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Influence of effort expectancy on consumers' purchase intention within a B2C imported cross-border e-commerce market: The mediating role of consumer trust

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Abstract

This study is primarily aimed at examining the influence of effort expectancy on consumers' purchase intention within a Business-to-Consumer (B2C) cross-border e-commerce (CBEC) consumption market in China. With the improvement of the living standards for the Chinese consumers, the B2C imported cross-border e-commerce platforms have become the choice of consumers for online shopping. On the basis of the seminal UTAUT Model, consumer trust is proposed as a potential mediator for the relationship between effort expectancy and purchase intention. By using a non-probability sampling technique, an online questionnaire survey distribution was employed with an overall return rate of 108 usable feedback. Data were analysed using the SmartPLS Version 4.0.9.9 statistical software. Results revealed a positive and significant influence of effort expectancy on consumers' purchasing intentions. Furthermore, we found that consumer trust significantly mediates the relationship between effort expectancy and purchase intention. These findings could assist imported cross-border e-commerce platform enterprises towards enhancing the convenience of online shopping on these platforms and improving consumers' trust in online shopping activities. This study contributes to promoting the platform enterprises to improve the convenience of the whole process of platform operation and purchase, and is conducive to paying attention to the consumer trust to enhance the enterprise's reputation, which will help develop customer stickiness and cultivate loyal customers.

Keywords: B2C imported cross-border e-commerce, China, Consumer trust, Effort expectancy, Purchase intention, UTAUT.

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1. Introduction

Artificial Intelligence, a new technological revolution, is currently emerging globally, and the e-commerce sector is constantly evolving by utilising advanced science and technology, innovative management modes, operation modes, and marketing modes to create new business growth points. The innovative development of e-commerce will continue to provide a significant impetus to the growth of China's consumer market. The steady progress of the cross-border e-commerce industry not only promotes China's manufacturing industry towards globalisation and safeguards the stability of the global supply chain but also enhances the happiness of the Chinese people in cross-border online shopping, prompting them to enjoy diversified choices and better e-commerce services brought by imported cross-border e-commerce.

The scale of China's import and export market has continued to expand as the global supply chain recover and China's opening to the outside world has continued to expand for the past few years. According to China's General Administration of Customs, statistical data in 2023, China's CBEC imports and exports amounted to RMB 2.38 trillion, with a year-on-year increase of 15.6%. Additionally, based on the Business Big Data, the top three places of origin of China's CBEC imports are Japan, the U.S., and Australia, which account for 35.1% of the overall cross-border e-tailing imports.

At present, China's cross-border import consumption supply and demand are strong, domestic consumers' consumption capacity for overseas high-quality goods is increasing, and the cross-border import consumption market shows a trend of diversification and personalisation. As people's living standards continue to rise and the size of the middle-income group steadily increases, China's imports of consumer goods will maintain a stable trend. The stable and vigorous development of the cross-border consumer goods import market has given an essential motivation to lucubrate the purchasing intentions of imported CBEC consumers. More importantly, it has great theoretical and practical significance in studying the purchasing intentions of imported CBEC consumers.

Theoretically, this paper's research significance lies in its adoption of the effort expectancy variable from UTAUT model to investigate its potential positive impact on consumer purchase intention. In the new research circumstances, the expectation of effort is given a more concrete connotation. The UTAUT model was first proposed by Venkatesh, et al. [1]. The influence of four independent variables on use behaviour was studied, including effort expectancy, and this model could explain 70% of the difference in use intention. This paper focuses on the relationship between effort expectancy and the consumers' purchase intention on the CBEC platforms, providing a useful supplement to the theoretical application and new research contents of the existing model. At the same time, this paper innovatively introduces consumer trust as an intermediary variable, studies the intermediary effect of consumer trust, and extends and develops the existing theoretical model, which has vital research value and theoretical significance.

In a practical sense, this paper has a significant effect on CBEC import platforms by discovering potential issues and rectifying the problems concerning platform shopping convenience, consumer trust in the platform, and consumer purchase intention. As the market for imported consumer goods continues to expand, cross-border import platform enterprises must continue to focus on the factors that influence consumer purchasing intentions. Furthermore, companies should also study which factors are important considerations for consumers' cross-border consumption and put forward effective suggestions and measures for the operation of the current imported platforms in a targeted manner so as to enhance the consumers' cross-border purchasing intentions and improve the consumers' cross-border shopping experience, which may result in the imported CBEC B2C platform enterprises achieving accelerated progress.

Based on the above industry background and analysis of the significance, the scope of the research is to clarify the impact of two factors – effort expectancy and consumer trust – on consumer purchase intention under the perspective of imported CBEC B2C platforms and to investigate the Chinese consumers shopping on the these platforms, based on the statistical analysis of consumer cross-border shopping research data, to draw targeted recommendations for cross-border import platform enterprises so that they promote the quality and steady progression of China's imported CBEC B2C platform enterprises. Therefore, the purpose of this paper is to address the following research questions:

RQ1: In the certain imported CBEC background, what is the relationship between effort expectancy and consumers' purchase intention, and how does effort expectancy affect consumers' purchase intention?

RQ2: How does the consumer trust factor of imported CBEC platforms affect consumers' purchase intention?

RQ3: As a mediating factor, what kind of mediating effect does consumer trust play between effort expectancy and consumers' purchase intention?

2. Literature Review

Based on the research objective and research scope, relevant literature about the following contents or keywords must be reviewed. Firstly, this paper needs to organise existing literature that studies consumer purchase intention on CBEC import platforms. Secondly, this paper will analyse consumer trust as a mediator, thus necessitating the organization and review of relevant literature in this field that employs consumer trust as a mediator. Lastly, since this paper is based on the UTAUT model proposed by previous scholars, the effort expectancy factor in the model is selected to study its impact on consumer purchase intention; hence, a review of the pertinent literature on the usage of the originally proposed UTAUT model in the e-commerce field is also a necessity.

In recent years, China's per capita income level has increased, the scale of Internet users has expanded, and imported cross-border e-commerce has become an emerging industry driving incremental domestic consumption [2]. Competition among imported CBEC platforms has also become increasingly fierce, so imported CBEC platforms need to analyse consumer demand more accurately and increase consumers' purchasing willingness to expand their market share [3]. However, consumer intention to purchase is a complex system that is affected by many elements. Presently, there are works of literature concentrating on the factors affecting consumer purchase intention on imported CBEC platforms; for example,

exploring the impact of user generated content (UGC) community user experience, social media internet word of mouth (IWOM), platform's credit evaluation, and platform's website quality on consumer purchase intention for cross-border shopping [4]. The study of the factors influencing consumers' purchase intentions on imported CBEC platforms is of great significance for enterprises. Previous studies have shown that, for the purpose of effectively promoting the purchase intention of consumers, imported CBEC platforms need to continuously improve the consumer shopping experience and simultaneously reduce the perceived risk of consumers [3, 4].

Consumer trust in the CBEC platforms is a significant concern. Consumer trust can be defined as the credibility and reliability of a provider offering a service or product [5]. Consumer trust is a critical factor in stimulating Internet purchases [6]. One could argue that trust plays a crucial role in a consumer's decision to proceed with a purchase [7]. Consumer trust is not a new topic for influencing consumer intention or consumer behavioral decision-making. For example, Yang [8] introduced consumer trust based on perceived value and exotic culture, constructed a model of variables affecting purchase intention, and verified the significant mediating effect of consumer trust. Moreover, Shen and Zhang [9] empirically analysed the decision-making mechanism of cognitive lock-in influencing consumer purchase based on the moderating role of consumer trust and verified that consumer trust positively moderated the relationship between cognitive lock-in and consumer purchase decisions in this process. In this paper, we focus on examining the mediating role of consumer trust in shaping consumer purchase intentions in imported B2C CBEC scenarios, thereby complementing the current state of research to a certain extent.

The Unified Theory of Acceptance and Use of Technology (UTAUT) is based on the diffusion of innovation theory, the technology acceptance model, the rational action theory, the theory of planned behaviour, the motivation model, and the social cognitive theory summarised and proposed, and the results of the application of the theoretical model in different groups show that the theoretical model's explanation reached 70% [1, 10]. The original UTAUT model proposed by Venkatesh, et al. [1] includes four core variables. Venkatesh, et al. [11] then further improved the UTAUT model, adding three more new influencing variables so that the improved framework has strengthened explanatory power in terms of usage intention or behaviour compared to its original counterpart.

Overtime, the e-commerce industry has widely adopted the UTAUT model, which has aided scholars in developing research models for various topics. For example, Chiemeke and Ewwiekpaefe [12] used the UTAUT model framework to examine the adoption of e-commerce among Nigerian users, subsequently proposing an e-commerce adoption framework model. The application of the UTAUT model for studying consumer purchase intention as well as purchase behaviour is equally of great importance; for instance, Li, et al. [13] researched the influence of CBEC platform perception on consumer purchase intention by using the UTAUT theory, which verified the positive relationship of platform functionality, platform branding, and platform content on consumer perception, and further investigated the positive correlation between consumer platform perceived value and consumer purchase intention. Additionally, Zhao, et al. [14] carried out prior research on the influencing aspects of social e-commerce participation willingness by taking Pinduoduo – a Chinese online retailer – as an example and reconstructing the social e-commerce ecosystem from four dimensions, namely word of mouth, credit, brand, and public opinion, and the research results revealed the intrinsic relationship among influencing variables of social e-commerce consumers' participation willingness. As another example, Chen, et al. [15] further adopted the UTAUT model as a framework and applied it to the field of fresh e-commerce to explore the determinants of consumer purchase intention and verified the performance expectation and social influence had significant positive effects on fresh e-commerce consumers' purchase intention; while in contrast, the additional factor of perceived risk had a significant negative effect.

According to the literature organisation and review, we found that with the progression and prosperity of the CBEC industry in recent years, the literature on consumer purchase intention, consumer trust, and the UTAUT model application in this field, respectively, has been increasing, and the conclusions drawn from the study have been continuously applied to the enterprises in this field to improve their business operational ability and customer satisfaction.

3. Research Model and Hypotheses

This paper, drawing from previous research on the three variables, reconstructs the model framework. The research significance and innovation of this paper lie in the selection of effort expectancy and the addition of consumer trust as a mediating variable to construct a new research model and to carry out a questionnaire survey based on the constructed research model while concentrating on the intermediary role of consumer trust. The figure below illustrates the research model framework:

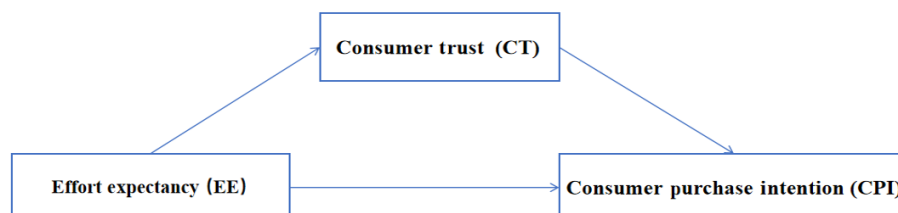


Figure 1.
Conceptual framework of the study.

This paper, focuses on the effects of effort expectancy (EE) and consumer trust (CT) on consumer purchase intention (CPI) of imported CBEC B2C platforms in China. The selected effort expectancy and the newly proposed variable,

consumer trust, have new meanings, respectively. Effort expectancy refers to the convenience that imported CBEC B2C consumers perceive when using these platforms for online shopping. Meanwhile, this paper introduces consumer trust as a mediating factor in this framework between effort expectancy and consumer purchase intention. Consumer trust refers explicitly to the degree of trust that imported CBEC B2C consumers own on the platform. Figure 1 displays the created conceptual framework.

We propose the following research hypotheses for this paper based on the concept illustration above and the development of the research framework.

H₁: Effort expectancy has a positive influence on consumer purchase intention.

H₂: Consumer trust has a positive influence on consumer purchase intention.

H₃: Effort expectancy has a positive effect on consumer trust.

H₄: Consumer trust plays a mediating effect between effort expectancy and consumer purchase intention.

4. Methodology

4.1. Research Design

When it mentions research design, it always refers to a comprehensive and effective way to achieve the purpose of research and the logical arrangement of various elements of research [16]. This study primarily employs the quantitative research method, commencing with the formulation of the research question, followed by a review of pertinent academic literature, identification of literature, identification of potential research gaps, development of a model and hypotheses, and verification of these hypotheses through quantitative data analysis. In the analysis process, it is essential to obtain numerical data to verify these hypotheses through quantitative data analysis by means of statistical analysis software. Additionally, the findings from quantitative research can be predictive, explanatory, and confirming [17]. The questionnaire research method serve as the primary data collection method to test the proposed research hypotheses.

4.2. Data Collection and Measurement

Based on the proposed research questions and the above hypotheses, this paper designs a questionnaire to collect numerical data. The questionnaire contains three main sections: firstly, introducing the purpose and significance of this survey; then, following the main content of the questionnaire, and finally, ending with the respondents' basic information. The variables in the constructed research model guide the preparation of the measurement items for the main section. All the items are set up using a five-point Likert scale, to test the degree of consumer acceptance of corresponding measurement items. In this section, respondents will be asked to rate each question item on a scale that ranges from 1 (totally disagree) to 5 (totally agree).

4.3. Sampling Technique and Size

The process of collecting samples uses a type of non-probability sampling method called snowball sampling, which is conducted by inviting a small number of samples who have experience shopping on imported CBEC B2C platforms to complete the questionnaire, then later asking these respondents to provide or invite some other respondents belonging to the overall target population. We distributed the questionnaires online and shared the QR code on social media platforms to improve distribution efficiency. With a distributed sum of 120 questionnaires, 108 questionnaires were recovered, which is equivalent to a response rate of 90%. Subsequently, we will conduct a quantitative analysis based on the obtained data to verify whether the research hypothesis is valid.

4.4. Data Analysis Method

In this analysis process, we will use SmartPLS (Version 4.0.9.9) software to process and analyse the data, analyse the constructed structural model and measurement model through the path modelling algorithm, and finally come up with a conclusion to verify the hypotheses. We primarily selected SmartPLS for analysis based on two key factors. Firstly, this paper is observed mainly on the grounds of the UTAUT model framework, so this paper will be of some significance for the expansion and exploration of the theoretical model, which is also an essential advantage of the SmartPLS method. The second reason stems from the fact that SmartPLS excels in research that involve the use of small samples [18]. In other words, since the sample size of this paper is only 108, the application of SmartPLS for the analysis will be superior to other software.

5. Results and Analysis

In terms of results and analysis, we imported the questionnaire data into SmartPLS. Through data processing and analysis by SmartPLS, we divided the results into the following parts for presentation and evaluation: Respectively, the evaluations of the measurement model, the structural model, and the intermediary effect are drawn successively.

5.1. Assessment of the Measurement Model

Since the model is a reflective measurement model and there are many indicators for assessing reflective models, several of them are selected for reporting and evaluation in this paper, including Cronbach's alpha and composite reliability (CR) for each latent variable for evaluating internal consistency as well as evaluating convergent validity adopting average variance extracted (AVE), and finally, discriminant validity is evaluated by cross-loadings and calculating the correlation coefficient between the square root of the AVE value.

First, Cronbach's alpha serves as a traditional criterion to assess the internal consistency, providing an estimate of reliability based on the observed interrelationships between indicator variables [19]. The calculation results are shown in the table below. According to Table 1, Cronbach's alpha values are all greater than 0.7, indicating that the reliability of the measurement model is good. Composite reliability is the combined reliability of all measurement variables, and its value ranges from 0 to 1. The value of CR greater than 0.7 is considered acceptable. As shown and analysed from the data, the CR values for each variable are greater than 0.7, compliant with the indicator requirements. When the situation satisfies both CR values greater than 0.7, and Cronbach's alpha values greater than 0.6, the measurement model is considered credible [20].

Table 1.
Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE).

Variables	Cronbach's alpha	CR	AVE
CT	0.939	0.961	0.891
EE	0.907	0.942	0.843
CPI	0.934	0.958	0.884

Second, convergent validity emphasises that those measures falling under the same indicator do indeed pertain to the same factor when measured. To measure the convergent validity, we utilised the average variance extracted (AVE). This metric is defined as the sum of the squared loadings divided by the number of indicators, which is equivalent to measuring the commonality of a dimension. The suggested threshold for AVE value is greater than 0.5, which is considered to be a convergent validity of the research model [21]. The data shown in Table 1 highlights that all the values of AVE are greater than 0.5, which suggests a good convergent validity.

Finally, we focus on observing the discriminant validity with cross-loading as the first indicator. We obtain and acquire cross-loading by correlating the component scores of each latent variable with other items. We can infer that the model has discriminant validity if each indicator loads higher on its assigned construct than on any other construct, and each construct loads the highest on its own item [22]. The loading values for the bolded portions of the table are always greater than the cross-loadings, shown in Table 2, thus indicating that discriminant validity has been established.

Table 2.
Discriminant validity: Cross loadings.

Items	CT	EE	CPI
CT1	0.923	0.753	0.798
CT2	0.955	0.718	0.804
CT3	0.953	0.705	0.876
EE1	0.742	0.917	0.771
EE2	0.652	0.898	0.602
EE3	0.716	0.939	0.673
CPI1	0.898	0.713	0.942
CPI2	0.822	0.735	0.967
CPI3	0.738	0.659	0.911

In addition to the cross-loading, by calculating the correlation coefficient according to Fornell-Larcker criterion, the test of discriminant validity was performed. This criterion requires the AVE root value of each latent variable to be greater than the correlation coefficient between it and the other variables [21]. By calculation, we get the results in Table 3. The values on the diagonal show square roots of AVE. These values are all greater than the other correlation coefficients. This criterion indicates the model has good discriminant validity.

Table 3.
Discriminant validity: Fornell-Lacker criterion.

Variables	CT	EE	CPI
CT	0.944		
EE	0.769	0.918	
CPI	0.876	0.748	0.940

Through the analysis and evaluation, we discover that the model has both achieved good results in reliability and validity, which are in accordance with the standards. Thus, the conclusion that could be drawn is that the measurement model has both good reliability and validity for further analysis.

5.2. Assessment of the Structural Model

The following stage of the process is to evaluate the structural model, which includes checking the construct-to-construct correlation and evaluating the predictive ability. The path coefficients are reported to check the correlation between the constructs. The coefficient of determination (R square value) is applied to report in the assessment of the predictive ability.

The path coefficients are adopted to test for construct-to-construct correlations, and the coefficients also represent the hypothesised relationships between the blocks. The standardised value of the path coefficient ranges between -1 and +1, with path coefficients closer to +1 expressing a stronger positive correlation and vice versa. The closer the coefficient is to 0, the weaker the relationship is. Therefore, when evaluating the path coefficients of latent variables, they need to be analysed according to their sign, magnitude, and significance [23].

First, according to the path coefficients between the variables in Table 4, the path coefficient of effort expectancy and consumer purchase intention is 0.183, indicating the relationship between the two variables is positively correlated. Through Bootstrapping calculation, the significance of the coefficients is tested by observing the T statistics value and the P value, which is 0.074 at a 10% significance level and is less than 0.1, and T statistics is 1.786, which is greater than 1.65. Therefore, H1 is valid. Second, the path coefficient of consumer trust and consumer purchase intention is 0.735, verifying that the relationship between the two variables is positively correlated, and its P-value and T statistics value meet the requirement of significance, indicating that H2 is established. Thirdly, the path coefficient of effort expectancy and consumer trust is 0.769, and its P-value and T statistics value also meet the requirement of significance, signifying that the relationship between the two variables is significantly positive, and H3 is supported.

Table 4.
Path coefficient table.

Hypothesis		Original sample (O)	T statistics (O/STDEV)	P values
H1	EE ->CPI	0.183	1.786	0.074
H2	CT ->CPI	0.735	7.677	0.000
H3	EE -> CT	0.769	17.738	0.000

When evaluating structural models, the coefficient of determination is the approach used to provide a measure of the predictive power. This indicator represents the combined effect of the exogenous latent variables on the endogenous latent variables by calculating it as a squared correlation between the actual and predicted values of a particular endogenous structure [24]. The value of the R square ranges from 0 to 1, and the larger the value, the higher the accuracy of prediction. If this value is around or above 0.67, the impact is considered substantial; when the value is near 0.33, the impact is considered moderate, and if the value is near 0.19, the impact is considered weak [22]. Table 5 shows the R square value of consumer trust is 0.591, that is, around 0.67, stating the effect of effort expectancy is 59.1% on consumer trust. Moreover, the R square value of consumer purchase intention is 0.781, illustrating that the combined effect of effort expectancy as well as consumer trust on consumer purchase intention is 78.1%, and only 21.9% of the impacts originate from other factors, which are not discussed in this study.

Table 5.
Coefficient of determination.

Variables	R-square	R-square adjusted
CT	0.591	0.587
CPI	0.781	0.776

5.3. Assessment of the Mediating Effect

An intermediation phenomenon occurs when a third latent variable intervenes or influences the link between two other relevant structural variables. Consumer trust, as an intermediary factor in this paper, intervenes between effort expectancy and consumer purchase intention. Through data verification, the results of mediation effects in this paper are shown in Table 6:

Table 6.
Mediation result.

Hypothesis		Original sample (O)	T statistics (O/STDEV)	P values
H4	EE -> CT ->CPI	0.565	6.533	0.000

From the data in Table 6, the P value as well as the T statistic value display the significant indirect effect and the existing mediating effect. Besides, in measuring the mediating effect, we will use the variance accounted for (VAF) indicator, which is used to measure whether the role of the mediating variable is fully mediated, partially mediated, or non-mediated. The formula for VAF is as follows:

$$VAF = \text{Indirect Effect} / (\text{Indirect Effect} + \text{Direct Effect})$$

If the value of the VAF is less than 20%, it is considered to be unmediated; between 20% and 80%, the mediating variable is partially mediated, and if it is more than 80%, the mediating variable is considered to be fully mediated [25]. According to the data presented in the above table, the indirect effect value is 0.565, while the direct effect value is 0.183. Summing up, it is calculated to be 0.748 for the total effect, resulting in a VAF value of 76%. The calculated VAF value is close to 80%, and we believe that consumer trust acts as a mediating role between effort expectancy and consumer purchase intention. When the mediating effect is strong, it indicates that H4 is valid.

6. Findings and Discussion

In summary, this paper investigates the impact of effort expectancy on consumer purchase intention and verifies consumer trust's mediating effect. Statistical analysis verifies the four hypotheses.

Starting from the first hypothesis, the above analysis reveals that effort expectancy has significant positive impacts on consumers' purchase intentions. Researchers are not surprised to find such a result, as past analyses of consumer purchase intention based on the UTAUT model have also reached similar conclusions. For instance, Zhou, et al. [26] verified the positive effect of effort expectation on farmers' participation intention when studying the influencing mechanism of farmers' participation intention in online live marketing of agricultural products. Meanwhile, the third hypothesis also verifies the positive impact of effort expectancy on consumer trust. Consumers' convenience in obtaining and using the CBEC platforms, along with the ease of shopping on these platforms, significantly contributes to their trust and purchase intention.

The second research hypothesis verifies the positive effects of consumer trust on purchase intention. Previous studies on the impact of consumer trust have also reached similar conclusions. However, Lin [7] mainly made reasoning analyses based on concepts and models and did not adopt quantitative analysis to draw the relationship between them. The paper's conclusion focused on the data collected through questionnaires and statistical analysis as a supplement to previous research. The empirical results demonstrate consumer trust needs to be maximized to stimulate purchase intention.

The fourth hypothesis primarily examines consumer trust as a mediating role. Results suggest consumer trust partially mediates the relationship between effort expectancy and purchase intention. This sentiment is analogous to a previous study by scholar Yang [8] which verified the significant mediating effect of consumer trust on perceived value, exotic culture, and purchase intention. The difference is that the verification of the intermediary effect in this paper is based on different specific background industries, which is to say; this study follows the notion that whether consumers believe that enterprises can fulfil promises or agreements has significant value for improving purchase intention.

7. Practical Implications

Deriving from the research results, this study has crucial practical significance for enterprises to recognise the current market conditions and formulate reasonable operational measures for B2C imported CBEC enterprises.

Firstly, CBEC platform enterprises should pay constant attention to whether consumers can conveniently obtain the download link from any channel. Furthermore, they should also produce videos or manuals on the operation of the platform and upload these explanatory documents in a place easily accessible to consumers or directly guide consumers through the process of using the webpage so that customers can quickly learn the process of using the platform to make purchases. Companies should also clarify the key matters of concern to consumers in the purchase process; for instance, Chinese consumers are generally concerned about whether the order process is convenient and whether the payment method is convenient. CBEC platform enterprises should strive to address these issues to further improve the platform shopping process, prompting the convenience of shopping and further cultivating consumer trust, which will enhance the consumers' intentions to purchase.

Additionally, these companies should make every effort to ensure the key aspects of Chinese mainland consumers throughout the overseas shopping process, as this attention and care towards the customers' comfort and convenience will amplify the platform enterprise's reputation as a consumer-trustworthy imported CBEC B2C shopping platform. Consumer trust acts as a vital measure or a favourable symbol of the relationship between imported CBEC platforms and their consumers [9]. As the degree of consumer trust increases, consumers do not feel the need to collect too much information about the platform's goods and services, nor do they consider too much about the platform's purchasing convenience. They only need to follow their previous purchasing decisions, which reduces their decision-making time and cost. Therefore, imported B2C CBEC platforms should aspire to continuously enhance consumer trust in the platform and further accumulate loyal consumer groups by paying attention to consumers' needs, focusing on consumers' experiences and feedback, and guaranteeing safe and honest transactions.

8. Limitation and Recommendation

The aforementioned analysis has solved all the research questions and recommended practical suggestions for imported CBEC enterprises to enhance platform shopping convenience and boost consumer trust.

Nevertheless, attributed to the limited sample size collected for this paper, the general results of the study may not be comprehensive enough to cover all types of consumers, and the diversity of the sample population may be constrained. In addition, this paper only selects the effort expectancy in the original UTAUT model as the research variable. In future studies, other variables proposed in the UTAUT model could be chosen and brought into in-depth research, such as performance expectancy and social influence, among other factors, so as to expand the original model theoretically. By increasing the sample size, future research can achieve more general research conclusions and then put forward more effective recommendations for imported B2C CBEC enterprises in practice.

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