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Understanding Online Shopping Behaviors and Purchase Intentions Amongst Undergraduate Students in Chengdu, China

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Abstract

Purpose: Online shopping behaviors represent the online purchase intentions towards actual behavior, which have been debated since e-commerce. Therefore, this research focuses on the factors impacting purchase intention towards actual behavior amongst college students in Chengdu, Sichuan, China. The relationship between seven important variables is studied: perceived value, perceived risk, trust, satisfaction, service quality, purchase intention, and behavior. **Research design, data, and methodology:** The study surveyed 500 college students in three universities, which are Sichuan University, Xihua University, and Ginkgo Hotel Management College. The sampling techniques are judgmental sampling, stratified random sampling, and convenience sampling. Before the data collection, the item-objective congruence (IOC) was approved at a score of 0.6 or over, and the Cronbach's Alpha reliability test was accepted at a score of 0.7 or above. Structural equation modeling (SEM) and confirmatory factor analysis (CFA) were carried out to test validity, reliability, fit models, and hypotheses. **Results:** This study achieves to identify the significant relationship between perceived value, perceived risk, trust, satisfaction, service quality, purchase intention, and behavior. **Conclusion:** The results will help investors and managers of online shopping platforms gain better experience and enlightenment in attracting consumers and increasing transactions and sales.

Keywords: Online Shopping, Purchase Intention, Perceived Value, Satisfaction, Behavior

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Online purchase refers to people fulfilling their needs by using the Internet as a tool to buy a product/service (DeLone & McLean, 2003). Online purchase is based on the online market, which a network market is a transaction organization formed with the support of modern information technology, the media of the Internet, the characteristics of discrete, uncentered, multi-mesh three-dimensional structure and operation mode, the rapid formation of information, instant transmission, real-time interaction, and highly shared man-machine interface (Hunter et al., 2004). SARS opened up a new era of online purchases in China. Faced with the SARS attack, most people were trapped in their houses and could only rely on the Internet to buy what they needed without going out. Many people with a solid

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awareness of prevention also tried online purchases. So far, more and more people have realized the convenience of "online ordering, door-to-door delivery", and more people have also begun to accept online purchases. After SARS in 2003, more and more people began to participate in online purchases. The early pioneers of B2C in China started from a low-cost and standardized commodity, as the starting point of online purchase and began to establish their market foundation with the help of express delivery and payment on delivery transaction processes. After the rise of the Internet, they achieved rapid growth.

China's online purchase market has been increasing. From 2020 to 2019, online sales of total consumer goods increased from 3.3 percent to 25.3 percent. From January to November of 2020, this proportion has increased to 30 percent, indicating that online sales are becoming more critical in China's social consumption market (Xinhuanet, 2020). As one of the top 10 buzzwords of 2015, "shopaholic" is a vivid description of being unable to stop clicking the mouse when purchasing online and even have the desire to cut off one's hands (Stuart et al., 2015). Based on the markings left by online purchases of 450 million Alipay users, the index has been tracked since January 2011, revealing the actual growth of online purchases in China in the past five years from multiple perspectives and in an all-around way. Data show that the scale index of online purchases has expanded by 12.1 times in the past five years, more than twice the growth rate of total retail sales of consumer goods. The steady and rapid growth of online purchase indicates that online purchase is becoming the "ballast stone" for the stable operation of the economy (Stephen & Stuart, 2010).

In order to cope with the adverse impact of the Covid-19 epidemic, companies in different countries are actively expanding their online businesses. According to the data of the food delivery platform from January 26 to February 8, 2020, the order volume of "Touchless Delivery" accounted for more than 80 percent of the total order volume. The user of the touchless delivery service accounted for 66 percent of each order. From January to February 2020, China's online retail sales of physical goods increased by 3 percent year-on-year, accounting for 21.5 percent of total retail sales of consumer goods, five percentage points higher than last year. This contrarian growth may seem unexpected, but it makes sense. In recent years, with the continuous improvement of China's urban and rural logistics distribution system, the increasing penetration rate of the Internet, especially the mobile Internet, and the continuous increase in the number of online purchases, China's online retail has steadily expanded, playing a more substantial role in driving the retail market (Wang & Cheng, 2020). Objectively, the epidemic has further promoted the rapid development of online purchases, making it an essential driving force for consumer market growth. The research aims to fill the gap of online shopping behaviors to represent the online purchase intentions towards actual behavior, which have been debated since e-commerce. Therefore, this research focuses on the factors impacting purchase intention towards actual behavior amongst college students in Chengdu, Sichuan, China.

2. Literature Review

2.1 Perceived Value

Perceived value is the comprehensive evaluation of the utility of a product or service after the customer perceives the benefit of the product or service (Zeithaml, 1988). Perceived value refers to the comprehensive evaluation of the net income of goods users receive (Bolton & Drew, 1991). One of the critical reasons that sellers can now attract buyers to increase consumption through product value is the perceived value (Steenkamp & Geyskens, 2006). Perceived value can affect consumers' purchase desire and establish a perennial connection with consumers (Zeithaml, 1988). Perceived value predicts online consumers' consumption desire (Chen & Dubinsky, 2003). Therefore, this research hypothesizes that:

H1: Perceived value has a significant impact on online purchase intention.

2.2 Perceived Risk

Perceived risk means that dire results will occur in the process of doing things (Turel et al., 2010). Perceived risk is all the funds paid to accomplish a thing (Zeithaml, 1988). Users point out that the risk they take in purchasing is the main reason they are reluctant to buy online (Forsythe & Shi, 2003). It is the after-sales service and product quality that users perceive as the risks of online purchases, which reduces the purchase intention of buyers (Faqih, 2013). One of the necessary means to effectively restrain the perceived risks of users is to establish a trading system to protect the privacy and security of users, and the outstanding manifestation of this system in restraining the impact of risks is the sound system of an e-commerce platform (Chiles & McMackin, 1996). Based on the above discussions, the following hypothesis is developed:

H2: Perceived risk has a significant impact on online purchase intention.

2.3 Trust

Trust believes that the other party's behavior can achieve their expectations (Mayer et al., 1995). Trust is a person's

belief in the character of his or her partner (Morgan & Hunt, 1994). Trust combines skill, uprightness, and compassion (McKnight & Chervany, 2002). The mechanism that can evaluate the user has expected active results is called trust (Nicolaou & McKnight, 2006). Because the seller and the buyer do not meet each other, it increases the non-determinacy of the transaction. Furthermore, the trust level of both parties in the online platform is lower than in the store, which significantly predicts purchase intention (Naquin & Paulson, 2003). This study leads to the conclusion that trust significantly impacts online purchase intention:

H3: Trust has a significant impact on online purchase intention.

2.4 Satisfaction

Satisfaction refers to consumers' subjective product evaluation (Oliver, 1980). Consumers feel more than expected experience on the product is called satisfaction (Kim et al., 2007). Calculating and monitoring user satisfaction can provide helpful information for industry research, which cannot be ignored (Baker & Crompton, 2000; Li & Pibulcharoensit, 2022). One of the essential processes to help achieve a given goal is to assess customer satisfaction (Barsky & Labagh, 1992). The psychological state of satisfaction can positively affect consumers' purchase desires. Satisfaction has an impact on online purchase intention (Soderlund et al., 2014). Thus, a proposed hypothesis is indicated:

H4: Satisfaction has a significant impact on online purchase intention.

2.5 Service Quality

Service quality is defined as the degree to which service personnel provides services to customers, including rough results such as optimal financial advice and how to achieve financial goals (Sharma & Patterson, 1999). Service quality refers to comparing users' expectations of consumption in the enterprise and their experience (Parasuraman et al., 1985). The research shows that when the service quality is good, the trust degree of users in online banking will increase. On the contrary, when the service quality is poor, online banking users' trust degree will decrease (Teo et al., 2008). Service quality includes three aspects: it can answer customers' demands first, answer customers' questions with quality and quantity, and understand customers' psychology when purchasing. The service quality can increase consumers' desire and satisfaction (Sharma et al., 2005). Based on the previous studies, this research hypothesized that:

H5: Service quality has a significant impact on online purchase intention.

2.6 Purchase Intention

The definition of purchase intention is that a customer is sure to purchase a product or service (Tahir et al., 2018). Purchase intention is a probability of a customer buying a specific product (Morteza et al., 2016). According to Alawan (2018), among the clues that affect customers' purchase intention, internal clues are more influential than external clues. Studying consumer purchase intention is a perennial topic in marketing because it helps sellers predict whether consumers will buy. The intention predicts people's motivation and behavior in a given time and situation (Ajzen & Fishbein, 1980). One of the models that can predict consumers' purchase intention is the TPB model (Monteiro et al., 2019). Based on the above assumptions, this study hypothesizes the relationship between purchase intention and behavior below:

H6: Purchase intention has a significant impact on online shopping behavior.

2.7 Behavior

Behavior refers to people performance to achieve their goals (Kongprapunt & Pupat, 2018). Online consumer behavior can be measured from consumer-oriented and technology-oriented aspects. In the consumer-oriented aspect, each consumers prominent beliefs about online shopping, technology-oriented perspective focuses on the technical characteristics of online stores (Şen, 2019). People's behavior can be influenced by the purchase intentions of different motives (Eagly & Chaiken, 1993). Purchase intention is a behavior indicator used to indicate the extent to which people have made efforts to achieve their goals (Ajzen, 1991). Behavioral learning theory states that more reproducible behaviors must have experienced actively strengthened (Rothschild & Gaidis, 1981).

3. Research Methods and Materials

3.1 Research Framework

This research focuses on the factors impacting purchase intention towards actual behavior amongst college students in Chengdu, Sichuan, China. Dependent variables are perceived value, perceived risk, trust, satisfaction, service quality and purchase intention whereas independent variable is actual behavior. The conceptual framework is developed from previous literatures as demonstrated as Figure 1.

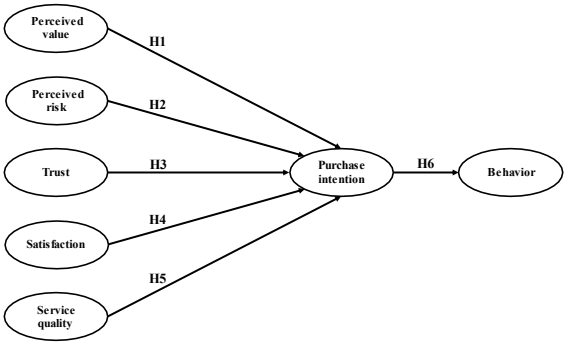

Figure 1: Conceptual Framework

H1: Perceived value has a significant impact on online purchase intention.
H2: Perceived risk has a significant impact on online purchase intention.
H3: Trust has a significant impact on online purchase intention.
H4: Satisfaction has a significant impact on online purchase intention.
H5: Service quality has a significant impact on online purchase intention.
H6: Purchase intention has a significant impact on online shopping behavior.

3.2 Research Methodology

This study mainly adopts quantitative research methods, and the research objects are college students in Chengdu, Sichuan Province, China. The proposed data collection tool was conducted through a questionnaire survey through the online platform "Questionnaire Star." Research data was collected by distributing questionnaires to the participants of the study subjects. Each participant must complete a questionnaire independently and analyze the collected valid questionnaires through SPSS. The questionnaire consisted of 3 parts and contained 33 questions, including three multiple-choice screening questions aimed at identifying target respondents, 27 designed to collect data on factors influencing college students' online shopping intentions and behaviors, and three multiple-choice questions on demographic characteristics to collect demographic data on online purchase among college students in Chengdu, Sichuan Province, China.

The content validity of the questionnaire was tested by the expert score of item-objective congruence (IOC). The results of IOC by three experts showed that all items were approved at a score of 0.6 or above. In the pilot test of 30 participants, the Cronbach alpha method is employed for reliability testing, resulting in all constructs passing a score of 0.7 or above (Nunnally & Bernstein, 1994). The results are perceived value (0.799), perceived risk (0.709), trust (0.752), satisfaction (0.773), service quality (0.745), purchase intention (0.713), and behavior (0.774). The data were collected from 500 respondents. The SPSS AMOS was used to analyze the data, using confirmatory factor analysis (CFA) to ensure the validity and reliability of the model. Afterward, the structural equation model (SEM) was applied to test the significance and research hypotheses.

3.3 Population and Sample Size

The target population is 18–24-year-old college students from three universities in Chengdu, Sichuan Province, China; Sichuan University, Xihua University, Ginkgo Hotel Management School, who regular made online purchases. Soper (2022) recommended the minimum sample size of the study is 425. A total of 521 respondents participated in the survey but 500 responses were used for the data analysis.

3.4 Sampling Technique

Researchers use judgmental sampling to select three representative universities in Chengdu, Sichuan Province, Sichuan University, Xihua University, and Ginkgo Hotel Management College. In Table 1, stratified random sampling was applied to calculate proportionate samples in subgroups. The researchers applied convenience sampling to distribute online questionnaires to the target group via social media and emails. Approximately seven months of data were collected from January 2022 to July 2022. The data has been screened to ensure that the respondents are the target group for the study.

Table 1: Population and Sample Size by University

University	Number of Students	Sample Size
Sichuan University	37,944	125
Xihua University	37,683	125
Ginkgo Hotel Management School	75,627	250
Total	**151,254**	**500**

Source: Created by the author.

4. Results and Discussion

4.1 Demographic Information

The 500 target respondents are college students in Chengdu, Sichuan Province, China. They all have online purchase experience, which can be described and summarized in Table 2. Most respondents are males of 53%, whereas females of 47%. There are 156 people 18-20 years old, accounting for 31.2% of the total number of respondents,

332 people between the ages of 21 and 22, accounting for 66.4%, and 23-24 years old are 12 people, representing 2.4%. Furthermore, all respondents are living in Chengdu.

Table 2: Demographic Profile

Demographic Factors	Frequency	Percentage (%)
Gender		
Male	265	53%
Female	235	47%
Age		
18-20 years	156	31.2%
21–22 years	332	66.4%
23-24 years	12	2.4%
Living in Chengdu		
Yes	500	100
No	0	0

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was performed in this study. From the analysis results, all items in each variable were significant, representing the factor loading for testing the validity of the discriminant. According to Hair et al. (2006), the factor loadings of each item should be greater than 0.5, and the p-value should be less than 0.05. Fornell and Larcker (1981) also believed that Composite Reliability (CR) should not be less than or equal to the cut-off point of 0.7, and Average Variance Extracted (AVE) should also not be less than or equal to the cut-off point of 0.4.

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
Perceived Value (PV)	Beck and Gable (2001)	4	0.805	0.684-0.741	0.807	0.511
Perceived Risk (PR)	Shadish et al. (2002)	4	0.778	0.585-0.802	0.780	0.473
Trust (T)	Hosmer et al. (2008)	4	0.787	0.622-0.768	0.793	0.491
Satisfaction (S)	Waltz et al. (2003)	4	0.775	0.623-0.718	0.782	0.473
Service Quality (SQ)	Waltz et al. (2003)	4	0.791	0.631-0.777	0.794	0.492
Purchase Intention (PI)	Beck and Gable (2001)	4	0.782	0.666-0.727	0.783	0.475
Behavior (B)	Waltz et al. (2003)	3	0.889	0.833-0.876	0.889	0.727

Table 4 shows that the value of this study is greater than the acceptable value, so the convergent and discriminant validity are verified. Furthermore, the results measured by the following models can be used to confirm the discrimination validity and validation, which is of great help to the subsequent measurement of the validity of the structural model estimation.

Table 4: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values
CMIN/DF	< 3.00 (Hair et al., 2006)	428.204/303 = 1.413
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.940
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.925
NFI	≥ 0.80 (Wu & Wang, 2006)	0.925
CFI	≥ 0.80 (Bentler, 1990)	0.977
TLI	≥ 0.80 (Sharma et al., 2005)	0.973
RMSEA	< 0.08 (Pedroso et al., 2016)	0.029
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.

Fornell and Larcker (1981) argued that validity judgments could be calculated using the square root of each AVE. In this study, discriminant validity was supportive because the value of discriminant validity was greater than all construct/factor correlations. Convergent and discriminant validity were demonstrated. Therefore, the evidence to establish construct validity is sufficient. According to Studenmund (1992), there is no multicollinearity problems due to the factor correlations in Table 5 did not surpass 0.80.

Table 5: Discriminant Validity

	PV	PI	PR	T	S	SQ	B
PV	**0.715**						
PI	0.541	**0.689**					
PR	0.286	0.302	**0.688**				
T	0.572	0.632	0.246	**0.701**			
S	0.673	0.625	0.270	0.676	**0.688**		
SQ	0.285	0.635	0.170	0.454	0.371	**0.702**	
B	0.543	0.685	0.315	0.587	0.682	0.430	**0.853**

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

4.3 Structural Equation Model (SEM)

Hair et al. (2010) mentioned that structural equation modeling (SEM) could verify arbitrary relationships between variables in the proposed model and incorporate measurement inaccuracies in the structural coefficients. Goodness-of-fit metrics for the structural equation model (SEM) were measured as shown in Table 6. Models

calculated in SEMs and adjusted using SPSS AMOS version 26. Therefore, after adjusting and optimizing the model in this study, the relevant index results showed a good fit, as shown in Table 8. CMIN/DF = 2.940, GFI = 0.867, AGFI = 0.840, NFI = 0.837, CFI = 0.885, TLI = 0.872 and RMSEA = 0.062.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable Values	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/DF	< 3.00 (Hair et al., 2006)	957.989/318 = 3.013	926.076/315 = 2.940
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.862	0.867
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.836	0.840
NFI	≥ 0.80 (Wu & Wang, 2006)	0.831	0.837
CFI	≥ 0.80 (Bentler, 1990)	0.880	0.885
TLI	≥ 0.80 (Sharma et al., 2005)	0.868	0.872
RMSEA	< 0.08 (Pedroso et al., 2016)	0.064	0.062
Model Summary		**Unacceptable Model Fit**	**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.

4.4 Research Hypothesis Testing Result

The research model calculates the significance of each variable based on standard coefficient value and t-value. The results in Table 7 show that the significance is $p<0.05$.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: PV→PI	0.263	4.868*	Supported
H2: PR→PI	0.165	3.234*	Supported
H3: T→PI	0.321	5.570*	Supported
H4: S→PI	0.384	6.076*	Supported
H5: SQ→PI	0.475	6.987*	Supported
H6: PI→B	0.695	9.063*	Supported

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

The results in Table 9 show that all relationships are significantly supported at $p<0.05$. According to the assumption of H1, the standard coefficient value of the result is 0.263, indicating that the perceived value has a significant impact on purchase intention. According to H2, the standard coefficient value of the result is 0.165, indicating that perceived risk significantly impacts purchase intention. For H3, the standard coefficient value of the result is 0.321, indicating that trust has a significant impact on behavior. H4 shows that the standard coefficient value of the result is -0.384, supporting the relationship between satisfaction and purchase intention. In H5, the standard coefficient value of the result is 0.475, indicating that service quality has a significant impact on purchase intention. Lastly, H6 presents that the standard coefficient value of the result is 0.695, signifying that the purchase intention significantly impacts behavior.

5. Conclusions and Recommendation

5.1 Conclusion and Discussion

This research paper focuses on the significant impact of online purchase intention and behavior of undergraduate students in Chengdu, Sichuan Province, China. These assumptions are proposed as a conceptual framework to study the perceived value, perceived risk, trust, satisfaction, service quality, and purchase intention. The questionnaire was distributed to the 500 students in Chengdu, Sichuan Province. The data analysis aims to explore the influencing factors that affect the online purchase intention and behavior. Research through verification factors analysis (CFA) is used to measure and test the effectiveness and reliability of the concept model. Therefore, the structural equation model (SEM) can be used to analyze the influencing factors that affect college students' online purchase intention and behavior.

The study describes the following findings. Firstly, the relationship between perceived value and purchase intention is supported. Beck and Gable (2001), who believe that purchase intention can be influenced by perceived value. In this study, the comprehensive evaluation on online purchase intention is significantly related per confirmed by previous studies (Bolton & Drew, 1991; Chen & Dubinsky, 2003; Steenkamp & Geyskens, 2006). Therefore, perceived value can affect students' purchase desire in their online shopping (Zeithaml, 1988).

The second relationship of perceived risk and purchase intention is supported. Shadish et al. (2002) believe that perceived risk has an impact on purchase intention. Supported by previous assumptions, students assess risk they take in purchasing and it is the main reason they are reluctant to buy online (Faqih, 2013; Forsythe & Shi, 2003; Turel et al., 2010; Zeithaml, 1988). Thus, perceived risks of users to protect the privacy and security has a critical impact on their intent behavior through online shopping.

Thirdly, Hosmer et al. (2008) pointed out that trust will positively influence that purchase intention. This study leads to the support relationship between trust and purchase

intention which means Students believe that the online shopping platform or e-commerce can achieve their expectations (Mayer et al., 1995; McKnight & Chervany, 2002; Morgan & Hunt, 1994). Students establish trust in online shopping to make a regular purchase (Naquin, & Paulson, 2003).

Fourthly, the outcomes reveal that satisfaction significantly relates the purchase intention of students' online behavior (Oliver, 1997; Waltz et al., 2003). Most studies verified that satisfaction will have a positive impact on consumer purchase intentions as aligned with the results of this research. The comparison between students' expectations of consumption and experience can increase the degree of purchase intention (Parasuraman et al., 1985).

Next, the relationship between service quality and purchase intention is significant relation. There is an inevitable direct influence relationship between service quality and purchase intention. Good service quality builds trust and purchase intention (Tahir et al., 2008). The more students perceive service quality can increase the higher their desire to purchase online (Sharma et al., 2005).

Lastly, purchasing intention predicts behavior. Fishbein and Ajzen (1975) indicated that purchase intention directly influences behavior, and a person's purchase intention can directly determine his behavior. Accordingly, the goal of this study is accomplished to provide understanding of how perceived value, perceived risk, trust, satisfaction, service quality can drive purchase intention towards online shopping behavior among college students in Chengdu, Sichuan Province, China.

5.2 Recommendation

This study proves that the perceived value, perceived risk, trust, satisfaction, service quality, and purchase intention directly impact the online shopping behavior of college students in Chengdu, Sichuan Province, China. The results will help investors and managers of online shopping platforms gain better experience and enlightenment in attracting consumers and increasing transactions and sales. For recommendations, the demographic characteristics of users indicate that college students in Chengdu between the ages of 18 and 24 have strong purchasing power and higher personal innovativeness. Therefore, future researchers interested in this study can use the findings as a reference to improve and formulate effective future strategic plans.

Many buyers will use assess the value of their online shopping. Before implementing the purchase behavior, they will need to know whether the product is valuable to them. The purchase intention can lead to actual buying behavior, which businesses can gain more sales. Therefore, marketers should focus on showing the value of their products to customers and continuously increasing their potential customers through promotion, advertising, or referral campaign. For the perceived risk factor, this study points out that it impacts purchase intention towards online shopping behavior. It determines whether the product has a risk of the purchase, such as fake products, dangerous goods, securing risks, etc. Therefore, a merchant should truthfully inform consumers of products and prevent them from misusing them. The system needs to ensure a high level of security for data privacy, transaction, and payment details.

The trust factor is a long-standing problem between merchants and buyers. Buyers will buy and repurchase products because they trust the merchants. Therefore, online shopping platforms should focus on biding trust by ensuring product and service quality. Most e-commerce set up customer service to provide solutions and refund policies to ensure trust among their clients. Satisfaction can be measured through the survey. Whether the products purchased online meet their expectations and achieve their satisfaction value is one of the most concerning issues for buyers. Therefore, an online merchant and shopping platform should investigate the concern and the level of customer satisfaction to improve products and services.

The service quality can lead to purchasing intention. If customers have a good experience of product use and service, it will speed up the consumer purchase intention. Therefore, a business should continuously improve the quality of its services to satisfy customers. Purchase intention also predicts behavior, so it can be assumed that customers tend to purchase the product when they are aroused by other factors such as perceived value, trust, satisfaction, and service. Risk has to be minimized. Therefore, a business should always enhance online customers with various tactics to increase sales revenue and maximize profit via online channels.

5.3 Limitation and Further Study

For limitations, the population and sample are college students in Chengdu, Sichuan Province, China. The results cannot represent other regions, countries, and industries. In addition, further researchers can aim to identify other factors that may affect online shopping behavior, such as social value, physical environment, attitude, enjoyment, perceived usefulness, etc. Last, future research can be extended to how online shopping behavior can affect merchant performance, innovate new products, and improve services. In turn, it can provide better development space for merchants and sort out more rational consumer consumption attitudes.

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