INFLUENTIAL FACTORS OF DIGITAL MARKETING STRATEGY ON PURCHASE INTENTION OF CONSUMERS: CASE STUDY S’ COMPANY

CHEN ZHANG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION PROGRAM IN BUSINESS FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2024

INFLUENTIAL FACTORS OF DIGITAL MARKETING STRATEGY ON PURCHASE INTENTION OF CONSUMERS: CASE STUDY S′ COMPANY

CHEN ZHANG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION PROGRAM IN BUSINESS FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2024

Independent Study Title	Factors Influencing Digital Marketing Strategy on Purchase Intention of Consumers: a Case Study of Company S in the Casual Food Industry
Name - Surname	Mr. Zhang Chen
Major Subject	Management
Independent Study Advisor	Assistant Professor Rujikarn Sanont, Ph.D.
Independent Study Co-adviser	Miss Sinittra Suksawat, Ph.D.
Academic Year	2024

INDEPENDENT STUDY COMMITTEE

.... Chairman
(Assistant Professor Krit Jarinto, D.B.A.)

.... Committee
(Assistant Professor Liou-Yuan Li, Ph.D.)

.... Committee
(Assistant Professor Rujikarn Sanont, Ph.D.)

.... Committee
(Miss Sinittra Suksawat, Ph.D.)

Approved by the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi in Partial Fulfillment of the Requirements for the Master's Degree

.... Dean of Faculty of Business Administration
(Associate Professor Khahan Na-Nan, Ph.D.)
5 October 2024

Independent Study Title	Factors Influencing Digital Marketing Strategy on Purchase Intention of Consumers: a Case Study of Company S in the Casual Food Industry
Name - Surname	Mr. Zhang Chen
Major Subject	General Management
Independent Study Advisor	Miss Rujikarn Sanont, Ph.D.
Independent Study Co-Advisor	Miss Sinittra Suksawat, Ph.D.
Academic Year	2024

ABSTRACT

The purpose of this study is to identify the factors that influence digital marketing strategies on consumer purchase intention and to examine the impact of demographic characteristics on this issue. The research objectives are: (1) to analyse the demographics of the customers of Company S, (2) to analyse the consumer behaviour of S-company's customers, and (3) to explore the impact of the digital marketing mix on consumer purchase intention. Company S operates in the casual food industry.

This paper adopts the 6P's marketing mix, which are: product price, product type, product quality, product description, product delivery, and promotion. Data from 400 samples were collected through an online questionnaire survey, and the questionnaire data were mainly analysed empirically in model-relationship measurements, with descriptive analysis, regression analysis, and analysis of variance (ANOVA) using SPSS statistical analysis software.

The importance of this study is that it will enrich the research content of 6P theory on online marketing strategy in the casual food industry. In addition, it can help Company S to highlight its strengths, improve corporate profitability, and provide empirical methods for the entire casual food industry. The results of the study show that product assortment, product quality, and promotions in the digital marketing mix have a positive impact on consumers' purchase intention. In addition, the findings show that consumer intentions are also influenced by age, education, and income.

Keywords: Consumer behaviour, Demographics, Digital marketing strategy, Digital marketing mix, Purchase intention

Acknowledgements

During the design process of this thesis, I am very grateful to the university for giving me the opportunity to learn, in which Prof Sinittra Suksawat and Prof Rujikarn Sanont have given me meticulous guidance from the guidance of selecting the topic, the framework of the thesis to the details of revising it, as well as a lot of valuable comments and suggestions. This thesis was completed under their careful guidance and strong support.

Finally, I would like to express my heartfelt thanks to all the teachers who took time out of their busy schedules to review this thesis.

Chen Zhang

Table of contents

Table of contents (Continued)

List of Tables

Page

List of Tables (Continued)

Page

List of Figures

Page

CHAPTER 1

INTRODUCTION

1.1 Background to the study

According to the statistics of the Internet Information Centre: as of December 2022, China's electric e-commerce turnover is 42.93 trillion yuan, the scale of online shopping users will reach 840 million, the use rate of Internet users reaches 81.6% and maintains a high rate of growth, with an addition of 56.53 million in 2022 alone, and the Internet penetration rate is rapidly climbing, with the overall rate approaching 60%. Among them, the proportion of mobile phone Internet access is over 98%. And the full popularity of 5G network, all walks of life are following the rapid development of the network's high-speed surge, a huge cluster of Internet users, so that all sales have to look to the Internet. As the disposable income and consumption level of the population rise year by year, the standard of living continues to improve, the consumption structure of the population is further upgraded, and the new type of retailing industry has also achieved rapid development. Leisure food is gradually developing in the direction of "the fourth meal", and its role in the traditional dietary structure as a source of sustenance and supplementation is gradually being transformed into one that is flavorful, nutritious, enjoyable, functional, entertaining and so on（Bi Jinfeng et al, 2020）. How to accurately grasp the needs of target customers, and even create demand, the advantages and strengths of their own products to customers, is the enterprise product sales, and even the survival and development of enterprises are in urgent need of a solution to the problem. Therefore, the choice and use of marketing strategy, for any enterprise needs to be taken seriously, especially in today's rapid development of the Internet economy and social networks in the context of the times, the commodity economy is no longer the main battlefield of offline physical consumption, online consumer market has long been a must for enterprises to sell products, relative to offline physical sales, online sales of a wider range of dissemination, dissemination of the cost is lower! Therefore, the Internet marketing strategy has gradually played an increasingly important role, especially in 2020, since the new crown pneumonia epidemic, the emergence of the network live marketing, so that the enterprises for the choice of marketing strategy is more diversified, more Internet-based. For the study of today's network marketing strategy, S brand is a very worthy example, S brand from the establishment in 2012, only in the third year after the creation of the Tmall "snacks/nuts/specialty" Category turnover first results, and will maintain this achievement for five years. The brand was listed on the Shenzhen Stock Exchange (SZSE) GEM board on 12 July 2019, and has been in the market for more than 20 years.

It is undoubtedly successful for S to achieve what it has achieved today, but this company, which was developed by pure e-commerce, after the gradual fading of the Internet dividend, the original pure Internet marketing model is gradually not in line with the current stage of the company's development, as shown by its operating income, which declined by 3.72% in 2020 compared to 2019, compared to the competitor, Liangpin Shoppe, which achieved 2.32% of revenue growth. Therefore, it is necessary and urgent for S Corporation to adjust its marketing strategy.

1.2 Purpose of the study

As the new marketing form of e-commerce is getting richer and richer, the form of online shopping is getting more and more diversified, and the level of consumer experience is constantly upgrading, but the customer's "consumer attention" is showing an increasingly fragmented trend. Due to the fierce competition in the e-commerce market, the elements of consumer experience and consumer purchasing intention have shown rapid changes, resulting in problems such as fragmentation of consumer attention and lack of consumer purchasing viscosity. According to the report of national e-commerce development level, the traditional online marketing efficiency is unsatisfactory, which is due to the fragmentation of consumer experience resources, slow upgrading of consumer experience, homogenization of marketing, and the lack of scientific marketing concepts (China Community E-Commerce Industry Report, 2021). In terms of the development of e-commerce consumer experience on the influence of consumer purchase intention situation, who seizes the market opportunity of customer adhesion (brand attention), who can win the opportunity of high-quality economic and social development can be (Zheng Jian, 2020). E-commerce to be further advanced scientific concepts to lead the modern marketing model, through the enhancement of customer consumption viscosity, consumer experience on consumer purchase intention activities, effective response to the e-commerce entity of the concept of poor inter-collaboration, redundancy of resources and consumer attention to the dispersion of a number of new problems.

Under the touch of the concept of Internet fast economy, there are more problems in e-commerce that affect the consumer's purchase intention of the consumer experience, such as the lack of positive energy consumption rationality, lack of honesty, and bullying and ripping off customers, which leads to the slow upgrading of the consumer experience phenomenon. Under the conditions of the new era, consumers have higher requirements for the timeliness of the consumer experience, and the slow upgrading of the consumer experience has led to the problem of consumer purchasing experience facing a number of "unbalanced and insufficient" development problems. Due to the slow upgrading of the consumer experience in the e-commerce network marketing space, many e-commerce entities are difficult to establish the positive energy marketing concept of "honest interaction", which hinders the civilized development process of the influence of e-commerce consumer experience on consumers' purchasing intention. From the influence of "slow upgrading of consumer experience", some e-commerce entities have incurred "quick defeat". At present, the marketing experience of e-commerce activities has more resources, the effective means of upgrading the consumer experience is not clear enough, and the rationality of civilized eco-marketing is not enough, so it is necessary to further explore the successful experience of the development of purchasing intention and high-quality development.

In conclusion, in the process of e-commerce development, there are advantages such as "prosperous consumer market", "better life" and "intelligent platform drive", and there are also advantages such as "Small, scattered, chaotic", "slow upgrading of consumer experience", "low-end", "homogenization", fragmentation of attention, "civilized ecological marketing rationality is insufficient" and other development bottlenecks. The research activities on the influence of network consumption experience on purchase intention need to further clarify the leadership of advanced scientific and cultural concepts, strengthen the scientific rationality of the influence of network consumption experience on consumers' purchase intention, and sort out the elemental utility of optimizing the influence of consumption experience on consumers' purchase intention, so as to satisfy the reality of the need for the high-quality development of e-commerce.

This paper will combine the current stage of the new network marketing theory, the implementation of network marketing strategy of the S company in recent years the case study, the S company network marketing strategy of the existence of the advantages and disadvantages of a profound analysis, and for the shortcomings of the specific improvement strategy. Through the research on this topic, it can make the current stage of network marketing theory system become richer and more hierarchical, and also can make the development of S company more avant-garde. Secondly, through the study of S company's network marketing strategy, this paper makes a series of analyses on the achievements and consequences of various network marketing strategies implemented by S company in recent years, and conducts an in-depth study on the problems caused by high marketing costs, low profits, and little effect of advertisement and publicity in the implementation of the network marketing strategy, and makes specific improvement suggestions and countermeasures accordingly, which is helpful for optimizing the current S company's marketing strategy and solving the company's problems. This is of great significance to optimize the current marketing strategy of Company S and to solve the marketing problems currently faced by the company. In addition, the improvement suggestions and countermeasures put forward in this paper also have very scientific practical significance, and are of far-reaching reference significance to the marketing and development of peer leisure food enterprises.

So the objectives of this study as follows:

1. To analyze demographic of customer of S company.
2. To analyze consumer behavior of customer of S company.
3. Exploring the Impact of Digital Marketing Mix on Consumer Purchase Intentions.

1.3 Definition of concepts

1.3.1 Digital marketing

The development of the Internet and mobile communications over the last two decades has led to a clearer understanding of online marketing. Network

Marketing from the development of e-commerce, although the initial concept of e-commerce is the United States of America's IBM, but China in the 21st century to seize the opportunity of scientific and technological development, e-commerce as well as network marketing has made great progress. Especially with the construction of the information superhighway, network marketing is to enter the fast lane, and even gradually shake the traditional marketing methods. Initially, e-commerce mainly refers to the use of electronic network communication methods, products, services and payments for the process of exchange. Means of communication from the beginning of the beginning of telemarketing, after a long period of development of

Internet marketing, to the current widespread use of mobile terminal marketing, but also just with more than twenty years. Especially in the past decade, the rapid development of smart phones, changing people's habits at the same time, but also makes the network marketing more direct, more quickly face consumers. Internet marketing has become an important, practical marketing tools. Relative to traditional marketing methods, network marketing has great advantages: First, the enterprise uses the Internet information integration technology, the consumer is concerned about the products, services and other information presented in as much detail as possible, so that consumers can better understand the content of the information of concern; Second, the network marketing information transfer efficiency, the enterprise can be in the first time to pass the information delivered to the hands of the consumer, the efficiency of productivity; Third, the consumer's views on the product can be more convenient and convenient to consumers. Consumers for the product's views can be more convenient and fast feedback to the enterprise, but also for the enterprise to make timely adjustments to provide first-hand information. At present, there are various ways of network marketing. Enterprises can apply for registration of their own independent website or the use of third-party marketing platforms, their products, services for display, sales. Communication APP, live platform has also become the main platform for network marketing, network marketing is also gradually trying to combine the development path with a variety of other marketing models. With the development of science and technology communication, network marketing will be richer, more accurate and more efficient.

1.3.2 Characteristics of online marketing

(1) Network is the means, marketing is the essence

Network is only a tool and platform, although we have the term network marketing, but in the final analysis is a kind of marketing. Marketing means in the interpretation of the new carrier. Enterprises with the network's data collection, display function, can provide reliable data support for modern marketing, and provide a broad and accurate display platform for goods, for enterprises to customize the marketing decision-making is of great significance. This is the essence of modern e-commerce, that is, the use of the network and customers to strengthen communication, establish brand image, maintain brand value. With the network, marketing is no longer subject to geographical restrictions and time constraints, regardless of the distance between the two sides, they are able to communicate in the first time sales matters, minimizing the cost of communication, therefore, network marketing is also a key node in the implementation of globalization marketing strategy.

(2) Interactive marketing

In the past, marketing was one-way, and users were relatively passive throughout the marketing process. Nowadays, the Internet has penetrated

into every aspect of life, and gradually become people's habits. Therefore, the whole marketing campaign can take advantage of the penetration of the Internet, and gradually promote and reach the end of the user. The interaction between buyers and merchants, sellers can even reverse sales adjustments according to the user's requirements, buyers in addition to in-depth understanding of the product information, but also be able to communicate with other buyers without discrimination, this marketing interactive trend, is the inevitable trend of the Internet era.

(3) Convenient shopping

The lowering of the shopping threshold can greatly enhance the consumer's purchase intention, especially some dispensable non-essential consumption, are able to enjoy the Internet era in the Internet to bring the consumer dividend. At the same time, the lowering of the threshold of consumption also significantly reduces the transaction costs, the user can not only choose the desired product, but also at any time to compare, at any time to buy. Even lying at home, you can complete a single transaction across the country. Often the purchase of things just need to tap a few times.

The modern advanced logistics system also enhances the convenience of shopping, making the shopping experience in the Internet environment easy and convenient and have a higher efficiency.

1.3.3 Purchase intention

Purchase intention refers to the likelihood that consumers will plan or be willing to purchase a certain brand in the future (Huang et al., 2011). TPB believes that an increase in intention reflects an increase in opportunities for executing behavior. In the context of influencer marketing, previous literature has shown that consumer attitudes towards specific brands directly affect their purchase intention (Pradhana et al., 2016). When created by recognized characters, electronic word-of-mouth (E-WOM) is more effective and has a strong impact on the purchasing intention of online consumers (Erka & Evans, 2018). In previous literature, indicators such as brand attitude, brand image, quality, brand knowledge, attributes, and brand loyalty have a significant impact on purchase intention (Tariq et al., 2013). The number of electronic word-of-mouth can also affect consumer purchasing intentions (Kudeshia & Kumar, 2017). The higher the perceived credibility of online comments, the higher the purchase intention (Lee et al., 2011). Given the above situation, marketers generally believe that purchase intention is a key determinant of purchasing decisions (Raza et al., 2014).

1.3.4 Consumer behaviour

Consumer behaviour refers to the various actions taken by consumers to acquire, use and dispose of consumer goods or services, including the decision-making processes that precede and determine those actions. Consumer behaviour is closely linked to the exchange of products or services. In the modern market economy, enterprises study consumer behaviour with a view to establishing and developing long-term exchange relationships with consumers (Li Jie, 2020). In order to do so, it is necessary to understand not only how consumers acquire products and services, but also how they consume products and how they are disposed of after use. This is because the consumer experience, the way consumers dispose of their old products and how they feel about them all influence the next round of purchases, i.e., they have a direct effect on the long-term exchange relationship between firms and consumers. Traditionally, research on consumer behaviour has focused on the acquisition of products and services, while research on the consumption and disposal of products has been relatively neglected. With the deepening of the study of consumer behaviour, people are more and more deeply aware of the fact that consumer behaviour is a whole, a process, and acquisition or purchase is only a stage of this process. Therefore, the study of consumer behaviour should not only investigate and understand the evaluation and selection activities of consumers before acquiring products and services, but also pay attention to the use and disposal of products after acquiring them. Only in this way will the understanding of consumer behaviour tend to be complete. The main environmental factors affecting consumer behaviour are: culture, social class, social group, family and so on.

1.3.5 Operational definition

Digital marketing strategy means digital marketing mix that includes ； product price, product variety, product quality, product description, product delivery, and promotion.

Product price is directly related to the competitiveness of a product in the marketplace and the purchasing decisions of consumers. A pricing that is too high may result in poor sales of the product and consumers choosing cheaper alternatives, while a pricing that is too low may cause the product to be perceived as low-quality or low-grade and fail to appeal to the target consumer group. One of the main indicators of consumer choice in the online shopping process is considered to be the price of the product, as many consumers seek price information before buying online. The price of a product affects sales volume and customer satisfaction（Esaki,2013)。Therefore, a sound pricing strategy can help a company to increase its market share and sales and achieve profitable growth.

Product variety Product diversity can be defined as the range of different styles and models of products offered by a product line or a product type. The right mix of product variety plays an important role in creating a brand image and increasing shoppers' loyalty to that brand (Kumar & Kim , 2014). Consumers desire flexibility in their choices when shopping online with a variety of products to choose from to meet their changing needs. Therefore, product diversity is one of the factors that motivate consumers to buy online.

Product quality is the guarantee for the survival and development of enterprises, and is the lifeline to develop the market. Improve product quality can strengthen the competitiveness of enterprises in the market, can improve consumer satisfaction and trust in the product. Quality management is the umbrella of the company's brand, strict quality management can improve brand reputation. Quality is all the features and characteristics of a product or service that meets the needs of customers. Generally, product quality is the extent to which a product meets customer needs, fulfils its purpose and complies with industry standards (Phan et al, 2013). Therefore product quality is one of the factors that promote consumers' online shopping.

Product description can help consumers understand product features, specifications, ingredients, origin and other important information in order to make purchasing decisions. In addition, consumers can also clearly understand the after-sales service policy of the product, including return, exchange, maintenance and complaint handling, etc., in order to ensure the transparency and fairness of the shopping process. Online consumers highly value product information transparency, which is crucial to the success of a seller's shop. Providing customers with detailed product descriptions prevents them from buying other products (Salazar et al, 2018). Therefore, the real purpose of writing product descriptions is to attract potential customers and motivate them to buy the product. Therefore having good product descriptions is one of the factors that promote online shopping among consumers.

Product delivery is an important part of the whole business circulation system. Whether or not the distribution is smooth and efficient not only affects the circulation cost of goods, but also directly concerns the consumer experience. In recent years, China's online and offline consumption has accelerated the integration of development, forming a new mode of instant delivery services. From fresh vegetables to bread and beverages, from electronic products to cosmetics, more and more commodities are being delivered to consumers faster through instant delivery. In the environment of e-commerce, if there is no good delivery strategy to deliver the goods purchased by consumers in place, it is useless even if the producers are able to produce the best products. So the delivery of products is one of the important factors in consumers' online shopping decisions.

Promotion, Internet promotion is promotion done through search engine optimisation, website promotion, online advertising, marketing events and many other technical methods . The importance of online promotion lies in the fact that it can help companies better promote their products and services, increase brand awareness, increase sales, and improve their competitiveness. The advantage of online promotion is that it allows companies to better understand the needs of consumers and better meet their needs, thus increasing consumer satisfaction. Generally, e-stores that offer quality products at low prices attract more consumers (Chamhuri and Batt, 2013).Therefore, online promotions are one of the most important factors in promoting online shopping among consumers.

1.4 Significance of the study

1.4.1 Theoretical implications

Through the combing of Chinese and international literature, it is found that although Chinese and international scholars have been more active in researching related issues such as online marketing strategies and have achieved certain results, there are still fewer studies on the issue of online marketing strategies for the casual food industry, and, due to the rapid development of the Internet economy and the emergence of a variety of brand-new marketing modes, there is not much research on the marketing strategies for the casual food industry that combine the new types of In previous studies, there are not many studies on the marketing strategy of casual food industry that combines the new network marketing methods. Therefore, this paper will try to use the 6P marketing theory, combined with the new network marketing methods at this stage, to study the current situation of the network marketing strategy of Company S's products and put forward optimisation suggestions, in order to enrich the research content of the 6P theory on the network marketing strategy of the casual food industry.

1.4.2 Practical implications

This research has rich practical significance, first, this paper in the process of analysing the S company product network marketing strategy, Summarising the elements of the online e-commerce consumer experience and focusing on typical experiences of the impact of the online e-commerce consumer experience on consumers' purchase intentions. so as to help the S company to highlight their own advantages, and through a more convenient way to promote the product to the whole country and even the world, in order to be able to improve the profitability of the enterprise itself and This is to improve the profitability of the company and to promote the development of the company. Secondly, this study takes the online marketing strategy of S company as the starting point, and summarises the characteristics of the industry and technological development, which will provide experience and methodology for other enterprises in the leisure food industry.

1.5 Research Framework

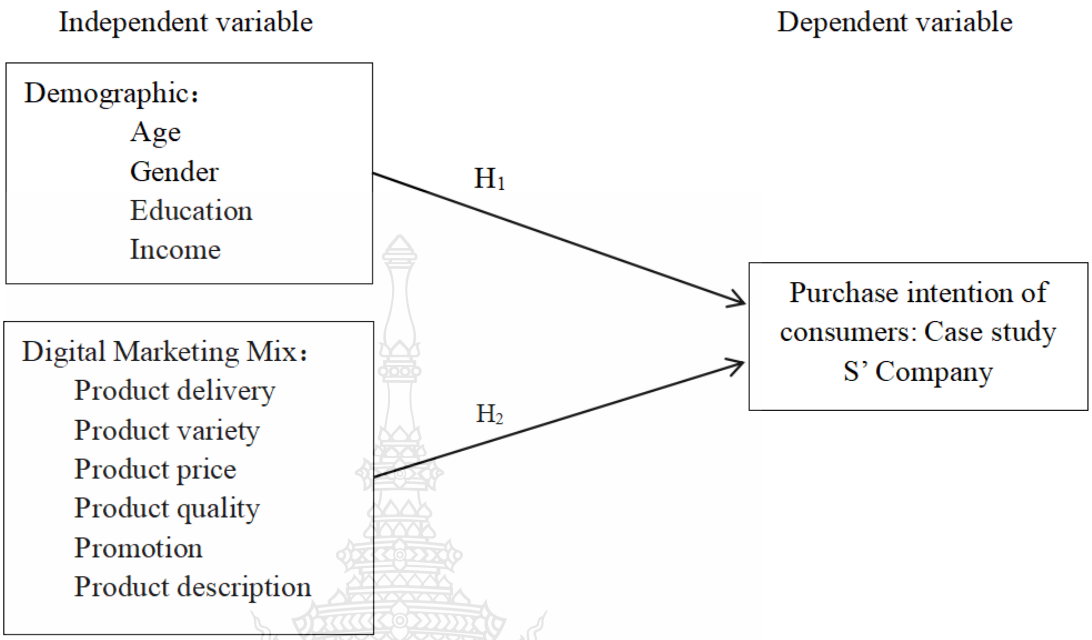

Figure 1.1 Research Framework

1.6 Research hypotheses

H_1 : Demographic have influence on purchase intention.

$H_{1.1}$:Age have influence on purchase intention.

$H_{1.2}$:Gender have influence on purchase intention.

$H_{1.3}$:Education have influence on purchase intention.

$H_{1.4}$:Income have influence on purchase intention.

H_2 : Digital Marketing Mix have influence on purchase intention.

$H_{2.1}$:Product delivery have influence on purchase intention.

$H_{2.2}$:Product variety have influence on purchase intention.

$H_{2.3}$:Product price have influence on purchase intention.

$H_{2.4}$:Product quality have influence on purchase intention.

$H_{2.5}$:Promotion have influence on purchase intention.

$H_{2.6}$:Product description have influence on purchase intention.

CHAPTER 2

REVIEW OF THE LITERATURE

Internet marketing now has an important position in the field of marketing ancient. The scale expansion of online shopping and the constant changes in consumer psychological cognition and behaviour, how to further strengthen the purchase intention of online consumers, the development of targeted, systematic online marketing strategy, has a positive theoretical and practical significance.

2.1 Consumer Purchase Intention

Intention refers to the subjective probability of an individual to engage in certain behaviours, and purchase intention is a concept that extends from it. Purchase intention has an important position in marketing, and it is the basis of consumer buying behaviour. Most scholars at home and abroad believe that purchase intention reflects the psychological activities of consumers and can be used to predict consumer buying behaviour.

Scholars believe that perceived value can influence purchase intention. Empirical studies have found that perceived risk is the most significant of the factors influencing purchase intention, followed by perceived convenience and perceived usefulness. Recent studies have shown that the components of perceived value are negatively related to both perceived value and purchase intention, but unlike traditional marketing activities, perceived cost no longer has a significant effect on purchase intention (Zhong Kai＆Zhang Chuanqing, 2013) . In addition to product-related factors, other factors such as risk should not be ignored. Especially in the online environment, where people are unable to communicate face-to-face and trust is reduced in the virtual environment, leading to an increased likelihood of uncertainty in the purchase outcome, and consumers may be exposed to more risks.

While consumers experience the advantages of online shopping, they are also exposed to more perceived risks, including product quality control, the possibility of privacy leakage, undeliverable logistics, after-sales service, and payment security. By comparing the two e-commerce models of Taobao and Pinduoduo in China, the empirical analyses concluded that purchase intention was differently affected by the aspect of consumers' perceived risk in the two e-commerce models, but both were positively affected by usefulness(Cui Yubin,2020).By introducing a benefit-risk analysis model was introduced to study the use behaviour of online medical consulting services, and it was found that consumers always make decisions by maximizing benefits, so perceived benefits have a positive impact on the intention to use compared to perceived risks (Li Xudan et al, 2020). Based on the benefit-risk model, the perceived benefit is converted into perceived value to deeply analyse the dimensions of consumers' perceived value and perceived risk of new energy vehicles, and it is found that emotional value and brand value are the driving factors of perceived value, and financial risk is the driving factor of perceived risk, which are the key factors influencing consumers' purchase intention (Chen Kai et al., 2019, pp.61-70+112). Gender differences in the mechanism of the influence of multidimensional perceived benefits and multidimensional perceived risks on consumers' purchase intention to continue sharing in the sharing economy were explored on the basis of social exchange theory (He Minghua, 2020) . It can be seen that the components of perceived value all have an impact on purchase intention. The mechanism of influence is shown in the figure below.

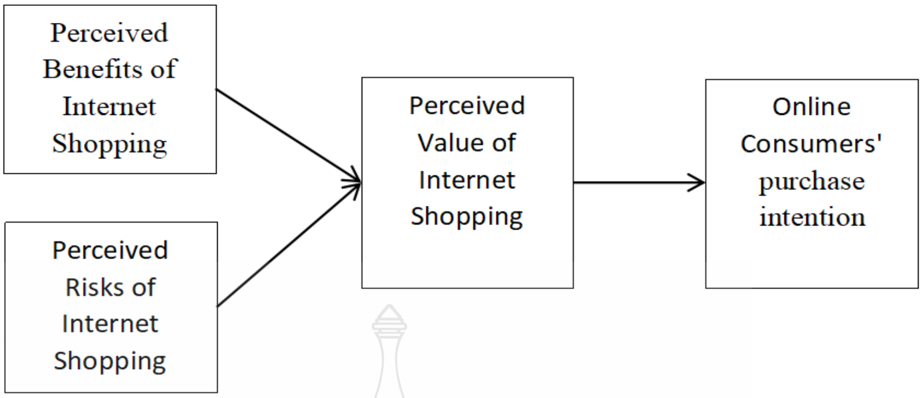

Figure 2.1 The components of perceived value all have an impact on purchase intent.

Therefore, the more online consumers know about the online shopping platform, the more experience they have, the more interaction they have, the more they recognise and agree with it, the more reliable they are, and the more they can judge the consequences, the more trust they have in the shopping platform, and accordingly, the higher their online purchase intention is. Accordingly, strategies are proposed to build consumers' trust in online shopping platforms, including placing pictures and videos on website pages to attract online consumers, and online shopping platform customer service taking the initiative to interact with consumers to build trust, which then leads to consumers' intention to make online purchases.

2.2 Influencing factors of online purchase intention

With the rapid development of the Internet, online shopping has entered the life of every modern person, which has attracted the attention of scholars. International scholars have analysed online purchase intention from various perspectives. Firstly, Dangdang.com, Amazon.com China and Jingdong Mall were taken as the research objects, and empirical analyses were carried out from different dimensions to investigate the effects of website quality and customer service on customer satisfaction and online purchase intention, and the results showed that the quality of online communication, emotional appeal, relative optimal customisation potential and customer service significantly affected customer satisfaction with the website:visual manipulation of website quality and emotional appeal significantly affected customers' online purchase intention (Yang Chaojun ＆ Song Xueting, 2014). The empirical results establish the link between product characteristics and consumers' purchase intention by taking 386 digital cameras on Amazon.com as the research object and continuously tracking them for 39 months (Wang Wei ＆ Wang Hongwei, 2016). Scholars confirmed through a large-sample analysis that:online review length, sales volume of products, merchant credit rating, merchant DSR service score and the number of years of opening a shop have a significant positive impact on consumers' online purchase decisions (Li Zongwei et al., 2017). From the perspective of third-party reviews, the study proved that there is a significant positive correlation between the subject's professionalism, authority, independence, and normality of third-party reviews and cognitive trust and affective trust, and a significant positive correlation between cognitive trust and affective trust and online purchase intention, and that the commodity category plays a certain moderating role between the subject's characteristics of third-party reviews and online purchase intention (Shang Guanghui et al., 2017). Scholars collected data by distributing questionnaires, while the data were later analysed and processed to empirically validate the theoretical model, and the results showed that the quality, quantity, validity and trustworthiness of online reviews all positively affect college students' purchase intention (Hong Fei et al., 2019).

By examining the impact of individual demographic characteristics on online purchase intention, the results show that there is a significant difference in the perception of online purchase intention among consumers of different genders, ages, marital statuses and family structures (Bhat et al. 2021). It shows that there is an influence of demographic factors on consumer purchasing behaviour and it informs the optimization of corporate marketing strategies (Shahsavar et al. 2019).

By analysing the literature on factors influencing consumers' online purchase intention in China and other countries, it can be roughly divided into three aspects:(1) Website design, focusing on technology, atmosphere and environmental factors. (2) Product characteristics, mainly including product quality . (2) Product characteristics, mainly including product quality, function, brand and price, etc. (3) Consumer characteristics, mainly including consumers' gender, age, occupation, education, personality, emotion and other factors.

2.3 Digital Marketing Strategy

In the context of the rapid development of the Internet, all industries are actively adopting network marketing strategy to enhance the economic benefits of enterprises and brand awareness, in order to use the network channel to achieve marketing innovation. As an innovative way, online marketing plays an important role in the overall marketing strategy of enterprises. With the offline traditional marketing methods to complement and promote each other to form a complete marketing system. Network marketing inherits the connotation of traditional marketing, although there are differences in the way they are presented, but the basic marketing principles are applicable to them. The current research on network marketing is mainly focused on automobiles, clothing, electronic equipment and other industries, mostly based on traditional 4P, STP and other classic marketing theories, which are still largely applicable to the theory of network marketing, mainly from the aspects of products, prices, channels and promotions to carry out research on network marketing strategies (Laiyan, 2018).The same marketing mix arises from different market environments, and is therefore only applicable to different market conditions. In the network market conditions, the marketing environment and marketing methods have changed, marketing to personality marketing interactive marketing, global marketing gradually transformed, the shortcomings of the traditional marketing mix is also increasingly apparent. 4P's combination of a significant shortcoming is that it does not contain any elements that indicate interactivity, which is the basis of network marketing. Secondly, the 4 P's of the 4P's portfolio represent four different, precisely defined and independent management processes. However, the 4 P's of the Internet market are not separate from each other, they are intertwined, and these form only a part of the corporate website that customers can experience simultaneously on the Internet. In the Internet market, enterprises can directly control the factors affecting customer purchasing behaviour is not only the 4 P's , but the customer's Web Experience.

As mentioned above the shortcomings of the traditional marketing mix strategy in online marketing, in order to solve these problems, this paper will try to use the 6P's online marketing mix (refer to the figure below) to analyse the consumers' online purchase intention and formulate the online marketing strategy for S company.

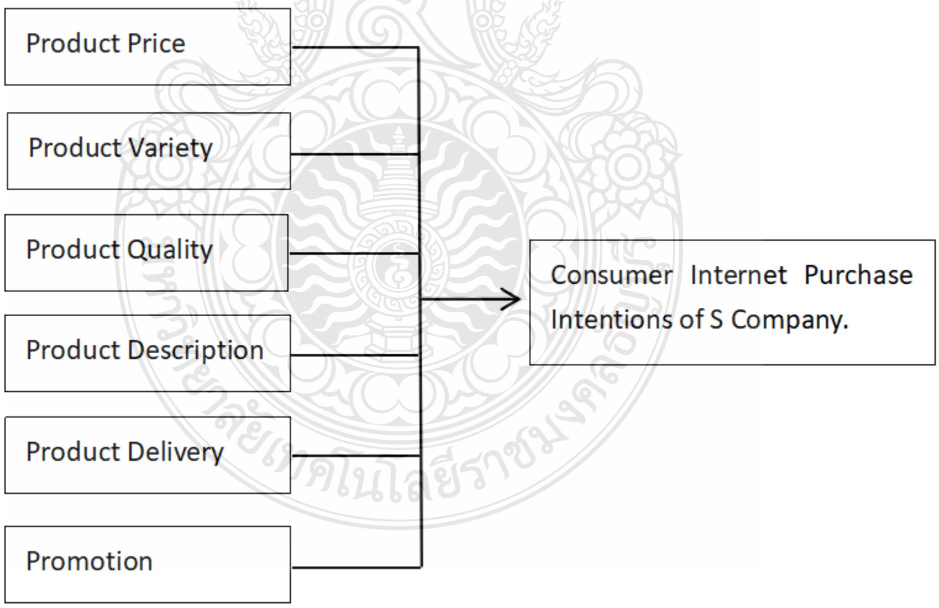

Figure 2.2 Digital Marketing Mix

In terms of product price, price is the only variable in marketing strategy that can generate revenue, price is directly related to the market acceptance of the product, as well as the profitability of the enterprise, is an important part of the marketing mix strategy. Therefore, enterprises must pay attention to the choice and use of price strategy (Song Lijun, 2010).Scholarly research has pointed out that in the environment of online shopping, perceived benefits, purchase costs, perceived risks and perceived value all have some direct or indirect impact on consumers' purchase intentions (Ji Wenjing, 2013). Therefore, a reasonable product price can make the enterprise have an advantage in the competition of the market, expand the market share, and make the enterprise grow and expand. Although scholars study the relationship between product price and consumers' purchase intention from different perspectives, and the research methods they use are also different, these points of view show that product price is positively correlated with consumers' purchase intention, and product price has an important influence on the formation of consumers' purchase intention. When the product is first put on the market, the enterprise can first attract consumers with lower prices to occupy the market, and later focus on innovative products to reduce the cost of research and development of new products. Because digital marketing costs are lower and there are no intermediate marketing-related costs such as retailers, the price of digital marketing goods can be slightly lower than the price of goods sold traditionally offline, thus occupying a competitive advantage.

In terms of Product Variety, such as existing product updating strategy, new product following strategy,, new product increasing strategy, low-cost product strategy and product extension strategy. By communicating with consumers and paying close attention to their demand points, new product development ideas are more diversified and individual (Li Xiaoshuang, 2017). In the case of serious product homogenization, enterprises can explore the implementation of differentiated marketing strategies, highlight the characteristics of each product line and effectively differentiate them, and advertising and publicity should be focused on the differences of each series of products to highlight the dissemination, so that consumers can understand their distinguishing features. At the same time, the brand of each product line for a clear scientific positioning, when necessary to make streamlining, in order to avoid the internal competition of the product, to reduce internal consumption. The emergence of network marketing for the past standardised products has brought challenges.

In terms of product quality, quality is essentially the extent to which the characteristics of a product or service meet or exceed customer expectations. If the characteristics and expectations are equal, then the difference is zero and the customer's expectations are met; if the difference is negative, the characteristics of the quality do not meet the customer's expectations, and if the difference is positive, then the characteristics of the quality far exceed the customer's expectations. The content of product quality generally includes performance, aesthetics, durability, after-sales service, consistency, etc., and the content of service quality generally includes process convenience, personnel accountability, service reliability, standard consistency and other content. Product quality is the ability of a product to fulfil its function (Kotler and Keller , 2012).

In terms of Product Description. Nowadays, e-commerce platforms generally use product detail pages to show the selling points of products in detail. Product detail page copy generally includes product information, product details, promotional policies, product selling points, after-sales protection and brand story and other components. If factors such as product quality, fashion trends and price are put aside, it can be said that the design quality of the product detail page directly determines the conversion rate of buying and selling products to a large extent (Pan Pei, 2017). Therefore, a good detail page copy can bring more transactions for merchants.

In the context of Product Delivery, the traditional distribution model is the basic strategy and methodology used by companies for distribution. It refers to the combination of elements that constitute distribution activities and the standard form of their activities. Distribution model is divided according to the distribution carrier, i.e., it is divided into self-managed distribution model, common distribution model and third-party distribution model (Feng Guobi, 2018). Nowadays, the emerging distribution mode, centred on the express post, expresses are centrally processed in the express post, and expresses are classified according to the two categories of post self-pickup and door-to-door delivery, and the express post dispatches most of the expresses. In this process, the express post station with its advantages of having a fixed place, long operation time, etc., the end of the distribution market optimisation management, one-stop post pickup convenient for most consumers. Express post station full distribution mode refers to the express post station is fully responsible for the distribution business of all expresses in the designated area. Express post stations not only always provide users with a long time shop pickup service, but also complete the express delivery service that requires door-to-door delivery (Zhou Aiping, 2018).

In terms of promotion, the concept of promotion first arose from the 4P theory, which considers promotion as an important part of the theory, and considers promotion to be a communication activity in which the marketer influences consumer attitudes and behaviours by providing consumers with incentives, such as preferential information, in order to motivate consumers to purchase its products or services, thereby achieving the purpose of expanding sales. Online promotion is a communication activity carried out by e-commerce platforms in order to expand sales in a short period of time by using modern network technology and prompting consumers to buy their products or services through a series of stimuli. From the perspective of perceived value, the impact of different promotional methods on the intention to communicate by word-of-mouth on the Internet, price discounts and special offers bring higher perceived value to consumers, and can significantly enhance consumers' intention to communicate by word-of-mouth (Dai Guoliang, 2019) .Price discounts can affect consumers' perceived benefits of promotions, which in turn affect consumers' purchase intention (Che Cheng et al., 2020).

2.4 Related Research

2.4.1 The Impact Between Digital Marketing Mix and Purchase Intentions

The paradigm of digital marketing has led to significant changes and transformations in the global market, as well as increased popularity of customer purchasing intentions and capabilities, resulting in the implementation of various advanced business technologies created to respond to business changes (Poyurak & Softic, 2019; Khasawneh et al., 2021a&b).

Factors contributing to digital marketing include laptops, smartphones, e-commerce platforms, and the boom in digital technologies such as artificial intelligence.(Alhashmi et al., 2020; AlShamsi et al., 2021; Nuseir et al., 2021; Yousuf et al., 2021).At the same time, these factors have influenced shifts in consumer purchase intentions and reshaped future marketing strategies. (Abuhashesh et al., 2021; Hasan et al., 2022).E-commerce technology provides additional value to customers compared to traditional commerce, which can also influence consumers' purchase intentions. (Dastane, Goi, & Rabbanee, 2020).

In addition, today's marketers will face some new challenges when integrating their marketing strategies to reach as many potential consumers as possible and interact successfully and effectively with their customers through direct feedback to build brand loyalty and awareness (Alshurideh et al., 2020; Hamadneh et al., 2021a). Digital marketing is capable enough to attract a large and wide range of customers, enabling companies to interact with them quickly and fully through different online platforms and media and guide them during the purchase process s (Ahmad et al., 2021a&b). Moreover, when customers share their feedback and experiences, digital marketing also reduces misperceptions about the brand and thus strengthens the brand value, which may lead to greater purchase intentions. Investments in digital marketing require significant budgets and technological infrastructure, as well as skilled and talented employees, but management should first identify the benefits gained from this integration and compare them to the potential losses of traditional marketing channels in order to get the return on investment they deserve (Hamadneh et al., 2021b; Shamout et al., 2022).

Consumers' trust in certain products enables research engines to obtain some personal data to strengthen customer relationships for better marketing strategies (Al-Khayyal et al., 2020; Alsharari & Alshurideh, 2020). In addition, the privacy and security assurance of this data encourages consumers to participate in many feedback and quality related surveys to explore their digital experience. Due to the importance of information security and privacy, this issue becomes crucial in digital marketing as sharing customer data without consent may violate their confidentiality (Whitler & Farris, 2017). As a result consumers will also become increasingly sceptical about the reliability of digital marketing tools, so companies should try to build brand awareness and trust through good branding as a marketing method. Even so, many companies are still looking at digital marketing as an investment for future business development and sustainability. Currently, e-commerce firms are attempting to attract new consumers and retain existing customers, and this will be achieved by better capturing the impact of digital marketing on purchase intentions. Innovative firms are also focusing on evolving their approach to the communication process by blending and integrating advanced technologies to cope with fierce competition (Wong et al., 2019).

In addition, the history of purchase intention has been explored from different perspectives with a focus on the term as advanced technologies continue to evolve and consumers change and preferences in the shopping process. As digital marketing continues to grow in importance, the existing literature related to the study of purchase intention has not fully identified the impact of digital marketing on purchase intention (Dastane, 2020), and knowledge is further extended by a number of proposed conceptual models that have numerous constructs (e.g., brand awareness) that mediate or moderating role (Putri, 2021). These findings have significant value in relation to the existing literature and the findings of future scholars, and contemporary research suggests that digital marketing and purchase intention have become an important topic in the field of marketing.

2.4.2 The Impact Between Demographic and Purchase Intentions

Previous empirical studies on consumer intentions with environmental awareness have shown a significant correlation between consumer demographic characteristics and their purchasing intentions and behaviors towards environmentally friendly products (Boztepe, 2016). Therefore, the demographic characteristics of consumers help marketers leverage the advantages of market segmentation in their efforts to target the right segmented markets (Chekima et al, 2016; Jaiswal et al, 2020; Witek et al, 2021).

Income.Income is a monetary reward that can be in the form of profit, rent, or income, and provides the ability to purchase products or services (Saad ef al, 2013). Income is an important variable in demographic analysis, closely related to consumer purchasing power and purchasing decisions, as purchasing power comes from income and people purchase things that are allowed by income levels (Pratap, 2017).

Gender. Most studies in different regions indicate that women have a positive attitude towards consumption and are more likely to purchase products than men (Aslihan Nasir and Karakaya, 2014; Tung et al., 2012).

Age. Age is a one-dimensional factor, measured from birth time, and many contemporary social science researchers often use this age factor to divide people into different age groups (Rai, 2019). As a major factor in demographic analysis, age is used in business research as it is an efficient variable for dividing populations into different groups. Age has also been identified as the optimal variable as it is the main component of dividing the market into different sub markets (Saad et al., 2013).

Education. Education is the process of acquiring knowledge, skills, and attitudes, and customer preferences are related to their level of education (Kumar and

Kumar, 2019). Due to education changing the way people perceive things, it also influences the intentions of customers (Pratap, 2017). Research has shown that both general education and religious education have an impact on the psychological well-being of customers. For example, research has found that education has a very positive impact on the purchase intention of life insurance (Kumar, 2014; Shrivastava and Singh, 2017). The reason behind this is that well-educated people prioritize their families and hope to protect them from the unforeseeable situations in daily life.

2.5 Literature evaluation

Through the review of related literature, existing studies mainly present the following characteristics.

(1) From the perspective of research variables, scholars generally believe that digital marketing strategies and demographics are the priority variables of purchase intention, and also play an indirect role in purchase intention through consumer satisfaction. However, the specific impact of the two on purchase intention and its relationship still requires further development and improvement of theoretical and empirical evidence.

(2) From the marketing strategy point of view, most of the current scholars on the network marketing strategy research is based on classical marketing theory, the lack of in-depth exploration of the psychological level of consumers, consumer purchase intention oriented to carry out the network marketing strategy research is less.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Questionnaire design

In this paper, based on the results of the questionnaire survey, the following studies were conducted.

1. overall and sampling techniques
2. Instrumentation
3. Validation of the questionnaire and test of reliability
4. Data collection
5. Data analysis

3.1.1 Overall and sampling techniques

Population: According to the Seventh National Census Bulletin, at 00:00 on 1 November 2020, the resident population of China was approximately 1.443 billion. Location:Due to the wide scope of the survey and the large total number of respondents, an online questionnaire was chosen for wider dissemination of the data. The online questionnaire was created and then randomly sent to Chinese internet users via social media.

Various options were included in the questionnaire to ensure the completeness of the questionnaires received.

When faced with a large total volume, the confidence level of the sample for this study was 95% confidence.

The questionnaire was designed to ensure that each question and answer option was valid and served the purpose of the study. Consumers were pre-surveyed using 30 questionnaires formal questionnaires to fully reflect their purchase intention. The validity of the data was also ensured through validity analysis.

The sample for this study was calculated using Taro Yamane (Yamane,

1973) formula with a confidence level of 95%. (1,412 million people according to the official data reported by the Chinese Bureau of Statistics in 2022).

Taro Yamane's formula is as follows:

$$n = \frac{N}{(1 + N(e^2))}$$

Where:

n= required sample size

N= number of persons in the population

e= Allowable error (%)

Alternative numbers in the formula:

$$n = \frac{1.412 \times 10^9}{(1 + (0.05^2) \times 1.412 \times 10^9)}$$

$$= \frac{1.412 \times 10^9}{(1 + 0.0025 \times 1.412 \times 10^9)}$$

$$= \frac{1.412 \times 10^9}{3530001}$$

$$= 399.99$$

After calculating the sample size using Taro Yamane's formula, the sample size was 399.99. In order to obtain reliable data, the sample size was increased to 400.

3.1.2 Instrumentation

The questionnaire survey is about consumer satisfaction with the products of s company. Based on 6P theory, the questionnaire questions are designed from six aspects: product variety , product price , product quality , promotion , product description, product delivery. The questionnaire can be divided into four parts: basic consumer information, purchasing behaviour, factors affecting consumer purchasing decision and purchasing decision process.

Among them, the first part is the basic information of consumers including consumers' age, gender, education, and so on.

The second part is for the purchase behaviour which is set up to measure the basic situation of consumers' purchase behaviour towards S company's products, including 6 questions.

The third part is to investigate the impact on consumers' purchasing decisions, using Likert for the questionnaire. It is mainly set up in 6 aspects of closed-ended questions on product variety (Q1~Q4), product price (Q5~Q8), product quality (Q9~Q11), promotion (Q12~Q15), product description (Q16~Q19), and product delivery (Q20~Q24), and based on the consumer's satisfaction with the products of Company S in these 6 aspects, it analyses the products of Company S problems in the current marketing strategy.

The fourth part is to study consumer purchasing intention. The 5-point Likert scale and questionnaire are still used for scoring, including questions Q1 ~ Q6.

3.1.3 Validation of the questionnaire and testing reliability

In general, the questionnaire should be measured in terms of the dimensions of reliability and validity to measure whether the reliability of the data obtained is in line with the content of the study.

Reliability analysis is a study of the validity of questionnaire measurement items, reliability refers to the degree of stability of the measurement results, generally used internal consistency to indicate the level of test reliability, the higher the coefficient of reliability, representing the more stable results of the measurement. The methods of expressing reliability include replica reliability, retest reliability and internal consistency reliability, and internal consistency reliability is the most commonly used method of expressing reliability in management research. In practical research, Cronbach's alpha is generally used to report the results of reliability tests.

Cronbach's alpha ranges from 0 to 1. When Cronbach's alpha is closer to 1, the higher the reliability; conversely, the closer Cronbach's alpha is to 0. Theoretically, when Cronbach's alpha is greater than 0.9, the reliability of the scale is excellent; when Cronbach's alpha ranges from 0.8 to 0.9, it indicates that the scale's reliability is acceptable; when Cronbach's alpha ranges from 0.7 to 0.8, it indicates that the scale's design has some reference value; when Cronbach's α is below 0.7, it indicates that the question items of the scale are not well designed and need to be redesigned. Validity analysis is to test whether a scale can effectively reflect the conceptualisation of a variable or dimension, and validity refers to the extent to which a scale can effectively reflect the conceptualisation. Proof of validity is based on four main aspects: content validity, structural validity, validity of the scale and construct validity.

3.1.3.1 The Item IOC Result of Percevied Value Scale

IOC is the process by which small and medium-sized enterprises rate individual projects based on their agreement or disagreement with the specific goals listed by test developers (Turner et al., 2002). Therefore, experts evaluate each project, giving 1 point for clear measurement goals, -1 point for unclear measurements, and 0 point for unclear goals. After experts rate the project, calculate the results to create an IOC index for each project on each goal. The formula of Rovinelli and Hambleton (1977) is used under the assumption that only one target is measured in a project.

After experts rate the project, calculate the results to create an IOC index for each project on each goal. If the result is at least 0.6, the project is considered valid (Ismail and Zubairi, 2022). The Project Objective Consistency (IOC) index is calculated using the following formula:

$$IOC = \sum R/N$$

Where, ΣR = sum of scores from the experts and N = number of experts.

Table 3.1 The Item IOC Result of Marketing mix Scale

Marketing mix influencing purchasing decision towards S-brand snacks	Expert A	Expert B	Expert C	IOC of item	Result
Product Variety					
Q1	+1	+1	+1	1.0	Retained
Q2	+1	+1	+1	1.0	Retained
Q3	+1	+1	+1	1.0	Retained
Q4	+1	0	+1	0.67	Retained
Product Price					
Q5	+1	+1	+1	1.0	Retained
Q6	+1	+1	0	0.67	Retained
Q7	+1	+1	+1	1.0	Retained
Q8	+1	+1	+1	1.0	Retained
Product Quality					
Q9	+1	+1	+1	1.0	Retained
Q10	+1	+1	+1	1.0	Retained
Q11	+1	+1	+1	1.0	Retained
Promotion					
Q12	+1	+1	+1	1.0	Retained
Q13	+1	+1	+1	1.0	Retained
Q14	+1	+1	+1	1.0	Retained
Q15	+1	+1	+1	1.0	Retained
Product Description					
Q16	+1	+1	+1	1.0	Retained

Q17	+1	+1	+1	1.0	Retained
Q18	+1	0	+1	0.67	Retained
Q19	+1	+1	+1	1.0	Retained
Product Delivery					
Q20	+1	+1	+1	1.0	Retained
Q21	+1	+1	+1	1.0	Retained
Q22	+1	+1	+1	1.0	Retained
Q23	+1	+1	+1	1.0	Retained
Q24	+1	+1	+1	1.0	Retained

From Table 3.1, it can be seen that all issues can be retained.

Table 3.2 The Item IOC Result of Decision-making process Scale

Decision-making process for purchasing Brand S foods	**Expert A**	**Expert B**	**Expert C**	**IOC of item**	**Result**
Q1	+1	+1	+1	1.0	Retained
Q2	+0	+1	+1	0.67	Retained
Q3	+1	+0	+1	0.67	Retained
Q4	+1	+1	+1	1.0	Retained
Q5	+1	+1	+1	1.0	Retained
Q6	+1	+1	+1	1.0	Retained

From Table 3.2, it can be seen that all issues can be retained.

3.1.3.2 Reliability and validity test of Marketing mix

Based on the relevant questions in part 3 of the questionnaire, the reliability and validity of the marketing mix was tested on a statistical table divided into 6 sections with 23 questions.

（1）Reliability test of Product Variety

This study is a reliability test of the factors influencing consumer purchase intention by product variety and the results are as follows:

Table 3.3 Total reliability test of Product Variety scale

Cronbach's Alpha	N of Items
.911	4

From the above table, it can be seen that Cronbach's Alpha is greater than 0.9, which indicates that the data set has very high reliability. Therefore, all four variables mentioned above fulfil the requirements and can be retained.

（2）Reliability test of Product Price

Table 3.4 Total reliability test of Product Price scale

Cronbach's Alpha	N of Items
.878	4

From the above table, it can be seen that Cronbach's Alpha is greater than 0.8, which indicates that the data set has a high reliability. Therefore, all four variables mentioned above fulfil the requirements and can be retained.

（3）Reliability test of Product Quality

Table 3.5 Total reliability test of Product Quality scale

Cronbach's Alpha	N of Items
.857	3

From the table above, it can be seen that the Alpha of Cronbach is greater than 0.8, which indicates that the dataset has high reliability. Therefore, all the above three variables fulfil the requirements and can be retained.

（4）Reliability test of Promotion

Table 3.6 Total reliability test of Promotion scale

Cronbach's Alpha	N of Items
.881	4

From the above table, it can be seen that Cronbach's Alpha is greater than 0.8, which indicates that the data set has a high reliability. Therefore, all four variables mentioned above fulfil the requirements and can be retained.

（5）Reliability test of Product Description

Table 3.7 Total reliability test of Product Description scale

Cronbach's Alpha	N of Items
.907	4

From the above table, it can be seen that Cronbach's Alpha is greater than 0.9, which indicates that the data set has very high reliability. Therefore, all four variables mentioned above fulfil the requirements and can be retained.

（6）Reliability test of Product Delivery

Table 3.8 Total reliability test of Product Delivery scale

Cronbach's Alpha	N of Items
.898	5

From the table above, it can be seen that the Alpha of Cronbach is greater than 0.8, which indicates that the dataset has high reliability. Therefore, all the above five variables fulfil the requirements and can be retained.

3.1.3.3 Reliability and validity test of Decision-making process

Based on the relevant questions in part 4 of the questionnaire, the reliability and validity of the Decision-making process was tested on a statistical table which consisted of six questions.

Table 3.9 Total reliability test of Decision-making process scale

Cronbach's Alpha	N of Items
.915	6

From the above table, it can be seen that Cronbach's Alpha is greater than 0.9, which indicates that the dataset has a high degree of reliability. Therefore, all the above six variables fulfil the requirements and can be retained.

3.1.4 Data collection

In the first step, a total of 400 formal survey questionnaires were distributed. The second step is to explain the purpose of the questionnaire and the explanation of professional vocabulary in the questionnaire to the respondents, and to explain the confusing questions in the questionnaire to consumers. Each customer needs approximately 15-20 minutes to complete the survey questionnaire. Finally, all basic personal information will be strictly confidential.

Due to the wide scope and large total quantity of the survey, in order to disseminate the data more widely. The questionnaire was randomly sent to respondents through online social media. Use online survey tools. Tencent Questionnaire can quickly create, distribute, and analyze questionnaires. The survey tool provides customized templates, multiple types of questions, and data analysis capabilities, and typically provides a dedicated QR code for easy online distribution.

The questionnaire was released through WeChat, Weibo, Tiktok and other social platforms with a large amount of traffic.

3.1.5 Data Analysis

In this study, the sample data were statistically analyzed by the SPSS statistical analysis software. The following analytical tools are mainly used:

(1) Reliability analysis:

Cronbach's alpha ranges from 0 to 1. When Cronbach's alpha is closer to 1, the reliability is higher; conversely, Cronbach's alpha is closer to 0. Theoretically, when Cronbach's alpha is greater than 0.9, the reliability of the scale is excellent; when Cronbach's alpha ranges from 0.8 to 0.9, it indicates that the scale's reliability is acceptable; when Cronbach's alpha is between 0.7 to 0.8, it indicates that the scale's design has some reference value; when Cronbach's α is below 0.7, it indicates that the question items of the scale are not well designed and need to be redesigned.

(2) Sample structure analysis：

Different statistical models were used to study the relationship between the variables. The data were analysed in depth using t-test, multiple regression analysis and ANOVA and the research hypotheses were tested by significance test.

(3) Descriptive statistical analysis:

Descriptive statistical analysis is to analyse the frequency, mean, standard deviation and other statistical data of the sample data, we can understand the central tendency and distribution pattern of the sample data, and better study the consumer's purchasing preference.

(4) A 5-point Likert scale was used to score the questionnaire. Rating Scale or Likert Scale. The five-point Likert scale is as follows.

Strongly Agree	5
Agree	4
Uncertain	3
Disagree	2
Strongly Disagree	1

（5）The data translation based on Best and Kahn (2006) shows the results of the study variables and describes them through a descriptive writing model. The translation was based on Best and Kahr (2006) using (5-1)/5=0.80 as shown below.

Between 1.00-1.80 means respondent strongly disagreed with this statement

Between 1.81-2.60 means respondent disagreed with this statement

Between 2.6l -3.40 means respondent is neutral with the statement.

Between 3.41 -4.20 means respondent agreed with this statement.

Between 4.21 -5.00 means respondent strongly agreed with this statement

CAPTER 4
RESEARCH RESULTS

Chapter 4 uses statistical methods to evaluate and interpret the results of the study. The survey excluded the data of never purchased S. Company products, totalling 400 valid questionnaire information. The objectives of the research in this chapter are:

1. To analyze demographic of customer of S company.

2. To analyze consumer behaviour of customer of S company.

3. Exploring the Impact of Digital Marketing Mix on Consumer Purchase Intentions.

4.1 Demographic data

Based on these data, a total of 430 were collected, but the coompleteiy data can be used only 400 respondents, if calculated around 93.02%.According to the results of the questionnaire, the age, gender, education and income level of the respondents are shown in the table below. The purpose of this section of the study is to analyse the demographics of the customers of Company S.

Table 4.1 Frequently table of Age

Age	Frequency	Percentage
Under 18 years old	19	4.75
18-25 years old	75	18.75
26-35 years old	158	39.50
36-45 years old	96	24.00
Above 45 years old	52	13.00
Total	400	100.00

According to Table 4.1, there were 400 respondents, with the largest number of people aged 26-35 years, 158 individuals or 39.50 per cent. This is followed by 96 individuals between the ages of 36 and 45 years old, which is 24.00 per cent. Then there were 75 people, or 18.75 per cent, between the ages of 18 and 25, and 52 people, or 13.00 per cent, over the age of 45. The smallest number are those under 18 years of age, with 19 persons, or 4.75 per cent.

Table 4.2 Frequently table of Gender

Gender	**Frequency**	**Percentage**
Male	214	53.50
Female	186	46.50
Total	400	100.00

According to Table 4.2, it can be found that there were 400 respondents in the survey, of which 214 (53.50 per cent) were males and 186 (46.50 per cent) were females.

Table 4.3 Frequently table of Education level

Education level	**Frequency**	**Percentage**
Junior high school or below	17	4.25
High school/secondary school	88	22.00
College	142	35.50
Undergraduate	144	36.00
Postgraduate and above	9	2.25
Total	400	100.00

According to Table 4.3, there are a total of 400 respondents, most of them are undergraduates, with 144, accounting for 36.00%. Followed by College, with142 accounting for 35.50%. High school degree, with 88 people, accounting for 22.00%. Junior high school or below degree, with 17 people, accounting for 4.25%. The smallest number of degrees are postgraduate and above, with 9 people , accounting for 2.25%

Table 4.4 Frequently table of Monthly income

Monthly income	**Frequency**	**Percentage**
4,000(RMB) and below	242	60.50
4,001-7,000 (RMB)	107	26.75
7,001-10,000 (RMB)	36	9.00
10,001 (RMB) and above	15	3.75
Total	400	100.00

According to Table 4.4, from 400 respondents, there are 242 people with 4,000 (RMB) and below, accounting for 60.50%, 107 people with monthly income of 4,001-7,000 (RMB), accounting for 26.75%, 36 people with 7,001-10,000 (RMB), accounting for 9.00%. The lowest is 10,001 (RMB) and above, there is 15 person, accounting for 3.75%.

4.2 Descriptive statistics of Purchasing Behavior

Based on the results of the questionnaire, the table below shows descriptive statistics of the results of the various questions asked by the respondents. The purpose of this connected research is to analyse the consumer behaviour of the customers of Company S.

Table 4.5 Frequency and Percentage of favourite snack types

Snack types	**Frequency**	**Percentage**
Dried fruits and nuts	111	27.75
Cakes/pastries/crumbles	72	18.00
Candy	38	9.50
Chocolate	56	14.00

Snack types	Frequency	Percentage
Dried fruit/honey money	17	4.25
Dried meat pastries	97	24.25
Other leisure food	9	2.25
Total	400	100.00

According to Table 4.5, out of 400 respondents, the highest number of respondents preferred dried fruits and nuts with 111 respondents or 27.75 per cent of the total. This was followed by those who preferred dried meat and pastries with 97 persons or 24.25 per cent of the total. Cakes, pastries and crumbs were preferred by 72 people, or 18 per cent of the total. Chocolate was preferred by 56 people, or 14.00 per cent of the total. Candy was preferred by 38 people, or 9.50 per cent of the total. Dried and candied fruits were liked by 17 people, or 4.25 per cent of the total. Finally, other casual foods were liked by 9 people, or 2.25 per cent of the total.

Table 4.6 Frequency and Percentage of whether or not you know about S Corporation's products

Understood	Frequency	Percentage
Yes	400	100.00
No	0	0.00
Total	400	100.00

According to Table 4.6, out of 400 respondents, 400 or 100.00 per cent of the total were aware of S's products. The number of people who do not know is 0 people or 0 per cent of the total.

Table 4.7 Frequency and Percentage of why you buy S-Company products

Reason for Purchase	**Frequency**	**Percentage**
Good quality and taste	135	33.75
Unique and lovely packaging image	13	3.25
High brand awareness	10	2.50
Suitable price	152	38.00
Recommended by friends and relatives	90	22.50
Total	400	100.00

According to Table 4.7, out of 400 respondents,The largest number of people, 152 or 38.00 % of the total, chose to buy because of the right price. The next largest number of people, 135, or 33.75 % of the total, chose to buy because of good quality and taste. Ninety people, or 22.50 % of the total, chose to buy because their friends recommended them. The number of people who chose to buy because of the unique and cute packaging image was 13, accounting for 3.25% of the total. Lastly, 10 people, or 2.50 % of the total, chose to buy because of high brand awareness.

Table 4.8 Frequency and Percentage of how often to buy

Interval Time	**Frequency**	**Percentage**
Every day	18	4.50
2-3 times per week	46	11.50
Once a week	72	18.00
Once a month	147	36.75
Other	117	29.25
Total	400	100.00

According to Table 4.8, out of 400 respondents, The largest number, 147 or

36.75 % of the total, purchased at intervals of one month. The other intervals were 117, or 29.25 % of the total. Seventy-two persons, or 18.00 % of the total, made purchases at weekly intervals. Forty-six persons, or 11.50 % of the total, purchased 2-3 times a week. Daily purchases were made by 18 persons, or 4.50 % of the total.

Table 4.9 Frequency and Percentage of the how much it usually costs to buy

Price Range	**Frequency**	**Percentage**
Less than 100 RMB	168	42.00
100-300 RMB	139	34.75
300-500 RMB	68	17.00
500 RMB and above	25	6.25
Total	400	100.00

According to Table 4.9, out of 400 respondents, The largest number of people were those who purchased less than 100 RMB, with 168 people, accounting for 42.00% of the total. The next largest group was those who spent 100-300 RMB on each purchase, with 139 people, accounting for 34.75% of the total. Those who spent 300-500 RMB per purchase were 68, accounting for 17.00% of the total. Lastly, those who spent 500 or more RMB per purchase accounted for 25 people, or 6.25% of the total.

Table 4.10 Frequency and Percentage of the purchase method

Purchase Method	**Frequency**	**Percentage**
Tao bao	153	38.25
Tik tok	54	13.50
JD (Jing Dong)	149	37.25
Other	44	11.00
Total	400	100.00

According to Table 4.10, out of 400 respondents, The largest number of these were purchased using Taobao, with 153, or 38.25% of the total. This was followed by purchases using JD, with 149, or 37.25% of the total. Tik tok was used by 54 people, accounting for 13.50% of the total. Finally, 44 people, or 11.00% of the total, used other methods.

4.3 Descriptive analysis of digital marketing mix

Based on the results of the questionnaire, the table below shows descriptive statistics of the results of the various questions asked by the respondents. The purpose of this section of the study is to examine the impact of digital marketing mix on consumer purchase intention.

Table 4.11 Frequency and Percentage of the Product Variety

Product Variety	**Strongly Disagree**	**Disagree**	**Uncertain**	**Agree**	**Strongly Agree**	**Mean**	**SD.**
Q1. S Company's products are rich in variety and flavour	43 10.75%	96 24.00%	26 6.50%	109 27.25%	126 31.50%	3.448	1.417
Q2. S Company's products overlap heavily with similar products from other brands	79 19.75%	58 14.50%	17 4.25%	147 36.75%	99 24.75%	3.323	1.481
Q3. S Company's products flavour type innovation is strong	45 11.25%	70 17.50%	69 17.25%	149 37.25%	67 16.75%	3.308	1.256

Product Variety	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q4. S Company's product portfolio is catered for purchasing needs	52 13.00%	84 21.00%	30 7.50%	83 20.75%	151 37.75%	3.493	1.487

According to Table 4.11, we can see that is S company product range is rich in which 126 people chose Strongly Agree, accounting for 31.50%, followed by 109 people, who chose to agree, accounting for 27.25%, with a mean of 3.448 and a standard deviation of 1.417.There is an overlap between the products of the S company and the products of the other companies, with a mean of 3.323 and a standard deviation of 1.481 , of which 147 people chose to identify with it, accounting for 36.75%. The next 99 people chose to agree completely, or 24.75%.Company S's product flavour is innovative and strong, with a mean of 3.308 and a standard deviation of 1.256. 149 of them chose to agree, or 37.25%. Company S's product portfolio meets purchasing needs with a mean of 3.493 and a standard deviation of 1.487. 151 of them chose to agree completely, accounting for 37.75%. The next 83 people chose to agree or 20.75%.

Table 4.12 Frequency and Percentage of the Product Price

Product Price	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q5. Pricing of S Company's products is reasonable	67 16.75%	84 21.00%	21 5.25%	96 24.00%	132 33.00%	3.355	1.523
Q6. Pricing of Company S's products is clear	48 12.00%	78 19.50%	49 12.25%	110 27.50%	115 28.75%	3.415	1.390

Product Price	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q7. Price of S Company’s products is cheaper than other	55 13.75%	54 13.50%	78 19.50%	95 23.75%	118 29.50%	3.418	1.390
Q8. Price of S Company’s products is multi-range	43 10.75%	64 16.00%	80 20.00%	106 26.50%	107 26.75%	3.425	1.322

According to Table 4.12, we can see that it is the pricing of Company S's product is reasonable 132 people chose Strongly Agree, which is 33.00%, followed by 96 people, who chose Agree, which is 24.00%, with a mean of 3.355 and a standard deviation of 1.523.The pricing of Company S's product is very clear, with a mean of 3.415 and a standard deviation of 1.390, with 115 people choosing to Fully agree, which is 28.75%. The second 110 people chose to agree, or 27.50%. company S's products are less expensive than other products, with a mean of 3.418 and a standard deviation of 1.390. 118 of these people chose to agree completely, or 29.50%, and the second 95 people chose to agree, or 23.75%. company S's products are priced over multiple ranges, with a mean of 3.425 and a standard deviation of 1.322. 107 of these people chose to agree completely, or 23.75%. 107 people chose to agree completely which is 26.75%. The next 106 people chose to agree which is 26.50%.

Table 4.13 Frequency and Percentage of the Product Quality

Product Quality	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q9. S Company's products are of good quality, safe and hygienic	92 23.00%	58 14.50%	20 5.00%	45 11.25%	185 46.25%	3.433	1.687
Q10. You will buy because of the quality of S's products	66 16.50%	77 19.25%	38 9.50%	57 14.25%	162 40.50%	3.430	1.561
Q11. The quality of S Company's products is better than the quality of similar products of other brands	95 23.75%	52 13.00%	28 7.00%	71 17.75%	154 38.50%	3.343	1.639

According to Table 4.13, we can see that it is the good quality of products, safety and hygiene conditions of Company S. Among them, 185 people chose Strongly Agree, which accounted for 46.25%, with a mean value of 3.433 and a standard deviation of 1.687.The products of Company S were purchased because of their quality, with a mean value of 3.430 and a standard deviation of 1.561, of which 162 people chose to Strongly Agree, which accounted for 40.50%. the quality of Company S products is better than the quality of similar products of other brands, with a mean of 3.343 and a standard deviation of 1.639. 154 of them chose to agree completely, accounting for 38.50%.

Table 4.14 Frequency and Percentage of the Promotion

Promotion	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q12. Company S has a lot of online promotional adverts	32 8.00%	125 31.25%	14 3.50%	49 12.25%	180 45.00%	3.550	1.503
Q13. Company S's promotions are attractive	62 15.50%	61 15.25%	50 12.50%	118 29.50%	109 27.25%	3.378	1.421
Q14. Company S's advertising campaigns are creative	46 11.50%	92 23.00%	37 9.25%	86 21.50%	139 34.75%	3.450	1.448
Q15. Company S's have promation followed seasonal	50 12.50%	87 21.75%	15 3.75%	90 22.50%	158 39.50%	3.548	1.493

According to Table 4.14, we can see that there are many online promotional advertisements of Company S. 180 of them chose Strongly Agree, accounting for 45.00%, with a mean of 3.550 and a standard deviation of 1.503. Company S's promotional campaigns are very appealing, with a mean of 3.378 and a standard deviation of 1.421, of which 118 chose Agree, accounting for 29.50%, followed by 109 chose Completely Agree, accounting for 27.25%. Company S's have promotion followed seasonal, with a mean of 3.450 and standard deviation of 1.448. 139 people chose to agree completely, accounting for 34.75%.Company S's have promation followed seasonal, with a mean was 3.548 with a standard deviation of 1.493. 158 of them chose to agree completely, or 39.50%. The next 90 people chose to agree (22.50%).

Table 4.15 Frequency and Percentage of the Product Description

Product Description	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q16. Company S's product description shows the selling points of the product very well	61 15.25%	71 17.75%	39 9.75%	135 33.75%	94 23.50%	3.325	1.402
Q17. Company S's product detail page illustrates the product's details very well	54 13.50%	94 23.50%	30 7.50%	115 28.75%	107 26.75%	3.318	1.427
Q18. You can learn more about the product's after-sales service from Company S's description.	37 9.25%	120 30.00%	45 11.25%	73 18.25%	125 31.25%	3.323	1.415
Q19. You will choose to buy the product because of the description on Company S's product detail page.	47 11.75%	77 19.25%	63 15.75%	129 32.25%	84 21.00%	3.315	1.315

According to Table 4.15, we can see that it is the product description of Company S that shows the selling points of the product, of which 135 people chose to agree with it (33.75%), followed by 94 people who chose to completely agree with it (23.50%). The mean value is 3.325 and the standard deviation is 1.402. Company S's product details page explains the details of the product very well, with a mean value of 3.318 and a standard deviation of 1.427, of which 115 people chose to agree with it, accounting for 28.75%, followed by 107 people choosing to agree with it completely, accounting for 26.75%. More can be learnt about the after-sales service of the product from the description of S.. The mean is 3.323 and the standard deviation is 1.415. 125 people (31.25%) chose to agree completely. chose to buy the product because of the description on the product details page of the company's S , with a mean of 3.315 and a standard deviation of 1.315. 129 of them chose to identify with it, or 32.25%. The next 84 people chose to agree completely, or 21.00%.

Table 4.16 Frequency and Percentage of the Product Delivery

Product Delivery	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q20. Company S's products were delivered in undamaged packaging	82 20.50%	53 13.25%	32 8.00%	139 34.75%	94 23.50%	3.275	1.473
Q21. Company S's products are delivered with free shipping service	31 7.75%	84 21.00%	41 10.25%	67 16.75%	177 44.25%	3.688	1.411
Q22. Company S's products were delivered within a reasonable timeframe	49 12.25%	77 19.25%	9 2.25%	130 32.50%	135 33.75%	3.563	1.430
Q23. Company S's products are delivered with door-to-door delivery	46 11.50%	42 10.50%	81 20.25%	116 29.00%	115 28.75%	3.530	1.315

Product Delivery	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q24. Company S's products are shipped in a timely manner	41 10.25%	69 17.25%	43 10.75%	107 26.75%	140 35.00%	3.590	1.381

According to table 4.16, we can see that it is the products of company S are delivered in non-destructive packaging, of which 139 people chose to agree with it (34.75%), followed by 94 people who chose to fully agree with it (23.50%). The mean value is 3.275 and standard deviation is 1.473.Company S's products are delivered with free shipping with a mean value of 3.688 and standard deviation of 1.411, where 177 people chose to fully identify with it, which is 44.25%.Company S's products are delivered in a reasonable timeframe, with a mean value of 3.563 and a standard deviation of 1.430. 135 people chose to fully identify with it, which is 33.75%.Company S's products were delivered door-to-door with a mean of 3.530 and a standard deviation of 1.315. 116 of them chose to agree, accounting for 29.00%. The next largest group of people, 115 or 28.75%, chose to agree completely. company S's products are delivered in a timely manner, with a mean of 3.590 and a standard deviation of 1.381. 140 or 35.00% of the people chose to agree completely.

4.4 Descriptive analysis of the decision-making process

Table 4.17 Frequency and Percentage of the decision-making process

Decision-making process for purchasing Brand S foods	**Strongly Disagree**	**Disagree**	**Uncertain**	**Agree**	**Strongly Agree**	**Mean**	**SD.**
Q1. When you choose a snack, then you decide to buy an S brand snack.	39 9.75%	76 19.00%	79 19.75%	109 27.25%	97 24.25%	3.373	1.299
Q2. You've learned about the S brand from wechat, websites and billboards	34 8.50%	116 29.00%	36 9.00%	90 22.50%	124 31.00%	3.385	1.397
Q3. When you see an advertisement for an S brand, you will buy an S brand snack	58 14.50%	58 14.50%	43 10.75%	159 39.75%	82 20.50%	3.373	1.345
Q4. S Company's brand image and reputation will influence your purchase decision	50 12.50%	60 15.00%	56 14.00%	138 34.50%	96 24.00%	3.425	1.334

Decision-making process for purchasing Brand S foods	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree	Mean	SD.
Q5. When you buy the S brand snacks, you will come back again and again	40 10.00%	77 19.25%	45 11.25%	124 31.00%	114 28.50%	3.488	1.345
Q6. After spending money and liking it, would you recommend others to buy it?	59 14.75%	37 9.25%	74 18.50%	157 39.25%	73 18.25%	3.370	1.293

According to Table 4.17, we can see that is when choosing a snack, decided to buy a snack of brand S, of which 109 people chose to identify with it, accounting for 27.25%, followed by 97 people chose to fully identify with it, accounting for 24.25%. The mean was 3.373 with a standard deviation of 1.299. have learnt about Brand S from WeChat, websites and billboards with a mean of 3.385 and a standard deviation of 1.397, of which 124 chose to fully identify with it, accounting for 31.00%. When seeing an advertisement of Brand S, one will buy a snack of Brand S with a mean of 3.373 and a standard deviation of 1.345. 159 of them chose to identify with it, accounting for 39.75%, followed by 82 people who chose to identify with it completely, accounting for 20.50%. S's brand image and reputation will affect the purchasing decision with a mean of 3.425 and a standard deviation of 1.334. 138 people chose to identify with it, accounting for 34.50%. agree with it, which is 34.50%. Secondly, 96 people (24.00%) chose to agree completely. When purchasing snacks from brand S, they will come back again and again with a mean of 3.488 and a standard deviation of 1.345. 124 of them chose to identify with it, or 31.00%, followed by 114 who chose to identify with it completely, or 28.50%. After spending money and liking it, they would recommend someone else to buy it, with a mean of 3.370 and a standard deviation of 1.293. 157 of them chose to identify with it, or 39.25%. The next most popular choice was 74 people, or 18.50%, who chose not sure. 73 people chose to agree completely, or 18.25%.

4.5 Hypothesis Test

H_1 :Demographic have influence on purchase intention.

Table4.18 Test results of demographic factors affecting purchase intention

T-test analysis				
	Gender(Mean)		**t-value**	
	Male(n=214)	**Female(n=186)**	**p-value**	
Consumer purchasing decision-making	3.39	3.42	-0.311	0.756

H0：There are no significant differences in consumer purchase intention based on gender.

H1：There are significant differences in consumer purchase intention based on gender.

As can be seen from the above table, the difference of gender on consumer buying behaviour was studied using independent samples t-test. It can be seen from the above table:There is no significant effect of different gender samples on consumer buying behaviour ($p > 0.05$), therefore there is no statistical significance. This indicates acceptance of the original hypothesis (H_0) and rejection of the alternative hypothesis H_1 that there is no significant effect of different gender samples on consumer purchasing behaviour.

Table 4.19 F-test analysis of Age

F-test analysis							
	Age(Mean)					**f**	**p**
	Under 18 years old (n=19)	**Age18-25 (n= 75)**	**Age26-35 (n= 158)**	**Age36-45 (n= 96)**	**More than 45(n =52)**		
Decision-making	3.237	3.093	3.439	3.594	3.442	2.46	0.045

H0：There are no significant differences in consumer purchase intention based on age.

H1：There are significant differences in consumer purchase intention based on age.

The f-test was used to investigate the effect of age on Consumer purchasing decision-making. From the data obtained, it was shown that there is a significant difference between age on consumers' purchase intention, $p=0.045 < 0.05$, therefore it is statistically significant. This indicates that the original hypothesis (H_0) is rejected and the alternative hypothesis H_1 is supported that there is a significant effect of different age of the sample on consumer purchasing behaviour.

Table 4.20 Comparing differences in product purchase intention groups through online applications categorized by Age

Occupation		Mean Difference (I-J)	Std. Error	Sig.
Under 18 years old	18-25 years old	.14351	.27749	.605
	26-35 years old	-.20198	.26235	.442
	36-45 years old	-.35691	.27129	.189
	Above 45 years old	-.20547	.28963	.478
18-25 years old	Under 18 years old	-.14351	.27749	.605
	26-35 years old	-.34549*	.15150	.023
	36-45 years old	-.50042*	.16650	.003
	Above 45 years old	-.34897	.19497	.074
26-35 years old	Under 18 years old	.20198	.26235	.442
	18-25 years old	.34549*	.15150	.023
	36-45 years old	-.15493	.13981	.268
	Above 45 years old	-.00349	.17273	.984
36-45 years old	Under 18 years old	.35691	.27129	.189
	18-25 years old	.50042*	.16650	.003
	26-35 years old	.15493	.13981	.268
	Above 45 years old	.15144	.18603	.416
Above 45 years old	Under 18 years old	.20547	.28963	.478
	18-25 years old	.34897	.19497	.074
	26-35 years old	.00349	.17273	.984
	36-45 years old	-.15144	.18603	.416

*. The mean difference is significant at the 0.05 level.

According to the LSD test results of the respondents in the above table, the purchase intention scores of those aged 36-45 and 26-35 are significantly higher than those of those aged 18-25.

Table 4.21 F-test analysis of Education

F-test analysis							
	Education(Mean)					**f**	**p**
	Junior high school or below(n =17)	**High school/secondary school(n= 88)**	**College (n= 142)**	**Undergraduate(n= 144)**	**Postgraduate and above(n= 9)**		
Decision-making	3.598	3.65	3.346	3.325	2.722	2.463	0.045

H0：There are no significant differences in consumer purchase intention based on education.

H1：There are significant differences in consumer purchase intention based on education.

The f-test was used to investigate the effect of education on Consumer purchasing decision-making. From the data obtained, it was shown that there is a significant difference between education on consumers' purchase intention, p=0.045 < 0.05, therefore it is statistically significant. This indicates that the original hypothesis (H_0) is rejected and the alternative hypothesis H1 is supported that there is a significant effect of different education of the sample on consumer purchasing behaviour.

Table 4.22 Comparing differences in product purchase intention groups through online applications categorized by Education

Occupation		Mean Difference (I-J)	Std. Error	Sig.
Junior high school or below	High school/secondary school	-.05158	.28623	.857
	College	.25180	.27728	.364
	Undergraduate	.27281	.27708	.325
	Postgraduate and above	.87582*	.44538	.050
High school/secondary school	Junior high school or below	.05158	.28623	.857
	College	.30338*	.14658	.039
	Undergraduate	.32439*	.14619	.027
	Postgraduate and above	.92740*	.37811	.015
College	Junior high school or below	-.25180	.27728	.364
	High school/secondary school	-.30338*	.14658	.039
	Undergraduate	.02101	.12778	.869
	Postgraduate and above	.62402	.37138	.094
Undergraduate	Junior high school or below	-.27281	.27708	.325
	High school/secondary school	-.32439*	.14619	.027
	College	-.02101	.12778	.869
	Postgraduate and above	.60301	.37122	.105
Postgraduate and above	Junior high school or below	-.87582*	.44538	.050
	High school/secondary school	-.92740*	.37811	.015
	College	-.62402	.37138	.094
	Undergraduate	-.60301	.37122	.105

*. The mean difference is significant at the 0.05 level.

According to the LSD test results of the interviewees Education in the above table, respondents with Junior high school or below have significantly higher purchase intention scores than those with Postgraduate and above. The purchase intention scores of respondents in High school/secondary school were significantly higher than those in College, Undergraduate, and Postgraduate and above.

Table 4.23 F-test analysis of Income

F-test analysis						
	Income(Mean±SD)				**f**	**p**
	4,000 and below (n=214)	**4,001-7,000 (n= 119)**	**7,001-10,000 (n= 59)**	**10,001 and above(n= 8)**		
Decision-making	3.339	3.474	3.315	4.122	2.727	0.044

H0：There are no significant differences in consumer purchase intention based on income.

H1：There are significant differences in consumer purchase intention based on income.

The f-test was used to investigate the effect of income on Consumer purchasing decision-making. From the data obtained, it was shown that there is a significant difference between income on consumers' purchase intention, p=0.045 < 0.05, therefore it is statistically significant. This indicates that the original hypothesis (H_0) is rejected and the alternative hypothesis H1 is supported that there is a significant effect of different income of the sample on consumer purchasing behaviour.

Table 4.24 Comparing differences in product purchase intention groups through online applications categorized by Income

Occupation		**Mean Difference (I-J)**	**Std. Error**	**Sig.**
4,000(RMB) and below	4,001-7,000 (RMB)	-.13468	.12553	.284
	7,001-10,000 (RMB)	.02403	.19316	.901
	10,001 (RMB) and above	-.78338*	.28772	.007
4,001-7,000 (RMB)	4,000(RMB) and below	.13468	.12553	.284
	7,001-10,000 (RMB)	.15871	.20834	.447
	10,001 (RMB) and above	-.64870*	.29812	.030
7,001-10,000 (RMB)	4,000(RMB) and below	-.02403	.19316	.901
	4,001-7,000 (RMB)	-.15871	.20834	.447
	10,001 (RMB) and above	-.80741*	.33231	.016
10,001 (RMB) and above	4,000(RMB) and below	.78338*	.28772	.007
	4,001-7,000 (RMB)	.64870*	.29812	.030
	7,001-10,000 (RMB)	.80741*	.33231	.016

*. The mean difference is significant at the 0.05 level.

According to the LSD test results of the respondents in the table above, those with an income of 10001 (RMB) and above have significantly higher purchase intention scores than those with other incomes

4.6 Regression Analysis

Correlation analysis is a statistical method to study the closeness of the relationship between variables. In statistical analysis, correlation analysis is used to observe the closeness of the linear relationship between variables, i.e. to judge the strength and direction of the relationship between variables, and the correlation is generally expressed by the Pearson correlation coefficient. Although correlation analysis cannot identify the dependent and independent variables, it is the basis for subsequent regression analysis, on which the causal relationship between variables can be investigated only if there is a significant correlation between them. A positive correlation coefficient indicates a positive correlation between two variables; a negative correlation coefficient indicates a negative correlation between two variables. The absolute value of the correlation coefficient indicates the strength of the correlation. The larger the absolute value of the correlation coefficient, the stronger the correlation between the variables; the smaller the absolute value of the correlation coefficient, the weaker the correlation between the variables. Regression analysis is a statistical analysis method, which is used to describe the change law of quantity between variables on the basis of correlation analysis, to analyse the degree of influence of variables by one or more other variables, and to use regression equation to describe the relationship between variables.

4.6.1 Regression analysis of Digital Marketing Mix and consumer purchase intention

H_2 : Digital Marketing Mix (product delivery, product variety, product price, product quality, promotion, product description） have influence on purchase intention.

Table 4.25 Regression matrix of Digital Marketing Mix on Consumer Purchase Intention

Model		Unstandardized Coefficients		Standardized Coefficients	t	p(Sig.)	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.045	0.174		6.016	0.000		
	product_ variety	0.120	0.043	0.135	2.767	0.006	.678	1.475
	product_ price	0.056	0.046	0.062	1.219	0.224	.614	1.629
	product_ quality	0.159	0.038	0.214	4.219	0.000	.625	1.600
	promotion	0.206	0.044	0.240	4.690	0.000	.612	1.633
	product_ description	0.076	0.048	0.082	1.571	0.117	.595	1.681
	product_ delivery	0.071	0.055	0.070	1.283	0.200	.541	1.848

R = .607[a] R^2 = .368 Adjusted R^2 = .359 f =38.209 p = 0.000

From Table 4.25, it can be seen that the linear regression analysis with digital marketing mix as the independent variable and consumer purchase intention as the dependent variable shows a correlation coefficient R of 0.607 and a determination coefficient R ² A value of 0.368 indicates that the regression equation explains 36.8% of the total variable, and there is a linear relationship between the independent and dependent variables. The regression coefficient value of the product variety is 0.120, with a t-value of 2.767 and a p-value of 0.006, which is less than 0.05. Therefore, the product variety has a significant impact on consumer purchase intention. The regression coefficient of product price is 0.056, with a t-value of 1.219 and a p-value of 0.224, which is greater than 0.05. Therefore, product price has no significant impact on consumer purchase intention. The regression coefficient for product quality is 0.159, with a t-value of 4.219 and a p-value of 0.006, which is less than 0.05. Therefore, product quality has a significant impact on consumer purchase intention. The regression coefficient for promotion is 0.206, with a t-value of 4.690 and a p-value of 0.000, which is less than 0.05. The regression coefficient for product description is 0.076, t is 1.571, and p-value is 0.117, which is greater than 0.05. Therefore, product description has no significant impact on consumer purchase intention. The regression coefficient value for product delivery is 0.071, with a t-value of 1.283 and a p-value of 0.2, which is greater than 0.05. Therefore, product delivery has no significant impact on consumer purchase intention. The tolerance values of the independent variable digital marketing mix<0.1 and VIF<5 indicate that there is no covariance between the variables.

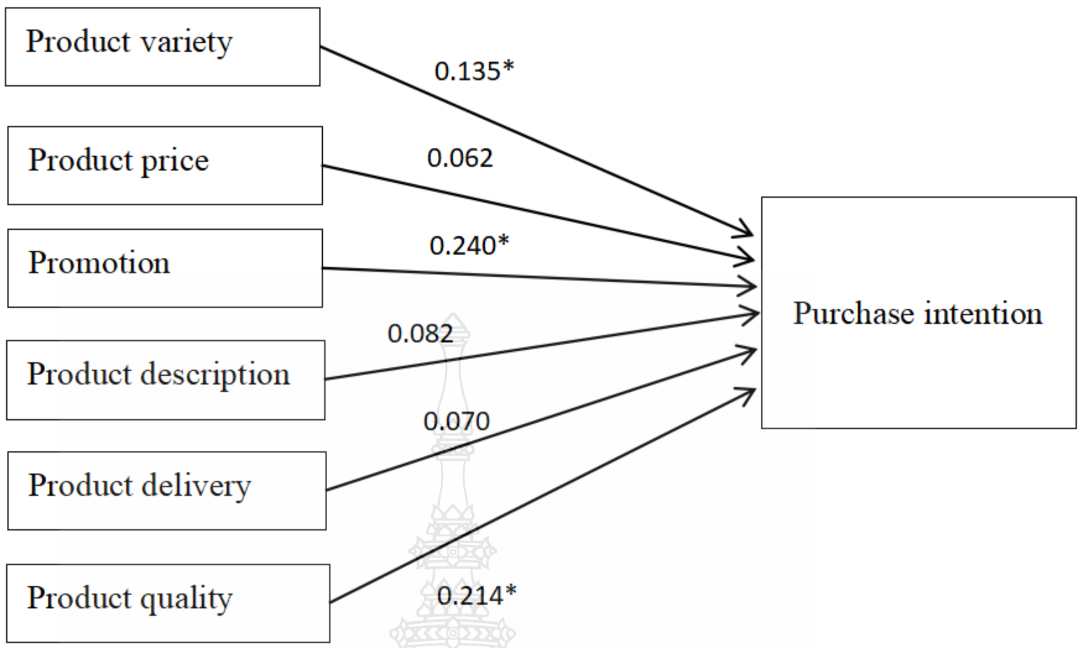

Figure 4.1 Regression coefficient of Digital Marketing Mix and Consumer Purchase Intention

4.7 Summary and analysis of Hypothesis test results

4.7.1 Summary of Hypothesis test results

Based on the results of the above data analysis, the hypotheses between the digital marketing mix and consumers' intention to make purchasing decisions have been collated and summarised in the following table.

Table 4.26 Summary of tests of research hypotheses

		Content	**Support/No Support**
H_1	Demographic	Gender	No Support
		Age	Support
		Education	Support
		Income	Support

		Content	Support/No Support
H_2	Digital Marketing Mix	Product variety have influence on purchase intention.	Support
		Product price have influence on purchase intention.	No Support
		Promotion have influence on purchase intention.	Support
		Product description have influence on purchase intention.	No Support
		Product delivery have influence on purchase intention	No Support
		Product quality have influence on purchase intention	Support

4.7.2 Analysis of test results

This paper focuses on analysing and exploring the correlation between digital marketing mix and Purchase Intention, so as to draw some conclusions with theoretical significance and practical value. Based on literature research and practical experience, it is concluded that there exists a certain correlation between consumers' perception of the digital marketing mix and their final purchase decision during the purchasing process.

In order to determine whether this relationship is scientifically valid, a questionnaire was designed and distributed after constructing a theoretical model as well as formulating hypotheses. The sample data were processed and analysed using spss software to verify the research hypotheses and ultimately the scientific validity and correctness of the model. Finally, it was concluded that digital marketing mix and consumers' purchase intention show a significant positive correlation.

CHAPTER 5
DISCUSSION AND RECOMMENDATIONS

Chapter 5 summarises the findings and makes recommendations for further research in this area.

5.1 Conclusion

Taking Chinese online consumers as the research object, this paper explores the influence factors of digital marketing strategies on consumers' purchase intention, including Demographic, Digital Marketing Mix (product variety, product price, product quality, product description, product delivery), using Company S as an example. This can help companies develop effective strategies to attract consumers to shop. In the measurement of model relationship, the data obtained from the questionnaire survey were mainly empirically analysed, and factor analysis, regression analysis and ANOVA were conducted using SPSS statistical analysis software to draw the following conclusions.

Hypothesis 1 is valid: studies have shown that demographics have a positive effect on purchase intentions.

Hypothesis 2 is valid:Product variety, product quality and promotion in the digital marketing mix have a positive impact on consumer purchase intent.

The results of the study showed that among the 400 respondents, a larger proportion of consumers were male. 39.5 per cent of the consumers were between the ages of 26 and 35. 36 per cent had a bachelor's degree. Most of them have a monthly income of around 4,000 RMB.

Based on the analysis of consumer purchasing behaviour we can get that out of 400 Chinese respondents, all consumers are aware of S Company's products and the highest percentage of consumers' favourite products are dried fruits and nuts, accounting for 27.75% of them. The reason why consumers chose to buy S Company's products the most was because of the right price, which accounted for 38 per cent of them. Consumers buy most frequently once a month, 36.75 per cent of them. Consumers usually spend less than 100 RMB to buy S Company's products, accounting for 42% of them. The most frequent purchase is through Taobao, accounting for 38.25% of them.

Based on the above analysis, we have obtained the following regression equation:

Purchase intent = 1.045 + 0.12*product variety

Purchase intent = 1.045 + 0.159*product quality

Purchase intent = 1.045 + 0.206*promotion

Based on the regression equation, it is concluded that consumers believe that the digital marketing mix positively influences purchase intention and therefore companies having a good digital marketing mix is a key factor for consumers to choose to purchase.

(1) Consumers generally believe that Company S's product mix meets their purchasing needs, indicating that consumers are satisfied with the diversity of the product mix offered by Company S and believe that it meets their purchasing needs. Therefore, Company S should pay close attention to consumers' needs and market changes, and adjust its product mix and develop new products in a timely manner to meet consumers' changing needs.

(2) Consumers generally believe that the prices of Company S's products are multi-ranged. The prices of Company S's products vary greatly in different ranges and cover multiple price segments, which can be attractive to different groups of consumers, who can choose the products that suit them according to their budgets and needs. It also reflects the company's flexibility to the market and attention to different consumer groups. Therefore, Company S needs to pay close attention to the market feedback to

ensure that products in different price ranges can meet consumers' expectations and thus achieve better market position and profitability.

(3) Consumers generally believe that Company S's products are of good quality, safe and hygienic. It indicates that consumers have confidence in the quality and safety of Company S's products and believe that these products meet hygienic standards. This reputation increases consumers' trust in the company, increases their purchase intention Company S's products, and promotes loyalty and word-of-mouth communication. Therefore, Company S should continue to work on maintaining the quality and safety of its products and communicate this advantage through effective marketing to increase consumers' purchase intention

(4) Consumers generally perceive that Company S has a lot of online promotional advertisements. This indicates that Company S actively promotes its products and promotions on the Internet. Through online promotional advertisements, Company S is able to expand brand awareness, attract more potential customers, increase website traffic, and promote sales growth. However, Company S needs to ensure that the content and format of the online promotional advertisements are appealing and match the preferences and behaviour of the target audience. A combination of marketing tools, including both online and offline channels, can be used to better attract and retain customers.

(5) Consumers generally felt that Company S's product descriptions showed the selling points of its products. This means that Company S does a good job of describing its products and is able to clearly demonstrate the features, benefits and value of its products so that consumers can better understand the products and become interested in purchasing them. In today's digital environment, the description of product pages in online shops greatly influences consumers' purchasing decisions. Therefore, s company needs to ensure that it provides clear and engaging product descriptions on all product detail pages to maximise engagement with potential customers and drive sales

growth. It also needs to ensure that product descriptions match the actual product to avoid consumer dissatisfaction and complaints due to inconsistencies between description and actual performance. Continuous improvement and optimisation of product descriptions is therefore an important part of increasing consumer purchase intent.

(6) Consumers generally agree that it is a positive evaluation that Company S's products offer free delivery service. Free delivery service is usually an attractive offer to consumers because it saves them money on their purchases and increases the sense of value of the purchase. Such services help to enhance the customer experience, increase customer satisfaction and potentially increase customer loyalty. Therefore, companies need to manage logistics and delivery effectively and ensure that orders are delivered on time to meet consumer expectations.

5.2 Discussion

The research results indicate that age, income, and education level have a positive impact on consumer purchase intention in demographic analysis. The product types, product quality, and promotional activities in digital marketing mix have a positive impact on consumer purchase intention. The better a company performs in terms of product variety, product quality, and promotion, the higher the purchasing intention of consumers.

Age: This study found that the age of different samples has a significant impact on consumer purchase intention, and the purchase intention scores of the 36-45 and 26-35 age groups are significantly higher than those of the 18-25 age group. This is consistent with previous studies showing that consumers of different age groups have different attitudes towards brands and intentions to purchase various fast-moving consumer goods (Jain&Sharma, 2012). In previous studies, scholars have mentioned that as customers age, age has a significant impact on purchase intention (Madahi and Sukati 2012), which is consistent with the results of this study.

Education level: This study found that the education level of different samples has a significant impact on consumer purchase intention, and the purchase intention scores of high school/high school respondents are significantly higher than those of college, undergraduate, graduate and above populations. This is consistent with previous studies showing that education level affects the purchase intention of products (Do Paco et al., 2009).And education has a very positive impact on the purchase intention of life insurance (Kumar, 2014; Shrivastava and Singh, 2017)

Income: This study found that the income levels of different samples have a significant impact on consumer purchase intention, and those with an income of 10001 yuan or more have significantly higher purchase intention scores than those with other incomes. This is consistent with previous research findings: the significant impact of income on purchasing products highlights that wealthier households are more likely to spend money, or even more, on organic food (Ariff, 2014).And income is an important variable in demographic analysis, closely related to consumer purchasing power and purchasing power decisions, because purchasing power comes from income, people buy things that income levels allow (Pratap, 2017).

Product Variety: Providing a variety of products can satisfy different consumers' needs and increase the possibility of purchasing choices, thus increasing purchase intention. This result is consistent with previous research findings as suggested by (Haitao, 2022; Sethi et al, 2018) that offering a variety of products is more likely to satisfy consumers' needs.

Product quality: High quality products increase consumer trust and satisfaction with the product, increase repurchase intention, help spread word-of-mouth, and thus promote purchase intention. This result is consistent with previous research findings, such as the positive impact of product quality on consumer purchase intention (Sinurat et al., 2021; Rosillo-Díaz et al.,2020).

Promotion: Providing discounts and promotions can stimulate consumer purchasing interest, increase purchasing intention, and have an impact on consumer purchasing intention. This result is consistent with previous research findings, such as promotional activities making consumers feel more cost-effective, thereby increasing their purchasing intention (Rusmiyati&Hartono, 2022; Juhaeri, 2020).

5.3 Implication for Practice and Future Research

With the development of the Internet and information technology, online shopping gradually occupies an important position in people's daily life, and online marketing strategy has also become a research hotspot in the academic world. In view of the limitations of the study, in the future research on the model of consumer purchase intention in the network marketing environment, other factors that can affect the purchase intention can be considered comprehensively, including the consumer's consumption habits, herd mentality and social background. In addition, the combination of online marketing strategies is not only product variety, product price, product quality, promotion, product description, product delivery, but also other strategy combinations that can influence the concept of consumer psychology. change concept.

In recent years, e-commerce companies in order to expand sales, attract traffic, often push the use of a variety of online marketing strategies, and the combination of ways to become complex and diverse. At present, there is a lack of unified standards for the classification of online marketing strategies in academia, and most scholars' knowledge of online marketing strategies still remains in the early e-commerce environment, and this division method is no longer applicable to the current situation. Therefore, in future research, online marketing strategies should be reclassified by taking into account the actual situation of e-commerce environments in various countries, exploring the relevant research on online marketing strategies in a timely manner, and adding the latest research progress to the online marketing strategies of e-commerce.

5.4 Recommendation

Product variety: Competition in the casual food industry is fierce, in order to expand the market scale and enhance core competitiveness, one of which is to enrich the product range. Children, pregnant women, the elderly and other groups of consumers compared with the general public, there are differences in needs and concerns, for example, will be more concerned about whether the casual food is nutritious, additives, low sugar, etc., therefore, the S company should take into account the needs of such groups, to increase more product categories.

Product quality: (1) Build a high-frequency and dead-end quality inspection process, combining S's own laboratory with the quality inspection laboratories of partner companies and third parties to conduct multiple quality inspections of each product and archive the results, and share them with consumers. (2) Establish a feedback and traceability system for food safety issues, collect food safety issues that consumers may encounter in a timely manner and resolve them appropriately, and trace transport, sales, storage, packaging, production and other links that may lead to food safety issues to avoid the production and circulation of problematic foods.

Promotion: In terms of promotion, we can take advantage of the huge traffic of the current mainstream Internet media (WeChat, Tik Tok, Facebook) to design corresponding advertisements for consumer groups of different age groups, regions and occupations, highlighting the company's culture, the core features and added value of its products, and stimulating consumers to generate consumption behaviour when browsing social media. In the emerging network television or film platforms, products are implanted into popular variety shows and popular film and television works through explicit or implicit forms to increase product exposure and enrich product content creativity, so that consumers know and accept the products and the cultural connotation of the enterprise intentionally or unintentionally.

5.5 Research limitations

（1） In terms of the division of online marketing strategies. In order to facilitate the investigation, the online marketing strategies in this paper are divided according to broad categories, i.e. online marketing strategies with common characteristics are grouped into the same category. This division method may be rather general and fails to meticulously reflect the unique attributes of each online marketing strategy. In the questionnaire survey, there may be bias in the understanding of the consumers participating in the survey, which may lead to inaccurate results in filling out the questionnaire.

（2） In terms of other factors affecting purchase intention. In this paper, when studying the influence of online marketing mix on consumers' purchase intention, we only analyse the influence of online promotion on consumers' purchase intention from the perspectives of product variety , product price , product quality , promotion , product description, product delivery. The impact of online promotion on consumers' purchase intention. However, in actual online promotions, consumers' purchase intention is also affected by other factors, such as herd mentality, consumption habits, epidemics, and so on, so the results of the study will be subject to some limitations.

（3） In terms of sample coverage. The survey may only involve some of the online marketing channels or platforms but not cover all of them, resulting in an incomplete assessment of the overall effect.

（4） For surveys on consumers' purchasing behaviour, respondents may suffer from recall bias, leading to inaccurate or incomplete memories of past behaviour. This bias may lead respondents to provide inaccurate or incomplete information, thus affecting the accuracy of the survey results.

Bibliography

Abuhashesh, M. Y., Alshurideh, M. T., & Sumadi, M. (2021). The effect of culture on customers' attitudes toward Facebook advertising: the moderating role of gender. Review of International Business and Strategy. **Review of International Business and Strategy, 31(3)**, 416-437.

Ahmad, A., Alshurideh, M. T., Al Kurdi, B. H., & Salloum, S. A. (2021a). **Factors Impacts Organization Digital Transformation and Organization Decision Making During Covid19 Pandemic. In The Effect of Coronavirus Disease (COVID19) on Business Intelligence**.Retrieved from https://api.semanticscholar.org/

Ahmad, A., Alshurideh, M., Al Kurdi, B., Aburayya, A., & Hamadneh, S. (2021b). Digital transformation metrics: A conceptual view. **Journal of Management Information & Decision Sciences, 24**(7), 1-18.

Alhashmi, S. F., Alshurideh, M., Kurdi, B. A., & Salloum, S. A. (2020, April). A systematic review of the factors affecting the artificial intelligence implementation in the health care sector. In **The International Conference on Artificial Intelligence and Computer Vision** (pp. 37-49). Springer, Cham

Al-Khayyal, A., Alshurideh, M., Al Kurdi, B., & Aburayya, A. (2020). The Impact of Electronic Service Quality Dimensions on Customers' E-Shopping and E-Loyalty via the Impact of E-satisfaction and E-Trust: A Qualitative Approach. **International Journal of Innovation, Creativity and Change, 14**(9), 257-281.

Bibliography (cont.)

AlShamsi, M., Salloum, S. A., Alshurideh, M., & Abdallah, S. (2021). Artificial intelligence and blockchain for transparency in governance. In **Artificial intelligence for sustainable development: Theory, practice and future applications** (pp. 219-230). Springer, Cham.

Alsharari, N. M., & Alshurideh, M. T. (2020). Student retention in higher education: the role of creativity, emotional intelligence and learner autonomy. **International Journal of Educational Management, 35**(1), 233-247.

Alshurideh, M., Gasaymeh, A., Ahmed, G., Alzoubi, H., & Kurd, B. (2020). Loyalty program effectiveness: Theoretical reviews and practical proofs. **Uncertain Supply Chain Management, 8**(3), 599-612.

Ariff, M.S. (2014). **Consumers perception, purchase intention and actual purchase behavior of organic food products.** Retrieved from https://api.semanticscholar.org/

Aslihan Nasir, V. and Karakaya, F. (2014).Consumer segments in organic foods market, **Journal of Consumer Marketing, 31**(4), 263-277.

Bhat, S. A., Islam, S. B., & Sheikh, A. H. (2021). Evaluating the Influence of Consumer Demographics on Online Purchase Intention: An E-Tail Perspective. **Paradigm, 25**(2), 141-160.

Bi Jinfeng, Yi Jianyong, Chen Qinqin (2020), Current situation and development trend of leisure food industry and science and technology at home and abroad. **Chinese Journal of Food, 20**(12),320-328.

Bibliography (cont.)

Boztepe, A. (2016). Green Marketing and Its Impact on Consumer Buying Behavior. **European Journal of Economic and Political Studies**, 5,5-21.

Chamhuri, N., & Batt, J. (2013). Segmentation of malaysian shoppers by store choice behavior in their purchase of fresh meat and fresh produce. **Journal of Retailing and Consumer Services, 20**(6), 516-528.

Che Cheng ,Wu Guohua, Zhang Zhihong (2020). Research on the impact of price discount level on consumers' purchase intention. **Research on Business Economy,** 23,76-79. doi: CNKI:SUN:SYJJ.0.2020-23-021.

Chekima, B.; Wafa, S.A.W.S.K.; Igau, O.A.; Chekima, S.; Sondoh, S.L., Jr .(2016).Examining green consumerism motivational drivers:Does premium price and demographics matter to green purchasing?. **Journal of Cleaner Production**, 112,

Chen Kai,Gu Rong,Hu Jing (2019). Research on new energy vehicle purchase intention based on perceived benefit a perceived risk framework**. Journal of Nanjing University of Technology (Social Science Edition), 18**(02),61-70.

China Community E-Commerce Industry Report 2021. Zheshang Securities. Retrieved from images.mofcom.gov.cn/dzsws/202211/20221118180137127.pdf

Cui Yubin (2020). Analysis of the impact of e-commerce on consumer behaviour a comparison based on two e-commerce models. **Research on Business Economy,** 10, 89-93.

Bibliography (cont.)

Dai Guoliang (2019). The effects of different promotional methods on the willingness to spread word-of-mouth on the Internet. **China Circulation Economy, 33**(10),43-50.

Dastane, O. (2020). Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management. **Journal of Asian Business Strategy**, 10, 142-158.

Dastane, O., Goi, C. L., & Rabbanee, F. (2020). A synthesis of constructs for modelling consumers' perception of value from mobilecommerce (M-VAL). **Journal of Retailing and Consumer Services, 55**(4), 102074.

Do Paco, A., Raposo, M. and Walter, F.L. (2009). Identifying the green consumer: A segmentation study. Journal of Targeting, **Measurement and Analysis for Marketing 17** (1), 17–25.

Erkan, I. and Evans, C. (2018), Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions, **Journal of Marketing Communications, Routledge, 24** (6), 617-632.

Esaki, K. (2013) Analysis of influence of price to customer satisfaction based on the prediction models. **Intelligent Information Management, 5**(3), 93-102.

Feng Guobi (2018). There is no master key to break the situation at the end of express delivery. **Logistics Times Weekly,**4,27-28.

Haitao, N. (2022). Analysis of Product Variety and Price on Purchase Decisions. **International Journal of Advanced Multidisciplinary, 1**(1), 73–82.

Bibliography (cont.)

Hamadneh, S., Hassan, J., Alshurideh, M., Al Kurdi, B., & Aburayya, A. (2021a). The effect of brand personality on consumer self-identity: the moderation effect of cultural orientations among British and Chinese consumers. **Journal of Legal, Ethical and Regulatory**, 24, 1-14.

Hamadneh, S., Pedersen, O., & Al Kurdi, B. (2021b). An Investigation of The Role of Supply Chain Visibility into The Scottish Blood Supply Chain. **Journal of Legal, Ethical and Regulatory,** 24, 1-13.

Hasan, O., McColl, J., Pfefferkorn, T., Hamadneh, S., Alshurideh, M., & Kurdi, B. (2022). Consumer attitudes towards the use of autonomous vehicles: Evidence from United Kingdom taxi services. **International Journal of Data and Network Science, 6**(2), 537-550.

He, M. H. (2020). The mechanism of perceived benefits and perceived risks on the willingness to share continuously. **Enterprise Economy, 39**(01),119-128.

Hong Fei, Zheng Hui. Zhou Yingfan, Ao Jianqiao (2019). A study on the impact of online reviews on college students' consumers' purchase intention. **Research on Business Economy**, 08,52-56.

Huang, Y.C., Wu, Y.C.J., Wang, Y.C. and Boulanger, N.C. (2011).Decision making in online auctions, in Rausch, E. (Ed.), Management Decision. **Emerald Group Publishing, 49** (5), 784-800.

Jain, K. and Sharma, P. (2012). Brand awareness and customer preference for FMCG products in rural market: An empirical study on the rural market of Garwal region,VSRD**. International Journal ofBusiness and Management Research, 8**(2), 434-443.

Jaiswal, D.; Kaushal, V.; Singh, P.K.; Biswas, A. (2020), Green market segmentation and consumer profiling: A cluster approach to an emerging consumer market. **Benchmarking Int. J.** ,28, 792–812.

Ji Wenjing (2013). **Research on the Influencing Factors of Online Consumers' Purchase Intention. Shandong University**. Retrieved from https://kns.cnki.net/KCMS/detail/detail.aspx?dbname=CMFD201302&filename=1013220939.nh

Juhaeri, J. (2020). Effect of Promotion and Price on Customers' Purchase Interests at PT Sumber Cipta Multiniaga, South Jakarta Branch**. Scientific Journal of Public Administration, 10** (1), 34.

Khasawneh, M. A., Abuhashesh, M., Ahmad, A., Alshurideh, M. T., & Masa'deh, R. (2021b). Determinants of e-word of mouth on social media during COVID-19 outbreaks: An empirical study. In **The Effect of Coronavirus Disease (COVID19) on Business Intelligence** (pp. 347-366). Springer, Cham.

Khasawneh, M. A., Abuhashesh, M., Ahmad, A., Masa'deh, R., & Alshurideh, M. T. (2021a). Customers online engagement with social media influencers' content related to COVID 19. In **The Effect of Coronavirus Disease (COVID-19) on Business Intelligence** (pp.334-404). Springer, Cham.

Kotler, P.& Keller, K. (2012).**Marketing management** (14th ed,). Pearson Education Limited.

Kudeshia, C. and Kumar, A. (2017), Social eWOM: does it affect the brand attitude and purchase intention of brands?. **Management Research Review, Emerald Publishing Limited, 40**(3), 310-330.

Bibliography (cont.)

Kumar, A. & Kim, Y. (2014),The store-as-a-brand strategy: The effect of store environment on customer responses. **Jour of Retailing and Consumer Services, 21**(5), 685-695.

Kumar, R. and Kumar, R. (2019), Impact of various demographic factors on consumer behavior: an empirical study of electronic products in rural Himachal (India). **Indian Journal of Economics and Business, 19** (1), 109-127.

Kumar, S.P. (2014), Impact of educational qualification of consumers on information search: a study with reference to car. **International Journal of Global Business Management, 2** (2).

Lai Yan (2018). Strategic research on apparel online marketing a review of Apparel Online Marketing in the Web 3.0 Era:Theory and Practice . **Printing and dyeing auxiliaries,**(03), 70.

Lee, J., Park, D.H. and Han, I. (2011), The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: an advertising perspective. **Internet Research, Emerald Group Publishing, 21**(2), 187-206.

Li Jie (2020). **Consumer Behaviour** . Beijing: Beijing Institute of Technology Press.

Li Xudan,Gong Zepeng,REINHARDT J D (2020). Analyse the influencing factors of college students' willingness to use online health consultation service based on the benefit-risk model**. Journal of Jinan University (Natural Science and Medicine Edition),41**(03),253-259.

Bibliography (cont.)

Li Zongwei, Zhang Yanhui, Luan Dongqing .(2017). What Factors Influence Consumers' Online Purchase Decisions? --The driving role of customer perceived value. **Management Review,29**(08):136-146

Madahi, A. and Sukati, I,. (2012). The effect of external factors on purchase intention among young generation in Malsia. **International Business Research, 5**(8).

Nuseir, M. T., Al Kurdi, B. H., Alshurideh, M. T., & Alzoubi, H. M. (2021, June). Gender Discrimination at Workplace: Do Artificial Intelligence (AI) and Machine Learning (ML) Have Opinions About It. In **The International Conference on Artificial Intelligence and Computer Vision** (pp.301-316). Springer, Cham.

Pan Pei (2017). Product detail page design under the perspective of brand consumption. **Voice of Yellow River**,(16), 123.

Phan, C., Nguyen, T & Nguyen, H. (2013). Review of service quality assessment models. **Journal of VNU University of Economics and Business,29**(1)11-22.

Poyurak, M., & Softic, S. (2019). Influence of social media content on consumer purchase intention: Mediation effect of brand equity. **Eurasian Journal of Business and Economics, 12**(23), 17-43.

Pradhana, D., Duraipandiana, I. and Sethi, D. (2016), Celebrity endorsement: how celebrity–brand– user personality congruence affects brand attitude and purchase intention. **Journal of Marketing Communications, 22** (5),456-473.

Bibliography (cont.)

Pratap, A. (2017). **Effect of demographic factors on consumer behavior: age, sex, income andeducation.** Retrieved from www.cheshnotes.com/2017/07/effect-of-demographic-factors-onconsumer-behavior-age-sex-income-and-education/ (accessed 24 March 2018).

Putri, D. R. (2021). Digital Marketing Strategy to Increase Brand Awareness and Customer Purchase Intention (Case Study: Ailesh Green Consulting). **European Journal of Business and Management Research, 6**(5), 87-93.

Rai, B. (2019), The effect of demographic factors on consumer purchase intention in buying television set in Khatmandu valley: an empirical study. **Pravaha, 25**(1), 23-32.

Raza, M.A., Ahad, M.A., Shafqat, M.A., Aurangzaib, M. and Rizwan, M. (2014), The determinants of purchase intention towards counterfeit mobile phones in Pakistan. **Journal of Public Administration and Governance, 4**(3),1.

Rosillo-Díaz, E., Blanco-Encomienda, F. J., & Crespo-Almendros, E. (2020). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. **Journal of Enterprise Information Management, 33**(1), 139-160.

Rovinelli, R. J., & Hambleton, R. K. (1977). On the Use of Content Specialists in the Assessment of Criterion-Referenced Test Item Validity. **Dutch Journal of Educational Research,** 2, 49-60.

Rusmiyati, & Hartono, S. (2022). Influence The influence of product quality, brand image and promotion on financing decisions with customer interest as a mediating variable. **Journal of Consumer Sciences, 7**(1), 20–33.

Bibliography (cont.)

Saad, R., Ishak, H. and Johari, N.R. (2013), The impact of demographic factors toward customer loyalty: a study on credit card users. **Elixir Marketing Management**, 55,13078-13084.

Salazar, M., Entrena)M., Cabrera, E., & Henseler, J. (2018). Understanding product differentiation failures: The role of product knowledge and brand credence in olive oil markets. **Food Quality and Preference**, 68,146-155.

Sethi, R. S., Kaur, J., & Wadera, D. (2018). Purchase intention survey of millennials towards online fashion stores**. Academy of Marketing Studies Journal, 22**(1), 1-16. Retrieved from https://api.semanticscholar.org/

Shalash, PhD, M.A. (2023). **The Impact of the 6 P's on Motivating Egyptian Consumer to Purchase Online. Journal of Economics, Finance And Management Studies.** Retrieved from https://api.semanticscholar.org/

Shamout, M., Ben-Abdallah, R., Alshurideh, M., Alzoubi, H., Kurdi, B., & Hamadneh, S. (2022). A conceptual model for the adoption of autonomous robots in supply chain and logistics industry. **Uncertain Supply Chain Management, 10**(2), 577-592.

Shang Guanghui, Liao Wenhu, Tang Mang (2017). Empirical analysis of third-party review subject characteristics on online purchase intention. **Statistics and Decision Making**, 06,117-120.

Shrivastava, N. and Singh, R.P. (2017), Effect of consumer characteristics on purchase motives and attitude towards life insurance: study in Punjab region, Scholarly. **Research Journal for Interdisciplinary Studies,4** (35),6421-6427.

Bibliography (cont.)

Sinurat, M. ., Heikal, M. ., Simanjuntak, A. ., Siahaan, R. ., & Nur Ilham, R. . (2021). Product quality on consumer purchase interest with customer satisfaction as a variable intervening in black online store high click market: case study on customers of the tebing tinggi black market online store. **morfai journal, 1**(1), 13–21.

Song Lijun (2010). Comparison of applicability of several common product pricing strategies. **Coal,19**(10), 65-66.

Tariq, M.I., Nawaz, M.R., Nawaz, M.M. and Awais, B. (2013), Customer perceptions about branding and purchase intention: a study of FMCG in an emerging market. **Journal of Basic and Applied Scientific Research, 9572** (2), 127-143.

Taro Yamanae (1973). **Statistics: An Introductory Analysis** (3rd ed). New York: Harper and Row Publication.

Tung, S.-J., Shih, C.-C., Wei, S. and Chen, Y.-H. (2012), Attitudinal inconsistency toward organic food in relation to purchasing intention and behavior: an illustration of Taiwan consumers**. British Food Journal, 114** (7),997-1015.

Turner, R. C., Mulvenon, S. W., Thomas, S. P., & Balkin, R. S. (2002). **Computing indices of item congruence for test development validity assessments. 27th Annual SAS Users' Group International Conference, Miami, United States.** Retrieved from https://api.semanticscholar.org/

Wang W, Wang HW (2016). The effect of feature views on purchase intention:A sentiment analysis approach to online reviews. **Systems Engineering Theory and Practice,36**(01),63-76.

Bibliography (cont.)

Whitler, K. A., & Farris, P. W. (2017). The impact of cyber attacks on brand image: Why proactive marketing expertise is needed for managing data breaches. **Journal of Advertising Research, 57**(1), 3-9.

Witek, L.; Ku ´zniar, W .(2021), Green Purchase Behavior: The Effectiveness of Sociodemographic Variables for Explaining Green Purchases in Emerging Market. **Sustainability**, 13, 209.

Wong, W. S., Dastane, O., Satar, M., Safie, N., & Ma'Arif, M. Y. (2019). What wechat can learn from WhatsApp? Customer value proposition development for mobile social networking (MSN) apps: A case study approach. **Journal of Theoretical and Applied Information Technology**, 97, 1091-1117.

Yang Chaojun, Song Xueting (2014). Research on the impact of website quality on user satisfaction and purchase intention. **Modern Intelligence,34**(02).

Yousuf, H., Zainal, A. Y., Alshurideh, M., & Salloum, S. A. (2021). Artificial intelligence models in power system analysis. In **Artificial Intelligence for Sustainable Development: Theory, Practice and Future Applications** (pp. 231-242). Springer, Cham.

Zheng Jian (2020). Looking at the Development of E-commerce from the Perspective of Live E-commerce. **E-commerce,** 11,50-51.

Zhong Kai, Zhang Chuanqing (2013). Research on the Influence of Consumer Perceived Value on Online Purchase Intention I Using Online Word of Mouth as a Moderating Variable. Journal of Shenyang Normal University.**Social Science Edition**,3,125-131.

Bibliography (cont.)

Zhou Aiping (2018). **Research on Existing Problems and Optimisation Strategies of Service Management of Rookie Station Community Sites in Nanchang.** Nanchang:Jiangxi Normal University.

APPENDICES

Questionnaire

Online Purchase Questionnaire for Company S Products

We are conducting a brand marketing strategy research, we hope you can take a few minutes to tell us your true feelings, we value and will keep the information you provide in a safe place, looking forward to your participation! Now let's start right away!

Part 1: Demographic characteristics

Please mark √ in the box that corresponds to your current reality.

1. Have you ever purchased S Company's products?

☐Yes

☐No

2. Your age?

☐Under 18 years old

☐18-25 years old

☐26-35 years old

☐36-45 years old

☐Above 45 years old

3. What is your gender?

☐Male

☐Female

4. What is your education level?

☐Junior high school or below

☐High school/secondary school

☐College

☐Undergraduate

☐Postgraduate and above

5. What is your personal income per month?

☐4,000 (RMB) and below

☐4,001-7,000 (RMB)

☐7,001-10,000 (RMB)

☐10,001 (RMB) and above

Part 2 S-brand snacks Consumer Behavior

Please mark √ in the box that corresponds to your current reality.

6. What type of snacks do you usually like?

☐Dried fruits and nuts

☐Cakes/pastries/crumbles

☐Candy

☐Chocolate

☐Dried fruit/honey money

☐Dried meat pastries

☐Other leisure food

7. Do you know S Company's products?

☐Yes

☐No

8. Why did you buy S Company's products?

☐Good quality and taste

☐Unique and lovely packaging image

☐High brand awareness

☐Suitable price

☐Recommended by friends and relatives

☐Others

9. How often do you buy?

☐Every day

☐2-3 times per week

☐Once a week

☐Once a month

☐Other......

10. How much you usually spend of when you buy S company product ?

☐Less than 100 RMB

☐100-300 RMB

☐300-500 RMB

☐500 RMB and above

11. What is your favourite way to buy S Company's products?

☐Tao Bao

☐Tik Tok

☐JD (Jing Dong)

☐Other......

Part 3 Marketing mix influencing purchasing decision towards S-brand snacks

Please mark "✓" in the box that most closely matches your level of opinion, consisting of: 5 = Strongly Agree 4 = Agree 3 = Uncertain 2 = Disagree 1 = Strongly Disagree

Marketing mix influencing purchasing decision towards S-brand snacks	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disa gree	(1) Strongly Disagree
Product Variety					
1. S Company's products are rich in variety and flavour					
2. S Company's products overlap heavily with similar products from other brands					
3. S Company's products flavour type innovation is strong					
4. S Company's product portfolio is catered for purchasing needs					
Product Price					
5. Pricing of S Company's products is reasonable					
6. Pricing of Company S's products is clear					
7. Price of S Company's products is cheaper than other					

Marketing mix influencing purchasing decision towards S-brand snacks	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
8. Price of S Company's products is multi-range					
Product Quality					
9. S Company's products are of good quality, safe and hygienic					
10. You will buy because of the quality of S's products					
11. The quality of S Company's products is better than the quality of similar products of other brands					
Promotion					
12. Company S has a lot of online promotional adverts					
13. Company S's promotions are attractive					
14. Company S's advertising campaigns are creative					
15. Company S's have promation followed seasonal					

Marketing mix influencing purchasing decision towards S-brand snacks	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
Product Description					
16. Company S's product description shows the selling points of the product very well					
17. Company S's product detail page illustrates the product's details very well					
18. You can learn more about the product's after-sales service from Company S's description.					
19. You will choose to buy the product because of the description on Company S's product detail page.					
Product Delivery					
20. Company S's products were delivered in undamaged packaging					
21. Company S's products are delivered with free shipping service					

Marketing mix influencing purchasing decision towards S-brand snacks	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
22. Company S's products were delivered within a reasonable timeframe					
23. Company S's products are delivered with door-to-door delivery					
24. Company S's products are shipped in a timely manner					

Part 4: Decision-making process for purchasing Brand S foods

Please mark "√" in the box that most closely matches your level of opinion, consisting of: 5 = Strongly Agree ; 4=Agree; 3 = Uncertain; 2 = Disagree; 1 = Strongly Disagree Suggestions (If any)

…………………………………………………………………………………………..…...

………...

Decision-making process for purchasing Brand S foods	**Opinion level**				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
1. When you choose a snack, then you decide to buy an S brand snack.					

Decision-making process for purchasing Brand S foods	**Opinion level**				
	(5) Strongly Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Strongly Disagree
2. You've learned about the S brand from wechat, websites and billboards					
3. When you see an advertisement for an S brand, you will buy an S brand snack					
4. S Company's brand image and reputation will influence your purchase decision					
5. When you buy the S brand snacks, you will come back again and again					
6. After spending money and liking it, would you recommend others to buy it?					

…………………………………………………………………………………………..…...

………...……………………………………………

……………………………….....……..…………………………………………………..

Biography

Name - Surname	Mr.Zhang Chen
Date of Birth	August 20 2000
Address	Faculty of Business Administration Rajamangala University of Technology Thanyaburi, Pathumthani, 12110
Education	M.B.A. Faculty of Business Administration
Experiences Work	-
Telephone Number	-
Email Address	zhang_c@mail.rmutt.ac.th

This independent study consists of research materials conducted at Faculty of Business Administration, Rajamangala University of Technology Thanyaburi and hence the copyright owner. I hereby certify that the independent study does not contain any forms of plagiarism.

Zhang Chen

………………………..

(Mr.Zhang Chen)