

A Review of Research on Consumers' Willingness to Purchase Online

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Received: 15 November 2024; **Accepted:** 5 December 2024; **Published:** 17 December 2024

Abstract:

This article reviews the relevant research on consumers' online purchasing intention, explores the multiple factors that affect purchasing intention, and analyzes the research results from different theoretical perspectives. The article first defines the concept of online purchase intention and explains its differences from traditional purchase intention. Secondly, from the perspectives of SOR theory, planned behavior theory, and grounded theory, the internal mechanisms that influence purchase intention were explored. Again, this article analyzes from a perceptual perspective how factors such as perceived value, perceived risk, and perceived trust affect consumers' cognition and attitude towards online shopping. Finally, the article systematically summarizes the key factors that affect consumers' willingness to purchase online from three levels: product attributes, consumer personal characteristics, and external environment, and looks forward to future research directions.

Keywords:

Consumer, Online Purchase Intention, Influence Factor

1. Introduction

In today's era of globalization and digitization, consumer behavior patterns are undergoing unprecedented changes, and consumers' purchasing intentions have become the core focus of marketing and strategic planning. With the increasingly complex and changing market environment, a deep understanding of the multiple factors that drive consumers to make purchasing decisions is crucial for enterprises to accurately position the market, optimize product design, improve service quality, and implement efficient marketing strategies. It also plays a key role in promoting sustained and healthy economic development and stimulating product and service innovation. Therefore, conducting systematic research on the factors influencing consumer purchase intention not only has significant theoretical value, but also has significant practical significance.

Previous studies have extensively explored consumer purchasing intentions and accumulated rich results. From a theoretical perspective, rational behavior theory,

planned behavior theory, and other theories provide a solid theoretical framework for understanding the consumer decision-making process. From the perspective of influencing factors, numerous scholars have explored the key elements that affect purchase intention from different dimensions, including product price, quality characteristics, brand image, social influence, personal attributes (age, gender, income level), and complex psychological mechanisms (such as consumer attitudes, purchase motivations, etc.).

However, in the rapidly evolving market environment, especially with the rise of e-commerce, the popularization of sustainable consumption concepts, and the emergence of new marketing models and consumer groups, a series of new factors and dynamic interactions have gradually emerged, posing new challenges to existing theoretical frameworks and research results. With the transformation of consumer centered business models, more and more enterprises are paying more attention to the quality of pre-sales, in sales, and after-sales services, in order to improve consumer experience and increase consumer purchasing willingness. Therefore, many research results from the perspective of consumer perception have emerged in the academic field. At the same time, due to the emergence of new e-commerce models such as social e-commerce and live streaming e-commerce, online reviews and online hosts have become important influencing factors that affect consumers' purchasing intentions. Therefore, the research results on consumer purchase intention in the context of new consumption are gradually becoming rich, but there are few researchers who systematically sort out existing research results.

This article aims to comprehensively review and analyze relevant research on consumer purchase intention, with a particular focus on three key perspectives: theoretical perspective, perceptual perspective, and influencing factor perspective. Through in-depth exploration of these three dimensions, it reveals the complex mechanism of consumer purchase intention formation in the context of new consumption, and provides a solid theoretical and empirical basis for future research. Through a comprehensive analysis of these three perspectives, this article aims to provide scholars and practitioners with a comprehensive and in-depth review of consumer purchase intention research, in order to promote theoretical development and practical innovation in this field.

2. The Connotation of Online Purchase Intention

The concept of intention first appeared in the field of psychology, referring to the subjective concept of individuals engaging in specific behaviors. Dodds [1] believe that purchase intention refers to the likelihood that consumers are willing to take purchasing actions in a specific context. It is the result of consumers' attitudes towards a certain product or service and external factors working together. Feng Jianying [2] believes that purchase intention is the content of consumer psychological activities, which is the probability of purchasing behavior occurring and can be used to predict consumer purchasing behavior. With the development of Internet technology and the expansion of online shopping scale, more and more network factors have become important factors affecting consumers' purchase intention. The term "online purchase intention", also known as online purchase intention, has become a research hotspot in the academic field. Peña-García [3] believes that online purchase intention refers to the tendency and intention of consumers to purchase goods through online platforms, measuring to what extent consumers are willing to use online channels for shopping, reflecting their cognition, attitude, and behavioral

tendencies towards online shopping. Du Xuemei [4] believes that online purchase intention refers to the evaluation made by consumers on the possibility of purchasing a certain product or service after considering factors such as their own attitude, social pressure, and difficulty of purchase.

In summary, in the online shopping environment, consumer purchase intention has a similar connotation to traditional purchase intention, which refers to the likelihood or psychological inclination of consumers to purchase a certain product or service. However, in the context of new consumption, consumers mainly obtain product information, product evaluations, corporate services, platform strategies, and other information through online platforms to determine whether they will have a purchase intention for a certain product. Therefore, the impact of online factors on purchase intention is more prominent.

3. Research on Purchase Intention from a Theoretical Perspective

3.1. SOR Theory

The SOR model originated from environmental psychology and developed from the Stimulus Response (SR) model. The SOR model suggests that cognitive organisms, when stimulated by external environments, will generate a series of psychological activities and further respond accordingly. [5] The SOR model consists of three parts: stimulus, organism, and response: stimulus (S) represents external environmental factors, including social, economic, policy, technology, etc; The body (O) represents the internal state changes of the body that are stimulated, such as emotional changes, cognitive changes, sensory and experiential changes, etc; Reaction (R) represents the attitude and behavioral outcome of a stimulus, usually manifested as a behavioral response to approach or avoid something. Stimulation affects the final behavioral response of the body by awakening its internal states such as cognition, structure, thinking, and sensation; The perception of the body determines the connection between stimuli and responses, reflecting the process by which the body responds to stimuli. In the field of consumer purchase intention research, the application of this theory reveals how multiple factors interact to influence consumer purchasing decisions.

In the field of e-commerce live streaming, Zhang Baosheng [6] explored the impact of online live streaming characteristics on consumer purchase intention under the e-commerce live streaming model based on SOR theory, and revealed the mediating role of perceived trust and perceived usefulness in it. XUE [7] collected survey data from 500 consumers participating in live streaming e-commerce, and further demonstrated through the SOR model that product introduction information in live streaming e-commerce has a significant positive impact on consumers' purchase intention through trust. Zhou Yongsheng [8] delved into the mediating role of consumer perceived usefulness and perceived trust in cognitive social presence, emotional social presence factors, and purchase intention. Qi Huiyu [9] emphasized the key role of platform features in building consumer trust by studying the relationship between anchor professionalism, popularity, information interaction in live streaming rooms, interpersonal interaction, and consumer purchase intention.

In the field of social e-commerce, Xiao Kaihong [10] explored how opinion leader traits and merchant promotion stimuli influence consumers' perceived trust and perceived value, ultimately promoting the formation of consumer purchase intention

in the context of social e-commerce based on SOR theory. Hewei [11] explored the relationship between social media interactivity, perceived value, immersive experience, and sustained purchase intention, demonstrating that perceived value and immersive experience have a significant positive impact on sustained purchase intention, as well as their mediating role between social media interactivity and sustained purchase intention.

From the above research, it can be seen that SOR theory has been applied in new e-commerce fields such as live streaming and social e-commerce, revealing the diversity and depth of SOR theory in understanding and predicting consumer purchase intentions. However, despite the significant advantages of SOR theory in explaining consumer behavior, researchers also face the challenge of accurately measuring and quantifying these complex psychological processes in practical applications, which limits the scope of application of SOR theory in predicting specific consumer behaviors.

3.2. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is used to describe people's decision-making and planning processes before engaging in specific behaviors. It believes that people's willingness to take action is influenced by factors such as their own behavioral attitudes, subjective norms, and perceived behavioral control. Among them, behavioral attitude refers to an individual's evaluation of the goodness or badness of behavioral outcomes, subjective norms refer to others' expectations of such behavior and the individual's level of attention to these expectations, and perceived behavioral control refers to an individual's level of confidence in the conditions required to complete such behavior. [12]

Yang Zhiqi [13] constructed a research model on consumer purchase intention in agricultural product e-commerce live streaming based on the theory of planned behavior, and verified the impact mechanism of consumer attitude, subjective norms, and perceived behavioral control on purchase intention through empirical analysis. The research results indicate that all three factors have a significant positive impact on purchase intention, and purchase intention plays a fully mediating role in the relationship between attitude, subjective norms, perceived behavioral control, and purchase behavior. Ahmed [14] explored the purchasing intention of young Chinese consumers towards organic food and analyzed the role played by environmental awareness and concern. Research has found that consumers' attitudes, subjective norms, and perceived behavioral control towards organic food positively influence their willingness to purchase.

At the behavioral attitude level, consumers' positive emotions and expected value towards online products promote their willingness to purchase. Positive reviews are based on personal experience, brand influence, and word-of-mouth. At the subjective normative level, purchase intention is influenced by social pressure and expectations, such as suggestions from family and friends and recommendations from opinion leaders. At the level of behavioral control, consumers consider the controllability and difficulty of the purchasing process, including price, time cost, and convenience, which affect the realization of purchase intention.

3.3. Grounded Theory

Grounded Theory (GT) was proposed by Glaser et al. in 1967. It is a qualitative research method that goes from phenomenon to theory, which involves systematically collecting data to find core concepts that reflect social phenomena, and then constructing relevant social theories through the connections between these concepts. [15]

Han Xiao and Xu Zhengliang [16] explored from the perspective of grounded theory how the attributes of e-commerce anchors affect consumers' willingness to purchase online. They constructed a conceptual model that includes the attributes of e-commerce anchors, consumers' internal states, situational factors, and consumers' willingness to purchase online, and revealed the mechanism of their interaction. Tang Yan [17] conducted a qualitative study using grounded theory to explore the impact of short video content marketing on consumers' willingness to purchase online. Research has found that the content attributes of short videos can affect consumers' product involvement, which in turn affects their willingness to purchase online, while situational factors can moderate this effect. The research results indicate that e-commerce companies should attach importance to the quality of short video content, enhance consumer participation, and create a good shopping scene to stimulate consumer purchasing desire.

The study of consumer online purchase intention from the perspective of grounded theory focuses on behavioral patterns, motivation, environment, trust, and risk. Researchers attempt to explore the decision-making, information search, comparative behavior, emotional experience, cognitive process, as well as the reasons for choosing online shopping, motivational differences in different demographic characteristics, platform design, product display, user interface, payment process, and other factors that affect consumers' online shopping process. They also investigate the impact mechanism of factors such as online reviews, online comments, and social media word-of-mouth on purchasing decisions.

In addition, the academic community has explored the impact mechanism of consumers' willingness to purchase online from various theoretical perspectives such as persuasion theory, explanatory level theory, and social exchange theory, in order to gain a more comprehensive understanding of this complex phenomenon. Persuasion theory focuses on how information influences people's beliefs and attitudes, which in turn affect their behavior. Researchers have explored how online platforms use persuasive techniques, such as information structure, argumentation methods, emotional appeals, etc., to influence consumers' attitudes and purchase intentions towards products or services. The explanatory level theory suggests that people's level of explanation of things affects their behavior. Scholars have explored how online platforms can influence consumers' level of product interpretation and purchase intention by adjusting the way information is presented, such as using concrete or abstract language, providing detailed or general information, etc. Social exchange theory holds that people engage in exchange in social interactions and pursue the maximization of their own interests. Scholars have explored how online platforms can establish long-term relationships with consumers and increase their loyalty and willingness to purchase by providing rewards, points, coupons, and other incentives.

4. Research on Purchase Intention Based on Perception Perspective

With the passage of time and the enrichment of academic research results, research on the direct impact of external online search on consumer purchase intention has

been basically completed. Scholars are gradually paying more attention to how external online search affects consumer purchase intention through their cognitive emotions. In order to explore the mediating role of consumers' cognitive and emotional factors in the influence of external search on their purchase intention, scholars have conducted research from three aspects: perceived value, perceived risk, and trust.

4.1. Perceived Value

Since the 1990s, research on consumer perceived value has received widespread attention in the academic community both domestically and internationally. Some scholars have linked it to the competitive advantage of enterprises, pointing out that consumer perceived value is the next source of competitive advantage for enterprises. [18] Wang Wei and others believe that customer perceived value is the subjective cognition of consumers towards a certain product, which is the overall cognition and feeling of all factors such as the product and its services. From the perspective of maximizing perceived value, the determinants of consumer purchase intention have been extensively explored and empirically analyzed in multiple studies.

The formation of consumer purchase intention is influenced by multidimensional perceived value. Whether through short video marketing, brand co branding, online reputation management, or e-commerce live streaming and promotion of energy-saving products, enhancing consumer perceived value is the key to stimulating purchase intention. The research by Wang Bingcheng and Li Fengjuan [19] shows that high levels of scene restoration and tactile experience in short video marketing can significantly enhance consumers' perceived value, thereby stimulating their willingness to purchase. This emphasizes the need for companies to focus on enhancing authenticity and interactivity when producing short video content, in order to better attract consumers and promote sales. Zhang Baosheng [6] pointed out that the visibility, interactivity, authenticity, and entertainment features of e-commerce live streaming can have a positive effect on consumers' perception, thereby affecting their purchase intention. This emphasizes the importance of the anchor's professional competence, the authenticity of product display, and emotional communication in e-commerce live streaming. Luo [20] found that dimensions such as functional value, emotional value, conditional value, and green value have a positive impact on consumer satisfaction, thereby promoting the willingness to purchase energy-saving products. This indicates that when promoting energy-saving products, enterprises should enhance the perceived value of products from multiple dimensions to meet the needs and preferences of consumers.

4.2. Perceived Risk

In the current e-commerce and online shopping environment, perceived risk is an important factor affecting consumers' willingness to purchase. Perceived risk refers to consumers' expectations of potential losses during the purchasing process, which may be monetary, time, effort, or psychological. From the perspective of minimizing perceived risk, academic research has proposed various theories and models to explain and predict consumer behavior when facing online shopping.

In various consumer scenarios such as C2C trading platforms, influencer marketing, online fresh food purchases, and recycled product purchases, perceived risk has been proven to have a significant negative impact on consumers' willingness to purchase. This indicates that consumers' purchasing decisions are suppressed when faced with

uncertainty and potential risks. Geng Xiaoqing's [21] research found that in C2C trading platforms, the strength of the relationship between consumers and sellers can significantly reduce perceived risk and play a fully mediating role between relationship strength and emotional trust. This indicates that establishing a close consumer seller relationship is crucial for reducing perceived risk, enhancing emotional trust, and increasing purchase intention. Hein [22] added perceived risk to the VBN theory and studied the factors that affect the purchase intention of recycled products. They found that perceived risk has a significant negative direct impact on purchase intention.

4.3. Perceived Trust

In the field of consumer behavior research, perceived trust is regarded as the core psychological state that influences consumer decision-making and purchase intention. Perceived trust typically refers to consumers' positive expectations of a brand, product, or service provider, based on their evaluation of the reliability, goodwill, and ability of their trading partners. From the perspective of perceived trust, academic research explores how trust affects consumer purchasing behavior and proposes a series of theoretical models and empirical analyses to elucidate this complex relationship.

Studies by scholars have shown that trust encompasses multiple dimensions, such as cognitive trust and emotional trust [23]. Cognitive trust is based on recognition of supplier capabilities, while emotional trust stems from emotional connections with suppliers. The impact of these dimensions on purchase intention may vary in different consumption environments. On the WeChat Moments platform, emotional trust has a particularly significant impact on purchase intention [21]. This may be because emotional connections and personal relationships are easier to establish and maintain in personal social networks, thus having a greater impact on consumer trust and purchasing behavior. In the luxury goods market, cognitive trust not only directly affects purchase intention, but also strengthens the connection between value perception and purchase intention by enhancing customer satisfaction [24]. This indicates that in the high-end consumer goods market, customer satisfaction and trust are interrelated and jointly affect consumers' purchasing decisions.

5. Research on the influencing factors of purchase intention

Consumer purchase intention ultimately boils down to the probability or likelihood of a consumer purchasing a specific product, with the main influencing factors being the consumer's personal characteristics and the attributes of the product itself. Therefore, this article divides the influencing factors into three levels: product attribute level, consumer personal level, and external factor level.

5.1. Product attribute level

Product attributes are the most direct factors that affect consumers' willingness to purchase, including functional attributes, sensory attributes, emotional attributes, and social attributes. Functional attributes refer to the quality, performance, durability, safety, etc. of a product, which directly affect its value in use. Sensory attributes refer to the appearance, color, shape, odor, etc. of a product, which can affect consumers' sensory experience. Emotional attributes refer to whether a product can meet consumers' emotional needs, such as identity recognition, social belonging, etc. These attributes can affect consumers' emotional experience. Social attributes refer to

whether a product complies with social norms and values, such as environmental protection, sustainability, etc., which can affect consumers' sense of social responsibility.

The research results on the influencing factors of consumer purchase intention from the perspective of product attributes have been relatively abundant, such as Marcon [25] exploring the impact of green product attributes on consumer purchase intention, and providing theoretical guidance and practical suggestions for green product development through systematic evaluation and classification, while also providing direction and ideas for future research. Research by Jie Xiaoxi [26] shows that the functional experience, image experience, quality experience, and service experience in online personalized customization of clothing products all have a positive impact on consumers' purchase intention, and perceived value partially mediates among the four experiences in online personalized customization of clothing products.

5.2. Consumer Personal Level

Consumer personal characteristics are another important factor that affects consumer purchase intention, including demographic characteristics, psychological characteristics, and cultural characteristics. Demographic characteristics refer to consumers' age, gender, income, education level, etc., which reflect their social status and economic ability. Psychological characteristics refer to consumers' values, lifestyle, personality, motivation, etc., which reflect their psychological state and behavioral tendencies. Cultural characteristics refer to consumers' cultural background, religious beliefs, lifestyle habits, etc., which reflect their cultural values and behavioral norms.

The research results on the influencing factors of consumer purchase intention from the individual level have been relatively abundant, such as Akram [27] studying the purchasing motivation and behavior of consumers in the Chinese social e-commerce environment. Research has found that hedonic and utilitarian motivations are important factors affecting consumers' willingness to purchase online. Online reputation and social value can positively regulate the relationship between these two motivations and purchase intention, while customer engagement plays a mediating role in this relationship. Zhang Min [28] found that extroverted personality traits have a positive impact on consumer innovation, meaning that extroverted individuals are more likely to accept and purchase new products. Consumer innovation has a significant positive impact on purchase intention. Gender differences have a moderating effect on consumer innovation, with male consumers having higher levels of innovation than females, resulting in a stronger willingness to purchase health technology products. Health beliefs positively moderate the impact of perceived usefulness on purchase intention, meaning that consumers with stronger health beliefs perceive higher usefulness of health technology products and stronger purchase intention.

5.3. External factor level

External factors are indirect factors that affect consumers' willingness to purchase, including social environment, economic environment, and technological environment. Social environment refers to social norms, cultural trends, public opinion, etc., which can affect consumers' values and behavior patterns. The economic environment refers to factors such as the level of economic development, income level, and price level, which can affect consumers' purchasing power. The technological environment refers

to the development of Internet, e-commerce, artificial intelligence and other technologies, which provide consumers with more choices and convenience.

The research results on the influencing factors of consumer purchase intention from the perspective of external factors are quite abundant. For example, Savitri [29] deeply explored the mechanism of the influence of social media marketing and brand image on purchase intention among the millennial smartphone consumer group in Indonesia, and found a significant positive relationship between brand image and purchase intention. At the same time, social media marketing also has a positive effect on brand image construction. Yuan Dingyun and Xu Liqun [30] examined the impact of three dimensions of word-of-mouth quality, quantity, and valence on consumers' online purchase intention under the characteristics of word-of-mouth information. The results indicate that the characteristics of word-of-mouth information have a positive impact on consumers' willingness to purchase online, with informational conformity and normative conformity playing a partial mediating role.

6. Conclusions and Prospects

Through a systematic study of the factors influencing consumers' willingness to purchase online, this article draws the following conclusions. From a theoretical perspective, theoretical frameworks such as SOR theory, planned behavior theory, and grounded theory provide important theoretical support for understanding consumers' willingness to purchase online. The SOR theory reveals how external stimuli affect final behavior through consumers' internal states, the planned behavior theory emphasizes the influence of attitudes, subjective norms, and perceived behavioral control on purchase intention, and the grounded theory delves deeper into the intrinsic motivation and decision-making process of consumers' online shopping behavior. From a perceptual perspective, perceived value, perceived risk, and perceived trust are key psychological factors that affect consumers' willingness to purchase online. Enhancing consumers' perceived value of products, reducing perceived risks, and building trust can effectively promote the formation of consumer purchase intention. From the perspective of influencing factors, factors that affect consumers' willingness to purchase online include product attributes, personal characteristics of consumers, and external environment. At the product attribute level, the main focus is on the functional, sensory, emotional, and social attributes of the product; At the individual level, consumers mainly focus on demographic, psychological, and cultural characteristics; The external environment mainly focuses on the social environment, economic environment, and technological environment.

Future research can be explored in depth from the following aspects. One is the new consumption mode. With the rise of new consumption modes such as live streaming e-commerce and social e-commerce, future research can focus on the impact of emerging platforms and marketing methods on consumer purchase intention, such as the influence mechanism of live streaming interactivity, social relationships, algorithm recommendations, and other factors. The second is sustainable consumption. With the popularization of the concept of sustainable consumption, future research can focus on consumers' willingness to purchase green and environmentally friendly products, as well as factors that affect sustainable consumption behavior, such as product lifecycle assessment and corporate social responsibility. The third is the digital divide, which leads to differences among different consumer groups in accessing information and using online platforms. Future research can focus on the impact of the digital divide on consumers' willingness to purchase online, as well as

how to narrow the digital divide and promote the inclusiveness of online consumption. The fourth is cross-cultural research. Consumers from different cultural backgrounds have differences in online shopping behavior. Future research can conduct cross-cultural comparisons to explore the impact mechanism of cultural factors on consumers' willingness to purchase online, as well as how to carry out effective cross-cultural marketing.

Through continuous in-depth research, we can better understand the formation mechanism of consumers' willingness to purchase online, provide theoretical guidance and practical basis for enterprises to formulate effective marketing strategies, promote the healthy development of online consumption, and contribute to promoting economic development and social progress.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

Funding

This work is funded by the Graduate Research Innovation Fund of Anhui University of Finance and Economics, grant name is Research on User Requirement Identification of Intelligent Products under the Background of Artificial Intelligence , grant number is ACYC2023016.

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