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Analysis of Factors Influencing Chinese Consumers' Online Consumption Psychology and Behavior

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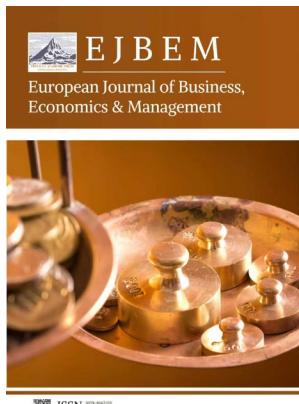
Abstract: As China's technological capabilities continue to advance and the scale of online shopping steadily expands, e-commerce has become one of the primary modes of daily consumption for the public. This trend not only provides convenience and satisfies diverse purchasing needs but also gradually reshapes consumer behavior. Some individuals may develop tendencies toward premature or impulsive consumption, which can disrupt their normal financial routines. Therefore, it is essential for consumers to clearly understand the key factors influencing their purchasing decisions, cultivate a rational consumption mindset, maintain a balanced relationship between income and expenditure, and strengthen the protection of their personal information in online environments.

Keywords: consumers; online shopping behavior; attitudes towards online shopping; willingness to shop online

1. Introduction

1.1. Research Background

At present, the new generation of information technologies represented by the mobile Internet and big data is developing rapidly. New media communication channels are becoming increasingly widespread and are gradually replacing traditional marketing approaches such as newspapers, posters, and television advertisements. The application of emerging digital technologies has become a general trend in enterprise development, and effectively integrating traditional and modern communication methods is now an important path for enterprises seeking sustainable growth.

According to the latest report of China's Blue Book on Digital Consumption Development, the number of online shopping users in China has exceeded 900 million. Data from the National Bureau of Statistics show that China's total online retail sales from January to July 2024 reached approximately 8.38 trillion yuan, representing a year-on-year increase of 9.5%. To support the sustainable growth of this sector, relevant departments have introduced multiple support measures; for example, through subsidies, streamlined procedures, and improved logistics systems, efforts have been made to promote the "trade-in" program to encourage consumption upgrades.

Currently, new e-commerce models such as live-streaming commerce and short-video sales are being actively promoted to stimulate consumption potential and cultivate new market growth points. China's online retail market exhibits several development characteristics: its overall scale continues to expand, business entities are becoming more diversified, technological and business model innovations are accelerating, consumer demand is increasingly differentiated, and international cooperation is gradually deepening.

Data indicate that as of June this year, the number of Internet users in China had reached 1.1 billion, an increase of more than 7 million compared with the end of the previous year, and the Internet penetration rate had risen to 78%.

With the widespread application of Internet technology, both the business landscape and consumption environment are undergoing profound changes. The rapid transmission of digital information has significantly transformed consumption patterns. Consumers no longer rely primarily on traditional advertising or in-store recommendations; instead, they obtain information through search platforms, social networks, and user reviews, which enable them to make more informed and rational purchase decisions.

In response to these changes, enterprises must build marketing systems that align with the requirements of the digital age. Traditional industries are also undergoing transformation, as digitization and intelligent technologies promote the upgrading of global industrial chains. Every link-from production and manufacturing to sales and services-is moving toward greater efficiency and smarter operations. As a result, consumers now enjoy more diversified choices and increased autonomy in decision-making.

Online shopping, as a new commercial model, removes the constraints of time and geography associated with physical stores. Consumers can quickly search for desired products and conveniently complete purchases through electronic payment and modern logistics systems.

E-commerce platforms can further utilize big data and intelligent analytics to better understand consumers' shopping preferences and provide personalized product recommendations. This model also allows consumers to compare prices, quality, and product features more efficiently, thereby helping them make suitable purchasing decisions. At the same time, online sales channels reduce intermediate distribution steps, create more direct pathways between manufacturers and consumers, and effectively lower transaction costs. These advantages provide a solid foundation for the sustainable development of the online retail industry.

1.2. Research Purpose and Significance

This study focuses on consumer behavior and preferences within the online environment and identifies the key factors influencing users' online purchase decisions by constructing an analysis model consistent with current digital consumption trends. On this basis, it provides targeted development suggestions for enterprises and offers valuable reference for marketing managers seeking to formulate effective market strategies. The research findings will help enterprises better understand market dynamics, respond to potential challenges, and support steady and sustainable development.

Since 2015, online consumption has entered a rapid development stage in China, making it an emerging yet significant research field. Conducting systematic research in this domain can enhance the existing theoretical framework and offer guidance for enterprises planning their strategic layouts in the digital era. By analyzing the development trajectory of online consumption, enterprises can better identify market trends, address issues arising during the consumption process, and improve the overall user shopping experience. Moreover, the findings can provide insights for policymakers seeking to formulate industry-related regulations and promote standardized and orderly market development, giving this study both theoretical relevance and practical importance.

1.3. Research Methods

1.3.1. Theoretical and Literature Review

Based on a review of domestic and international literature on online shopping and consumer behavior, this study systematically summarizes existing research, identifies gaps that require further exploration, and determines the specific direction of research. According to the characteristics of online retail operations, relevant influencing factors are

analyzed, a theoretical framework is constructed, and corresponding research hypotheses are proposed.

1.3.2. Random Sampling and Questionnaire Survey Method

This study adopts a questionnaire survey as the primary research method to verify the applicability of the constructed theoretical model. During the questionnaire design stage, classic principles of market research and standardized scale-design procedures were followed to ensure the scientific validity and reliability of the measurement tools. In the data collection phase, a stratified random sampling method was employed, taking into consideration factors such as regional distribution, age groups, and consumption capacity to select representative respondents. This rigorous sampling approach ensures sample diversity, enhances the generalizability of research conclusions, and provides a solid foundation for subsequent data analysis.

1.3.3. Multivariate Statistical Analysis Method

This study develops multiple theoretical models and proposes corresponding multivariate hypotheses. SPSS statistical analysis software is used to process the questionnaire data, and key factors influencing online consumption behavior are identified through regression and correlation analyses.

2. Literature Review

2.1. Concept Definition

2.1.1. Online Consumption

According to prevailing international scholarly perspectives, online consumption primarily refers to consumer behaviors involving the acquisition of goods and services through internet platforms or smart devices. One representative view defines an e-consumer as "an individual who fulfills personal or group needs by purchasing physical goods or digital services via the internet, with their observable activities in the online environment collectively referred to as e-behaviors" [1]. This explanation underscores the essential feature of completing transactions through online platforms and conceptualizes online activities as a recognizable set of behaviors.

Research further suggests that within the context of social e-commerce, online consumption has expanded beyond traditional notions of consumer psychology and perception, evolving into a broader research framework characterized by cross-channel integration and social interaction [2]. Although not presented as a formal definition, this perspective reflects an expanded understanding of online consumption as a multidimensional mode of behavior rather than a simple purchasing act.

Chinese academic research defines online consumption as consumption behavior carried out by internet users through online platforms to fulfill personal needs, primarily manifested in online shopping. In addition to physical goods, contemporary online consumption also includes digital cultural products such as online courses and audiovisual content [3]. This definition highlights three core elements: internet users as consumption subjects, the internet as the technological foundation, and the fulfillment of individual needs as the basic objective. It covers both material and non-material dimensions of consumption.

Scholars also classify online consumption into broad and narrow categories. Broad online consumption includes all expenditures related to the online consumption process, such as internet service fees, terminal device costs, and commodity prices. Narrow online consumption specifically refers to the purchase of goods through internet platforms [4]. This distinction provides clearer criteria for academic measurement and conceptualization.

According to the definition provided by the China Internet Network Information Center (CINIC), online transactions in a broad sense include various forms of business

activities realized through the internet, including business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), and government-to-business (G2B) transactions.

Based on existing research, it is evident that academia has not yet formed a unified definition of online consumption; however, multiple meaningful theoretical perspectives have been developed. Drawing on previous studies, this paper defines online consumption as consumption activities that rely on the internet as the trading platform and involve the acquisition of goods or services within a virtual environment.

2.1.2. Consumer Behavior

In the field of the digital economy, scholars have proposed various definitions and perspectives on online consumption. One mainstream view emphasizes that online consumption includes not only transaction behavior but also a sustained pattern of participation in e-commerce, in which users' environmental awareness and digital adaptability play significant roles [5]. Another study found that in the Web 2.0 environment, online consumption involves multidimensional interactions between consumers and digital platforms, including information acquisition, product evaluation, and social sharing [6]. These characteristics have become particularly prominent in the post-pandemic period.

Domestic studies have examined online consumption from diverse perspectives. Some scholars argue from the standpoint of social psychology that online consumption is a complex psychological and social process driven by symbolic value pursuits and irrational tendencies [7]. Others analyze online consumption from an economic perspective, defining it as behavior aimed at satisfying personal needs through the internet and concluding empirically that internet use significantly increases household consumption expenditure [8]. Collectively, these studies demonstrate that online consumption is a multidimensional concept integrating economic, social, and psychological elements.

2.2. Research on the Influencing Factors of Online Consumption Behavior

2.2.1. Overview of Domestic Research

As the online consumer population continues to grow, businesses must accurately identify the key factors influencing consumer decision-making. One study demonstrated that value perception, hedonic demand, and practical considerations constitute essential dimensions shaping consumers' psychological tendencies toward online purchases [9]. Another classification groups influencing factors into two major categories: individual traits and the social environment, arguing that consumers from different economic conditions and cultural contexts exhibit distinct consumption needs and behavioral patterns [10]. These perspectives highlight the multidimensional nature of consumer decision-making in the digital economy.

In response to the accelerating trend of population aging, researchers have proposed analytical frameworks that categorize influencing factors of online consumption among older adults into two primary dimensions: the network environment and personal conditions. The network environment includes operational convenience, transaction security, product attractiveness, and information accessibility. Personal conditions encompass variables such as age, economic status, education level, family support, and consumption habits [11]. This framework underscores the interaction between technological adaptation and individual capabilities, offering theoretical insights into the digital consumption behaviors of older adults within the smart-economy context.

Consumer behavior theory traditionally examines the daily consumption activities individuals undertake to meet material and cultural needs, including clothing, food, housing, and transportation. It posits that consumption decisions are affected by both social and personal factors. Social factors include social class, group affiliation, values, and family structure; personal factors involve income, age, gender, and geographic location.

In determining the research sample, the high internet penetration rate in China-exceeding 78%-and the widespread popularity of online shopping justify selecting Chinese internet users as the survey population. Different online environments significantly influence consumer behavior across four dimensions: network infrastructure conditions (such as speed and stability), privacy and security mechanisms, consumer characteristics (including age, income, and shopping habits), and terminal device performance. Based on these attributes, the theoretical model developed in this study focuses on representative influencing variables in the mobile internet environment, including perceived value, platform trust, and interactive experience, to more accurately reveal the internal mechanisms shaping contemporary online consumption behavior.

2.2.2. Overview of Foreign Research

International research has identified multiple factors affecting online consumption behavior, including social norms, perceived effects, ease of use, functional practicality, consumption habits, behavioral control, risk perception, usage experience, innovation tendency, age, education level, gender, income, entertainment demand, internet usage frequency, and trust.

One study examined the sustained use of e-commerce services from the perspective of attitude theory and concluded that behavioral intention is a key predictor of individual behavior. User satisfaction, functional utility, and loyalty incentives are identified as important variables, with satisfaction and perceived usefulness significantly influencing continued usage intentions [12]. Another empirical investigation found that consumer attitudes, perceived usefulness, trust, and perceived risk significantly determine online purchase intentions [13]. These findings emphasize that psychological factors and functional perceptions jointly shape online consumer decision-making.

A qualitative study based on interviews with college students identified multiple determinants of online buying behavior, including website usability, price advantage, promotional intensity, price comparison features, convenience, customer service quality, ease of operation, consumer attitudes, time constraints, and trust development [14]. A related quantitative study used structural modeling to analyze determinants of household online shopping attitudes in Turkey and found that website security, system reliability, return and exchange policies, price fairness, and previous experience significantly affect consumer perceptions and purchasing intentions [15]. Together, these results show that online shopping behavior is driven by the interaction of technological accessibility, perceived value, and trust in digital retail environments.

3. Method

3.1. Research Context

Current research on online shopping primarily centers on theoretical exploration. Although studies in this field started relatively late in China, the rapid development of Internet technologies and the growth of the e-commerce industry have gradually drawn scholarly attention. With the widespread adoption of mobile Internet and social media, research on online consumer behavior has become more diversified and in-depth.

In response to these developments, this study adopts a questionnaire survey to achieve its research objectives. It is important to note that the online shopping behavior of Chinese consumers exhibits distinctive characteristics. First, consumers tend to be highly sensitive to prices, and marketing strategies such as promotions, discounts, and flash sales significantly influence purchasing decisions. This tendency has motivated domestic scholars to investigate the mechanisms through which price factors and promotional strategies affect consumer behavior.

Second, as the world's largest mobile Internet market, China has witnessed extensive adoption of mobile payment and large-scale e-commerce platforms such as Taobao, Jing-

dong, and Pinduoduo. The prevalence of these platforms has profoundly shaped shopping habits, prompting academic attention to the specific effects of mobile payment usage and platform engagement on consumer decision-making.

In recent years, the emergence of social e-commerce models-including those associated with Pinduoduo and live-streaming sales-has further shifted research focus toward understanding how social interaction, content sharing, product recommendations, and word-of-mouth communication influence purchasing decisions.

Additionally, the rising demand for international brands and imported goods has expanded interest in cross-border e-commerce. Research in this subfield primarily examines consumer shopping behaviors, brand preferences, and trust-building mechanisms on platforms such as Tmall Global and JD Global Shopping.

3.2. Study Sample

This study targets consumer groups and employs random sampling to select participants. The questionnaire design is built upon literature review and a theoretical foundation referencing the Technology Acceptance Model (TAM), while also incorporating demographic variables such as age, occupation, and income.

The survey was distributed via the Wenjuanxing platform and shared through social networks including WeChat, Weibo, and QQ. Data collection took place from late December 2024 to January 12, 2025, yielding 325 responses, of which 309 were valid.

The valid sample comprises 309 consumers, including 149 females and 160 males. Simple random sampling was used to ensure sample representativeness and to provide a reliable basis for data analysis.

Three criteria were applied for device-based response filtering:
(1) responses from devices that showed an insufficient number of recorded answers, making analysis infeasible;
(2) responses displaying identical ratings across at least ten consecutive items;
(3) responses showing highly regular scoring patterns, such as sequences like 1, 2, 3, 1, 2, 3.

3.3. Study Instrument

The questionnaire consists of three sections. The first section is an introduction explaining the purpose of the survey and instructions for completion. The second section collects personal demographic information, including gender, age, occupation, monthly income, and marital status. The third section examines online shopping behaviors, covering factors influencing platform choice, problems encountered during the shopping process, and opinions regarding the development of online consumption models.

3.4. Introduction to Data Statistical Analysis Methods in This Article

This study uses SPSS 19.0 as the main analytical tool and employs descriptive statistical methods. By calculating fundamental statistics such as frequencies and percentages, descriptive analysis presents the distribution of samples across different variables and enables a comprehensive understanding of participant characteristics.

The questionnaire captures two categories of information: demographic variables-such as gender, age, income, marital status, and weekly shopping frequency-and online shopping behaviors, including consumption frequency, product categories purchased, and commonly used shopping platforms. These descriptive analyses lay the empirical foundation for subsequent research.

3.5. Study Limitations

This study has several limitations. First, the relatively small sample size may influence the generalizability of the findings. Furthermore, due to time constraints, data were

collected within a specific period without consideration of long-term changes. Future research could adopt longitudinal designs to better capture temporal dynamics.

Second, the study was carried out within a particular region, and the findings may apply to China but not necessarily to other contexts. Future research could expand to different geographical regions to assess the generalizability of the results. Additionally, as this study relies on a specific theoretical framework, other potentially important factors may not have been fully considered.

Finally, the analysis relies solely on descriptive statistics, and the questionnaire contains few scale-based items. As a result, it is difficult to identify underlying influencing factors or conduct more advanced statistical analyses, rendering the current findings somewhat limited and one-dimensional.

4. Results & Findings

4.1. Descriptive Statistics

The first part of the questionnaire survey includes nine questions regarding participants' general use of online shopping (n = 309; 149 females and 160 males). As shown in Table 1, the cross-tabulation summarizes the distribution of gender and income levels.

Table 1. Gender&Income Level Cross tabulation.

Gender	Below 3000 yuan	3001-6000 yuan	6001-9000 yuan	9001-12000 yuan	Above 12000 yuan	Total
Male	19	22	87	17	15	160
Female	11	23	79	13	23	149
Total	30	45	166	30	38	309

As shown in Table 1, 30 respondents have incomes below 3000 yuan (9.7%); 45 respondents fall between 3000-6000 yuan (14.6%); 166 respondents are between 6000-9000 yuan (53.7%); 30 respondents fall between 9000-12000 yuan (9.7%); and 38 respondents earn over 12,000 yuan (12.3%). Among males, the largest group is those with incomes of 6000-9000 yuan (87 people, 54.4%). Among females, the largest group is also the 6000-9000 yuan category (79 people, 53.0%). There are 15 males with incomes above 12,000 yuan (9.4%), compared with 23 females (15.4%).

As shown in Table 2, the distribution of online shopping platform choices and commonly purchased product categories demonstrates clear preferences among respondents.

Table 2. Statistics on the use of online shopping.

Choose a platform for online shopping		
Platform	**n**	**%**
TaoBao	111	12.6%
Tiktok	152	17.3%
Alibaba	92	10.4%
JD.COM	284	32.2%
Pinduoduo	207	23.5%
Amazon	35	4.0%
The most commonly purchased product category		
Category	n	%
Fashion and Accessories	99	16.7%
Electronic product	188	31.8%
Food	189	31.9%
Housewear & Furnishings	116	19.6%

All participants reported experience using online shopping platforms. Among them, 12.6% primarily use Taobao (n = 111), 17.3% use Tiktok (n = 152), 10.4% use Alibaba (n = 92), 32.2% use JD.com (n = 284), 23.5% use Pinduoduo (n = 207), and 4.0% use Amazon (n = 35). Regarding product categories, 16.7% purchased fashion-related goods (n = 99), 31.8% purchased electronic goods (n = 188), 31.9% purchased food products (n = 189), and 19.6% purchased household items (n = 116).

As shown in Table 3, differences in platform selection factors across marital and occupational groups are presented.

Table 3. Cross tabulation of marital status and occupation as the most important factors in choosing online shopping platforms.

Occupation	Marital Status	Price	Quality	Delivery Speed	Customer Service	Total
Student	Single	43	87	59	64	108
Office Worker	Single	20	41	30	37	56
	Married	23	36	24	32	46
	Divorced	0	1	1	0	1
Freelancer	Single	20	32	24	27	41
	Married	25	39	31	36	56
	Divorced	1	1	0	1	1
Total		132	237	169	197	309

According to the distribution, 237 respondents selected quality as the most important factor (76.7%); 197 selected customer service (63.8%); 169 selected delivery speed (54.7%); and 132 selected price (42.7%). Across students, office workers, and freelancers, regardless of marital status, quality is consistently regarded as the most influential factor.

As shown in Table 4, gender differences in methods used to resolve online shopping problems show generally similar patterns, though differences appear in "apply for refund" and "other."

Table 4. Cross tabulation of Gender and Solving Online Shopping Problems.

Gender	Solution				Total
	Contact customer service	Apply for refund	Complaint	Other	
Male	104	144	121	30	160
Female	100	131	125	48	149
Tota	204	275	246	78	309

As shown in Table 5, most respondents believe that the development of online consumption has improved awareness of privacy protection.

Table 5. Cross tabulation of Consumer Privacy Protection and Gender.

The impact on consumer privacy protection	Gender		Total
	Male	Female	
Raise awareness of privacy protection	102	101	203
Increase the risk of privacy breaches	21	15	36
Promote the development of privacy protection technology	37	33	70
Total	160	149	309

4.2. Comparative Tests

First, an independent samples t-test examined gender differences in shopping frequency. As shown in Table 6, the results indicate no significant gender differences ($p = 0.92 > 0.05$).

Table 6. Gender Differences Related to Factors.

	Gender	n	M	SD	t	P
Average number of times of shopping on the Internet every week	Male	160	2.19	1.24		
	Female	149	2.28	1.23	-0.62	0.92

Second, one-way ANOVA assessed differences in online shopping satisfaction among occupational groups. Tukey's post hoc test was conducted to identify group differences. As shown in Table 7, satisfaction differs significantly only between students and freelancers ($p = 0.04 < 0.05$).

Table 7. Analysis of Variance and Post hoc Results of Occupational Satisfaction.

Comparison	Mean Difference (I-J)	SE	P	95% CI Lower	95% CI Upper
Student vs. Office Worker	0.11		0.79	-0.28	0.50
Student vs. Freelancer	0.40*	0.17	0.04	0.01	0.80
Office Worker vs. Freelancer	0.29		0.19	-0.10	0.69

Only freelancers report significantly lower satisfaction than students. No significant difference exists between students and office workers or between office workers and freelancers.

As shown in Table 8, two-way ANOVA results demonstrate that changes in online shopping decision patterns significantly affect satisfaction ($F = 3.54$, $p = 0.03$). Occupational effects are not statistically significant ($p = 0.08$).

Table 8. Test of Between-Subjects Effects.

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	25.93	8	3.24	2.31	0.02
Intercept	2134.25	1	2134.24	1520.17	0.00
Q31 The Impact of Internet Consumption Development on Consumers' Shopping Decisions	9.95	2	4.97	3.54	0.03
Q4 Your career	7.35	2	3.67	2.62	0.08
Q31 * Q4	5.34	4	1.33	0.95	0.44
Error	421.19	300	1.40		
Total	3587.00	309			
Corrected Total	447.11	308			

The model explains 5.8% of variance in satisfaction ($R^2 = 0.06$), indicating limited explanatory power and the likely presence of other variables influencing satisfaction.

As shown in Table 9, MANOVA indicates that students report the highest satisfaction (M=3.35), while freelancers report the lowest (M=2.95). Occupation significantly affects the combined dependent variables ($p = 0.03$).

Table 9. Results of Multivariate Analysis of Variance.

| Effect/Comparison	Test/Dependent Variable	F	P
Multivariate Tests	Wilks' Lambda	2.62	0.34
Univariate Tests	Satisfaction	1.46	0.23
	Acceptance	8.40	0.00
Post Hoc Comparisons	Satisfaction (Age)	-	0.01
	Acceptance (Age)	-	0.01

The homogeneity of variance test shows p = 0.19 > 0.05, allowing the use of MANOVA. Levene's test indicates that satisfaction is not significantly affected by occupation (p = 0.23), whereas acceptance is significantly affected (p = 0.00).

4.3. Factor Analysis

Due to the limited number of scale items, SPSS produced a warning indicating that at least one variable had zero variance or that correlations could not be computed. Therefore, no additional factor analysis statistics were generated.

4.4. Multivariate Test

Cluster analysis using online shopping satisfaction and weekly shopping frequency produced four clusters. As shown in Figure 1, Case 90 and Case 190 clustered at a distance below 5, indicating high similarity. Case 186 and Case 213 clustered around a distance of 5. Cases 186, 213, and 67 further clustered around a distance of 10, reflecting strong similarity, while Case 60 and Case 13 formed another distinct group at a distance of approximately 12.
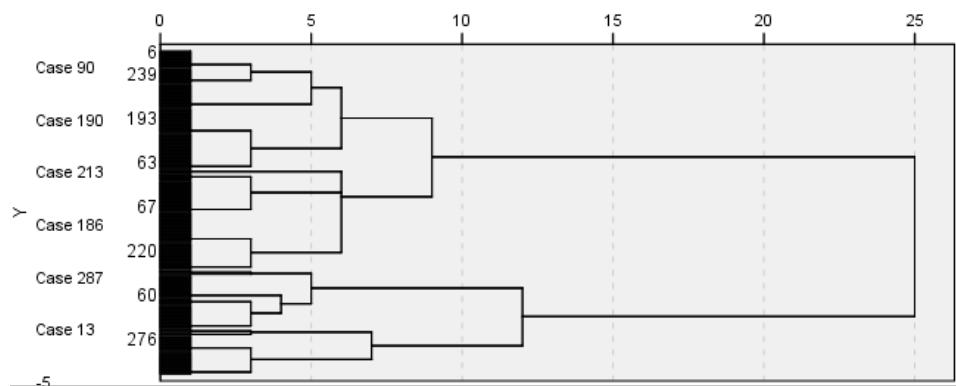
Figure 1. Tree Chart of Satisfaction and Shopping Frequency.

Subsequently, K-means clustering was conducted using age, occupation, gender, monthly income, monthly shopping frequency, and satisfaction as variables, and convergence was achieved at the ninth iteration. As shown in Table 10, the one-way ANOVA results indicate that shopping frequency, satisfaction, occupation, age, and income significantly contribute to the clustering structure (p < 0.05), whereas gender does not reach statistical significance (p = 0.07).

Table 10. Cluster Analysis.

Variables	Cluster	
	F	Sig.
Age	14.71	0.00
occupation	15.03	0.00
monthly income	11.29	0.00

Monthly shopping frequency	592.69	0.00
Gender	2.41	0.07
Satisfaction level	152.03	0.00

5. Discussion

This study aims to explore the influencing factors and future development directions of online shopping in China. Based on demographic information, online shopping satisfaction, and future consumption trends, the results show that occupation has a significant impact on consumer satisfaction, and noticeable differences exist in consumption preferences between younger and older groups.

In the consumer decision-making process, product quality and customer service are among the most critical factors influencing purchasing decisions [16]. Additionally, price, brand, website design, and user reviews significantly shape consumer choices. Prior studies have also emphasized the importance of e-quality, noting that the overall performance of online platforms-including system reliability, website functionality, and service responsiveness-can directly influence consumers' perceptions and purchase intentions [17]. Emotional engagement and social influence play equally important roles, as social media platforms and algorithmic recommendation systems guide consumer preferences and may even trigger impulse buying [18]. Overall, the existing research suggests that online consumer decision-making is shaped by a combination of functional, experiential, and socially driven factors within digital environments.

Findings further indicate that ease of use, payment security, and logistics efficiency directly affect consumer satisfaction and willingness to repurchase. Many respondents also believe that online shopping increases their awareness of privacy protection. Moreover, convenience and a wide range of choices remain the primary reasons consumers prefer online shopping, reflecting the combined influence of functional, security-related, and experiential elements on digital consumption behavior [19].

The widespread adoption of China's mobile payment platforms, including WeChat and Alipay, has accelerated the growth of online shopping. Most respondents agree that online shopping increases their reliance on mobile devices. The rise of social e-commerce, facilitated by the integration of social media platforms such as Weibo and Tiktok with e-commerce services, has further reshaped traditional consumption patterns. The influence of social networks on purchasing decisions is becoming increasingly prominent. Driven by social e-commerce and recommendations from influential users, consumer behavior is gradually shifting from traditional e-commerce toward more interactive and socially embedded shopping models [20]. This trend highlights the growing importance of social influence, group identity, and social media marketing strategies in shaping online consumer behavior.

The development of cross-border e-commerce reflects the broader trend of economic globalization. Despite challenges such as logistics management, cross-border payment systems, and concerns regarding product authenticity, the prospects for cross-border platforms remain strong. Empirical studies have shown that logistics efficiency, after-sales service quality, and digital marketing strategies significantly influence consumer satisfaction and platform competitiveness. These findings suggest that e-commerce enterprises can strengthen their market position and enhance consumer loyalty by improving operational efficiency, optimizing service quality, and adopting targeted digital marketing approaches.

6. Conclusions

6.1. Implications for Practice

In summary, under the new situation, China's science and technology continue to advance, and the scale of online consumption continues to expand. Online consumption

has gradually become the main way for consumers to consume. In the process of development, online consumption can bring certain convenience to the society and meet the diverse consumption needs of consumers. However, it can also have an impact on consumers' consumption behavior, and even lead to some consumers consuming ahead of schedule, affecting their daily lives. Therefore, consumers must clarify the constituent factors that affect their own consumption activities and online consumption behavior, and start from themselves, living within their means, consuming moderately, and protecting their online information.

In the increasingly competitive 21st century, in order to better achieve product sales, enterprises need to manage consumer behavior characteristics, closely monitor market dynamics, use scientific information technology to analyze consumer behavior changes, and make corresponding predictions. Only then can they reposition their target customer groups based on consumer consumption perspectives and develop corresponding product marketing strategies according to different consumer groups.

At the same time, in the process of implementing strategies, enterprises also need to constantly analyze the advantages and disadvantages of marketing strategies, and continuously improve marketing strategy plans based on the current actual situation, in order to enhance the market share of the enterprise and ultimately achieve the goal of promoting the healthy and sustainable development of the enterprise.

6.2. Implications for Further Research

In future research, the influencing factors of variables such as product involvement can be comprehensively considered, and factors such as product involvement can also have an impact on consumer purchase intention. A more comprehensive research perspective should be used to construct a research model to better explain consumer purchase intention in e-commerce live streaming.

Secondly, select product or service classification criteria that are suitable for the research context, and analyze whether there are significant differences in the factors that affect consumers' purchase intention when viewing different types of products or services.

Finally, in future research, interactive behavior in e-commerce live streaming can be divided from different perspectives. For example, starting from live streaming, it can be studied whether the interactions between hosts and celebrities, hosts and assistants, hosts and sellers in e-commerce live streaming will affect consumers' purchasing intentions.

Appendix A The Survey

Survey on the Development Countermeasures of Internet Consumption Mode
Dear participants:

Thank you for participating in this questionnaire on the development countermeasure analysis of Internet consumption mode. The purpose of this questionnaire is to understand consumers' behaviors, preferences and views on future development in Internet consumption, so as to provide reference for relevant policy formulation and enterprise strategies. Your answer will be very important for our research.

This questionnaire is aimed at consumers of all age groups, occupations, and income levels. No matter whether you often consume on the Internet or not, your opinions and suggestions are very valuable to our research.

The questionnaire includes the following parts: basic information, Internet consumption habits, Internet consumption mode development trends, and Internet consumption mode development countermeasures: collect your suggestions on the government and enterprises in promoting the development of Internet consumption mode.

This questionnaire is anonymous and all data is only used for academic research to ensure your privacy and information security. The questionnaire filling time is about 10-15 minutes. The survey results will be used to write research reports and may be pub-

lished in academic conferences or journals. We will express our gratitude to all participants for their contributions and summarize and analyze the data in the report, without involving any personal information.

Thank you again for your participation and support!

What is your age?

Under 18 years old

18-25 years old

26-35 years old

36-45 years old

46 years old and above

What is your gender?

Male

Female

What is your profession?

Student

Office worker

Professional

Retire

Other

What is your marital status?

Unmarried

Married

Divorce

Widowed

Other

What is your monthly income range?

Below 3000 yuan

3001-6000 yuan

6001-9000 yuan

9001-12000 yuan

Above 12000 yuan

How many times do you shop on the Internet every week?

Less than once

1-3 times

4-6 times

More than 7 times

On which platforms do you usually shop online? (Multiple Choice)

TaoBao

Tiktok

Alibaba

JD.COM

Pinduoduo

Amazon

Other

What is the category of products you purchase most frequently? (Multiple Choice)

Fashion and Accessories

Electronic product

Food

Housewear & Furnishings

Other

What is the most important factor you consider when choosing an online shopping platform?

Price

Quality

Logistics speed

Customer service

Other

Have you ever encountered any problems with online shopping?

Yes

No

How do you usually solve problems?

Contact customer service

Apply for refund

Complaint

Other

What do you think is the development trend of Internet consumption mode in the future?

Online shopping

Social e-commerce

Cross border e-commerce

Sell goods through livestreaming

Other

Are you willing to try a new Internet consumption mode?

Yes

No

What factors do you think will affect the development of Internet consumption mode?

Technical progress

Policies and regulations

Consumer demand

Market competition

Other

Are you satisfied with the current Internet consumption mode?

Very satisfied

Satisfied

Commonly

Dissatisfied

Very dissatisfied

What do you think are the main advantages of the Internet consumption model?

Convenient

Choose diversification

Price discounts

Information Transparency

Other

What do you think are the main disadvantages of Internet consumption?

Quality is difficult to guarantee

Logistics and transportation issues

Poor after-sales service

Information security issues

Other

What measures do you think the government should take to promote the development of Internet consumption?

Develop and improve relevant laws and regulations

Strengthen market supervision and management

Provide technical support

Other

What measures do you think enterprises should take to improve customers' Internet consumption experience?

Improve product quality

Optimize logistics services

Improve after-sales service

Other

How do you think consumers should protect their rights?

Understand relevant laws and regulations

Choose reputable platforms and stores

Timely retain shopping vouchers

Other

Are you willing to participate in training or lectures related to Internet consumption mode?

Yes

No

How do you think the development of Internet consumption mode affects the traditional retail industry?

Promote transformation and upgrading

Intensifying competition

Market share reduction

Other

How do you think the development of Internet consumption mode will affect the social economy?

Promote economic growth

Improve employment rate

Change the consumption structure

Other

How do you think the development of Internet consumption mode affects consumer privacy protection?

Raise awareness of privacy protection

Increase the risk of privacy breaches

Promote the development of privacy protection technology

Other

How do you think the development of Internet consumption mode affects personal life?

Improve the quality of life

Increase consumer spending

Change consumption habits

Other

Are you willing to share your Internet consumption experience?

Yes

No

How do you think the development of Internet consumption mode affects consumers' shopping habits?

Change shopping habits

Increase shopping frequency

Reduce physical store shopping

Other

How do you think the development of Internet consumption mode will affect the payment mode of consumers?

Increase the use of credit cards

Increase the use of mobile payments

Increase the use of bank transfers

Other

What impact do you think the development of Internet consumption mode has on consumers' shopping?

Changed shopping preferences and habits

Added shopping options

Improve shopping convenience

Increase shopping frequency

Reduce physical store shopping

Other

How do you think the development of Internet consumption mode will affect personal life in the future?

Increase consumer choices

Change consumption habits

Improve the quality of life

Other

How do you think the development of Internet consumption mode affects consumers' shopping decisions?

Provide more information

Increase shopping transparency

Affects shopping decisions

Other

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