FACTORS IMPACTING JUNIOR COLLEGE STUDENTS' ATTITUDE AND PURCHASE INTENTION OF ONLINE SHOPPING IN NANNING, CHINA

Yang Jingwen
Ph.D. Candidate in Innovative Technology Management, Assumption University, Bangkok, Thailand.
E-mail: 366833926@qq.com*

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Abstract

This research explores factors influencing junior college students' attitudes and purchase intentions toward online shopping in Nanning, China, using the Technology Acceptance Model, Theory of Reasoned Action, and Theory of Planned Behavior. A quantitative approach was applied with a questionnaire, tested for reliability through Item-objective congruence and Cronbach's Alpha, and distributed online to 500 students. Data was analyzed using Confirmatory Factor Analysis and Structural Equation Modeling to test hypotheses. The results indicated that perceived risk and attitude are the key factors influencing purchase intention in online shopping. Perceived risk strongly influenced purchase intention, followed by attitude. Perceived enjoyment, usefulness, ease of use, and trust also impacted ATT. Online platforms should focus on improving security, product quality, and service to boost online shopping frequency and purchase intention among junior college students.

Keywords: Online Shopping, Junior College Student, Purchase Intention, China

Introduction

Online shopping could be users purchasing something or a service on websites or applications. (Hossain et al., 2021). As a result of the segmentation and innovations, internet shopping has expanded in variety and market potential. Technology advancements have consistently altered consumer behavior through interaction with consumers and businesses (Cambra-Fierro et al., 2021). Shih (2004) pointed out electronic commerce (e-commerce) as a way for users to purchase goods and services from retailers from the online market. Then, with the popularity rate of cell phones, mobile commerce (m-commerce) shows signs of future success in the cybershopping area instead of website ordering (Holmes et al., 2013; Wong et al., 2015). Meanwhile, since the COVID-19 outbreak in 2019, China's live-streaming commerce (LSC) market has been flourishing. Presenting the specifications by network anchor, the

followers could place orders in the live studio platform, a new e-commerce service. (Apasrawirote & Yawised, 2022).

With the development of online shopping, how we shop has fundamentally changed. Online shopping breaks the limitations of time and space through the Internet through mobile devices, social media, and other channels everywhere. Electronic commercial platforms (e.g., Taobao, TikTok, and JD.COM) have become important shopping tools in modern society, where members not only engage in online purchasing activities but also look for features of the products in comment sections. Consumers interact, share, and comment on shopping experiences on the Internet, and they spread rapidly, which enhances the interactivity and personalization of sharing and promotes the growth of the economics of the online world.

As big data technologies advance, e-platforms use technology to access a large amount of user behavioral data, interests, and gender to carry out accurate content pushing and customization. Through precise communication, advertisers and content creators provide personalized services and products according to users' needs and preferences, thus enhancing purchasing effects.

The appeal of virtual reality (VR) and augmented reality (AR) technology has become more widespread on the Internet. VR technology provides an immersive and interactive experience, while AR technology can combine virtual options with the real world, bringing a new sensory experience. In online activities, VR and AR technologies continuously enhance the user’s sense of participation and experience and promote the diversification and innovation of shopping methods.

Privacy protection and network security have grown in importance due to the quick growth of information and communications technology (ICT). Online fraud and personal data leaks significantly negatively affect the online environment. To address the issues of network platforms, it is vital to improve regulatory and legal protection, increase user knowledge of privacy protection, and boost research and development of network security technology. E-platform applications are predicated on safeguarding user privacy and internet safety and lowering the uncertainty with online purchasing. Virtual communities and online shopping groups have all grown in popularity on the Internet. Key opinion leader (KOL) recommends and advertise on these platforms by interacting with common interests and ideals. Key opinion consumers (KOC) long for tips to use with people around them. This community-based network model breaks the unidirectionality of traditional shopping to exchange experiences among members and enhances the understanding of the products and services purchased online. In particular, online shopping provides opportunities for new business models, cross-border cooperation, and sharing shopping advice.

Online shopping brings several benefits to consumers' daily lives. A key advantage is getting started with superior options with simple online purchasing (Clarke & Flaherty, 2005). A wide range of products have diversified choices on websites for members, and the prices of products on the Internet are lower than the offline stores with innovative services of shopping websites (Moriset, 2018). The item page of the online store also presents the attractive particulars of the product or service so that consumers can easily get details (Zhou et al., 2007). Using a smartphone with an Internet connection, produce is available to pay for anywhere (Aydoğdu, 2023). Customer service quickly responds to customers to improve the shopping experience, and users can immediately inquire about the tag and price of a selected good (Taher, 2021).

Most of the indispensable considerations make it hard to believe in e-commerce. Customers rarely require touching or try by physically visiting rather than the experience, description, and reviews (Al-Abrrow et al., 2019). Customers hardly ever get their hands on physical items after electronic transactions, resulting in delayed satisfaction (Santo & Marques, 2022). The online shopping environment on websites causes information inequality for consumers that results in higher risks than shopping in brick-and-mortar stores, which, in the event of ineffective regulation by the relevant supervisory authorities, harms consumers' interests and rights (Zhou et al., 2007).

Literature Review

1. Perceived Enjoyment

According to the theory of Davis et al. (1992), perceived enjoyment is the degree to which a computer can be used for fun and independent of any potential performance effects. Perception of pleasure could improve customers' attitudes in the context of online shopping (Childers et al., 2001). Several motivating variables affect customers' views and behavioral intentions toward internet purchasing. Customers' hedonic and utilitarian reasons for internet purchasing are the most important. Users are motivated by hedonic factors such as pleasure, contentment, joy, and similar feelings (Huseynov & Yıldırım, 2019).

H1: Perceived enjoyment has a significant impact on attitude.

2. Perceived Usefulness

Davis (1989) is the first to put forward perceived usefulness as an individual uses an application for greater efficiency in belief, and one of the most often used models to explain the analysis of customer behavior online is the technology acceptance model (TAM). Also, the degree to which customers are supposed to use a mobile device to help with transactions online (Maduku & Thusi, 2023). In the context of online shopping, perceived usefulness is defined as customers' belief in doing online shopping activities that would enhance the shopping experience by retailers (Peña-García et al., 2020).

H2: Perceived usefulness has a significant impact on attitude.

3. Perceived Ease of Use

Davis (1989) suggests perceived ease of use, the level of users in perception with the effortless hang of a new system. The belief of customers that purchasing online makes the transaction easier (Pelaez et al., 2017). Gefen et al. (2003) indicate that the findings are the ease of use, usefulness, and trust of online platforms, which are the vital components affecting buyers' idea of shopping. In the past literature, ease of use was the level of clear understanding and operation in e-shopping (Chen & Hitt, 2002).

H3: Perceived ease of use has a significant impact on attitude.

4. Trust

Trust is mentioned as the truthful and dependable information offered by the businesses in the advertising, which customers have faith in reviews and ratings on the items (Davis et al., 2021). According to prior research on e-commercial systems, trust has already been proven to deeply impact trust purchase habits in cyber shopping (Chen et al., 2015; Hsu et al., 2014). To be verified, consumers lack experience in online activities, and little belief in different cultural environments (Jarvenpaa et al., 1999).

H4: Trust has a significant impact on attitude.

5. Attitude

The definition of attitude is a state of preparedness that affects how users react in a shopping environment (Chisnall, 1997). According to the theory from Ajzen and Fishbein (1980), attitude instantly prompts a specific objective, which used to be a predictor of human behavior. In TPB, attitude is thought to have a significant role in determining behavioral intention. The belief of the consumer is the central element of the key factors for the success of the online business, which impacts the choices and primary attitudes regarding online shopping (Zhou et al., 2007).

H5: Attitude has a significant impact on purchase intention.

6. Perceived Risk

Perceived risk indicates a person believes in the chances of profits and losses, excluding factors about the ties with the specific situation (Mayer et al., 1995). According to Bauer (1960), an individual's risk perception indicates a favorable or unfavorable outcome. Cox and Rich (1964) mentioned that perceived risk is the kind and degree of loss that the subjective feeling of consumers anticipate when making a purchase. Shopping website members tend to perceive less uncertainty about shopping as trust increases over time (Chen & Barnes, 2007).

H6: Perceived risk has a significant impact on online purchase intention.

7. Purchase Intention

Purchase intention is a core part of predicting shopping behavior (Ajzen, 2002). The construct of purchase intention is taken from the behavioral intention construct initially

created in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). The TAM and the TPB point to the actual purchasing behavior directly determined by the desire to perform, in which an individual's opinions regarding the purchase come before they intend to buy.

Research Framework

This study's conceptual model was based on and expanded by the researcher's Technology Acceptance Model (TAM) and Theory of Planned Behavior Model (TPB).

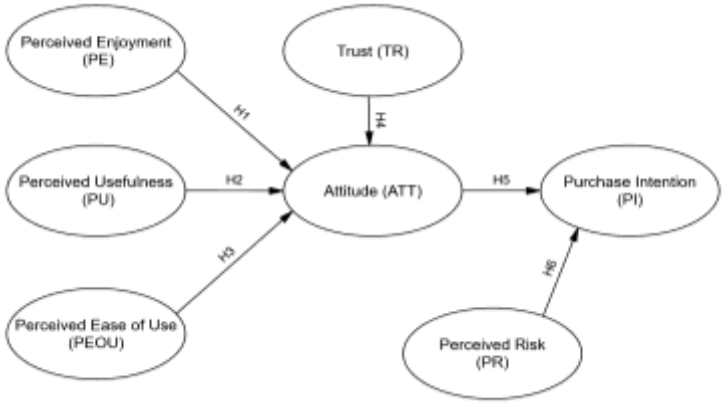

Figure 1 Conceptual Framework

The hypotheses of research variables based on the conceptual framework are.

H1: Perceived enjoyment has a significant impact on attitude.

H2: Perceived usefulness has a significant impact on attitude.

H3: Perceived ease of use has significant impact on attitude.

H4: Trust has a significant impact on attitude.

H5: Attitude has a significant impact on purchase intention.

H6: Perceived risk has a significant impact on online purchase intention.

Research Methodology

This study used a quantitative approach with empirical analysis. Data was collected via a questionnaire distributed through a website link and QR code to junior Nanning University students who regularly shop online. Stratified random sampling was employed to ensure representation from each grade. The reliability of the questionnaire was tested using Item-Objective Congruence and a pilot test with 30 respondents. Convenience sampling was applied, and a 5-point Likert scale measured three observable variables. A total of 500 complete questionnaires were analyzed using Jamovi and AMOS. Confirmatory Factor Analysis (CFA) assessed convergent validity, and Structural Equation Modeling (SEM) was used to test

relationships and hypotheses.

1. Population and Sample Size

The target population for this study consisted of junior college students at Guangxi University of Foreign Languages (GXFL) in Nanning, China, who regularly engage in online shopping and have extensive Internet experience. Based on Soper's (2006) A-priori Sample Size Calculator, the minimum sample size for detecting an effect was 425. Therefore, 550 respondents were invited to complete the questionnaire, and after data screening, 500 valid responses were included in the analysis.

2. Sampling Techniques

This study used multistage sampling techniques, including judgment, stratified random, and convenience sampling. First, grade one to three students in the three-year program at GXFL were selected. Then, stratified random sampling was applied to ensure proportional representation from each grade level.

Results and Discussion

1. Demographic Information

The demographic profiles target a total of 500 participants, which is displayed in Table 1.

Table 1 Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	male	231	46.2%
	Female	269	53.8%
Frequency of Monthly	1-5 times	272	54.4%
	6-10 times	122	24.4%
	Above 10 times	106	21.2%
Preferred Platform	Taobao	222	44.4%
	JD.COM	25	5%
	Pinduoduo	204	40.8%
	Tik Tok	49	9.8%

There were 231 males and 269 females, the 2% and 53.8%waspectively. For the monthly frequency, more than 50% of the participants have gained Internet shopping behaviors between 1 to 5 times per month, reaching 54.4%, in the range of 6 to 10 times, accord until for 24.4%, and over 10 times representing 21.2%. Among the respondents in the research, the most popular e-commercial platform was Taobao 222 respondents, accounting for 44.4%; Pinduoduo was followed by 204 40.8%, Tik Tok, accounting for 49 of 9.8%, below JD.COM

25 of 5%.

2. Confirmatory Factor Analysis (CFA)

The variables were validated using CFA, factor loadings, CR, and AVE. According to Hair et al. (2010), CFA is the first step in SEM validation and a key method in this study.

Table 2 Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Latent Variables	Source of Questionnaire	No. of Items	Cronbach's Alpha	Factors Loading	CR	AVE
Perceived Enjoyment (PE)	Aref and Okasha (2020)	3	0.845	0.775-0.845	0.846	0.647
Perceived Usefulness (PU)	Kurt et al. (2021)	4	0.861	0.729-0.823	0.863	0.611
Perceived Ease of Use (PEOU)	Hernández et al. (2011)	3	0.873	0.817-0.868	0.874	0.698
Trust (TR)	Tran and Nguyen (2022)	3	0.845	0.792-0.822	0.846	0.647
Attitude (ATT)	Tran and Nguyen (2022)	3	0.749	0.619-0.761	0.754	0.507
Perceived Risk (PR)	Aref and Okasha (2020)	5	0.919	0.783-0.865	0.919	0.694
Purchase Intention (PI)	Khan and Khan (2020)	4	0.935	0.864-0.909	0.936	0.784

Source: Created by the author

Cronbach's Alpha (0.7–0.95) tests scale reliability (Devellis, 2017). Factor loadings above 0.50 indicate a strong correlation (Hair et al., 2010; Peres-Neto et al., 2003). CR estimate's reliability, with values above 0.7 required (Peterson & Kim, 2013), and AVE must exceed 0.5 (Fornell & Larcker, 1981).

Table 3 Goodness of Fit for Measurement Model

Index	**Acceptable Values**	**Statistical Values After Adjustment**
CMIN/df	<5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	415.563/254 or 1.636
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.937
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.920
RMSEA	< 0.08 (Pedroso et al., 2016)	0.036
NFI	≥ 0.80 (Wu & Wang, 2006)	0.947
CFI	≥ 0.80 (Bentler, 1990)	0.979
TLI	≥ 0.80 (Sharma et al., 2005)	0.975
Model summary		**Acceptable Model Fit**

Note: CMIN/DF = The ratio of the Chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, RMSEA = Root means square error of approximation, NFI = Normed fit index, CFI = Comparative fit index and TLI = Tucker-Lewis index.

As shown in Table 3, all variable coefficients are lower than the square root of the average variance, indicating acceptable discriminant validity. The CFA model fit was also assessed using GFI, AGFI, NFI, CFI, TLI, and RMSEA. The results meet the acceptable criteria, confirming the model's significance.

Table 4 Discriminant Validity

	PE	**PU**	**PEOU**	**TR**	**ATT**	**PR**	**PI**
PE	**0.804**						
PU	0.493	**0.782**					
PEOU	0.375	0.385	**0.835**				
TR	0.361	0.364	0.391	**0.804**			
ATT	0.326	0.316	0.304	0.283	**0.712**		
PR	0.327	0.357	0.197	0.239	0.198	**0.833**	
PI	0.365	0.461	0.164	0.207	0.187	0.345	**0.886**

Note: The diagonally listed value is the AVE square roots of the variables.

As the results in Table 4, all the coefficients of variables are presented lower than the square root of average variance, which indicates an acceptable effect of the discriminant validity.

3. Structural Equation Model (SEM)

The Structural Equation Model (SEM) analyzes relationships, variances, and covariances between variables (Shevlin & Miles, 1998). It evaluates correlations, tests errors, and assesses path coefficients and model fit (Hoyle, 2011; Ullman & Bentler, 2012; Weston & Gore, 2006).

Table 5 Goodness of Fit for Measurement and Structural Model

Index	**Acceptable Values**	**Statistical Values After Adjustment**
CMIN/df	<5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	907.394/268 or 3.386
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.853
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.822
RMSEA	< 0.08 (Pedroso et al., 2016)	0.069
NFI	≥ 0.80 (Wu & Wang, 2006)	0.884
CFI	≥ 0.80 (Bentler, 1990)	0.915
TLI	≥ 0.80 (Sharma et al., 2005)	0.905
Model summary		**Acceptable Model Fit**

Note: CMIN/DF = The ratio of the Chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, RMSEA = Root means square error of approximation, NFI = Normed fit index, CFI = Comparative fit index and TLI = Tucker-Lewis index.

Table 5 presents the structural model's goodness of fit with the following statistical values: CMIN/DF = 3.386, GFI = 0.853, AGFI = 0.822, NFI = 0.884, CFI = 0.915, TLI = 0.905, and RMSEA = 0.069. All fit indices exceed the acceptable criteria, confirming the model's adequacy.

4. Hypothesis Testing Result

This research has six hypotheses. In Table 9, the measuring value consists of the results of hypothesis paths, standardized path coefficients, and a T-value, which is overall favorable.

Table 6 Hypothesis Results of the Structural Equation Model

Hypothesis	(β)	t-value	Result
H1: PE → ATT	0.226	4.065 *	Supported
H2: PU → ATT	0.200	3.682 *	Supported
H3: PEOU → ATT	0.203	3.744 *	Supported
H4: TR → ATT	0.153	2.809 *	Supported
H5: ATT → PI	0.169	3.297 *	Supported
H6: PR → PI	0.348	7.423 *	Supported

Note: * $p<0.05$

Source: Created by the author

All six hypotheses were supported. Perceived risk was the strongest factor influencing online purchase intention and attitudes among junior college students. Other factors, including perceived enjoyment, usefulness, ease of use, and trust, also impacted attitudes toward online shopping.

H1: Perceived enjoyment significantly influenced attitude (path coefficient = 0.226, t-value = 4.065). Junior college students valued a fun and relaxing shopping experience, and attitudes mediate the effect of perceived enjoyment on purchase intention.

H2: Perceived usefulness positively influenced attitude (path coefficient = 0.200, t-value = 3.682), with online shopping's low cost and time-saving benefits contributing to its perceived usefulness.

H3: Perceived ease of use had a positive effect on attitude (path coefficient = 0.203, t-value = 3.744). Ease of use indirectly influenced purchase intention through attitude.

H4: Trust positively impacted attitude (path coefficient = 0.153, t-value = 2.809), with trust in product reviews, word-of-mouth, and privacy protection playing a key role.

H5: Attitude significantly influenced purchase intention (path coefficient = 0.169, t-value = 3.297), with fast delivery services and positive ratings encouraging purchase intention.

H6: Perceived risk was the most influential factor on purchase intention (path coefficient = 0.348, t-value = 7.423). Addressing concerns about fraud, product quality, and delivery can increase adoption of online shopping.

Conclusions, Recommendations, Limitations and Future Research

1. Conclusions

This study examines factors influencing junior college students' online shopping attitudes and intentions in Nanning, China. Seven variables were tested using a survey and analyzed with CFA and SEM. Findings show that perceived enjoyment, usefulness, ease of use,

and trust positively impact attitudes, while perceived risk negatively affects purchase intention. E-commerce platforms should focus on enhancing enjoyment, security, and trust to reduce risk.

2. Recommendations

This study found that factors like attitude, perceived enjoyment, usefulness, ease of use, trust, and perceived risk influence junior college students' online shopping intentions. Perceived risk had the greatest impact on purchase intention, while perceived enjoyment strongly influenced attitude. To boost online shopping intentions, e-commerce platforms should improve security, product quality, and customer service. Logistics companies should enhance efficiency and reduce transportation risks. With time-saving benefits and convenient shopping features, online shopping is increasingly preferred by students over physical stores.

3. Limitations and Future Research

This study has limitations. It focused only on junior college students from a single institution, limiting the scope. It only examined online purchasing, while other e-commerce types like live-streaming or cross-border shopping could offer different insights. Future research should explore these areas and include a broader age range, including middle-aged and older participants. Additionally, experimental methods and qualitative research could provide more depth on shopping behaviors and intentions.

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