

A STUDY ON THE INFLUENCING FACTORS OF CONSUMERS' WILLINGNESS TO BUY LARGE MUSICAL INSTRUMENTS ONLINE

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ABSTRACT

Along with the fast development of the Internet and the continuous improvement of e-commerce platforms, Chinese consumption has dramatically changed. Online shopping is gaining wider popularity among consumers. In recent years, as the upstream and downstream industries relevant to e-commerce continue to develop, the types of online shopping have once again been widened. Large musical instruments such as pianos and guitars are also sold on e-commerce platforms. Their market share is gradually expanded by under more reasonable and transparent prices and lower logistics costs. Compared with the fast-growing market scale, we have few theoretical literatures concerning online shopping. At present, most of the study mainly focuses on the development of information technology and customer behaviors on the whole platform, and slightly ignores specific theoretical research on the art industry. Based on previous information systems theory, seven hypotheses about the behavior willingness for musical instruments online were put forward. A reasonable structural equation model is constructed; an empirical analysis on the collected valid 364 data is carried out; and six hypotheses are tested by analyzing the relation between path coefficient and variables. Moreover, perceived trust and perceived risk are two independent variables in the same dimension. The hypothesis that the result was not accepted is elaborated, and management and marketing suggestions are provided for managers of the online shopping platform.

Keywords: *Online Shopping, Behavior Willingness, Structural Equation Model, Influencing Factors, Musical Instrument Sales, Information Systems*

1. INTRODUCTION

As Internet application technology develops ever faster than before, social networking, online learning, e-commerce and so on, have changed people's lives continuously. According to the press

conference held by the Ministry of Commerce on July 30, 2020, despite the outbreak of the COVID-19 pandemic, China's online e-commerce retail sales reached 5.12 trillion yuan, a year-on-year increase of 7.3% [1]. Based on data from xinhuanet.com, 95,000 e-commerce-related companies were newly

established in the first October of 2020 [2]. In this connection, China's e-commerce has steadily become the leading force in global trade. With the diversified development of network infrastructure, means of payment and logistics modes, e-commerce covers all contents. However, due to the particularity of large musical instruments, numerous customers prefer offline shopping to buy the instruments [3]. Therefore, there is still greater space for market research in this field. We can analyze the influencing factors of customers' willingness to accept large musical instruments and provide targeted guidance for online shopping managers through this research. Different marketing strategies can be changed to fulfill better sales tasks, which is of significance.

As a motivation of this study, an author of this research has engaged in the wholesale and retail of imported musical instruments for years. Based on the Technology acceptance model (TAM) as a classic behavioral research model, the subjective norm of external variables and perceived behavior control of the Theory of planned behavior (TPB) model are therefore introduced. At the same time, the perceived risk perception and perceived trust including the author's experience are presented to form a combined model. A questionnaire survey is conducted targeting people who are likely to buy musical instruments on the online shopping platform. After obtaining valid data samples, we analyze the data through IBM SPSS, construct a structural equation model (SEM), and analyze essential parameters such as path coefficients in detail through the AMOS tool.

This paper is composed of six sections, including Introduction and research motivation, Related literature research, Hypothesis and conceptual framework, Research method and questionnaire composition, Research results, and Discussion and conclusion.

2. LITERATURE REVIEW

2.1 Research on Online Purchase Willingness

Online shopping refers to the process in which consumers purchase their favored goods via the Internet and mobile devices [4]. Willingness, first mentioned in psychology, refers to the subjective initiative of individuals to perform specific behaviors [5]. Purchase willingness, considered as a decision-making process in consumer behavior, refers to the possibility of consumers completing the payment. From the perspective of [6], willingness, based on the personal plan and different from attitude, is a conscious behavioral motive and a unique psychological state. According to [7], the customer's purchase willingness refers to the subjective probability of the customer engaging in a particular purchasing behavior, proportional to the probability of occurrence of the behavior. Kotler [8] believes that the purchase process consists of requirement identification, information collection, alternative evaluation, purchase decision, and post-purchase evaluation. Many scholars [4,6] reckon that purchase willingness is part of the purchase decision. As a result, subsequent research in this paper will be conducted mainly with behavior willingness as the dependent variable.

Many factors are exerting an influence on purchase willingness. [9] holds the opinion that perceived benefits and perceived risks play a decisive role in perceived value and have an influence on purchasing behavior. [10] proposes that consumers, when shopping online, pay special attention to consumer safety, including the confidentiality of personal information and the reliability of the information. [11] shares the opinion that in shopping, the risk perceived by consumers is negatively correlated with their purchase willingness. [12], with trust as a mediator, explored

the relation between perceived risk and purchase willingness, and found that the four indicators of performance, psychology, online payment, and finance negatively affect purchase willingness, but social and logistics risks do not significantly influence the willingness. Given the particularity of large musical instruments and the difference in logistics from ordinary express delivery, this research still includes logistics risks in the scope of risk perception. [13] also believes that all efforts made by online store owners to reduce the perceived risk of consumers are to enhance consumer trust and increase their purchase willingness. [14], with trust as a mediator, discussed the relation between purchase willingness and opinion leaders based on emotional value. [15] built a data model for the two indicators of familiarity and identity of the online store by taking MBA students as the respondents. The results also show that consumers' trust in online stores positively impacts their purchase willingness. Based on the above research, this paper will make a study given the particularity of large musical instruments and see perceived risk and perceived trust as separate variables.

2.2 Theoretical Model Research

The online shopping model takes the physical consumption environment with information systems (ISs) and transfers behavioral research to technical issues. [16] first proposed the TAM in 1989 on the basis of the Theory of reasoned action (TRA), which has been verified and extended in the field of information systems [17,18]. Basic TAM includes perceived ease of use, perceived usefulness, behavior willingness, and actual use. The model has a strong explanatory power and stability in user behavioral research [19,20]. This model mainly describes the relation between the user's acceptance of the IS and the behavior willingness. [17] suggested in the wireless technology research that models with and without attitude variables can

explain the applicability of ISs. [21] proposed a new model based on TAM and believed that behavior willingness is the most important decision influencer of a person's actual behavior and that behavior willingness is subject to the attitude. Many scholars believe that additional variables should be added to improve the explanatory power of TAM [22]. [23], considering the different characteristics of online shopping and other behavioral research, researched combination with TAM and Innovation diffusion theory (IDT), and introduced two external variables, i.e., observability and compatibility. However, [24] suggested that the IDT is not applicable for studying the information adoption behavior of individual consumers.

Ajzen changed and extended the TRA to the TPB [25]. On account of the description of TPB, behavior willingness is jointly determined by attitude, subjective norm, and perceived behavior control. The distinct difference between TPB and TAM is that TAM mainly concerns the internal perception of users, while TPB places emphasis on external factors that affect behavior. Subjective norm refers to the social pressure of individuals on whether to take a specific behavior [25]. Studies by many scholars have proved that the influencing factors affecting subjective norms may be diversified, including other people, information, and belief [26,27,28]. Perceived behavior control refers to the personal perception of past experience and anticipated obstacles [25]. The more resources and opportunities an individual has, the fewer obstacles he/she anticipates, and the stronger perception he/she makes of practical action. [25] pointed out that an individual's available resources and opportunities are of great importance to his/her behavior willingness. [29] believed that self-efficacy is consistent and self-belief. [30], taking online shopping as research background, proposed that consumers' judgment on their ability to take

advantage of new Internet systems exerts an impact on their willingness to use. It stems from the fact that self-efficacy, part of behavior control, makes consumers more confident and enables them to try new ISs.

3. RESEARCH MODEL AND HYPOTHESIS

3.1 Research Hypothesis

Perceived usefulness and perceived ease of use serve as the core variables in the classic TAM. Perceived usefulness originally refers to the perception of efficiency improvement when individuals fulfill tasks via ISs [16]. This indicator acts as the main predictive factor of users' attitudes towards the system, and it is also one of the most widely applied variables in technology adoption research [31]. In the research on the applicability of mobile networks, [32] found that the network status directly affects the consumers' purchasing efficiency and indirectly influences their final purchasing behavior. Perceived ease of use is defined as the degree of efforts made by an individual when utilizing the technology [16]. Studies indicate that the characteristics of the application affect the user's perceived ease of use. The frequent operation, difficulty in information input, etc., make a difference in consumers' shopping attitudes [33]. In the consumption scene of large musical instruments, consumers prefer to weigh the difference between online purchases and offline purchases. Since most of them have no experience in buying large musical instruments through online shopping, they will not only compare prices but also care more about the time and energy spent. To this end, to verify the explanatory power of perceived usefulness and perceived ease of use in specific consumption scenarios, the first two hypotheses are set as follows:

H1: In the purchasing scene of large musical instruments, perceived usefulness has a significant impact on perceived attitude.

H2: In the purchasing scene of large musical instruments, perceived ease of use has a significant impact on perceived attitude.

Consumers can perceive diverse risks. During online shopping, risks can be subdivided into financial risks, quality risks, transportation risks, and privacy risks. Numerous previous literature has proved that consumers' purchase willingness is affected by perceived risks [9,10,11]. However, some researchers have suggested that the degree of risk perception gradually has weakened because of following technology and the popularization of online shopping [34]. Although mobile payment is more popular in China, consumers have a relatively low perception of financial risks and privacy risks. However, the purchasing scene of large musical instruments features higher unit prices and different transportation methods from ordinary express delivery. In the author's view, consumers' risk perception abounds. To verify the impact of perceived risk in a specific scenario, the following hypothesis is therefore proposed:

H3: In the purchasing scene of large musical instruments, perceived risk has a significant impact on perceived attitude.

Perceived trust is defined as the user's perception of environmental protection and safety prior to decision making. According to many studies, perceived trust and perceived risk are mutually restricted [13,35]. As stated in the literature, many online store owners, by increasing customer trust, reduce their risk perception. However, some studies proposed that trust is fairly complex and diverse [30]. In this research, a trust model that can test the trust antecedent and overall trust is put forward. Research suggests that consumers lay emphasis on business credibility, platform credibility, personal trust tendency when shopping online, in which the personal trust tendency is mainly from the types of

items purchased, etc [30]. In the field of ISs, trust and risk are often collectively studied, thereby adapting to different research environments. Consequently, based on the above research, this paper divides perceived trust and perceived risk into two independent variables so as to construct a theoretical model and figures out whether there are collinearity issues. The following hypothesis is therefore proposed:

H4: In the purchasing scene of large musical instruments, perceived trust has a significant impact on perceived attitude.

There is abundant research on attitudes and behavior willingness, and many studies have shown that users' attitudes towards ISs ultimately determine whether they employ the system [21,27]. In addition, research on consumer behavior suggests that shopping behavior is a kind of emotional reflection, while positive emotions better promote shopping behavior [30]. Therefore, this variable (attitude) is also set as a mediator relevant to the final behavior willingness. The following hypothesis is therefore proposed:

H5: In the purchasing scene of large musical instruments, the perceived attitude has a significant impact on behavior willingness.

In the classic TAM, perceived attitude as a single variable has a direct influence on the behavior of IS users. Thus, this research attempts to introduce two external variables to improve the explanatory power of the model in special scenarios. Social impact, an external variable, is applied to the research of information technologies such as wireless application protocol (WAP) and mobile Internet services [36]. However, among social impact, the subjective norm is the most important decision influencer. In the online shopping context, the subjective norm is defined as users' personal perceptions of other people's opinions on their

purchasing behavior. To put it simply, a user who is about to buy a large musical instrument will be affected by his/her family, teachers, and sales of different musical instruments. Studies have found that the information shared through popular SNS platforms positively impacts consumers' purchase decisions, especially among young people [37]. Perceived behavior control, proposed by TPB, is defined as the ability of users to perceive that they manage to fulfill their own behaviors [25]. [28] also proposed self-efficacy based on the TPB and believes that self-efficacy better fits people's judgments when dealing with future situations, which is similar to the perceived behavior control. Based on the above theory, subjective norm and behavior control are two high-quality external variables in the large-scale musical instrument purchase scene. Therefore, its impact on behavior willingness will be verified. The following hypotheses are therefore proposed:

H6: In the purchasing scene of large musical instruments, the subjective norm has a significant impact on behavior willingness.

H7: In the purchasing scene of large musical instruments, behavior control has a significant impact on behavior willingness.

3.2 Theoretical Model

A lot of literature indicates that, although TPB's performance is not as favorable as TAM's, TAM and TPB prove to be effective in user behavioral research in the field of Internet information technology. Therefore, this study, in combination with TAM placing emphasis on internal perception and TPB centering on external influence, adds two variables that we perceive and proposes a targeted theoretical model. The model is mainly divided into two parts, internal variables of consumers' own perception composed of perceived usefulness (PU), perceived ease of use (PE), perceived risk (PR), and perceived trust (PT), having a joint influence on the perceived

attitude (PA); external variables composed of the subjective norm (SN) and behavior control (BC), mainly collecting consumers' external influencing factors. These variables, together with perceived

attitude (PA), forms a mediator and finally affects behavior willingness (BW). Figure 1 shows the theoretical model.

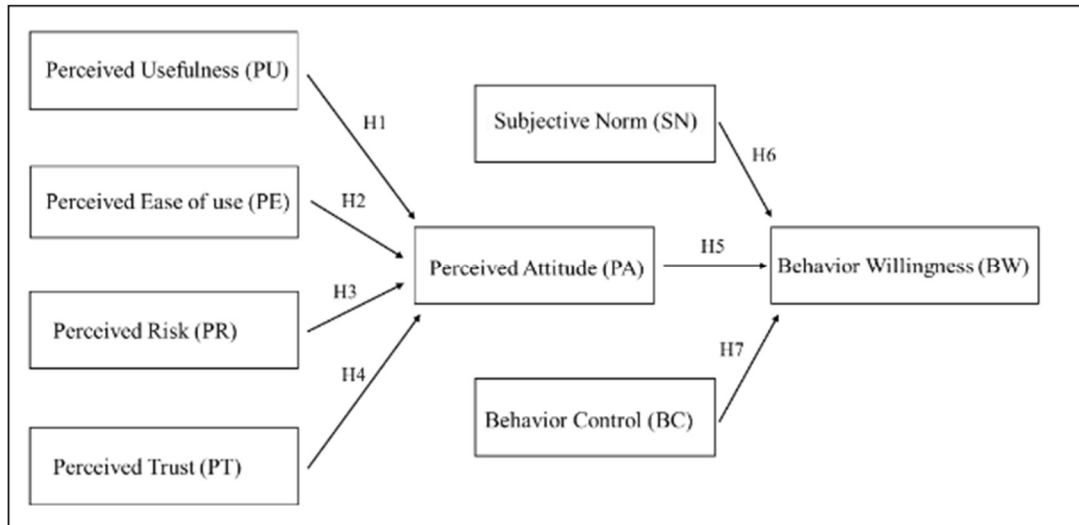


Figure 1: Theoretical Model

4. RESEARCH METHOD

This research aims to seek out the influencing factors of consumers' willingness to buy large musical instruments online. The research results help the managers of this type of online store to formulate effective business strategies, which is very meaningful from a practical point of view. This research makes hypotheses based on the theoretical basis of ISs, tests the hypotheses through effective statistical analysis, and modifies the model in line with the research results.

The data for model verification is collected via Sojump.com (the most comprehensive questionnaire website in China). The questionnaire mainly targets people who are interested in buying and intend to buy musical instruments. The questionnaire is composed of two parts. Part A mainly collects the demographic characteristics of respondents, including gender, age, educational background, and monthly income. Part B, based on hypotheses, puts

forward questions regarding perceived usefulness, perceived ease of use, perceived risk, perceived trust, perceived attitude, subjective norms, and behavior control. There are three questions for each item, with the dependent variable as behavior willingness (two questions). The variables are all subjective perceptions of users, so the Likert scale can collect information in a reasonable manner. The data analysis tool is IBM SPSS 22 Version + AMOS, and the reliability analysis and SEM analysis of the variables are described in the next section.

5. RESULT

We collected 397 questionnaires online and carried out simple data cleaning to improve the effectiveness of the data. In addition, we removed samples with not completely consistent answers, used the median of the items to fill in the null value, and eventually obtained valid 364 data. The demographic characteristics of respondents are shown in Table 1. According to descriptive analysis, among the respondents, 57.1% are women, higher

than 42.9% of men, indicating that, in general, women pay more attention to the purchase of musical instruments. In terms of statistical results about age, most of the respondents' were from 18 to 40. The respondents enjoy a relatively high educational background, with bachelor's degrees accounting for 50.3% and master's degrees and above for 44.8%. Their monthly income ranges from 3,000 to 9,000 RMB, with few low-income groups. Therefore, it can be seen that the purchase of large musical instruments requires higher purchasing power.

Table 1: Demographic statistics of respondents

	Category	Number of people	AVE
Gender	Male	156	42.9%
	Female	208	57.1%
Age	<18	5	1.40%
	18~30	168	46.1%
	31~40	156	42.9%
	≥41	35	9.60%
Highest education	High school and below	18	4.90%
	Undergraduate	183	50.3%
	Master's degree	142	39.0%
	Doctoral degree	21	5.80%
Monthly income (RMB)	<3000	36	9.90%
	3001~6000	123	33.8%
	6001~9000	115	31.6%
	≥9000	90	24.7%

5.1 Analysis on Data Reliability

In data learning, reliability analysis and validity analysis are mainly utilized to verify the data reliability. This kind of analysis aims to show the association and movement between all items in the model [38]. The reliability of a research measurement tool concerns the extent to which the

instrument presents the same results in repeated trials. The tendency toward consistency found in repeated measurements/trials is called reliability [39].

Reliability analysis is to study the reliability of answers to quantitative data [40]. Generally, the reliability of attitude scales is measured via Cronbach's α coefficient. With the α coefficient mainly analyzed, if this value is higher than 0.8, it indicates high reliability; if between 0.7 and 0.8, it indicates good reliability; if between 0.6 and 0.7, it indicates acceptable reliability; if less than 0.6, it indicates poor reliability [41]. Validity is defined as the degree to which a test measures what it is supposed to measure [42]. The main measurements in statistics include content validity and structure validity. In this paper, the structural validity of the model is mainly verified through convergent validity and discriminative validity. Confirmatory factor analysis (CFA), an effective method for testing convergent validity, allows free correlation of factors between different items so as to prove the high fit between the model and the data [42].

Table 2 shows the data analysis results of eight variables and 23 questions in the questionnaire. The Cronbach's α coefficient of each item is higher than 0.8, indicating very high reliability of the items in the questionnaire. The factor loading value of each item is higher than 0.7, and some are higher than 0.9 [43]. Therefore, it can be considered that the eight variables included in the research model are of significant discrimination and can all point to their corresponding latent variables, with relatively high overall validity. Table 2 also presents the CR and AVE values of all variables. The CR and AVE are greater than 0.7 and 0.5, respectively, indicating high data aggregation and good overall convergent validity [43].

Table 2: Factor loading, Cronbach's alpha, CR, and AVE

Variable	Questions	Factor Loading	Cronbach's α	CR	AVE
PU	PU1	0.777	0.905	0.826	0.613
	PU2	0.776			
	PU3	0.796			
AS	PE1	0.814	0.895	0.851	0.656
	PE2	0.780			
	PE3	0.835			
PR	PR1	0.867	0.877	0.883	0.714
	PR2	0.811			
	PR3	0.855			
PT	PT1	0.807	0.891	0.870	0.691
	PT2	0.869			
	PT3	0.816			
PA	PA1	0.851	0.886	0.882	0.713

PA2	0.865				
PA3	0.818				
SN1	0.734				
SN	SN2	0.655	0.835	0.761	0.516
	SN3	0.762			

Discriminant validity is employed to measure whether there is a low correlation or significant difference between a variable and other latent variables [44]. This paper evaluates the discriminant validity through the AVE method. According to Table 3, the correlation between all items is less than the square root of AVE, indicating better discriminant validity of all variables in the data sample.

Table 3: Discriminant validity of constructs

	PU	PE	PR	PT	PA	SN	BC	BW
PU	0.783							
PE	0.646	0.811						
PR	0.752	0.653	0.844					
PT	0.530	0.662	0.415	0.831				
PA	0.712	0.724	0.695	0.454	0.846			
SN	0.341	0.265	0.250	0.120	0.134	0.716		
BC	0.557	0.596	0.567	0.591	0.581	0.354	0.794	
BW	0.675	0.754	0.783	0.471	0.705	0.657	0.284	0.921

5.2 Analysis on Structural Equation Model

Since there is a mediator in the constructed theoretical model, it lacks explanatory power in the traditional regression analysis [45]. The fitting degree in SEM can be detected via the chi-square test, under which the degree of difference between the sample and the fitted covariance matrix is evaluated [46]. Based on relevant academic research, the model fitting degree can be shown by GFI, AGFI, NFI, and CFI. If this value is greater than 0.90, it is regarded as an excellent fitting [45]. The

reference values of the root mean square error of approximation (RMSEA) and standardized RMR (SRMR) of the overall fitting parameters should be less than 0.10. Table 4 shows the verification for model fitting indicators, six of which are up to the standard. Therefore, the model is characterized by good adaptation and rationality.

Table 4: Model fitting test

Index	GFI	AGFI	NFI	CFI	RMSEA	SRMR
Evaluation criterion	>0.90	>0.90	>0.90	>0.90	<0.10	<0.10
Fitting value	0.984	0.901	0.963	0.964	0.064	0.022
Model fitness	Accepted	Accepted	Accepted	Accepted	Accepted	Accepted

This paper, via AMOS 21.0, constructs a suitable SEM model to verify the proposed hypotheses. Table 5 shows the results of the path analysis between the variables. The path coefficient between PU and PA is 0.180, with $t=5.513$, and $p<0.001$, which shows that the perceived usefulness is positively correlated with the perceived attitude, with significant impacts. Therefore, H1 is accepted. The path coefficient between PE and PA is 0.275, with $t=4.862$, and $p<0.001$, which shows that the perceived ease of use is positively correlated with the perceived attitude, with significant impacts. Therefore, H2 is accepted. The path coefficient between PR and PA is 0.282, with $t=3.426$, and $p<0.001$, which shows that the perceived risk is positively correlated with the perceived attitude, with significant impacts. Therefore, H3 is accepted. The path coefficient between PT and PA is 0.233,

with $t=2.738$, and $p<0.01$, which shows that perceived trust is positively correlated with perceived attitude, with significant impacts. Therefore, H4 is accepted. The path coefficient between PA and BW is 0.446, with $t=5.326$, and $p<0.001$, which shows that the perceived attitude is positively correlated with the behavior willingness, with significant impacts. Therefore, H5 is accepted. The path coefficient between SN and BW is 0.023, with $t=0.547$, and $p=0.585>0.05$, which shows that subjective norm does not influence behavior willingness. Therefore, H6 is not accepted. The path coefficient between BC and BW is 0.202, with $t=2.842$, and $p<0.01$, which shows that behavior control correlates with the behavior willingness, with significant general impacts. Therefore, H7 is accepted.

Table 5: Path analysis

Path	Standardized path coeff.	S.E.	t-value	p-value	Support or not
PU→PA	0.180	0.048	5.513	***	Supported
PE→PA	0.275	0.046	4.862	***	Supported
PR→PA	0.282	0.041	3.426	***	Supported
PT→PA	0.233	0.049	2.738	**	Supported
PA→BW	0.446	0.037	5.326	***	Supported
SN→BW	0.023	0.040	0.547	0.585	Not supported
BC→BW	0.202	0.035	2.842	**	supported

* $p<0.05$ ** $p<0.01$ *** $p<0.001$

6. DISCUSSION AND CONCLUSION

Nowadays, China has emerged as a leader in the global e-commerce market [1,2], and its e-commerce platforms with different models provide consumers around the world with high-quality services. However, as stated in the previous literature [10-15],

the research on consumer behavior is basically subject to the results of the entire platform. Furthermore, in view of the particularity of the purchase and transportation of large musical instruments such as pianos and guitars, factors affecting customer behavior differ. Different from

the traditional research on the influencing factors of e-commerce, this paper focuses on the large musical instrument market with lagging theoretical research. The combination model of TAM and TPB is put forward, and the perception of users is divided into two dimensions: internal perception and external influencing factors. The results show that the combination model has stronger explanatory power for the large musical instrument market, and the variables of perceived risk and perceived trust like the previous research also have a significant impact on the perceived attitude (purchase behaviour). In this research, we conducted interviews with fan groups in online stores selling musical instruments and eventually received 364 questionnaires. Seven hypotheses proposed, following verification of the validity of the samples, were tested and verified via the SEM method.

6.1 Theoretical Implications

As research results with rigorous analysis indicate, the perceived usefulness and perceived ease of use proposed by the traditional TAM are also applicable to the musical instrument sales industry. These two indicators significantly influence the perceived attitude of the mediator. In IS theory, the high perceived usefulness means that the system can help users complete the purchase task in a more efficient manner [17]. Compared with the traditional sales model of musical instruments, customers can complete the purchase by information such as photos and videos, with no need to go to offline physical stores, which greatly improves purchasing efficiency. Perceived ease of use, an important indicator, is a reflection of whether the e-commerce platform operation and payment are concise and whether the interface guide is clear [23]. Taobao, the current mainstream shopping platform in China, has already grown into a very mature and excellent platform. The results reflected in the data analysis also helped verify such theories.

For large musical instruments such as pianos, consumers are concerned about high value, difficulty in transportation, and lack of experience, which exert an impact on their risk perception as the research results show that perceived risk has a significant impact on perceived attitude, with a relatively high path coefficient, even greater than perceived usefulness. It suggests that consumers, when buying large musical instruments, are anxious about the risks. The researcher, long engaged in the piano import industry, shares the opinion that the product owners should set up marketing strategies from multiple angles and alleviate customers' concerns about risks with comprehensive services as far as possible. For example, before buying, great efforts should be made to enhance competitiveness by strengthening corporate image, establishing field advantages, and promising after-sales service. During logistics and transportation, it should be ensured that logistics information can be timely located, with customers actively notified, which can effectively alleviate the anxiety of customers before receiving the goods after payment. In the after-service, additional products associated with musical instruments can be provided free of charge. In addition, it can also reduce consumers' concerns about after-sales risks while increasing the added value of products.

Results show that perceived trust has a moderate impact on perceived attitude. In the online shopping context, consumers mainly obtain this variable through feedback from previous customers. Except for corporate image management, online sellers should highlight comment management and manage to show consumers better comments on the only webpage. In combination with the results of Table 3, it is found that PR and PT are only of low correlation. Arguably, perceived trust and perceived risk are two relatively independent variables in the same dimension. In other words, consumers, while

trusting the sellers, may still feel that there are other risks, such as transportation risks. Moreover, there is no collinearity issue between the two variables, contrary to the theory put forward by [12]. Therefore, musical instrument sellers should pay equal emphasis on these two indicators so as to more effectively improve the service quality of online shopping.

Perceived attitude, as a mediator, has a significant impact on the final behavior willingness. Two external variables of subjective norm and behavior control are put forward based on TPB theory. The results show that behavior control has a moderate impact. The online shopping context applicable to large musical instruments can be considered to be caused by the lower repurchase rate of this kind of goods. In other words, most users, before purchasing large musical instruments, are green hands and have a low sense of identity about suitable musical instruments bought online, which affects the final behavioral decision to a certain extent. However, the subjective norm obtains non-ideal results in the path analysis based on the significance level (p-value), it shows that there is no impact, which might be caused by the low popularity of musical instruments. Consumers fail to get more favorable advice before making a purchase decision, or they are likely to choose to believe in their own perceptions.

Large musical instruments still belong to the market to be developed in the field of e-commerce. As an online store manager, enriching store pages and optimizing operations could improve customers' shopping experience. In addition, strengthening corporate image management, comment/review management, other ways to reduce customers' negative emotions about risk and trust, and strengthening the communication skills of pre-sales customer service are useful tools for promoting those

products. In addition, sellers' and consumers' awareness of large musical instruments should be enhanced, ultimately it assists consumers in making purchase decisions.

6.2 Limitations and Further Research

Since we chose active Internet users who are interested in musical instruments as our respondents in this research, the research results may not be extended to all musical instrument buyers. Given that there may be consumers who are accustomed to offline shopping, variables on consumption habits are not set, which is one of the shortcomings of this research. In China, long-term online shopping has changed the consumption habits of many young people, even middle-aged and older people. As upstream and downstream industries develop, almost all favored items in life can be bought via online shopping. However, in other countries of the world, online shopping can have low coverage. For large and precise musical instruments like pianos, it will give rise to a lot of additional charges in addition to their own expensive costs. Therefore, the results of this research may lack practicability. In the follow-up research, global users should be involved with samples, and long-term customer behavior data might be analyzed via data mining instead of statistical analysis.

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