

A study on the influence of consumer trust on purchase intention of cross-border e-commerce platform based on perceived risk

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Abstract: With the continuous development of network technology, it has brought tremendous changes to people's production and life style, and provided people with high quality service. At the same time, people's way of shopping has gradually changed, the e-commerce platform has gradually become the main shopping channel for people. With the increasingly vigorous development of e-commerce platforms, the competition among e-commerce consumption platforms is also becoming increasingly fierce, and the important role of the relationship between consumer trust and purchase intention is gradually highlighted.

Key words: perceived risk; Cross-border e-commerce platform; Consumer trust; Willingness to buy

Introduction

In recent years, with the continuous development of information technology and the continuous improvement of China's economic strength, the development momentum of cross-border e-commerce industry is also irresistible. According to relevant data, in 2016 China's cross-border e-commerce transaction volume of 6.7 trillion yuan, as of 2022 cross-border e-commerce scale has reached 15.7 trillion yuan, which has become a new way for China's foreign trade development. In order to encourage more enterprises and individuals to participate in the field of cross-border e-commerce, the Chinese government has formulated corresponding systems and standards, and continuously optimized and adjusted relevant policies according to the development situation, creating a good development environment for the development of relevant enterprises, and laying a solid foundation for the healthy, standardized, sustainable and harmonious development of the cross-border e-commerce field. In 2018, in order to stimulate the development of cross-border e-commerce, the Chinese government reduced tariffs on some consumer goods. This policy can not only promote more high-quality foreign goods to enter China to meet the growing consumer demand of the people, but also greatly promote the development of the e-commerce industry.

With the continuous improvement of China's economic strength and the continuous improvement of people's economic strength, the opportunities for consumers to understand and contact foreign goods are also constantly increasing. At the same time, because foreign goods have the quality recognized by the public, therefore, the demand for Chinese consumers to buy foreign goods is also continuing to increase. With the continuous development of cross-border e-commerce platforms, at present, domestic consumers can have more channels to buy foreign goods. In addition to business trips, tourism, acquaintance purchasing, large shopping malls and other purchasing channels, consumers can gradually use cross-border e-commerce platforms to achieve the purpose of purchasing foreign goods.

I. Current research status of consumers' Internet purchase intention

It is of great significance and function to study consumers' Internet purchase intention. Through the study of consumers' purchase intention, it can help e-commerce enterprises optimize and reform their business models, and continuously improve the service quality of cross-border e-commerce, so as to provide more high-quality services for consumers, so as to effectively meet people's needs in life. In this regard, in the field of consumer purchase intention, a large number of students have conducted research on it; In 2003, after analyzing the difference between traditional shopping environment and online shopping environment, a student named Cases believed that consumers would take eight kinds of risks. Some scholars also made new analysis and research on the composition of the perceived risks of online shopping consumers through empirical methods. Li Guanghui, Dong Dahai and other students conducted research through interview methods and added service risks on the basis of previous studies.

II. The research significance of consumers' Internet purchase intention

1. Theoretical significance

First of all, this topic mainly focuses on the topic of "Research on the impact of consumer trust on purchase intention of cross-border e-commerce platform based on perceived risk". The analysis and practical research carried out can further enrich the research results in this area and provide research reference for relevant people.

2. Practical significance

Under the current social background, in the face of consumers' demand for improving the quality of life, research on the factors existing in cross-border e-commerce platforms can affect consumers' purchase intention, which will help cross-border e-commerce enterprises optimize and rectify the platforms, actively promote the innovation and development of cross-border e-commerce platforms, and further improve the quality of cross-border trade. To better meet people's needs for consumption upgrading and improving the quality of life.

III. Definition of relevant concepts

1. Concept of cross-border e-commerce

(1) Cross-border e-commerce concept

In the narrow sense, cross-border e-commerce and cross-border retail are basically the same. After consumers and merchants reach an agreement, purchase related goods, and complete the entire business transaction and payment settlement process, e-commerce enterprises will deliver these goods to consumers through cross-border logistics to complete the transaction process. Cross-border e-commerce and cross-border retail will also provide users with after-sales service.

In a broad sense, it is basically the same as foreign trade e-commerce. Cross-border e-commerce also needs to complete trade exhibition, negotiation, transaction settlement, after-sales service and other processes through e-commerce, and transport related products to users through cross-border logistics, so as to complete transactions.

(2) Concept of cross-border e-commerce platform model

Compared with the traditional international trade model, cross-border e-commerce platforms have obvious differences and differences. For example, there are obvious differences in the trading links and product differentiation. Cross-border e-commerce platforms have significant advantages, showing diversification, which can effectively reduce unnecessary links in trade, thus reducing transaction costs and improving economic benefits.

2. Consumer trust theory

As early as before cross-border e-commerce, a large number of scholars began to carry out research on trust in different directions. Even today, there is no unified definition of trust. In sociology, scholars define trust as “accepting that the other person has the potential to harm us, but having confidence that the other person will not harm us.” In the field of psychology, trust is also defined as “the expectation that an individual or a team can be trusted through language, writing, oral expression or writing”;

And marketing defines trust as “the willingness of a trusted partner to rely on it.” According to the research object and background of this paper, the author believes that consumer trust is “the idea that consumers think traders are trustworthy and willing to take the hurt”.

3. The theory of perceived risk

According to the perceived risk theory, consumers have a certain degree of uncertainty in the process of consumption, and they tend to have certain doubts about the purchase process and the result of the purchase. Similarly, perceived risk also belongs to the executive risk perception of consumers. It is not necessarily a risk, but such perceived risk will have a serious impact on consumers’ purchase decision, so that they will not continue shopping or have a long hesitation period.

IV. Research on the impact of consumer trust on the purchase intention of cross-border e-commerce platforms with perceived risk

For consumers, perceived risk is a relatively important obstacle factor in the process of considering cross-border e-commerce platform shopping. It is closely related to consumers’ trust and purchase intention. Consumers need to bear certain risks in the process of choosing cross-border e-commerce platforms, among which there are many determined factors. In order to alleviate the risks of consumers’ consumption on cross-border e-commerce platforms, consumers’ trust and purchase intention should be constantly improved, so as to successfully complete transactions. In the process of research, this topic is based on the population between 25 and 40 years old, and adopts the method of random questionnaire to conduct the investigation. The questionnaire is mainly divided into three parts. The first part is personal information, including overseas shopping experience and overseas living experience, and the second part is the experience of using cross-border e-commerce platform. The third part is about trust. A total of 110 questionnaires were distributed in this study, 108 were recovered, and the success rate was 98%. In addition, in the process of cross-border e-commerce platform shopping, consumers buy the most fresh fruit products, followed by digital products. Most of the participants in the paper survey have participated in the same type of products, so they have high trust in them and strong purchase intention. According to the data analysis, the respondents have the highest trust in Tmall Global and the lowest trust in Jumei Youpin. In the process of consumption, consumers tend to choose cross-border e-commerce platforms for shopping according to their trust, the main purpose of which is to reduce their own risks and better meet shopping needs.

V. The optimization strategy of the impact of consumer trust on purchase intention of cross-border e-commerce platform based on perceived risk

1. Improve the rule of law and provide protection for consumer shopping

In the process of the development of cross-border e-commerce, in order to better meet the shopping needs of consumers, enhance their trust and increase their willingness to buy, the relevant government departments should actively play their own roles and values, optimize and reform the cross-border e-commerce industry from multiple perspectives and aspects, so as to create a good cross-border e-commerce business environment and industry guidelines. Thus providing an important guarantee for consumers’ shopping. For example, relevant government departments should formulate and issue relevant laws and regulations to formulate effective norms and guidelines for the cross-border e-commerce industry, so as to encourage cross-border e-commerce to provide consumers with high-quality goods and meet their shopping needs. By doing so, government departments can not only enhance the credibility of the entire industry, but also effectively reduce the risks that consumers need to bear. For example, in recent years, China has formulated the Trademark Law, which has effectively improved the cross-border e-commerce environment, strengthened the supervision of the industry, strengthened the control of multiple links

of cross-border e-commerce trade, and enhanced the overall trust, thus laying the foundation for economic upgrading.

2. Build a good business environment and improve the quality of online platforms

In the process of cross-border e-commerce housing exhibition, it should also be strong and standardized construction, promote the active participation of enterprises, and give full play to the role of the free trade area, so as to ensure that enterprises can choose the right port for cooperation according to their actual situation, so as to build a good competitive environment to meet the needs of enterprise development. At the same time, e-commerce enterprises should continue to improve the quality of cross-border e-commerce platform, and actively reform the website information to make it objective, accurate and effective, so as to better provide people with quality services and shopping experience. For example, in the Xiaohongshu e-commerce platform, different from the traditional “Wang Bo selling melons”, it is mainly carried out in the way of recommendation and evaluation, which is easier to be favored by consumers and can improve the authenticity of consumer shopping.

3. Strengthen privacy protection and reduce perceived risks

At present, with the gradual enhancement of people’s concept of the rule of law, more and more people begin to pay attention to and attach importance to their own privacy security. Such as information security, payment security and so on. In this regard, cross-border e-commerce also needs to strengthen the protection of consumer privacy security in the development process, build a safe and stable trading system, strengthen the supervision of goods sources, establish and improve the return and exchange mechanism, strengthen platform supervision, and establish a powerful service system to provide users with high-quality after-sales service. Through a variety of measures, in order to enhance the user’s trust, reduce the perceived risk.

Concluding Remarks

In a word, in the current era, the cross-border e-commerce industry has developed vigorously, which has greatly changed people’s shopping lifestyle. In this context, cross-border e-commerce enterprises should also use a variety of ways and means to continuously reduce consumers’ perceived risks and enhance their trust, so as to continuously build a good cross-border e-commerce situation and meet the needs of consumers.

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