

## **Analysis on the Influencing Factors of Consumers' Online Shopping Intention**

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**Abstract:** *In recent years, the continuous development of information technology and Internet technology in the world promotes the rapid rise of the network economy, and plays an increasingly important role in the total economic volume. In this study, firstly, the relevant theories and existing researches are reviewed. Then, the variables such as perceived product quality, perceived website service quality, purchase cost, perceived risk, online shopping willingness and purchase behavior are included in the research, the research model is constructed, and the research hypothesis is put forward. According to the research and results of this paper, the variables in the model: perceived product quality, perceived website service quality, purchase cost, perceived risk, the influence mechanism between online shopping intention and purchase behavior. According to the research conclusion of the hypothesis test of the research model, this paper makes an in-depth analysis, and gives a series of practical suggestions for consumers' online shopping.*

**Keywords:** *perceived product quality; perceived website service quality; purchase cost; perceived risk; online shopping willingness; purchase behavior*

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### **I. Introduction**

In recent years, the continuous development of information technology and Internet technology in the world promotes the rapid rise of the network economy, and plays an increasingly important role in the total economic volume. In the online consumption platform, there are many subjective and objective factors that affect consumers, mainly including commodity price, product quality, after-sales service and payment environment. The fluctuation of these factors indirectly affects consumers' consumption psychology and ultimately their consumption behavior. Consciousness plays an active role in consumer behavior, and its guidance is very important. Its consumption consciousness ultimately determines consumer's purchase behavior. Therefore, it is very important to make statistics on the factors that affect consumers' willingness to consume and analyze the influence of these factors on the purchase behavior, so as to make reasonable adjustment and targeted improvement on the network electronic platform.

This paper collects the research of domestic and foreign scholars, and finds that most of them consider the impact on consumers' online shopping will from the following aspects: consumption risk, purchase cost, after-sales service, etc. According to Liao Chenglin (2012), the product information provided by shopping websites may directly affect consumers' consumption behavior. The amount of information on shopping websites and whether they can fully reflect the basic information and value information of products may lead consumers to cancel their purchase behavior in their process. There is a certain relationship between this behavior intention and its perceived risk. Therefore, Liao Chenglin and others established a model for the impact of information search on online shopping use intention. Yan Ming (2013) thinks that different from the real consumption environment, consumers have different sensitivity to perceived risk in the network virtual environment. Based on the relevant research and analysis, eight dimensions are used to divide the perceived risk of online consumers, and a dynamic model of perceived risk is established. Panting (2015) finds that with the increasingly fierce market competition, improving service attitude and after-sales service ability has become a key point for online platforms to attract consumers. Efficient service can not only make consumers purchase quickly and conveniently, improve trust and consumption experience, but also reduce transaction costs and make enterprises obtain more profits. At the same time, Panting conducts in-depth research and finds that the quality of product information, the efficiency of commodity distribution and the integrity of commodity acquisition, as well as the satisfaction of customer information inquiry, customer's consumption experience, etc. all have different degrees of impact on their shopping willingness. The above literature research shows that when consumers decide their purchase behavior, they will be affected by many factors: product efficiency, service efficiency, user experience, security environment, etc. After weighing many factors, consumers will decide whether to buy or not.

The research of the theory of customer perceived value shows that customer perceived value is the trade-off between the benefits expected from a particular product and service and the costs paid for it, and it is the decisive factor that affects consumers' purchase of products. The decisive factor to win consumers' favor in similar products is the value degree of the products. The higher the perceived value is, the easier it is for consumers to accept and recognize the product and service (Huang Wenyan et al., 2013). Therefore, perceived value is the most important factor in the analysis of influencing factors of consumer willingness.

To sum up, this paper will study and analyze the factors influencing consumers' purchase behavior from four dimensions of perceived value: (1) Perceived product quality, (2) Perceived website service quality, (3) Purchase cost, (4) Perceived risk, and analyze the effect of online shopping use intention on purchase behavior, aiming to provide some reasonable suggestions for the development of e-commerce and online shopping mode.

## **II. Literature review**

### **2.1 Related concepts of influencing factors of online shopping intention**

The influencing factors generally refer to the factors which can not directly determine the result but guide the action. Ji Wenjing (2013) points out in his research that external environmental changes such as price, quality and service will exert certain effect on consumers' internal subjective understanding and online shopping use intention. Such external environmental changes are called the influencing factors of online shopping use intention of online consumers. According to Zhong Kai, changes in consumers' internal emotions and psychology such as perceived risks, operability and safety brought by online shopping will also affect the intensity of consumers' subjective awareness of purchasing products or services. The effect of these internal perception factors on consumers' willingness to use online shopping is also known as the influencing factor of willingness to use online shopping.

In this study, the influencing factors of online consumers' willingness to use online shopping are defined as the external environment changes and internal psychological perception that affect the subjective probability or possibility of consumers' purchase of goods in the "virtual shopping mall" with the Internet as the carrier.

### **2.2 Research status of influencing factors of online shopping intention**

Scholars at home and abroad have also conducted some research on the influencing factors of online shopping use intention, mainly focusing on shopping risk, product value and service.

Wan Yuanwei (2011) points out that in the real shopping environment, because the product is touchable, consumers will consider the product's consumption cost (product price and consumption time, etc.), the product's consumption value (product benefit and maintenance, etc.), and the product's after-sales service guarantee (potential loss, etc.) when choosing products. Therefore, in the process of online shopping, consumption will weigh the gains and losses of shopping decisions, and then decide whether to buy according to the results. "Gain" mainly refers to the value obtained by consumers from commodities, including potential value, etc., while "loss" mainly refers to consumer cost, including product cost and consumption time, etc. Zhong Kai (2013) points out that the decisive factor to win consumers' favor in similar products is the value degree of the product. The difference between profit and cost is the decisive factor of consumers' purchase behavior. The fundamental reason for the decision of customer purchase behavior and customer loyalty lies in perceived value. Perceived value is a comprehensive evaluation of a product or service based on the trade-off between perceived benefits and perceived costs. Perceived interest refers to the interest perceived by consumers from products and services, which can meet the specific consumer needs and psychological needs of consumers (fan Xiucheng et al., 2003). The perceived cost is the consumer's perception of the total cost of purchasing products. Wood & Scheer (1996) [21-22] point out in the study that cost not only refers to the money time and energy paid for purchasing products, the cost of purchasing, but also includes the intangible cost of fine computer - perceived risk. In the composition of cost, the impact of risk cost on consumers' willingness to use online shopping will be more significant. The potential risk of products or services is another important factor that affects consumer perceived value independent of quality and price.

To sum up, combined with the research of relevant scholars (Ji Wenjing, 2013; Wang Chong, 2007; Pan Yu, etc., 2010), this paper believes that perceived product quality, perceived website service quality, purchase cost, perceived risk and other factors will affect online shopping willingness of online consumers.

## **III. Research hypothesis and theoretical model construction**

### **3.1 Hypothesis of the influence factors of online shopping use intention on online shopping use intention**

(1) Perception of product quality and consumers' willingness to use online shopping

Zhong Kai (2013) believes that perceived product quality will affect consumers' perceived value, and perceived value will further affect consumers' willingness to use online shopping, that is, perceived product quality

indirectly affects the willingness to use online shopping through perceived value. Sun Yongbo et al. (2014) believe that the online store reputation during online shopping will determine the perceived product quality of this customer, and the perceived product quality will have an effect on the consumers' willingness to use the Internet to purchase, which will affect whether they use the Internet to generate purchase behavior.

In today's society, there is a situation that the supply of products exceeds the demand in many industries. The competition is extremely fierce. Consumers' perception of product quality determines their purchase behavior to a large extent. The perception of product quality is also consumers' subjective evaluation of products. The higher the evaluation of product quality is, the higher their willingness to use online shopping will be. Therefore, this study regards perceived product quality as a antecedent variable of online shopping willingness, and proposes the following assumptions:

H1: perceived product quality has a significant positive effect on consumers' willingness to use online shopping.

(2) Perceived website service quality and consumers' willingness to use online shopping

Kim & Lennon (2013) conduct a study on the composition of website service quality, establish a website service quality composition model, and believe that the website service quality significantly positively affect the purchase intention of online consumers. He believe that if the website service quality can meet the needs of consumers, consumers are more inclined to online shopping. Dedeker (2016) studies the perceived value of online consumers from the information provides by shopping websites, and believes that the richer the relevant information obtained by consumers when acquiring the information of the products they need, the lower the perception of the cost paid, and on the contrary, the perceived value is improved, so as to promote their purchase behavior.

H2: perceived website service quality has a significant positive effect on consumers' willingness to use online shopping.

(3) Purchase cost and consumers' willingness to use online shopping

Lin (2009) believes that the perceived cost of consumers is not only the cost of purchase, but also all the costs perceived when purchasing products, including perceived risks. When shopping, consumers not only consider the quality of products and after-sales services, but also consider the money and time spent to buy products, whether it is convenient to buy goods, and assess the risks faced by buying goods. Especially when consumers are shopping online, the risks from products, online ordering and payment are increasing unprecedentedly, and the results of consumers' decision-making are more uncertain. Compared with other influencing factors, perceived risk has a more significant impact on the perceived value of online consumers. The stronger the perceived risk of consumers, the more restrained the purchase behavior of consumers. Wood & Scheer (2005) believes that perceived value of online consumers is a trade-off between perceived benefits and perceived risks. Based on the above research, this paper takes the purchase cost and perceived risk as the antecedent variables of online consumers' perceived value, and puts forward the following assumptions:

H3: The purchase cost has a significant negative effect on consumers' willingness to use online shopping.

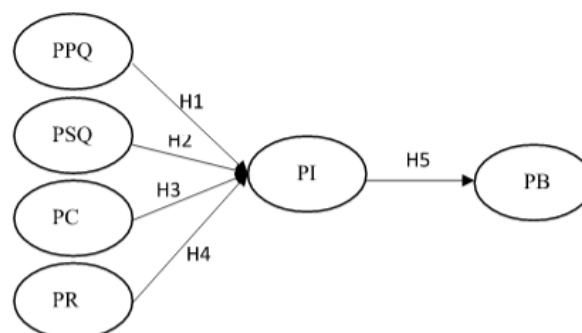
H4: The purchase risk has a significant negative effect on consumers' willingness to use online shopping.

### 3.2 Assumption of the effect of online shopping intention on purchase behavior

Zhang Tingting (2015) believes that consumers' online shopping behavior is affected by a variety of external factors, and the effect of these external factors is achieved by improving consumers' willingness to use online shopping. Zhang Yu (2015) points out that the formation of consumers' impulsive purchase behavior is mostly due to the improvement of perceived value brought by external factors such as product price and quality, and perceived value will further affect their willingness to shop, promote the improvement of their willingness to use online shopping, and further promote their purchase behavior. Based on the above analysis, this paper puts forward the following assumptions:

H5: willingness to use online shopping will have a significant positive effect on consumers' purchase behavior.

Combined with the previous analysis, this paper constructs a hypothetical model as shown in Figure 1.



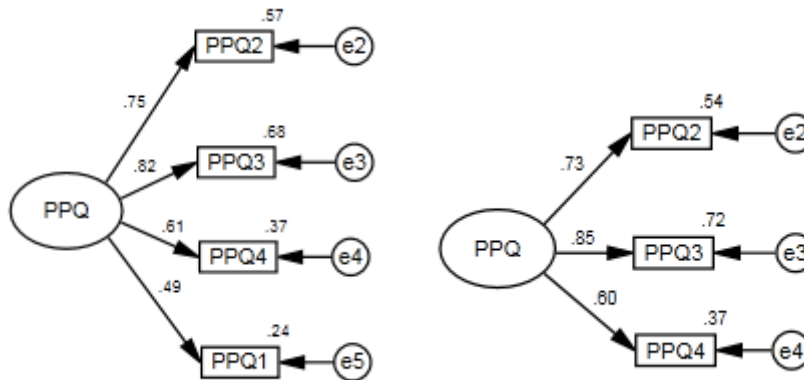
**Figure 1** hypothetical model

**IV. Empirical analysis of influencing factors of online shopping intention**

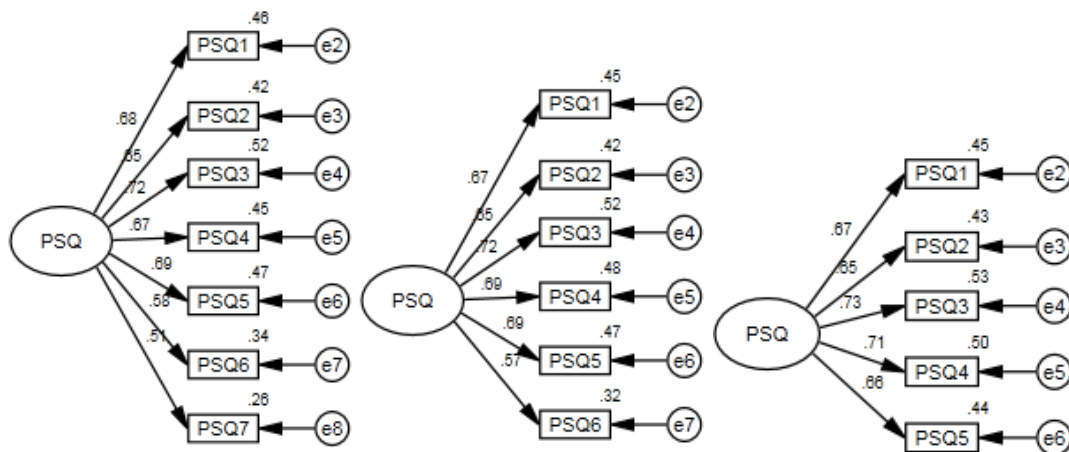
This chapter focuses on the research and design before the empirical research. Firstly, the questionnaire used in the empirical research is designed and pre investigated; secondly, the data collection methods of this study are determined, including the distribution objects and collection methods of the questionnaire; finally, the basic information of the selected samples is described. The research hypotheses and relationship models based on literature review involve the following concepts: perceived product quality, perceived website service quality, purchase cost, perceived risk, online shopping use intention and purchase behavior. In consideration of the participation degree of the participants in the questionnaire, the measurement items are further adjusted to form the final version of the measurement scale of relevant concepts. The questionnaire is measured with Likert 7 scale. "1" means very inconsistent, and "7" means very consistent. In this survey, a total of 500 questionnaires are distributed, 453 are recovered, and 392 are valid.

**4.1 Reliability and validity analysis of the questionnaire**

In order to verify the reliability of the potential variable scale of perceived product quality, perceived service quality, perceived risk, perceived cost, online shopping use intention and purchase behavior, this paper conducts a first-order confirmatory factor analysis on the above six potential variables by using amos21.0; by analyzing and deleting the non-significant items, we can obtain each potential variable as shown in Figure 2, 3, 4, 5, 6 and 7. Table 1 shows the specific model fitness, reliability and validity, and path coefficient of variables.



**Figure 2** first order confirmatory factor analysis of perceived product quality



**Figure 3** first order confirmatory factor analysis of perceived quality of service

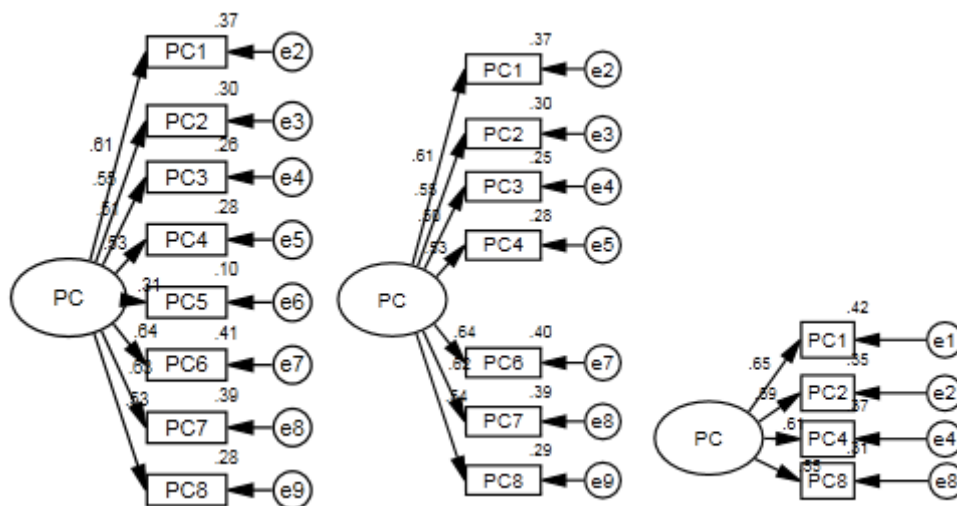


Figure 4 first order confirmatory factor analysis of perceived cost

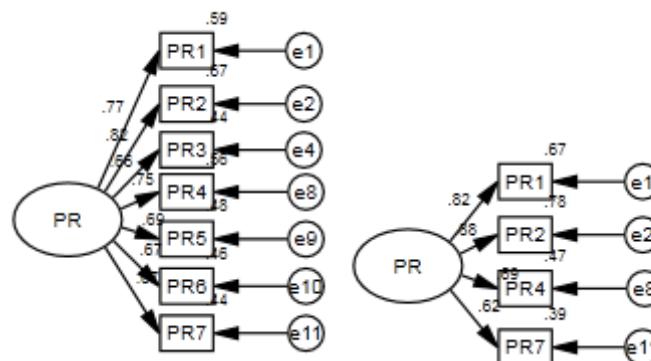


Figure 5 first order confirmatory factor analysis of perceived risk

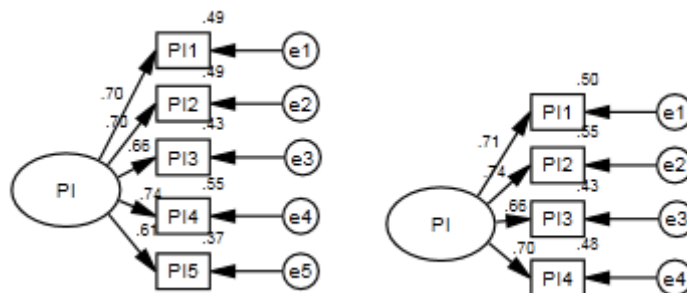


Figure 6 first order confirmatory factor analysis of online shopping intention

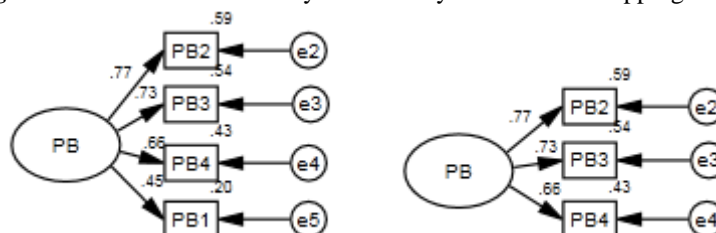


Figure 7 first order confirmatory factor analysis of purchase behavior

**Table 1** Results of first-order confirmatory factor analysis (CFA) for each variable

| variable | Item | STD   | SMC   | 1-SMC | $\chi^2/df$ | GFI   | NFI   | AGFI  | CFI   | RMSEA | CR    | AVE   |
|----------|------|-------|-------|-------|-------------|-------|-------|-------|-------|-------|-------|-------|
| PPQ      | PPQ1 | 0.732 | 0.536 | 0.464 | 0.962       | 0.998 | 0.995 | 0.988 | 0.996 | 0.032 | 0.89  | 0.58  |
|          | PPQ2 | 0.850 | 0.723 | 0.278 |             |       |       |       |       |       |       |       |
|          | PPQ3 | 0.604 | 0.365 | 0.635 |             |       |       |       |       |       |       |       |
| PSQ      | PSQ1 | 0.667 | 0.445 | 0.555 | 2.743       | 0.978 | 0.961 | 0.935 | 0.968 | 0.051 | 0.82  | 0.54  |
|          | PSQ2 | 0.654 | 0.428 | 0.572 |             |       |       |       |       |       |       |       |
|          | PSQ3 | 0.726 | 0.527 | 0.473 |             |       |       |       |       |       |       |       |
|          | PSQ4 | 0.708 | 0.501 | 0.499 |             |       |       |       |       |       |       |       |
|          | PSQ5 | 0.664 | 0.441 | 0.559 |             |       |       |       |       |       |       |       |
| PC       | PC1  | 0.651 | 0.424 | 0.583 | 0.549       | 0.999 | 0.995 | 0.993 | 0.99  | 0.022 | 0.92  | 0.62  |
|          | PC2  | 0.600 | 0.360 | 0.266 |             |       |       |       |       |       |       |       |
|          | PC3  | 0.609 | 0.371 | 0.220 |             |       |       |       |       |       |       |       |
|          | PC4  | 0.660 | 0.436 | 0.276 |             |       |       |       |       |       |       |       |
| PR       | PR1  | 0.818 | 0.669 | 0.276 | 1.005       | 0.997 | 0.987 | 0.997 | 0.996 | 0.003 | 0.831 | 0.622 |
|          | PR2  | 0.881 | 0.776 | 0.276 |             |       |       |       |       |       |       |       |
|          | PR3  | 0.685 | 0.469 | 0.276 |             |       |       |       |       |       |       |       |
|          | PR4  | 0.622 | 0.387 | 0.276 |             |       |       |       |       |       |       |       |
| PI       | PI1  | 0.710 | 0.504 | 0.496 | 1.372       | 0.997 | 0.983 | 0.998 | 0.994 | 0.031 | 0.865 | 0.616 |
|          | PI2  | 0.742 | 0.551 | 0.449 |             |       |       |       |       |       |       |       |
|          | PI3  | 0.658 | 0.433 | 0.567 |             |       |       |       |       |       |       |       |
|          | PI4  | 0.695 | 0.483 | 0.517 |             |       |       |       |       |       |       |       |
| PB       | PB1  | 0.769 | 0.591 | 0.409 | 2.647       | 0.991 | 0.985 | 0.955 | 0.991 | 0.076 | 0.82  | 0.54  |
|          | PB2  | 0.733 | 0.537 | 0.463 |             |       |       |       |       |       |       |       |
|          | PB3  | 0.656 | 0.430 | 0.570 |             |       |       |       |       |       |       |       |

It can be seen from table 1 that the standardized path coefficients of the six latent variables of perceived product quality (PPQ), perceived service quality (PSQ), perceived risk (PR), perceived cost (PC), online shopping willingness to use (PI) and purchase behavior (PB) are all greater than 0.6; The chi square freedom ratios of the first order confirmatory factor analysis model are 0.962, 2.743, 2.447, 0.549, 1.005, 1.372 and 2.647, respectively, which are less than the recommended value of 3; GFI, NFI, AGFI and CFI are all greater than the recommended value of 0.9, while RMSEA is less than the recommended value of 0.08, and the CR values are respectively greater than the recommended value of 0.7. In addition, AVE is greater than the recommended value of 0.5. Therefore, in summary, the first-order confirmatory factor analysis of the above six variables has higher overall fitting validity, that is, the validity of each variable is higher, that is, the overall reliability level of the questionnaire is higher.

**3.2 Reliability analysis of the questionnaire**

For the measurement of reliability index, this paper mainly uses Cronbach's coefficient to test the reliability of the scale. According to Develli (2005), Cronbach's coefficient between 0.7 and 0.8 is quite good, between 0.8 and 0.9 is very good. By using amos21.0 and spss21.0, we can get the reliability index of each variable as shown in table 2. From the table, we can see that the Cronbach coefficient of each variable is greater than 0.7, so the reliability level of each variable is high.

**Table 2** reliability index data of each variable

| Var name                          | variable | Cronbach's alpha | CR   | AVE  |
|-----------------------------------|----------|------------------|------|------|
| perceived product quality         | PPQ      | 0.741            | 0.81 | 0.53 |
| Perceived website service quality | PSQ      | 0.863            | 0.87 | 0.57 |
| Purchase cost                     | PC       | 0.912            | 0.92 | 0.75 |

|  |    |       |       |      |
|--|----|-------|-------|------|
| Perceived risk   | PR | 0.921 | 0.91  | 0.61 |
| Willingness to use online shopping purchasing behavior | PI | 0.825 | 0.832 | 0.62 |
|  | PB | 0.892 | 0.892 | 0.74 |

Therefore, to sum up, from table 1 and table 2, we can find that perceived product quality (PPQ), perceived service quality (PSQ), perceived risk (PR), perceived cost (PC), online shopping willingness to use (PI) and purchase behavior (PB) are six potential variables with high reliability and validity.

4.2 Regression analysis

According to the theoretical model proposed above, this paper constructs the structural equation model (SEM) as shown in Figure 8 by using amos21.0, and analyzes the model combined with the collected data, and obtains the regression analysis results as shown in table 5.5.

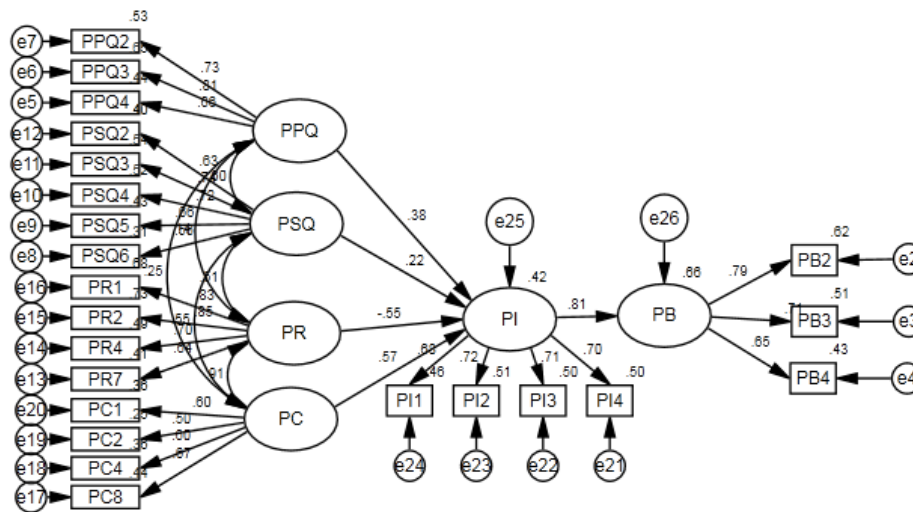


Figure 8 SEM model

Table 3 effects of each variable

| Variable relation | UNSTD  | S.E.  | C.R.   | P     | STD    | Support the hypothesis or not |
|-------------------|--------|-------|--------|-------|--------|-------------------------------|
| PPQ→PI            | 0.426  | 0.11  | 3.883  | ***   | 0.383  | yes                           |
| PSQ→PI            | 0.280  | 0.133 | 2.106  | 0.035 | 0.220  | yes                           |
| PR→PI             | -0.557 | 0.295 | -1.89  | 0.049 | -0.547 | yes                           |
| PC→PI             | -0.573 | 0.302 | -1.895 | 0.056 | -0.574 | no                            |
| PPQ←→PSQ          | 0.225  | 0.035 | 6.516  | ***   | 0.605  | yes                           |
| PPQ←→PR           | 0.064  | 0.029 | 2.214  | 0.027 | 0.139  | yes                           |
| PPQ←→PC           | 0.118  | 0.034 | 3.445  | ***   | 0.249  | yes                           |
| PSQ←→PR           | 0.21   | 0.034 | 6.139  | ***   | 0.515  | yes                           |
| PSQ←→PC           | 0.227  | 0.037 | 6.112  | ***   | 0.547  | yes                           |
| PR←→PC            | 0.471  | 0.056 | 8.405  | ***   | 0.908  | yes                           |
| PI→PB             | 1.004  | 0.089 | 11.322 | ***   | 0.81   | yes                           |

Fitness index:

$$\chi^2/df=2.452 \text{ RMSEA}=0.061 \text{ GFI}=0.907 \text{ AGFI}=0.870 \text{ NFI}=0.909 \text{ CFI}=0.910 \text{ } \chi^2=536.88 \text{ DF}=219$$

From table 3, it can be found that the chi square degree of freedom ratio of the structural equation model composed of the above variables is 2.452, less than the recommended value of 3; the CFI value is greater than the recommended value of 0.9; GFI, NFI, AGFI value is greater than the recommended value of 0.8; RMSEA value is 0.061, less than the recommended value of 0.08. So the overall fitness of the model is high. From the regression analysis results of SEM, we can see that the standardized coefficients of perceived product quality (PPQ), perceived service quality (PSQ), perceived risk (PR) to online shopping use intention (PI) are 0.383, 0.220, - 0.504, and the non-standardized path coefficients are 0.426, 0.280, - 0.557, respectively, which are significant (P < 0.05), while the effect of perceived cost on online shopping intention is not significant (P

=0.053, greater than 0.05); so hypothesis 1, hypothesis 2, hypothesis 3 are all true, and Hypothesis 4 is not. In addition, the standardized coefficient of online shopping intention (PI) for purchasing behavior is 0.81, and the non-standardized coefficient is 1.004, which is significant (P value is less than 0.05). Therefore, Hypothesis 5 is true. Perceived product quality (PPQ), perceived service quality (PSQ), perceived risk (PR) and perceived cost (PC) have significant interaction effects.

**Table 4.** Conclusion statistics of hypothesis test

| variable                     | Assuming that   | The results of |
|------------------------------|---|----------------|
| perceived product quality    | H1:perceived product quality has a significant positive effect on consumers' willingness to use online shopping.          | Approved       |
| perceived quality of service | H2: perceived website service quality has a significant positive effect on consumers' willingness to use online shopping. | Approved       |
| perceived cost               | H3:The purchase cost has a significant negative effect on consumers' willingness to use online shopping.                  | NotApproved    |
| perceived risk               | H4: The purchase risk has a significant negative effect on consumers' willingness to use online shopping.                 | Approved       |
| online shopping intention    | H5: willingness to use online shopping will have a significant positive effect on consumers' purchase behavior.           | Approved       |

According to table 3 and 5, the dependent variable of social media video marketing under the perceived value of the intermediary role of the role of the customer purchase intention of variables is very significant. Because the social media video marketing to the direct effect of the purchase intention is significant (beta = 0.4, P < 0.001), and it can be concluded that perceived value partial intermediary social media video marketing have effects on the customer's purchase intention, namely social media video marketing for buying intention is a significant direct effect. On the one hand, it also can impact on perceived value, which is able to further influence the customer's purchase intention.

## V. Conclusions and Suggestions

### (1) Conclusion

This study found that perceived product quality, perceived service quality, perceived risk, purchase cost, online shopping use intention and purchase behavior have different degree of direct or indirect causality, and online shopping use intention has full or partial intermediary effect on the above relationship. The main conclusions of this paper are as follows:

#### 1) Perceived product quality and perceived service quality have positive effects on online purchase intention.

In today's society, there is a situation that the supply of products exceeds the demand in many industries, and the competition is extremely fierce. Consumers' perception of product quality determines their purchase behavior to a large extent. Perception of product quality is also consumers' subjective evaluation of products. The higher the evaluation of product quality, the higher their purchase intention will be. In the virtual e-commerce exchange, purchase intention is the key factor of online shopping, that is, perceived product quality will ultimately affect consumers' online purchase intention.

#### 2) Perceived risk has a negative effect on online purchase intention.

The results of empirical research show that the impact of perceived risk on the willingness to use the Internet is negative, and the conclusions are the same as those of other scholars, and the correlation coefficient is large, which shows that risk is a key factor for many customers to consider in online shopping. With the popularity of online shopping, websites take various measures to improve the security level of transactions, consumers' willingness to shop will continue to increase, so there will be some similarities with other scholars' research conclusions.

#### 3) The effect of purchase price and online purchase intention is not significant.

The empirical results show that there is no significant correlation between purchase cost and perceived value of consumers, which is inconsistent with the hypothesis proposed in this study. The main reason of this study is that when consumers purchase related products online, the influence of purchase intention on their online use purchase intention is volatile.

### (2) Suggestions on marketing strategies of social media video

1) To a certain extent, online shopping is similar to traditional shopping channels. Perceived product quality and perceived service quality will have a direct impact on the willingness to purchase and use. Therefore, in the actual operation of e-commerce industry, it is necessary to constantly improve products and services. Only in



this way can we fundamentally enhance the willingness of consumers to use online shopping, and thus increase the purchase behavior of consumers.

2) On the other hand, online shopping is a new way of shopping, which is different from traditional shopping channels. Its trading mode and trading environment are very different from the past. Therefore, it is necessary to improve the laws and regulations related to e-commerce, regulate the online transaction behavior from the legal point of view, reduce the perceived risk of online consumers; it is also necessary to strengthen the safety construction of online shopping platform, guarantee the shopping safety of consumers at the technical level, and reduce the risk of online shopping of consumers.

3) Only when the willingness to use online shopping is enhanced can the purchase behavior be increased. If e-commerce enterprises want to increase the online purchase behavior, they should take the online shopping use intention as the purpose, because only by increasing the willingness to use online shopping can we maximize the purchase behavior. Therefore, e-commerce enterprises can increase the publicity of the advantages of e-commerce, strengthen the familiarity and acceptance of e-commerce, so as to really promote the development of e-commerce enterprises.

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