

A research on Cultural Influence on Guizhou Consumers' Attitude toward Online Shopping

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Abstract: *Online shopping experiences its infant phase in Guizhou Province. Thus, it is of great significance in studying cultural factors affecting consumer's attitude towards online shopping. In such a context, this thesis analyzed cultural factors as well as their influences on customer's attitude towards online shopping through quantitative research and online questionnaires. Meanwhile, SWOT is adopted to analyze literature review and questionnaire data. What's more, an empirical application of TAM among consumers in Guizhou was presented and extended in this thesis. The results indicate that ease of use and social norms have a positive influence on online shopping, while the perceived risk shows a negative influence, which is also deemed as the biggest obstacle for consumers in Guizhou Province. It is wished that this thesis may improve the efficiency of online shopping, and help websites by trying out products and services on site.*

Keywords: *Cultural Factors, Online Shopping, Technological Acceptance Model, Guizhou Province*

1. Introduction

In order to attract and retain customers in competitive markets, businesses must be innovative. The Internet provides businesses with innovative ways to command information and better serve to their customers. Online sales are growing faster than traditional sales in the US, Europe and Asia, and this trend is expected to continue. The retail industry has witnessed a shift in consumer attitudes from bricks-and-mortar shops to online marketplaces, and the shopping landscape has changed radically as businesses in various countries have woken up to the power of the Internet. Customer attitudes are influenced by many factors of economic, cultural, physiological and environmental. Since online shopping is still in the initial stage of development in Guizhou, it is necessary to investigate the cultural factors that affect the attitudes of Guizhou consumers when using online shopping. This study analyzes the factors influencing consumers' online shopping decisions through a sample survey of the population in Guizhou ethnic minority areas. The structure and innovation of this paper are as follows:

(1) A qualitative research is conducted in the form of questionnaire and SWOT analysis to study actual dimensions of related factors.

(2) An empirical application of TAM among consumers in Guizhou is presented to improve the understanding of cultural factors promoting online shopping. Further, structural equation model is used to fit information and verify theories.

This thesis consists of three parts. Part one is introduction, mentioning research purpose and methods. Part two analyzes factors affecting online shopping of consumers in Guizhou Province, conducts analysis based on a SWOT mode and carries out comparative experiments to verify the effectiveness of algorithms. Part three is conclusion, summarizing cultural factors affecting online shopping of consumers in Guizhou, and providing future research directions.

2. Research Question

What are the cultural factors that impact consumers'online shopping attitude? How do those factors interrelate to each other?

3. Significance of Study

Understanding the cultural factors that influence online consumer attitudes is critical to the ability of companies. Therefore, there is a necessity to analyze factors influencing customer online attitude in order to provide information to businesses in order to promote user adoption. With the development of economy and society, it is more challenging to investigate the changing attitudes of online consumers. The success of Alibaba and JD.com in China has encouraged other online firms to shift their business models from bricks-and-mortar stores to online ones. While cruising through too many literature of previous studies carried out in Asia, Europe and America which mainly focusing on cultural factors which had been found doesn't comply with Guizhou culture i.e. Mix of Asia, Southeast Asia country with different believes and values on that glance the gap arises to consider studying other cultural factors relevant to Guizhou online shopping attitude.

In market environment today, understanding customer attitudes in online marketplaces is critical to online retailers' strategies. Despite the fact that the number of internet users in Guizhou is increasing, shopping online is still in its infancy. On the other hand, lack of understanding of Guizhou people's online shopping attitude and factors and then the aim of this study is to Figure out which factors that are accounted to enable online marketers to boost their sales and enhance their idea precisely to develop better marketing strategies. The idea that ease of use, practicality, enjoyment and risk are the key variables influencing attitudes towards online shopping is supported by research. It also emphasizes the importance of relative advantage and confidence as major factors in success. Fostering a positive attitude about shopping online in developed countries and area, Individuals who are risk averse are often characterized as such, and the degree of confidence they have in others is crucial in deciding their attitude. This study considers the current economic situation of the country, and relative benefit is a key factor affecting consumers' attitudes towards online shopping. If you lay a road to make money online, mark it as a place to shop. If online shopping does not provide substantial value and benefits to consumers, they will abandon it and have a negative view of the technology. This is the foundation of marketing philosophy and the art of partnership marketing.

Furthermore, relative advantage is a significant predictor of both perceived website enjoyment and usefulness, the latter being a significant driver of attitudes toward online shopping. On the internet such results will help retailers' executives and managers plan potential e-marketing in Guizhou, the Internet penetration increased from 60.5 percent in 2019 to 70.3 percent in 2022.

4. Research Contents and Logic Framework

This study will help provide an empirical application of TAM among Guizhou consumers and improve e-retailers' knowledge of the factors driving consumers' online shopping. As shown in Figure 1.



Figure 1. The relation and interrelation between the cultural factors been studied

5. Research Methods

In order to get better results and give recommendations, a general literature review was undertaken to understand what had already been accomplished in this field of study, concepts and theories relating to cultural factors affecting consumer online shopping attitude were also reviewed. This thesis analyzed cultural factors as well as their influences on customer's attitude towards online shopping through

quantitative research and online questionnaires. Meanwhile, SWOT is adopted to analyze literature review and questionnaire data. What's more, an empirical application of TAM among consumers in Guizhou was presented and extended in this thesis. The results indicate the perceived risk shows a negative influence.

A questionnaire had been distributed online for data collection and the data required for gathering had been selected according to the need for studying the variables that will be used for qualitative and quantitative study. Several statistical methods had been used to test validity of data and constructs.

In this research the six variables selected to enhance the knowledge about their impact on consumer online shopping attitude. Research hypothesis had been constructed based on literature reviewed to examine the interrelation between the variables been selected and their impact on the online shopping attitude. A qualitative study in a form of SWOT analysis had carried out to investigate the practical dimension of the factors effect using the data from questionnaire. Then the cultural factors besides other factors impacting the consumers' decisions to shop online data had been collected from a sample in Guiyang city (capital city of Guizhou). The TAM empirical application of Guizhou consumers was used to conduct quantitative research, in order to improve the understanding of online e-commerce on the cultural factors that promote consumers to online shopping. Structural equation modeling had been utilized for fitting the information and testing the theory.

6. Innovation and Limitations

There is a need to figure out how to measure the impact of cultural factors in consumers' attitude from there the innovation in this research was performed by using either qualitative or quantitative methods that would contain and bridge the gap of research by TAM. This examination has mostly four limits. First, about the sample, it should cover different areas outside Guiyang city, and should include interviewees from different social classes. To be able to generalize the findings, future studies will suggest using a national sample of current and prospective online shoppers. Second, the questionnaire should contain more questions about cultural information such as religion and educational level to see whether they have an effect on actual online shopping. Finally, in order to investigate the differences in website details, design and response, the structure of website content can be applied to TAM.

7. Usefulness, Ease of Use and Enjoyment

For shopping online, PU is defined as consumers' belief that online shopping can improve the efficiency and effectiveness of the shopping process. For example, searching for information, comparing prices, placing and tracking orders through the Internet will improve the efficiency and effectiveness of the shopping process. Sreeram, Anusha, Ankit Kesharwani, and Sneha Desai (2017) also linked PU to the benefits that people get from using the internet, Such as reducing the amount of time and energy required to go shopping^[1]. PEOU is the degree to which customers think a shopping website can help them shop online more effortlessly.

In addition, PE refers to the level of pleasure consumers feel when shopping online at a particular site. The more a person likes shopping on websites, the more likely he or she is to spend time surfing and shopping online. Researchers concluded that PU, PEOU and PE had a positive impact on consumers' willingness to shop online, and encouraging online shoppers to visit more web pages and increasing the likelihood of buying. The research of Wai, Kok, et al (2019) has inspired me to investigate the impact of various structures on actual online shopping attitudes^[2].

8. Perceived Risk

There are more uncertainties in the market online than traditional markets; customers perceive risk when confronted with uncertainty and unfavorable outcomes. Tran, V. D. (2020) have defined the perceived risk of online shopping as the potential negative outcomes customers may face when using electronic transactions^[3]. The risks in the online shopping process fall into two categories: product/service risks and online transaction risks. The risk of buying products/services may derive from the likelihood that they did not provide the expected benefits or were not delivered on time. The risk within online purchases may be due to a sense of fear about using a credit card online or the misuse of personal information. As a result, the empirical application takes into account both types of risk. The risk of disclosing personal information or credit card information, as well as the risk of goods/services

not arriving within the platform's specified timeline, or the quality of the product doesn't match the product displayed on the website. The greater the perceived risk, the more likely consumers are to prefer the traditional way of purchasing products/services. Studies have proved that perceived risk has a negative influence on consumers' online shopping intention. As a result, it is expected that consumers' perceptions of risk associated with their online activities would have a negative effect on their actual shopping conduct.

According to Qalati, Sikandar Ali, et al (2021), improved website design can reduce perceived risks for online shoppers^[4]. Therefore, the hypothesis that PEOU is positively correlated with RISK is included in the model proposed in this paper.

9. Subjective Norm

Subjective norm is the pressure an individual feels from others or groups of importance that he should or should not perform a particular action. Previous empirical research has confirmed that SN is a powerful influencer, especially in the early stages of innovation, users' shopping experience is very limited^[5]. (Brusch, I., & Rappel, N.2020). The following assumption is applied to measure the impact of family and friends on customers.

10. Internet Experience

Hua, L., & Wang, S. (2019) verified the applicability of the extended technology acceptance model based on the adoption intention of online shopping behaviors across borders (China and the United States)^[6]. A research results of Aref, M. M., & Okasha, A. E (2019) show that there is a positive correlation between network time and PEOU^[7]. Network experience is negatively correlated with risk perception. As a result, I propose that internet experience can influence RISK.

11. Foreign Sites

The research of Karine, H. A. J. I. (2021) revealed that one of the biggest challenges to online shopping in Chinese developing areas is a shortage of active shopping websites, with the majority of websites being international^[8]. In some developing areas, the language of the site may be a factor affecting PEOU; because of lack of knowledge of other languages, customers may tend to shop on websites written in Chinese. To see if the language of a website has an impact, I thought that Guizhou customers would not choose to shop on a foreign website.

12. Source of Data

Previous studies have showed that younger people are more likely to see emerging technologies as a chance^[9](Bol, N., Helberger, N., & Weert, J. C. 2018). They are more attuned to technology and more likely to see its benefits. Results show that compared with the older generation, young people in Guizhou have a better manner toward shopping online. Therefore, I chose to collect samples from educated young people. Questionnaires were sent through a social media chat app in order to prevent double responses. The questions were closed, and some of the choices were on a 5-point Likert scale. The investigation was released in September 2020 and lasted for nearly five months. 720 questionnaires were answered by 350 respondents. The response rate was 49%. I will increase the response rate by presenting my information for the purpose of the survey and emphasizing the respondents' privacy. In addition, I received some sweet reminders. SPSS was used for reliability test, third-party descriptive analysis and exploratory factor analysis. Others have suggested a minimum sample size of 200. To investigate the factors that influence real online shopping attitudes and repurchase behaviors, we identified 224 respondents who had made online purchases. Kline(2015) suggested that the minimum sample size was 224^[10]. Of those who have made online purchases, 84.4% are under 30 years old. Overall, 80 percent of respondents said they shopped online once a month, 3.1 percent said they shopped twice a month, and 15.6 percent said they shopped three times a month and more than once a week. In exploratory factor analysis (EFA), factor loads of all observed variables were observed, and factor items with factor loads less than 0.5 were ignored. Although I think the language of the website has a great influence on the actual shopping attitude, the output of EFA leads to the deletion of this item. This may be because respondents are well educated, which leads to their willingness to shop on

international websites. Some previous studies have suggested that spending more time online can increase the potential of online shopping and reduce customers' risk expectations.

The output of the EFA yielded 8 factors. Appendix A lists the items for each factor as well as the associated code.

13. Structural Equation Model and Variables Analysis

Measurement and structural modeling using SEM with AMOS 5.0 for analysis by experienced third parties, researchers can use SEM to approximate causality between several independent and dependent variables. SEM has the advantage of supporting potential variables that are not available, and researchers use observable indicators in the model to estimate them. In order to test the model fitting degree and prediction ability of network buying attitude theory, SEM and maximum likelihood (MLE) technology were used to evaluate the model fitting degree and prediction ability of network buying behavior theory. The SEM's production consists of seven variables that influence ASHOP. The constructs' reliabilities were checked using Cronbach's alpha coefficient. Alpha is higher than the recommended standard in all constructs (0.7). As shown in Figure 2.

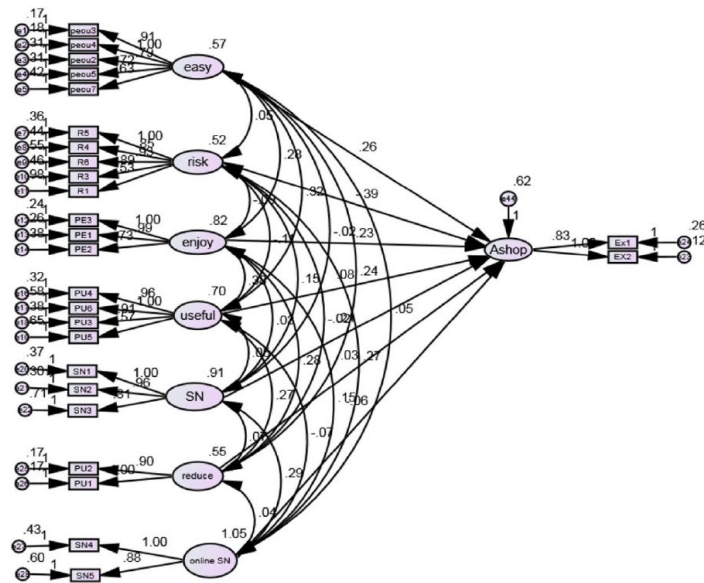


Figure 2. The initial structural model including all proposed factors influencing the actual online shopping attitude

The fitting indexes are all larger than the recommended cutoff stage, indicating that the model suits the data well. The fitting index CMIN/ DF was 1.61, the comparative fitting index CFI was 0.937, the modified goodness of fit index AGFI was 0.838, the incremental fitting index IFI was 0.931, and the root mean square error approximate RSMEA was 0.052. Column P shows the likelihood value of the null hypothesis, with three asterisks (***) indicating a significance of less than 0.001. It is found that there is a significant direct relationship between EASY, RISK, ENJOY, SN and ASHOP. This hypothesis was rejected because I believed that online interaction in social networks would have a positive direct impact on ASHOP. On the other hand. In addition, ENJOY and EASY play a moderating role in the effect of usefulness.

The final model accounts for 63% of variance in e-shopping activity. The findings show that each of the factors Simple. The three variables mediate the effect of online social standard on e-shopping activity. As shown in Figure 3.

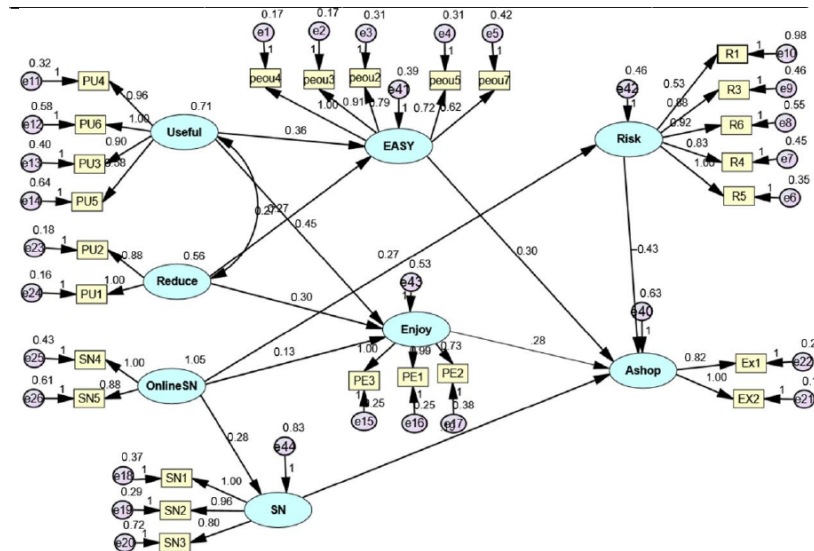


Figure 3: The final model including significant factors affecting the actual shopping attitude

14. Findings

Although 11 hypotheses were established in the proposed research model, SEM analysis for 8 of them was validated by exploratory factor analysis. Consumers tend to buy from places that are easy to use and where product features can be clearly defined, according to the latest findings. The ease of use of technical interfaces and software on websites has a major effect on consumers' perceptions of the utility of shopping online, according to previous similar studies. But, the results showed that the perceived usefulness of useful constructs and reduced constructs had a positive influence on ease of use. Perceived risk, on the other hand, plays an important role in increasing online shopping environment uncertainty and remains a major barrier to online shopping adoption in Guizhou. The findings of this study indicate that risk has a negative effect on actual shopping and is not affected by the ease or utility of shopping online.

Next, the findings show that, in addition to its effects on perceived risk, family and friends' views have a positive impact on respondents' willingness to buy online marketers should engage in this when developing their marketing strategies. While previous studies have suggested that low credit card penetration in Guizhou is slowing the spread of e-commerce, the findings of this study contradict this assumption, as many respondents do not have credit cards but shop online. This can be explained by implementing some creative approaches to address barriers to low credit card usage, such as cash on delivery and payment services provided by intermediaries. The growing popularity of online shopping requires looking into the dynamics of online consumer attitude in various environments, especially outside of developed countries. The results show that the barriers to online shopping in Guizhou Province are perceived risks, not the lack of credit cards. In order to improve the efficiency of online shopping, Guizhou's online marketers should emphasize the factors that have a positive impact on online shopping attitudes, and help their websites pass the field test of products and services.

15. Limitations

The TAM is extended to better understand and verify consumer's attitude towards online shopping in Guizhou Province. This thesis puts forward six variables, and studies their influences on consumer's attitude towards online shopping. The results of this study support previous researches. That is, ease of use and social norms have a positive influence on online shopping, while the perceived risk shows a negative influence, which is also deemed as the biggest obstacle for consumers in Guizhou Province. It is concluded that information about website safety shall be widely spread to encourage consumers in Guizhou to engage in online shopping.

Some shortcomings may be existed in this study. First of all, questionnaire shall have respondents with different educational levels and from other cities except for Guiyang. Secondly, to generalize findings, it is suggested that further studies shall increase samples statistics and demographic variables

to carry out in-depth analysis on intentions of consumers in Guizhou for online shopping on the basis of varying personal characteristics. Further, consumer buying behavior may be treated as a dependent variable in the model or structural equation model may be used to explore influences of related variables on online shopping of consumers in Guizhou. At last but not least, consumers from different regions with varying cultural backgrounds may have different intentions for online shopping, which needs to be studied as well. For instance, inland and coastal consumers may have different consumption intentions for cross-border online shopping.

The last, constructs like website content, design, and answer could be applied to the TAM to investigate various aspects of website functionality on the actual shopping experience.

16. Recommendations for for Future Research

The study had shown that there is significant positive relationship between cultural factors and consumer attitude in Guizhou province; according to the findings stated above it is recommended that online retailers must invest in making their websites easy to access, user-friendly, and avail the tools and buttons that would allow users to interactively compare various goods and services. It is also important for electronic retailers to take steps to reduce the risk shopping from online to improve site protection and to warn consumers about these steps by listing the consumer's rights and return policy on the website. Retailers can as well use electronic word of mouth and associate advertisers via social media to advertise their goods and reduce customer perceptions of risk. On the other hand it is recommended that government should put laws and regulations to organize the online shopping to reduce the associated risks.

Another point of view concerning businesses who want to succeed in online shopping should figure out who their target customers are and tailor their strategies accordingly. Although the Internet has enabled businesses to reach customers around the world, many businesses around the world are finding it challenging to create satisfying online shopping websites. This study has important implications for international marketers, especially practitioners and e-retailers in Guizhou. They want to use e-shopping platforms to grow their businesses to reach local audiences. As an example of the importance of PEOU in persuading consumers to change their minds and intentions, markets like Guizhou PEOU, which are still in the early stages of Internet adoption, have a significant direct and indirect impact on the impulse to shop online. Consumers in Guizhou are more likely to worry about their skills when making a choice, rather than the advantages of learning and using the website. With online shopping in mind, this study suggests the adoption of easier electronic shopping design platforms that can be used by a wide range of consumers, regardless of their computer literacy.

E-retailers must consider the impact of confidence on PEOU,PU, mindset,and intention to buy online while designing e-shopping platforms to inspire consumers to shop online. Another issue to recommend noticing the findings which have shown that building trust is crucial. The finding that perceived enjoyment has a positive and important impact on attitude means that online shopping websites must efficiently convey the enjoyment and benefits that customers can obtain by shopping online.

Online retailers must emphasize the benefits of saving time and effort,as well as lower transaction costs, convenience value, lower switching costs, order ease, and comparison ease among in comparison to conventional retailers whom can offer relative advantages and benefits.

Effectiveness in this respect as offline and online marketing systems and promotion embedded tend to be beneficial governments will also help to increase the relative benefits of online shopping, for example, if the government exempts taxes(such as customs and sales taxes) on certain products the online retail price will be lower than the offline retail price for both items one, and this will inspire people to go online to shop. A national sample can be studied in future of active online shoppers, another information and data could be added to the questionnaire to provide more idea about the characteristics and feature of the sample been studied. Another constructs can be added to the TAM to examine e-shopping platform crucial requisites to perform efficiently and effectively. A study can comprise of a comparison between other neighboring countries same studies to examine the differences and to promote the cross border e-trade.

17. Data Availability Statement

All data, models, and code generated or used during the study appear in the submitted article.

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