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**Influencing Factors of E-commerce on customer Purchase
Intention in Chengdu China**

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Abstract

Purpose: This study explores Influencing Factors of E-commerce on Customer Purchase Intention in Chengdu China. The e-commerce company's consumers' willingness to purchase.

4 **Design/methodology:** 5 expert opinions are used to determine the indicators of each factor, and the structural equation model (SEM) method is used to analyze the empirical data of 400 respondents in Chengdu.

Findings: Finding different important factors that influence the willingness of each company's customers to purchase. For example, quality of service, quality of products, speed of express delivery, and competitive pricing.

Creativity/Value: This study uses the technology acceptance model as a guiding theory to study three case studies, indicating consumer intent to purchase in consumer e-commerce.

Keywords: e-commerce, consumer, purchase intention, factor.

Chapter 1 Introduction

1.0 Overview

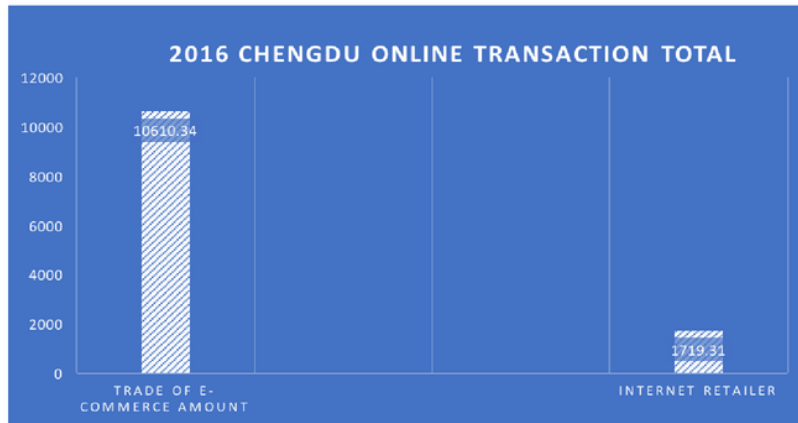
The first chapter primarily introduces the background of Chengdu e-commerce and looks for the existence of e-commerce in Chengdu city. We study these problems. The significance of the research in this article and to identify the limitations of this article.

1.1 Background

Chengdu is a famous city of over 15 million people in the southwest of China, Sichuan province. As one of the quickest growing cities world widely, this city 's economic growth is amazing in recent years. It's a city that gives you a sense of the economic growth of this region, and it's also the more relaxed and peaceful side of China. The distribution of company survey results, The devolvement of e-commerce was relatively late in Chengdu, but the city develop is very speed of quickly. In the during 2013, Chengdu e-commerce trade of exceeded RMB400 billion, trade of Mobile e-commerce exceeds 27 billion. E-commerce has become one of the fastest growing and most comprehensive applications for mobile payment users nationwide.

Due to the particularity of the e-commerce industry, warehousing, transportation, logistics, business and other supporting conditions are important influence of important factors the location of e-commerce enterprises.

According to data from the Sichuan E-Commerce Big Data Center, the scale of online transactions in Chengdu reached 1.5 trillion yuan in 2016, accounting for 72% of the total transaction volume of the whole Sichuan network, with a year-on-year growth rate of 28.28%, which is 2.15 higher than the average growth rate of the whole Sichuan. Percentage points. The transaction volume of e-commerce in Chengdu exceeded 1 trillion yuan, a year-on-year rise of 56.04%. The total online retail sales exceeded 171.9 billion yuan, a year-on-year growth of 33.51%, which total retail sales of physical goods network exceeded 111.2 billion yuan, accounting for nearly 65% of the total online retail sales. In online retail, physical-type online retail sales increased by 28.31%.



In order to achieve the "13th Five-Year Plan" goal, "Planning" has further formulated the "road map" for development: to clearly develop the e-commerce platform economy as the core, accelerate the implementation of e-commerce innovation and entrepreneurship, "Internet + key industries", and e-commerce internationalization, E-commerce support system and "distribution service" reform and other five tasks, the construction of e-commerce independent innovation demonstration zone, the construction of national e-commerce demonstration base, the demonstration of "Internet + customized service", the construction of national rural e-commerce demonstration county, online Shopping paradise construction, national mobile e-commerce financial technology service innovation pilot construction, smart tourism construction, food capital "Internet " construction, health service platform construction, mobile smart community construction, cross-border e-commerce industrial park construction, online silk Road construction, e-commerce integrity and self-discipline platform construction, urban common distribution system construction and other 14 special actions, spawned a number of e-commerce innovation and entrepreneurship incubation platform, e-commerce industry vertical segmentation platform, cross-border e-commerce platform, e-commerce public service Platform and e-commerce Letter self-discipline platform to promote e-commerce platform for big, big market, big circulation integration and development, the formation of industrial transformation and upgrading, the rapid development of regional economy the main driving force.

Among them, "Planning" revolves around Chengdu's goal of building a national central city that fully reflects the new development concept. Based on the industrial development trend and the actual development of Chengdu, it clearly proposes "strengthening e-commerce innovation and entrepreneurship and creating a new engine for development" as "Thirteen At the head of the five

major tasks of the Five-Year Plan period, we will enhance the independent innovation capability of e-commerce, build an e-commerce gathering area, and improve the e-commerce venture capital investment system.

The internationalization of e-commerce development and innovation and entrepreneurship are the two major directions of Chengdu's e-commerce during the "13th Five-Year Plan". "Planning" has determined that it will "build an international hub for e-commerce, build a comprehensive pilot zone for cross-border e-commerce, and deepen the 'One Belt, One Road' "E-commerce cooperation" is listed as the main focus of 'promoting e-commerce internationalization and enhancing new development kinetic energy'. For the first time, it is proposed to give full play to Chengdu's location and interconnection advantages as the core node of 'One Belt and One Road', and strengthen and "One Belt and One Road" "E-commerce cooperation along the countries and regions, building the 'Online Silk Road'.

E-commerce covers a variety of functions and features. Today, electronic commerce is developing rapidly, the consumer is changing and diversified (Moore, 2017). Consumer groups are emerging. From the traditional consumer behavior habits to the current online consumer behavior habits, the leap of e-commerce development, consumer behavior and psychological perception have a huge impact. From the perspective of consumer behavior, individual and collective consumption with the market economy reforms and changes and upgrades. (Didar, 2016). The most important of these is the increase in consumer demand, and the demand for consumer services has also gradually increased. As a new operating platform for serving consumers, e-commerce has increased the consumer market and increased consumer services. This article mainly analyzes the influence of e-commerce on consumer spending on Customer Purchase Intention in Chengdu.

1.2 problem statement

In recently years, with the gradual e-commerce development in Chengdu, most people in Chengdu are now using smart phone to do online-shopping. Retailers need to rethink and redefine their channel strategy because the traditional retailing business is getting slower gradually. (Lalwani, 2017).

Today, smart phones are the common tools for online purchase. But for many products and services, they're the same. It seems that the speed of the delivery, product quality, product selection and online payment of Chengdu has a very important impact on the consumer.

According to the analysis of the 2018 New Year's Day Spring Festival market released by the China Business Federation, during the New Year's Day to the Spring Festival in 2018, the online retail growth rate will continue to be faster than that of the physical store. In the context of the upgrading of household consumption, online and offline prices are moderate. The rise will be the normal trend. However, the e-commerce platform's promotional war will also usher in strong supervision. The National Development Reform emphasized the need to strengthen the regulation of price laws and regulations on online commodity retail enterprises and e-commerce platforms during the deployment of market price regulation and control during the Spring Festival of New Year's Day in 2018, strengthen supervision of sales activities, and regulate price behavior.

With the development of economy, the living standard of people in Chengdu is getting higher, and customers are attaching more attention to the quality of the products. Therefore, the traditional retailers are having difficulties to meet the higher expectations and needs of their consumers.

On the other hand, there are many banks and e-commerce companies working together, hence, many people have begun to use Alipay to pay for their products.

Furthermore, there are limited studies being done on consumers' buying intention on online buying websites, especially in Chengdu context. Due to the area is still under the starting development stage. Hence, it is a must to research the factors influence consumers' purchase intention in this area.

1.3 Research Objective

The currently research focuses on what factors can affect customer purchasing, and the relationship between student purchasing and the following four factors:

- To determine whether competitive pricing has a significant influence on customer Purchase Intention in Chengdu.
- To determine whether express delivery speed has a significant influence on Customer Purchase Intention in Chengdu.

- To determine whether ²¹ service quality has a significant influence on Customer Purchase Intention in Chengdu.
- To determine whether product ²¹ quality has a significant influence on Customer Purchase Intention in Chengdu.

1.4 Research Question

- Does competitive pricing ⁷ have significant influence on Customer Purchase Intention in Chengdu?
- Does express delivery speed ⁷ have significant influence on Customer Purchase Intention in Chengdu?
- Does express ¹⁶ service quality have a significant influence on Customer Purchase Intention in Chengdu?
- Does product ¹⁶ quality have a significant influence on Customer Purchase Intention in Chengdu?

1.5 Signification of Study

The significance of this study: the influencing factors of e-commerce on Chengdu customers' willingness to purchase. The rise of e-commerce can be further recognized, reducing costs, reducing the cost of information and communication, reducing intermediate links, reducing operating costs, reducing inventory and transaction management costs, introducing new advertising and promotion models, and providing competitive advantage to companies. Improve customer relationships with cheap customization, and use e-commerce to increase customer loyalty. In e-commerce operations, consumers can compare the prices of products in different online stores for online shopping. The quality is compared with the price and quality of different online stores of the same product, and finally the decision to make a satisfactory purchase is made. Online shopping has a good communication channel. It can promote communication between people and improve people's living standards and quality of life.

1.6 Limitations of The Study

The sample size of the online survey is 385. The sample is from Chengdu, but it does not represent all Chinese. This study is limited to four factors influencing purchasing intention, and other factors may be ignored.

1.7 Research Methodology

In this study 384 questionnaires were distributed to Chengdu residents of China by quantitative analysis. Questionnaires are distributed online.

Time span: cross section

Analysis unit: individual

Research tools: questionnaire survey (English and Putonghua)

Data collection method: online survey

Population: Chengdu city

Sampling method: non-probability

Sample size: 384 respondents

Target participants: Chengdu Chinese.

Analysis: normal, validity and reliability, correlation and regression analysis

1.8 Operational Definition

Service quality: A high-service enterprise will satisfy or exceed the expectations of its clients, while maintaining economic competitiveness. The results show that by improving the quality of service, profitability and economic competitiveness of the company's in the long-run are improved. Improve service quality by improving business processes, identifying problems quickly and systematically; establishing effective and reliable service performance metrics for measuring satisfaction of end-users and other performance results.

Express delivery speed : The speed of transportation can determine the purchase of goods by consumers. Delivery means that transportation is made from "A" to "B" to the economy. Since transportation is a kind of "derivative economic activity", and transportation is mainly for some economic activity. The quality of transport service evaluation is to measure whether the transport

service provided by the transport enterprise can meet the time specified by the owner and whether the cargo can be safely delivered to the destination.

Product quality: Product quality is the total of the characteristics of a product that meets regulatory needs and potential needs. Consumers can meet their needs by buying products online. For the quality of the product, whether it's a simple product or a sophisticated product, it should be described with regard to the quality of the product or the properties of the product. The product's quality is different from the characteristics of the product, and the parameters and the parameters of the product are different. In terms of performance, longevity, reliability and maintainability, six ways to describe the quality of user's needs. Consumer demand for online shopping is for online shopping security, adaptability and economy.

Competitive Pricing: Online competitive-oriented pricing is based on the pricing of similar products or services in the market. The goal is to encourage companies in the market will receive a benefit or seek some living space. The Competitive-pricing mainly includes the accompanying market pricing method, bidding pricing method and high or low price method. Because Online competitive is a pricing method based on market equilibrium price, it is not easy to estimate the value perception of consumers and the production cost of enterprises, which is a relatively easy to operate pricing method.

1.9 Organization of chapters

Chapter 1 Introduction

The focus of this chapter is to introduce the influence of e-commerce on Chengdu consumers' purchase intentions. we are research including about problem statement, research goals, research issues, meaning, research methods, operation definitions to understand.

Chart 2 Literature Review

This section focuses on a literature review, including reviewing the literature. By reviewing the literature, we can use the literature to further understand the intention of consumers to purchase of e-commerce.

Chapter 3 Research Methodology

The research methods of this project mainly introduced in the present chapter. Through the research method, we have been giving the chance to understand the influence of Chengdu consumers to e-commerce further. After that the size of the sample, sampling method, analysis tools and software are introduced in detail in order to adapt to the purpose and basic principles of the research method, data acquisition procedures and summary of ethical principles.

Charter 4 Analysis of Data and Research Finding

Through data surveys, we have further explored the data on customer satisfaction of Chengdu electronic business in Chengdu, and has reached further conclusion by statistics. Analyze the advantages and disadvantages of e-commerce development through SOWT analysis.

Charter 5 Conclusion and Recommendation

To conclude, the above chapter have included the general conclusion and suggestions of this project, as well as the influence of e-commerce on consumers' purchase intention. How e-commerce works through a more satisfying way for consumers. Through questionnaire survey and SPSS analysis. Consumers in Chengdu are satisfied with e-commerce. Therefore, the development of e-commerce in Chengdu can be improved by finding the problems in e-commerce.

Chart 2 Literature Review

2.0 Overview

This is the second chapter, mainly through the quality services, intellectual property protection and logistics costs and Express delivery speed to introduce e-commerce development in Chengdu. In the article, the main references review the content and combine their own views. This chapter explained Chengdu future development of e-commerce and e-commerce products that people depend on factors purchase intention.

2.0.1 E-commercial

E-commerce is called a digital channel, including data exchange transactions between enterprises and customers. There are different types of e-commerce, it's named after actions that are involved, like the consumer, the corporation, or the government. In addition, some authors define e-commerce as formally occurring transactions and activities on the WEB, and digital implementation of business transactions between two or more organizations and individuals. Business transactions involve exchange of value in organizations or individual boundaries, in exchange for goods and services, exchange of value is thought to be an important value in understanding electronic business constraints.

E-commerce can clarify the recent development of organizations and the adoption of e-commerce, which has greatly improved the conditions of the international market, removed barriers and reduced intermediaries in the cost value chain. In recent e-commerce research, using e-commerce can be a huge benefit to small and medium-sized companies. The structure of e-commerce has remained the same for a decade. E-commerce is a business that is controlled by corporate sales, but it is handled by electronic data exchange, and the value of e-commerce B2B is about 90%. Social networks and participatory networks are also increasingly being used to sell and sell products online in ways that are best suited for personal use.

In e-commerce, the use of telecommunications facilities, the rapid completion of data processing, quality and standards have also been improved. E-commerce is a business that USES electronic

media, especially with computers, networks and various digital devices. E-commerce has increased productivity, reduced costs, standardizing business processes, providing better consumer services, and creating new opportunities for merger entrepreneurs. (Anon., 2016). Scholars and business people from all over the world have made many different definitions of e-commerce. However, the business model of e-commerce and traditional services is different (Bezhovski, 2016).

In the end, e-commerce exists in economic life before the Internet spread. E-commerce develops technology into information technology to accelerate its strong presence in real-time business, which means that due to the direct relationship between enterprises and consumers, Intermediaries can be greatly reduced. Despite this, transaction costs have decreased and they have entered to global markets and the need for merchandize and services, which are the characteristics allowed by traditional e-commerce.

2.1 Customer Purchase Intention

The intent to trade or buy the will is defined as a buyer's intent to exchange relationships on shopping, like sharing information, maintaining business relationships and creating business transactions (Dachyar, 2017). Online shopping is based on the relationship between behavioral intentions and physical behavior. The behavior of the individual is to determine the actual behavior of the individual. Therefore, purchasing a specific online shopping website is one factor to predict customer behavior or purchase decisions. The study of online purchase intentions is a good measure of the intentions of the Internet, because the Internet transactions involve the information sharing process and the actual purchase. Purchasing will therefore depend on many factors. The willingness to buy is the degree to which a consumer wants to buy a certain product. It actually has two meanings, on the one hand, the consumer's understanding of the product, and on the other hand, the probability that the customers making a purchase decision. Due to different shopping channels and environments, online purchase consumers generally use the Internet to collect and query product information. Therefore, it can be said that the online consumer's willingness to purchase is a tendency for consumers to purchase goods through the Internet after collecting the product information through the webpage (Smoliana, 2017). In the way of online shopping, purchase intention also significantly influences consumers' purchase decision-making behavior (Zendehdel, 2015). Therefore, research on consumers' purchase intention is of great significance (Yunus, 2016).

Through reading a large amount of literature, this paper finds that the influencing factors of consumers' purchase intention are mainly consists of internal factors and external factors. The internal factors mostly include the consumer's own gender, experience, income, academic level, etc. The external factors generally include safety and Usefulness, etc. Among the external factors, different sources of information will influence consumers purchase intentions through trust; while product attributes, service quality, shipping costs, and competitive pricing are important standards for consumers' perceived product quality. Consumers will use their own family income and combine. The expected price and the expected product quality are measured, and the final decision is whether to purchase; the consumer has the conspiratorial and impulsive psychology, so the marketing stimuli of the merchant and the product's online word of mouth will all affect the consumer's purchase intention.

2.2 The influence factors of e-commerce on customers

2.2.1 Service quality

The privacy for online services is important. The concept of online shopping is defined as the ability to control other people in the process, and the transaction process doesn't have to be presented itself. In view of the views of Flavia'n and Guinaly'u (2016), based on how customers take charge of their personal data, the e-commerce sites are influenced by the concept of privacy are believed (Fortes, 2016). Privacy is the biggest problem that's attracting more potential online clients and keeping current clients.

Mpinganjira (2015), vinayagamothy, Magdaline (2015), al-nasser, and so on, all have shown that the quality of service is closely related to the customer's attitude. In addition to the perception of quality of service and the attitude toward the customer, there are other studies that look at the direct relationship between quality perception and sales. Jahri et al (2015) and Pitaloka et al (2015) concluded that there was a positive correlation between service quality and sales volume.

Quality of service plays a key role in improving customer satisfaction. Provide customers with a pleasant shopping experience by providing excellent service quality. Lovelock explained that quality of service is the company's performance by providing or providing services that exceed customer

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expectations. Numerous studies in numerous industries have demonstrated that service quality has a big influence on customer satisfaction, for example in Resti & Soesanto (2016), Kumoval et al. (2016). On the other hand, other studies have shown that high service quality of products stimulates willingness to purchase and willingness to repurchase, such as Aptaguna & Pitaloka (2016); dalam Resti & Soesanto (2016); Mehmood et al (2015); Soltani et al (2016).

Pearson defines customer loyalty as “the attitude of a customer who takes a beneficial approach to the company, commits to often purchase the company's products/services, and recognizes the product/service to others.” Through past literature, we can see that service quality is customer loyalty. Important components (Chikazhe, & Chikazhe, 2017). Service has the characteristics of intangibility, it is abstract and inaccessible, so it is impossible to give service a special meaning and image with another intangible concept. However, we can materialize the service and make the customer feel and get a good impression. According to the theory of environmental psychology, the customer's perception of tangible products and the impressions obtained by them will influence the understanding and evaluation of customer's on service quality and service enterprise image directly.

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Improve customer satisfaction through the theory and methods of customer relationship management: At present, the competition in the e-commerce market is transferred from the seller's market to the buyer's market, and the consumer's personalized purchase demand is returning again. The demand for products is no longer a "popular" purchase. It is a comprehensive consideration of products and services, and it highlights the psychology of seeking new ideas for consumers. E-commerce can establish consumer profiles for each consumer through the theory and methods of Internet and customer relationship management, analyze consumer's personality and preferences, provide information about interest-related products regularly and irregularly, and in consumers. The birthday or anniversaries offer discounts and surprises to satisfy the customer.

From the customer's point of view, Mohanti, Seth and Mukadam (2017) describe the possible quality dimensions of e-commerce business. Relying on Kano's classification of customer expectations for product and service quality, they divide the quality dimension into three categories; basic requirements; performance expectations and happy excitement features, although they seem to downgrade the entire e-commerce business to website design and management. The only business, but they have important queuing in the modeling of this study. According to Mohanti, Seth and Mukadam (2017), the basic requirements must be those that cannot be given positive satisfaction or provide significant performance improvements. Although they are not satisfied because they are absent. Therefore, e-commerce companies must meet these expectations in order to conduct business.

Other clusters are more relevant to company performance, which helps to increase competitiveness. Performance expectations for e-commerce services include the ease of use of the website, its functionality, sharing of accurate and updated information and customization of services, e-commerce integration, and business structures with improved responsiveness and flexibility. The last set of factors is the factors that lead to high performance, creating an advantage for competitiveness. These so-called happy excitement factors are those that bring positive satisfaction to customers. Beyond - visual presentation of the website, courtesy or related to the customer experience, retrospective - database management, interactivity - creating means for consumers to express opinions and communication, and service differentiation related to core competencies is also considered competitive An important source.

2.2.2 Express delivery Speed

E-commerce managers should take advantage of specific opportunities provided by network technology to reduce perceived distance (kim, 2017). This distance can be reduced through three major dimensions: information, costs, and time. First of all, e-commerce administrators can simplify the search and comparison of products through the manufacturer's website and price and reputation, and reduce the information friction (David, 2015). Higher prices for consumers are more likely to turn to online channels. E-commerce managers can shorten their distance by providing reliable delivery choices for their clients. So far, opportunities for delivery services has not gained much attention in the literature. There are still some differences between the three dimensions of empirical results of cross-border e-commerce. Due to cultural differences, even without transportation costs, search costs and other barriers to trade, digital products still have a negative distance effect.

Online retailers can compete with complete product and price information in the marketplace through the performance of their logistics services, especially the delivery speed. By shortening delivery time through express package service, customer satisfaction can be improved to retain customers. Our research investigated the effect of shorter delivery times on customers' choice of express delivery. From a business-to-business perspective, the value of saving time on freight, or being willing to pay for less time on the way. The e-commerce platform provides information about consumer choice behavior. Rational consumers make decisions based on the marginal utility of money and compare the extra cost of delivery to the benefit of delivery time. For certain express tariffs, for areas with high congestion, high value goods and high disposable income, express delivery is more attractive. Our research is a combination of time efficiency, the road transportation

costs, as well as the delivery cost plus (every day to save the time of delivery), as a choice for consumers on a regular basis.

An online grocery store case study shows that freight rates are more important to consumers than customer retention rates. The simulation model shows that the free ground transportation strategy attracts 26% more customers than the optimized delivery strategy, but has a negative impact on profits of 82%. Retailers try to take advantage of the freight division strategy, without prejudice to the profit under the premise of light, small, high-priced products through subsidies, to produce more of the needs of customers, because consumers are hesitant to pay the freight on these products. The effect of express delivery speed on Chengdu consumers was studied.

It's crucial that shipping times can decide of customer purchase intention. There is big city customer to buy shipping times demand. Because many customers need as soon as possible getting about their to purchase product. Therefore, the influence of transportation time has become an important factor in the purchase intention of customers in large cities.

2.2.3 Product quality

Since online shopping is an Internet-based shopping method, it allows consumers to shop anywhere, anytime, but because they don't touch and try to try out the trial products, they disagree with the pictures and descriptions of the website, such as quality, color difference and size. The reason, the function can not achieve the expected results, such as counterfeiting, merchandise reasons, consumers will not operate, or find that the goods will be harmful to their own health; even the evaluation of friends and family will affect the practicality of the goods, resulting in return returns, the reason for the consumer return is "the goods are not satisfied."

The demand for goods offered by Internet merchants. It is mainly the size of the tangible and practical value that the goods can bring to the customer, such as the color, texture and description of the goods, which are of different importance to different customers, and should ultimately choose the appropriate index weights. customer's request.

Product information needs provided by Internet merchants. Customers require Internet traders to accurately provide information about the price and quality of the goods. Most importantly, the difference between the images and physical objects provided by online shopping cannot be too large.

Service attitude and after-sales service of the Internet business. In the process of online shopping information exchange, since customers can't see the goods, they can only understand the relevant

information through communication and communication with the merchants. The network business should actively explain and explain to the customers and guarantee better-selling services.

The demand for commodity security in the Internet business. In online shopping, all parties cannot ignore security considerations. The security requirements of customers for network services are mainly ⁴⁵ to ensure the quality and safety of products in the case of customers who cannot choose online shopping products. Loss and damage of goods due to

2.2.4 Competitive pricing

E-commerce exacerbates competition and offers consumers an advantage, in addition, there are multiple options to lower prices. Therefore, the development of global markets through the Internet has made historical relationships less important and shows that countries with the least business relationships benefit the most from e-commerce, especially in developing countries. Compared with developed countries, e-commerce can add more value to enterprises and consumers in developing countries. The legal provisions of e-commerce are reasonable because its dynamics have led to the creation of important markets. Most laws governing e-commerce stipulate that transactions conducted over the Internet are within the jurisdiction of the country in which the supplier is located. E-commerce dealers have played a huge role in the highly competitive e-commerce industry, and electric store owners have priced their own store products. In different online stores, the same quality products will also have different prices. As a priority for consumers, the price is low.

The same products attract new customers at different prices. This method can not only improve the KPI of the online store, but also promote it well. Such as website visitors, conversion rate, profit margin and market share. Since all of these key performance indicators are important to your business, pricing should be at the heart of your strategy. If your goal is to dominate the market, then lowering prices may be a good start. Offer discounts or special offers to increase the conversion rate of your online store. Then set the price to a higher level to strengthen your brand status and win loyal customers. No matter which industry you are in, you must develop a pricing strategy that supports your goals.

Competitor's price tracking software is very useful for building fine-tuned monitoring systems. Suppose you have at least ten competitors selling more than hundreds of products. Eliminate these repetitive efforts by purchasing competitive price tracking software so you can increase your productivity while gaining automated, actionable insights. Then, as an e-commerce manager, you can focus more on the analysis and development of your business.

2.3 Research gap

²³ The purpose of this research is to examine:

The influence of product quality advantages on consumers' willingness to purchase and their satisfaction.

The influence of service quality advantages on consumers' willingness to purchase and their satisfaction.

The influence of competitive pricing advantages on consumers' willingness to purchase and their satisfaction.

The influence of express delivery advantages on consumers' willingness to purchase and their satisfaction.

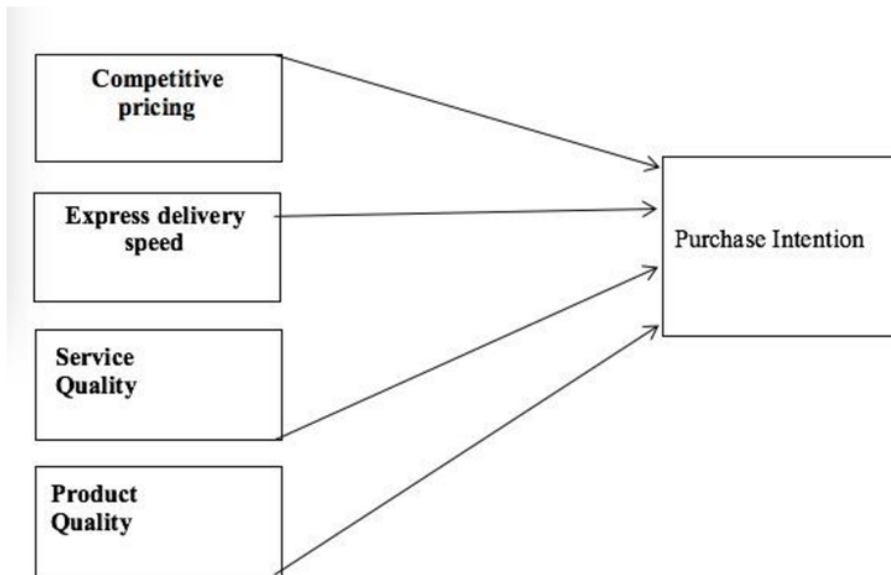
¹⁵ Here, ⁵³ customer satisfaction is the inner feeling of the customer. If the customer is satisfied with the quality of the e-commerce product and the quality of the service, they become e-commerce loyal customers.

The results of this research will go all out

Through the gaps in research, we have a deeper understanding of consumer ³² perceptions of e-commerce product quality and e-commerce service quality and e-commerce price satisfaction. In addition, the results of this study will help companies improve profitability ultimately through offering useful information in developing effective marketing strategies to promote impulse buying.

2.5. Conceptual Framework

In current study, dependent and independent variables 's relationship was determined. The thesis the independent variables factors were service quality, product quality, shipping times and competitive-pricing. The dependent variable is the purchase intention of Chengdu customers. These independent variables factors will be influence of e-commerce customer purchase intention in Chengdu. It is desirable to see ³⁵ consumer trust in e-commerce and consumer trust in e-commerce. There are a number of factors that influence or help form trust in the electronic provider from a consumer perspective. These elements are express delivery, service quality, product quality and e-commerce competitive prices. Use these factors to get more valuable variables. Within the framework of the electronic suppliers can provide electronic services or products online service organization. The consumer can make a correct choice by comparing the prices of merchants, shipping speed and product quality through different web stores. The consumer can interact directly with electronic suppliers or indirectly with electronic suppliers by means of technology. Information about that electronic provider can also be obtain from the media or community members.



2.6 Research Hypothesis

—H1: There is a significant relationship between competitive pricing and consumer purchase Intention in Chengdu.

—H2: There is a significant relationship between product quality and consumer purchase intention in Chengdu.

—H3: There is a significant relationship between express delivery speed and consumer purchase intention in Chengdu.

—H1: There is a significant relationship between service quality and consumer purchase intention in Chengdu.

Charter 3 Research method

3.0 Overview

This chapter 's content includes the research design method and the influence of e-commerce on the purchasing willingness of Chengdu consumers. In this study, the appropriate part of the study was first selected. Second, determine the sample size of the target population. Choose a kind of method of data collection and data analysis, to ensure the reliability of the sample.

3.1 Research Design

The research design is one of the factors that influence consumers' purchasing behavior. Among the research contents, 4IV and 1DV were used to observe the impact of Chengdu consumer e-commerce on consumers through online questionnaire model (Schouteten, 2015).

Through the form of online questionnaire, we can investigate the Chengdu population's survey of e-commerce express delivery speed, product quality, service quality and price. Therefore, the Chengdu people in the e-commerce purchase intention, took the corresponding measures. The study purpose of this research is to identify variables, variables, and the research of the relationship between, and select the study method and questionnaire design, in order to ensure the validity and effectiveness of data.

3.2 Sampling Design

This sample is generally referred to as a subset of the investigated population. It represents a large population that extrapolates the population. Studies of individuals in some observations or studies are called samples, and all participants are called groups. To make the example reflect the overall situation correctly, you must specify the overall situation. All observation units in the population must be uniform; In the process of sampling, the random principle must be followed. You have to look at enough samples. It's also called a subsample. Some individuals drawn from a population according to some kind of sampling rule. In this study, you can't study all the people who are interested in you (Mesa, 2015). This is the reason of why researchers using samples for data collecting and research questions answering. As a city, for example, the researcher, you probably want to know the rate of men and women in your research, the percentage of each gender is different age groups, racial or ethnic, and education categories (Mesa, 2016). But you cannot survey the entire city's population. You should conduct a sampling survey of the population in this city.

The samples collected by researchers were the same as those of the population. In order to ensure that there is no artificial bias, researchers should randomly select the first person. This is technically known as a random restarting system. Stratified sampling layer is a sampling technique. The researchers could be divided into different subgroups or the target layer, randomly selected from a variety of different layer the theme of the final (Chang, 2016).

3.2.1 Sample size

According to the 2016 census of the population of Chengdu, China, Chengdu has a population of 7.8 million. The purpose of this study is to investigate how many Chinese have shopped online. Therefore, the sample size of this study was determined to be 7.8 million, and the sample size was

more than 385 people. This study mainly studies Chinese e-commerce consumption. The data show that the percentage of users is very high at the time of 80 generations, and the percentage of users is very high at 26-35 years. It is the main buyer of network sales (population, 2016). Professionals, white-collar worker is the highest, is a major Internet consumption (Darrell 2015); The number of students and teachers is also very large, which accounts for nearly a third of the platform. In order to make the sample more accurate this study will be published. In addition, the latest data show that the consumption and purchasing power of e-commerce in Chengdu, China is declining due to consumer cost and time constraints.

Determine Sample Size

Confidence Level: 95% 99%

Confidence Interval:

Population:

Sample size needed:

3.2.2 Non-probability

Defined of Non-probability

Non-probabilistic sampling is a method based on their convenience or subjective judgment. Not strictly based to the random sampling principle sample drawn, lost a lot of basic rule, can't determine the sampling error, can not properly describe for the overall sample statistics. Although we can explain the nature and character of the population to a certain extent by means of the sampling method, the population cannot be inferred from the number. Non-probabilistic sampling includes temporary sampling, subjective sampling, fixed sampling, and snowball sampling.

In this study, non-probability sampling was used because the samples contained in the samples were easier, faster and cheaper than the probability samples. It ensures that quantitative research is not simply abandoned because it does not meet the criteria of probability sampling and meets those criteria, and it is too expensive or time consuming to support it. If the electronic business quota is based on the influence of Chinese consumption habits, the researchers need equal representation, and the sample is 385, and the selection of different consumer groups is divided into 77 college students, 77 white-collar workers, 77 blue-collar workers, 77 retired personnel, 77 other employees. Quotas

are usually the basis for age, gender, education, ethnicity, religion and socioeconomic status. Broken samples are often referred to as target samples.

3.2.3 Unit of Analysis

Analysis unit: an object in a social survey, referred to as an analysis unit. Survey data collected directly describes the unit of the individual (Marshall, 2012). Type: individuals, groups, organizations, social product surveys, and all the data collected directly from the analysis unit. We will collect data about e-commerce consumer spending, which is described on the collected data (Lim, 2016).

3.3 Questionnaire Design

Questionnaires are important tools for collecting social data. (Gelder, 2016). Questionnaire survey is a survey method widely used in the survey industry. The survey agency designs various survey questionnaires according to the purpose of the survey to determine the survey sample. The surveyor completed the survey by interviewing samples and statistics. Analyze ways to find the findings. The questionnaire survey method strictly follows the probability and statistical law, and is designed for scientific and easy management. The method impact on the results of the survey, in addition to sample selection, the investigators factors such as quality, statistical methods, the questionnaire design is one of the prerequisite for investigation.

The advantage of using the questionnaire is that we have access to many people (Wright, 2006). On the other hand, if you don't know very much about this topic, and you don't ask the right questions, then using the questionnaire might be a bad influence. Application research and evaluation in the monitoring system (Djalalinia, 2016). The success of the investigation or the research project depends largely on the high level of response to the target population and the amount of information available. Questionnaire has different types: the questionnaire can be completed by the respondents, it can also be the interviewer by phone or by interview to fill out. Appropriate forms depend on research issues, target groups and existing resources. Similarly, there are different types of problems, open and closed. Answers to pending questions will provide additional information and advice for you to consider (Aslam, 2010). Closed questions provide limited answers, so it is easy to analysis (Raja, 2013). Carefully designed questionnaire will provide the appropriate data to answer your research question. It will work to reduce the potential source of prejudice, and improve the

effectiveness of the questionnaire. A well-designed questionnaire is easier to do. Therefore, completes the questionnaire is vital for the success of the project (Kozlovska, 2016).

The questionnaire of this study is mainly on the impact of e-commerce to chengdu consumer habits. The customer can better understand the dependence on e-commerce through the design of the questionnaire. In the questionnaire design, we mainly use the questionnaire to learn the consumption expenditure of e-business so as to obtain further data (Singh, 2016). The data can be used to analyze the factors influencing consumer impact on consumers, and make new and improved for e-commerce operations.

3.4 Measurement strategy

One of the biggest advantages of measuring strategy is to centralize all goals. By measuring the strategy, e-commerce can be better developed in Chengdu. In this survey, what kind of strategy should be strengthened in the eyes of Chengdu e-commerce people? Instead, this strategy ensures that all the metrics you are interested in measuring can help achieve even greater goals (Ali, 2016).

From an analytical perspective, measurement strategies guide technology implementation. Developing this strategy in advance will make the implementation of the label management system efficient. Instead of using the "Capture All" strategy to track all possible content on your site, you can identify the key elements to include in the tag management system

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3.4.1 Descriptive Analysis

Descriptive analysis will highlight demographic information. In particular, the questionnaire will include three simple project, including employment, income, gender, age and education level. In view of the ethical nature of research, all respondent's personal information will be collected anonymously and disclosed. In addition, the method selected will be applied to the project design (China katham, 2015).

3.4.2 Pilot test

To conduct this study, we selected a set of quantitative studies using dozens of questionnaires as research tools. Design survey for collecting key data. The intention of Chengdu consumers to purchase e-commerce. This research chose the e-commerce industry because the industry is growing rapidly in Chengdu. Chengdu consumers who participated in the questionnaire were satisfied with the online purchase of e-commerce and loyal to the online purchase of e-commerce.

In this study, data collection of online questionnaires was conducted for Chengdu consumers through an online questionnaire. Conduct pilot tests to determine effectiveness. This online questionnaire provides different understandings and explanations for different problems raised by different target groups and those who do not understand the problems encountered by the respondents. Use the data collection methods usually can online access, via email or face to face. Face-to-face interview is the most popular because it gives researchers an opportunity to evaluate interviewees and their willingness to answer each question. In front of the pilot should prepare a structured questionnaire.

3.4.3 Preliminary Test

Preliminary study is helpful to improve design major test or specific methods used in the impact assessment process, and to assess the acceptability, feasibility and cost (Smith, 2015). The preliminary design and methodology should be adapted to address specific issues and issues that need to be addressed. In general, the qualitative and quantitative methods are necessary, depending on the social and behavioral science and economy, epidemiology, laboratory, statistical method and community development. Compared with the main test, a preliminary study usually shorter, cheaper (Feinstein, 2015). Ideally, testing should begin as soon as possible after the initial study to avoid a change in the situation. This often raises the question of whether the initial study should be included in the funding proposal of the main experiment, or as a theme of one or more individual initial funding proposals. If the latter method is adopted, preliminary investigation and funding of significant tests may be delayed.

In market research, the researchers are looking at the integration of some of the research indicators, which are often measured by rating issues. The set of each index is a factor, and the index concept level score is a factor score. Factor analysis has been widely used in market research, which includes: consumer habits and attitudes research, brand image and characteristics research, quality of service survey, personality test, market segmentation identification etc. In practical applications, factor score can give the importance index of different factors, and managers can decide the problems in the market or the problems to be solved in the product.

Before the reliability test, we have a factor analysis to determine whether the future has a factor or a project that needs to be removed. Therefore, the questionnaire data collected will be sent to you by Kaiser meyer - olkin Bartlett spherical test⁴³ in the test, the correlation of data collected from questionnaires and the project can be determined and applicability (Tien, 2016). It turns out that that directly affected data can be the next. In this study, measuring the distribution of factor analysis should be between 0 and 1. Previous studies have indicated that the sampling risk is higher, further and further analysis the correlation of the higher. In addition, a typical acceptable range for the sample adequacy measurement is as follows.

3.4.4 Hypotheses Test

Hypothesis testing is also referred to as statistical hypothesis testing, which is the fundamental form of statistical inference as a significant branch of mathematical statistics for determining samples and samples, and the sample and general difference is a statistical extrapolation method caused by sampling error or intrinsic differentiation. The basic principle is to make some sort of assumption about the general properties, and then extrapolate the statistical inferences of the sampling study to conclude that it should be rejected or accepted.

Multiple co-linear testing:¹⁸ there is a significant correlation relationship between the variables, it has multiple co-linear problems (Vatcheva, 2016).

One-way analysis of variance: The indicators to be examined in the test are called test indicators, and the conditions influencing the test indicators are called factors. The state of the factors is called level. The variance analysis is to analyze the data of the test, to see if there are equal parts of the normal average of the variance of the variance, to determine whether or not to have a significant impact on the index of the test, and depending on the number of the test, it's a single factor variance analysis, a double factor variance analysis, and a multifactorial variance analysis.

3.5 Conclusion

This section examines its research and research objectives. We can post surveys via the website or QQ mail and using Chinese information. Through the data survey results, we learned about the development of e-commerce in Chengdu consumers. Then we will import this data of the data into

the SPSS software. The following is the data of the data through the questionnaire. Therefore, this data is more reliable and true.

4.0 Research Analysis, Findings and Discussions

4.1 Overview

In the paper, we mainly adopt to SPSS software. Analysis of E-commerce influence of china people costumer satiation by SPSS. In the article. We will be used to questionnaire survey china domestic population. This article including that is center tend to measure structure, international statistics analysis.

4.2 Analysis of Descriptive Statistics

4.2.1 Descriptive statistics Analysis

The graphs illustrate the percentage of male and female online buying in Chengdu. As we can see from the below graph, the overall trends mainly indicate that more male and female online buy secondary commodity than higher commodity across these part of the Chengdu, with females proving to be slight higher than male.

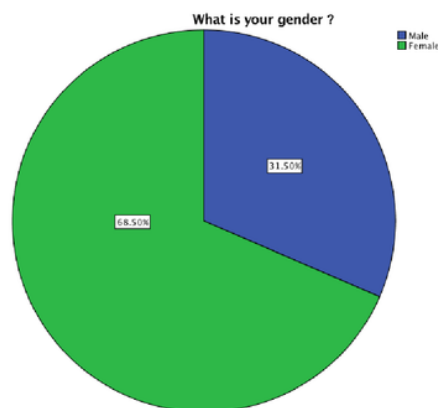


Table1: Frequency Table for Gender

Based on the survey results, we obtained important data information. The survey shows that there are 384 people in Chengdu. Among the surveyed population in Chengdu, the age ranged from 26 to 35 years old, accounting for 57.75%. In the survey, the respondents in Chengdu accounted for 31.5% of the total survey population between 22 and 26.

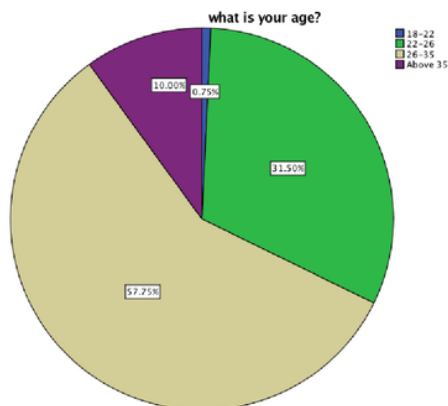


Table 2: Percentage of Age

From the chart, most Chengdu people's income surveys are above 6,000 yuan. Second, the wages of some people in Chengdu are between 4,000 and 6,000 yuan. In this survey, only a very small number of people earned a monthly salary of 2000-4000 RMB.

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What is your monthly income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	¥2000-4000	36	9.0	9.0	9.0
	¥4000-6000	149	37.3	37.3	46.3
	Above 6000	215	53.8	53.8	100.0
	Total	400	100.0	100.0	

Table 3: Percentage of Monthly Income

As above chart shows, the survey found that Chengdu consumers shopping online in a month's consumption. Most Chengdu consumers buy online products at a price of ¥500-1000, which is 36%. The price of the products bought online is between ¥1000 and 2000, which is 32.5 percent. The number of people who purchase products online for more than 2,000 yuan is only 17.5 percent.

How much do you spend online on a month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	¥0-500	56	14.0	14.0	14.0
	¥500-1000	144	36.0	36.0	50.0
	¥1000-2000	130	32.5	32.5	82.5
	Above 2000	70	17.5	17.5	100.0
	Total	400	100.0	100.0	

Table 4: frequency table online spending

As is seen from the given illustration, in these surveys, most of the Chengdu population were other candidates, and 44% of the total number of students with other academic qualifications were selected. Secondly, the proportion of people with chosen diplomas accounted for 22.8% of the total number of surveys.

What is your education level?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	diploma	91	22.8	22.8	22.8
	degree	41	10.3	10.3	33.0
	master	66	16.5	16.5	49.5
	doctor	26	6.5	6.5	56.0
	Others	176	44.0	44.0	100.0
	Total	400	100.0	100.0	

Table 5 Educational background

4.2.2 Service quality:

The picture illustrates the process of service quality, the mean values for C1 C3 and C4 are 3.1525, 3.2375 and 3.2375 respectively. Only C2 is less than 3. This indicates that the majority of the survey population believes that the issue of online shopping security is relatively low.

Research Construct and Research Items	Mean	Std. Deviation	Mode	N

Service Quality					
C1	I think the online shopping service has a good reputation.	3.1525	0.84024	4.00	400
C2	I think the online shopping safety factor is high.	2.9475	1.03800	4.00	400
C3	I think the online shopping experience is very good.	3.2375	0.88207	4.00	400
C4	I think the after-sales service for online shopping is very good.	3.2375	0.87068	4.00	400

Table 5 service quality

4.2.3 Product quality:

It can be seen from Table 6 that most of the people surveyed are very satisfied with the quality of the online. The values from D1 D2, D3, and D4 are 3.2550, 3.2500, 3.32525, and 3.2650, respectively. This shows that the reliability and durability of online products are deeply favored by Chengdu customers.

Research Construct and Research Items		Mean	Std. Deviation	Mode	N
product Quality					
D1	I think online products have a guarantee of quality.	3.2550	0.91217	4.00	400
D2	I think the value of online shopping products is high.	3.2500	0.92987	4.00	400
D3	I don't think there is any counterfeit goods in online shopping.	3.32525	0.93323	4.00	400
D4	I think online product quality is more durable than physical stores.	3.2650	0.93627	4.00	400

Table 6 product quality

4.2.4 Delivery speed

From Figure 7, we can see the degree of satisfaction of the people in the survey on the speed of online shopping express delivery. Through the test of 4 questions, the mean of E1, E2, E3, and E4 are 3.2075, 3.2025, 3.2225, and 3.33, respectively. In this data, the reliability of express delivery is very high among the vast majority of people in the survey, and the speed of online shopping is very fast. From the survey results, the quality of online shopping delivery is very high.

Research Construct and Research Items		Mean	Std. Deviation	Mode	N
Delivery speed					
E1	The express delivery of e-commerce is very reliable.	3.2075	0.90360	3.00	400
E2	The delivery competence of e-commerce is very strong.	3.2025	0.94537	3.00	400
E3	I think the delivery of e-commerce is very timely.	3.2225	0.96713	4.00	400
E4	E-commerce purchases are delivered very fast.	3.3300	0.93181	4.00	400

Table 7 product quality

4.2.5 Competitive-pricing

According to the chart, we can see that the mean values of F1, F2, F3 and F4 are 3.2600, 3.2650, 3.21500 and 3.2500 respectively. From the result of investigation, most Chengdu people are very satisfaction to online shopping competitive-pricing. So, competitive-pricing is very high

Research Construct and Research Items		Mean	Std. Deviation	Mode	N
Competitive-pricing					
F1	In e-commerce, you can always choose a different store to make a comparison of the purchase price.	3.2600	0.92712	4.00	400
F2	I think ecommerce prices are lower than physical stores.	3.2650	0.91754	4.00	400
F3	I think that online Shopping is often discounted	3.21500	0.89486	4.00	400
F4	I think there are many online stores that are free for online shopping	3.2500	0.90252	4.00	400

Table 8 Competitive-pricing

4.2.6 Purchase customer Intention

From the chart Table 9, exploring the results found by Chengdu people. Purchase most Chengdu customer Intention is very satisfaction to online shopping. The results from F1, F2 F3 and F4 have an average F1 value of 31.3150. The average F2 value is 3.2775. The mean F3 value is 3.2350 and the F4 value is 3.55. This shows that Chengdu customer service's intention to purchase e-commerce is very high.

Research Construct and Research Items		Mean	Std. Deviation	Mode	N
Purchase customer intention					
F1	In e-commerce, you can always choose a different store to make a comparison of the purchase price.	3.3150	0.92894	4.00	400
F2	I think ecommerce prices are lower than physical stores.	3.2775	0.90695	4.00	400
F3	I think that online Shopping is often discounted	3.2350	0.96286	4.00	400
F4	I think there are many online stores that are free for online shopping	3.5500	0.83019	4.00	400

Table 9 Competitive-pricing

4.3 Cross Tabulation

What is your age? * I think the online shopping service has a good reputation. Cross tabulation

		I think the online shopping service has a good reputation.				Total
		Strongly Disagree	Disagree	Neutral	Agree	
18-22	Count	0	0	0	3	3
	% within what is your age?	0.0%	0.0%	0.0%	100.0%	100.0%
22-26	Count	1	25	40	60	126
	% within what is your age?	0.8%	19.8%	31.7%	47.6%	100.0%
26-35	Count	2	71	74	84	231
	% within what is your age?	0.9%	30.7%	32.0%	36.4%	100.0%
Above 35	Count	1	7	7	25	40
	% within what is your age?	2.5%	17.5%	17.5%	62.5%	100.0%
Total	Count	4	103	121	172	400
	% within what is your age?	1.0%	25.8%	30.3%	43.0%	100.0%

Table 10

As can be seen from this chart, Most of the Chengdu surveyed data surveys believe that the quality of online shopping services is good. The total survey rate of this data is 43%. Secondly, the Chengdu people who accounted for 30.3% of the surveys maintained a neutral attitude. Some people are dissatisfied with online shopping services, accounting for 25.8% of the total number of people surveyed. The age of dissatisfaction with online services is close to 22-35 years old.

What is your gender ? * I think online product quality is more durable than physical stores.

Cross tabulation

		I think online product quality is more durable than physical stores.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Male	Count	0	30	33	62	1	126
	% within What is your gender ?	0.0%	23.8%	26.2%	49.2%	0.8%	100.0%
Female	Count	13	44	97	98	22	274
	% within What is your gender ?	4.7%	16.1%	35.4%	35.8%	8.0%	100.0%
Total	Count	13	74	130	160	23	400
	% within What is your gender ?	3.3%	18.5%	32.5%	40.0%	5.8%	100.0%

Table 11

As shown in the figure, in this survey, 40% agreed that online things are more durable than physical stores. In this survey, 32.5% of the population remained neutral. Only 18.5% and 3.3% of the population expressed disagreement and strongly disagreed. The products on the internet are durable. Boys' online product durability recognition is higher than that of girls.

What is your age? * I think the delivery of e-commerce is very timely. Cross tabulation

			I think the delivery of e-commerce is very timely.					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
what is your age?	18-22	Count	0	0	2	1	0	3
		% within what is your age?	0.0%	0.0%	66.7%	33.3%	0.0%	100.0%
	22-26	Count	4	15	53	50	4	126
		% within what is your age?	3.2%	11.9%	42.1%	39.7%	3.2%	100.0%
	26-35	Count	5	51	73	91	11	231
		% within what is your age?	2.2%	22.1%	31.6%	39.4%	4.8%	100.0%
	Above 35	Count	2	12	12	14	0	40
		% within what is your age?	5.0%	30.0%	30.0%	35.0%	0.0%	100.0%
Total		Count	11	78	140	156	15	400
		% within what is your age?	2.8%	19.5%	35.0%	39.0%	3.8%	100.0%

Table 12

In this chart, 400 Chengdu consumers who agreed and strongly agreed in the survey accounted for 35% of the total survey of 41.8% and remained neutral. Strongly disagree and disagree with 22.3% of the total. In the survey results, Chengdu people who tend to be 22-35 years old have 39.4 disapproval of online shopping express delivery on time.

What is your education level? * I think ecommerce prices are lower than physical stores. Crosstabulation								
			I think ecommerce prices are lower than physical stores.					Total
			Strongly Disagree	Diagree	Neutral	Agree	Strongly Agree	
What is your education level?	diploma	Count	4	16	37	30	4	91
		% within What is your education level?	4.4%	17.6%	40.7%	33.0%	4.4%	100.0%
	degree	Count	0	6	25	5	5	41
		% within What is your education level?	0.0%	14.6%	61.0%	12.2%	12.2%	100.0%
	master	Count	3	9	23	26	5	66
	% within What is your education level?	4.5%	13.6%	34.8%	39.4%	7.6%	100.0%	
	doctor	Count	0	6	9	8	3	26
		% within What is your education level?	0.0%	23.1%	34.6%	30.8%	11.5%	100.0%
	other	Count	3	51	47	64	11	176
		% within What is your education level?	1.7%	29.0%	26.7%	36.4%	6.3%	100.0%
Total		Count	10	88	141	133	28	400
		% within What is your education level?	2.5%	22.0%	35.3%	33.3%	7.0%	100.0%

Table 13

In table 13, we surveyed Chengdu populations with different levels of education. Do they agree that online shopping products are cheaper than physical stores? According to the survey results, 30.8% of the people who surveyed the master's degree were very much in favor of online shopping at a price lower than the physical store. 36.4% of those surveying other qualifications agreed that the price of online shopping was lower than the price of a physical store. However, 33.3% of the population in the overall survey considered the price on the Internet to be cheap. Only 24.5% of people disagree with online prices are cheaper than physical stores.

How much do you spend online on a month? * Variety of online shopping products Crosstabulation								
			Variety of online shopping products					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
How much do you spend online on a month?	¥0-500	Count	0	9	20	26	1	56
		% within How much do you spend online on a month?	0.0%	16.1%	35.7%	46.4%	1.8%	100.0%
	¥500-1000	Count	4	32	49	52	7	144
		% within How much do you spend online on a month?	2.8%	22.2%	34.0%	36.1%	4.9%	100.0%
¥1000-2000	Count	4	15	42	60	9	130	
	% within How much do you spend online on a month?	3.1%	11.5%	32.3%	46.2%	6.9%	100.0%	
Above 2000	Count	1	18	26	19	6	70	
	% within How much do you spend online on a month?	1.4%	25.7%	37.1%	27.1%	8.6%	100.0%	
Total		Count	9	74	137	157	23	400
		% within How much do you spend online on a month?	2.3%	18.5%	34.3%	39.3%	5.8%	100.0%

Table 14

In table 14, Among the 400 surveys of the Chengdu population, 157 people agreed to the diversity of online product selection. The number of people who remained neutral was 137, and 83 people disagreed and strongly disagreed. Therefore, most Chengdu people agree that there are many types of online products. Most people will spend online.

4.4 Inferential Statistics Analysis

Factor analysis is part of the acquisition of effectiveness and reliability. Based on statistical data, the relationship between different sub-factors and variables is measured, the components loaded by different sub-factors and sub-factors are found out, and their reliability is measured.

4.4.1 Validity Analysis Test

Service quality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	of	.717
Bartlett's Test of Approx. Sphericity	Chi-Square	984.994
	df	6
	Sig.	.000

Product quality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	of	.871
Bartlett's Test of Approx. Sphericity	Chi-Square	1722.198
	df	6
	Sig.	.000

Express delivery speed

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	of	.865
Bartlett's Test of Approx. Sphericity	Chi-Square	1528.847
	df	6
	Sig.	.000

Competitive-pricing

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Approx. Sphericity	Chi-Square	1716.794
	df	6
	Sig.	.000

Purchase customer intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.721
Bartlett's Test of Approx. Sphericity	Chi-Square	780.180
	df	6
	Sig.	.000

From these 5 tables, we can observe that the KMO values are all greater than 0.6. Therefore, every IV and DV meets the requirements. We can make the following hypothesis analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.939
Bartlett's Test of Approx. Sphericity	Chi-Square	10586.913
	df	190
	Sig.	.000

According to the KMO and Bartlett tests, the full sample value is 0.937, which is higher than 0.6. The P value is 0.000 less than 0.05. This means that the analysis can be continued without changing the measurement items of the test. The P value is 0.000 and less than 0.05. This means it supports factor analysis.

4.4.2 Reliability Test

Reliability Statistics

<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.822	.831	4

Reliability Statistics

<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.952	.952	4

Reliability Statistics

<u>Cronbach's</u> Alpha	<u>Cronbach's</u> Alpha Based on Standardized Items	N of Items
.955	.955	4

Reliability Statistics

<u>Cronbach's Alpha</u>	<u>Cronbach's Alpha Based on Standardized Items</u>	N of Items
.806	.801	4

Reliability Statistics

<u>Cronbach's Alpha</u>	<u>Cronbach's Alpha Based on Standardized Items</u>	N of Items
.946	.946	4

1

From the five graphs, we tested the IV and DV dependencies separately, and found that the reliability values were each more than 0.7. Therefore, this result meets the requirements.

Reliability Statistics

<u>Cronbach's Alpha</u>	<u>Cronbach's Alpha Based on Standardized Items</u>	N of Items
.968	.968	22

Table 16 Reliability Statistics

In Cronbach's Alpha reliability analysis test, As shown in the graph, ²⁸ Cronbach's Alpha value is ¹¹ 0.968. This indicates that all measurement items are reliable. Because the Alpha value of Cronbach is greater than 0.7, it meets the reliability test requirements.

4.5 Normality Analysis Test

Descriptive Analysis

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
service quality	400	1.00	4.75	3.1488	.73560	-.396	.122	-.554	.243
product quality	400	1.00	5.00	3.2556	.87151	-.548	.122	-.214	.243
Delivery speed	400	1.00	5.00	3.2475	.84459	-.499	.122	-.232	.243
competitive-pricing	400	1.00	5.00	3.2406	.87578	-.206	.122	-.381	.243
purchase customer intention	400	1.00	5.00	3.3444	.72245	-.397	.122	.143	.243
Valid N (listwise)	400								

Table 17 Normality Analysis Test

To ensure the reliability and validity of measurement engineering, it is necessary to analyze multivariable normal test. In this test, the values of skewness and kurtosis range from minus -3 to +3, and the data are usually distributed. In addition, p values of skewness and kurtosis were above 0.05 for the multivariable normal. Based on the data in above table, both skewness and kurtosis are within the range of -3 to +3. Therefore, the measurement project is reliable and effective.

4.5.1 Pearson Correlation Coefficient

Correlations							
		service quality	product quality	Delivery speed	competitive-pricing	purchase customer intention	
service quality	Pearson Correlation	1	.824**	.737**	.615**	.514**	
	Sig. (2-tailed)		.000	.000	.000	.000	
	N	400	400	400	400	400	
	Bootstrap ^b	Bias	0	.000	.001	.002	.001
		Std. Error	0	.024	.030	.039	.039
		95% Confidence Interval	Lower	1	.773	.671	.536
Upper			1	.867	.795	.688	.591
product quality	Pearson Correlation	.824**	1	.903**	.738**	.656**	
	Sig. (2-tailed)	.000		.000	.000	.000	
	N	400	400	400	400	400	
	Bootstrap ^b	Bias	.000	0	.000	.002	.001
		Std. Error	.024	0	.016	.035	.037
		95% Confidence Interval	Lower	.773	1	.870	.667
Upper			.867	1	.932	.803	.723
Delivery speed	Pearson Correlation	.737**	.903**	1	.850**	.748**	
	Sig. (2-tailed)	.000	.000		.000	.000	
	N	400	400	400	400	400	
	Bootstrap ^b	Bias	.001	.000	0	.000	.000
		Std. Error	.030	.016	0	.022	.029
		95% Confidence Interval	Lower	.671	.870	1	.800
Upper			.795	.932	1	.885	.798
competitive-pricing	Pearson Correlation	.615**	.738**	.850**	1	.875**	
	Sig. (2-tailed)	.000	.000	.000		.000	
	N	400	400	400	400	400	
	Bootstrap ^b	Bias	.002	.002	.000	0	-.001
		Std. Error	.039	.035	.022	0	.014
		95% Confidence Interval	Lower	.536	.667	.800	1
Upper			.688	.803	.885	1	.899
purchase customer intention	Pearson Correlation	.514**	.656**	.748**	.875**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	400	400	400	400	400	
	Bootstrap ^b	Bias	.001	.001	.000	-.001	0
		Std. Error	.039	.037	.029	.014	0
		95% Confidence Interval	Lower	.435	.580	.685	.847
Upper			.591	.723	.798	.899	1

** . Correlation is significant at the 0.01 level (2-tailed).

b. Unless otherwise noted, bootstrap results are based on 400 bootstrap samples

Table 18 Correlation Coefficient

From the Pearson Correlation table display, we can observe that all Pearson Correlation values are less than 1. This means that competitive pricing, product quality, service quality, delivery speed and purchase intention have a strong positive correlation. Because all Pearson Correlation values are less than 1, and all P values are lower than 0.01. Therefore, this means that all data is unaffected by collinearity issues.

4.5.2 Model Summary

Service quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 ^a	.264	.262	.62044

a. Predictors: (Constant), service quality

ANOVA ^a

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	55.040	1	55.040	142.980	.000 ^b
	Residual	153.210	398	.385		
	Total	208.250	399			

a. Dependent Variable: Purchase customer intention

b. Predictors: (Constant), service quality

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.755	.137		12.851	.000
	service quality	.505	.042	.514	11.957	.000

a. Dependent Variable: Purchase customer intention

For hypothesis: The result from table show that p-value results of service quality interactivity and subjective norms is less than 0.05. A positive correlation between the quality of service and the willingness to shop through data.

Product quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.430	.429	.54599

a. Predictors: (Constant), Product quality

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.606	1	89.606	300.588	.000 ^b
	Residual	118.644	398	.298		
	Total	208.250	399			

a. Dependent Variable: Purchase customer intention

b. Predictors: (Constant), Product quality

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.574	.106		14.893	.000
	Product quality	.544	.031	.656	17.337	.000

a. Dependent Variable: Purchase customer intention

Analysis by a single IV showed that the quality of service ²⁷ p-value was less than 0.05. This shows that there is a positive correlation between the willingness to shop.

Express delivery speed

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.560	.559	.47992

a. Predictors: (Constant), Express delivery speed

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	116.579	1	116.579	506.146	.000 ^b
	Residual	91.670	398	.230		
	Total	208.250	399			

a. Dependent Variable: Purchase customer intention

b. Predictors: (Constant), Express delivery speed

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.266	.095		13.264	.000
	Express delivery speed	.640	.028	.748	22.498	.000

a. Dependent Variable: Purchase customer intention

The data in the table shows that the sig value of less than 0.05 by a single IV analysis indicates a positive correlation between Express delivery speed and shopping willingness.

Competitive-pricing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.875 ^a	.765	.764	.35071

a. Predictors: (Constant), Competitive-pricing

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	159.296	1	159.296	1295.084	.000 ^b
	Residual	48.954	398	.123		
	Total	208.250	399			

a. Dependent Variable: Purchase customer intention

b. Predictors: (Constant), Competitive-pricing

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.006	.067		14.955	.000
	Competitive-pricing	.721	.020	.875	35.987	.000

a. Dependent Variable: Purchase customer intention

7

From this chart, there is a positive correlation between competitive pricing and purchase customer intent. Because the sig value is less than 0.5.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877 ^a	.768	.766	.34948

a. Predictors: (Constant), Express delivery speed, service quality, Competitive-pricing, Product quality

According to the Model Summary table, we get the ratio of R square measurements. The total variability explained by the independent variables in the dependent variable. R Square is equal to 0.768, which indicates that 76.8% of the total variability of customers' purchase intention is composed of product quality, service quality, competitive price and delivery speed.

4.5.3 ANOVA

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	160.005	4	40.001	327.510	.000 ^b
	Residual	48.244	395	.122		
	Total	208.250	399			

a. Dependent Variable: Purchase customer intention

b. Predictors: (Constant), Express delivery speed, service quality, Competitive-pricing, product quality

Table 20 ANOVA ^a

Through the ANOVA table, F is the variance value, and its corresponding sig value is a parameter for judging whether the variance is valid. Therefore, in practice, the sig value corresponding to F can be mainly observed, and sig is less than 0.05, indicating that there is a significant influence, and sig is greater than 0.05 indicates no significant impact.

4.6 Hypothesis testing

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.077	.081		13.292	.000	.271	3.684
Competitive-pricing	.717	.038	.869	18.703	.000	.321	3.118
service quality	-.097	.042	-.099	-2.321	.021	.127	7.868
Product quality	.097	.056	.118	1.730	.084		
Express delivery speed	-.021	.062	-.024	-.332	.740	.110	9.096

a. Dependent Variable: Purchase customer intention

Table 21 Coefficients ^a

From this chart, we analyze the relationship between IV and DV. According to the chart, we find the problem:

Hypothesis 1

H0: There is no significant relationship between competitive pricing influence on consumer Purchase Intention in Chengdu.

H1: There is no significant relationship between competitive pricing influence on consumer Purchase Intention in Chengdu.

$$\alpha=0.05$$

$$T \text{ test} = 18.703$$

$$P\text{-value} = 0 < 0.05$$

If the P value is < 0.05 , H0 is rejected.

Assume that 1 competitive pricing and purchase customer intent are positively correlated. Because the sig value is 0. It is less than 0.05. Therefore, reject H0 and accept H1. Therefore, this indicates that price competition in e-commerce does cause the influence of Chengdu people on the purchase of e-commerce products.

Hypothesis 2

H0: There is no significant relationship between service quality influence on consumer Purchase Intention in Chengdu

H1: There is no significant relationship between service quality influence on consumer Purchase Intention in Chengdu

$$\alpha=0.05$$

$$T \text{ test} = -2.321$$

$$P\text{-value} = 0.021 < 0.05$$

If the P value is < 0.05 , H0 is rejected.

As can be seen from the chart, the quality of service from the second hypothesis is positively related to the intention to purchase the customer. Sig is 0.02. Because it is less than 0.05. Hence, reject H0 and accepts H1. Through the establishment of this hypothesis, this shows that the quality of online services is very important. because the quality of service is a very important factor for Chengdu people to buy online.

3

Hypothesis 3

H0: There is no significant relationship between Product quality influence on consumer Purchase Intention in Chengdu.

H1: There is no significant relationship between Product quality influence on consumer Purchase Intention in Chengdu

$$\alpha=0.05$$

$$T \text{ test} = 1.730$$

$$P\text{-value} = 0.084 > 0.05$$

If the P value is < 0.05 , H0 is rejected.

From the point of view chart, P-value is more than 0.05. This chart shows that there is no positive correlation between product quality and purchaser. Therefore, this value is rejected. This problem is rejected by this factor, indicating that the quality of the product does not directly affect the purchase of Chengdu people.

Hypothesis 4

3

H0: There is no significant relationship between Express delivery speed influence on consumer Purchase Intention in Chengdu.

H1: There is no significant relationship between Express delivery speed influence on consumer Purchase Intention in Chengdu.

$$\alpha=0.05$$

$$T \text{ test} = 1.730$$

$$P\text{-value} = 0.740 > 0.05$$

If $P < 0.05$, then H0 is rejected.

From this table, we can see that the P value is very high. It also shows that there is no positive relationship between express delivery and consumers' purchase intention. Therefore, the value of the P should be rejected.

4.7 Conclusion

This chapter focuses on the results of research based on data analysis. SPSS statistical software version 23 is mainly used to measure hypothesis testing.

This chapter summarizes the results of the three sections of the Data Analysis chapter. Generally, the main background of the respondent will be described, and the intention of Chengdu people to purchase online will be described. Since it can be easily identified from the classification results, there are the most Chengdu people in the 22-35 age group. Most of them earn less than 6,000 RMB, and the highest level of education is the highest level of education. From this chapter, women have more online purchases than men. In addition, understanding the relationship between each variable of demographic data can help us build a complete background of potential customers interested in the value proposition and characteristics of the service. The results show that the four factors in e-commerce will have an influence on Chengdu consumers' purchase intentions.

Chapter 5 Discussion, Conclusion and Recommendation

5.0 Overview

The main content of this chapter is to make conclusions and recommendations based on Chapter 4 data survey results and data analysis. The research survey of Chengdu people sample was 400. There are 400 Chengdu people answers to online questionnaire by collected to test.

5.1 Discussion

5.1.1 Descriptive Analysis

The survey had 400 respondents, 31.5% of the respondents were men, and 68.5% of the respondents were women. From this point of view, there are more women surveyed than men. The number of respondents aged between 26 and 35 accounted for 57.75% of the total respondents. In this survey, the educational background of the respondents was master's degree or above and other qualifications. In this survey, Chengdu people earned monthly income. 9% of Chengdu respondents earned RMB2000-4000 per month, and 23.5% of respondents earned 4,000 to 6000 monthly income. Respondents earned 37.3% of their monthly income. 53.8 percent of people are over 6,000 yuan.

From the Cross-Tabulation section, most surveyed Chengdu respondents believe that online products are diverse, and prices are lower than physical stores and service attitudes are good. This shows that the majority of respondents' intentions for online purchases are very strong.

5.1.2 Measurement scale summary

Test subject KMO p-value and the reliability of the test are reliable and available. Cronbach's Alpha benchmark is 0.70, which means that all Cronbach's Alpha variable values need to be above 0.70 to prove the data is reliable. Kaiser - meyer-olkin measures the value of the sample to be more than 0.6. In addition, the relationship between each independent variable is, this means that there exists no problem of multicollinearity.

5.2 Recommendation

Chengdu electronic shopping store for its convenience favored. Analysis of the demographic characteristics of respondent's society ¹⁴ that women prefer to shop online because of lower product prices, men are more valuable, faster and more convenient shopping. Based on the age group, the most important online shopping factors were analyzed. As a result, it was found that people with 22-35 years old chose online stores more because of lower prices and more types of products. In the survey through the online questionnaire, many respondents believe that the security of online shopping should be improved, because the network security problem is not a good guarantee for the personal property of the consumer. Consumers who use important factors in online shopping can target web developers and e-store owners.

We should change their marketing strategy and put customer orientation first. They should pay particular attention to the ease of use of online shopping services. Electronic stores should invest resources to better understand consumer behavior, future technology and their development. In addition, the intentions of purchasing products at different ages in the survey are also different. From the survey results, most people in Chengdu between 22-35 years old have the price of online shopping, the quality of products, the attitude of online services and express delivery speed. In the study, shoppers were less concerned with this level of familiarity and more concerned with the reputation of companies that enhance customer trust. Then, it is suggested that merchants should carefully consider online shopping website and increase customer ⁴ trust through website content, such as information content and more humanized website, so as to improve customer service and make reputation more potential customers.

The results show that the online shopping behavior depends not only on the operating characteristics of the online system, its ease of use and perceived usefulness, but also on the possible increase in consumer trust in the online system. The antecedents of trust and technology acceptance are closely related to attitudes toward products and services and purchase intentions. Therefore, managers should consider these factors when planning an e-commerce system. The system should consider the system interface, and the characteristics of the system are trusted by the seller to increase attitude and increase shopping productivity.

Online shopping experience, product quality and service quality are the main factors of online shopping. First of all, the advantages of the young age will prompt consumers to pay more attention to product information research and product population. Secondly, the previous online shopping experience can enhance online shopping. Acceptance, loyalty, trust and willingness to buy virtual stores and products; In addition, customers' attitude towards privacy may lead them to stop online transactions. Sean divides customers into four categories based on privacy. In addition, online consumers' anxiety and caution due to risk perception may lead to their serious attention to the decision-making process.

Ultimately, the price is very critical in online shopping, and the cheap price is the main reason why customers shop on the Internet, while a comprehensive and high-speed website may reduce the time for online shoppers. In addition, customers can choose books and other search products because of the relatively low risk compared to products such as fabrics. In addition, good post-purchase services increase customer satisfaction, which will form the customer's intention to shop online.

Respondents seem to value the possibility of looking for lower prices when shopping through electronic channels. As a result, online shoppers tend to be more price sensitive and may lead to retail segments that are more price sensitive. It should be suggest that many entities establish network-based point of sale so that they can differentiate between price-sensitive consumers and consumers who are less sensitive to prices. The other important thing about this result is that if the price of shopping and the shopper is always going to "click and leave" a better deal, it will be very difficult to make and maintain online shoppers for certain royalties. Therefore, competition may be based on other trading attributes.

With the increase of electronic market sellers, consumers search efficiency will be affected, because of the extra sellers may give consumers search and assessment of the additional cost. Moreover, the return on a search is often diminishing. Due to find and evaluate new solution costs continue to increase, in considering the cost of other alternatives under the condition of higher than expected, has achieved this. At this point, the consumer will not look for a substitute. Because the cost of shopping is not trivial, the extent to which the Internet can help consumers make more valuable purchase decisions is an outstanding issue. Some consumers may consider the online search effort to be low, but others may not think so. This section explains why the search efforts in our studies have no significant impact on customer channel switching.

The speed of online shopping express is also very important to the consumer's purchase intention. In the delivery of express delivery, not only the speed is guaranteed, but also the quality of the product. In most of the Chengdu population in this survey, express delivery is very fast. However, some investigators believe that the speed of express delivery is very slow.

5.3 Conclusion

Due to the lack of individual theoretical knowledge and capacity, and the limitations of time, samples, and field, the researchers have ample room to explore the subject of this article. Here's the study hypothesis.

Further research can be implemented in several ways. First of all, it is better to conduct in-depth research on all aspects of the factors influencing shopping behavior on the Internet. For example, the factors affecting online shopping in Chengdu and how to influence the consumption behavior of young people during online shopping are worth considering. The effectiveness of customer online shopping behavior is important for proposing different marketing strategies for virtual stores; in addition, the impact of education and revenue on online consumer behavior needs to be studied. The penetration rate of online shopping in Chengdu has changed. In addition, the study also listed the relationship between network shopping experience and network shopping risk perception. Secondly, in the empirical study, we can use the SPSS statistical analysis software such as, to look into the reliability and validity, to ensure the accuracy of the survey. Then descriptive statistics are analyzed, factor analysis is used to abstract the key influencing factors of customers' online shopping behavior, and analysis of variance is used to evaluate the impact of demographic variables on other variables. Finally, based on the relevant analysis and regression analysis of the research questions, the influencing factors model of consumer online shopping behavior was established.

At last, as e-commerce theory needs to be further developed, the business mechanism of online shopping is still in the improvement stage. Therefore, as time goes by, the influencing factors of customer online shopping behavior will also change. In reaction to the phenomenon, the researchers according to the variation of network consumption environment is necessary to track related factors.

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Dear responder :

The development of advance technology and science progress, E-commerce become more and more popular to young people in the modern society. So, most young people liked to purchase of intention. The blow my questionnaire, my questionnaire major content is that including customer purchase of service quality, product quality, express delivery speed and competitive-pricing independent variable on the internet.

Questionnaire survey

Service quality

I think the online shopping service has a good reputation.	1	2	3	4	5
I think the online shopping safety factor is high.					
I think the online shopping experience is very good.					

I think the after-sales service for online shopping is very good.					
---	--	--	--	--	--

Product quality

I think online products have a guarantee of quality.	1	2	3	4	5
I think the value of online shopping products is high.					
I don't think there is any counterfeit goods in online shopping.					
I think online product quality is more durable than physical stores.					

Express delivery speed

The express delivery of e-commerce is very reliable.	1	2	3	4	5
The delivery competence of e-commerce is very strong.					
I think the delivery of e-commerce is very timely.					
E-commerce purchases are delivered very fast					

Competitive-pricing

In e-commerce, you can always choose a different store to make a comparison of the purchase price.	1	2	3	4	5
I think ecommerce prices are lower than physical stores.					
I think that online Shopping is often discounted.					
I think there are many online stores that are free for online shopping.					

Purchase customer intention

	1	2	3	4	5
Online shopping is very convenient.					
Variety of online shopping products.					
I think that online buying sites are reliable.					
E-commerce products have low transportation costs.					

1 means Strongly Disagree.

5 means Strongly Agree

what is your age?

- 18-22
- 22-26
- 26-35
- Above 35

What is your gender?

- Male
- Female

What is your education level?

- Diploma
- Degree
- Master
- Doctor
- Other

What is your monthly income?

- ¥ 0-2000
- ¥2000-4000

- ¥4000-6000
- Above 6000

How much do you spend online on a month?

- ¥ 0-500
- ¥ 500-1000
- ¥ 1000-2000
- ¥ Above 2000

Thank for your answer

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