

# Influencing Factors of Consumer Purchasing Behavior on Across Borders E-commerce Platforms in China

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## Abstract

This research aims to analyze : 1) characteristic of cross-border e-commerce platforms customers, 2)the impact between website qualities, perceived usefulness, perceived ease of use, perceived risk and online interaction, and purchase intention on purchase behavior, 3) mediating role of online interaction, perceived ease of use, and perceived risk on purchase intention behavior.. In order to achieve this objective. This research was quantitative research, collected data from cross-border e-commerce platforms customers in China .sample of 421 respondents. They were selected by convenience random sampling technique has been employed. The instrument for collecting data was a questionnaire with a content validity (IOC) of .883 and a reliability value of Cronbach's alpha coefficient of .907. Analysis of data via SEM by AMOS. The research result was found as follow:

1) The characteristics of cross-border e-commerce platform customers. There are more women than men in the gender of the participants, accounting for 62%. In terms of age, the largest number of participants (34%) were between the ages of 18-25. By level of education, there were more participants with a bachelor's degree or above 33%, frequency of purchase one week of 41 %.

2) Hypothesis test result for the direct impact test found that all of the hypothesis was accepted meaning website quality directly impact perceived ease of use, website quality directly impact perceived usefulness, website quality directly impact perceived risks, perceived usefulness directly impact online interaction, perceived ease of use direct impact consumer purchase intention, perceived risk direct impact consumer purchase intention, purchase intention direct impact purchase behavior, and online interaction direct impact consumer purchase intention. 3) The mediating role of online interactions plays

an effect between perceived usefulness on purchase intention, and website quality plays a mediating role between perceived risks on purchase intention the hypothesis is accepted. Perceived ease of use plays a mediating role between purchase intentions on purchase behavior.

**Keywords:** Technology Acceptance Model; Perceived Risk; Online Interaction; Purchase Intention; Online Purchasing Behavior.

## Introduction

In recent years, with the construction of global logistics networks, online marketing has been widely adopted in the world, and the number of e-commerce companies relying on online marketing has surged. Cross-border e-commerce is also gradually occupying an important position in the global retail market with the development of the Internet. According to the data provided by China E-Commerce Report, the transaction value of cross-border e-commerce in China will be 1.69 trillion yuan in 2020, 1.92 trillion Yuan in 2021, and 2.11 trillion Yuan in 2022. China's cross-border e-commerce has entered a phase of rapid development.

As consumers' preferences determine whether they will have a desire to buy a certain product. Consumers are motivated to consume in order to the consumer is motivated to consume a certain product or enjoy a certain service in order to obtain a certain utility. Utility is a subjective reflection and feeling of the consumer's heart. (Khantanapha, Rattanapun & Morasilpin, 2020). The utility is a subjective reflection and feeling of the consumer and is influenced by the consumer's preference. There is a strong correlation between the two.

The higher a consumer's preference for a product or a service, the more utility the product or service will bring to him or her, the more utility the product or service will bring to him or her. the more utility the product or service will bring to the consumer. Therefore, exploring the factors affecting consumers' purchasing behavior can not only promote the development of cross-border e-commerce platforms but also make cross-border e-commerce platforms stand out from other cross-border shopping methods.

## Research Objectives

Following are the objectives of the study are:

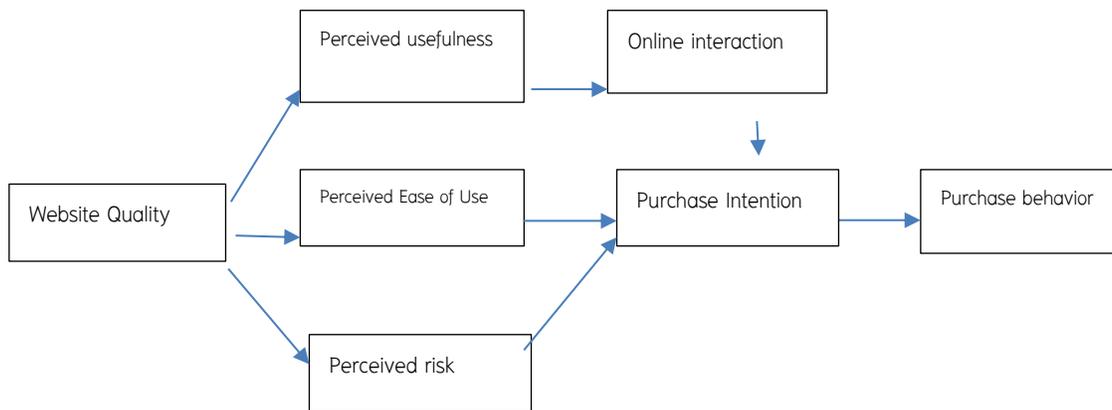
1. To study characteristic of cross-border e-commerce platforms customers.
2. To analyse the impact between website qualities, perceived usefulness, perceived ease of use, perceived risk and online interaction, and purchase intention on purchase behavior.
2. To analyze the online interaction play a mediating role between perceived usefulness, perceived ease of use, and perceived risk on purchase intention behavior.

## Research Hypothesis

- H1 Website Quality → Perceived Ease of Use
- H2 Website Quality → Perceived Usefulness
- H3 Website Quality → perceived risks
- H4 Perceived usefulness → Online Interaction
- H5 Perceived Ease of Use → Consumer Purchase Intention
- H6 Perceived Risk → Consumer Purchase Intention
- H7 Purchase intention → Purchase behavior
- H8 Online Interaction → Consumer Purchase Intention
- H9 Online interactions play mediating role effect between perceived usefulness → purchase intention
- H10 Website Quality play mediating role between perceived risks → purchase intention
- H11 Perceived Ease of Use play mediating role between perceived ease of use → purchase intention

## Conceptual Framework

In this paper, purchase behavior is used as the dependent variable, perceived usefulness, perceived ease of use, and perceived risk as antecedent variables, and online interaction as a mediating variable. The conceptual model is shown in Figure 1



**Figure 1** Conceptual Framework

## Review of The Literature

### 1. The Technology Acceptance Model

The Technology Acceptance Model (TAM model) is a 1989 model proposed by Davis when he applied The TAM model was proposed by Davis in 1989 when he applied the theory of rational behavior to study the determinants of widespread user acceptance of computers. The model decides two primary determinants: perceived usefulness and perceived ease of use. Perceived usefulness reflects how many people believe that utilizing a particular framework can further develop their work execution. The perceived ease of use reflects the individual's perceived difficulty in using a specific system. As per the model, want-to-use. The utility of attitudes and perceptions determine behavioural intentions, and behavioral intentions determine system use. In particular, the desire to use is shaped by the perceptions of ease of use and usefulness. External factors determine perceived usefulness and ease of use, with the latter being influenced by said external variables. External factors may involve the user's attributes, system design traits, developmental or implementation processes, task facets, and other related variables.

In 2000, Veinhardt and Davies made some adjustments to the initial technology acceptance model by eliminating the attitude-to-use variable. They discovered through their investigation of information systems that perceived usefulness and perceived ease of use directly affect behavioral intentions. Additionally, the correlation between attitude towards use and behavioral intentions is

insignificant and therefore the intermediate variable of attitude towards use can be eliminated to create an optimized model of technology acceptance.

### **1. Website quality**

Aladwani & Pavia (2022) proposed the concept of perceived website quality and defined website quality as the extent to which website functionality meets users' needs and users' evaluation of the overall value of the website. explored in depth the influence mechanism of perceived risk and its role based on the perspective of perceived uncertainty. The study concludes that perceived risk greatly reduces buyers' motivation to generate actual purchasing behavior. Ranran et al. (2017) verified the relationship between perceived risk, perceived utility, perceived trust, and online purchase intention based on the data of domestic online consumers, as well as the relationship between perceived risk, perceived utility, and perceived trust. And the degree of association with online purchase intention. Weimingman et al. (2016) found that when consumers' perceived risk is high, it not only greatly reduces their trust in the shop and the product, but also weakens their desire to buy, and Featherman et al. (2013) pointed out that the higher the perceived risk is, the more negative the user's attitude towards accepting the e-service system will be.

### **2. Perceived risk**

Bauer put forward the theory of perceived risk in 1960, he believed that every purchase behavior of consumers has uncertainty, which will result in unpredictable consequences, and such consequences are either satisfying or unpleasant for consumers, so it is a kind of purchasing behaviour that bears the uncertainty of risk results. Scholar Cox supplemented Bauer's study in his later research, arguing that every consumer behavior has a certain goal, and only when the goal of the consumer behavior is successfully achieved will the perceived risk be avoided, and on the contrary, if the consumer's goal is not achieved, then the perceived risk will be generated. Jarvenpaa and Teddde (1997) earlier analyzed the consumer's perceived risk in the online shopping, and analyzed the consumer's perceived risk in the online shopping. Jarvenpaa and Teddde (1997) analyzed the perceived risk of consumers in online shopping earlier, and Salam et al. (1998) argued that the perceived risk of online shopping is "consumers' subjective expectation of financial loss from online shopping" from the point of view of subjective expectation of possible loss. Sandra et al. (2003) came to a similar conclusion, and argued that the perceived risk of online shopping is "the subjective expectation of financial loss from online shopping". subjective expectation of loss each time they make an online purchase. There are

many definitions by other scholars, such as Korgaonkar & Wolin (1999); Vellido (1999); Mitchell (1999); Lim (2013) and domestic scholars such as Dan, Li Guanghui et al. (2016); Yanhong (2017); and Baoling (2017), which have different perspectives but there is little difference in general. There are also many empirical studies on the influence of perceived risk on online shopping, and Pavlou (2013) once incorporated perceived trust and perceived risk into the TAM model to study the acceptance level of consumers' online shopping, and the results showed that perceived risk has a significant influence on consumers' online shopping behaviour. Forsythe and Shi (2013) conducted a study on the effect of perceived risk on online shopping behaviour, and the results showed that perceived risk is an important factor that hinders online shopping. Liao and Cheung (2021) argued that when customers feel the high risk of the transaction during the online shopping process, their willingness to shop online will be reduced or abandoned.

### **3. Online Interaction**

Steuer (1992) pointed out that interactivity is often embodied in the process of customers' adaptation and adjustment to the media environment, which is interactive, and this view has been adopted by more scholars. Mollen & Wilson (2020) believed that online interaction is a kind of response made by consumers during the shopping process, which is characterised by features such as bi-directionality and controllability. Scholars Hongxia and Xinhai (2015) pointed out in their study of B2C online shopping that many customers communicate through online interactions in order to obtain more reliable and authentic information and enhance the shopping experience. Online interaction plays an increasingly important role in the process of online shopping. Compared with traditional shopping, online shopping embodies the virtual nature of shopping, so consumers cannot fully grasp the information about the products, and the asymmetric state, which exacerbates the disadvantageous position of consumers, is also easy to be deceived by the merchants, which produces an unpleasant shopping experience. In order to achieve a better shopping experience, online shopping platforms have increased the function of online interaction, online comments, ask everyone, customer service Q&A and online live broadcasting are interactive tools, VR labs are also widely used, users can bring VR equipment, you can shop in the virtual scene. Regarding online interaction, many scholars have further explored it with their own research. Guo (2018) argues that future research can go deeper into consumer scenarios to explore online interaction in depth.

#### **4. Perceived usefulness**

Perceived usefulness (PU) refers to the users' perspective that the useful new technology system able to enhance their performance. Meanwhile, perceived ease of use (PEUO) relates to the users' perspective that usage of a system would require less effort in completing their tasks (Davis, 1989). Based on TAM, Liu & Tai (2016) Perceived usefulness becomes the determiners of a system, adoption, and behavior of the users. A technology can be said to be successful if it has the value of usefulness needed by the customer. Users will use it if the system is useful; whether the system is easy to use or not easy to use stated that perceived usefulness is how far someone believes that using a particular system will improve its performance. Perceived usefulness has a dominant influence in online shopping decision. It is supported by that perceived usefulness can influence consumers' online shopping decision. also stated that perceived usefulness has a positive influence toward attitude and intention to online.

#### **5. Perceived Ease of Use**

Perceived ease of use is a belief in ease of use, namely the level in which the user believes that the technology/system can be used easily and without problems. The frequency of use and interaction between the users with the system is also able to show the ease of use. The more commonly used system shows that the system is better known, easier to be operated, and easier to be used by its users. In addition, suggested that perceived ease of use is also able to increase consumer acceptance related to the product or services.

#### **6. Perceived risk Perceived risk**

Perceived risk Perceived risk (PR) refers to the thought of possible adverse outcomes or consequences that shall be aroused from the usage of a particular service (Featherman & Pavlou, 2013). Earlier study of Mitchell (1999) also emphasized that users' risk perception strongly influences the intention of the users in using digital payment. Furthermore, users would always focus in minimizing the risk, but not maximizing the utility of the digital payment mechanism (Bauer et al., 2015). On the other hand, Kim et al. (2018) mentioned that PR own substantial impacts in influencing the consumers' intention in online purchasing. A later study of Lee (2019) also revealed that higher perceived risk tends to reduce users' interest in adopting internet banking.

## **Methodology**

### Sampling and data collection

Data collected for this study is actually the input obtained from different consumers who had made purchases on cross-border e-commerce platforms in China and all the data collected from these firms was then accumulated together. The data has been collected from 421 valid questionnaires in China. The simple random sampling technique has been employed by the researcher so that an appropriate sample may be selected for research and questionnaire filling. The indicators that have been used by the researcher in this study are obtained from the past studies and thus the validity of the measures can be made sure. The executive from which the questionnaire was filled include the manager and senior management of companies. All of them were selected on the basis of their enough and appropriate knowledge about the concerned topic of the study. The questionnaire used for the research process was carefully designed by using appropriate order of questions and the content easily understood by the respondents.

### **Statistical analysis**

In order to analyze the collected data, SPSS 27.0 and Amos26 have been used by the researcher. Different tests and techniques have been employed through these software and the analysis results have been obtained by the researcher. Factor analysis have been obtained from SPSS. In the similar way, confirmatory factor analysis and structure equation modeling have been obtained by using

### **Questionnaire Design**

Data was collected through a structured questionnaire, the formal questionnaire consisted of two parts including (1) basic data and personal information of the subjects (2) measurement of subjects' perceptions of purchasing on cross-border e-commerce platforms. We developed a Likert 5-point chart for conducting the targeted questionnaire. Our use of the measure was consistent with previous measures mentioned in the literature. Answers ranged from "strongly disagree", "disagree", "average" to "agree" and "strongly agree", where 1 means "strongly disagree" and 5 means "strongly agree". Pre-tests were conducted with users and experts. The results show that Cronbach's coefficient exceeds 0.8, and KMO exceeds 0.85, indicating high reliability and validity of the questionnaire. Consumers who have purchased goods from cross-border e-commerce platforms are the respondents of this study. The questionnaires were distributed both online and offline, and based on the Yamane sampling method,

it was calculated that at least 400 survey samples were needed for this study. In this study, 480 questionnaires were distributed and the final number of valid questionnaires collected was 421.

## Research Results

1. Descriptive statistical analysis of the population Research result objective 1 found that: A total of 412 questionnaires were returned in this study, and after excluding invalid questionnaires, the number of valid questionnaires was 421. There are more women than men in the gender of the participants, accounting for 62%. In terms of age, the largest number of participants (34%) were between the ages of 18–25. By level of education, there were more participants with a bachelor's degree or above, mainly because the participants participated in a snowballing manner, with the university group as the center and spreading to their friends and relatives. This is mainly due to the snowballing of participants, with the university group as the center and spreading to friends and relatives, in order to control the even distribution of the survey sample. In terms of average monthly spending, the largest proportion of participants (34.4%) was in the range of 1000–2000RMB.

### Validity Analysis

In order to test the validity of the scales, this study first carried out KMO sample measure and Bartlett's test of sphericity on sample data, and then conducted confirmatory factor analysis.

**Table 1** KMO and Bartlett's Test of the Scales

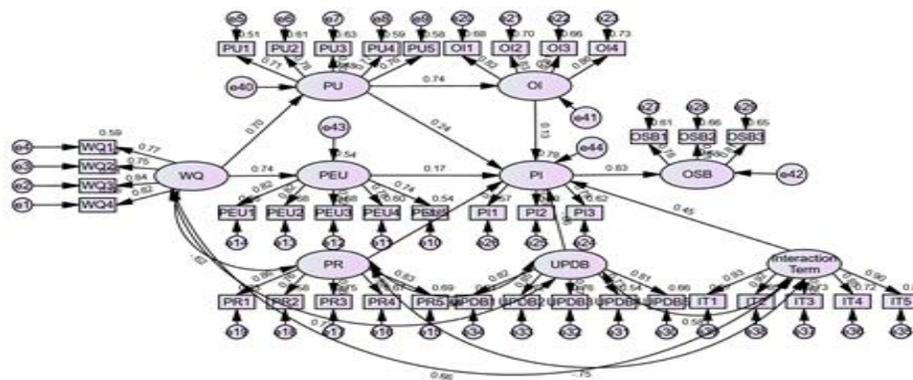
Scales	Kaiser–Meyer–Olkin Measure of Sampling Adequacy	Bartlett's Test of Sphericity		
		Approx. Chi– Square	df	Sig.
website quality	.971	8231.594	126	.000
perceived usefulness	.952	3235.643	55	.000
perceived ease of use	.945	2401.315	67	.000
perceived risk	.978	8340.593	251	.000
online interaction	.953	3212.644	154	.000
purchase intention	.946	2305.235	236	.000
purchase behavior	.947	3303.143	268	.000

As shown in Table 1, the KMO of three scales are 0.953 – 0.978, which means that the scales

are suitable for factor analysis. The approximate chi-square of seven scales are 2305.235 – 8340.593, and the significance of three scales are all below the significance level of 0.005, showing that there is a significant difference between the correlation coefficient matrix and the identity matrix, and the data obtained from the survey are in the study relevant.

### Confirmatory Factors Analysis

According to the results of confirmatory factor analysis CFA given in table 5, it can be observed that the values for all the indicators linked with CFA are present within the appropriate range given in the table (Hassan, Hameed, Basheer, & Ali, 2020; Iqbal & Hameed, 2020). This indicates that the hypothetical model is fit for use.



**Table 2** Fit Indicators of Structural Equation Model

Fit Index	Judgment Criteria	Resulting Value
CMIN/DF	<3.0 ideal, <5.0 acceptable	3.585
NFI	>0.9 ideal, >0.8 acceptable	0.841
TLI	>0.9 ideal, >0.8 acceptable	0.871
CFI	>0.9 ideal, >0.8 acceptable	0.880
RMSEA	<0.05 ideal, <0.1 acceptable	0.078

As shown in Table 2, CMIN/DF is 3.585, which is less than the acceptable value of 5 and very close to the ideal value of 3; NFI is 0.841, TLI is 0.871 and CFI is 0.880, three of which are more than the acceptable value of 0.8 and very close to the ideal value of 0.9; RMSEA is 0.078, which is less than the acceptable value of 0.1. Therefore, the fit indicators of structural equation model meet or

exceed the acceptable values, showing that the matching degree between the model and the data reaches the standard.

### Path Analysis

#### Testing Path Hypothesis

Research result of objective 2. Found that:

**1) Testing Path Hypotheses** This study conduct path analysis to test whether each path hypothesis is accepted. As shown in Table 3, the paths of, Website Quality → Perceived Ease of Use, Website Quality → Perceived Usefulness, Website Quality → perceived risks, Perceived usefulness → Online Interaction, Perceived Ease of Use → Consumer Intention to Buy, Perceived Risk → Consumer Purchase Intention, Purchase intention → Purchase behavior, Online Interaction → Consumer Purchase Intention

**Table 3** Indicators Summary of Path Analysis test hypothesis

Hypothesis Relations	Standardized Path Coefficients	S.E.	z (C.R.)	p
H1 : WQ→PE	.108	.054	5.820	***
H2 : WQ→PU	.217	.059	3.413	***
H3 : WQ→PR	.123	.061	4.813	***
H4 : PU→OI	.417	.059	6.646	***
H5 : PE→CI	.106	.054	4.918	****
H6 : PR→CI	.231	.059	3.892	***
H7 : PI→PB	.164	.062	4.841	***
H8 : OI→CI	.393	.059	6.711	***
***P<0.001, **P<0.01, *P<0.05				

According to Table 3 Indicators Summary of Path Analysis test hypothesis found that H1 – H7 were significant positive impact, so the hypothesis was established.

#### 2) Testing Mediating Effect

Research result of objective 3 To analyze the online interaction pay a mediating role between perceived usefulness, perceived ease of use, and perceived risk on purchase intention behavior.

**Table 4** Indicators Summary of Mediating Effect Testing

Test Items	Effect Size	S.E.	95% CI		p
			Lower Bound	Upper Bound	
H9 : PU→OI→PI	.412	.065	.315	.531	.000
H10: PR→WQ→PI	.435	.053	.356	.570	.000
H11: SV→PE→IIB	.329	.067	.278	.488	.000

According to 4 shows H9 that the standard path coefficient and p-value are (0.412) and  $p < 0.010$  in the path from Online interactions play mediating role effect between perceived usefulness on purchase intention shows that the hypothesis is accepted. . Also, H10 in the path from standard path coefficient and p-value are (0.435),  $p < 0.001$  which shows that Website Quality play mediating role between perceived risks on purchase intention the hypothesis is accepted. And H11 in the path from standard path coefficient and p-value are (0.329),  $p < 0.001$  which shows that Perceived Ease of Use play mediating role between purchase intention on purchase behavior.

## Discussion

This paper is based on consumer behavior theory, perceived risk theory, mainly from the perspective of cross-border online marketplace, based on the TAM model, establish a research model to analyze the platform factors that affect consumers' purchase intention. Drawing on previous research and the features of cross-border e-commerce platforms, this study examines the effects of perceived usefulness, perceived ease of use and perceived risk on purchase intention, and at the same time investigates the existence of the mediating role of online interactions and the moderating role of the disclosure of users' private information behavior in the model. In this paper, a total of 421 valid questionnaires were returned through a questionnaire survey. The questionnaire data were analyzed for reliability and validity through SPSS23 statistical software, SEM structural equation modelling was analyzed using AMOS28.0 and the study's propositions were confirmed, and the ensuing deductions were made:

Cross-border e-commerce platform website as an important channel for consumers' online shopping, if the website can respond quickly to consumers' requests, help consumers search for the

needed product information conveniently, and can provide consumers with comprehensive and truthful descriptions and explanations about the products as well as good services, then consumers will perceive the easier the online purchase of the products, and also the more useful the online purchase of the cross-border products will be.

Numerous studies have illustrated that customers predominantly opt for online shopping owing to the swiftness and ease it offers, which means that online shopping saves consumers' consumption of time and energy (perceived usefulness). Online shopping has no time limit, can be open to customers for hours, especially provides the maximum opportunity to choose products, consumers can compare the price and functionality of the product information without leaving home, and after selecting the product merchants can be directly responsible for the delivery of goods, which greatly saves the consumer in time and energy unnecessary consumption. This greatly saves consumers unnecessary time and effort. Therefore, the perceived usefulness of shopping websites can strongly promote consumers' willingness to buy.

During the shopping process, consumers will weigh the convenience and benefits of each shopping option, and with the enhancement of hyperlinks and operating mechanisms on websites, the upgrading of website ease of use can assist consumers in their decision-making activities. The easier the consumer perceives cross-border shopping to be, the more useful he will find it, and the more likely he will have a more favorable and positive attitude towards cross-border shopping.

For cross-border online purchases, there are a lot of potential risks in consumers' purchasing behavior, such as the products purchased cannot be delivered in time, personal information leakage, etc. If the greater the risk of cross-border online shopping perceived by consumers, they will hold a more negative attitude toward online shopping on E-commerce platforms across borders, and their willingness to purchase online will also be lower.

Cross-border e-commerce platforms strengthen consumers' trust in cross-border e-commerce platforms and increase their willingness to purchase online through two-way connections between consumers and platform merchants and between consumers and consumers. Research has shown that online interactions can increase the direct utility of perceived usefulness, resulting in a deeper influence on purchase intentions, so websites should place greater emphasis on online interactions alongside perceived usefulness. In the case of cross-border online shopping, this study proposes that the main reason for this may be that the greater the perceived control over personal information, the more the

consumer's perceived ability to perceive risk is stimulated, which reduces the consumer's willingness to make cross-border online purchases.

### 1) Hypothesis test result for direct impact

**Table 5** Hypothesis test result for direct impact

Assumptions	Path	Results
H1	Website Quality -> Perceived Ease of Use	accepted
H2	Website Quality -> Perceived Usefulness	accepted
H3	Website Quality -> perceived risks	accepted
H4	Perceived usefulness -> Online Interaction	accepted
H5	Perceived Ease of Use -> Consumer Purchase Intention	accepted
H6	Perceived Risk -> Consumer Purchase Intention	accepted
H7	Purchase intention->Purchase behavior	accepted
H8	Online Interaction -> Consumer Purchase Intention	accepted

Table 5 Hypothesis test result for direct impact test found that all of hypothesis was accepted that mean Website Quality direct impact perceived ease of use, website quality direct impact perceived usefulness, website quality direct impact perceived risks, perceived usefulness direct impact online interaction, perceived ease of use direct impact consumer purchase intention, perceived risk direct impact consumer purchase intention, purchase intention direct impact purchase behavior, and online interaction direct impact consumer purchase intention

### 2) Testing Mediating Effect

Research result of objective 3 To analyze the online interaction pay a mediating role between perceived usefulness, perceived ease of use, and perceived risk on purchase intention behavior.

**Table 6** Indicators Summary of Mediating Effect Testing

Test Items	Effect Size	S.E.	95% CI		p	Result
			Lower Bound	Upper Bound		
H9 : PU→OI→PI	.412	.065	.315	.531	.000	Accepted
H10: PR→WQ→PI	.435	.053	.356	.570	.000	Accepted
H11: SV→PE→IIB	.329	.067	.278	.488	.000	Accepted

According to 6 shows online interactions play mediating role effect between perceived usefulness on purchase intention, website quality play mediating role between perceived risks on purchase intention the hypothesis is accepted. And perceived ease of use play mediating role between purchase intentions on purchase behavior.

## Conclusion

The results of empirical analysis show that

1) The Characteristic of cross-border e-commerce platforms customer,. There are more women than men in the gender of the participants, accounting for 62%. In terms of age, the largest number of participants (34%) were between the ages of 18–25. By level of education, there were more participants with a bachelor's degree or above of 33%, frequency of purchase ones week of 41 %

2). Hypothesis test result for direct impact test found that all of hypothesis was accepted that mean Website Quality direct impact perceived ease of use, website quality direct impact perceived usefulness, website quality direct impact perceived risks, perceived usefulness direct impact online interaction, perceived ease of use direct impact consumer purchase intention, perceived risk direct impact consumer purchase intention, purchase intention direct impact purchase behavior, and online interaction direct impact consumer purchase intention

3). Mediating role for online interactions play mediating role effect between perceived usefulness on purchase intention, website quality play mediating role between perceived risks on purchase intention the hypothesis is accepted. And perceived ease of use play mediating role between purchase intentions on purchase behavior.

## Sugession

Theoretical Implications: Firstly, theoretically, we explore in depth the causes of China's consumption outflow and expand the study of consumers' cross-border online shopping behaviour. While China's comprehensive national power is gradually increasing, consumers' trust in domestic brands and companies' products is not increasing, but instead they are sending their purchasing power abroad. Therefore, studying the reasons behind consumers' preference for overseas products over domestic ones is contribute to better understanding the reasons behind consumers' cross-border online purchasing

behavior, and further provides some theoretical guidance for domestic enterprises and scholars to study the connection between consumers' cross-border online shopping intentions, purchasing behavior and purchasing decisions.

Secondly, no scholars have yet introduced privacy information disclosure behaviour into the study of influencing factors on purchasing behavior system, and this part of the study will improve the research content of Consumer's buying behavior on cross-border electronic commerce platform. And this paper, through empirical explorations and analyses, a series of hypotheses with certain theoretical and practical significance are put forward in combination with related studies, and they are verified through exploratory factor analysis, structural equation modelling and other methods. These not only expand the perspective of such shopping behavior research, but also further improve the theoretical system of consumer online shopping behavior.

Managerial implications: Cross-border online shopping is one of the most likely applications in the cross-border e-commerce market, and it is a major force that will contribute to the future development of the e-commerce market. By concentrating on the variables that can impact shoppers' readiness to make cross-line online buys, This will help transit e-commerce enterprises to expand their comprehension of shoppers' mental necessities, and likewise help transit e-commerce enterprises to move along the scientificity and accuracy of marketing strategy formulation. This can improve the interaction with customers and further enhance customers' desire to buy, driving a new round of growth in corporate profits.

## **Research Benefit**

These results has a model of website quality direct impact perceived ease of use, website quality direct impact perceived usefulness, website quality direct impact perceived risks, perceived usefulness direct impact online interaction, perceived ease of use direct impact consumer purchase intention, perceived risk direct impact consumer purchase intention, purchase intention direct impact purchase behavior, and online interaction direct impact consumer purchase intention and the approach of various theoretical, practical, and policy-making implications as discussed by the author.

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