautious in this case (Forsythe & Shi, 2003). The effect of consumers' perceived risk on their propensity to purchase depends on whether the system is reliable (Gefen & Pavlou, 2012). Therefore, based on previous experience, this paper focuses on the influence structure of trust, subjective norms, perceived risk, perceived behavioral control, and attitudes on purchase intention to explore consumers' online behavior in the new era.

2. Literature Review

2.1 Trust

Mayer et al. (1995) defined *trust* as people believing that others will act as expected and are willing to accept the influence of others. Conventional brick-and-mortar stores have a salesperson who acts as a source of trust for the consumers (Abbes & Goudey, 2015). In the online shopping context, there are no salespeople, and search tools and help buttons have taken their place, thus eliminating the very foundation of consumer trust in the shopping experience (Cho & Sagynov, 2015). Due to the high level of uncertainty and dynamicity of cyberspace, trust was theorized as a direct determinant of attitudes (Gefen & Straub, 2003). Trust issues have increased along with the total number of transactions that use the internet as a transactional medium (Hong, 2015).

Establishing a trust to influence consumers' attitudes positively is vital in the online framework (Lim, 2015). A consumer facing some degree of transaction risk turns to the other person the consumer believes is credible and benevolent (Li & Pibulcharoensit, 2022). Trust is essential for successful online transactions (Salo & Karjaluoto, 2007), attracting and retaining customers, and obtaining a competitive advantage on the internet (McKnight & Chervany, 2001). trust is strongly associated with attitude toward products and services and purchasing behavior in online transactions (Kuan & Bock, 2007). E-commerce research has highlighted the importance of trust as a determinant of an individual's attitude (Gefen & Straub, 2003). Therefore, the current study regards trust as knowledge-based (Gefen & Straub, 2003) built by repeated interaction experiences between bloggers and blog readers. Accordingly, this research hypothesizes the following:

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

2.2 Subjective Norm

Normative beliefs are assessments of what significant others, such as family and friends, think of the behavior. Perceptions of the social pressure to comply with expectations about engaging in the behaviors should directly influence individuals' SNs (Ajzen, 1991). If society expects that people should not participate in such behavior, individuals are unlikely to do so (Lim & Duang-Ek-Anong, 2021). In this case, if online shopping is regarded as socially desirable behavior based on the expected impact of relevant references, individuals are more likely to do online shopping from the website. In addition, according to the TPB model, whether online shopping is regarded as a social need and accepted by consumers' circle of influence should affect individuals' willingness to perform expected behaviors (Han et al., 2018). An individual collects information from his/her referents, intending to get social acceptance by adhering to their suggestions (San-Martín et al., 2015).

Subjective norms also play an essential role in determining behavioral intentions (O'Connor & White, 2010). A study of mobile service adoption intentions in Norway suggests that SN are strong determinants of adoption behaviors due to normative pressures from superiors and friends (Nysveen et al., 2005). Socialization forces associated with a desire to follow referent group norms frequently influence consumers' adoption of new technology, and thus SN directs group members to engage

in expected behaviors (Kulviwat et al., 2009). Because of the above literature, the article puts forward the following assumptions:
H2: Subjective norm has a significant effect on online purchase intention.

2.3 Perceived Risk

Since shopping over the internet is a remote purchase and does not allow consumers to touch or try a product, consumers are likely to perceive high risk when buying online. Dowling and Staelin (1994) defined the concept of PR as "the consumer's perceptions of the uncertainty and adverse consequences of buying a product or service." Online shopping involves more uncertainties and risks than traditional offline shopping (Li & Huang, 2009). Consumers' perceived level of risk increases when they share their bank account details, debit/credit card information, etc., with an online website that has no physical presence (Ali et al., 2016). Lee and Huddleston (2006) proposed five dimensions of overall perceived risk in the case of online shopping: privacy, time, performance, financial, and social risk.

Consumers might consider security and privacy (Topaloğlu, 2012) as an essential part of the acceptance of online transactions due to the separation between payer and payee (e.g., spatial and temporal). They might also have concerns about vulnerability to security violations resulting from the wireless communications infrastructure. There is evidence that credit card information is stolen during the online purchase of products and services in Vietnam (ThanhNienNews, 2015). consumers might be confused by the complexity of the current mobile payment system in Vietnam; this, in turn, increases their perception of risk regarding the security of mobile shopping. Hence, we believe that perceived risk is vital in mobile shopping:
H3: Perceived risk has a significant effect on online purchase intention.

2.4 Perceived Behavioral Control

A critical social/psychological variable is perceived behavioral control, which refers to an individual's perception of her ability to perform a behavior (Ajzen, 1991). Internet shopping provides numerous consumer benefits, such as time-saving and searches convenience (Kim & Park, 2005). However, internet shopping may require access to the internet and other relevant resources. According to Fortin (2000), consumers' perceived behavioral control varies with their computer skills and facilities to search for e-deals.

Ajzen (1991) asserted that PBC influences behavior and behavioral intention in the TPB model. Hansen et al. (2004) surveyed 1,038 consumers in Sweden and revealed that perceived behavioral control positively affects an individual's online purchase intentions. Several empirical studies have proven the relationship between PBC and intention (Sparks et al., 1992). The subject of "perceived behavioral control" is noted as an essential element of this theory. It suggested that individuals who believe they lack the necessary resources or opportunities to perform a particular behavior are unlikely to form solid behavioral intentions (e.g., motivation for action), even though their attitude and subjective norms may still be favorable (Cheah et al., 2015). When consumers perceive a lack of control when using new technology, negative feelings reduce acceptance (Hoffman et al., 1999). Thus, a hypothesis is set:
H4: Perceived behavioral control has a significant effect on online purchase intention.

2.5 Attitudes toward Online Shopping

Attitude is a significant predictor of behavioral adoption intention according to the theory of reasoned action and the theory of planned behavior (Ajzen, 1985, 1991; Ajzen & Fishbein, 1980). *Attitude* is a person's overall evaluation of a concept (Peter & Olson, 2010). attitude toward a behavior can be referred to as an individual's positive or negative evaluation of appropriate behavior and is composed of an individual's salient beliefs regarding the perceived consequences of performing a behavior (Kim & Park, 2005). Attitude toward a behavior refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior to be acted upon (Taylor & Todd, 1995). In other words, attitude toward a behavior can be referred to as an individual's positive or negative evaluation of appropriate behavior and is composed of an individual's salient beliefs regarding the perceived consequences of performing a behavior (Kim & Karpova, 2010).

Consumers' attitudes towards online purchasing form a significant determinant in developing their intentions to purchase online (Perea y Monsuwé et al., 2004). The attitude seems to be a significant predictor of their intentions to purchase online (Mansour, 2016). These definitions highlight the affective nature of attitude. According to the theory of planned behavior, behavioral beliefs, which refer to the inner beliefs of an individual about the consequences of performing a particular action, influence attitudes toward the actual behavior (Ajzen, 1991). Based on the above discussions, this research hypothesized that:
H5: Attitude has a significant effect on online purchase intention.

2.6 Purchase Intention

According to the theory of planned behavior (Ajzen, 1991), behavior intention is the most effective behavior

prediction. The consumer purchase process is a series of interlinked stages, including information collection, evaluation of alternatives, the purchase itself, and post-purchase evaluation (Engel et al., 1993). *Purchase intention* is the buyer's intention to purchase goods from sellers in the online business market. The subjective probability or the possibility of users' shopping on the website (Harrison McKnight et al., 2002).

Limayem et al. (2003) sorted out 45 articles on online consumption behavior. They found that social norms, perceived results, perceived ease of use, perceived behavior control, habits, perceived usefulness, perceived risk, experience, and innovation all impact consumers' online purchase intention. In marketing, scholars define *trust* as a bridge between consumers and merchants that are sincere to each other, recognize each other's capabilities and services, and have confidence in each other. At the same time, both sides are willing to bear the risks that may be brought about by sincere cooperation (Morgan & Hunt, 1994). Based on TPB theory, scholars investigated the effects of consumer attitudes, subjective norms, and perceived behavior control on the intention of purchasing organic food online (Liang, 2014).

3. Research Methods and Materials

3.1 Research Framework

In Figure 1, the conceptual framework is developed from studying previous research frameworks. It draws on three theoretical models. First, Al-Debei et al. (2015) studied the impact of trust on attitude. Secondly, the research of Liang (2014) confirmed that attitude, subjective norms, and perceived behavior control positively impact consumers' online purchase intention. The third study, Xiao et al. (2016), explored the effect of perceived risk on online purchase intention of agricultural products. This study aims to investigate consumers' attitudes towards online shopping and the influencing factors of purchase intention. The model consists of six variables: trust, subjective norms, perceived risk, perceived behavior control, attitude, and purchase intention.

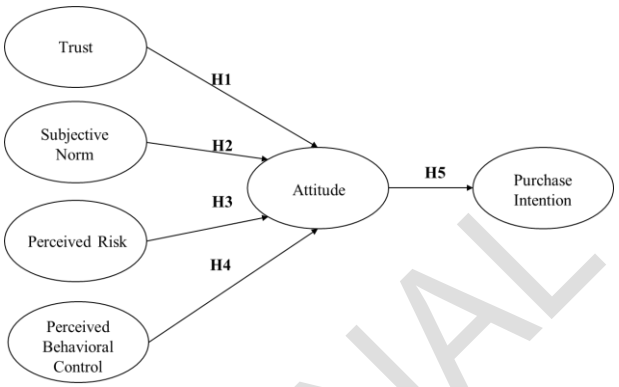

Figure 1: Conceptual Framework

3.2 Research Methodology

The researcher applied quantitative method to distribute online questionnaires to the target groups, who were residents of Taiyuan City, Shanxi Province, China. Use the collected data to analyze the essential influencing factors of consumers' attitudes and purchase intention. The survey is divided into three parts. First, screening questions are used to determine whether the interviewee is appropriate. 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, population issues are gender and age. In the pilot test, the validity of the questionnaire was tested by the expert score of the item goal consistency index (IOC). The results of IOC by three experts showed that all items were approved at a score of 0.6 or above.

The reliability test was carried out in advance using the data results of 42 respondents. The Cronbach alpha method is used for reliability testing, 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 the influence of variables.

3.3 Population and Sample Size

The target population of this paper is the residents of Taiyuan City, Shanxi Province, China. Using the sample size calculator, the minimum sample size of the research is 403, according to Soper (2022). A total of 560 respondents participated in the survey. After the data screening process, 500 responses were used in this study.

3.4 Sampling Technique

The researchers used nonprobability sampling:

1) The three most popular online shopping platforms in China, Taobao, Pinduoduo, and JD.com, were selected using judgment sampling.

2) The quota sampling method is adopted. As shown in table 1, the proportion of users of each platform in the total users multiplied by 500 is the sample size of the three platforms.

3) The researcher used convenience sampling to distribute the QR code of the questionnaire through the social platform WeChat.

The data collection time was between April to June 2022. The collected data shall be screened to ensure no mistake in the target group, the customers in Taiyuan, Shanxi, China, who have used Taobao, Pinduoduo, and JD.com. The questionnaire was distributed through WeChat groups through family, friends, and colleagues.

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 sample of the target population is 500 participants, whose demographic characteristics are shown in Table 2. 47.2% of the respondents were male, and 52.8% were female. In terms of age, the smallest group in the sample is 18-30 years old, accounting for 59.4% of the respondents, followed by 31-40 years old, accounting for 21.0%, 41-50 years old, accounting for 6.4%, 51-60 years old, 11.8%, and over 61 years old, accounting for 1.4%.

Table 2: Demographic Profile

Demographic and General Data		Frequency	Percentage
Gender	Male	236	47.2
	Female	264	52.8
Age	18-30 years old	297	59.4
	31-40 years old	105	21.0
	41-50 years old	32	6.4
	51-60 years old	59	11.8
	More than 61 years old	7	1.4

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was used in this study. Each variable's items are significant, representing the factor load to test the convergent validity. Hair et al. (2006) emphasized the importance of factor loading for each project. The factor loading is required to be 0.5, and the coefficient of the P-value is lower than 0.05. In addition, according to Fornell and Larcker (1981), the cut-off point with CR is more significant than 0.7 and the AVE higher than 0.5. It can be seen from table 3 that 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 good, and the data analysis results are effective 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	0.786	0.601-0.813	0.798	0.502
Subjective Norm (SN)	Ghazali et al. (2018)	4	0.853	0.704-0.821	0.854	0.595
Perceived Risk (PR)	Xiao (2010)	3	0.761	0.606-0.798	0.767	0.526
Perceived Behavioral Control (PBC)	Cheah et al. (2015)	3	0.742	0.642-0.793	0.752	0.505
Attitude to Online Shopping (ATT)	Ghazali et al. (2018)	4	0.868	0.755-0.851	0.869	0.624
Purchase Intention (PI)	Zhao et al. (2017)	3	0.839	0.770-0.835	0.849	0.652

As seen in table 4 below, the square root of the AVE of each variable is more prominent than its correlation coefficient with other variables, indicating that the discriminant validity of the model is perfect. In addition, CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA are used as indicators of model fitting in CFA testing.

Table 4: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values
CMIN/df	≤ 5.0 (Wheaton et al., 1977)	440.119/174 or 2.
		529
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.921
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.895
NFI	≥ 0.80 (Wu & Wang, 2006)	0.918
CFI	≥ 0.80 (Bentler, 1990)	0.948
TLI	≥ 0.80 (Sharma et al., 2005)	0.937
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.055
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.

As shown in Table 5, the value obtained in this study is greater than the acceptable value, which verifies the good fitting effect of the model. In addition, the measurement results of these models consolidate the effectiveness of discrimination and verify the effectiveness of subsequent structural model estimates.

Table 5: Discriminant Validity

	TR	SN	PR	PBC	ATT	PI
TR	**0.709**					
SN	0.595	**0.771**				
PR	-0.279	-0.224	**0.725**			
PBC	0.326	0.366	-0.140	**0.711**		
ATT	0.498	0.630	-0.241	0.455	**0.790**	
PI	0.467	0.537	-0.291	0.405	0.757	**0.807**

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

4.3 Structural Equation Model (SEM)

A structural equation model is a statistical data analysis tool formed through the extensive use of path analysis, confirmatory factor analysis, and multiple regression analysis, which is used to explain the relationship between one or more independent variables and dependent variables. The goodness of fit indices for the Structural Equation Model (SEM) is 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 = 4.999, GFI = 0.857, AGFI = 0.815, NFI = 0.833, CFI = 0.861, TLI = 0.837 and RMSEA = 0.090, according to the acceptable values are mentioned in Table 6.

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)	985.832/184 or 5.358	894.851/179 or 4.999
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.844	0.857
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.804	0.815
NFI	≥ 0.80 (Wu & Wang, 2006)	0.816	0.833
CFI	≥ 0.80 (Bentler, 1990)	0.844	0.861
TLI	≥ 0.80 (Sharma et al., 2005)	0.822	0.837
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.093	0.090
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, four hypotheses are supported, and one hypothesis is not supported. The influence coefficient of trust on attitude is 0.577, while the influence coefficients of perceived risk, perceived behavior control, and attitude on purchase intention are -0.120, 0.080, and 0.844, 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	0.577	9.757*	Supported
H2: SN→PI	0.036	1.005	Not Supported
H3: PR→PI	-0.120	-3.167*	Supported
H4: PBC→PI	0.080	2.109*	Supported
H5: ATT→PI	0.844	15.727*	Supported

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

The results in Table 7 are interpreted as follows:

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 0.577. Because of the uncertainty of the network environment, trust is judged to be a mean factor affecting the attitude to shopping on the internet (Hassanein & Head, 2007). The result of **H2** is not supported; that is, there is no obvious evidence that subjective norms significantly impact purchase intention. This is contrary to the results of some studies (Chong et al., 2012). The standard regression coefficient of **H3** perceived risk on purchase intention is -0.120. That is, the higher the consumers' inner evaluation of the risks brought about by online shopping, the lower their purchase intention (Singh & Srivastava, 2019). The regression coefficient of **H4** is 0.080, indicating that

behavior control also significantly promotes purchase intention. However, this effect is smaller than other factors. Goldsmith and Goldsmith (2002) also confirmed that if customers think they have high online shopping ability, they are more likely to place orders online. Finally, the regression coefficient of **H5** is 0.844, which means that attitude in the structure has the most significant impact on the purchase intention. If a user likes and praises online shopping, he or she tends to browse shopping websites and buy products (Aldhmour & Sarayrah, 2016).

5. Conclusions and Recommendation

5.1 Conclusion and Discussion

This study aims to investigate the influencing factors of attitude and purchase intention of residents in Taiyuan, Shanxi Province, China, in online shopping. The model consists of 6 variables and five assumptions. 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 residents of Taiyuan City, Shanxi Province. The purpose of data analysis is to explore people's consumption behavior in this region. Confirmatory factor analysis (CFA) is used to measure the effectiveness and reliability of conceptual models. The structural equation model (SEM) is used to analyze the influence relationship proposed by the hypothesis.

The results are described below. Firstly, consumers' online shopping attitude has the most significant impact on their purchase intention. It means that attitude determines the purchasing tendency to a large extent. At the same time, the core factor determining attitude is trust. In the virtual online shopping environment, consumers are most concerned about whether the security of all aspects can be guaranteed. It is a pivotal step to establishing their trust in online shopping sellers. Secondly, the influence of perceived behavior control on purchase intention is significantly positive. This supports that if consumers are faced with services with technical operation requirements, the smaller the obstacles, the easier the operation is, and consumers will easily accept online shopping. Thirdly, the effect of perceived risk on purchase intention is significantly harmful. This is consistent with the expected results. Consumers only pay for the product online if they think the risk is controllable.

Finally, subjective norms have not been significantly proved in this study. This is not consistent with previous research results. To sum up, this study determines that attitude, perceived risk, and perceived behavior control are the fundamental reasons for the online shopping tendency of Taiyuan residents in Shanxi Province. Trust is also key to their online shopping attitude.

5.2 Recommendation

The researchers found that by investigating residents' consumption in Taiyuan, Shanxi, we can know that the key influencing factors of consumers' online shopping intention are consumers' attitude towards online shopping, perceived risk, and perceived behavior control; The key factor influencing consumers' attitude is trust. Therefore, it is suggested to pay attention to the significant factors in promoting the purchase intention of online shopping. First of all, as an essential condition, trust has always been the focus of e-commerce. It should be subject to moral constraints but also legal restrictions. We can only maintain an excellent online shopping environment by establishing a stable trust relationship (Rahman et al., 2018). Secondly, it is necessary to strengthen the system supervision of the shopping platform to reduce various risks so that consumers feel that their capital and time are safe and are willing to buy what they need online with confidence (Xiao, 2010). Thirdly, it is suggested that by simplifying the design of the website platform and avoiding the routinization of shopping preferences, consumers can feel that their subjective behavior is controllable when choosing online shopping to avoid their resistance to online shopping (Chen & Lu, 2011). Next, marketers should promote perceived behavioral control to ensure customers' online shopping ability to enhance online purchase intention (Goldsmith & Goldsmith, 2002). Last, enhancing customers' positive attitudes toward online shopping can trigger purchase intention (Aldhmour & Sarayrah, 2016). Therefore, marketers should engage customers with advertising and positive product review to gain their purchasing intention. To sum up, the research results will help strategic managers and marketers of online shopping platforms gain better experience and enlightenment in attracting consumers to enhance the development of the online shopping market. The findings present the difference from the previous knowledge that attitude has the greatest impact on purchase intention, which can be endorsed through positive communications towards consumers.

5.3 Limitation and Further Study

The limitation of this study is that the population and sample are users of online shopping platforms, with the top three active users in China. Therefore, different conclusions may be drawn when investigating samples from different regions and countries. Further research may be on other factors affecting consumers' attitudes and shopping

tendencies, such as hedonic, price, value, perceived usefulness, and many more. In addition, future research can also be extended to the actual impact of purchase intention on purchase behavior. It can further fully explain consumers' behavior habits.

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