

Study on the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

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Abstract: This study was reviewed to examine how third-party channels affected HPV vaccine uptake and awareness, knowledge, and attitudes related to HPV and HPV vaccine. Study inclusion criteria were raw data collection on third-party and HPV and HPV vaccination for the study to gain insight into how public awareness affected HPV and HPV vaccine-related knowledge, attitudes, and behavior. The three study objectives were; to construct a new research model of women's willingness to use third-party channels for HPV vaccine appointments; to explore the overall status of women's willingness to use third-party media for HPV vaccine appointments, and to outline factors of women's willingness to use third-party channels for HPV vaccine appointments.

Keywords: Willingness to Use; Third-Party Channels; HPV Vaccine Appointments

1. Introduction

Protecting people's health should be placed in a strategic position of priority development, adhere to prevention first, and thoroughly implement the Healthy China Action. Under such a policy background, the public's health awareness has gradually increased, and at the same time, women's health issues have also attracted widespread public attention. More and more women are aware of the dangers of cervical cancer, and HPV vaccination is recognized as an effective way to prevent cervical cancer. It can reduce the incidence rate by more than 70%. Therefore, the awareness of cervical cancer vaccination continues to increase among women enhancing in the group. Given the significant number of female groups, the supply of vaccines cannot meet the demand at all, and females are generally unable to make appointments for vaccinations. As a result, third-party channels for HPV vaccine appointments have quickly become available. The third party provides vaccine appointment services for women by charging hundreds to thousands of service fees. Therefore, this article mainly studies the third-party channels for female consumers to reserve HPV vaccines. The willingness to use, and based on the research results, provide reference opinions on how to promote better HPV vaccine appointments through official channels.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In a theoretical sense, most of the research focuses on the cognition, attitude, and behavior of the HPV vaccine. Few studies on vaccine appointments and fewer studies on third-party channels for HPV vaccine appointments. Most of the literature is based on previous studies on cervical cancer, HPV vaccine, third-party media, and consumer behavior in selecting research models. This paper takes women as the research object, combines the theory of trust, perceived value, and planned behavior, and explores the influencing factors of women's HPV vaccine reservation third-party channel willingness to use from multiple dimensions.

2.2 Practical meaning and value

In recent years, in terms of practical significance, the awareness of cervical cancer vaccination has continued to increase among female groups. In addition, the national 14th Five-Year Plan states that we must adhere to the principle of prevention and implement the Healthy China Action. Therefore, the number of women vaccinated against cervical cancer continues to rise. However, since my country's cervical cancer vaccines mostly rely on imports, the production process is complex. The output is small, and it cannot meet the enormous demand market, resulting in many women having no way to make an appointment. When a vaccine is hard to find, the emergence of third-party channels undoubtedly provides a new idea for women. In addition, the vaccination of cervical cancer has a strict age limit and adheres to the principle that the sooner the vaccination, the better the optional means. Therefore, researching women's willingness to use third-party channels has relatively strong representativeness and research value and can better provide a reference value for official channels.

3. Understanding the Influencing Factors of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

3.1 Model of willingness to use

According to Davis's theory of rational behavior (TRA) and planned behavior (TPB) based on psychology, the Technology Acceptance Model (TAM) is proposed, the user's willingness to use will be affected by the attitude of use. Jin: et al. (2021)^[1] in the research on the usage behavior of paid Q&A users, the VAM (Perceived Value Acceptance Model) is integrated with the perceived value theory, technology affordability theory, and opinion leader theory, and a new research model is proposed for consumption willingness.

3.2 Models of perceived value

Jin; & Freeman. (2017)^[2] empirical study on consumers' online ticketing channel selection behavior pointed out that perceived gains and losses affect perceived value and usefulness, and service quality affects perceived gains and perceived cost and value. Risk affects perceived failures.

3.3 Model of initial trust

Wan: et al. (2019)^[3] divided the initial belief into computational faith and intuitive trust in the research on the generation mechanism of the construction project owner's initial confidence in the contractor and its impact on control and adopted the ability and reputation, respectively. As well as quality and mutual communication as elements under computational and intuitive trust.

3.4 Models of perceived usefulness

Wang: et al. (2020)^[4] pointed out in their research on the willingness of the public to vaccinate against influenza that media exposure has an impact on perceived usefulness, and the theoretical model constructed is shown in different aspects through media to consumption intention.

4. The Countermeasures for the Influencing Factors of the Willingness to Use Third-Party Channels for HPV Vaccine Appointments among Chengdu Female Consumers

4.1 Usage intention

According to rational action theory, a person's behavior is influenced by their choice to act. This intention is determined by people's attitudes and subjective feelings about the behavior.

4.2 Perceived value

Perceived value is the customer's perception of the value or expectations of a product or service, especially compared to competitors' products. Perceived value is measured by the price the public is willing to pay for a good or service.

4.3 Initial trust

Trust reflects the willingness of one party to be vulnerable to the other party's behavior based on positive expectations of the other party's motives and behavior.

4.4 Usage attitude

Usage attitude refers to the users' assessment of the desirability of using a particular product or service with their affective response to accept or reject it.

5. Conclusion

There is a significant positive impact. Perceived gains and perceived losses have a significant positive effect on perceived value. Computational trust and intuitive trust have a significant positive impact on initial confidence. Economic risk and psychological risk have a significant positive impact on perceived risk. Media contact and social influence have a significant positive impact on perceived usefulness. Perceived service quality and perceived usefulness have a significant positive impact on perceived gain. Perceived cost and perceived risk have a significant positive impact on perceived loss, ability, and reputation. It has a significant positive impact on computational trust, and quality and mutual communication positively impact intuitive trust.

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