

Analysis the Influential Factors of Consumers' Purchase Intention in Online Shopping

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Abstract: The rapid development of Internet technology has affected the choices of shopping for a large number of people, the audience of online shopping is becoming more and more extensive, and the online shopping markets are growing rapidly. The online market that already has a considerable volume and the numbers are keep growing, the need to understand the factors influencing consumers' intention to buy and to explore the relationship between purchase behavior intention and purchase behavior is becoming more important and urgent. In this study, the research selected Taobao, the largest online shopping platform in China, as the target, and this study adopted Theory of Planned Behavior (TPB) as a theoretical model, examined the influence factors like attitude, subjective norm and perceived behavioral control of using Taobao on consumers' purchase intention, and the relationship between purchase intention and purchasing behavior. Then the study analyzed the data of two linear regressions after using SPSS. The data used to analyze the purchase intention of consumers, and the correlation between behavioral intention and behavior is calculated. This study helped to explore the impact of consumers in a new popular shopping way. And on this basis, how to capture consumers' buying psychology and promote them to make the purchase when they shop online.

Keywords: TPB, Attitude, Subjective norm, Perceived behavioral control, Purchase intention, Purchasing behavior

1. Introduction

1.1. Research Background

In recent years, online shopping had played a pivotal role in the economic system both in China and overseas and it becomes a new shopping trend. The market volume occupied by traditional physical consumption has gradually been eroded by online shopping. As a branch of e-commerce, online

shopping not only plays a role in promoting the birth and development of new economies and new business models, but also becomes an important part of China's economic development. According to the data released by the National Bureau of Statistics, in 2019, China's e-commerce transaction volume was 34.81 trillion yuan, ranking first in the world, and China's GDP in 2020 was 99.1 trillion yuan, and the online shopping transaction volume accounted for 1/3 of the gross national product [1]. According to the Statistics of March 2021, Alibaba has more than 800 million annual active consumers of retail market in China [1].

Take the largest e-commerce platform Taobao as an example, Taobao has become the largest gathering place for domestic e-commerce sellers. The merchants carry out a large number of social media marketing activities, for example, they create buzzes on "618", "Double Eleven", "Double Twelve" or other dates to attract consumers [2]. They also use "discount" and "coupon" as a marketing device to achieve extremely high sales [2]. Especially the "Double Eleven", it originated from a normal day and now it has become the hottest shopping period to Chinese people. According to the data from 2021, the final turnover exceeded 540 billion [2].

1.2. Research Gap

The huge economic benefits created by Taobao platform can raise everyone's attention, and from the huge transaction volume, the research can glimpse the huge shopping demands of consumers in online shopping and their strong purchase intention. Such high sales in very short period seem to be impossible to achieve at in-store sales, even the research take restrictions to in-store sales caused by the number of customers and the number of store staff into consideration. Therefore, the research team wonder: "Whether consumers feel huge differences on their purchase intention and purchasing behavior when they shop online compared to shop in physical stores?"

Based on this, the research team decided to conduct theoretical research to find and explore factors that may affect consumer purchase intention, and used data to compare whether there are some very different factors affecting consumers when shopping online.

1.3. Fill the Gap

This theoretical study based on TPB behavior will verify the influencing factors affecting consumers' purchase intention in online shopping, and refine it into the stage of stimulating demand and generating motivation, collecting information and comparing decision-making stage (purchase intention), implementing purchase stage (purchasing behavior), and finally analyzing whether there is a correlation between consumer purchase intention and purchase behavior through data processing.

In order to enhance the rigor and relevance of this study, the research team restricted the age of the participants. First of all, the team found that the main group of online shopping is the "millennials". The age group is experiencing the rapid development of the Internet, so their acceptance of Internet is generally higher than that of other age groups (this study excludes minors who do not have individual behavioral ability). In the literature, there are some differences in the birth terms for "millennials." While some authors define them as people born between 1982 and 1996, others take a broader approach, defining them as "millennials" born between 1980 and 2000 [3, 4]. Based on the above literature references, this study will survey the range of users born in 1980 to the present, that is, the user group in the age range of 18-40 years old.

2. Literature Review

2.1. Theory of Planned Behavior

Research based on the theory of planned behavior (TPB.) that owns a long history. TPB was proposed by Ajzen and evolved from the rational action theory (TRA) proposed by Fishbein and Ajzen in 1975. This theory has always been an important tool for predicting and understanding human behavior [5, 6]. Recent theoretical developments can be divided into five parts: Attitude; subjective norm; perceived behavioral control; behavior intention; behavior

Attitude refers to the individual's positive or negative feelings about the behavior, that is, the attitude formed by the individual's evaluation of this particular behavior after conceptualization, therefore, the components of the attitude are usually considered to be the function of the individual's significant belief in the outcome of the behavior. Yang et al. in 2013 explained the factors affecting the convenience of online shopping. The study proposes that the convenience of online shopping includes the convenience of website visitors, information search, product evaluation, information, and transportation transactions or purchases that affect the convenience of online shopping [7]. Based on it and the true data support of people using Taobao platform for shopping, people are more willing to choose Taobao platform for online shopping. With Taobao becoming more and more popular in China, customers prefer to choose Taobao platforms for online shopping, which is more convenient, and the brand effect of products on Taobao may affect customers' willingness to choose products.

Subjective norm refers to the social pressure that an individual feels when taking a particular behavior, that is, the pressure that an individual perceives from significant others or groups (such as parents, spouses, friends, colleagues, etc.) on whether he should perform that particular behavior. The stronger the positive subjective norm is, the easier it is to promote the behavioral intention to engage in the behavior. When people choose online shopping, most of them will ask the opinions of family and friends, so the opinions of friends and family have a significant impact on consumers' choice of Taobao platform shopping. If the family or friends of consumers have participated in the consumption on Taobao platform and have been unanimously praised, then consumers are easy to accept and willing to use Taobao platform for online shopping consumption. In daily life, the suggestions of important people around consumers often more or less affect consumers themselves, thus changing consumers' purchase intention. Therefore, based on this, this article will research whether the influence of family, friends or partners on customers will change their purchase intention.

Perceived behavioral control shows to the barriers that reflect personal past experience and expectations. When an individual believes that the more resources and opportunities he has, the fewer obstacles he expects, the stronger the perceived behavioral control of the behavior. It has an impact in two ways. From one hand, it has motivational implications for behavioral intentions, and the other is that it can also predict behavior directly. Consumers' previous shopping experience will influence on the future shopping decisions. Therefore, while consumers have more purchase experience for a given product and they are more likely to gain complex product knowledge [8]. For the same reason, the purchase experience has a similar influence on Internet users. When consumers do post-purchase evaluation, they produce relevant psychological feedback. These experiences will continue to influence subsequent shopping decisions, so shopping decisions are a circular feedback activity. Other studies have shown that online shopping experience affects purchase intention, although Internet shopping is only a few years away, the more experience a consumer has on the Internet, the more likely he / she will become an online shopper [9]. Online shopping experience owns a certain impact on consumers' willingness to shop.

Behavioral intention refers to the individual's judgment of the subjective probability of taking a particular action, reflecting the individual's willingness to take a particular action. Ma in 2016 studied the relationship between consumers' purchase intentions and the quality, quantity and communication

form of online word-of-mouth reviews. The relationship with people's purchase intention is not obvious [10].

Behavior is the actual action taken by an individual. Aizen believed that all factors that may influence behavior will indirectly impact on the performance of behavior through behavioral intention. It was affected by three related factors, one of which came from the individual's own attitude, that is, his attitude towards a particular behavior and another is derived from the outside. The term now refers to the 'subjective norm' that influences an individual's behavior: the last is derived from 'perceived behavioral control'. Subjective Norms, Perceived Behavior Control and Online Shopping Intention Perceived behavior control refers to a consumer's perception of personal control over the purchase of goods, which he or she believes affects the judgment of the risks and benefits of the purchase. Limayem et al. in 2000 observed in their research on the adoption of e-commerce that purchase intentions and perceived control directly influence effective behavior [11]. Therefore, based on TPB, this paper verifies the influencing factors of consumers' purchase intention in online shopping.

2.2. Important Results

2.2.1. Attitude and Purchase Intention

Yu, He believes that online shopping can affect the consumer's willingness to buy not only by browsing to the price and quality of goods related to online shopping sites to the service quality of consumers will also play a great impact [12]. Therefore, combined with TPB, the research shows that the experience of the service quality of Taobao platform will enable consumers to evaluate the online shopping platform in their hearts. It includes the degree of attraction of consumers to the pictures presented by the platform when they use it, the degree of difficulty in the operation of the purchase process, and the speed of receiving goods, etc. Service quality-related aspects, and then generate attitude cognition and judgment. Armitage and Conner proposed that the more positive the attitude towards a behavior, the stronger the intention of this behavior [13]. Therefore, the research will show that the attitude of consumers will have a certain impact on whether they are willing to continue to use the platform for shopping. Then put forward the hypothesis.

H1: Attitude is positively correlated with consumers' purchase intention.

2.2.2. Social Norms and Purchase Intention

Wen Xiaowei and some scholar believed that consumers are often inseparable from the influence of relevant subjects around them when making certain behavioral decisions in a specific living environment [14]. As the most popular online shopping retail platform in China, Taobao reflects strong information interaction. Users can realize the association of multiple platforms by binding accounts. The multiplicity of media makes it easy for social media platforms such as WeChat and QQ to understand each other's purchase intention. When people are more likely to share their purchase intention, they are more likely to receive decision-making intervention from people around them. For example, close friends and parents will make suggestions or opinions on the goods they want to buy. These are considered to have an impact on consumers' purchase intention in the theory of planned behavior, therefore, research hypotheses were proposed.

H2: Social norms are positively correlated with consumers' purchase intention.

2.2.3. Perceptual Behavior Control and Purchase Intention

TBP holds that perceived behavioral control is an expectation of future results before people take behavior, which will directly affect consumers' tendency and final behavior. Burger proposes that a sense of control is an individual's ability to predict, influence, change, and interpret events in the

environment [15]. Humans also have a strong desire for greater control. Perceptual control is the subjective feeling of personal actual control, which is based on the psychological state of actual control [16]. In the interpretation of TPB, Ajzen divided perceptual behavior control into two aspects. From one-part, perceptual control is derived from individual's understanding of their own psychological level. On the other hand, perceptual control also originates from the limitation of external resources. The study will show that consumers' purchase intention in Taobao is also affected by perception. Perception comes from both internal and external influences. When consumers have better expectations and recognition of the purchase behavior to be taken, their willingness will be further determined. When consumers' purchasing power is strong enough and their cost concerns are low, their purchase intention will also become stronger. Therefore, combined with the theory of planned behavior some assumptions were made.

H3: Perceived behavioral control is positively correlated with consumers' purchase intention.

2.2.4. Purchase Intention to Purchase Behavior

Based on the hypothesis that attitude, social norms and perceived behavioral control have a significant impact on consumers' purchase intention, the study further propose the hypothesis of the correlation between purchase intention and actual purchase behavior.

H4: The willingness to purchase is positively correlated with consumers' purchasing behavior

3. Method

3.1. Research Design

In this study, this research applied a questionnaire as the survey method. Yeon Ho Shin et al. had already made a maturity scale and this research took it as a reference [11]. Then this research modified the scale and used the Likert type five-point scale and Likert type seven-point scale to measure the items. The linear regression of SPSS was used to explain the correlation of the data to confirm whether the hypotheses were true. The questionnaire was designed on the professional questionnaire website called "WJX.cn". Before the formal distribution of the questionnaire, a small-scale pre-investigation was conducted, and the questionnaire was revised and improved according to the feedback. Finally, the questionnaire distribution lasted for a 24-hours period.

3.2. Analysis of Data

This research data was widely collected from WeChat groups and WeChat moments and it selected users who shops on Taobao as samples. Then this research collected and analyzed the data via the questionnaire. A total of 413 questionnaires were distributed on WeChat, and 413 were withdrawn. The questionnaire reserved users' ages (18-40 years old) required for the research and eliminated the invalid and wrong questionnaires. Finally, 403 valid questionnaires were finally screened out. The collection time was from 9am on August 1st, 2022 to 9am on August 2nd, 2022. From the gender of the samples, men accounted for 55.12% and women accounted for 44.88%; from the age of the samples, those who aged between 18 and 30 years old accounted for 74.55%, and those aged between 31 and 40 years old accounted for 25.45%; in terms of academic qualification, those who graduated from high school (including technical secondary school) accounted for 5.62%, those who were undergraduates (including junior college) accounted for 81.95%, while those who have studied for a master or doctor degrees accounted for 12.44%.

3.3. Data Analysis

All the data above were first imported into Excel to be checked if there were errors or discrepant data. The wrong date was filtered and then the valid data were imported into SPSS. This research completed two linear regressions. First, this research took Attitude, Social Norm and Perceived Behavioral Control as independent variables (X) and purchase intention as dependent variables (Y), and completed the first part of the data analysis through the regression equation. After that, the purchase intention was taken as the independent variable (X) and the purchase behavior was taken as the dependent variable (Y), and the second part of the data analysis was completed by the regression equation.

4. Results

As can be seen from Table 1, consumers' attitudes toward Taobao have significant impacts on consumers' purchase willingness, $p=0.022$ ($p<0.05$); the β coefficient is 0.076, which is statistically significant. The better the consumers' attitudes toward Taobao, the stronger their willingness to make the purchase. Also, the more negative the consumers think of Taobao, the lower their willingness to make the purchase. As the online shopping platform where vast majority of consumers make consumption, the quality of consumers' attitudes toward the platform will significantly affect their willingness to shop. Assume "Attitude is positively correlated with consumers' purchase intention" is valid.

Consumers' subjective norms have significant impacts on consumers' purchase willingness, $p=.00$ ($p<0.05$); the β coefficient is 0.453, which is statistically significant. It shows that people with better subjective norms will enhance their purchase intention. And the more negative they have subjective norms, the lower they will have purchase intention. Thus, the research tells that the assume "Social norms are positively correlated with consumers' purchase intention" is valid.

The consumers' perceived behavioral controls have significant impacts on the consumer's purchase intention, $p=.00$ ($p<0.05$); and the β coefficient is 0.374, which is statistically significant. It shows that consumers' perceived behavioral control will be interfered with by the consumers' psychological recognition and the assessment of their own financial circumstances, thus affecting consumers' purchase intention. The better consumer's assessment of their own financial circumstances, the stronger the intention to shop online they will have. Therefore, the factors of individual perceived behavioral controls have more essential and deeper influences on the willingness to shop on Taobao. Assume Perceived behavioral control is positively correlated with consumers' purchase intention is valid.

Consumers' attitudes, subjective norms, perceived behavioral controls have significant impacts on consumers' purchase intention on Taobao ($p < 0.05$), which are most of the factors that affect consumers' willingness to shop, R-squared is 0.572, which explains 57.2% of the factors that affect purchase intention, and some other factors are not among these three. The regression coefficients are 0.453, 0.374, and 0.076, respectively, indicating that people with better subjective norm, perceived behavioral control and attitude have greater impacts on the purchase intention. $F = 106.280$, $p < 0.001$,

Table 1: linear-regression analysis

Explanatory variable	Purchase intention			Purchasing behavior		
	Beta	t	significance	Beta	t	significance
Gender	-0.038	-1.140	0.255	0.224	4.529	0.000
Age	0.068	2.017	0.044	-0.066	-1.315	0.189
Subjective norm	0.453	11.318	0.000	—	—	—
Perceived behavioral control	0.374	9.374	0.000	—	—	—
Attitude	0.076	2.293	0.022	—	—	—
Purchase intention				-0.051	-1.039	0.300
F	106.280			9.411		
Significance	0.000			0.000		
R-squared	0.572			0.066		

indicating that the independent variables have a certain predictive ability to purchase intention. The changes of consumers' purchase intention can be predicted through the three factors in the study.

The consumers' purchase intention has no significant influence on the purchasing behavior ($p > 0.05$); the β coefficient is -0.051, which has slight significance in statistics. The changes on the consumers' purchase intention have little impact on the purchasing behavior. Assume "The willingness to purchase is positively correlated with consumers' purchasing behavior" is not valid.

What is more, "gender" in the scale has a significant impact on purchasing behavior ($p < 0.05$), and the β coefficient is 0.224, which is statistically significant. "Age" has no significant impact on purchasing behavior ($p > 0.05$), β coefficient is -0.066, which is not statistically significant. However, the model has a significant impact on purchasing behavior overall ($p < 0.05$), and the R-squared is 0.066, which explained 6.6% of the factors affecting purchasing behavior. $F = 9.411$, $p < 0.001$, indicating that the independent variable has a certain predictive ability to purchase intention.

5. Discussion

The results of linear regression analysis show that consumers' attitudes, subjective norms, and perceptual behaviour control will have a direct impact on purchase intention. These influencing factors in order of significance are: attitude ($\beta = 0.076$), perceptual behaviour control ($\beta = 0.374$), and subjective norms ($\beta = 0.453$). At the same time, consumers' attitudes towards the Taobao, social norms, and perceptual behaviour control are all factors that promote purchase intention.

Taobao official website data assert, it has nearly 500 million registered users, and more than 60 million users visit Taobao regularly every day. A large number of users have brought huge profits to Taobao. According to statistics, Taobao sells 48000 goods per minute. It can be said that it is by far the most popular online shopping platform in China. Combined with the above sales data and the specific variables studied in this paper, it can be inferred that the convenience of Taobao, good shopping experience, consumers' conformity psychology, consumers' economic strength and health awareness are all important reasons for the popularity of Taobao. It is suggested as follows:

The first point is to increase user stickiness from the Taobao platform design. As buyers and sellers, Taobao and consumers both influence and promote each other. The more convenient and interactive online shopping operation, the more optimized the process design, page layout and module settings will be more easily recognized by consumers. Conversely, high user stickiness and high trust value will greatly promote online shopping sales.

The second, build a good online and offline reputation. In consumption, people often have a "conformity effect", unconsciously taking the choice of the majority of people as the criterion. Some people follow the advice of people around them, and their willingness to buy is induced or strengthened by "psychological hints". Taobao platform can positively guide public opinion through online and offline activities and measures such as accurate publicity, increase user praise, improve customer service quality, and carry out public welfare activities, so as to realize positive consumer experience.

The third, launch multi price products for different levels of consumers. The economic strength of consumers has a significant impact on their willingness to buy. In order to attract users, Taobao can allocate the online rate of high, medium and low-end goods according to the proportion of user groups with different economic strength to meet the needs of consumers to the greatest extent.

Hypothesis 4 fails to predict, whether there must be a positive relationship between purchase intention and behavior deserves further discussion. American social psychologist Leon Festinger believes that there will be inconsistency and disharmony between individuals' attitudes and behaviors towards things, that is, cognitive dissonance [17]. Cognitive dissonance can affect the whole process of consumer's purchase decision. The uncertainty in online shopping makes consumers more prone to cognitive dissonance than in the physical retail environment. The consumption behavior research based on the planned behavior theory concludes that consumers' purchase intention affects behavior, but it is not equal to behavior. There is a gap between the consumer's purchase intention and purchase behavior, that is, the consumer's "will behavior" gap [18]. When the purchase intention and behavior are inconsistent, in addition to the consumer's own characteristics, they will also be affected by contextual factors [19]. Cultural environment, value orientation, lifestyle, reference group, information influence degree and other social situational factors will play a regulatory role between them.

6. Conclusion

The research is mainly based on the Theory of Planned Behavior (TPB) through the use of the questionnaire survey method, SPSS linear regression data method, and other related theoretical methods, especially adopting the methodological principle of excluding minors who cannot act personally, in the specific data analysis and research process questionnaire survey analysis measures using Likert five-point scoring method and seven-point scoring method, and the use of SPSS Linear regression was used to explain the relevance of the data, ensuring the scientific nature of the data and the rationality of the analysis.

The effect of attitude on consumer willingness to consume found in the study is positively correlated mainly because good or bad attitude is directly related to willingness to consume, and social norms are naturally affected due to the group attribute of people themselves, so it is positively correlated. The hypothesis of this paper has been proved to be valid, which shows the feasibility and scientific validity of this study.

This study can better clarify the fact that the correlation between consumption intention and consumer behavior is not proportional, and the analysis of data from TPB illustrates the substantial relationship between consumption intention and consumption behavior. It helps to explore how consumers are affected by the impact of new shopping methods. And the application of TPB to marketing can be useful to reverse the marketing theory from the perspective of consumer psychology

to study marketing strategies with a clear entry point. From another perspective, according to the findings of this study and the fact that the correlation between consumption intention and consumer behavior is not proportional. From the businessman's point of view, it is possible to better position consumption behavior precisely, such as immediate consumption, upgrade consumption, and fine consumption, and to evaluate the positioning and premium level of different brands, to clarify the main consumption objects; while consumers can clarify their immediate consumption, spiritual consumption, rational consumption, over-priced consumption and other concepts to assess the rationality of their consumption.

Combined with the results of this study and the relevant theoretical reliance, it can have good guidance for the company behind the network shopping platform, and can better stimulate them in the promotion of goods, specialization to create, different from offline stores. It can continue to explore strengthening the attractiveness of the network platform shopping, and continue to enhance the consumer favorite. It can effectively help the network shopping platform better study how to seize the consumer's purchase psychology, provide better service, promote the quality of new forms of online shopping upgrade, promote China's consumer field of consumption mode change, change in the concept of consumption, change in consumer behavior, achieve innovation and upgrade of the industry, and promote the sustainable development of the economy in the process of the constantly changing new shopping concept. It is also meaningful to consumers and can effectively help them to establish a scientific concept of consumption, to better rational consumption in life.

Although the methodology and approach adopted in the study are as scientific as possible, the shortcomings of the study are that it has not established a systematic research perspective and logical relationship between consumer psychology and merchant strategies, as well as online and offline consumer intentions and purchasing power segmentation. The methodology adopted is based on TPB, and there is still room for further improvement in terms of the rigor and scientificity of the study. Future research will adopt multiple methods, with the help of literature, market data comparison, consumer evaluation, and other aspects of the study, to improve the scientific nature of the conclusions.

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