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Motivations on Consumer Purchase Intention Based on Internet + in China's Cross-border E-commerce (CBEC)



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INTRODUCTION

1



CBEC FEATURES



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Cross-border E-commerce (CBEC) is defined as a set of procedures and organizational frameworks for *trading goods and services across international borders*.



They serve as unbiased review platforms for businesses operating globally to *transact commodities using highly effective cross-border logistics*.

E-commerce systems enable payment and settlement of business transactions, and the top 3 in 2022 have been identified as *Shopify, Magento Commerce, and BigCommerce* (Berman et al., 2022).

CBEC IN CHINA



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The two main trade models used in China's CBEC **are business-to-business (B2B) and business to consumer (B2C)** (Chen et al., 2021).

According to customs data (Li et al., 2022), CBEC import, and export **reached 1.69 trillion yuan** in 2020, a **31.1% increase** from the previous year.

More than **10000 traditional foreign trade enterprises** launched cross-border trade operations since 2014.

CBEC is a priority for foreign brands seeking market share in China (Fan, 2019). Companies from outside China can now sell directly to Chinese consumers **with minimal regulatory interference and policy support**.



Thus, the Chinese government has implemented several initiatives to prove e-commerce as a **both global and national policy**, enabling macroeconomic strategies for motivating purchase behaviors (Thiebaut, 2019).



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Purpose of the Study



Purpose of the Study



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This study investigates the impacts of *attitudinal attitude, social pressure, and product authenticity* on consumers' purchase intention in Cross-border E-commerce (CBEC) by combining *the theory of rational action (TRA) and signaling theory (ST)*.



The TRA and ST are the primary tools for *empirically measuring* consumer purchase intention. The consumer reactions to the *pre-purchase stage* are fundamental to any understanding of *the influence on purchase intention in cross-border E-commerce*.



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Literature Review



Literature Review



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Source	Variables	Definition
Park et al., (2005)	Product presentation	Online visual product presentation could provide a sense of fitness and a perception based on intuition that influences how consumers think about items which lower perceived risk and generate enjoyable purchase experiences.
Mou et al., (2020)	Product description	Product description provides detailed information on a product's features, benefits, composition, measurements, and use cases. The elements related to product description including attributes such as dimensions, materials, cost, and functions
Wathen & Burkell (2002)	Product authenticity	It refers to how much a consumer takes the information's plausibility into account. The validity or genuineness of a product that is being sold on the market is referred to as product authenticity which requires the identification by the authority.
Mirabi et al., (2015).	Consumer purchase intention	Purchase intention is a type of decision-making that examines consumer motivations for purchasing a specific brand and it is related to how consumers perceive, feel and act eventually, which is a development of emotion processing.

Literature Review



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Source	Variables	Definition
Fishbein, (1980)	Theory of reasoned	The theory of reasoned action emphasizes the premise that humans are rational, and it explicates the driving factors of consumer purchase behavior. TRA is widely applied to examine customers' intrinsic and extrinsic purchase intention components, which underlies the motivations of attitudinal attitude and subjective norms at the pre-purchase.
Baek et al. (2019) & Jian et al, (2022).	Signaling theory	Signaling theory aims to solve asymmetric messages and acknowledgment in sellers' and buyers' relationships by describing specific signal types which can be understood by the opposite parties. It is applied by dividing ST motivations into two categories: product presentation and product authenticity.
Agarwal and Prasad, (1998)	The subjective norm	The subjective norm (SN) establishes a subliminal rule that purchase intention is driven by social pressure, which is the other component that determines the outcome



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4

Theoretical Framework



Theoretical Framework

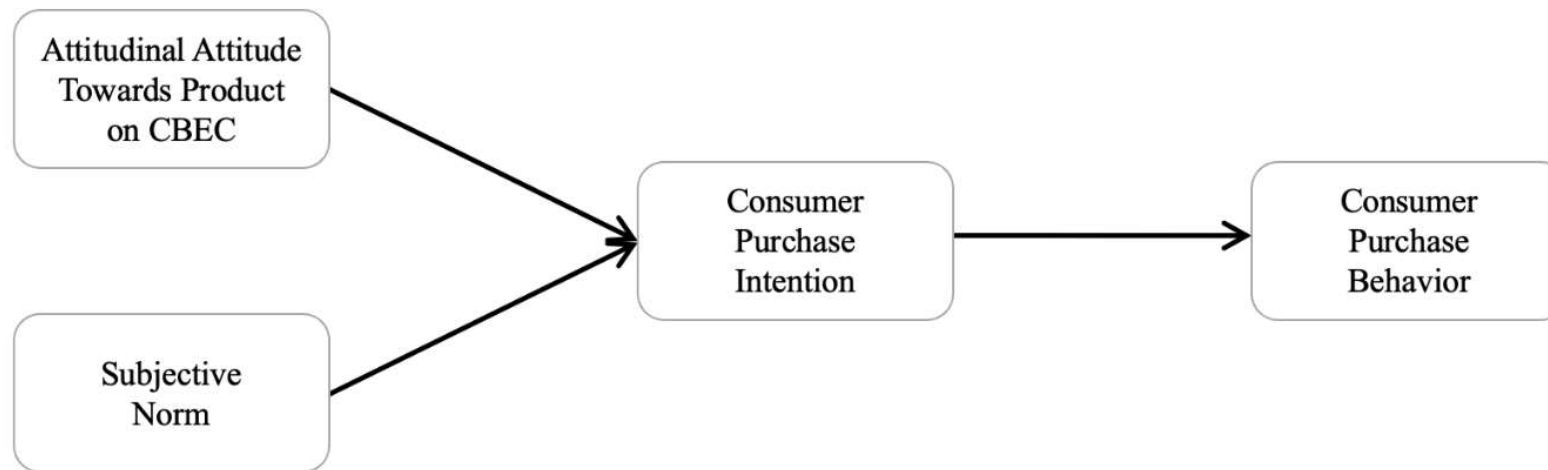


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Table 4.1 : Theoretical Framework-TRA



According to Fishbein & Ajzen (1975), attitudinal attitude, as a part of TRA, determines consumers' ideas regarding conducting the behavior. TRA model functions as a measurement to predict intention and action.

Theoretical Framework

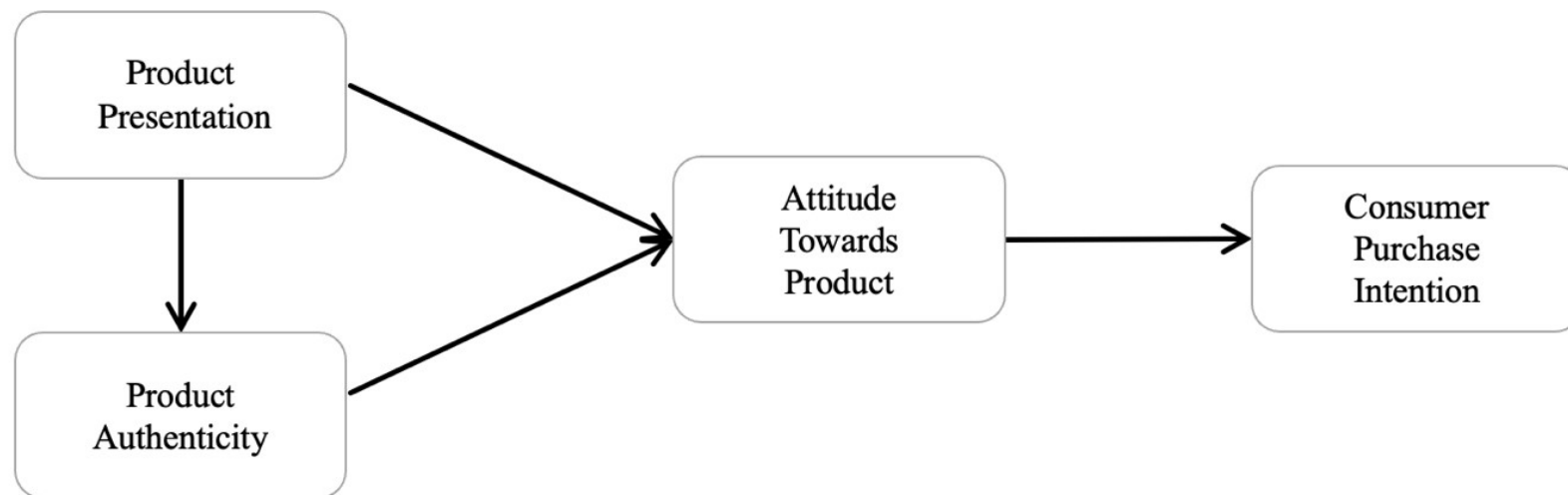


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Table 4.2 : Theoretical Framework-ST



Signaling theory decreases the degree of information dissymmetry with the purpose of guarantying trading transparency. ST motivations model is divided into two categories: product presentation and product authenticity (Baek et al, 2019 & Jian et al, 2022).

Theoretical Framework

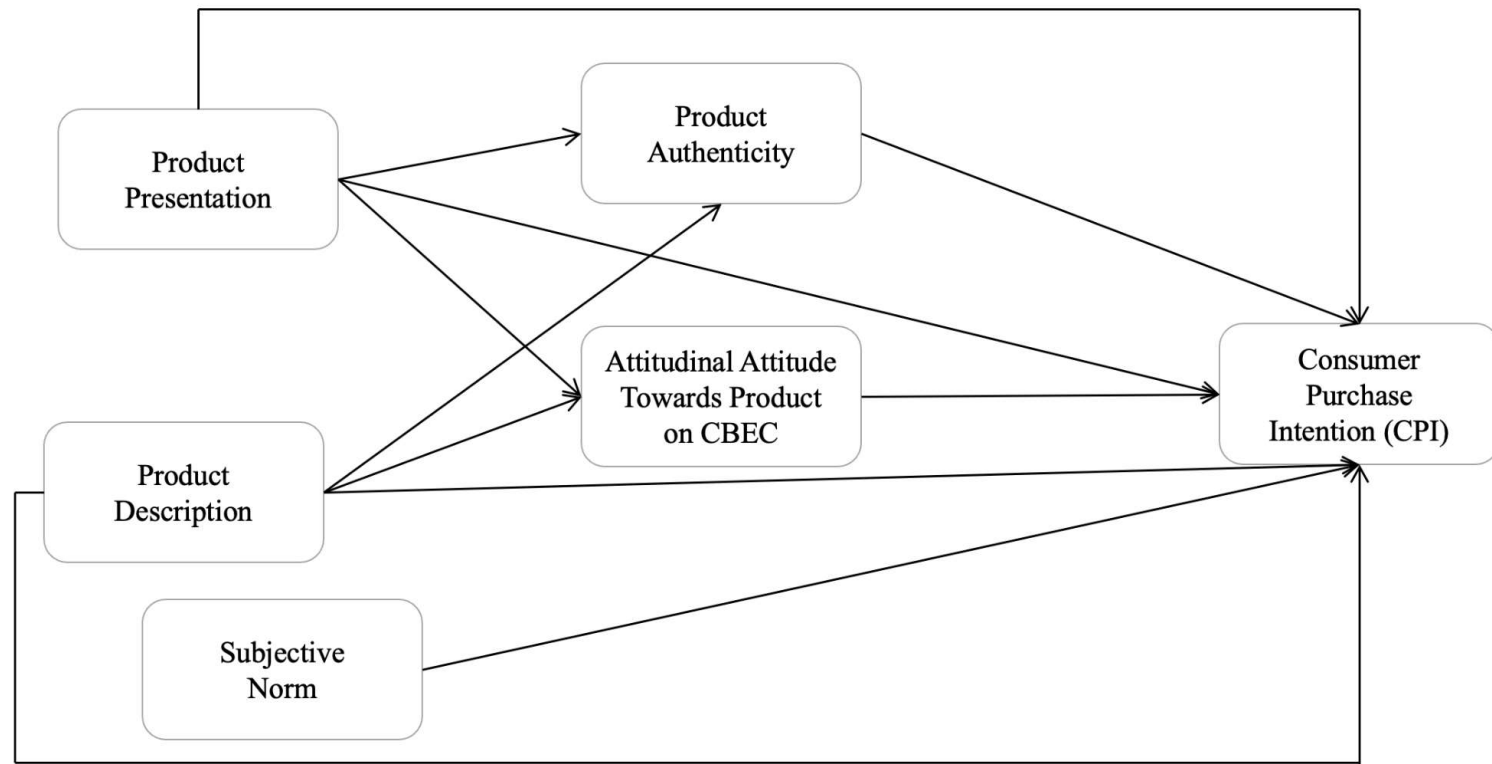


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Table 4.3 : Conceptual Framework





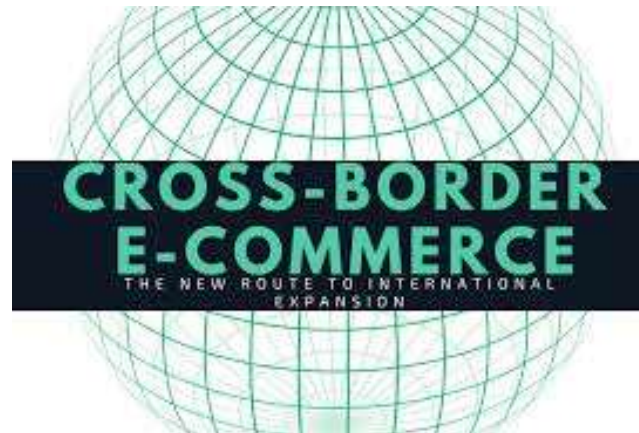
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Conceptual Framework & Hypotheses Development



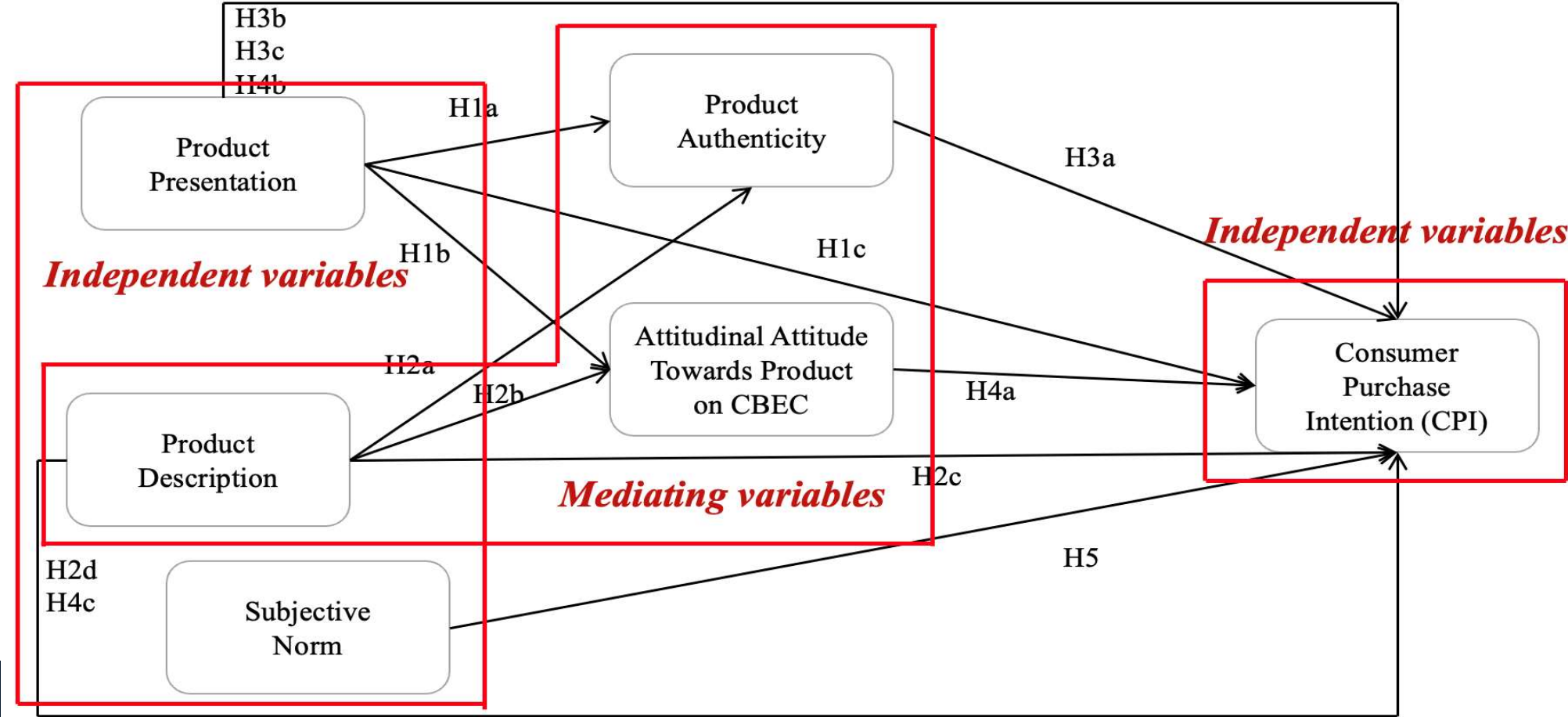
Conceptual Framework



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Methodology



Methodology



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Quantitative methodology

Utilizing a [seven-point Likert scale](#) in an online survey to obtain quality assessment

Reliability & Validity Test

To analyze the validity, an exploratory factor analysis (EFA) with principal component analysis (PCA) extracts and retains items with eigenvalues >1 . In order to optimize the factor loadings in the factor analysis, Varimax rotation was conducted. The KMO meets the minimum required KMO score of 0.50, indicating the sampling is adequate. The Bartlett test is at a significant p-value $< .01$. All standardized factor loadings (SFL), Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE) meet all requirements.

Statistical Tools



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Correlation Analysis

Used to the correlation between two numerically measured variables

Regression Analysis

Used to examine whether the hypotheses are accepted and well-supported or not based on β , t-value, and p-value

Mediation Analysis

Used to quantify and examine the direct and indirect pathways through which an antecedent variable X transmits its effect on a consequent variable Y through an intermediary M



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Results

Cross-border eCommerce



Demographic Profile of Respondents



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Table 1. Respondents' demographics

Demographics	Frequency %
Gender	
Male	56.79
Female	43.21
Age	
≤17	9.88
18-22	38.89
23-27	25
28-35	14.81
36-40	6.79
41-50	3.4
≥51	1.23
Educational Background	
Less than High School	16.89
Undergraduate's Degree	39.2
Graduate's Degree	32.1
Doctoral Degree	11.73
Monthly income	
0<2,000 CNY	67.59
2,000-5,000 CNY	19.75
5,001-10,000 CNY	7.14
>10,000 CNY	5.92
Occupation	
Students	57.41
Unemployed	6.17
Part-time//Intern	21.3
Full-time	15.12

Monthly Purchase Consumption on CBEC Platform (Tmall Global, Kaola, JD Global, Vipshop Global, or Amazon)

0<2,000 RMB	65.12
2,001-5,000RMB	22.84
5,001-10,000 RMB	9.88
>10,000 RMB	2.16

How many Cross-border E-commerce Platforms do you follow on social media?

Zero	11.73
One	19.44
Two	30.56
Three	24.07
Over three	14.2

Monthly frequency of purchase consumption on CBEC Platform (Tmall Global, Kaola, JD Global, Vipshop Global, or Amazon)

Never	11.73
Rarely	19.44
Sometimes	30.56
Always	24.07
Often	14.2

Mediation Analysis



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Table 7.3: Total Effect Among Variables

Path	Effect	Coefficient	SE	t value	p-value	LLCI	ULCI
PD → ATP → CPI	Total	0.5745	0.0529	10.8684	0.0000**	0.4705	0.6785
PA → PP → CPI	Total	0.5164	0.0528	9.7870	0.0000**	0.4126	0.6202
PA → PD → CPI	Total	0.5164	0.0528	9.7870	0.0000**	0.4126	0.6202
ATP → PP → CPI	Total	0.5745	0.0529	10.8684	0.0000**	0.4705	0.6785
ATP → PD → CPI	Total	0.5745	0.0529	10.8684	0.0000**	0.4705	0.6785

Significant

Mediation Analysis



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Table 7.4: Indirect Effect Among Variables

Indirect effect	Effect	Coefficient	Boot SE	Boot LLCI	Boot ULCI
PD → ATP → CPI	Indirect	0.1026	0.02470	0.0572	0.1547
PA → PP → CPI	Indirect	0.1162	0.0253	0.0680	0.1677
PA → PD → CPI	Indirect	0.1223	0.0286	0.0695	0.1815
ATP → PP → CP	Indirect	0.1185	0.0260	0.0671	0.1712
ATP → PD → CPI	Indirect	0.1026	0.0250	0.0560	0.1540

PP/PD/ATP are effectively mediating among independent variables and dependent variable

All Correlations Significant

Hypothesis Analysis



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Table 7.5: Hypothesis Analysis

Hypotheses	Path	Coefficient	<i>t</i> value	<i>p</i> -value
H1a	PP→PA	0.280	5.227	0.000**
H1b	PP→ATP	0.298	5.598	0.000**
H1c	PP→CPI	0.517	10.839	0.000**
H2a	PD→PA	0.328	6.230	0.000**
H2b	PD→ATP	0.272	5.078	0.000**
H2c	PD→CPI	0.490	10.083	0.000**
H3a	PA→CPI	0.479	9.787	0.000**
H4a	ATP→CPI	0.518	10.868	0.000**
H5	SN→CPI	0.460	9.301	0.000**

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

All Correlations Significant

Hypothesis Analysis



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Table 7.5: Summary of Hypothesis

Hypothesis	Results
H1a: Product presentation (PP) is positively associated with product authenticity (PA).	Supported
H1b: Product presentation (PP) is positively associated with attitude towards product on CBEC (ATP).	Supported
H1c: Product presentation (PP) is positively associated with consumer purchase intention (CPI).	Supported
H2a: Product description (PD) is positively associated with product authenticity (PA).	Supported
H2b: Product description (PD) is positively associated with attitude towards product on CBEC (ATP).	Supported
H2c: Product description (PD) is positively associated with consumer purchase intention (CPI).	Supported
H2d: Product description (PD) mediates the relationship between attitude towards product on CBEC (ATP). and consumer purchase intention (CPI).	Supported
H3a: Product authenticity (PA) is positively associated with consumer purchase intention (CPI).	Supported

Hypothesis Analysis



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Table 7.6: Summary of Hypothesis

Hypothesis	Results
H3b: Product authenticity (PA) mediates the relationship between product presentation (PP) and consumer purchase intention (CPI).	Supported
H3c: Product authenticity (PA) mediates the relationship between product description (PD) and consumer purchase intention (CPI).	Supported
H4a: Attitude towards the product (ATP) is positively associated with consumer purchase intention (CPI).	Supported
H4b: Attitude towards the product (ATP) mediates the relationship between product presentation (PP) and consumer purchase intention (CPI).	Supported
H4c: Attitude towards the product (ATP) mediates the relationship between product description (PD) and consumer purchase intention (CPI).	Supported
H4a: Attitude towards the product (ATP) is positively associated with consumer purchase intention (CPI).	Supported
H4b: Attitude towards the product (ATP) mediates the relationship between product presentation (PP) and consumer purchase intention (CPI).	Supported
H4c: Attitude towards the product (ATP) mediates the relationship between product description (PD) and consumer purchase intention (CPI).	Supported
H5: Subjective norm (SN) is negatively associated consumer purchase intention (CPI)	Supported



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Conclusion & Implication

Conclusion



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The results of this analysis show that all of the hypotheses are valid. While signaling theory emphasizes the legitimacy of the product purchased by Chinese customers, this research shows the positive effects of ***social pressure and attitudinal attitude*** as explored by theory of reasoned action. Chinese consumers' choice to purchase a product from the CBEC marketplace is indirectly influenced by these two.

This research ***narrows*** the scope to the analysis from the perspective of consumers at ***the pre-purchase stage***. It was also discovered that the two criteria, ***product description and product presentation***, had a substantial impact on the cognitive and affective attitudes of Chinese customers toward purchasing products on the CBEC platform.

Theoretical Implication



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01

The conceptual model *combined with TRA and ST* provides a new perspective for consumer purchase prediction in the CBEC industry. This combination provides a better understanding of the relationship between consumer purchase intention and products presentation.

The *limitation* of current research studying purchase intention in CBEC are primarily focused on how to explore the motivation and risk perspectives which are insufficiently specific, and the entry point is too broad. Providing *a brand new topic* of investigation.

02

03

The *data and inference* about stimulus of consumer purchase intention this study provided *gives a basic understanding of* consumers' attitude towards product in CBEC market, which can be *utilized for further analysis.*

Managerial Implication



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01

Balancing consumer value is crucial to achieving consumption at the stage of behavioral intention. The conclusions drawn from this study will primarily help enterprise to explore more marketing strategies at *pre-purchase stage*.

This research *provides some inspirations* and *detailed suggestions* for companies to develop more new strategies for selling products online. They can be inspired to provide more personalized services and product choices in CBEC market.

02

03

This study inspired enterprises make further marketing based on the conclusion that analyzed, *filling that gap* and *demonstrates some problems* to some extent about the topic of Cross-border E-commerce in China, *grasping* the psychological needs of consumers



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Future Research



Managerial Implication



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01

Future researchers need to verify these variables discussed in this paper with *different categories* of product in CBEC market *with a broader sample range*

02

Future researchers need to analyze these variables through *market segmentation* in China CBEC market, such as product *sales in Tier 1 cities*

03

Future researchers can apply more *research methods* like information collection method



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Thank You

Please contact me if you have any questions:

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