Study on Online Purchase Intention of Health-based TCM Medicinal Slices

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Abstract. As an increasing enhancement of people’s consciousness on health, an improving improvement of electronic retailing platform, online purchase of health-based TCM medicinal slices gradually become broad consumers’ choice. For merchants, understanding the online purchase intention factors on health-based TCM medicinal slices, is conducive to understand the consumers' consumption psychology, and then helps to optimize the product mix, to expand product publicity and to improve the network sales model and can win the vast online consumer market.

Introduction

Curing type Chinese medicine yinpian gradually become people the choice of the health care keeping in good health. Chinese medicine yinpian basic no side effect, the price is economical, brewing, simple, easy to consumers easy to operate and free control doses. Drink water of kung fu can adjust the body health, get the favour of people.2016 national work conference pointed out that the treasure-house of traditional Chinese medicine of traditional Chinese medicine depth excavation work as a highlight of "much starker choices-and graver consequences-in" period work of traditional Chinese medicine, and to promote the revitalization of the development of Chinese medicine, carry forward the Chinese traditional treasures of traditional Chinese medicine. Chinese traditional medicine industry and pharmaceutical industry in China, a crucial component of Chinese medicine yinpian industry is also proud of our country medicine industry and one of the industry with independent intellectual property rights. In recent years, as the essence of traditional Chinese medicine culture, the heat of the protection of traditional Chinese medicine industry and develop traditional Chinese medicine culture has received attention and continuously upgrade, the country issued a series of policy support Chinese medicine yinpian and its processing technology. However, the advent of the era of Internet + is also for the development of Chinese medicine yinpian industry many new opportunities and challenges.

Literature Review

Chinese Medicine Yinpian

The southern song dynasty careful wulin old (for the recall after death) first appeared in "workshop" sell "cooked medicine circle, crude drugs" slices, general researchers see it as the origin of the word Chinese medicine yinpian [1]. Refers to the medicinal materials, cut into flake was now refers to all used for clinical deployment of prescription of traditional Chinese medicines, and for the use of proprietary Chinese medicine production, including after cutting slices (sheet, section, wire, block), net system after the flower, leaf, seed, fruit, and the processed products after processing.

Scientific and standardized to define "Chinese medicine yinpian, Chinese medicine yinpian or under the guidance of TCM, TCM theory, according to the needs of evidence-based medicine and the dialectical, dispensing, preparation, processing and other special processing of" Chinese
Chinese medicine yinpian, proprietary Chinese medicine of traditional Chinese medicine (TCM) is the clinical drug used to treat.

**Purchase Intention**

Will the concept of the first is from the field of psychology. Purchase intention namely the buying behavior of consumers are willing to take a particular probability height [3]. Consumers Purchase Intention (Purchase Intention) can be seen as consumers of an item of inner choice, also referred to as a key factor in consumer behavior. The influence of consumer tendency of subjective and objective factors, constitutes the consumer purchase intention. Willingness is the result of the attitude that "view, touched, will" of the key factors, and use of willingness to predict actual behavior. So marketers have the purchase intention as one of the main indicators of speculation buying behavior.

** Theory of Planned Behavior**

Ajzen and Fishbein in 1975 put forward the emphasis on the behavior of the individual are behavioral intention directly affects the rational behavior Theory (going of Reasoned Action), argues that attitudes and subjective norms through behavioral intention indirectly influence the final behavior. TRA model that purchase intention of consumers for a particular product is influenced by two factors, one is in all respects to understand after a product purchase intention; 2 it is affected by the surrounding environment and to accept and buy the product, namely the herd mentality. This theory the basic assumption that man as a rational animal, will be comprehensive analysis of all kinds of information to consider the significance and influence of their actions and then take a particular behavior [4].

**The Network Risk Perception**

Network risk perception of consumers is the consumer shopping on the Internet, a major consideration in purchase before stage. Network risk perception is defined as "consumers to purchase goods and services on the network platform for goods and services produced in the process of uncertainty to the adverse consequences of perception". Risk includes two dimensions: the seriousness of the consequences, the degree of importance or result and uncertainty - consumers subjective evaluation of the likelihood of occurrence. For example, many tourists are afraid to travel in planes, because although involved in the accident probability is very low, the consequences are potentially dire.

**Research Model Construction**

**Condition of Hypotheses**

In economic activities, people are rational, both for their own economic interests and make unremitting efforts, consumers in the consumer decision-making process also abide by the ratio of maximum principle, namely the western economists when doing economic analysis about the human economic behavior is a basic assumption that "rational economic man" hypothesis.

**Model Construction**

Specific research model is shown in Figure 1.
Model Hypotheses

Model of the relationship between the assumption as shown in Table 1.

Table 1. The hypotheses of the model.

<table>
<thead>
<tr>
<th>Items</th>
<th>Hypothesis</th>
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<tbody>
<tr>
<td>H1</td>
<td>Individual consumers basic characteristics of social type significantly affect the health of Chinese medicine yinpian online purchase intention</td>
</tr>
<tr>
<td>H2</td>
<td>Type of consumer behavior attitude significantly influence the health of Chinese medicine yinpian online purchase intention</td>
</tr>
<tr>
<td>H3</td>
<td>Consumer's subjective norm significantly affect consumer health type Chinese medicine yinpian online purchase intention</td>
</tr>
<tr>
<td>H4</td>
<td>Consumers' perceived behavior control type significantly affect the health of Chinese medicine yinpian online purchase intention</td>
</tr>
<tr>
<td>H5</td>
<td>Online shopping risk perception significantly affect consumer health type Chinese medicine yinpian online purchase intention</td>
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</tbody>
</table>

Empirical Analysis

Between September 8, 2016, investigators have focused on hangzhou city, zhejiang province hospital, zhejiang university of Chinese medicine hall, fuyang people's hospital of traditional Chinese medicine, was conducted in fuyang surrounding fractures, hospitals, hospital and data collection. Considering the main body of this topic research is keeping in good health type Chinese medicine yinpian, therefore, on the choice of respondents made certain considerations. Have specific aim more in order to make the questionnaire, the investigation object is exposed to more Chinese herbal medicine of the patient or the patient's family, the problem also around more respondents purchase reason, way and sustainable degree, etc. A quarter of the questionnaire (50) is sent via online questionnaires in the form of a complete. Out 200 questionnaires, 190 effective questionnaires were taken back, the percent of pass is 95%.

With basic social characteristics in this paper, combining the theory of planned behavior (TPB) and online risk perception, this paper put forward the research hypothesis. Through SPSS and logistic regression analysis, this paper did empirical research combined with questionnaire results, and found that subjective norm, perceived behavior control and network security factors have significant effects on consumers’ online purchase of health-based TCM medicinal slices.

Finally, Hypothesis 3, 4, 5, that is, consumer's subjective norm, perceived behavior and network security factors has a significant influence on consumer purchase intention assumption, got the
basic authentication, 1, hypothesis 2 and hypothesis, the consumer's personal social characteristics, behavior, attitude has a significant influence on consumer purchase intention, has not been verified. Therefore, this study get about keeping in good health of Chinese medicine yinpian authentication model of online purchase intention, as shown in Figure 2.

![Figure 2. Research tested model.](image)

**Conclusions**

This article is based on individual consumers basic social characteristics, behavioral attitude, subjective norm, perceived behavior control, network risk perception, five aspects to build the network consumers purchase intention theory model of curing type Chinese medicine yinpian. Health type Chinese medicine yinpian willingness to spend is a complicated and systematic decision-making process, in addition to the affected by external factors such as society, economy, environment, also will be affected by the buyer itself, many factors such as common commodities. This research mainly from keeping in good health of Chinese medicine yinpian personal characteristics and consumer psychology of consumers and network security environment Angle, to design the questionnaire survey, and carry out empirical research; Behavioral theory and correction factors to the plan to get the part of the validation. But also ignores a lot of important external environment factors, such as national legislation, government monitoring method, Chinese medicine yinpian, the demand of the farmers, also does not have the management of the current Chinese medicine yinpian specification and the present technology and so on carries on the overall consideration. Therefore, the research conclusion is limitation, hope in the future study, set of variables must be revised and added sound, samples are more diversified, more representative, strive for more ideal result.

**References**


