

E-commerce promotional strategies, digital generation buying behavior and purchase intention: Inputs to online shopping platform improvement model

Zhang, Jingjing ✉

Graduate School, Lyceum of the Philippines University - Batangas, Philippines (2457363540@qq.com)



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Abstract

This paper determines the improvement strategy of online shopping platform through the three variables of e-commerce promotion strategy, consumer behavior and purchase intention. In order to better improve the online shopping platform, the researcher designed a questionnaire, selected the digital generation of consumers as the research object, and finally collected 323 questionnaires, and reached the following conclusion: e-commerce promotion strategy is positively correlated with consumer behavior and purchase intention, and consumer behavior is significantly correlated with purchase intention. Finally, an improvement framework of online shopping platform is developed, indicating that in order to achieve long-term and sustainable development of online shopping platform, e-commerce promotion strategies can be formulated, consumer behavior of the digital generation can be studied, and consumer purchase intention can be changed, so as to achieve the purpose of promoting the development of online shopping platform.

Keywords: E-commerce promotion strategy, digital generation consumer behavior, purchase intention

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1. Introduction

With the rapid development of the Internet, global online shopping users are increasing, the number of e-commerce platforms is expanding, and the competition between platforms is becoming more and more fierce. Moreover, with the popularization of the Internet, online sales are characterized by low cost, timeliness, interactivity, personalization, no region, informatization, and network restriction (Chen, 2022). According to statistics, there are 58 major e-commerce platforms in the world, among which the largest e-commerce platform is Amazon, which has operating sites in 14 countries around the world. As a new business service model, e-commerce platform changes the traditional and single offline sales mode and builds a good platform for consumers, enterprises or merchants. Enterprises or merchants can use e-commerce platform to display and sell their own commodities, and consumers can buy their favorite commodities through e-commerce platform.

The competition between e-commerce platforms and enterprises is becoming more and more fierce, and each other will want to use various marketing methods to seize market share and get more consumers. Therefore, in order to promote sales, e-commerce platforms will launch or hold various promotional activities for merchants to participate in (Sun, 2017). By the end of December 2022, the global Internet population reached 4.915 billion. The object of this paper is to study the digital generation of consumers, that is, those aged between 18 and 30. These consumers have huge consumption potential and are also the most important consumers in the current market. E-commerce platforms also need to study the purchase behavior and purchase intention of digital generation consumers and formulate appropriate marketing strategies to achieve better advantages in the competition (Wongsunopparat & Deng, 2021). And in the current research, few scholars have studied the consumer groups of the digital generation, and most of them have studied all online consumers.

The reason why the researcher pays attention to this study is that the researcher is engaged in the research work of e-commerce industry, and in the work of e-commerce, the researcher finds that most of the contemporary online shopping groups are the young digital generation, they are the main participants in online shopping, and online shopping platforms publish various promotional strategy information every day. It also affects the purchasing behavior and purchasing intention of the young generation of consumers, so the research of this paper is meaningful.

Objectives of the Study - The This paper aimed to study e-commerce promotion information, buying behavior and buying intention of digital generation, to put forward suggestions for improving online shopping. Specifically, it aimed to identify the ecommerce promotional strategies in terms of product filtering, payment options, loyalty programs; determined the factors that influence the digital generation buying behavior in terms of access to promotional information, psychology of the consumer, economic factors, society and cultural factors; determined the consumer intention in terms of perceived value, attitude and brand awareness.; tested the significant relationship of promotional activities, consumer behavior and consumer buying intention and propose a framework for e-commerce platform improvement.

2. Methods

Research Design - This study adopts literature research method and descriptive research method. The specific methods are summarized as follows :(1) Literature research method. Literature research method is to provide theoretical basis for the article and determine the research idea of the paper by combing the relevant literature in various articles. In the research process, this paper consulted a large number of literature, sorted out the relevant literature such as e-commerce promotion strategy, digital generation purchasing behavior and

purchase intention, and constructed a systematic research knowledge framework through the collation of relevant literature. (2) Descriptive research methods. Descriptive research is mainly the objective recording and description of phenomena and facts through observation, investigation, interview and other methods. Among them, questionnaire survey is a survey method, which mainly designs questionnaire questions according to the dimension of each variable, so as to collect data from respondents. This paper designs relevant questionnaires through Likert scale design, so as to put forward suggestions for the improvement of online shopping platform. In addition, SPSS software is used for statistical analysis of the data obtained from the questionnaire survey, including descriptive analysis and correlation analysis, and the quantitative analysis results are combined to form a comprehensive framework management of the e-commerce platform.

Participants of the Study - This questionnaire is distributed, and data collected through the Internet. As the survey object of this study is the digital generation of consumers, and the age of this group is concentrated between 18 and 30 years old, because I work in the School of Economics and Management of Quanzhou Marine Vocational College, Fujian Province, China, which has a total of 1,253 students, and the students are between 18 and 23 years old, which conforms to the survey object of this study. Therefore, through the collection of questionnaires from the students of the School of Economics and Management, 323 valid questionnaires were finally recovered.

Data Gathering Instrument - In the questionnaire survey used in this study, the question is to design the questions according to the dimensions of the research variables in the paper. The whole questionnaire consists of two sections. The first section is the demographic information of the respondents. The second section includes product filtering, payment options, loyalty programs, promotional information, psychology of the consumer, economic factors, society and cultural factors, Perceived value, attitude and brand awareness. Likert scale was used in this questionnaire to determine the degree of respondents' identification with the designed questions. After the questionnaire was completed, the researcher collected data from the respondents, who were invited to fill in and answer the questionnaire, and then conducted preliminary tests based on the collected data. The questionnaire showed that Cronbach's α and CR values of each variable were greater than 0.783, indicating that the reliability of the scale was good, and further analysis of questionnaire data could be carried out.

Data Gathering Procedure - Before in progress the survey, the questionnaire will be checked by the research advisor. The researchers will make a letter asking permission from the Dean of the chosen university. Upon the approval request, the researchers will proceed to the distribution of questionnaires after receiving permission to conduct a survey. The researchers will conduct a pilot test on the chosen 20-30 respondents for validity, reliability, and Cronbach's alpha. The researchers will confer and discuss the significance of the study to the interviewee to inform them the purpose of their responses. The questionnaires will be sent through social media accounts, and the data collected will be tallied to interpret and analyze.

Ethical Considerations - The researchers will establish trust with the respondents through ensuring anonymity and confidentiality. The researchers will carefully explain the objectives without influencing the response of the respondents. The questionnaire will also contain data privacy that the respondents will make sure of their anonymity on the results and confidentiality. In distribution of the questionnaires, researchers will be respectful in asking the students to answer the questionnaire. In addition, authors from all relevant sources, such as previous research papers, journals, and internet sources were duly acknowledged. They will also be patient in waiting for the participants to complete their answers.

Data Analysis - Weighted mean and rank were used to identify the e-commerce promotional strategies in terms of product filtering, payment options, loyalty programs; to determine the factors that influence digital generation consumer's behavior in terms of access to promotional information, psychology of the consumer, economic factors, society and cultural factors; and to determine the consumer intention in terms of perceived value, attitude and brand awareness. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Spearman rho was used as

part of the non-parametric tests to determine the significant relationship. All analyses were performed using SPSS version 28.

3. Results and Discussion

Table 1

E-commerce Promotional Strategies

Key Result Areas	Composite Mean	VI	Rank
Product Filtering	3.02	Agree	3
Payment Options	3.12	Agree	1
Loyalty Programs	3.09	Agree	2
Grand Composite Mean	3.08	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

In this table shows the summary results of e-commerce promotion strategies. The results show that the Grand Composite Mean of e-commerce promotion strategies in product filtering, payment selection and loyalty items is 3.08. It shows that consumers believe that e-commerce promotion strategies in online shopping platforms are affected by product filtering, payment choice, loyalty and other factors. Among them, the Composite Mean of payment options is 3.12, ranking first. Respondents think the choice of payment method is the most important in e-commerce promotion strategy. In the process of online shopping, consumers can choose many payment methods, such as cash, debit card, credit card, check and so on. Consumers can adopt different payment methods according to different situations (De Luna et al., 2019). Moreover, with the continuous development of e-commerce, many consumers choose to purchase daily commodities through third-party payment (such as Alipay, WeChat, etc.) Consumers can choose safer and more convenient payment methods on online shopping platforms.

Loyalty Programs (3.09) and Product Filtering (3.02) ranked second and third, respectively. It shows that respondents agree that Loyalty Programs and Product Filtering have an impact on e-commerce promotion strategies. The loyalty of consumers to the online shopping platform is also very important in the e-commerce promotion strategy, because loyal consumers can create value for the online shopping platform. Especially in the era of e-commerce, for the online shopping platform, the cost of acquiring a new consumer's order payment is higher than that of traditional enterprises. Anjum and Chai (2020) proposes that in order to improve the loyalty of customers on online shopping platforms, enterprises and merchants on online shopping platforms need to develop promotion strategies, win and keep in touch with consumers, and form consumer loyalty, so as to improve the profitability of online shopping platforms and promote the development of monad commerce. At the same time, consumers receive a lot of information from online shopping platforms every day. Although online shopping saves consumers' money, it also brings new costs to consumers -- browsing websites, choosing products, inquiring and managing orders. And consumers want to have a kind of software that can help them complete the function of screening promotion information, automatic purchase and management of goods (Tao and Qi, 2017). Therefore, loyal consumers can create value for online shopping platforms, and information filtering can help consumers better obtain the information they want.

Table 2

Factors that Influence the Consumer Behavior

Key Result Areas	Composite Mean	VI	Rank
Access to Promotional Information	2.86	Agree	2.5
Psychology of the Consumer	3.03	Agree	1
Economic Factors, Society and Cultural Factors	2.86	Agree	2.5
Grand Composite Mean	2.92	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

The result shows the overall results of the Factors that influence the Consumer's Behavior, with a Grand

Composite Mean is 2.92. Among the values displayed, Psychology of the Consumer ranks first. The value is 3.03. This result is not surprising. Among the influencing factors of consumer behavior, consumer psychology has the greatest influence on consumer behavior, because consumer psychology can influence consumer behavior and thus determine what products consumers should choose. Contemporary consumer psychology presents more rationalization, individuation, attention to the convenience of consumption and other psychological psychology, and as an online shopping platform, it is necessary to study the psychology of consumers, and the psychological changes of consumers to develop marketing strategies, affect consumers' purchasing decisions, promote sales, and promote the long-term development of online shopping platform (Zhao, 2022).

Access to Promotional Information and Psychology of the Consumer Economic Factor, For both social and Cultural factors, the Composite Mean 2.86. Rank 2.5. All respondents agree. Different channels for consumers to obtain information will affect their purchasing behaviors. Many consumers have the habit of collecting information before purchasing a product. They may collect information from the Internet, radio, television, friends, family, neighbors and other channels for obtaining information, commodity information and promotional activities, etc. In this way, they collect information in all aspects. It can help consumers make better purchasing decisions and avoid the occurrence of information asymmetry caused by single channel acquisition (Wang & Li, 2018). The purchasing behaviors of consumers are also affected by economic, social and cultural factors. On online shopping platforms, consumers from different countries, regions and nationalities buy goods on different online shopping platforms because they are not restricted by time, space and region. Their purchasing behaviors are also different due to their different income levels, cultural backgrounds and religious beliefs. For example, consumers in countries and regions with high income are more willing to spend more money to buy expensive goods, while consumers with low income can only buy some good and cheap goods. At the same time, cultural differences also have a profound impact on purchasing behavior. Cultural differences between different countries and regions will have an impact on consumers in terms of consumption behavior and consumption concept (Xu, Wang & Deng, 2018). Therefore, on the online shopping platform, consumers' behavior will be influenced by psychology, access to information, economy, society and culture.

Table 3

Consumer Intention

Key Result Areas	Composite Mean	VI	Rank
Perceived Value	3.04	Agree	2
Attitude	3.03	Agree	3
Brand Awareness	3.14	Agree	1
Grand Composite Mean	3.07	Agree	

Legend:3.50-4.00=Strongly Agree;2.50-3.49=Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

In the Summary Table 3 on Consumer Intention, the Grand Composite Mean of 3.07 shows that when brand awareness ranks the first (3.14), respondents think brand awareness has the greatest impression on consumers' purchase intention. Perceived Value and Attitude rank second and third respectively with a low mean. In general, the data show that brand awareness is the most important factor affecting consumers' purchase intention, followed by value perception and attitude. In the process of online shopping, consumers will pay attention to the brand awareness of online shopping platforms, because the product quality, after-sales service, logistics delivery speed and payment security of online shopping platforms with high brand awareness all provide guarantees for consumers, so that consumers will have a favorable impression on online shopping platforms with high brand awareness and will have the intention to buy. (Yang and Liu, 2017) discussed the relationship between brand awareness and consumers' purchase intention, and the final results showed that consumers with high brand awareness had stronger purchase intention, while consumers with low brand awareness had less purchase intention, and different brand awareness had little influence on consumers' purchase intention.

However, brand awareness is only the main factor affecting consumers' purchase intention, while value perception also has an impact on consumers' purchase intention, the value perception is a factor affecting

consumers' purchase intention and behavior in online shopping. The value perception of online shopping consumers is mainly reflected in the trust cognition and satisfaction of consumers provided by online shopping platforms (Goutam, 2020), and (Mirabi, Akbariyeh and Tahmasebifard, 2015) also believes that there is a positive correlation between the value perception of consumers and the purchase intention. The last one is attitude. Although the data shows that attitude has a low impact on consumers' purchase intention, the respondents also agree with it. (Yan, 2015) proposes that consumers' positive and negative attitudes towards online shopping will make consumers unable to make the final purchase decision, which will reduce consumers' purchase intention. Therefore, in the process of online shopping, consumers' purchase intention is influenced by brand awareness, value perception and attitude

Table 4

Relationship Between E-commerce Promotional Strategy and Consumer's Behavior

Variables	rho-value	p-value	Interpretation
Product Filtering			
Access to Promotional Information	0.498**	0.000	Highly Significant
Psychology of the Consumer	0.640**	0.000	Highly Significant
Economic Factors, Society and Cultural Factors	0.455**	0.000	Highly Significant
Payment Options			
Access to Promotional Information	0.498**	0.000	Highly Significant
Psychology of the Consumer	0.549**	0.000	Highly Significant
Economic Factors, Society and Cultural Factors	0.400**	0.000	Highly Significant
Loyalty Programs			
Access to Promotional Information	0.616**	0.000	Highly Significant
Psychology of the Consumer	0.624**	0.000	Highly Significant
Economic Factors, Society and Cultural Factors	0.467**	0.000	Highly Significant

** Correlation is significant at the 0.01 level

Based on the results in Table 4, the computed rho-values ranging from 0.400 to 0.640 indicate a moderate to strong direct relationship among the sub variables of e-commerce promotional strategy and consumer's behavior. There was a statistically significant relationship between e-commerce promotional strategy and consumer's behavior because the obtained p-values were less than 0.01. This means that there is a correlation between e-commerce promotion and consumer behavior, and e-commerce promotion strategies will promote the occurrence of consumer behavior. (Liu, 2020) On the online shopping platform, consumers can choose the commodities they are interested in according to their preferences, and some promotional strategies or marketing means appropriately adopted by the online shopping platform will promote the generation of consumer behavior. At the same time, in order to attract more consumers to buy products on online shopping platforms, online shopping platforms need to understand the rules of consumers' purchasing behavior, and on this basis, design targeted promotion strategies (Schiffman et al., 2013).

In the environment of online shopping, (Wang,2019), the influence of changeable consumer behaviors on e-commerce promotional activities, and consumer behaviors optimize the online shopping environment and continuously improve e-commerce promotional strategies, so as to achieve better services for consumers. At the same time, (Cao,2019) believes that the information factor in e-commerce promotion will also have a significant impact on consumers' purchasing activities and behaviors, and the information activity factor of e-commerce promotion strategy is also an important part of consumer behavior. The online shopping platforms need to combine their own advantages to formulate promotional strategies suitable for their own development, so as to promote the healthy development of the overall online shopping market, meet the needs of consumers, promote consumer behavior, and increase the sales of online shopping platforms. Finally, (Svatosova, 2020) believes that consumers' purchasing behavior is deeply influenced by e-commerce promotion strategies, that is, there is a significant correlation between purchasing behavior and e-commerce promotion strategies, and their joint development will promote the long-term and long-term development of online shopping platforms.

As reflected in the table5, the computed rho-values ranging from 0.425 to 0.625 indicate a moderate to

strong direct relationship among the sub variables of e-commerce promotional strategy and consumer intention. There was a statistically significant relationship between e-commerce promotional strategy and consumer intention because the obtained p-values were less than 0.01.

According to the results, there is a significant correlation between e-commerce promotion strategies and consumers' purchase intention. (Sun, 2017) When studying e-commerce promotion activities and purchase intention, it is found that e-commerce promotion strategies are significantly positively correlated with consumers' impulse purchase intention and impulse purchase behavior. (Rosario and Raimundo, 2021) The formulation of e-commerce promotion strategies needs to understand the real needs and expectations of consumers, and through the formulation of correct e-commerce promotion strategies, attract consumers and make them willing to buy. At the same time, online shopping platforms are conducive to the release of e-commerce promotion strategies, enabling consumers to make a comparative analysis of the promotion strategies, generate the purchase intention, and finally make the purchase decision. (Zhou et al., 2021) also mentioned that online shopping platforms and e-commerce promotion strategies formulated by merchants are conducive to stimulating consumers' willingness to shop on online shopping platforms.

Table 5

Relationship Between E-commerce Promotional Strategy and Consumer Intention

Variables	rho-value	p-value	Interpretation
Product Filtering			
Perceived Value	0.551**	0.000	Highly Significant
Attitude	0.530**	0.000	Highly Significant
Brand Awareness	0.497**	0.000	Highly Significant
Payment Options			
Perceived Value	0.425**	0.000	Highly Significant
Attitude	0.508**	0.000	Highly Significant
Brand Awareness	0.535**	0.000	Highly Significant
Loyalty Programs			
Perceived Value	0.597**	0.000	Highly Significant
Attitude	0.625**	0.000	Highly Significant
Brand Awareness	0.593**	0.000	Highly Significant

** . Correlation is significant at the 0.01 level

In the process of online shopping, consumers' purchase intention is affected by online shopping platform, which requires online shopping platform, merchants and enterprises to have better strategic goals in their business and marketing ability. At the same time, it is also concluded that online shopping platforms also have a positive impact on the relationship with customers and consumers' repeated purchase intention (Maskuroh et al., 2022). At present, with the development of social media. (Lv et al., 2020) believe that merchants can carry out promotional strategies through some social media, and spread promotional information among more consumers through consumers' participation in forwarding and inviting friends. Finally, e-commerce platforms can make use of social media to develop positive and effective marketing strategies to have a positive impact on consumer willingness (Rana & Paul, 2020).

Table 6

Relationship Between Consumer's Behavior and Consumer Intention

Variables	rho-value	p-value	Interpretation
Access to Promotional Information			
Perceived Value	0.554**	0.000	Highly Significant
Attitude	0.563**	0.000	Highly Significant
Brand Awareness	0.468**	0.000	Highly Significant
Psychology of the Consumer			
Perceived Value	0.638**	0.000	Highly Significant
Attitude	0.686**	0.000	Highly Significant
Brand Awareness	0.648**	0.000	Highly Significant

Economic Factors, Society and Cultural Factors			
Perceived Value	0.577**	0.000	Highly Significant
Attitude	0.549**	0.000	Highly Significant
Brand Awareness	0.460**	0.000	Highly Significant

** . Correlation is significant at the 0.01 level

As seen in the table6, the computed rho-values ranging from 0.460 to 0.686 indicate a moderate to strong direct relationship among the sub variables of consumer’s behavior and consumer intention. There was a statistically significant relationship between consumer’s behavior and consumer intention because the obtained p-values were less than 0.01. As can be seen from the results of the chart, there is a significant correlation between consumer behavior and consumer intention. In the process of online shopping, consumers' consumption behaviors are more active and personalized. Compared with the traditional way of offline shopping, consumers' behaviors have changed a lot (Ma and Kwon, 2021). The purchase intention of online shopping consumers mainly consists of value perception, trust and fashion innovation (Rehman, et al., 2019). In the research, it is concluded that the perceived effectiveness, usefulness, behavior and attitude of consumers also have a positive impact on consumers' purchase intention.

The value perception of Internet consumers will also indirectly affect consumers' purchase behavior and purchase intention, and the hedonic value in consumers' value perception will further influence consumers' purchase intention (Shang & Shi, 2017). (Qalati et al., 2021) The service quality of online shopping platforms will also indirectly affect consumers' purchase intention and behavior. Finally, (Wang, Tao and Chen, 2019) argued that the conversion of consumers' purchase intention into purchase behavior largely depends on the online shopping platform and the overall macro environment of online shopping. If the online shopping platform and environment are well built, more consumers will have purchase intention and behavior

INPUTS TO ONLINE SHOPPING PLATFORM IMPROVEMENR MODEL

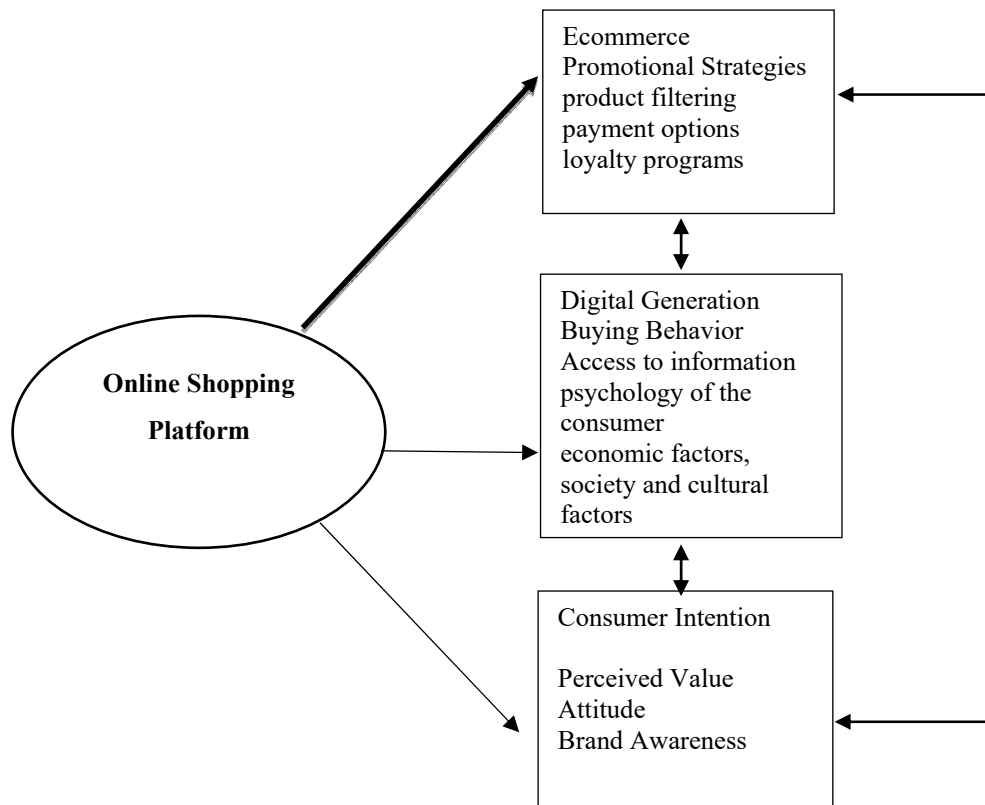


Figure 1. Online Shopping Platform Framework For E- commerce Platform Improvement

By creating an e-commerce improvement framework, it is beneficial to better promote e-commerce and the better development of online shopping platforms. In addition, this will be a good way to improve online shopping platforms to formulate promotion strategies suitable for their own platform development, and pay attention to consumer behavior and purchase intentions. As can be seen from Figure 1, for online shopping platforms, e-commerce improvement strategies are composed of e-commerce promotion strategies, consumer behavior and consumer intention. E-commerce promotion strategies have an impact on consumer behavior and purchase intention, and consumer behavior also has an impact on consumer intention.

4. Conclusions and Recommendations

Respondents moderately agree on the relationship between e-commerce promotion strategies and product filtering, payment optional and loyalty programs. The behavior of digital generation consumers is moderately influenced by the channels to obtain information, consumer psychology, economic, social and cultural factors, and the respondents agree with them. Respondents also agree that the purchase intention of online shopping platform consumers lies in value perception, attitude and brand awareness. E-commerce promotion strategies have highly significant correlation with the consumer behaviors and purchase intentions of digital generation consumers. A proposed model to improve the online shopping platform was developed.

Based on the above conclusions, the researchers put forward the following suggestions: Shopping platforms may need to update promotion, commodity information and logistics updates in a timely manner for more quick and convenient search for the information. Merchants and e- enterprises may strengthen the screening and conduct quality inspection of goods sold. Online shopping platforms may monitor consumer behavior and adjust their strategies accordingly to increase sales. The proposed model for online improvement shopping platform may be used to improve the practice of e-commerce platform management strategies. Future researcher may conduct study to support the finding by using other variables like risks and securities.

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