

Chapter 21

Research on the
Influence of Consumer
Inertia and Switching
Costs on Repeat
Purchase Intention and
Countermeasures:
Take the Tik Tok E-
Commerce Food Category
in China as an Example

Guang Yang

 <https://orcid.org/0009-0005-3581-3073>

*“Silk Road” International University of Tourism and Cultural Heritage,
Uzbekistan*

Zhendi Mu

 <https://orcid.org/0000-0002-5696-391X>

*“Silk Road” International University of Tourism and Cultural Heritage,
Uzbekistan*

Jie Zheng

 <https://orcid.org/0009-0005-0908-4399>

*“Silk Road” International University of Tourism and Cultural Heritage,
Uzbekistan*

Qianqian Wang

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ABSTRACT

This paper takes the food category of Tik Tok e-commerce in China as the research object to explore the influence of consumers' inertia and switching cost on their repeat purchase intention, and puts forward corresponding countermeasures. The study analyses the mechanism of consumer behavioural inertia, cognitive inertia, emotional inertia and switching costs (including procedural, financial, and relational) on the repeat purchase intention of food categories on the Tik Tok e-commerce platform by introducing the ICD (Consumer Inertia, Switching Costs, Decision Delay) model. It is found that consumer inertia and switching cost play a significant mediating and moderating role in repeat purchase intention through decision delay. Based on this, this paper proposes countermeasures such as reducing switching costs and optimising the decision-making process on the Tik Tok e-commerce platform.

1. INTRODUCTION

1.1 Background and significance of the study

Food, tobacco and alcohol rank first in China's consumer spending, with per capita consumption expenditure reaching RMB 7,481 in 2022, accounting for as much as 30.5 per cent of per capita consumption expenditure. Retail sales of commodities in the grain/oil/food, beverage, tobacco and alcohol segments have all grown at different rates, and food, tobacco and alcohol have become a retail consumption market of more than 2.5 trillion yuan. In terms of purchasing channels, online retail sales of physical goods amounted to RMB 130,174 billion, up 8.4%, accounting for 27.6% of total retail sales of consumer goods, nearly 0.5 percentage points more than the previous year, and the importance of online channels is still growing day by day. With the strong development of the Internet industry and the online shopping habits developed between the epidemics, in the first year after the full liberalisation of the epidemics, consumers were no longer confined to a single shopping channel, and in the online retail sales of physical goods, foodstuffs grew by 11.2 per cent.

The origin of Tik Tok e-commerce lies mainly in its ability to provide users with a personalised consumption experience through forms such as short videos and live broadcasts, as well as actively introducing quality partners to provide multiple options for merchants to cash in. Tik Tok e-commerce is committed to becoming the preferred platform for users to discover and obtain good things at a good price,

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