

The Relationship between Perception of New Domestic Skin Care Products and Purchase Intention —— Based on the Moderation of Conscientiousness

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Abstract: Perceived value-perceived risk framework is the mainstream framework in consumer behavior and marketing research. Based on this framework, this paper expounds consumer's perceived value and perceived risk of new domestic skin care products, and analyzes its dimensional composition. On this basis, this paper introduces the moderating variable of conscientiousness, and applies regression analysis to test the influence of perceived value and perceived risk on purchase intention, and the moderating effect of conscientiousness between consumers' perception and purchase intention. The findings are as follows: 1. Perceived value includes quality value, social value and cost value; Perceived risk includes financial risk, physical risk and time risk; 2. Perceived value has a significant positive impact on consumers' purchase intention, which is the key path to affect consumers' purchase intention, and its main driving factor is social value; 3. Perceived risk has a significant negative impact on consumers' purchase intention, and its main driving factors are time risk and financial risk; 4. Personality traits-conscientiousness has a significant positive moderating effect on perceived value and purchase intention, while conscientiousness has a significant negative moderating effect on perceived risk and purchase intention.

Keywords: Domestic skin care products, Perceived value, Perceived risk, Purchase intention, Conscientiousness

1. Introduction

With the improvement of China's consumption level, people pay more attention to the quality of life, and pay more and more attention to the appearance exposed to others intuitively. As a functional product to improve skin quality, skin care products have gradually become a necessity in people's daily life. Because of their early establishment and long development time, skin care brands in Europe, America, Korean and Japanese have been popular in China for many years, and have been favored and recognized by many consumers, which are expensive and overpriced. So many domestic brands have seized this pain point, and in recent years, they have risen rapidly and gradually become the mainstream of big brands. More and more people pay attention to domestic brands, and various types and brands of skin care products have emerged. Especially in recent two or three years, the rapid development of live broadcast with goods has increased the popularity of domestic products, thus speeding up the rise of domestic brands, forming a domestic market in which big domestic brands occupy the bulk market and characteristic brands blossom everywhere. But now domestic skin care products are also trapped in price, and the stereotypes are brought to consumers are low price and promotion, especially the pain point of low price. Most consumers will have a great reaction to the price increase of domestic skin care products, thus domestic skin care products should get rid of the label of cheap. Brands should consider making consumers perceive the product value and how to provide perceived value; In addition, consumers are greatly influenced by foreign skin care products, which leads to their risk perception of buying domestic skin care products will be high. Domestic brands should consider which aspects can reduce consumers' perceived risk.

Looking back on previous studies, internal and external scholars have noticed the relationship between perceived value, perceived risk and purchase intention, and accumulated some achievements. Most studies show that both perceived value and perceived risk will have an impact on purchase intention. However, in the research of domestic skin care products, few studies have considered both perceived value and perceived risk, and have not taken the conscientiousness into account. In this study,

conscientious is introduced as a moderator. This paper studies its moderating effect between consumers' perception and purchase intention of new domestic products, constructs a model of perceived value, perceived risk and conscientiousness influencing purchase intention, and obtains relevant conclusions and findings, and then puts forward some measures for domestic brands to promote new products.

2. Literature Review and Research Hypothesis

2.1 The Influence of Perceived Value on Purchase Intention

In the framework of perceived value - perceived risk, the perceived value of products is where consumers perception. Zeithaml pointed out that perceived value is the trade-off between perceived income and perceived product cost and the overall evaluation of product utility [1]. It contains two important factors: quality and price. Sweeney and others believe that perceived value is driven by many factors, including social and situational factors besides price and quality [2]. Although there are still some differences in the evaluation standards of perceived value, scholars all think that perceived value can guide enterprises to adjust their products to meet the needs of consumers and enhance their competitiveness.

On the research dimensions of perceived value, foreign scholars have made abundant research results on the model of perceived value dimension: (1) Two-dimensional model. Perceived value includes two aspects: perceived gain (the basic attributes of products and services of products) and perceived loss (the effort of time, cost and energy) (Zeithaml, 1988). (2) Four-dimensional model. Sweeney and Soutar proposed that the perceived value of users should be comprehensively evaluated from four aspects: emotional value, social value, quality value and cost value [3]. (3) Five-dimensional model. Sheth & Gross (1991) proposed a five-dimensional model of perceived value, which divided customer perceived value into five dimensions: functional value, social value, emotional value, tentative value and conditional value [4]. In this paper, Sweeney and Soutar put forward three-dimensional models of perceived value: social value, quality value and cost value as research variables. The reason for excluding the dimension of emotional value is that, in previous studies, social value and emotional value are two independent constructs in theory, but in specific empirical studies, the factors of the questions will be aggregated in exploratory factor analysis. Therefore, in order to ensure the independent construction, only the social value dimension is selected.

In the field of marketing, perceived value is an important antecedent variable of customers' purchase intention, customer satisfaction and customer loyalty. A large number of empirical studies have also verified the relationship between perceived value and customers' purchase intention and behavior intention. Dodds pointed out that perceived value plays an important role in the relationship between perceived quality and customer behavior intention. Perceived value not only affects customers' purchasing decision-making, but also affects their satisfaction and recommendation intention after purchase [5]. Woodruff pointed out that perceived value is an important antecedent variable of customer satisfaction, and it has a positive relationship with customers' behavioral intentions, such as customer reputation and purchase intention [6]. Cronin et al. have studied the relationship between service quality, perceived value, satisfaction and behavior intention. The results show that perceived value has significant influence on customer satisfaction and indirect influence on customer behavior intention [7]. On the basis of dividing perceived value into perceived acquired value and perceived transaction value, Grewal et al. studied the influence of price comparison advertising on consumers' perceived acquired value, perceived transaction value and purchase intention. The results showed that perceived acquired value and perceived transaction value played an intermediary role in the relationship between consumers' price perception and purchase intention [8]. The above analysis shows that the perceived value of new domestic products will have an impact on consumers' purchase intention, so this paper assumes that:

H1: Perceived value has a significant positive impact on consumers' willingness to buy new domestic products (Purchase Intention).

H1a: Quality value has a significant positive impact on consumers' willingness to buy new domestic products (Purchase Intention).

H1b: Cost value has a significant positive impact on consumers' willingness to buy new domestic products (Purchase Intention).

H1c: Social value has a significant positive impact on consumers' willingness to buy new domestic products (Purchase Intention).

2.2 Influence of Perceived Risk on Purchase Intention

Perceived risk, which originated from psychology, was introduced into consumer behavior by Bauer in 1960s, and was defined as the hidden uncertainty of consumer outcome [9]. Jacoby et al. divided perceived risks into Psychological Risk, Financial Risk, Physical Risk, Social Risk, Performance Risk and Time Risk [10]. Based on Jacoby's research results, this paper divides perceived risks into financial risks, physical risks and time risks.

On the basis of establishing a trust model, Dong Yali analyzed the relationship among trust, consumer perception and purchase intention in the network environment, and proposed that customer perceived risk would have an impact on customer purchase intention [11]. Jiang Ruochen, et al. discussed the influence of customer perceived risk on trust and purchase intention in online group buying. Through empirical analysis, it was concluded that customer perceived risk has significant influence on trust and purchase intention in online group buying [12]. Zhao Dongmei and others pointed out that online shopping not only brings convenience and personalized service to consumers, but also brings risks and trust crisis to consumers' online shopping. Based on the customer perceived value model, this paper constructed a conceptual model of consumers' online purchase intention and purchase behavior, and analyzed the relationship among perceived risk, trust, purchase intention and purchase behavior by using structural equation model. The results show that customer perceived risk can have a significant impact on customers' purchase intention and purchase behavior [13]. The above analysis shows that the perceived risk of new domestic products will have an impact on consumers' purchase intention, so this paper assumes that:

H2: Perceived risk has a significant negative impact on consumers' Purchase intention.

H2a: Financial risk has a significant negative impact on consumers' Purchase intention.

H2b: Physical risk has a significant negative impact on consumers' Purchase intention.

H2c: Time risk has a significant negative impact on consumers' Purchase intention.

2.3 The Moderating Role of Conscientious Personality

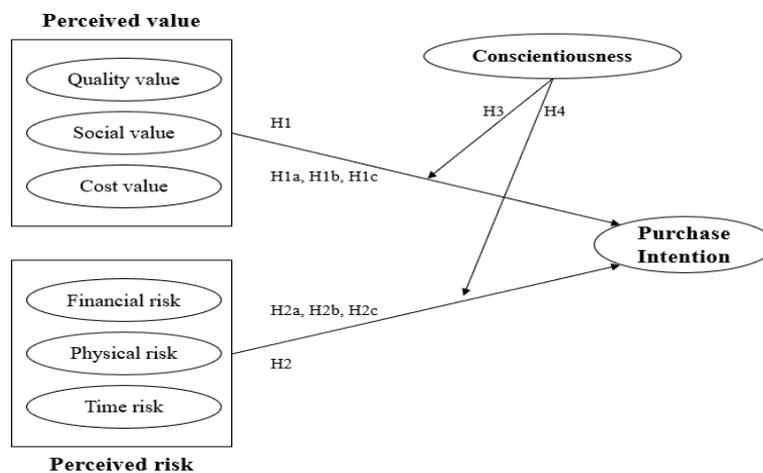


Figure 1: Framework

Goldberg (1990) thinks that people have been in a certain social life circle for a long time, and different living habits, cultural backgrounds and behavior patterns will shape different individuals. These individuals have differences, and these differences will have corresponding vocabulary descriptions in different language systems. People can observe and summarize these differences to form vocabulary, which is the dimension of personality traits. After a great deal of research in the United States and many western countries, it is found that there are five consistent words describing the dimensions of personality, which is the Five-Factor-Theory. Therefore, Goldenberg is also called "the father of the Big Five". Conscientiousness is the expression of personal self-control and self-discipline, which includes self-discipline, caution, restraint, responsibility, due diligence and other characteristics. Those who score high in conscientiousness have meticulous and organized plans and can stick to them; People with low

conscientiousness are careless and have relatively weak willpower. Studies have shown that people with low conscientiousness are more likely to have traffic accidents (Arthur & Graziano, 1996) [14]. Five personalities are often used as moderator variables to study their moderating effects.

For the assumption of conscientiousness in this paper:

H3: Conscientiousness plays a moderating role between perceived value and purchase intention.

H4: Conscientiousness plays a moderating role between perceived risk and purchase intention.

Based on the above analysis, the research framework proposed in this paper is shown in Figure 1:

3. Scale Design and Data Collection

3.1 Variables and scales

In order to improve the reliability and validity of the measurement, this study refers to the relevant literature on the measurement of variables in the model, among which the articles of Sweeney and Sheth are referred to the measurement of perceived value, Snoj Boris's scale is used for reference, Schiffman's scale is used for reference for the scale of purchase intention, and NEO-FFI scale is used for the scale of big five personality (conscientiousness). After designing the questionnaire, a small-scale pre-survey was conducted, which had collected 53 valid questionnaires. The reliability and validity were tested in SPSS26.0, and 5 invalid measurement questions were deleted to form the final questionnaire.

3.2 Data Collection

The research object of this research is aimed at consumers who have bought both foreign skin care products and domestic skin care products in their lives. A total of 275 questionnaires were collected, and 252 questionnaires remained after 33 invalid ones were eliminated. The effective rate of questionnaire collection was 91.6%. The final sample features are as follows: in terms of gender distribution, women account for 63% and men account for 37%, because although skin care products are increasingly concerned among men, they are still not as good as the purchasing power of women; 18-28 years old accounted for the highest proportion, reaching 62.3%, followed by 29-39 years old accounting for 25.8%, because of the high demand for skin care products in these two age groups; bachelor's degree and master's degree accounted for 49.6% and 42.6%; Monthly consumption expenditure accounts for a large proportion of 1,000-4,000 yuan.

4. Data Analysis and Hypothesis Testing

4.1 Reliability and Validity Test

4.1.1 Reliability Test

Table 1: Reliability analysis of each variable

variable	Number of measurement items	Cronbach's α coefficient	Normalized Cronbach's α coefficient	sample number
overall	27	0.899	0.901	252
Perceived value	9	0.95	0.95	
Perceived risk	9	0.899	0.901	
Quality value	3	0.914	0.913	
Social value	3	0.959	0.958	
Cost value	3	0.863	0.858	
financial risk	3	0.837	0.827	
Physical risk	3	0.737	0.748	
Time risk	3	0.825	0.815	
Purchase intention	3	0.815	0.808	

This paper uses SPSS26.0 to analyze the internal consistency of data. Cronbach's α coefficient is used to test the reliability of the scale. The overall reliability and the reliability of each variable are shown in Table 1. From Table 1, the Cronbach's α coefficient of the scale is 0.899, which is greater than 0.8,

indicating that the data reliability of this research model is excellent. Cronbach's α coefficient of each latent variable is greater than 0.7, and most of the coefficients are greater than 0.8, which indicates that the scale measured this time has high reliability.

4.1.2 Validity Test

In this study, confirmatory factor analysis was used for validity test, and the results are shown in Table 2. The results show that the average variance extraction (AVE) of each measured variable is greater than 0.5, and the combined reliability CR is greater than 0.7, which indicates that the scale has good aggregation validity. When testing the discriminant validity, the square root of AVE is compared with the correlation coefficient of each measured variable. Table 3 is the correlation matrix of each variable, in which the value on the diagonal is the square root of each variable AVE. Through comparison, it can be seen that the square root of AVE of each variable is greater than the absolute value of its correlation coefficient. Therefore, this study has reasonable discriminant validity and meets the requirements of further analysis.

Table 2: Table aggregation validity

variable	Average variance extraction AVE	Combined reliability CR
Quality value	0.814	0.927
Social value	0.901	0.964
Cost value	0.776	0.905
Financial risk	0.776	0.901
Physical risk	0.405	0.566
Time risk	0.764	0.893
Purchase intention	0.738	0.88

Table 3: Correlation coefficient between discriminant validity and variables

	Quality value	Social value	Cost value	financial risk	Physical risk	Time risk	Purchase intention
Quality value	0.902						
Social value	0.602***	0.949					
Cost value	0.594***	0.666***	0.881				
financial risk	-0.106*	-0.189***	-0.083	0.881			
Physical risk	-0.065	-0.04	-0.062	0.318***	0.636		
Time risk	-0.054	-0.167***	-0.027	0.371***	0.349***	0.874	
Purchase intention	0.433***	0.283***	0.148**	-0.235***	-0.08	-0.209***	0.859

Note: The value of diagonal line is the arithmetic square root of latent variable AVE, and the value below diagonal line is the correlation coefficient between latent variables.

Table 4: Overall correlation coefficient

	Perceived value	Perceived risk	Purchase intention
Perceived value	1***	-0.127**	0.31***
Perceived risk	-0.127**	1***	-0.221***
Purchase intention	0.31***	-0.221***	1***

Note: * * *, * * and * respectively represent the significance level of 1%, 5% and 10%.

4.2 Hypothesis Test

4.2.1 Model Relationship Test

From Table 4, it can be seen that there is a significant correlation between consumer perception and purchase intention, in which perceived value is positively correlated with purchase intention, while perceived risk is negatively correlated with purchase intention, so the influence relationship can be further analyzed.

Through structural equation model (SEM), this paper tests the relationship among perceived value, perceived risk, online public opinion and purchase intention. The model results are shown in Figure 2. The factor load value of latent variables is 0.52-0.87($p < 0.001$). The standardized path coefficients of perceived value \rightarrow purchase intention, perceived risk \rightarrow purchase intention are 0.36 and -0.3, respectively, all of which are significant at the level of $p < 0.001$. Suppose H1 and H2 pass the test.

Consumers' perceived value of purchasing new domestic products has a significant positive impact on their purchase intention, with a coefficient of 0.36, that is, the higher consumers' perceived value of new domestic products, the higher their purchase intention. The degree of influence of the three dimensions of perceived value is social value > cost value > quality value, and the influence coefficients are 0.83, 0.79 and 0.76, respectively, with $p < 0.001$, all of which have passed the significance test. The research shows that the social value is the key driving factor when consumers make the purchase decision of new domestic products, that is, the social pride and identity of consumers. Secondly, the cost value and quality value, that is, the price and quality of products. Suppose H1a, H1b and H1c pass the test.

Consumers' perceived risk of purchasing new domestic products has a significant negative impact on their purchase intention, with a coefficient of -0.3, $p < 0.001$, indicating that the higher the perceived risk, the lower the purchase intention. The factor loads of the three dimensions of perceived risk are all greater than 0.5, and the factor loads are time risk > financial risk > physical risk, with coefficients of 0.64, 0.61 and 0.51 respectively, and they have passed the significance test. It can be concluded that among the perceived risks, consumers are most worried about the time spent on new products and the economic loss, followed by the damage to the body or skin caused by new products. The reason may be that consumers' trust in domestic products has increased and their worries about skin damage have decreased. Suppose H2a, H2b and H2c pass the test.

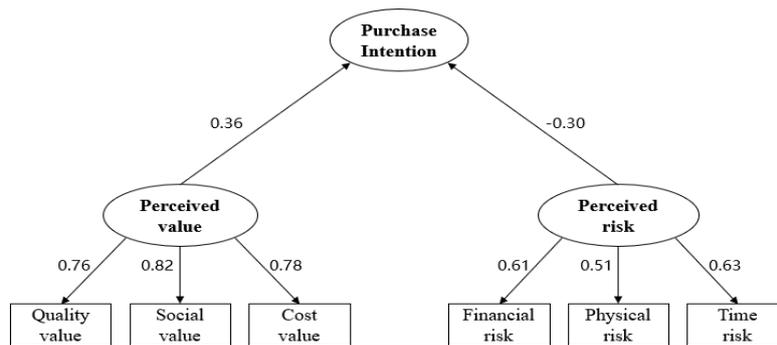


Figure 2: SEM

4.2.2 Inspection of Moderating effect

Table 5: The moderation of conscientiousness between perceived value and purchase intention

	Model 1		Model 2		Model 3	
	coefficient	P	coefficient	P	coefficient	P
const	3.156	0.000* **	2.848	0.000* **	0.799	0.354
Perceived value	0.209	0.000* **	0.091	0.120	0.822	0.001* **
conscientiousness			0.207	0.000* **	0.683	0.006* **
Perceived value * sense of responsibility					-0.177	0.014* *
R adjustment	0.102		0.107		0.125	
F	F(252, 1)=29.485, P=0.000 ***		F(2, 249)=16.041, P=0.00 0***		F(3, 248)=12.962, P=0.00 0***	

Dependent variable: purchase intention

Note: ***, ** and * respectively represent the significance level of 1%, 5% and 10%.

As for the moderating effect of conscientious personality, it can be found from Table 5 that the

perceived value based on the interaction item * conscientiousness, and the significance P value is 0.014**, so the interaction item of Model 3 is significant, which means that the moderating variable conscientiousness will significantly interfere with the influence of perceived value on purchase intention, that is, conscientiousness plays a positive moderating role between perceived value and purchase intention. It can be seen from Table 6 that the perceived risk * conscientiousness based on interaction items has a significant P value of 0.005***, and the interaction items of Model 3 are significant; It means that conscientiousness will significantly interfere with the influence of perceived risk on purchase intention, which means conscientiousness also has a moderating effect between perceived risk and purchase intention, and it is a significant negative adjustment. Suppose H3 and H4 pass the test.

Table 6: The moderation of conscientiousness between perceived risk and purchase intention

	Model 1	P	Model 2	P	Model 3	P
	coefficient		coefficient		coefficient	
const	4.28	0.000** *	3.933	0.000** *	5.897	0.000** *
Perceived risk	-0.201	0.000** *	0.098	0.102	-1.174	0.001** *
conscientiousness			-0.199	0.000** *	-0.468	0.026**
Perceived risk * sense of responsibility					0.281	0.005** *
R adjustment	0.052		0.058		0.084	
F	F(252, 1)=14.645, P=0.000 ***		F(2, 249)=8.719, P=0.000 ***		F(3, 248)=8.654, P=0.000 ***	
Dependent variable: purchase intention						
Note: ***, ** and * respectively represent the significance level of 1%, 5% and 10%.						

5. Research Results and Discussion

5.1 Research Conclusion

In this study, under the framework of perceived value-perceived risk, combined with conscientiousness, a personality trait variable, a model of perceived value and perceived risk affecting purchase intention and conscientiousness moderation was constructed, and the driving factors of perceived value and perceived risk were deeply analyzed. The results show that perceived value has a significant positive effect on purchase intention, and perceived risk has a significant negative effect on purchase intention, among which the influence degree of perceived value is greater than that of perceived risk, which also indicates that the promotion effect of perceived value is higher than the hindrance effect of perceived risk in the framework of perceived value-perceived risk. Among the three drivers of perceived value, social value plays a greater role as hedonic value, while practical values such as quality value and price factor play a lesser role. This discovery also makes up for the deficiency of previous research on the drivers of perceived value of new domestic products. Among the three factors of perceived risk, time risk and financial risk are the key factors. The result shows that when consumers buy new products made in China, they first worry about the time spent buying new products and learning about them, then the economic loss, and finally the physical damage caused by quality control or other reasons. Conscientiousness has positive and negative moderating effects on between perceived value, perceived risk and purchase intention, which indicates that consumers' own personality traits will have certain influence on purchase intention.

5.2 Suggestions and Enlightenment

First, domestic brands should adjust their marketing strategies to meet the needs of consumers. The driving factors of perceived value of new products of domestic skin care brands include social value, quality value and cost value, among which social value belongs to the hedonic value of perceived value, followed by practical value, namely cost value and quality value, which can promote consumers' purchase intention. Therefore, domestic brands should give priority to improving the social value of their products, that is, emotional resonance and social identity. At present, domestic skin care products are in

the development stage, and advertising is an important channel to endow products with social and emotional value, improve product popularity and establish their own brand image. Brands should design advertising and marketing schemes of different media channels for different target groups, especially the rise of live broadcast and beauty bloggers in recent years. Brands should do a good job in this aspect. On the other hand, quality value and cost value (price) are also the driving factors that can't be ignored. Domestic brands should pay attention to the quality and price of products, especially as skin care products, which are aimed at facial skin. They should also do a good job in screening raw materials, monitoring the production process, and making reasonable prices.

Second, domestic brands need to reduce consumers' perceived risk. Based on the framework of perceived value-perceived risk, this study found that perceived risk also has a significant impact on purchase intention. Enterprises should not only adjust marketing strategies, improve consumers' perceived value, but also reduce perceived risk that hinders purchase. This paper explores the composition of perceived risk, and finds that time risk and financial risk are more important risks. At present, consumers still have many worries about domestic brand skin care products, such as immature production technology, short development time, unreasonable pricing, unknown effect, etc. Compared with foreign big-name products, the first thing that domestic brands need to solve is consumers' worries about financial losses. One is to set a reasonable price and let consumers know how to maintain and price it, such as the ingredient list and production process of the products. The other is to handle the price rise and fall reasonably in order to reduce the price perception gap of consumers. In addition, domestic brands should also reduce consumers' worries about time. One is logistics time, and brands should make logistics selection and supervision. The other is pre-sale time. Many brands are used to making pre-sale mechanism now. However, too long pre-sale time will increase consumers' perceived risk, so brands should reduce the waiting days for pre-sale, and even reduce the practice of pre-sale.

Third, brands should pay attention to the influence of consumers' conscientious personality, and relevant departments should strengthen the supervision and examination of domestic brands. Consumers' conscientious personality has a significant moderating effect on perception and purchase intention, which can change the degree of influence between them. Nowadays, consumers are no longer buying products on impulse, especially for skin care products. They will know in advance before buying, that is, doing a good job, and the conscientious personality of consumers will have an impact in the process again. Due to the rapid development of domestic brands and the introduction and promotion of various platforms, the domestic market of skin care products in China has mixed brands, and there are more and more cases of OEM, fake goods and leek cutting. Many consumers are also very upset about this. This requires not only enterprises to make their own brands and products well, but also relevant departments to supervise and examine them in the market, especially the record numbers and ingredients of products, so that the domestic market becomes clearer and clearer, thus allowing consumers to lower their attitudes towards foreign brands.

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