

# Study of the Influence Mechanism of Internet Shopping Mode on Sichuan Consumers' Purchase Intention of Maternal and Infant Products

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**Abstract:** Online shopping has become essential for worldwide communication between businesses and consumers. The development of online shopping has attracted more parents to purchase infant products online. Online shopping has become a popular and convenient shopping style. Despite the growth of online shopping and e-commerce infrastructure, this development has created new problems and challenges in the online market. In an online environment, online shopping is regarded as a risky activity. Purchase intention is affected by the perceived risk, which can be a reason for customers not to purchase online, and a business must consider the perceived risk. This study focuses on influencing factors of perceived usefulness, perceived ease of use, perceived risk, perceived service quality, perceived popularity, and online shopping experience relating to parents' purchase intention. The three research objectives are; to analyze the influence mechanism of Internet shopping mode on Sichuan consumers' purchase intention of maternal and infant products in Sichuan, to explore the influence mechanism of Internet shopping mode on Sichuan consumers' purchase intention of maternal and infant outcomes, and to propose the improvement of online purchase strategy in maternal and infant products for Sichuan parents.

**Keywords:** Internet Shopping Mode; Purchase Intention; Maternal and Infant Products

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## 1. Introduction

With the rapid development of "The Internet +" and the advent of the "big data" era, e-commerce is more convenient and faster. Nowadays, more and more consumers tend to use the Internet and e-commerce to meet their shopping needs. Maternal and infant products have become one of the best-selling products in the current e-commerce market and are the main driving force for developing the Internet shopping model. The rapid development of the Internet has driven the result of many industries and subverted the traditional industry model. The emergence of the Internet shopping model allows people to experience more convenient shopping and product selection. In the era of the Internet economy, with developed networks and convenient transportation, consumers can purchase maternal and child products of better quality through more consumption channels. To this end, this paper focuses on the consumers in Sichuan to explore the influence mechanism of Internet shopping mode on Sichuan consumers' willingness to purchase maternal and infant products.

## 2. Theoretical Basis

### 2.1 Theoretical Significance and Value

This paper combines theories and methods of Internet shopping mode, technology acceptance model theory, perceived risk theory, etc., focusing on the sampling area of consumers in Sichuan, to discuss and analyze the influence mechanism of Internet shopping mode on Sichuan consumers' willingness to purchase maternal and infant products, and to further enrich the corresponding theoretical content is of theoretical significance.

### 2.2 Practical meaning and value

This paper combines theories and methods of Internet shopping mode, technology acceptance model theory, perceived risk theory, etc., focusing on the sampling area of consumers in Sichuan, to discuss and analyze the influence mechanism of Internet shopping mode on Sichuan consumers' willingness to purchase maternal and infant products, and to further enrich the corresponding theoretical content is of theoretical significance.

### **3. Understanding the Influence Mechanism of Internet Shopping Mode on Sichuan Consumers' Purchase Intention of Maternal and Infant Products**

#### **3.1 Internet Shopping Mode**

Bai; & Xie. (2017) <sup>[1]</sup> proposed Internet shopping model: 1. traditional e-commerce model: Taobao, Tmall, Jingdong, and other traditional e-commerce platforms. There is a wide variety of products here, and they can buy all kinds of things, including virtual products. 2. Social e-commerce model: In this model, you can buy products with friends at a relatively low price, which is lower than when you receive coupons and place an order on Tmall and JD.com because some e-commerce platforms and businesses mainly use social media, so that more people can buy for benefits. To achieve the goal of small profits but quick turnover, typical platforms include Pinduoduo, Suning, JD.com, etc.

#### **3.2 Technology Acceptance Model**

Davis (1989) <sup>[2]</sup> proposed the Technology Acceptance Model to explain the determinants of the widespread acceptance of computers. The Technology Acceptance Model offers two main determinants: 1 Perceived usefulness, which reflects the degree to which a person believes that using a specific system improves his job performance; 2 Perceived ease of use, reflecting how easy a person finds a particular approach to use. There are two primary theoretical sources of the technology acceptance model. Among them, perceived usefulness stems from the expectation model, which argues that if a system does not help people improve their job performance, then the system will not be liked by people. Perceived ease of use can be derived from the theory of self-efficacy: self-efficacy judgments and outcome judgments. Self-efficacy is similar to perceived ease of use, which refers to an individual's ability to think that he can perform specific tasks well; outcome judgment is identical to perceived usefulness, which refers to the ability to perform a particular behavior well once it is executed well and get good results.

#### **3.3 Perceived Risk Theory**

Shan; et al. (2014) <sup>[3]</sup> proposed that the original concept of perceived risk is derived from psychology. Consumers' purchase behavior may not determine whether the expected results are correct, and some may make consumers unhappy. Therefore, consumers' purchasing decisions imply uncertainty about the outcome, which is the original concept of risk. Perceived risk is defined as the variability in the potential effects of the goods or services purchased by consumers when shopping

### **4. The Conceptual Framework for the Research Study**

#### **4.1 Internet Shopping Mode**

Online shopping is a form of e-commerce that allows consumers to purchase goods or services directly from sellers over the Internet using a web browser or mobile application. Consumers find products of interest by visiting the retailer's website directly or searching among alternative suppliers using a shopping search engine that shows the availability and pricing of the same product at different e-retailers.

### **5. The Influence Mechanism of Internet Shopping Mode on Sichuan Consumers' Purchase Intention of Maternal and Infant Products**

Yu: et al. (2021)<sup>[4]</sup> retained the original essential variables of perceived ease of use and perceived usefulness; the model is expanded. Through relevant theoretical foundations, it is possible to find perceived safety, cross-border online shopping experience, and cross-border e-commerce. Based on the variables of the environment reference group, the hypothetical model of this study on the cross-border online shopping intention of maternal and infant products was established; by exploring five factors perceived usefulness, perceived ease of use, perceived safety, cross-border online shopping experience, and cross-border reference group The influence of online shopping intention, it is concluded that these factors are positively related to the cross-border online shopping intention of maternal and infant products. Based on the above analysis conclusions, suggestions for the operation of cross-border maternal and infant e-commerce enterprises are put forward, including a focus on cross-border e-commerce Refer to the influence of groups on consumer groups, and play the role of opinion leaders; improve the safety of cross-border online shopping for consumers; optimize cross-border shopping experience; simplify the shopping process.

## 6. Conclusion

Maternal and infant products are primarily concerned with product safety because babies are delicate and require special care. Then there's comfort and practicality. The second is service, that is, better service, including in-sale service and after-sale service, with a good attitude and treat customers like friends. Attract repeat customers; customers recommend friends to buy. Both product quality and service level are essential. Affected by the pandemic, maternal and infant consumers have promoted online consumption due to travel inconvenience and the exclusion of offline occasions. With the continuous deepening and improvement of online maternal and infant services and the Internet shopping model, the number of maternal and infant users has improved further. The stickiness of using internet mother and baby platforms online. Based on the rapid development of my Internet shopping model, the analysis and research on the influencing factors of consumers' purchase intention have been deepened. To achieve the sustainable development of various e-commerce platforms, controlling consumers' purchase intention, and implementing reasonable measures and methods to influence consumers' subjective willingness is necessary. Put forward targeted opinions, and then realize the improvement of consumers' willingness to buy. For this reason, it is necessary to deeply understand the importance of the research on the influencing factors of consumers' purchase intention of Internet purchase mode and then promote the development of my country's e-commerce platform.

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