

FACTORS AFFECTING CONSUMER BUYING DECISIONS THROUGH POPULAR E-COMMERCE WEBSITE IN THE PEOPLE'S REPUBLIC OF CHINA

Changan Zhang¹

Poompichai Tarndamrong^{1*}

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Abstract

Understanding the relationship between customers' personal factors and their purchasing decision-making process is vital for e-Commerce enterprises, as it enables them to better personalize their marketing and sales strategies to the needs and preferences of their target customers. This quantitative study aims to: 1) examine the individual factors that influence consumers' purchasing decisions made through popular e-Commerce websites in the People's Republic of China; 2) examine the website elements (7Cs) with consumers' purchasing decisions made through such websites; and 3) examine the website credibility in relation to consumers' purchasing decisions made through such websites. The research population is based on a sample of 385 customers who made purchasing decisions through popular e-Commerce websites in Beijing Provinces, the People's Republic of China. The data was collected using a questionnaire through the convenience sampling method and analyzed through frequency, percentage, mean, and standard deviation. The study also employs a t-test, F-test, and multiple regression analysis to test the hypothesis. The findings showed that personal factors including gender, age, education level, and average monthly income did not differ significantly in their impact on consumer buying decisions. On the other hand, the study found that website elements such as context, content, community, connection, and commerce had a positive relationship with consumer buying decisions, with a predictive power of 35.6% and statistical significance at 0.05 level. Additionally, website credibility, encompassing system quality, service quality, user interface quality, and trust, was positively related to consumer buying decisions, with a predictive power of 73.4% and statistical significance at the 0.05 level.

Keywords: Website Elements (7c's), Website Credibility, Consumer Buying Decision, e-Commerce

¹ Faculty of Business Administration, Thongsook College. E-mail: changan.thongsookcollege@hotmail.com

* Corresponding author email: drpoom@live.com

Introduction

Electronic Commerce (e-Commerce) is a transaction between a seller and a consumer through the Internet or various online platforms. Currently, such channels are very popular in China for selling both domestically and internationally until it becomes a large online retail market in the world due to the proportion of international trade growing exponentially. According to a report published by the Economic Daily in 2020, cross-border e-Commerce increased when the Chinese government declared a policy to promote it during an economic crisis brought on by the COVID-19 pandemic. At the same time, it benefits related industries by facilitating transportation, financing, etc. (Chen et al., 2019). China's economic value jumped from just 2.2% to 11.25% of e-Commerce imports and promotion, totaling 186.2 billion yuan (\$26.25 billion), five times higher than in 2015 (Wang, 2020). However, e-Commerce transactions are more than just a channel for distributing products. But it also means using technology to help run businesses to increase profits and reduce costs.

From the phenomenon mentioned above. This was causing more entrepreneurs in the e-Commerce system, most of which are completely online stores without renting space or opening general storefronts. But it is the use of websites or social media in business operations. This allows entrepreneurs to trade and sell goods and services in abundance because the behavior of consumers has completely changed from the past. Because they are more familiar with and confident in purchasing products online until e-Commerce becomes part of the lifestyle of consumers (Rashid et al., 2018).

For the reasons mentioned above, e-Commerce websites in China are very important to the country's economy. So that we know what factors affect consumers' purchasing decisions. Therefore, the researcher focuses on studying concepts and theories related to marketing for data analysis and making recommendations to various entrepreneurs in the country. According to research by Akter et al. (2016), differences in personal factors affect consumers' decisions to shop online, especially gender, age, education level, and income. Empirical evidence from research by Hossain et al. (2020) shows that online shopping decisions differ completely from those made through traditional channels. They have proven that the marketing mix (7C's) is an important concept that significantly impacts consumer purchasing decisions. However, Farag et al. (2020) also suggest online transactions. Entrepreneurs must build website credibility, especially for merchants.

As a result, the researcher anticipated the value of researching the impact of personal factors, website components (the "7Cs"), and website credibility on customers' purchasing decisions made through popular electronic commerce in the People's Republic of China. Customers' needs should be taken into account when designing, enhancing, and developing

marketing strategies for Chinese e-Commerce websites. The findings of this study can be utilized by businesses in different channels and those looking to expand their distribution strategy.

Research Objectives

1. To examine the individual factors that influence consumers' purchasing decisions made through popular e-commerce websites in the People's Republic of China.
2. To examine the website elements (7Cs) with consumers' purchasing decisions made through such websites.
3. To examine the website's credibility in relation to consumers' purchasing decisions made through such websites.

Research Hypothesis

1. The differences in personal factors affecting consumer buying decisions through popular e-commerce websites in the People's Republic of China.
2. The website elements (7C's) have a positive relation to consumer buying decisions through popular e-commerce websites in the People's Republic of China.
3. The website's credibility has a positive relation to consumers' buying decisions through popular e-commerce websites in the People's Republic of China.

Conceptual Framework

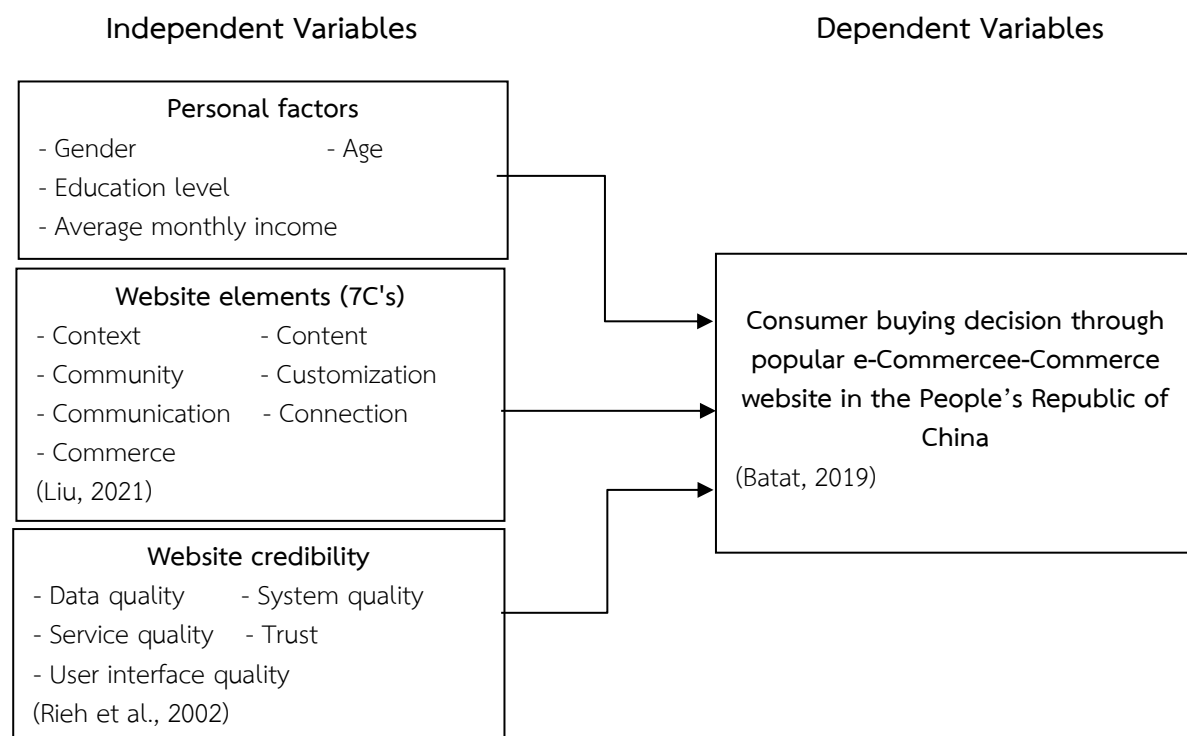


Figure 1 the conceptual framework

Literature Review

Concept and theory of website elements (7C's)

The concept of the marketing mix is important for any business. This allows business owners to evaluate and select the most important components of the marketing plan that will be communicated to customers. The concept starts with the 4P marketing mix factors, namely product, price, location, and distribution channel. Later service extensions were added to 7P, namely process, person, and physical (Redhead & Kumsuprom, 2020). But the nature of the operation with the e-Commerce website system is different from the past because it will have to create a marketing element that understands the needs of consumers more (Yang, 2016). According to Liu (2021), website elements (7C's) are proposed: 1) context refers to the environment or situation in which the product or service is, 2) content refers to the information or messaging that is presented to the customer, 3) community refers to building a sense of community and belonging among customers and creating opportunities for them to connect and the brand, 4) customization refers to tailoring the product or service to the specific needs and preferences of the customer, 5) communication refers to the channels and methods used to communicate with the customer, including advertising, social media, email, and other marketing channels, 6) connection refers to building a connection between the customer and the brand through shared values, experiences, or interests, and 7) commerce refers to the actual buying and selling of the product or service. He also explained that creating a good website appearance requires designing various structures of the store page to be attractive, attracting both the website's appearance and content that is clear, including text, images, and videos, and must also create a social network because it is a gathering place for several people to exchange, discuss, and suggest valuable ideas for business development.

The theory and concept of website credibility

Electronic commerce, commonly known as e-Commerce, is one of the main factors affecting the revolution of information technology and modern communications within the economic environment (Nanehkaran, 2013). These modern communication and information technologies can promote changes in organizational structures and business processes, and they can also influence the competitive advantage of firms (Wigand, 1997). Businesses and organizations have begun adopting e-Commerce in their online commercial operations in the last few years or even decades. The Internet was the biggest advance in electronic company operations because it provided a low-cost alternative to proprietary networks, which

promoted e-Commerce. (Mitchell, 2001). Rieh et al. (2002) proposed elements of website credibility that include 1) data quality refers to the accuracy, completeness, and reliability of the information presented on the website, 2) system quality refers to the functionality and reliability of the technical aspects of the website, including page load times, error-free transactions, and security features, 3) service quality refers to the level of customer service provided by the website, including the responsiveness to customer inquiries and the ease of accessing customer support, 4) user interface quality refers to the design and usability of the website, including the layout, navigation, and overall user experience, and 5) trust refers to the perception of the website's credibility and reliability among customers. They also pointed out that website design and development should focus on these factors to increase credibility for users to learn from.

Concept and theory of customer purchasing decision

Concept and theory of customer purchasing decisions that combine psychology, sociology, social anthropology, and economics with trying to understand the buyer's judgment process (Batat, 2019). Both individual and group consumer behavior studies examine characteristics specific to individual consumers, such as demographic characteristics and behavioral variables. to try to understand the needs of the people. Mooij (2019) states that consumer behavior, in general, is also trying to assess what influences consumers through groups of people such as family, friends, reference groups, and social and economic services, including the decision-making process that affects expression.

Research Methodology

1. The people in this study were people who used e-Commerce websites in Beijing Province, which is in the People's Republic of China. The study sample was made up of 385 people from the People's Republic of China who used e-Commerce sites. Using the Cochran formula (Cochran, 1977), which is used when the exact size of the population is unknown, the required number of data is collected using non-probability sampling with the convenience sampling method.

2. Research Instrumental is a questionnaire created after studying and researching concepts and theories to obtain information related to factors including personal factors, website elements (7C's), and website quality affecting consumer's decision purchasing through popular e-commerce websites in the People's Republic of China. The questionnaire is divided

into five sections: Personal factors of respondents, opinion questionnaire about website elements (7C's), website credibility questionnaire, consumer buying decision through popular e-commerce websites in the People's Republic of China, and suggestions and comments. Using an online form to collect the data from the responders. This questionnaire uses a rating scale of 5 levels with an overall reliability of 0.903, which is greater than 0.70, therefore, considered reliable (George & Mallery, 2016).

3. Data analysis comprises descriptive statistics displayed as a table of frequency distribution, percentage, mean, and standard deviation to characterize the sample group's fundamental characteristics. And inferential statistics involve testing the statistical significance of a study hypothesis at the 0.05 level using a t-test, F-test, and multiple regression analysis with the Enter method.

Results

It was discovered that a majority of the participants were female (62.08%), between the ages of 31-40 (48.31%), held a bachelor's degree (51.95%), were primarily business owners or entrepreneurs (36.88%), and earned an average monthly income ranging from 2,001-4,000 yuan (47.27%). Moreover, the respondents exhibited a favorable opinion of the website elements (7C's), website credibility, and consumer buying decisions made through popular e-commerce websites in the People's Republic of China.

Table 1 shows the hypothesis test results of personal factors on the consumer buying decision.

Personal factors	Statistics used	Statistical values	p-value
- Gender	t-test	0.107	.915
- Age	F-test	0.228	.877
- Education level	F-test	0.001	.999
- Average monthly income	F-test	0.349	.706

* Statistically significant at .05 level.

Table 1 reveals that there was no significant difference in how personal factors, such as gender, age, education level, and average monthly income, impact consumer buying decisions through popular e-commerce websites in the People's Republic of China.

Table 2 shows the results of the website elements (7C's) on consumer buying decisions.

Website elements (7C's)	b	Std. Error	β	t	p-value
Constant	2.545	1.358		1.874	.062
- Context	0.422	0.065	0.326	6.447	.000*
- Content	0.178	0.059	0.228	3.025	.003*
- Community	0.582	0.131	0.327	4.442	.000*
- Customization	0.191	0.237	0.137	0.805	.421
- Communication	0.257	0.147	0.250	1.755	.080
- Connection	0.447	0.082	0.402	5.421	.000*
- Commerce	0.254	0.042	0.266	6.063	.000*
R = 0.606, R ² = 0.367, Adjusted R ² = 0.356, SE _{EST} = 0.236, F = 31.291, p-value = .000***					

* Statistically significant at .05 level.

Based on the findings presented in Table 2, website elements (7C's), such as context, content, community, connection, and commerce, were found to have a positive impact on consumer buying decisions through popular e-commerce websites in the People's Republic of China, with a statistically significant relationship at the 0.05 level. The correlation coefficient between the independent and dependent variables was 0.606, indicating a moderate positive correlation, and the model's predictive power was determined to be 35.6%. The forecasting equation can be written in terms of the score as follows:

$$\hat{y} = 2.545 + 0.422 (\text{Context}) + 0.178 (\text{Content}) + 0.582 (\text{Community}) + 0.447 (\text{Connection}) + 0.254 (\text{Commerce})$$

$$Z = 0.326 (\text{Context}) + 0.228 (\text{Content}) + 0.327 (\text{Community}) + 0.402 (\text{Connection}) + 0.266 (\text{Commerce})$$

Table 3 shows the results of the website's credibility on the consumer buying decision.

Website credibility	b	Std. Error	β	t	p-value
Constant	1.381	0.273		5.066	.000*
- Data quality	0.041	0.032	0.045	1.294	.196
- System quality	0.782	0.030	0.775	26.101	.000*
- Service quality	0.208	0.054	0.221	3.894	.000*
- User interface quality	0.258	0.054	0.282	4.806	.000*
- Trust	0.115	0.041	0.091	2.804	.005*
R = 0.859, R ² = 0.738, Adjusted R ² = 0.734, SE _{EST} = 0.151, F = 213.045, p-value = .000***					

* Statistically significant at .05 level.

Table 3 illustrates that website credibility, comprising system quality, service quality, user interface quality, and trust, had a positive influence on consumer buying decisions through popular e-commerce websites in the People's Republic of China, with a statistically significant relationship at 0.05 level. The correlation coefficient between the independent and dependent variables was 0.859, indicating a strong positive correlation, and the model's predictive power was calculated to be 73.4%. The forecasting equation can be written in terms of the score as follows:

$$\hat{y} = 1.381 + 0.782 (\text{System quality}) + 0.208 (\text{Service quality}) + 0.258 (\text{User interface quality}) + 0.115 (\text{Trust})$$

$$Z = 0.775 (\text{System quality}) + 0.221 (\text{Service quality}) + 0.282 (\text{User interface quality}) + 0.091 (\text{Trust})$$

Discussion

The discussions of personal factors found that the differences in personal factors, including gender, age, education level, and average monthly income affecting consumer buying decisions through popular e-commerce websites in the People's Republic of China, were no different. This is not as intended, as consumers' purchasing decisions on the website are generally accepted, in addition to the situation that pressures consumers to enter into transactions via e-Commerce due to the COVID-19 epidemic. Thus making no difference in personal characteristics. According to Pham (2020), the fact that consumers can now make purchases at any time and from any location has been the factor that has had the most impact on consumer purchasing behaviors. They are no longer required to make purchases during the store's operating hours. It is found that online trust is an important factor affecting consumers' online search intentions. The most important factor for consumers' online purchase intention is their perceived benefits of online shopping. And according to the research of Wiranata and Hananto (2020), the biggest impact e-Commerce has had on consumer shopping habits is that consumers can shop from anywhere, anytime. They no longer have to wait until store hours to make a purchase.

Context, community, connection, and commerce were found to have a statistically significant influence on consumer purchasing decisions when using a well-known e-Commerce website in the People's Republic of China. This discovery was made regarding the research that was carried out on the various aspects of the 7C's website. As a result of this, the conclusion can be discussed in several different ways, including the following: Firstly, 7C's

website elements, in terms of context, can influence consumer buying decisions through popular e-Commerce website in the People's Republic of China, with statistical significance at the 0.05 level. This is because the firm offers a website where customers may contact, communicate with, or engage in activities with other users and connect with other merchants and consumers. Similarly, Yang et al. (2022) state that discounts, while purchasing, influence consumers to believe in prices, and ultimately, they affect their satisfaction. When shopping online, customers cannot see or test the product; hence, they need to be certain that the delivered product is identical to the one on the website. Consequently, price perception has a more significant role. Related to Alkis and Kose (2022), online stores offer consumers a range of products and services; consumers can compare product prices from different websites and find the products at lower prices than the prices in the stores on some websites. For example, eBay offers consumers an auction or the best deal. Thus, a good deal for their product can help them decide.

Secondly, 7C's website elements in terms of a community can influence consumer buying decisions through popular e-commerce websites in the People's Republic of China, with statistical significance at the 0.05 level. This is because the company has a web forum for contacting the website owner, offering suggestions and feedback, and exchanging opinions among members. It also has a page for promoting the website and can reach a lot of people. The company also made a website where people could talk about products and share information about them. There was also a website page with a chat room where people could type and talk at the same time. Hajli (2019) says that the biggest change that e-Commerce has made to the way people shop is that they can do it from anywhere and at any time. They don't have to wait until the shop is open to buying something. Lin et al. (2019) say that even though people have been able to research and shop online for a while, mobile has taken e-Commerce to the next level because shoppers can use the device at any point in the sales cycle. Thirdly, 7C's website elements in terms of connection can influence consumer buying decisions through popular e-commerce websites in the People's Republic of China, with statistical significance at the 0.05 level. This is because the company provides the website with a box to search for information within the website, a box to search for information outside the website via a search engine to find information from other websites, and a list of interesting websites that have been compiled and divided into categories so that users can easily find them. Furthermore, the company can show where users are now on the website or navigation marks. This corresponds to Liu (2021) statement that connection is a channel for

communication and contact with website users, including website links. This is a compilation of interesting websites divided into categories. Users can easily find the website they are looking for, and sometimes there will be a description or service on that website.

Lastly, 7C's website elements in terms of commerce can influence consumer buying decisions through popular e-commerce websites in the People's Republic of China, with statistical significance at the 0.05 level. This is because the company provides websites where the ordering process is not complicated, and the ordering system can easily cancel an order or add more products. Furthermore, the company created a website so that users could check order and delivery statuses through the website and pay for products via credit card. However, customization and communication Although it does not affect consumers' decision to buy products via an e-Commerce website, it is still an important element in business operations. Because customers can select products or services, customizing the page and feature to fulfill their demands will benefit the store. Furthermore, communication refers to the display of goods and services. It also contains ways for customers to contract to submit complaints or discover solutions to problems. That is consistent with Beyari's (2021) study, which claims that customer behavior includes all of the processes that drive the consumer to acquire a product or service. On the Internet, it starts when the user turns on their computer or phone and ends when they validate their payment. Sometimes, consumer behavior also includes repeat business. Similarly, Xu et al. (2020) state that the biggest impact e-Commerce has had on consumer shopping habits is that consumers can shop from anywhere, anytime. They no longer have to wait until store hours to make a purchase.

Regarding the study of website credibility, it is found that system quality, service quality, user interface quality, and trust can affect consumer buying decisions through popular e-Commerce websites in the People's Republic of China, with statistical significance at the 0.001 level. The result of the study can be discussed as follows:

Firstly, website credibility in terms of system quality can influence consumer buying decisions through popular e-Commerce websites in the People's Republic of China, with statistical significance at the 0.001 level. This is because the company's website system is user-friendly and efficient. In addition, the electronic website system can comprehensively offer the items you're interested in, and it has the flexibility to adjust product categories or use features to meet client requirements. System quality is defined as the customers' perception of a website's performance based on the reception and delivery of data. The system's quality is the perceived degree of user satisfaction with the website's technical and

functional performance. While buying online, buyers must depend on the website's product descriptions and images to comprehend the items. They will concentrate more on system qualities, including website usability, navigation, reaction time, and download speed. Shopping websites can provide a clear structure, the categories of products in a logical order, and a range of selections. In that case, users can locate bargains with fewer searches and lower physical expenditures. In the research, system quality served as a communication channel between consumers and enterprises and played a crucial role in the success of e-Commerce (Pham et al., 2019). The system quality of websites is the sum of the views of availability, flexibility, and reaction time held by individual users. If the system is accessible when needed and responds quickly to end users, the client will feel happy and dependable. Existing research reveals a favorable correlation between trust and system quality, an essential metric (Li & Shang, 2020).

Secondly, website credibility in terms of service quality can influence the consumer buying decision through popular e-commerce websites in the People's Republic of China, with statistical significance at the 0.001 level. This is because the firm has electronic websites that can supply the items precisely as requested, deliver the goods on schedule, fulfill your expectations, and resolve any issues fast. Boonlertvanich (2019) states that it involves providing efficient, quick, and friendly customer service and building strong relationships with them. It also entails responding to customers' issues in time and handling any complaints swiftly. Alam and Noor (2020) state that a high-quality product is not just safe and built of high-quality components but is consistent in every premium consumer interaction with your brand.

Thirdly, website credibility in terms of user interface quality can influence consumer buying decisions through popular e-Commerce websites in the People's Republic of China, with statistical significance at the 0.001 level. This is because the firm provides electronic websites that are intuitive enough to be used without reading the instructions. In addition, the design of the website is contemporary. In addition, electronic websites are aesthetically pleasing, entice visitors to utilize them, and are compatible with desktops and mobile devices. Yang and Lee (2019) state that it allows users to perform tasks quickly and easily; in other words, it operates efficiently. One of the best ways to improve the efficiency of your interface is through task analysis. Ullah and Sarkar (2020) state that the part of a machine, product, or device with which a person interacts, a user interface, usually visual and

tactile, is what an individual uses to make a machine or product what he or she wants it to do. The user interface should be intuitive and simple to use.

Lastly, website credibility in terms of trust can influence consumer buying decisions through popular e-commerce websites in the People's Republic of China, with statistical significance at the 0.001 level. This is because the company attempts to create electronic websites that have reliable payment systems as well as electronic websites that have a system to maintain the security of users' personal information. Moreover, electronic websites provided by the company offer guarantees or refunds in case of order problems, as well as clear, reliable store registrations. However, in this research, it was also found that data quality does not affect customers' decisions to purchase products on an e-Commerce website channel, but it is still an important factor that customers receive complete details on purchasing that product, which is the basis for conducting business through this channel. The result is in line with the study done by Valerio et al. (2019), who studied the impact of social media on the e-Commerce decision-making process, and the results show that customers use social media to generate content and to network with other users so they can gather and share as much information as possible about prices, product quality, customer service, and an e-Seller's reputation. In addition, it is believed that social media facilitates social interaction among customers, leading to increased trust and the intention to buy. Similarly, Ullah and Sarkar (2020) state that the customer's perception of the salesperson's credibility and whether they believe the salesperson is acting with their best interests at heart determine a trust's existence. Tzeng and Ho (2022) state that a trust is a business structure that does not have an owner or owners in the traditional sense. The trust imposes an obligation on the trustee—a person or a company—to hold and operate the business assets for the benefit of others, the beneficiaries.

The new body of knowledge constructed in this study

The research on “Factors affecting consumer buying decision through popular e-Commerce website in the People's Republic of China” has generated new knowledge based on the research findings that website elements (7C's) have an impact on consumer purchasing decisions via popular e-Commerce website channels. The connectivity factor, in particular, is critical in gaining access to customers who can connect via multiple channels and devices. The community feature functions similarly to a database that consumers use to weigh both good and negative views before making a purchasing decision. Furthermore, context, content,

and commerce are all important aspects that influence customer purchasing decisions. Yet, if the website is not trustworthy (Website credibility), customers would be confused and reluctant to use it since they cannot trust it. As a result, business owners must prepare the website system, services, website design, and trustworthiness for consumers to utilize regularly.

Recommendations

To improve the electronic commerce website and enhance consumer buying decisions, the following suggestions are proposed:

Firstly, the creation of a community within the website is crucial for its success. Consumers should be allowed to interact with one another, share experiences with products and services, and engage in activities. Therefore, website owners and other parties involved should prioritize the development of a community on the website.

Secondly, the study identified the importance of good connections to external sources of information. Therefore, website owners should ensure that their website has links to related product websites and internal sources, which provide additional information about the products.

Thirdly, website owners should focus on creating a website with a simple and convenient ordering process and payment system that makes it easy for consumers to purchase products.

Finally, the layout, design, and content of the website are crucial in attracting consumers. The website should have visually appealing characters and images that describe the features of the product or the purchase details, including after-sales service conditions. The format of the information, such as text, audio, and images, should be new, accurate, and engaging. By improving these factors, the website can attract and retain more customers, leading to increased sales and revenue.

Another area of implication for managerial practices is website quality, referring to the ability of the persons responsible for the website to find ways to improve the quality of the website while respecting certain requirements. Accordingly, there are four significant factors of website quality influencing consumer buying decisions through popular e-Commerce websites in the People's Republic of China. The following recommendations can be detailed:

Firstly, the involved persons should focus on system quality, which refers to a quality management system (QMS) that can ensure the business provides a standard of

products or services that reflects its values and integrity. Herewith, the involved persons should create an electronic website system that is easy to use, can fully present the products that the customers are interested in, and has the flexibility to adapt product categories or usage characteristics to the customers' needs.

Secondly, the involved parties should focus on service quality, which refers to a measure of how an organization delivers its services compared to the expectations of its customers. The methods for improving service quality can include delivering the goods exactly as ordered, delivering the goods on time, presenting the goods through electronic websites that can meet the customer's needs, as well as quickly solving problems when customers face them.

Thirdly, the involved parties should focus on user interface quality. The term user interface quality refers to how a user will get to where they want to go and do what they want to do. A quality user interface allows users to perform tasks with speed and ease; in other words, it operates efficiently. Therefore, electronic websites should be designed to make users understand how to use them without having to study the manual. Also, it should have a modern design, be beautiful, and be compatible with both computers and smartphones.

Lastly, trust can also be considered an important factor. The degree of trust that search engines have in a resource is referred to as website trust. Projects that meet the requirements for the domain, usability, uniqueness of the content, quality of the link mass, and other SEO parameters receive a high rating for the website. The way to create a trust can include creating a website that has reliable payment systems, maintains the security of users' personal information, offers guarantees or refunds in case of order problems, and has clear, reliable store registrations.

Future Research

1. future research should extend the focus to study other factors, including brand image, technology acceptance, and others besides the 7C's website elements related to context, content, community, customer, communication, connection, commerce, and website quality, including data quality, system quality, service quality, and user interface quality.

2. Since this study focuses on the study of influential factors on consumer decision-buying through popular e-commerce websites in the people's republic of China for products and services in general, the future study should consider extending the study to specify the consumer of product decision-buying through popular e-Commerce website in the people's

republic of China for specific products or services. This is because different websites will be suitable for different products and services.

3. To achieve the objectives of this study, a significant focus was placed on quantitative research methods. Thus, future research may use different research methods, such as qualitative research, which employs interview techniques to get insights from influential persons, or a hybrid method, which mixes qualitative and quantitative research.

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