

Study on the Influencing Factors of Underwear Product Purchase Intention under the Internet O2O Sales Model of Female Consumers in Sichuan Province

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Abstract: In recent years, with the booming development of Internet technology, fast payment function and logistics industry, online shopping has become the most important way of shopping in People's Daily life. In this environment, the scale of female online shopping users is increasing year by year. By January 2022, online active users have reached 582 million, and the penetration rate of comprehensive e-commerce is as high as 85%. In addition, China's underwear market is huge. As a necessity for most women, underwear has a stable development momentum in recent years. In 2022, the market size of China's female underwear industry is 133.9 billion yuan, and it is expected to reach 140.6 billion yuan in 2023.

Keywords: Female Consumers; O2O Sales Model; Purchase Intention; Perceived Risk; Perceived Value and Trust

1. Background

In recent years, with the booming development of Internet technology, fast payment function and logistics industry, online shopping has become the most important way of shopping in People's Daily life. In this environment, the scale of female online shopping users is increasing year by year. By January 2022, online active users have reached 582 million, and the penetration rate of comprehensive e-commerce is as high as 85%. In addition, China's underwear market is huge. As a necessity for most women, underwear has a stable development momentum in recent years. In 2022, the market size of China's female underwear industry is 133.9 billion yuan, and it is expected to reach 140.6 billion yuan in 2023.

2. Research objectives

Analysis of the influence of female consumers' online influence on underwear purchase intention.

Explore the influence mechanism between several groups of factors.

According to the statistical analysis results, compare the importance of each factor, and formulate targeted marketing strategies to improve the willingness of female consumers to buy underwear online.

3. Range of study

3.1 Significance and value

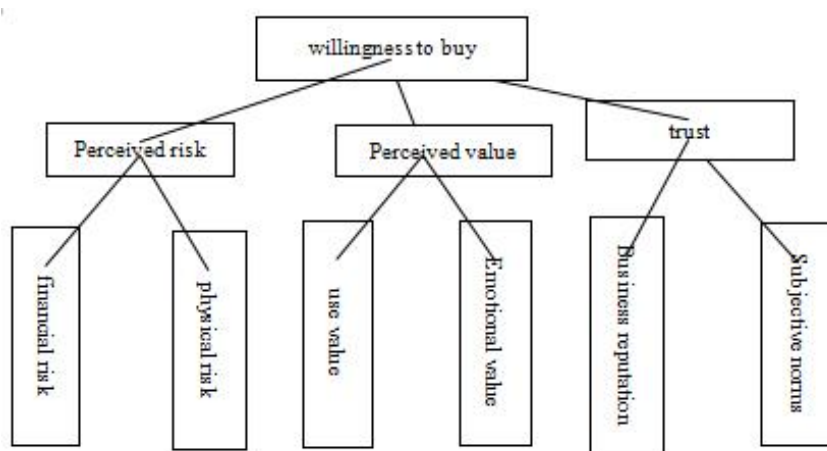
In terms of theory, this study in the classic literature on the basis of domestic and foreign, has consumer behavior theory as the foundation, to explore the female consumer Internet O2O sales model of underwear products purchase intention influencing factors, build a can fully explain female consumers O2O sales model of intrinsic mechanism model.

Actually, this research clarifies the influencing factors that promote or inhibit the purchase intention of female consumers for underwear under the O2O sales model, so that the existing online underwear business operators can better meet the market demand and provide theoretical support for product development and marketing strategy. This will help domestic online underwear business operators to better understand the information of female consumers and obtain considerable economic benefits in the market have a certain practical value.

3.2 Regional demographic characteristics of the study

This research topic for the choice of regional limit, the researchers have own area as the main research area, and researchers according to their own research ability and ability and the scope of social resources, the category of sample collection for five cities in Sichuan, China, including Chengdu, Mianyang, Leshan, Yibin and Meishan. These five cities are large, medium-sized and small cities, which can increase the credibility of the study.

5. The conceptual framework of the study



5. Theoretical basis

Duan Shengli (2022) subdivided the level of perceived profit and perceived profit, and proposed a theoretical model for the influence of perceived usefulness, perceived entertainment, perceived cost, perceived risk and perceived value on the purchase intention of new energy vehicles. Xiong Xinping (2022) proposed that consumers' perceived value as an analysis path to form an overall research context of green consumption knowledge- -green perceived value- -green purchase intention. Yu Miao (2022) Research mechanism of the influence of root appeal on consumers' buying intention in the context of e-commerce live streaming. Xiang Yunfeng (2018) summarized the promotion strategy into two categories: price promotion and non-price promotion, and put forward a research model on the impact of online store promotion strategy on consumers' perceived risk. Li Mei (2021) divided perceived risk into four dimensions: physical risk, functional risk, cost risk and psychological risk, on the influence of perceived risk on travel willingness and the intermediary role of subjective norms. Gong Qun (2021) explores the main effect relationship between consumers' perceived value on the purchase intention of new energy vehicles, takes the consumers' trust in new energy vehicles as an intermediary variable, and explores whether the trust of products plays an intermediary role between the perceived value and the purchase intention. Zeng Guichi (2014) shows that in the group buying network of mobile e-commerce environment, six factors of consumers' past shopping experience, merchant communication, online shopping platform scale, mobile network technology, mobile terminal level and APP ease of usability have an impact on consumer trust. Yin Yaoling (2020) draws the following conclusion: perceived useful, perceived ease of use, perceived pleasure, personal innovation, reputation, subjective norms and trust can all have positive total effects on the willingness to use, and the total effect value of perceived useful is the largest, and the total effect value of personal innovation is the smallest.

6. Correlation studies

Bagozzi and Bumkrant (1972) suggest that the trend of consumer behavior can be determined to some extent by the intensity of consumers' willingness to purchase the product or service. In the later stage, by comparing the purchase intention and purchase preference, Schiffman (1981) believes that if consumers' purchase behavior can be accurately predicted, the potential guiding role of purchase intention on purchase behavior should be studied. This guiding effect reflects that a certain degree of consumers' perceived value positively affects the strength of the purchase intention of products or services. When the perceived value is large, consumers' purchase intention will also be enhanced, while otherwise, it will be weakened.

Conclusion

Current market at home and abroad all kinds of different types of online shopping platform in the rapid development, the number of customers is gradually increasing, more and more scholars for all kinds of online shopping platform from different angles to study, most of the research is for O2O mode of consumer purchase intention research, belongs to a wide range of research. Few exist in these studies for a kind of goods, for underwear this kind of goods, related research itself is less, but as the female consumers occupy online shopping main body, underwear the women indispensable products and gained a bigger market, and more and more women consumers are more willing to buy online underwear and other products, so for O2O mode, female consumers for underwear purchase intention influence factors research is very valuable. Therefore, through this study, the author hopes that under the O2O mode, the shopping experience of female consumers for underwear products can be improved in the future, and he also hopes to bring some help to the relevant research.

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