

# An Overview Report of Research Related to the Purchase Intentions of Users of Online Platforms

Xiaoqi Liu

School of Southwest Petroleum University, Xindu 610500, China

## Abstract

In recent years, research on consumer purchase intention has gradually deepened, covering a variety of online platforms and domains such as UGC platforms, gaming platforms, and social e-commerce. It is found that factors such as platform characteristics, performance expectations, social influence, perceived risk, community identity, privacy concerns, environmental concerns, as well as the quality and credibility of user-generated content have a significant impact on consumers' willingness to buy. These studies not only enrich the theoretical system of consumer behavior, but also provide practical guidance for enterprises to optimize their marketing strategies. However, how to accurately predict purchase intention and improve the quality of user-generated content are still challenges. In the future, with the continuous advancement of technology and the constant changes in the market, the influencing factors of consumer purchase intention will continue to receive attention and research. At the same time, considering the differences in different cultures and social backgrounds, research also needs to further expand its breadth and depth. Overall, consumer purchase intention research will continue to provide valuable references for the continued development of the e-commerce field.

## Keywords

Online Platforms; UGC; Purchase Intention.

## 1. Introduction

With the rapid development of the Internet and e-commerce, consumer purchase intention has become a core topic in business research. Consumers' purchasing decisions are not only influenced by the characteristics of the product itself, but also by a variety of external factors such as platform characteristics, user-generated content, social interaction, etc. These factors together shape consumers' purchasing intentions, which in turn affect their actual purchasing behaviors. Together, these factors shape consumers' purchase intention, which in turn affects their actual purchase behavior.

In recent years, many researchers have explored consumer purchase intentions on different platforms in depth. For example, some studies have focused on online purchase intention in specific areas such as organic vegetables, food surplus, and fresh e-commerce; others have explored the impact of new technologies such as mobile devices and virtual reality on consumers' purchase intention from the perspective of technology acceptance modeling. In addition, the rise of social media platforms has provided consumers with new shopping channels, such as live sales and community group purchases, which have also attracted the attention of scholars.

Notably, user-generated content (UGC) is becoming increasingly prominent on e-commerce platforms. Whether in gaming, travel or other areas, UGC has had a significant impact on consumers' purchase intentions. At the same time, factors such as trust, reputation, and

psychological contracts also play a key role in the interaction between consumers and platforms.

However, despite the large number of studies that have been conducted on consumer purchase intention, there are still many unresolved issues and challenges in this area. For example, how to more accurately predict consumers' purchase intentions, how to improve the quality and impact of UGC, and how to develop effective marketing strategies in a complex market environment.

In this paper, we will provide an overview of relevant research on consumer purchase intention, focusing on analyzing the mechanism and interrelationship of various influencing factors. We will delve into the characteristics and needs of different types of platforms, different products and different groups of consumers in the purchasing process. It is hoped that the summarization and analysis of these studies will provide valuable references and insights for the academia and the industry.

In the next section, we will detail the various factors that influence consumer purchase intention and provide an in-depth analysis of their roles in different scenarios. We will also discuss current challenges and future research directions in consumer purchase intention research.

## 2. Factors Influencing Willingness to Buy Online

Factors influencing online purchase intention is an important research direction in the field of e-commerce. With the development of the Internet, more and more consumers choose to shop online, so understanding the factors affecting consumers' willingness to buy online is crucial to increasing sales and user satisfaction. These factors may include the quality of the product, price, service, and trust of the platform.

A 2013 study examined the impact of in-game sales strategies on smartphone users' purchase intentions [1]. The study found that users' perceived fun and perceived value-added to mobile game applications had a significant positive effect. In addition, the study proposed five factors based on the mobile fun framework and verified their effects on users' perceived usefulness of game applications.

A 2021 paper explored the determinants of purchase intention when using a new e-commerce platform using the integrated technology acceptance model[2]. It was found that both performance expectations and social influence had a significant positive impact on consumers' willingness to buy when using a new e-commerce platform, while perceived risk had a significant negative impact.

The 2022 study constructed a theoretical model to explore the role of community identity in influencing users' purchase intention in the context of community group purchasing and the moderating role of users' privacy concerns in this process [3]. Another 2022 paper addresses the problem of insufficient user stickiness on takeout platforms and constructs a structural equation model between utilitarian value, platform attachment, and intention to continue using based on S-O-R theory [4].

The 2023 paper examined the relationship between factors such as environmental concerns, perceived fun, social norms, food waste awareness, price awareness, and food novelty phobia and willingness to purchase food surplus through a Thai food sharing platform [5].

The 2024 study proposed a new Deep Adaptive Evolutionary Integration (DAEE) model for predicting purchase intentions [6]. The model introduces model diversity to accommodate complex and changing patterns of buying behavior.

All of these papers explored the factors that influence willingness to buy online, including product quality, price, service, and trust. They all used structural equation modeling to analyze

the data and drew positive conclusions. However, each paper examines the issue from a different perspective and approach. For example, some papers focused on analyzing specific types of products or services (e.g., gaming apps, organic vegetables), while others paid more attention to general purchasing behavior and psychological factors (e.g., privacy concerns, social influence). In addition, some papers used traditional statistical methods, while others used more advanced machine learning algorithms. Overall, all of these studies provide valuable insights into our understanding of the factors that influence online purchase intentions.

### 3. Influence of Platform Characteristics on Purchase Intention

The impact of platform characteristics on purchase intentions is an important line of research that explores how different platform characteristics influence consumers' purchase decisions. These characteristics may include platform interactivity, reputation, user experience, etc. By examining these factors, it can provide strategic guidance for companies to improve their platform design and increase consumers' purchase intentions.

In his 2021 study, Shahbaz found a positive relationship between psychological contract and purchase intention; between platform interactivity and relational contract; and between ratings and reviews and transactional contract through an online survey of 430 Chinese consumers [7]. His findings suggest that platform characteristics have the potential to change consumers' purchase intentions through the psychological contract.

A 2022 study explored how broadcaster and platform characteristics work together to influence consumers' purchase intentions. The results showed that broadcaster expertise was positively related to consumer trust, while platform reputation moderated this relationship [8]. Another study in the same year, through a meta-analytic approach, found that trust had a positive impact on consumers' purchase intentions, with sellers' trust having a greater impact than other objects of trust [9].

Ying's study in 2022 explored the interaction effect of platform type and consumer type on purchase intention. The results showed that goal-driven consumers were more likely to think rationally on the LSEEC platform, which increased their purchase intention [10].

Bing's study in 2023 explored the effect of low-carbon building characteristics on consumers' willingness to buy. The results showed that these characteristics had a significant positive effect on consumers' propensity to purchase a home, with user experience playing a key mediating role in this process [11]. Another study in the same year explored the impact of cross-border e-commerce platform quality on consumers' purchase intention using an information system success model. The results showed that platform information quality, system quality, and service quality significantly increased consumers' perceived value, thus positively affecting their purchase intention [12].

In his 2023 study, Mengyao explored the effects of performance expectations, effort expectations, and social influences on consumers' willingness to use online community group purchases. The results showed that these factors had a significant positive effect on willingness to purchase community group purchases [13].

A 2024 study predicted the willingness to adopt shoppable television technology. The results showed that shopping enjoyment was particularly important in generating attitudes towards this type of consumption, which increased willingness to use shoppable TVs [14].

Overall, these papers have explored the impact of platform characteristics on purchase intentions, but the studies have varied in their focus and methodology. Some studies focus on specific platform characteristics such as psychological contract, interactivity, and reputation; others focus on specific groups of consumers or purchase scenarios. In addition, these studies also use different research methods, such as online surveys, meta-analysis, and experiments.

However, regardless of the different research focuses and methodologies, all studies show that platform characteristics have a significant impact on consumers' purchase intention.

#### 4. Impact of Multimedia and Gaming Platforms on Purchase Intentions

The influence of multimedia and game platforms on purchase intention is a hot research topic in recent years. With the development of technology, consumers are increasingly relying on information from multimedia and gaming platforms in the shopping process. These platforms influence consumers' purchase decisions by providing rich visual, auditory and interactive experiences. Below is a summary of some of the research papers in this direction:

A 2021 study investigated the factors that influence consumers to purchase counterfeit products [15]. The study found that attitudes, subjective norms and perceived behavioral control towards counterfeit products were strongly related to purchase intentions. This study is particularly useful for developing countries because it examined the impact of the theory of planned behavior on purchase intentions for these counterfeit products.

Tathagata's study in 2021 explored the effects of advertisement games on brand attitudes and purchase intentions [16]. The results showed that PC-based advergaming produced better delayed recall than mobile device-based advergaming, while game platform did not affect immediate recall. Brand familiarity moderated the effects of game platform and game speed on brand attitude and purchase intention.

Another 2021 study investigated the factors that influence consumers to purchase electric vehicles [17]. The results showed that environmental and economic perceived value were the strongest predictors of EV purchase.

Galvao's 2022 study explored whether product contextualization and gender influence users' purchase intentions and their satisfaction with the application [18]. The results showed that contextualization and gender had no effective effect on purchase intention, user satisfaction, or presence.

Another study in 2022 aimed to identify the reasons for young consumers' purchase intention to use social media during a global pandemic [19]. The results showed that perceived ease of use, perceived usefulness, performance expectations, interactivity, and intention to express empathy were significantly related to young consumers' purchase intentions using social media.

Peng's 2023 study explored the effects of live content on online users' cognitive and affective responses and on purchase intentions [20]. The results showed that information-task matching positively affected consumers' perceived usefulness and social presence, while perceived usefulness and perceived happiness positively affected purchase intention.

Jiayu's 2023 study outlined the meaning and application of multimedia and described the application of multimedia technology in a Chinese e-commerce live streaming platform [21]. The results showed that the features of visibility, authenticity and interactivity had a significant positive impact on consumer purchase intention.

Comparative analysis of these papers shows that they all explore the impact of multimedia and gaming platforms on purchase intention, but with different focuses and approaches. Some studies focus on specific products or services (e.g., counterfeit products, electric cars), while others explore the impact of advergaming, social media, and live content more broadly. In addition, these studies used different theories and methods to analyze and interpret the data, such as the Theory of Planned Behavior, Regulatory Focus Theory, and Stimulus-Organism-Response Theory. Overall, these studies provide valuable insights into how multimedia and gaming platforms influence consumer purchase intentions.

## 5. User-generated Content and Purchase Intention

The widespread use of user-generated content (UGC) on social media platforms has attracted a lot of attention from both academia and the business world. UGC refers to content, including text, images, videos, etc., created by users rather than specialized media or companies. In recent years, many studies have begun to focus on the impact of UGC on consumer purchase intention and how to increase consumer purchase intention by optimizing UGC.

A study by Ruoshi et al [22] explored the impact of UGC interaction quality on its credibility and usefulness of information, and its effect on consumers' willingness to purchase online. They found that UGC interaction quality is positively related to purchase intention and that this relationship is mediated by perceived usefulness and trust. Another study [23] examined the impact of consumers' perceived credibility of UGC sources on their attitudes and behavioral intentions in the context of UGC in YouTube videos. The study found that the source credibility of UGC indirectly affects purchase intention and e-word of mouth.

Two other studies [24][25] examined the impact of UGC on social platforms on consumers' purchase intention based on the SOR model and social intensity theory, respectively. One of the studies found that opinion leaders and UGC forms directly affect users' purchase intention; the other study found that the social intensity between buyers and viewers positively affects the viewers' benign envy, which in turn affects the viewers' purchase intention for display purchases.

on the other hand, took the social e-commerce platform Xiaohongshu as an example to explore the factors influencing consumers' purchase intention. They found that product-related content on Xiaohongshu is very important in influencing consumers' purchase intention. In addition, there are also factors that influence their purchase intention at different levels. TUNG et al.'s study [26], on the other hand, explored the influence of Facebook user-generated content on travelers' purchase intention from the perspective of travelers. They found a significant and meaningful relationship between various factors of Facebook user-generated content and travelers' purchase intentions. The study by Anastasios et al [27], on the other hand, explored how environmental concerns, eco-labels, influencers, and user-generated content affect Gen Z's willingness to buy green.

All of these papers focus on the impact of UGC on consumer purchase intention, but the focus and methodology of the studies vary. Some studies focus on the influence of UGC quality, credibility, and usefulness on purchase intention [22][23]; others pay more attention to the influence of factors such as social intensity, opinion leaders, and product-related content on purchase intention [24][25]; and still others explore the influence of environmental concerns and eco-labeling on green purchase intention from an environmental perspective [27]. All these studies show that UGC plays an important role in influencing consumers' purchase intention, but the specific influencing factors and mechanisms need to be studied in depth according to different contexts and target groups.

## 6. Conclusion

Consumer purchase intention is a core topic in marketing and consumer behavior research, and in recent years, with the rise of e-commerce and social media platforms, research in this area has received widespread attention. From the above papers, it can be seen that there are various factors affecting consumers' willingness to buy, including platform characteristics, user-generated content, trust, user experience and so on.

First of all, platform characteristics have a significant impact on consumers' purchase intention. Whether it is the online purchase of organic vegetables, food surplus purchase on food sharing platforms, or platform quality in cross-border e-commerce, all of them are closely related to

consumers' purchase decisions. In addition, the application of emerging technologies such as live streaming, gaming platforms and virtual reality technology also has an impact on consumers' purchase intention.

Second, user-generated content (UGC) is increasingly emphasized on social platforms. Studies have found that the characteristics of UGC, source credibility, and relevance to the product or service affect consumers' purchase intention. For example, user-recommended video clips and Facebook user-generated content for the travel industry may influence consumers' purchase decisions.

Further, trust and user experience are also key factors influencing consumers' willingness to buy. The importance of trust and experience has been emphasized, whether it is trust in social commerce platforms, the future trend of TV shopping, or the impact of low-carbon building characteristics on willingness to buy.

Future research directions can be explored in the following areas: first, further in-depth study of the application of emerging technologies such as artificial intelligence and big data in the prediction of consumers' purchase intention; second, exploring the differences in consumers' purchase intention in different cultures and social backgrounds; and third, focusing on the issues of green consumption and sustainability, and investigating how to improve consumers' green purchase intention through eco-labeling and user-generated content. Third, it focuses on the issue of green consumption and sustainability.

Overall, the study of consumer purchase intention is a multidimensional and interdisciplinary field, which needs to be explored in depth by combining the knowledge of psychology, sociology, economics and other disciplines. With the development of science and technology and changes in society, the research on consumer purchase intention will continue to deepen and expand, providing strong theoretical support for marketing practice.

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