The Factors Influencing Online Shopping Behaviors: The Case Study of HUAWEI Mobile Product

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Abstract

In today's society, online shopping has become a way of life, and more and more people are involved in online shopping. Therefore, it is very necessary to study online shopping consumer behavior. By taking HUAWEI mobile phone as an example, this study analyzes several factors that affect consumers' shopping intention/shopping behavior. In this study, marketing mix (7ps) lifestyle and Personal Computer Technology are the focus of analysis. Research data were collected by questionnaire survey from groups who had purchased HUAWEI mobile phones online. Multiple methods were used in this study (T-test, One Way ANOVA, Correlation analysis and Regression analysis).Finally, it comes to the conclusion that: among online shopping and marketing mix 7ps factors, product factors and price factors most directly affect shopping online consumption intention and men are more willing to buy HUAWEI mobile phones online. Through a series of studies in this paper, we can have an impact on the online sales strategies of HUAWEI and other e-commerce companies. Through research, provide some Suggestions to HUAWEI based on the results, improve the online sales of products

Keywords Online shopping //HUAWEI Mobile//Consumer behavior//Marketing Mix 7Ps

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Chapter 1

Introduction

1.1 The Statement of the Research Problem

Through the study of consumers' behavior on Marketing Mix 7P, Lifestyle, Demographic Factor and Computer Technology, this paper has great inspiration and influence on the online sales of other products in China and the management of Chinese E-commerce companies. the reasonable use of the research results can help HUAWAI increase its online sales in China.

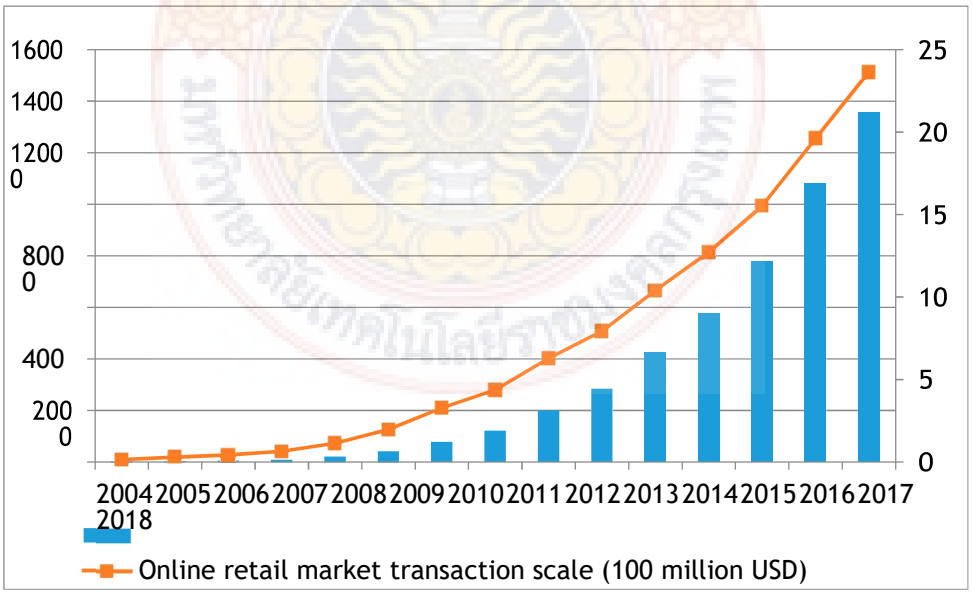
In the age of mobile communication, more and more consumers are engaged in online shopping (even though the majority is still buying their products at brick-and-mortar stores). Recently, even food retailers started to offer their consumers the possibility of online grocery shopping. From their perspective, it is interesting to know what factors drive consumers to do their grocery shopping online in order to provide the necessary consumer-friendly services. Industry experts see significant potential for growth in the next couple of years.

As the largest electronics company in China, HUAWEI is of great research value. Moreover, in the current e-commerce trend, it is of great significance to study such a large company with great potential. I want to explore the price, marketing and model factors of Chinese online shopping consumers through this research. In my opinion, China's online shopping market still has great potential for a long time to come, so while helping HUAWEI

increase its online sales, it can also inspire other e-commerce companies.

1.1.1 The Development Prospect of E-commerce in China

2018, China's online retail sales reached 1.4 trillion USD. In addition, the total consumption on e-commerce platform for physical products is 1.1 trillion USD, which contributes 45.2% to the growth of total social retail sales of social consumer goods. This shows that the prospects of China's online consumption are huge. Moreover, China has the largest online shopping population and online shopping market in the world. According to statistics [.], in 2017, the total online shopping population reached 460 million in China, 2.6 times that of the United States. The total retail sales in the online consumer market have reached 851 billion USD, 2.2 times that of the United States. Hence, China's consumer market has been highly digitized, and it leads the world in both user groups and market size. Online consumption will have a great impact on Chinese residents 'consumption and even on the entire Chinese economy.



(Figures 1.1.1 Capturing Growth in China Accenture. Capturing Growth in China: New Consumers. Available online: https / insights/consumer-goods-services /capturing-

growth-in-china(accessed on 26 June 2018)

1.1.2 The Online Shopping Consumer Behavior for Mobile

In today's world consumer behavior is one of the most fascinating topics. Consumer is the ultimate user of every product, without any consumer there is no market as such. Consumers are considered the king therefore it is very essential to study the behavior of consumers.

Mobile phone which is fundamentally a communication device has undergone several transformations making its functionalist transcending the traditional voice communication between two individual's Mobile technology is a daily communication device that allows people to communicate worldwide within seconds. Mobile phones have become an indispensable part of social activities, so it is necessary to study the online consumption behavior of mobile phones.

1.1.3 Online Sales of HUAWEI Mobile Phones

Take China's online shopping platform and JD.com for example, the sales volume of HUAWEI on JD.com platform in 2018 reached 42.36 billion yuan, among which the sales volume of mobile phones accounted for 85%, followed by computer office and digital supplies.

From April 2016 to April 2019, HUAWEI 's mobile phone sales and sales volume on JD.com platform increased steadily in the fluctuation. On JD.com platform, in 2017, HUAWEI 's mobile phone sales reached 25.386 billion yuan, with an annual growth rate of 108.84 percent. In 2018, HUAWEI 's mobile phone sales reached 35.916 billion yuan, with an annual growth rate of 41.10%. But into 2019, HUAWEI 's monthly sales on the JD.com

platform have declined. That is to say, although the sales revenue of HUAWEI increased in the first quarter of 2019, the sales of its mobile phones on the e-commerce platform did not reflect the enthusiasm of the overseas people to support HUAWEI.

1.2 The Objectives of the Research Study

1.2.1 To study Consumer online shopping Behavior

1.2.2 To study the impact of demographics factor on online shopping behavior

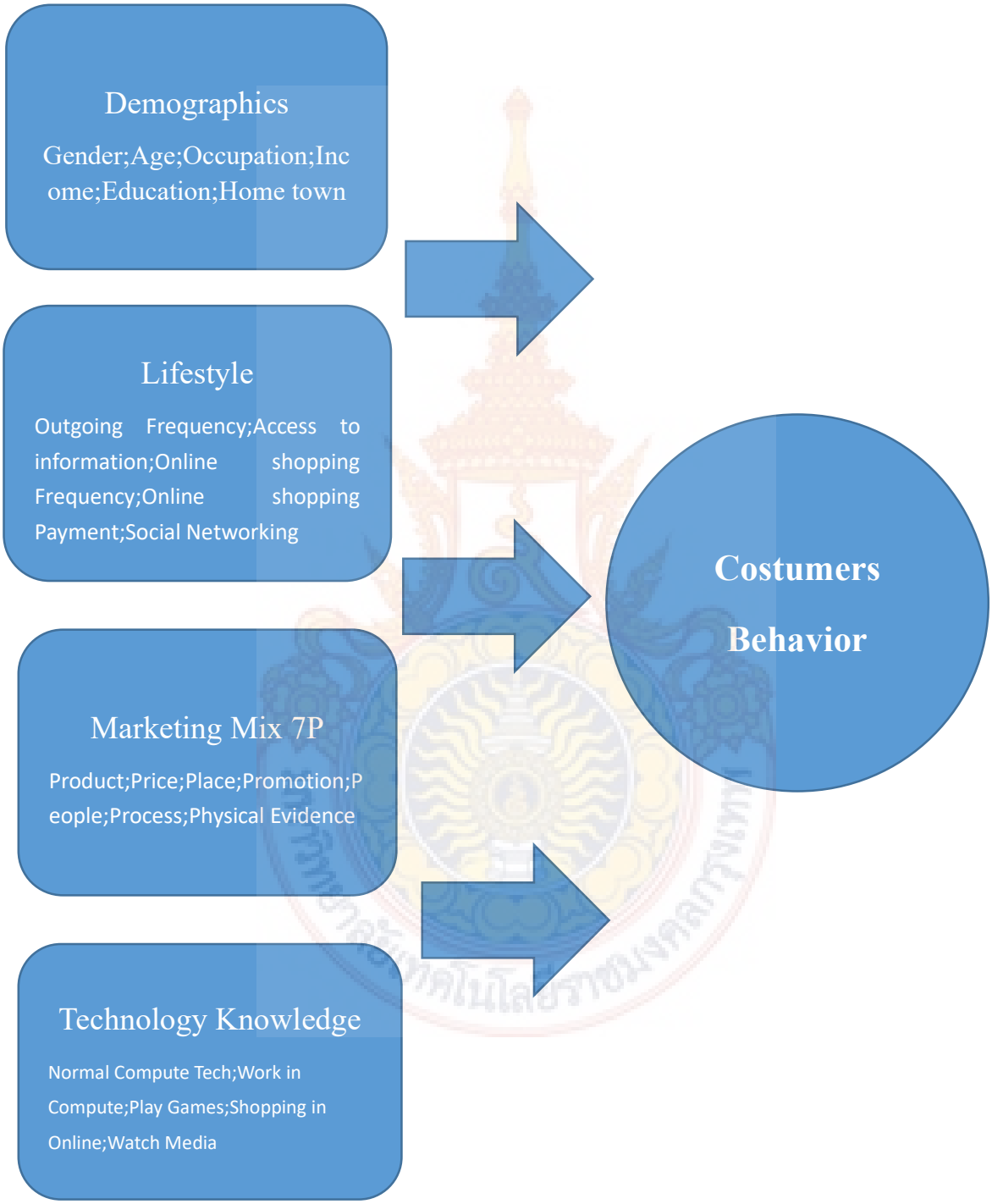
1.2.3 To study the impact of lifestyle factor on online shopping behavior

1.2.4 To study the impact of Marketing Mix 7P factor on online shopping behavior

1.2.5 To study the impact of Technology Knowledge Factor on online shopping behavior

1.3 The Research Propositions (The Conceptual Framework)

Independent Variables **Dependent Variables**



1.4 The Research Hypothesis

1.4.1 To test the impact of demographic factors on consumers' online shopping behavior.

1.4.2 To test the impact of lifestyle factors on consumers' online shopping behavior.

1.4.3 To test the impact of Marketing Mix 7P factors on consumers' online shopping behavior.

1.4.4 To test the impact of Personal Technology Knowledge factors on consumers' online shopping behavior.

1.5 The Benefits of the Research

1.5.1 To know Demographic Factors impact of HUAWEI Mobile on Online Shopping.

1.5.2 To know Lifestyle Factors impact of HUAWEI Mobile on Online Shopping.

1.5.3 To know Marketing Mix 7P Factors impact of HUAWEI Mobile on Online Shopping.

1.5.4 To know Technology Knowledge Factors impact of HUAWEI Mobile on Online Shopping.

1.5.5 To know Online shopping Intention impact of Other Mobile on Online Shopping.

1.5.6 While obtaining the research results, the research results are applied to assist other Chinese e-commerce Mobile enterprises in their management and sales. For example: Vivo, OPPO and Samsung.

1.6 The Scope of the Research Study

This study was conducted from December 2018 to August 2019. The research focuses on online shopping consumers in mainland China. Especially for consumers who have the habit of online consumption shopping. Because HUAWEI has many product lines in mainland China, we choose the most representative mobile phone as the research object. To pursue the most representative research results.

Cross-sectional surveys are used when researchers intend to analyses relationships between dependent and independent variables, which are measured at the same time, across different units in complex models *[1] (Easter-Smith et al. 2012.)* The survey in this research is built to gather data on various variables that influence individual's intention to buy HUAWEI Mobile in online stores with aim to examine all the occurring relationships between variables. Cross-sectional research designs are a part of positivist epistemology *[1] (Easter-Smith et al. 2012).*

1.7 The Technical Terms of The Research

1.7.1 Sales

The term "sale" in the general business context refers to the exchange of money or value used to transfer the ownership of goods or property or the right to services. In general business operations, sales refer to any transaction in which money or value is better for or entitled to service in exchange for ownership.

1.7.2 Marketing

Marketing is an activity, a series of organizations, and the process of creating,

communicating, delivering, and exchanging products of value to consumers, consumer`s partners, and society at large.

1.7.3 Influence

Influence is the power to have an important influence on someone or something. If someone is influencing others, they are changing someone or something indirectly but important.

1.7.4 Online

In a general sense, being online means that an electronic device opens and connects to another device, such as another computer, a network, or a device such as a printer. Recently, the term online has meant connecting to the Internet. In this case, a person can be online when using the Internet, or the computer itself can be said to be online when it has established an Internet connection.

1.7.5 E-Commerce

Also known as e-commerce or Internet commerce, refers to the use of the Internet to purchase and sell goods or services and to transfer funds and data to execute these transactions. E-commerce is usually used to refer to the online sale of physical products, but it can also describe any type of business transaction promoted through the Internet. Whereas e-business refers to all aspects of operating an online business, e commerce refers specifically to the transaction of goods and services. Whereas e-business refers to all aspects of operating an online business, e commerce refers specifically to the transaction of goods and services.

1.7.6 Consumer

Consumers are defined as people who buy goods and services. The term also refers to the employment of goods and services. They are people or other economic entities who use goods or services. Besides, they won't sell the goods they buy. They are the end users in the distribution chain of goods and services. In fact, sometimes consumers may not be buyers.

1.7.7 Consumer Behavior

The research of consumer behavior includes numerous fields, i.e. studies the processes individuals or groups are involved in when they choose, buy and use products, services, ideas or experiences in order to satisfy their needs and wishes.

The very term consumer behavior can be defined as the behavior that consumers show while researching, buying, using, evaluating and sorting out products and services that are to satisfy their needs *[2] (Schiffman and Kanuk, 2004)*. Studying consumer behavior shows how the individuals make decisions to use their own resources (time, money). It consists of the research as to how, why, what, when, where and how often consumers buy products.

1.7.8 Consumer Demographics

Consumer demographics are categories of consumer groups that are relevant to the purpose of the business, such as marketing and product design. The term also refers to the study of this category in a business context.

Consumers can be categorized by an almost infinite number of variables. Some of the most common consumer demographics used for business purposes include age, gender, geographic location, education level, marital status, family income, occupation and

hobbies. Demographics are one of the key elements of consumer segmentation. Targeting a specific consumer group can more effectively allocate marketing resources and increase opportunities for cross-selling and up-selling.

1.7.9 Marketing Mix 7P

The marketing mix is also called the 4Ps and the 7Ps. The 4Ps are price, place, product and promotion. The services marketing mix is also called the 7Ps and includes the addition of process, people and physical evidence. Marketing Mix 7P this model has gained significant traction over the years as services and their marketing is increasingly being given due importance as an independent field of study. This model proposed *[3] (Booms and Bitner, 1981)*, extends the marketing mix by 3 new “P” that directly relate to the service provision industry. These are people, physical evidence and process.

1.7.10 Lifestyle

A typical lifestyle reflects a person's attitude, outlook on life, values, or way of looking at the world. Lifestyle, therefore, is a means of exercising one's sense of self and creating cultural symbols that resonate with one's identity. Not all aspects of lifestyle are voluntary.

1.8 The Limitation of the Research

Any rigorous scientific research will have some imperfect limitations, and my research is no exception. For example, I only focused on HUAWEI's mobile phone products, but did not study other products more comprehensively. And because I live in Thailand, the research can only be done online. Another important limitation is my language barrier. The most

important is that of have to finish my thesis on time.

1.9 Further Research

The future research should follow the longitudinal approach to predict beliefs and behavior over time since the model is this study is cross-sectional, which measures the intention only at a single point in time. Different online shopping websites may have different influences on consumers. Therefore, in the future research, different types of shopping websites should also consider different influences on buyers.

In addition, future researchers can focus on the larger cross section of Internet users in order to get different perspectives such as the business perspective. This will provide equilibrium perspective on research issues. Future researchers can also conduct the research based on the comparison study such as comparison indifferent genders (different psychological perception), races (cross-cultural study), age group (compare the perception of baby boomers and youth group), as well as online shoppers to non-online shoppers etc.

In order to better understand consumers' attitude and behavior in a different way, further research is needed to expand or examine other behavioral model or select other variables that may influence consumers' online purchase intention. For example, Structural Equation Model (SEM) analysis, Multiple Theory Model, Theory of Planned Behavior Model, E-commerce Service Quality (ESQ), web attributes, consumer attitudes and past related experience that may impact consumers' online purchase and repurchase intentions.

Chapter 2

Related Documents and Research

2.1 The Theories of the Study

2.1.1 Costumer Behavior

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. *[4] (Velumani, D,2014)*

According to Wilson, Zethaml, Bitner and Gremler ,*2012[5]*, consumer behavior is a total decision of consumers towards purchase. Additional, consumer behavior is a prevalent topic of marketing, which has been studied and discussed in the past decades *[6] (Constantinides, 2004)*. According to *[6] (Constantinides ,2004) Czinkota and Kotabe [7](2005) [8](Foxall ,2005),* there are several factors affecting consumer behavior, such as social, cultural, economic and psychological, which are beyond the control of merchants.

2.1.2 Demographics Factor

2.1.2.1 Gender

Either of the two sexes (male and female), especially when considered with reference to social and cultural differences rather than biological ones. The term is also used more

broadly to denote a range of identities that do not correspond to established ideas of male and female.

2.1.2.2 Age

Chronological age is defined as the number of years a person has lived. Years, of course, being Earth revolutions around the sun. This is the one we're all very familiar with. How old are you? I am so many years, months, and days old. Because of the ease and familiarity everyone has with chronological age, many tests and programs are based around it. Most 5-year old are ready for kindergarten. Most 16-year old's have matured enough to drive. Many 65-year olds are ready to retire. When looking at chronological age, is 45 different than 20? Yes, but that number on its own fails to inform us of anything else. All it says is that they were born 25 years, or Earth-Sun revolutions, apart.

2.1.2.3 Occupation

Occupation is a person's role in society. More specifically, a job is an activity, often regular and often performed in exchange for payment. Many people have multiple jobs. A person can begin a job by becoming an employee, volunteering, starting a business, or becoming a parent. The duration of a job may range from temporary to a lifetime. An activity that requires a person's mental or physical effort is work. If a person is trained for a certain type of job, they may have a profession. Typically, a job would be a subset of someone's career. The two may differ in that one usually retires from their career, versus resignation or termination from a job.

Jobs can be categorized, by the hours per week, into full time or part time. They can be categorized as temporary, odd jobs, seasonal, self-employment, consulting, or contract employment. Jobs can be categorized as paid or unpaid. Examples of unpaid jobs include

volunteer, homemaker, mentor, student, and sometimes intern. Jobs can be categorized by the level of experience required: entry level, intern, and co-op. Some jobs require specific training or an academic degree. Those without paid full-time employment may be categorized as unemployed or underemployed if they are seeking a full-time paid job. Moonlighting is the practice of holding an additional job or jobs, often at night, in addition to one's main job, usually to earn extra income. A person who moonlights may have little time left for sleep or leisure activities. The Office for National Statistics in the United Kingdom lists 27,966 different job titles, within a website published 2015.

2.1.2.4 Income

Personal income is the gross earnings received by an individual or a household including all the sources of compensation such as wages, salaries, investments, and bonuses.Economics takes a broader view on personal income by defining it as the earnings from all households in a country. This is very important in determining the level of domestic consumption. It includes all the salaries, wages, bonuses, social security benefits, food stamps, dividends, profit-sharing collections, and any other form of income that an individual may receive. This is not to be confused with net pay.

2.1.2.5 Education

Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Educational methods include storytelling, discussion, teaching, training, and directed research. Education frequently takes place under the guidance of educators, but learners may also educate themselves. Education can take place in formal or informal settings and any experience that has a formative effect on the way one thinks,

feels, or acts may be considered educational. The methodology of teaching is called pedagogy.

•**Bachelor's degree:** A bachelor's degree or baccalaureate is an undergraduate academic degree awarded by colleges and universities upon completion of a course of study lasting three to seven years (depending on institution and academic discipline). In some institutions and educational systems, some bachelor's degrees can only be taken as graduate or postgraduate degrees after a first degree has been completed. In countries with qualifications frameworks, bachelor's degrees are normally one of the major levels in the framework. In China, Since the undergraduate education system in China is modeled after its American counterpart, all the degrees are adapted from those of the United States excepting the release of the degree certificate. Once a student has fulfilled his/her course requirements, a graduate certificate will be given. In order to get the degree, a student must finish and pass the dissertation stage; only then will he or she be awarded a degree credentialed by the Ministry of Education of the People's Republic of China. Four years of education is the standard length, although some private small colleges not credentialed by the Ministry of Education do offer three-year programs. Normally, about 90% of graduates are able to obtain a degree; however, no degree is awarded with excellence or honor. It is also referred to as a "Xueshi".•**Master's degree:** A master's degree is an academic degree awarded by universities or colleges upon completion of a course of study demonstrating mastery or a high-order overview of a specific field of study or area of professional practice. A master's degree normally requires previous study at the bachelor's level, either as a separate degree or as part of an integrated course. Within the area studied, master's graduates are expected to possess advanced knowledge of a specialized body of theoretical and applied topics; high order skills in analysis, critical evaluation, or professional application; and the ability to solve complex problems and think rigorously and

independently. In China, graduate students are mainly divided into two categories, full-time and non-full-time. Full-time graduate students are enrolled through the postgraduate and doctoral entrance examinations held by institutions of higher learning, with a minimum duration of 2 or 3 years; Part-time graduate students before 2017 mainly refers to on-the-job graduate students, mainly through the October joint examination, the equivalent of Shen Shuo, January recruitment of in-service graduate students and other ways to recruit students; Starting in 2017 (including 2017), part-time graduate students will be named part-time graduate students, and part-time graduate students and full-time graduate students will participate in the National Unification examination at the end of December, with the same designation. The fractional line, upon graduation, also obtains the double certificate. The institutions that recruit and train master and doctoral graduate students include institutions of higher learning with master's and doctoral programs, as well as related scientific research institutions. **Doctor's degree:** A doctorate or doctor's degree or doctoral degree is an academic degree awarded by universities that is, in most countries, a research degree that qualifies the holder to teach at the university level in the degree's field, or to work in a specific profession. There are a variety of doctoral degrees, with the most common being the Doctor of Philosophy (PhD), which is awarded in many different fields, ranging from the humanities to the scientific disciplines.

2.1.2.6 Hometown

The town where one was born or grew up, or the town of one's present fixed residence. **•City Downtown:** Downtown is a term primarily used in North America by English-speakers to refer to a city's core or central business district (CBD), often in a geographical or commercial sense. **•City Uptown:** A residential part of town away from the

central commercial district. **•Rural area:** In general, a rural area or countryside is a geographic area that is located outside towns and cities. Typical rural areas have a low population density and small settlements. Agricultural areas are commonly rural, as are other types of areas such as forest. Different countries have varying definitions of rural for statistical and administrative purposes.

2.1.3 Marketing Mix 7P Factor

2.1.3.1 Product

A product is the item offered for sale. A product can be a service or an item. It can be physical or in virtual or cyber form. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing and the segment that is targeted. Each product has a useful life after which it needs replacement, and a life cycle after which it has to be re-invented. In FMCG parlance, a brand can be revamped, re-launched or extended to make it more relevant to the segment and times, often keeping the product almost the same. A product needs to be relevant: the users must have an immediate use for it. A product needs to be functionally able to do what it is supposed to and do it with a good quality. A product needs to be communicated: Users and potential users must know why they need to use it, what benefits they can derive from it, and what it does difference it does to their lives. Advertising and 'brand building' best do this. A product needs a name: a name that people remember and relate to. A product with a name becomes a brand. It helps it stand out from the clutter of products and names. A product should be adaptable: with trends, time and change in segments, the product should lend itself to adaptation to make it more relevant and maintain its revenue stream.*[9] (The Economic Time,2020)*

2.1.3.2 Price

A value that will purchase a finite quantity, weight, or other measure of a good or service. As the consideration given in exchange for transfer of ownership, price forms the essential basis of commercial transactions. It may be fixed by a contract, left to be determined by an agreed upon formula at a future date, or discovered or negotiated during the course of dealings between the parties involved.

In commerce, price is determined by what (1) a buyer is willing to pay, (2) a seller is willing to accept, and (3) the competition is allowing to be charged. With product, promotion, and place of marketing mix, it is one of the business variables over which organizations can exercise some degree of control.*[10](MBN.com,2019)*

It is a criminal offense to manipulate prices (see price fixing) in collusion with other suppliers, and to give a misleading indication of price such as charging for items that are reasonably expected to be included in the advertised, list, or quoted. Also called sale price and selling price.

At first glance, the price of goods in e-commerce is formed according to the rules of classical price formation. The pricing strategy is based on three components: cost, consumer value, and competitors. However, the experience of the world's leaders in e-commerce indicates the appearance of absolutely unique methods of flexible and personal pricing.

According to Internet Retailer, price-monitoring technology vendor Ugam recorded 9715 price changes of electronics, toys and household goods on Amazon.com during the holiday season from 24 November to 14 December (Rueter, 2014).

The Amazon has established a record, surpassing the frequency volatility of the prices of its competitors - such retail giants as Best Buy Co., Target Corp., Wal-Mart Stores Inc. and Toys 'R' Us Inc. According to the vice president of marketing, the Amazon is able to change the price of the product up to 10 times per day, mainly for home appliances and to a lesser extent for clothing. Approximately the price of 20% of all online products is changing daily, and the price of the most running products is updated every few minutes, according to the vice-president of product and business development strategy in the price monitoring company Decide.com, which recently has been acquired by eBay Inc.

Thus, the price in e-business is highly dynamic and depends on market conditions and the pricing strategies can have an individual character for each user, and it is possible due to Big-data technologies. *[11] (Pogorelova, E., Yakhneeva, I., Agafonova, A., & Prokubovskaya, A.,2016)*

2.1.3.3 Place

Place is a factor for traditional marketing mix is the product should be available from where your target consumer finds it easiest to shop. But for Online shopping the factor of place for online shopping is mainly focused on website construction and use. consumers are more concerned about whether they can quickly find the goods they want.

The selling development strategy in e-business is influenced by the specificity of the implemented product group. So, for information products the period of time and costs to fulfill the orders are small, for the goods in the physical performance the costs will depend on the shelf life of the product, the chosen method, the volume, the speed of delivery and the client must be informed about the conditions and the cost of delivery in

advance.

The place of sale in e-commerce is a site or a marketplace in the social network. The latter, being the primary point of the contact with the target audience, also performs the promotion functions. In today's business the place of sale may be a collective platform for a group or for many individual sellers, providing goods at fixed prices (aliexpress.com) or through an auction (ebay.com). An important feature of the place in this case is the maximum availability of sales channels for both buyers and sellers. *[11] (Pogorelova, E., Yakhneeva, I., Agafonova, A., & Prokubovskaya, A.,2016)*

2.1.3.4 Promotion

Business promotion is communicating with the public in an attempt to influence them toward buying your products and/or services. Generally, we promote our businesses, our products, and our services by trying to bring them to the forefront of our target audience's attention in the hope that they will act as we want them to (i.e. see our product; want to buy our product). You might promote your business, product or service in person through or in a retail store, via the internet through a website or social media platform, electronically through email or text messaging (SMS marketing), just to name a few of the more popular business communication channels, but it's the intention to influence the consumer that defines promotion and sets it apart from other communication with consumers and/or clients. *[12] (Susan Ward, 2019) But* Promotion and Advertising Are Not the Same. The words promotion and advertising are often used interchangeably, but they're not the same thing. Advertising is one specific action you could take to promote your product or service. It's one type of promotion. (See the examples of business promotion

below for other types of promotion that small businesses commonly use.) Promotion, as a general term, includes all the ways available to make a product and/or service known to and available to purchase by consumers. Someone starting a business, for instance, might ask themselves how they're going to promote their products or services; advertising would be one of the ways although of course there are many others. (See the Marketing Plan Section of the Business Plan for how advertising fits into the promotional mix.) An ad on a bus shelter is promotion. So is a marketing campaign or offering a discounted price for a set amount of time. The word promotion is also used specifically to refer to a particular activity that is intended to promote the business, product or service. A store might advertise that it's having a big promotion on certain items, for instance, or a businessperson may refer to an ad as a promotion. Businesses also often create or buy promotional merchandise, products that often have been branded with a company's logo, to give away at events such as trade shows or as thank yours to consumers.

2.1.3.5 People

All companies are reliant on the people who run them from front line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering. In an e-commerce industry, the people factor is usually reflected in after-sales service and pre-sales service. It’s more of a conversation over the Internet. In addition, an excellent logistics company and an excellent and friendly Courier are also people factors.

2.1.3.6 Process

Process is another element of the services marketing mix or 7Ps.There is a

number of perceptions of the concept of process within the business and marketing literature. Some see processes as a means to achieve an outcome, for example – to achieve a 30% market share, a company implements a marketing planning process. Processes include direct activities and indirect activities. Direct activities add value at the consumer interface as the consumer experiences the service. Many processes are supported by indirect activities, often known as back office activities, which support the service before, during and after it has been consumed. Process factors in online shopping are mainly reflected in the purchase process, payment process and method and evaluation system. The convenience of the overall service process and after-sales service process can also be reflected.

2.1.3.7 Physical Evidence

Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. The physical environment is the space by which you are surrounded when you consume the service. So, for a meal this is the restaurant and for a journey it is the aircraft that you travel inside. The physical environment is made up from its ambient conditions; spatial layout and functionality; and signs, symbols, and artefacts *[13] (Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A.,2000)*.But for online shopping, this factor comes more from online sources, such as servers, UI and website security. A fast server without procrastination is the basis of convenient shopping on the Internet. Good and simple interface design will make consumers feel happy, thus browsing more goods and buying. Website security is also important. Protecting consumers' privacy is a legal requirement and protecting consumers' property security is also a responsibility. If the disclosure of consumer privacy and loss of financial, will also make the company lose credibility, thus losing consumers.

2.1.4 Lifestyle Factor

Lifestyle is the interests, opinions, behaviors, and behavioral orientations of an individual, group, or culture. *[14] (*Adorno,1991) the tangible factors are specifically related to demographic variables such as an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such as personal values, preferences, and outlooks *[15] (Kahle & Close, 2011).*A lifestyle typically reflects an individual's attitudes, way of life, values, or world view. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. Not all aspects of a lifestyle are voluntary. Surrounding social and technical systems can constrain the lifestyle choices available to the individual and the symbols she/he is able to project to others and the self.*[16] (Spaargaren, G., and B. VanVliet ,2000)*

2.1.5 Technology Knowledge Factor

General technology knowledge, such as the ability to switch on and off a computer and the normal use of the computer. Special technology knowledge usually refers to software designed to abilities to operate the computer to do work. Online shopping technology knowledge generally refers to the ability to do online shopping alone. Researches have revealed that online shopping innovativeness is a function of attitude towards the online environment and individual personal characteristics *[17] (Midgley & Dowling, 1978; Eastlick, 1993; Sylke, Belanger & Comunale, 2004; Lassar et al., 2005).*

2.2 The Empirical Studies

·Thananuraksakul, S.Study"Factors Affecting Online Shopping Behavioral Study of Thai Consumer" in 2018 find out this. From this article, we can know that the experience of online shopping is very important, the more experienced people are, the more likely they are to continue online shopping. Trust in shopping online is important. When consumers are aware of this, they are more likely to be online shopping. When they have a positive attitude, they are more likely to have intentions online shopping. Families, relatives, friends and colleagues influence shoppers' buying intentions online. *[18] (Thananuraksakul, S. ,2007).*

·Hongyang Yu Study "Analysis of Influencing Factors of Taobao Consumer Behavior" in 2017 find out this. Through the analysis of this article, we can see the factors influencing consumers' behavior in Taobao. They are store, commodity, safety, time, speculation, interaction and occasional income factor. Moreover, consumers 'personal factors including gender, occupation, education, income and online time are also important factors affecting their behavior. Through the author's research and analysis, they put forward some targeted Suggestions Taobao sellers must pay great attention to the shop's reputation, be honesty and improve service attitude, store visibility and affinity. At the same time, Taobao sellers should carry out various promotions regularly, such as free trial and special discount, in the meantime they should ensure the quality of products, so that consumers can buy low price and good quality goods. Secondly, Taobao shop should pay margin, try to offer good after-sale service and open a variety of payment methods for consumers to choose, increasing consumers' security trust to stores. Moreover, with the increasing requirements of interaction, sellers should open forum and Spenser-saying platform to understand consumers' demand, increasing the stores' turnover rate. Fourthly, Taobao sellers should

cooperate with other platforms, increasing conduct propaganda. Finally, Taobao sellers should ensure account security, preventing illegal embezzlement account number by others. In short, in the current virtual shopping environment, Taobao sellers should provide good quality, cheap goods and good service, for the dual purpose of a better service to consumers and better promotion to Taobao. *[19] (Yu, H., & Gao, Q. 2012)*

·**Kateryna Smoliana Study "Consumer behavior towards buying consumer electronics online: cross-national analysis "in 2017 find out this**. This paper has two research objectives: 1. What are the factors that influence consumer intention? Buy electronics online? The second part of the study aims to estimate whether there are differences among counties in this intention. Research question 2: is there any difference in purchase intention? What factors contribute to e-presence and in each country? The proposed research model is based on the intention research literature, especially the theory of planned behavior and the technology acceptance model. This means that intentions are controlled by attitudes, subjective norms, perceived behavior, attitudes toward online stores and the cultural environment of trust. To test this effect, five hypotheses were proposed. The main data was collected through an online questionnaire. It includes five groups on the impact of the proposal and on the country of residence, gender and age. Based on quantitative analysis, the following results can be obtained: First, multiple regression analysis showed that only two of the five hypotheses were accepted. This proves people's attitude towards buying consumer electronic products online and towards users. SING stores can influence individuals' willingness to purchase electronic products online. On the basis of quantitative analysis, the following results can be obtained: First, multiple regression analysis showed that only two of the five hypotheses were accepted. This proves people's attitude towards buying

consumer electronic products online and towards users. SING stores can influence individuals' willingness to purchase electronic products online. On the basis of quantitative analysis, the following results can be obtained: First, multiple regression analysis showed that only two of the five hypotheses were accepted. This proves people's attitude towards buying consumer electronic products online and towards users. When people have a positive view of the behavior and believe in the safety and value of the program, they will be more willing to buy consumer electronic products online. Online stores are more than physical stores, there is no technical difficulty in recognizing online shopping time and money, as well as experience. *[20] (Smoliana, K. 2017)*

·**Cheng Boon Study "Factors Influencing Consumers' Online Purchase Intention: A Study among University Students in Malaysia" in 2016 find out this**. From all the information gathered for this study, e-commerce is one of the most important ways of doing business worldwide. This study aims to understand the behavior of college student's intention and expectation of online purchasing channels in Malaysia. In this paper, five identification factors in the literature review were used to test it. The results support previous studies. The research shows that trust, perceived usefulness and subjective norms have positive effects on college students' online purchase intention. However perceived ease of use and perceived enjoyment emotions have no significant significance in predicting college students' online shopping intention. In this study, researchers found that subjective norms are the most powerful predictors of online shopping intention of college students. In addition, college websites trust the opinions of experts and media. Therefore, collective voice is necessary to encourage consumers to buy through the Internet. Consumers are looking for good things before participating in the procurement activities, all the proof, feedback and comments. E-commerce providers can also partner with Facebook,

bloggers and experts. In addition, e-commerce providers can advise experts to link web addresses to their blogs, or post links to certain professional web sites. Perhaps e-commerce providers could hire them to spread the word. As a popular marketing tool. The results also show that perceived utility is the second most important factor influencing consumers' willingness to buy online. Therefore, e-commerce providers must ensure that their websites are always stable and accessible from anywhere. Website maintenance needs to be ongoing. *[21] (Liat, C.B., Wuan, Y.S., & Nilai, P. 2014)*

·**Yan Zhe Study "Research and analysis of Chinese consumer behavior factors that influence consumer online shopping" in 2016 find out this.** This study aims to find out the factors affecting Chinese consumers and determine the relationship between online shopping and buying behavior, different demographic data, marketing mix, and lifestyle on consumers' buying behavior. Through the analysis of questionnaire data, this study found significant differences and the relationship between consumers' demographic characteristics of network shopping. Such as monthly income, education, occupation and consumer use. In addition, the study also found a significant relationship between the marketing mix (4P's) and online shopping behavior of consumers. Research shows that, the most important factors in the marketing mix are product quality, product information, online payment, logistics, price, promotion and degree Satisfaction. Marketing mix (4P 's) (product, price, place, and promotion) factors that affect consumer buying behavior. For lifestyle factors, this study found that different lifestyles have different impacts Influence consumers' views and behaviors of online shopping. *[22] (Yan Zhe.2016)*

·**Arjun Mittal Study"E-commerce: It's Impact on consumer Behavior" in 2016 find out this.** This study mainly studies the influencing factors in the network environment to influence

consumers' online shopping behavior. The discussion is divided into three parts: traditional shopping behavior, online shopping behavior and online consumption behavior. The research focuses on: online shopping (including the nature of online shopping, e-commerce) websites, and online security, privacy, trust and trustworthiness) and online consumer behavior (including background, shopping motivation and decision-making process). Information search is the most important factor to help consumers find the right products. Therefore, online retailers must strengthen and improve the information support, such as providing detailed product information and use to improve the information search efficiency of internal search engines. In the evaluation stage, consumers pay more attention to the word-of-mouth website of e-commerce and the payment security purchase stage. In the after-sales stage, the most concerned factor is the after-sales service. *[23] (Mittal, A. 2013)*

·**YE Study "Online shopping: A comparison of New Zealand and Chinese shoppers "in 2015 find out this** The results show that there is a significant relationship between the social influence of norms and the appearance, purchase and consumption of clothing, shoes and cosmetics. In addition, the influence of information society is less related to the appearance, purchase and consumption of clothes. In the past decade, the online shopping environment has grown rapidly, and it is crucial for those who want to join online businesses or owners of online stores to know more about consumers. Shopping behavior in network environment. This research is good for both marketers and online store owners because it will help marketers improve their business strategies to attract consumers. Pay attention to what consumers buy. In a word, this study proposes and highlights the significance of national culture and social influence and its influence on network shopping frequency. This study points out that influence is the influence of

national culture on the shopping frequency on the Internet. *[24] (Xing, Y. 2016)*

·Smt Susheela Menon Study"E-COMMERCE MANAGEMENT" in 2015 find out this. E-commerce is a new technology related to commerce and computers. Commerce refers to the exchange, conversion or trading of entities (goods or commodities) to a large extent. With the flexibility provided by computer networks and the availability of the Internet, e-commerce has developed on the basis of traditional commerce. E-commerce creates new PR opportunities. Online activities. It facilitates easier collaboration between groups: companies share information to improve consumer relationships; Companies work together to design and build new presales/service; Or multinational companies to share information for major marketing campaigns.*[25] (Smt Susheela Menon,2015)*

·R.B. Kim Study "Factors influencing Chinese consumer behavior when buying innovative food products" in 2014 find out this. This paper finds some important influences on consumers' go purchase decisions. The results of this study indicate that consumers' perceived concerns related to gm foods are the primary consideration when choosing gm foods for Chinese consumers. Companies that want to sell gm foods in China may need to work on marketing, which can involve significant marketing costs. The results show that the price level of genetically modified food is an important factor in determining their purchase of genetically modified food, which indicates the potential sensitivity of Chinese consumers to the price of genetically modified food. This may require the company to initially price gm foods at a fairly low level in order to attract potential consumers and could put significant financial pressure on its gm food marketing business. *[26] (Kim, R. B. 2009)*

2.3 The Research Background

2.3.1 Overview of China's online retail market

One manifestation of China's continuous rapid economic growth during the past two decades is its consumers' swelling consumption power *[27] (Zhao, A.L., Hanmer-Lloyd, S., Ward, P. and Goode, M.M.H,2008)*. As a result of the growing affordability and availability of Internet access, more and more Chinese consumers are using the internet for information, entertainment and communication purposes. At the same time, Chinese consumers' increasing understanding of online applications, a more transparent and convenient online shopping environment and expanding investments by companies have turned more and more Chinese netizens into online shoppers. Evidence of this is reflected in China's online retail market value reaching USD 18.8 billion in 2008 with a vigorous growth rate of 128.5 percent in 2008 *[28] (Lee, H-T,2009)*. Rising against the global economic crisis, China's online shopping penetration rate has reached 24.8 percent and the online B2C (business-to-consumer) annual growth rate is expected to exceed 100 percent over the next two years *[28] (Lee, H-T,2009)*.

One decade after the establishment of the first B2C web site 8848.com in 1999, China's B2C e-commerce has entered a stage of rapid development *[29] (Weng, V. and Lee, C.H,2009)*. In contrast to most Western markets, C2C (consumer to consumer) e-commerce (akin to eBay's model) currently dominates China's online shopping market with 93.2 percent of total online sales in 2008 *[30] (CNNIC,2009)*.

Exemplifying this is Taobao, the largest e-trailer in China whose web site allows buyers to shop in C2C bazaars as well as B2C branded stores. However, the online B2C market is expected to rapidly grow and become the main driver behind the market expansion in the future

as the B2C platform matures and more local and foreign firms use this model to enter the market *[31] (Shanghai Business Review ,2010)*.

Chinese citizens have greatly increased their online spending over the years. The average spending online reached RMB1,600 (USD 234.3) in 2008. Like their Western counterparts, the online shopping lists of Chinese consumers have also expanded a great deal from the initial simple selection of books, music and video products to include a more extensive array of product categories including apparel, housewares, digital products and many others.

Source: IResearch, Feb 12 (2009)

(Figures 2.3.1 Chinese Online Shoppers' Average Online Spending Per Year, IResearch Feb 12,2019)

Critics posit that e-commerce will not work in China, arguing that Chinese consumers are traditionally conservative savers who refuse to buy on credit, distrust online vendors due to privacy and quality concerns, and need to feel and touch a product before purchasing it *[32] (Rein, S,2008)*. Such perceptions may be in a state of flux as things have changed dramatically in China during the past three decades. The implementation of the one-child family policy and the rapid

transition to a market economy have remolded the Chinese society culturally, as well as economically. Younger generations of Chinese hold a set of cultural values strikingly different from those of their parents and older generations *[33] (Gong, W. and Li, Z.G,2008)*. Young Chinese are more individualistic, novelty-seeking, admire foreign-made products, and have a heightened sense of brand and status consciousness *[33] (Gong, W. and Li, Z.G,2008)*. Indeed, they have become the trend setters in almost every product and service category from street fashion to mobile phones and online purchases. Therefore, it is not surprising that several market researches reports have found that young and educated consumer segments with higher income level are mainly the early adopters of online shopping in China *[32] (Rein, S,2008)*.

Characterized by high technology and low entry barriers, China's online shopping market is very dynamic and highly competitive, yet it holds great promise *[28] (Lee, H-T,2009)*. In recent years, the government has attached great importance to e-commerce as a means of spurring China's economy and has released a series of policies to regularize and guide Internet and e-commerce development, mainly through the 11th Five-Year Plan and the 2006-2020 National Information Development Strategy*[30] (CNNIC,2009)*.

Despite these positive factors, China is not a country where it is easy for foreign firms to operate online effectively and compete. Online sales and logistics are separated everywhere in China and cash on delivery is still the main payment method for online shopping *[31] (Shanghai Business Review ,2010)*. Geographical diversity, cultural barriers, lack of cultural understanding, the fast-changing business environment and government regulations, and especially the poor distribution networks and the lack of a safe and efficient online payment mechanism all make this market less accessible to foreign firms *[28] (Lee, H-T,2009)*. CNNIC's surveys have consistently

shown that Chinese internet users are less involved in e-commerce activities such as online shopping and payment, compared to their use of the internet as a tool for entertainment, communication and information. The relatively low adoption of e-commerce activities by Chinese consumers lags that of their Western counterparts, especially Americans.*[27] (Zhao, A.L., Hanmer-Lloyd, S., Ward, P. and Goode, M.M.H,2008).*

This recap of the Chinese market not only highlights the importance of and an imminent need for more research on Chinese online shoppers but also implies that Internet marketing strategies developed in Western countries may not be applicable in the Chinese context.

2.3.2 About HUAWEI Company

The Founded HUAWEI in 1987. At the time of its establishment, HUAWEI focused on manufacturing phone switches, but has since expanded to include building telecommunications networks, providing operational and consulting services and equipment to enterprises inside and outside of China, and manufacturing communications devices for the consumer market. *[34] (Ahrens, Nathaniel,2013)* HUAWEI had over 170,000 employees as of September 2017, around 76,000 of them engaged in research and development. It has 21 R&D institutes in countries including China, the United States, Canada, the United Kingdom, Pakistan, Finland, France, Belgium, Germany, Colombia, Sweden, Ireland, India, Russia, Israel, and Turkey. As of the end of 2018, Huawei sold 200 million smartphones. *[35] (Huawei Hits 200 Million Smartphone Sales in 2018". AnandTech,2018)* They reported that strong consumer demand for premium range smart phones helped the company reach consumer sales in excess of $52 billion in 2018. *[36] (China's Huawei eyes smartphone*

supremacy this year after record 2018 sales". Reuters, 2018)

HUAWEI has deployed its products and services in more than 170 countries.*[37] (Vance, Ashlee; Einhorn, Bruce,15 September 2011)*, and as of 2011 it served 45 of the 50 largest telecommuters. HUAWEI overtook Erickson in 2012 as the largest telecommunications-equipment manufacturer in the world and overtook Apple in 2018 as the second-largest manufacturer of smart-phones in the world,*[38] ("Who's afraid of Huawei?". The Economist.3 August 2012)* behind Samsung Electronics. It ranks 72nd on the Fortune Global 500.

HUAWEI also produces and sells a variety of devices under its own name, such as the IDEOS smart-phones, tablet PCs and HUAWEI Smartwatch. In 2010, HUAWEI Devices shipped 120 million devices around the world.30 million cell phones, of which 3.3 million units were smart phones, were shipped to markets such as Japan, the United States and Europe.

2.3.3 Online Shopping

Advancement in the internet technology has facilitated the growth of in-home shopping *[39] (Lumpkin & Hawes, 1985)*. Online shopping was defined as a process that consumers go through to purchase products or services over the internet *[40] (Shim, Quereshi, Siegel & Siegel, 2013)*. Online shopping includes but not limited to the use of computers, or other mobile devices, such as mobile phones.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among

alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, consumers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the consumer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online consumers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-trailer ships the products to the consumer; for digital products, such as digital audio files of songs or software, the e-trailer typically sends the file to the consumer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay. *[41] (The Alibaba phenomenon". The Economics, 2013)*

Chapter 3

Research Methodology

3.1 The Research Population

In this study, the main research population is those who live in mainland China, have online shopping experience and have bought HUAWEI mobile phones online. There are no restrictions on gender and age, so as to obtain more comprehensive data.

3.2 The Research Sampling Methods

Data for this study were collected as part of a larger effort to compare the attitudes and behaviors related to Internet use and online shopping of Chinese consumers Some changes. The questionnaire was translated and back-translated to ensure semantic consistency between Chinese and English versions *[42] (Singh, 1995)* prior to per-testing.

WJX.com, a China-based company specializing in online marketing research, was commissioned for data collection. The survey was conducted on a private web site administered by the company. The sampling frame included e-mail addresses collected from major Internet sites in China. Invitations to participate in the research were sent to 8,000 random addresses. A total of 417 respondents completed the survey, representing a response rate of 5.2%.

No incentives or follow-up e-mail reminders were used to increase participation. Thus, the sample was a product of self-selection and all the respondents should be considered as Internet

users. Moreover, they have online shopping experience and bought HUAWEI phones online. Data collection lasted about one month. Respondents were screened to be at least 16 years old. Therefore, the sampling method is based on non-probability sampling, particularly the eminence sampling method.

3.3 The Research Variables

The research variables in this study contain of independent variable and dependent variable.

3.3.1 Independent Variable

Independent variable in this study into 4 group, that is demographics factors, lifestyle factors, marketing mix 7P factors and technology knowledge factors.

3.3.1.1 Demographics include gender factor, age factor, occupation factor, income factor, education factor and home town factor.

3.3.1.2 Lifestyle contain of outgoing frequency, access to information, online shopping frequency, online shopping payment way, social networking and main use of computer.

3.3.1.3 7P Marketing Mix contain of product, price, place, promotion, people, process and physical Evidence.

3.3.1.4 Technology Knowledge contain of normal compute Tech, work in compute, play games in compute, shopping in Online and watch ,media **;**

3.3.2 Dependent Variable

The dependent variable is containing on online shopping behavior include willingness to buy again, like the shopping experience, recommend to others and keep buying online.

3.4 The Data Collection

A self-completion questionnaire was created using a tool called WJX.cn. WJX.cn is the most popular survey website in mainland China. The main survey method of WJX.cn is to issue questionnaires on the Internet and distribute them to the respondents through certain communication methods. The best use of this online survey model is to collect questionnaires from various provinces in mainland China. China is a big market. If we use the form of offline questionnaire, we may only be able to collect data of a certain region.

The main way to collect questionnaires is to send questionnaires to every consumer who buys HUAWEI phones through the online shops selling Huawei phones. Other questionnaires were sent to friends, many of whom had experience in buying HUAWEI phones online. Without any reward, it is difficult for consumers to fill in the questionnaire. I have sent a large number of 1,000 questionnaires, and only a small part of them have been collected. But what is exciting is that there are enough consumers in mainland China and the data collected are enough to support my research.

The questionnaire was originally edited in English. The purpose is to facilitate my communication and modification with my supervisor. However, in mainland China, questionnaires are distributed and collected in both Chinese and English, so that more respondents who only know Chinese can understand the content of the questions accurately. English is also used to ensure the rigor and accuracy of the research.

In order to get more responses, the questionnaire started with a paragraph dedicated to explaining the nature and purpose of the research. The respondents were assured that their contribution would be important and valuable. Also, the confidentiality and anonymity were

guaranteed. According to Easter *by-Smith et al. (2015) [43]* establishing trust is the key to a higher level of responses, and trust in self-completion questionnaires is gained with assurance of importance of the task and security of information. Questionnaire took about 5 minutes to complete and required little disclosure of personal information, which are also the ways to get more responses.

Totally 1000 questionnaires were distributed, and 417 qualified questionnaires were returned. The group of questionnaires survey was done from 1st January, to 4th February 2019.

As can be seen from table 1, Among them Less than 19 years old 23 person.19 but less than 26 years old 117 person.26 but less than 33 years old 174 person.33 but less than 40 years old 64 person.40 and more years old 39 person. There are different age groups taking part in the survey, but most of them are aged 19 to 33. Among them, the age group from 26 to 33 was the largest, with 174 people taking part in the survey.

3.5 The Research Instruments

Research instrument refers to different methods through which a researcher collects data from respondents for a research work. The term data refers to all forms of information that researchers obtain from the participant of the study. *Adedokun (2003) [44]* asserts that data refers "to any fact, observation or facts relating to the subject of the study". There are different types of measurement instruments that can be used by researchers for their studies; it depends on the nature of research that is to be carried out. In this research, I use the form of questionnaire survey.

According to *Aina, 2004[46]; Adedokun, 2003[44]; Avwokeni, 2006[47]; Adeniyi [45];* Researchers can collect the following types of data from respondents: Demographic information

or data e.g. age, sex, gender, educational background, ethnicity, religion, etc.

The questionnaire is the commonly used instrument for collecting research data from the participants of a study. “It basically seeks the opinions of individuals in a sample or a population on issues directly related to the objectives of the research study” *[46] (Aina, L.O,2004).*

The questionnaire consists of a set of structured and unstructured questions designed by researchers to obtain data from the respondents. No research is better than its questionnaire and a faulty questionnaire means faulty research. Hence, a questionnaire designed must be valid, reliable and must not be bogus so that the data collected can validate the research.

3.6 The Questionnaires Design

中国网购消费者行为研究：以华为手机为研究案例

Questionnaire:问卷调查

·所有参加问卷调查的对象，均在线购买过华为产品。

·All respondents to the questionnaire had purchased HUAWEI products online.

Part-1 Demographic Factor 身份背景

1. Gender 性别

□ Male 男

□ Female 女

2. Marital Status 婚姻状况

□ Single 单身

□ Married 已婚

□ Divorce 离异

3. Age 年龄

□ Less than 19 years old 19 岁以下

□ 19 but less than 26 19 岁到 26 岁

□ 26but less than 33 26 岁到 33 岁

□ 33 but less than 40 33 岁到 40 岁

□ 40 and more 大于 40 岁

4. Occupation 职业

□ House-wife/Unemployed 家庭主妇/自由职业

□ Student 学生

□ Government Officers 政府工作人员

□ Private Business 企业工作人员

□ Other 其他

5. Income（RMB,RMB 1:4.8 Thai Baht） 平均每月工资

□ Less than 1000RMB 小于 1000 人民币

□ 1000 but less than 5000RMB 大于 1000 但小于 5000

□ 5000 but less than 10000RMB 大于 5000 但小于 10000

□ 10000 but less than 15000RMB 大于 10000 但小于 15000

□ 15000 and more 15000 以上

6. Education Level 教育水平

□ Less than Bachelor Degree 低于本科学位

□ Bachelor Degree 本科学位

□ Master Degree 研究生学位

□ Doctor Degree 博士学位

7. Home town 家乡

□ Big City 大城市

□ Small City 小城市

□ Rural area 乡下

Part-2 Lifestyle 个人生活方式

1. How often do you go out a week? 你一周内多久外出一次?

□ Less than 3 times 少于三次

□ 3 more but Less than 10 times
□ More than 10 times

2. What are your main sources of information? 你平时主要获取信息的途径是什么?

□ Internet 网上

□ TV 电视

□ Traditional media(Newspaper, Radio, Magazine) 传统媒体（报纸、电台、杂志）

□ We-Media 自媒体

3. How often do you buy products online? 你多久进行一次网上购物?

□ Every Week 每周

□ Every Month 每月

□ Every 3 Month 每三个月

□ Every 6 Month 每六个月

□ Rarely 很少

4. Which kind of payment terms do you prefer? 你喜欢哪种网购支付方式?

□ Online Payment（We-chat pay、Ali pay and other） 在线付款

□ COD（Cash on Delivery） 货到付款

□ Credit Card 信用卡支付

□ Debit Card 储蓄卡支付

□ Hire purchase 分期付款

5. Do you use social networking sites? 你会使用社交网络吗?

□ Never Used 从来不用

□ Generally not used 基本不用

□ infrequently used 不经常使用

□ frequently use 经常使用

6. What is the main use of your computer? 一般情况下你使用电脑是为了什么?

□ Work 工作

□ Study 学习

□ Entertainment 娱乐

□ Other 其他

Part-3 Marketing Mix7p

(Product; Price; Place; Promotion; People; Process and Physical)

(产品；价格；地点；促销；人；过程和物理成分)

5=Strongly Agree; 4=Agree; 3=Neutral; 2=Disagree and 1=Strength Disagree

5=非常同意；4=同意；3=一般般；2=不同意；1=非常不同意

1. Product Feature 产品因素	1	2	3	4	5
1.1 Brand Name 品牌名字					
1.2 Product quality 产品质量					
1.3 Product Design 产品设计					

1.4 Product Function 产品功能					
1.5 Rich product details 产品介绍					

2.Price Feature 价格因素	1	2	3	4	5
2.1 Lower Price 更低的价格					
2.2 Price Differentiation 细化价格					
2.3 Clear Price Tag 清楚的标价					
2.4 Convenient price comparison 方便的价格比较					
2.5 Match between brand name and price 相匹配的品牌和价格					

3.Place Feature 地点因素	1	2	3	4	5
3.1 Detailed product classification 详细的产品分类					
3.2 Website Security 网站的安全					
3.3 Reputation 名气					
3.4 Easy Access 容易登陆					
3.5 Website is easy to find 网页容易查找					

4.Promotion 促销因素	1	2	3	4	5
4.1 Advertisement 广告					
4.2 Promotion information 促销信息					
4.3 Sale promotion 打折					
4.4 Give a small gift 赠送礼品					
4.5 Targeted product promotion ads 有针对性的产品广告					

5.People Feature 人的因素	1	2	3	4	5
5.1 24/h consumer Services 24 小时的客户服务					
5.2 Online Staff Attitude 友好的在线客服人员					
5.3 Friendly Courier 友好的快递员					

6.Process Feature 过程因素	1	2	3	4	5
6.1 Easy purchase interface 购买过程便捷					
6.2 Flexible payment method 多种付款方式选择					
6.3 Feedback System 有评价系统					
6.4 Service process 服务过程良好					
6.5 Speed of purchase process 快速购物过程					

7.Physical Evidence 物理因素	1	2	3	4	5
7.1 Smooth web server 流畅的网络服务器					
7.2 Support mobile browsing 支持移动设备浏览					
7.3 Good website UI 友好的 UI 界面					
7.4 consumer Privacy Protection 客户隐私保护					
7.5 Good web Design 良好的网页设计					

Part-4 Computer / Internet Knowledge Feature

电脑/网络技术因素

5=Very good; 4=Good; 3=Normal; 2=Bad and 1=Very bad

5=非常好；4=好；3=一般般；2=不好；1=非常不好

1.General Knowledge 普通技术	1	2	3	4	5
1.1 Open and Close 开关机					
1.2 Running Software 运行软件					
1.3 Open Website 打开网站					
1.4 Search in Internet 网络搜索					
1.5 Download 下载					

2.Special Knowledge 特殊技术	1	2	3	4	5
2.1 Edit and Send Email 编辑发送邮件					
2.2 Use the Word/PPT/Excel 使用办					

公软件					
2.3 Play games 玩游戏					
2.4 Media(YouTube/Music) 观赏多媒体					
2.5 Social networking sites 使用社交网站					

3.Online Shopping 网购知识	1	2	3	4	5
3.1 Know how to use and buy 知道如何使用和购买					
3.2 Use online payment 能够在线支付					
3.3 Use the Promotion code 使用优惠代码					
3.4 Feedback 填写评价					
3.5 Return Product 能够退货					

Part-5 Online purchase intention 网购购买意愿

5=Very good; 4=Good; 3=Normal; 2=Bad and 1=Very bad

5=非常好；4=好；3=一般般；2=不好；1=非常不好

5.Online purchase intention 线上购买意愿	1	2	3	4	5
5.1 If you want to buy HUAWEI phones again, you are more likely to buy them online. 如果要再次购买华为手机，在线上购买的可能性较大。					
5.2 You like to buy HUAWEI mobile phones online. 您喜欢在网上购买华为手机。					
5.3 When someone asks you to buy a HUAWEI phone, they will recommend you to buy it online.当有人咨询您购买华为手机时，会推荐网上购买。					
5.4 In the future, you will continue to buy HUAWEI phones online. 以后您会继续在网上购买华为手机。					

3.7 The Re liabilities and Validity analysis of the Questionnaires

3.7.1 The Re liabilities of the Questionnaires

To understand the reliability of questionnaire, the reliability test is needed on the similarity of questionnaire. We generally use the alpha coefficient (Cronbach's Alpha) to measure the reliability of questionnaire. The larger the alpha coefficient, the higher the reliability of questionnaire, that is, the higher the credibility and stability of questionnaire. *[48] (DeVellis, R.F.,1991).* proposed the following: the α coefficient value between 0.60 and 0.65 should not be obtained; the α coefficient value between 0.65 and 0.70 is the minimum acceptable value; the α coefficient value between 0.70 and 0.80 is good. The α coefficient value between 0.80 and 0.90 is very good.

Table 3.7.1-1: Reliability Analysis on Marketing Mix7p

	item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Product Feature	Brand Name	0.594	0.75	0.795
	Product quality	0.583	0.754	
	Product Design	0.546	0.765	
	Product Function	0.563	0.76	
	Rich product details	0.59	0.751	
Price Feature	Lower Price	0.576	0.752	0.793
	Price Differentiation	0.554	0.759	
	Clear Price Tag	0.56	0.757	
	Convenient price comparison	0.561	0.757	
	Match between brand name and price	0.608	0.742	
Place Feature	Detailed product classification	0.529	0.743	0.777
	Website Security	0.531	0.742	
	Reputation	0.57	0.729	
	Easy Access	0.594	0.721	
	Website is easy to find	0.529	0.743	

Promotion Feature	Advertisement	0.488	0.725	0.755
	Promotion information	0.544	0.704	
	Sale promotion	0.561	0.698	
	Give a small gift	0.535	0.707	
	Targeted product promotion ads	0.485	0.725	
People Feature	24/h consumer Services	0.548	0.721	0.758
	Online Staff Attitude	0.631	0.634	
	Friendly Courier	0.592	0.673	
Process Feature	Easy purchase interface	0.582	0.761	0.799
	Flexible payment method	0.57	0.764	
	Feedback System	0.589	0.758	
	Service process	0.59	0.758	
	Speed of purchase process	0.574	0.763	
Physical Evidence	Smooth web server	0.536	0.761	0.790
	Support mobile browsing	0.562	0.753	
	Good website UI	0.586	0.745	
	consumer Privacy Protection	0.587	0.745	
	Good web Design	0.571	0.75	

It can be seen from Table 3.7.1-1 above that the reliability of Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process Feature, and Physical Evidence are 0.795, 0.793, 0.777, 0.755, 0.758, 0.799, 0.790, respectively. All reliability is above 0.7. Moreover, the correlation between the corrected items and the totals is above 0.4, and the reliability after deleting the items has different degrees of decline, so the 7P questionnaire has better reliability.

Table 3.7.1-2: Reliability analysis on computer/network technology questionnaire

	item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
General Knowledge	Open and Close	0.595	0.786	0.817
	Running Software	0.634	0.773	
	Open Website	0.662	0.766	

	Search in Internet	0.521	0.805	
	Download	0.63	0.775	
Special Knowledge	Edit and Send Email	0.565	0.777	0.806
	Use the Word/PPT/Excel	0.593	0.769	
	Play games	0.612	0.763	
	Media(YouTube/Music)	0.627	0.759	
	Social networking sites	0.563	0.778	
Online Shopping	Know how to use and buy	0.55	0.766	0.795
	Use online payment	0.58	0.755	
	Use the Promotion code	0.589	0.752	
	Feedback	0.605	0.748	
	Return Product	0.561	0.761	

It can be seen from Table 3.7.1-2 above that the reliability of General Knowledge, Special Knowledge, and Online Shopping are 0.817, 0.806, and 0.795, respectively, and all reliability is above 0.7. Moreover, the correlation between the corrected items and the totals is above 0.5, and the reliability after deleting some items has different degrees of decline. Therefore, the computer/network technology questionnaire has good reliability.

Table 3.7.1-3: Reliability analysis on Purchase Intention

	item	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Purchase Intention	If you want to buy a HUAWEI phone, you are more likely to buy it online	0.716	0.851	0.878
	You like to buy HUAWEI mobile phones online	0.744	0.84	
	Recommend online to buy HUAWEI phones	0.755	0.836	
	In the future, you will continue to buy HUAWEI phones online	0.729	0.846	

3.7.2 The Validity analysis of the Questionnaires

Validity refers to the degree to which a measurement tool or means can accurately measure the things that need to be measured. Factor analysis is often used to test the construct validity of the scale. First, the KMO sample sufficiency measure and the Bartlett sphere test can

be used to see if the data can be factored. According to *[49] (Kaiser, H,1974)*, if KMO is above 0.90, it means that the scale is very suitable for factor analysis; if KMO is between 0.8 and 0.9, it means that it is suitable for factor analysis; if KMO is between 0.7 and 0.8, it means that factor analysis is passable; if KMO is between 0.6 and 0.7, it means that the factor analysis can be carried out reluctantly; if KMO is between 0.5 and 0.6, it means that it is not suitable for factor analysis; if KMO is below 0.5, it is very unsuitable for factor analysis. In addition, when the statistical significance of Bartlett's Test of Sphericity is less than or equal to the significance level, factor analysis can be performed.

This research questionnaire is designed based on the questionnaire scale of the relevant literature, so the questionnaire has a high degree of content validity. This study will focus on the analysis of structural validity, the method used is factor analysis. That is, exploratory factor analysis is performed on the obtained data to initially determine its construction structure.

3.7.2.1 Reliability analysis on Marketing Mix7p

Table 3.7.2.1-1: Reliability analysis on Marketing Mix7p KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.835
Bartlett's Test of Sphericity	Approx. Chi-Square	4157.983
	df	528
	Sig.	.000

It can be seen from Table 3.7.2.1-1 that Bartlett's Test of Sphericity of the correlation matrix of 33 items in the Marketing Mix7p questionnaire is used to obtain Bartlettχ2=4157.983, p<0.001, indicating that there are common factors in 33 items of Marketing Mix7p questionnaire. At the same time, the sampling appropriateness measure

KMO (Kaiser - Meyer- Olkin) is calculated, and the result is KMO=0.835, which is greater than standard value of 0.5. When the KMO value is larger, the more common factors among the variables are represented, which is suitable for factor analysis.

Table 3.7.2.1-2: Reliability analysis on Marketing Mix7p Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.358	16.236	16.236	5.358	16.236	16.236	2.828	8.570	8.570
2	3.265	9.893	26.128	3.265	9.893	26.128	2.783	8.434	17.004
3	2.917	8.838	34.967	2.917	8.838	34.967	2.768	8.388	25.392
4	2.489	7.542	42.509	2.489	7.542	42.509	2.762	8.369	33.761
5	2.035	6.165	48.674	2.035	6.165	48.674	2.692	8.157	41.918
6	1.284	3.892	52.565	1.284	3.892	52.565	2.564	7.770	49.688
7	1.137	3.445	56.010	1.137	3.445	56.010	2.086	6.322	56.010
8	.888	2.692	58.702						
9	.850	2.575	61.277						
10	.828	2.510	63.787						
11	.773	2.342	66.129						
12	.721	2.184	68.313						
13	.699	2.118	70.432						
14	.686	2.079	72.511						
15	.657	1.992	74.502						
16	.621	1.883	76.385						
17	.600	1.819	78.205						
18	.582	1.765	79.969						
19	.556	1.684	81.653						
20	.535	1.620	83.274						
21	.517	1.567	84.841						
22	.499	1.512	86.354						
23	.492	1.492	87.845						
24	.481	1.458	89.304						
25	.461	1.397	90.701						
26	.444	1.345	92.046						
27	.430	1.303	93.349						
28	.391	1.185	94.534						

29	.389	1.178	95.712						
30	.380	1.153	96.865						
31	.355	1.077	97.942						
32	.354	1.071	99.013						
33	.326	.987	100.000						

It can be seen from Table 3.7.2.1-2 that this paper uses the commonly used principal component analysis method to intercept factors with the characteristic root greater than 1. After factor extraction of 33 items, 7 factors were finally extracted, and cumulatively explained variation takes up 56.010% of the total, which can explain most of the variance. Therefore, further explanation is made that the common factor analysis of this paper is better.

Table 3.7.2.3: Reliability analysis on Marketing Mix7p Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
Brand Name	-.026	.160	**.711**	.167	-.060	.060	-.044
Product quality	-.017	.205	**.673**	.222	-.045	.016	.034
Product Design	-.042	.046	**.735**	.057	-.008	.033	-.008
Product Function	.039	.107	**.728**	.103	-.028	-.012	.015
Rich product details	-.045	.175	**.714**	.139	.051	-.053	.071
Lower Price	.116	**.681**	.117	.046	-.009	.191	.113
Price Differentiation	.051	**.716**	.103	.054	.000	.090	.054
Clear Price Tag	.091	**.678**	.150	.013	-.006	.151	.064
Convenient price comparison	.054	**.708**	.151	.046	-.037	.077	.143
Match between brand name and price	.132	**.694**	.180	.031	.077	.220	.059
Detailed product classification	-.068	-.017	-.036	.083	**.656**	.230	-.042
Website Security	-.037	.036	-.033	.042	**.702**	.103	-.085
Reputation	-.037	.023	-.051	.093	**.744**	.054	.060
Easy Access	.052	.010	.060	.021	**.751**	.143	.017
Website is easy to find	.031	-.039	-.017	.037	**.712**	.092	.020
Advertisement	-.022	.234	-.038	.052	.153	**.638**	-.077
Promotion information	.032	.107	-.058	.009	.106	**.699**	.106
Sale promotion	.190	.103	.100	.045	.137	**.717**	.057

Give a small gift	.017	.147	-.038	.021	.180	**.651**	.243
Targeted product promotion ads	-.032	.126	.076	.017	.107	**.663**	.075
24/h consumer Services	.022	.105	-.001	.088	-.014	.151	**.760**
Online Staff Attitude	-.066	.138	.033	.166	-.012	.075	**.808**
Friendly Courier	-.013	.131	.023	.072	-.012	.098	**.800**
Easy purchase interface	**.715**	.214	-.031	.037	-.050	.023	-.024
Flexible payment method	**.728**	.009	-.063	.059	-.028	.050	-.092
Feedback System	**.745**	.101	.029	.080	-.009	-.018	.068
Service process	**.743**	.069	-.020	.066	-.031	.084	-.003
Speed of purchase process	**.749**	.016	.005	-.015	.057	.006	.005
Smooth web server	.039	-.041	.116	**.721**	-.005	.101	-.070
Support mobile browsing	.053	.058	.185	**.687**	.054	.035	.072
Good website UI	.063	.048	.153	**.714**	.093	-.051	.131
consumer Privacy Protection	.024	-.018	.105	**.732**	.094	.066	.137
Good web Design	.061	.143	.085	**.724**	.060	-.018	.083

It can be seen from Table 3.7.2.1-3 that the extracted seven factors represent Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process Feature, and Physical Evidence. According to the recommendations of *Tabachnick and Fidell [50] (2007)*, when the factor load is greater than 0.71, the condition of factor load is very ideal. When the factor load is greater than 0.63, the condition of factor load is ideal; when the factor load value is greater than 0.55, the condition of load is better at this time; if the factor load is less than 0.32, the condition of load is not ideal at this time. Among the five factors in this paper, the factor load is above 0.63, indicating that the factors meet the ideal amount.In summary, the Marketing Mix7p questionnaire has a good construct validity

3.7.2.2 Validity Analysis of Computer/Network Technology Questionnaire

Table 3.7.2.2-1: Validity Analysis of Technology Questionnaire KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	1954.056

	df	105
	Sig.	.000

It can be seen from Table 3.7.2.2-1that Bartlett's Test of Sphericity of the 15 items of the computer/network technology questionnaire is used to obtainer Bartlett$\chi 2$=1954.056, p<0.001, KMO=0.830, which is suitable for the factor's analysis.

Table 3.7.2.2-2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.948	26.321	26.321	3.948	26.321	26.321	2.909	19.392	19.392
2	2.774	18.494	44.816	2.774	18.494	44.816	2.847	18.981	38.372
3	1.797	11.977	56.793	1.797	11.977	56.793	2.763	18.420	56.793
4	.791	5.274	62.066						
5	.711	4.743	66.809						
6	.656	4.373	71.182						
7	.625	4.169	75.351						
8	.560	3.734	79.084						
9	.535	3.567	82.651						
10	.503	3.355	86.006						
11	.500	3.333	89.339						
12	.445	2.964	92.303						
13	.435	2.898	95.200						
14	.385	2.569	97.769						
15	.335	2.231	100.000						

It can be seen from Table 3.7.2.2-2 that this paper uses the commonly used principal component analysis method to intercept factors with the characteristics root greater than 1. After factor extraction of 15 items, 3 factors were finally extracted, and cumulatively explained variation takes up 56.793% of the total, which can explain most of the variances. Therefore, the common factor analysis of this paper is better.

Table 3.7.2.2-3: Rotated Component Matrix a

	Component		
	1	2	3
Open and Close	**.752**	.019	.026
Running Software	**.775**	.005	.073
Open Website	**.801**	.085	.027
Search in Internet	**.681**	.006	.072
Download	**.781**	.022	-.012
Edit and Send Email	.056	**.701**	.171
Use the Word/PPT/Excel	.022	**.761**	.067
Play games	.003	**.753**	.136
Media(YouTube/Music)	-.042	**.774**	.138
Social networking sites	.094	**.699**	.167
Know how to use and buy	.068	.135	**.698**
Use online payment	.082	.254	**.690**
Use the Promotion code	.005	.096	**.755**
Feedback	.047	.112	**.761**
Return Product	.000	.104	**.734**

It can be seen from Table 3.7.2.2-3 that the extracted three factors represent General Knowledge, Special Knowledge, and Online Shopping, respectively, and the factor load is above 0.63, indicating that the factors are in good agreement. In summary, the computer/network technology questionnaire has a good construction validity.

3.7.2.3 Questionnaire Validity Analysis on Purchase Intention

Table 3.7.2.3-1: Questionnaire Validity Analysis on Purchase Intention KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	852.958
	df	6
	Sig.	.000

It can be seen from Tables 3.7..2.7 that Bartlett's Test of Sphericity of four project-related matrix of Purchase Intention Questionnaire is used to obtain Bartlett χ 2 =

852.958, p < 0.001, KMO = 0.820, indicating that it is suitable for factor analysis.

Table 3.7.2.3-2: Questionnaire Validity Analysis on Purchase Intention Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.927	73.182	73.182	2.927	73.182	73.182
2	.446	11.144	84.326			
3	.340	8.500	92.826			
4	.287	7.174	100.000			

It can be seen from Table 3.7.2.3-2 that this paper uses the commonly used principal component analysis method to intercept factors with the characteristic root greater than 1. After factor extraction of 4 items, one factor is finally extracted, and cumulatively explained variation takes up 73.182% of the total, which can explain most of the variances. Therefore, the common factor analysis of this paper is better.

Table 3.7.2.3-3: Questionnaire Validity Analysis on Purchase Intention Component Matrix

	Component
	1
If you want to buy a HUAWEI phone, you are more likely to buy it online	.841
You like to buy HUAWEI mobile phones online	.861
Recommend online to buy HUAWEI phones	.868
In the future, you will continue to buy HUAWEI phones online	.851

It can be seen from Table 3.7.2.3-3 that the extracted factor represents the Purchase Intention factor, and the factor load is above 0.71, indicating that the factor meets the ideal amount. In summary, the Purchase Intention Questionnaire has a good construct validity.

3.7.3 Pretest

With aim to increase reliability of data and measurements I conducted a pretest before spreading the link for the questionnaire. 20 friends and Classmate agreed to participate and provided their answers as well as feedback on the questionnaire, e.g. understanding of questions, design, comfort while taking it.

The answers to pretest were subjected to factor analysis and the measurements were corrected if needed. Recommendations about the questionnaire were taken into account and problems were fixed.

3.8 The Research Analysis

For will do according specified objective of research, so our will use qualitative and quantitative data analysis were used for the study purpose.

The data entry and analysis. By use Microsoft Excel and Statistical Package for Social Science (SPSS)

Quantitative data analysis with the application of statistical software consists of the following stages:

Step 1： Preparing and checking the data. Input of data into computer.

Step 2： Selecting the most appropriate tables and diagrams to use according to my research objectives.

Step 3： Selecting the most appropriate statistics to describe my data.

Step 4： Selecting the most appropriate statistics to examine relationships and trends in my data.*[51] Saunders, M., Lewis, P. & Thornhill, A. (2012)*

3.9 The Research Statistics

In this the research statistics use descriptive and inferential statistics methods for analysis data and evaluate distributions, Difference analysis、ANOVA、Correlation analysis、Regression analysis.

Chapter 4

Data Analysis Results

4.1 The Descriptive Statistics

In this study, the demographic statistic based on frequency, percent frequency, mean and descriptive statistics are applied. The detail of the study from 417 questionnaire.

4.1.1 Demographic Factor

Table 4.1.1-1: The Descriptive Statistics of Gender

		Frequency	Valid Percent
Valid	male	204	48.9
	female	213	51.1
	Total	417	100.0

As can be seen from Table 4.1.1-1, most of the respondent are female, accounting for 51.1%, following by male, capturing about 48.9%

Table 4.1.1-2: The Descriptive Statistics of Marital Status

		Frequency	Valid Percent
Valid	Single	99	23.7
	Married	297	71.2
	Divorce	21	5.0
	Total	417	100.0

As can be seen from Table 4.1.1-2, most of respondent are married status accounting for 71.2%; following by single status capturing for 23.7%; and the last by divorce status capturing

for 5%.

Table 4.1.1-3: The Descriptive Statistics of Age

		Frequency	Valid Percent
Valid	Less than 19 years old	23	5.5
	19 but less than 26	117	28.1
	26but less than 33	174	41.7
	33 but less than 40	64	15.3
	40 and more	39	9.4
	Total	417	100.0

As can be seen from Table 4.1.1-3, most of respondent are 26 but less than 33 occupying appreciate for 41.7%; following by 19 but less than 26 occupying appreciate for 28.1%; and the last one is the group less than 10 years old capturing only 5.5%.

Table 4.1.1-4: The Descriptive Statistics of Occupation

		Frequency	Valid Percent
Valid	House-wife/Unemployed	78	18.7
	Student	93	22.3
	Government Officers	98	23.5
	Private Business	128	30.7
	Other	20	4.8
	Total	417	100.0

As can be seen from Table 4.1.1-4, most of respondent are private business occupying appreciate for 30.7%; following by government officers accounting for 23.5%; and the last one by other occupation capturing only 4.8%.

Table 4.1.1-5: The Descriptive Statistics of Income

	Frequency	Valid Percent

Valid	Less than 1000RMB	74	17.7
	1000 but less than 5000RMB	202	48.4
	5000 but less than 10000RMB	116	27.8
	10000 but less than 15000RMB	25	6.0
	Total	417	100.0

As can be seen from Table 4.1.1-5, most of respondent are 1000 but less than 5000 RMB occupying appreciate for 48.4%; following by 5000 but less than 10000 RMB occupying appreciate for 27.8%; last one by 10000 but less than 15000 RMB capturing only for 6%.

Table 4.1.1-6: The Descriptive Statistics of Education

		Frequency	Valid Percent
Valid	Less than Bachelor Degree	124	29.7
	Bachelor Degree	195	46.8
	Master Degree	81	19.4
	Doctor Degree	17	4.1
	Total	417	100.0

As can be seen from Table 4.1.1-6, most of respondent are bachelor degree occupying appreciate for 46.8%; following by less than bachelor degree occupying appreciate for 29.7%; last one by doctor degree capturing only 4.1%.

Table 4.1.1-7: The Descriptive Statistics of Hometown

		Frequency	Valid Percent
Valid	Big City	63	15.1
	Small City	253	60.7
	Rural area	101	24.2
	Total	417	100.0

As can be seen from Table 4.1.1-7, most of respondent are small city area occupying appreciate for 60.7%; following by rural area occupying appreciate for 24.2%; last one by big city

area capturing only 15.1%.

4.1.2 Lifestyle Factor

Table 4.1.2-1: The Descriptive Statistics of Outgoing Frequency

		Frequency	Valid Percent
Valid	Less than 3 times	141	33.8
	3 but Less than 10 times	248	59.5
	More than 10 times	28	6.7
	Total	417	100.0

As can be seen from Table 4.1.2-1, most of respondent are 3 but less than 10 times occupying appreciate for 59.5%; following by less than 3 times occupying appreciate for 33.8%; last one by more than 10 times capturing only for 6.7%.

Table 4.1.2-2: The Descriptive Statistics of Access to Information

		Frequency	Valid Percent
Valid	Internet	140	33.6
	TV	155	37.2
	Traditional media	109	26.1
	We-Media	13	3.1
	Total	417	100.0

As can be seen from Table 4.1.2-2, most of respondent are TV occupying appreciate for 37.2%; following by internet occupying appreciate for 33.6%; last one by we-media capturing only 3.1%.

Table 4.1.2-3: The Descriptive Statistics of Online Shopping Frequency

		Frequency	Valid Percent
Valid	Every Week	110	26.4
	Every Month	194	46.5
	Every 3 Month	81	19.4

	Every 6 Month	16	3.8
	Rarely	16	3.8
	Total	417	100.0

As can be seen from Table 4.1.2-3, most of respondent are every month occupying appreciate for 46.5%; following by every week occupying appreciate for 26.4%; last one by every 6 month and rarely capturing same for 3.8%.

Table 4.1.2-4: The Descriptive Statistics of Online Shopping Payment

		Frequency	Valid Percent
Valid	Online Payment	104	24.9
	COD	132	31.7
	Credit Card	117	28.1
	Debit Card	49	11.8
	Hire purchase	15	3.6
	Total	417	100.0

As can be seen from Table 4.1.2-4, most of respondent are COD occupying appreciate for 31.7%; following by online payment occupying appreciate for 24.9%; last one by hire purchase capturing for 3.6%.

Table 4.1.2-5: The Descriptive Statistics of Social Networking

		Frequency	Valid Percent
Valid	Never use	89	21.3
	Generally, not used	100	24.0
	infrequently used	130	31.2
	frequently use	98	23.5
	Total	417	100.0

As can be seen from Table 4.1.2-5, most of respondent are infrequently used occupying appreciate for 31.2%; following by generally not used occupying appreciate for 24%; last one by never use capturing for 21.3%.

Table 4.1.2-6: The Descriptive Statistics of Main use of Compute

		Frequency	Valid Percent
Valid	work	127	30.5
	study	107	25.7
	entertainment	148	35.5
	Other	35	8.4
	Total	417	100.0

As can be seen from Table 4.1.2 6, most of respondent are entertainment occupying appreciate for 35.5%; following by work occupying appreciate 30.5%; last one by other main use capturing only 8.4%.

4.1.3 Marketing Mix 7P Factor

Table 4.1.3-1: The Descriptive Statistics of Product Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Product Feature1	22(5.3%)	39(9.4%)	108(25.9%)	176(42.2%)	72(17.3%)	3.568	1.047	4
Product Feature2	6(1.4%)	53(12.7%)	138(33.1%)	150(36%)	70(16.8%)	3.540	0.963	5
Product Feature3	10(2.4%)	38(9.1%)	130(31.2%)	151(36.2%)	88(21.1%)	3.645	0.990	3
Product Feature4	10(2.4%)	41(9.8%)	104(24.9%)	179(42.9%)	83(19.9%)	3.681	0.979	2
Product Feature5	9(2.2%)	39(9.4%)	114(27.3%)	161(38.6%)	94(22.5%)	3.700	0.990	1
Product Feature						3.627	0.737	

From Table 4.1.3-1, Product Feature 5 is the most important feature with the mean of 3.7; following by Product Feature 4 with the mean of 3.681; last one is Product Feature 2 with the mean of 3.540.All of the respondents ‘opinions on product feature are on the agree level evident

by the means ranking from 3.540 to 3.700.

Table 4.1.3-2: The Descriptive Statistics of Price Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Price Feature 1	14(3.4%)	35(8.4%)	108(25.9%)	179(42.9%)	81(19.4%)	3.667	0.9911	3
Price Feature 2	8(1.9%)	44(10.6%)	150(36%)	165(39.6%)	50(12%)	3.492	0.9043	5
Price Feature 3	9(2.2%)	39(9.4%)	112(26.9%)	171(41%)	86(20.6%)	3.686	0.973	1
Price Feature 4	8(1.9%)	42(10.1%)	126(30.2%)	168(40.3%)	73(17.5%)	3.614	0.952	4
Price Feature 5	11(2.6%)	36(8.6%)	114(27.3%)	173(41.5%)	83(19.9%)	3.674	0.975	2
Price Feature						3.626	0.709	

From Table 4.1.3-2, Price Feature 3 is the most important feature with the mean of 3.686; following by Price Feature 5 math the mean of 3.674; last one is Product Feature 3 with the mean of 3.686. All of the respondents 'opinions on price feature are on the agree level evident by the means ranking from 3.492 to 3.686.

Table 4.1.3-3: The Descriptive Statistics of Place Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Place Feature1	13(3.1%)	36(8.6%)	121(29%)	158(37.9%)	89(21.3%)	3.657	1.007	2

Place Feature2	9(2.2%)	44(10.6%)	128(30.7%)	174(41.7%)	62(14.9%)	3.566	0.941	5
Place Feature3	6(1.4%)	41(9.8%)	130(31.2%)	161(38.6%)	79(18.9%)	3.638	0.946	3
Place Feature4	6(1.4%)	39(9.4%)	132(31.7%)	169(40.5%)	71(17%)	3.624	0.922	4
Place Feature5	11(2.6%)	40(9.6%)	113(27.1%)	169(40.5%)	84(20.1%)	3.659	0.990	1
Place Feature						3.629	0.699	

From Table 4.1.3-3, Place Feature 5is the most important feature with the mean of 3.659; following by Place Feature 1 with the mean of 3.657; last one is Place Feature 2 with the mean of 3.566. All of the respondents 'opinions on place feature are on the agree level evident by the means ranking from 3.566 to 3.659.

Table 4.1.3-4: The Descriptive Statistics of Promotion Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Promotion1	15(3.6%)	38(9.1%)	115(27.6%)	167(40%)	82(19.7%)	3.631	1.0133	2
Promotion2	9(2.2%)	46(11%)	136(32.6%)	166(39.8%)	60(14.4%)	3.532	0.9429	5
Promotion3	8(1.9%)	32(7.7%)	140(33.6%)	164(39.3%)	73(17.5%)	3.628	0.924	3
Promotion4	10(2.4%)	39(9.4%)	128(30.7%)	162(38.8%)	78(18.7%)	3.621	0.971	4
Promotion5	11(2.6%)	32(7.7%)	119(28.5%)	161(38.6%)	94(22.5%)	3.707	0.986	1
Promotion						3.624	0.688	

From Table 4.1.3-4, Promotion Feature 5 is the most important feature with the mean of 3.707; following by Promotion Feature 1 with the mean of 3.631; last one is Promotion Feature 2 with the mean of 3.532. All of the respondents 'opinions on promotion feature are on the agree

level evident by the means ranking from 3.532 to 3.707.

Table 4.1.3-5: The Descriptive Statistics of People Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
People Feature1	6(1.4%)	37(8.9%)	125(30%)	167(40%)	82(19.7%)	3.676	0.9371	1
People Feature2	6(1.4%)	37(8.9%)	156(37.4%)	176(42.2%)	42(10.1%)	3.506	0.8467	3
People Feature3	10(2.4%)	42(10.1%)	138(33.1%)	153(36.7%)	74(17.7%)	3.573	0.973	2
People Feature						3.587	0.755	

From Table 4.1.3-5, People Feature 1 is the most important feature math the mean of 3.676; following by People Feature 3 with the mean of 3.573; last one is People Feature 2 with the mean of 3.506. All of the respondents 'opinions on people feature are on the agree level evident by the means ranking from 3.506 to 3.676.

Table 4.1.3-6: The Descriptive Statistics of Process Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Process Feature1	13(3.1%)	48(11.5%)	103(24.7%)	166(39.8%)	87(20.9%)	3.638	1.034	4
Process Feature2	9(2.2%)	47(11.3%)	133(31.9%)	165(39.6%)	63(15.1%)	3.542	0.953	5

Process Feature3	5(1.2%)	36(8.6%)	138(33.1%)	151(36.2%)	87(20.9%)	3.669	0.941	2
Process Feature4	13(3.1%)	34(8.2%)	116(27.8%)	177(42.4%)	77(18.5%)	3.650	0.974	3
Process Feature5	7(1.7%)	38(9.1%)	107(25.7%)	175(42%)	90(21.6%)	3.727	0.957	1
Process Feature						3.645	0.724	

From Table 4.1.3-6, Process Feature 5 is the most important feature with the mean of 3.727; following by Process Feature 3 with the mean of 3.669; last one is Process Feature 2 with the mean of 3.542. All of the respondents 'opinions on process feature are on the agree level evident by the means ranking from 3.650 to 3.727.

Table 4.1.3-7: The Descriptive Statistics of Physical Evidence Factor

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Physical Evidence1	9(2.2%)	34(8.2%)	111(26.6%)	164(39.3%)	99(23.7%)	3.743	0.980	1
Physical Evidence2	6(1.4%)	47(11.3%)	125(30%)	178(42.7%)	61(14.6%)	3.578	0.922	5
Physical Evidence3	6(1.4%)	37(8.9%)	136(32.6%)	144(34.5%)	94(22.5%)	3.679	0.967	3
Physical Evidence4	9(2.2%)	31(7.4%)	128(30.7%)	172(41.2%)	77(18.5%)	3.664	0.934	4
Physical Evidence5	12(2.9%)	27(6.5%)	126(30.2%)	169(40.5%)	83(19.9%)	3.681	0.959	2
Physical Evidence						3.669	0.703	

From Table 4.1.3-7, Physical Evidence Feature 1 is the most important feature with the mean of 3.743; following by Physical Evidence Feature 5 with the mean of 3.681; last one is Physical Evidence Feature 2 with the mean of 3.578. All of the respondents 'opinions on physical

evidence feature are on the agree level evident by the means ranking from 3.566 to 3.659.

Table 4.1.3-8: The Descriptive Statistics of Total Marketing Mix 7p Factor

7P	MEAN	SD	RANKING
PRODUCT	3.627	0.737	4
PRICE	3.626	0.709	5
PLACE	3.629	0.699	3
PROMOTION	3.624	0.688	6
PROPLE	3.587	0.755	7
PROCESS	3.645	0.724	2
PHYSICAL EVIDENCE	3.669	0.773	1

From Table 4.1.3-8, Physical Evidence Feature is the most important feature with the mean of 3.669; following by Process Feature with the mean of 3.645; last one is People Feature with the mean of 3.587 All of the respondents 'opinions on Marketing Mix 7Ps feature are on the agree level evident by the means ranking from 3.626 to 3.669.

4.1.4 Computer/Internet Technology Knowledge Factor

Table 4.1.4-1: The Descriptive Statistics of General Knowledge

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING

General Knowledge1	15(3.6%)	36(8.6%)	100(24%)	162(38.8%)	104(24.9%)	3.729	1.0428	1
General Knowledge2	11(2.6%)	51(12.2%)	128(30.7%)	162(38.8%)	65(15.6%)	3.525	0.983	5
General Knowledge3	6(1.4%)	40(9.6%)	107(25.7%)	175(42%)	89(21.3%)	3.722	0.953	2
General Knowledge4	6(1.4%)	31(7.4%)	127(30.5%)	174(41.7%)	79(18.9%)	3.693	0.910	4
General Knowledge5	11(2.6%)	35(8.4%)	119(28.5%)	149(35.7%)	103(24.7%)	3.715	1.013	3
General Knowledge						3.677	0.746	

From Table 4.1.4-1, General Knowledge Feature 1 is the most important feature math the mean of 3.729; following by General Knowledge 3 with the mean of 3.722; last one is General Knowledge 2 with the mean of 3.525. All of the respondents 'opinions on place feature are on the agree level evident by the means ranking from 3.525 to 3.729.

Table 4.1.4-2: The Descriptive Statistics of Special Knowledge

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Special Knowledge1	13(3.1%)	32(7.7%)	110(26.4%)	170(40.8%)	92(22.1%)	3.710	0.995	1
Special Knowledge2	7(1.7%)	52(12.5%)	138(33.1%)	152(36.5%)	68(16.3%)	3.532	0.963	5
Special Knowledge3	19(4.6%)	38(9.1%)	132(31.7%)	146(35%)	82(19.7%)	3.561	1.048	4
Special Knowledge4	5(1.2%)	41(9.8%)	121(29%)	170(40.8%)	80(19.2%)	3.669	0.936	2
Special Knowledge5	16(3.8%)	26(6.2%)	118(28.3%)	178(42.7%)	79(18.9%)	3.667	0.979	3
Special Knowledge						3.628	0.739	

From Table 4.1.4-2, Special Knowledge Feature 1 is the most important feature with the mean of 3.710; following by Special Knowledge 4 math the mean of 3.669; last one is Special

Knowledge 2 with the mean of 3.532. All of the respondents 'opinions on place feature are on the agree level evident by the means ranking from 3.532 to 3.710.

Table 4.1.4-3: The Descriptive Statistics of Online Shopping

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Online Shopping1	18(4.3%)	35(8.4%)	99(23.7%)	163(39.1%)	102(24.5%)	3.710	1.061	1
Online Shopping2	9(2.2%)	36(8.6%)	131(31.4%)	178(42.7%)	63(15.1%)	3.600	0.920	5
Online Shopping3	5(1.2%)	42(10.1%)	134(32.1%)	154(36.9%)	82(19.7%)	3.638	0.949	4
Online Shopping4	9(2.2%)	29(7%)	129(30.9%)	179(42.9%)	71(17%)	3.657	0.915	3
Online Shopping5	14(3.4%)	36(8.6%)	108(25.9%)	169(40.5%)	90(21.6%)	3.683	1.012	2
Online Shopping						3.658	0.721	

From Table 4.1.4-3, Online shopping Knowledge Feature 1 is the most important feature with the mean of 3.710; following by Online Shopping Knowledge 5 with the mean of 3.683; last one is Online Shopping Knowledge 2 with the mean of 3.600. All of the respondents 'opinions on place feature are on the agree level evident by the means ranking from 3.600 to 3.710.

Table 4.1.4-4: The Descriptive Statistics of Total Technology Knowledge Factor

	MEAN	SD	RANKING
GENERAL KNOWLEDGE	3.677	0.739	1

SPECIAL KNOWLEDGE	3.628	0.915	3
ONLINE SHOPPING	3.658	0.721	2

From Table 4.1.4-4, General Knowledge Feature Mean is the most important feature with the mean of 3.677; following by Online Shopping Knowledge with the mean of 3.658; last one is Special Knowledge with the mean of 3.628 .All of the respondents 'opinions on place feature are on the agree level evident by the means ranking from 3.628 to 3.677.

4.1.5 Online Shopping Intention

Table 4.1.5: The Descriptive Statistics of Online Shopping Intention

	Strength Disagree	Disagree	Neutral	Agree	Strongly Agree	MEAN	SD	RANKING
Purchase Intention1	1(0.2%)	23(5.5%)	105(25.2%)	183(43.9%)	105(25.2%)	3.882	0.8566	1
Purchase Intention2	5(1.2%)	27(6.5%)	123(29.5%)	187(44.8%)	75(18%)	3.719	0.8746	2
Purchase Intention3	1(0.2%)	36(8.6%)	164(39.3%)	159(38.1%)	57(13.7%)	3.564	0.8415	4
Purchase Intention4	6(1.4%)	31(7.4%)	133(31.9%)	178(42.7%)	69(16.5%)	3.655	0.891	3
Purchase Intention						3.658	0.721	

From Table 4.1.5, Purchase Feature 1 is the most important feature with the mean of 3.82; following by Purchase Intention 2 math the mean of 3.719; last one is Purchase Intention 3 with the mean of 3.564. All of the respondents 'opinions on place feature are on the agree level evident by the means ranking from 3.525 to 3.564.

4.2 The Inferential statistics

In the questionnaire analysis, the commonly used difference test is the independent sample t-test and one-way ANOVA. The t-test statistical method is applicable to the difference test of two means. The applicable one is that the independent variable is a two-point discrete variable and the dependent variable is a continuous variable. The one-way ANOVA is applicable to the difference test of the average between three or more groups. In this survey, gender is a two-point discrete variable, marital status, age, occupation, monthly income, education, hometown, times of going out, access to information, times of online shopping, payment methods, common social networking sites, and the main purpose of computers are more-than-three population variables. Therefore, independent sample t-test and one-way ANOVA were used to test whether there are differences in Purchase Intention factors.

4.2.1 The Impact of Demographic Factor on Online Purchase Intention

4.2.1.1 Different in Gender Generates Differences in Online Shopping Behavior

Table 4.2.1.1: Different in Gender Independent Samples Test

	Gender	N	Mean	Std. Deviation	T-value	P-value
Purchase Intention	male	204	3.813	0.748	2.926	0.004
	female	213	3.602	0.721		

H0: $\mu_1 = \mu_2$

Hi: $\mu_1 \neq \mu_2$

It can be seen from Table 4.2.1.1 that the p-value is about 0.004. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

4.2.1.2 Difference in Age Generates Differences in Purchase Intention

Table 4.2.1.2: Difference in Age One-Way ANOVA

	age	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Less than 19 years old	23	3.239	0.770	20.248	0.000
	19 but less than 26	117	3.453	0.638		
	26but less than 33	174	4.050	0.666		
	33 but less than 40	64	3.582	0.772		
	40 and more	39	3.397	0.646		

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Hi: $\mu_i \neq \mu_j$ **at last one Pair**

It can be seen from Table 4.2.1.2 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.1.2-1: Difference in Age Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
		Mean Difference	Std.		95% Confidence Interval	
(I) 3. Age	(J) 3. Age	(I-J)	Error	Sig.	Lower Bound	Upper Bound
Less than 19 years old	19 but less than 26	-.213861	.155055	.169	-.51866	.09094
	26but less than 33	-.811157*	.150825	.000	-1.10764	-.51467
	33 but less than 40	-.342901*	.165267	.039	-.66777	-.01803
	40 and more	-.158305	.178722	.376	-.50963	.19302
19 but less than 26	Less than 19 years old 19	.213861	.155055	.169	-.09094	.51866
	26but less than 33	-.597296*	.081275	.000	-.75706	-.43753
	33 but less than 40	-.129040	.105690	.223	-.33680	.07872
	40 and more	.055556	.125695	.659	-.19153	.30264
26but less than 33	Less than 19 years old 19	.811157*	.150825	.000	.51467	1.10764

	19 but less than 26	.597296*	.081275	.000	.43753	.75706
	33 but less than 40	.468256*	.099381	.000	.27290	.66361
	40 and more	.652851*	.120438	.000	.41610	.88960
33 but less than 40	Less than 19 years old 19	.342901*	.165267	.039	.01803	.66777
	19 but less than 26	.129040	.105690	.223	-.07872	.33680
	26but less than 33	-.468256*	.099381	.000	-.66361	-.27290
	40 and more	.184595	.138094	.182	-.08686	.45605
40 and more	Less than 19 years old 19	.158305	.178722	.376	-.19302	.50963
	19 but less than 26	-.055556	.125695	.659	-.30264	.19153
	26but less than 33	-.652851*	.120438	.000	-.88960	-.41610
	33 but less than 40	-.184595	.138094	.182	-.45605	.08686
*. The mean difference is significant at the 0.05 level.						

Table 4.2.1.2 shows the mean and standard deviation of online shopping behavior of people at different ages. With respect to multiple comparisons analysis, the age group of less than 19 years old, is different from the group of age group of 26 but less than 33. And the age group 33 but less than 40, For the 2 groups, it is formed and most to be affect.

4.2.1.3 Difference in Occupation Factor Differences in Purchase Intention

Table 4.2.1.3: Difference in Occupation Factor One-Way ANOVA

	Occupation	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	House-wife/Unemployed	78	3.330	0.785	16.587	0.000
	Student	93	3.651	0.741		
	Government Officers	98	4.145	0.645		
	Private Business	128	3.676	0.622		
	Other	20	3.450	0.691		

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Hi: $\mu_i \neq \mu_j$ **at last one Pair**

It can be seen from Table 4.2.1.3 that the evident from the p-value of about

0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.1.3-1: Difference in Occupation Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
		Mean			95% Confidence Interval	
		Difference	Std.		Lower	Upper
(I) 4. Occupation	(J) 4. Occupation	(I-J)	Error	Sig.	Bound	Bound
House-wife/Unemployed	Student	-.320409*	.106051	.003	-.52888	-.11194
	Government Officers	-.815280*	.104809	.000	-1.02131	-.60925
	Private Business	-.345653*	.099217	.001	-.54069	-.15062
	Other	-.119872	.173123	.489	-.46019	.22044
Student	House-wife/Unemployed	.320409*	.106051	.003	.11194	.52888
	Government Officers	-.494871*	.099992	.000	-.69143	-.29831
	Private Business	-.025244	.094114	.789	-.21025	.15976
	Other	.200538	.170250	.240	-.13413	.53520
Government Officers	House-wife/Unemployed	.815280*	.104809	.000	.60925	1.02131
	Student	.494871*	.099992	.000	.29831	.69143
	Private Business	.469627*	.092713	.000	.28738	.65188
	Other	.695408*	.169479	.000	.36226	1.02856
Private Business	House-wife/Unemployed	.345653*	.099217	.001	.15062	.54069
	Student	.025244	.094114	.789	-.15976	.21025
	Government Officers	-.469627*	.092713	.000	-.65188	-.28738
	Other	.225781	.166079	.175	-.10069	.55225
Other	House-wife/Unemployed	.119872	.173123	.489	-.22044	.46019
	Student	-.200538	.170250	.240	-.53520	.13413
	Government Officers	-.695408*	.169479	.000	-1.02856	-.36226
	Private Business	-.225781	.166079	.175	-.55225	.10069
*. The mean difference is significant at the 0.05 level.						

Table 4.2.1.3-1 shows the mean and standard deviation of Purchase Intention of people in different occupations; with respect to the House-wife/Unemployed, it is different from the group of occupation the government officers. For the student, it is different from the group of

occupation the government officers. For the government officers, it is different from the group of occupation other occupation. For the private business, it is the different from the group of occupation the government officers. For the other occupation, it is differencing the government officers.

4.2.1.4 Difference in Marital Status Factor Differences in Purchase Intention

Table 4.2.1.4: Difference in Marital Status Factor One-Way ANOVA

	Marital Status	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Single	99	3.601	0.691	1.357	0.259
	Married	297	3.733	0.760		
	Divorce	21	3.798	0.669		

H0: $\mu_1 = \mu_2 = \mu_3$

Hi: $\mu_i \neq \mu_j$ **at last one Pair**

It can be seen from Table 4.2.1.4 that the evident from the p-value of about 0.259. That is more than the critical value of 0.05. Therefore, the H0 is accepted.

Table 4.2.1.4-1: Difference in Marital Status Factor Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
(I) 2. Marital Status	(J) 2. Marital Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Married	-.132155	.085883	.125	-.30098	.03667
	Divorce	-.196609	.177795	.269	-.54610	.15289
Married	Single	.132155	.085883	.125	-.03667	.30098
	Divorce	-.064454	.167103	.700	-.39293	.26402
Divorce	Single	.196609	.177795	.269	-.15289	.54610
	Married	.064454	.167103	.700	-.26402	.39293

Table 4.2.1.4 shows the mean and standard deviation of Purchase Intention of people in different marital status; after one-way ANOVA, with respect to the single status、married status and divorce status is no significant difference in purchase intention of people in different marital status.

4.2.1.5 Difference in Income Generates Differences in Purchase Intention

Table 4.2.1.5: Difference in Income One-Way ANOVA

	Average income per month	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Less than 1000RMB	74	3.412	0.833	16.587	0.000
	1000 but less than 5000RMB	202	3.609	0.666		
	5000 but less than 10000RMB	116	4.114	0.630		
	10000 but less than 15000RMB	25	3.450	0.750		

H0: $\mu 1 = \mu 2 = \mu 3 = \mu 4 = \mu 5$

Hi: $\mu i \neq \mu j$ **at last one Pair**

It can be seen from Table 4.2.1.5 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.1.5-1: Difference in Income Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
		Mean			95% Confidence Interval	
(I) 5. Average income per month	(J) 5. Average income per month	Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Less than 1000RMB	1000 but less than 5000RMB	-.196749*	.094312	.038	-.38214	-.01136

	5000 but less than 10000RMB	-.702062*	.103261	.000	-.90504	-.49908
	10000 but less than 15000RMB	-.037838	.160560	.814	-.35345	.27778
1000 but less than 5000RMB	Less than 1000RMB	.196749*	.094312	.038	.01136	.38214
	5000 but less than 10000RMB	-.505313*	.080856	.000	-.66425	-.34637
	10000 but less than 15000RMB	.158911	.147154	.281	-.13035	.44817
5000 but less than 10000RMB	Less than 1000RMB	.702062*	.103261	.000	.49908	.90504
	1000 but less than 5000RMB	.505313*	.080856	.000	.34637	.66425
	10000 but less than 15000RMB	.664224*	.153044	.000	.36338	.96507
10000 but less than 15000RMB	Less than 1000RMB	.037838	.160560	.814	-.27778	.35345
	1000 but less than 5000RMB	-.158911	.147154	.281	-.44817	.13035
	5000 but less than 10000RMB	-.664224*	.153044	.000	-.96507	-.36338
*. The mean difference is significant at the 0.05 level.						

Table 4.2.1.5 shows the mean and standard deviation of Purchase Intention of people with different monthly incomes; after the one-way ANOVA, with respect to the income group less than 1000RMB, it is different from the group of income between the 5000 but less than 10000RMB. For the income group 1000 but less than 5000RMB, it is different from the group of income between 5000 but less than 10000RMB. For the income group 5000 but less than 10000RMB, it is different from the group of income between other income group. For the income group 10000 but less than 15000RMB, it is different from the group of income between the 5000 but less than 10000RMB.

4.2.1.6 Difference in Education Level Generates Differences in Purchase Intention

Table 4.2.1.6: Difference in Education Level One-Way ANOVA

	Education Level	N	Mean	Std.	F-value	P-value

				Deviation		
Purchase Intention	Less than Bachelor Degree	124	3.369	0.749	18.288	0.000
	Bachelor Degree	195	3.747	0.709		
	Master Degree	81	4.093	0.603		
	Doctor Degree	17	3.824	0.611		

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4$

Hi: $\mu_i \neq \mu_j$ at last one Pair

It can be seen from Table 4.2.1.6 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.1.6-1: Difference in Education Level Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
		Mean Difference	Std.		95% Confidence Interval	
(I) 6. Education Level	(J) 6. Education Level	(I-J)	Error	Sig.	Lower Bound	Upper Bound
Less than Bachelor Degree	Bachelor Degree	-.378484*	.080220	.000	-.53618	-.22079
	Master Degree	-.723641*	.099779	.000	-.91978	-.52750
	Doctor Degree	-.454578*	.180631	.012	-.80965	-.09951
Bachelor Degree	Less than Bachelor Degree	.378484*	.080220	.000	.22079	.53618
	Master Degree	-.345157*	.092323	.000	-.52664	-.16367
	Doctor Degree	-.076094	.176621	.667	-.42328	.27110
Master Degree	Less than Bachelor Degree	.723641*	.099779	.000	.52750	.91978
	Bachelor Degree	.345157*	.092323	.000	.16367	.52664
	Doctor Degree	.269063	.186322	.149	-.09719	.63532
Doctor Degree	Less than Bachelor Degree	.454578*	.180631	.012	.09951	.80965
	Bachelor Degree	.076094	.176621	.667	-.27110	.42328
	Master Degree	-.269063	.186322	.149	-.63532	.09719
*. The mean difference is significant at the 0.05 level.						

Table 4.2.1.6 shows the mean and standard deviation of Purchase Intention of

people with different education levels; after the one-way ANOVA, witch respect to the less than bachelor's degree, it is different from the group of education Level between the bachelor's degree and master degree. For the bachelor's degree, it is different from the group of education Level between the less than bachelor's degree and master degree. For the doctor degree, it is no different from the group of education Level between other education level.

4.2.1.7 Difference in Hometown Generates Differences in Purchase Intention

Table 4.2.1.7: Difference in Hometown One-Way ANOVA

	Home town	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Big City	63	3.948	0.712	14.696	0.000
	Small City	253	3.772	0.692		
	Rural area	101	3.386	0.781		

H0: $\mu 1 = \mu 2 = \mu 3$

Hi: $\mu i \neq \mu j$ **at last one Pair**

It can be seen from Table 4.2.1.7 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.1.7-1: Difference in Hometown Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
		Mean Difference			95% Confidence Interval	
(I) 7. Home town	(J) 7. Home town	(I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Big City	Small City	.176674	.101017	.081	-.02190	.37524
	Rural area	.562274*	.115179	.000	.33587	.78868
Small City	Big City	-.176674	.101017	.081	-.37524	.02190
	Rural area	.385601*	.084443	.000	.21961	.55159
Rural area	Big City	-.562274*	.115179	.000	-.78868	-.33587

	Small City	-.385601*	.084443	.000	-.55159	-.21961
*. The mean difference is significant at the 0.05 level.						

Table 4.2.1.7 shows the mean and standard deviation of Purchase Intention of people in different hometowns; after the one-way ANOVA, with respect to the big city, it is different from the group of the rural area. For the small city, it is different from the group of the rural area. For the rural area, it is different from the group of the big city and small city.

4.2.2 The Impact of Lifestyles Factor on Online Purchase Intention

4.2.2.1 Difference in Out Going Frequency Generates Differences in Purchase Intention

Table 4.2.2.1: Difference in Out Going Frequency One-Way ANOVA

	How often do you go out a week	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Less than 3 times	141	3.883	0.749	11.213	0.000
	3 but Less than 10 times	248	3.659	0.687		
	More than 10 times	28	3.214	0.886		

H0: $\mu_1 = \mu_2 = \mu_3$

Hi: $\mu_i \neq \mu_j$ **at last one Pair**

It can be seen from Table 4.2.2.1 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.2.1-1: Difference in Out Going Frequency Multiple Comparisons

Dependent Variable: Purchase Intention					
LSD					
(I) How often do you	(J) How often do you	Mean	Std.	Sig.	95% Confidence Interval

go out a week	go out a week	Difference (I-J)	Error		Lower Bound	Upper Bound
Less than 3 times	3 more but Less than 10 times	.223705*	.076271	.004	.07378	.37363
	More than 10 times	.668693*	.149615	.000	.37459	.96279
3 more but Less than 10 times	Less than 3 times	-.223705*	.076271	.004	-.37363	-.07378
	More than 10 times	.444988*	.144169	.002	.16159	.72838
More than 10 times	Less than 3 times	-.668693*	.149615	.000	-.96279	-.37459
	3 more but Less than 10 times	-.444988*	.144169	.002	-.72838	-.16159
*. The mean difference is significant at the 0.05 level.						

Table 4.2.2.1 shows the mean and standard deviation of Purchase Intention of people with different times of going out; after one-way ANOVA, with respect to the group less than 3 times, it is differencing the group more than 10 times. For the group 3 more but less than 10 times, it is no differencing other group. For the group more than 10 times, it is differencing the group less than 3 times.

4.2.2.2 Difference in Access to Information Differences in Purchase Intention

Table 4.2.2.2: Difference in Access to Information ANOVA

	What are your main sources of information ?	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Internet	140	3.938	0.654	8.408	0.000
	TV	155	3.579	0.745		
	Traditional media	109	3.557	0.729		
	We-Media	13	3.942	1.037		

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4$

Hi: $\mu_i \neq \mu_j$ **at last one Pair**

It can be seen from Table 4.2.2.2 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.2.2-1: Difference in Access to Information Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
(I) What are your main sources of information?	(J) What are your main sources of information?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Internet	TV	.358468*	.084141	.000	.19307	.52387
	Traditional media	.380161*	.092183	.000	.19895	.56137
	We-Media	-.004808	.209237	.982	-.41611	.40649
TV	Internet	-.358468*	.084141	.000	-.52387	-.19307
	Traditional media	.021693	.090209	.810	-.15563	.19902
	We-Media	-.363275	.208375	.082	-.77288	.04633
Traditional media	Internet	-.380161*	.092183	.000	-.56137	-.19895
	TV	-.021693	.090209	.810	-.19902	.15563
	We-Media	-.384968	.211750	.070	-.80121	.03127
We-Media	Internet	.004808	.209237	.982	-.40649	.41611
	TV	.363275	.208375	.082	-.04633	.77288
	Traditional media	.384968	.211750	.070	-.03127	.80121
*. The mean difference is significant at the 0.05 level.						

Table 4.2.2.2 shows the mean and standard deviation of Purchase Intention for people with different information access routes; after the one-way ANOVA, witch respect to internet, it is differencing the TV and traditional media. For the TV, it is differencing the internet. For the traditional media, it is differencing the internet. For the we-media, it is no differencing other.

4.2.2.3 Difference in Online Shopping Frequency Generates Differences in Purchase Intention

Table 4.2.2.3: Difference in Online Shopping Frequency One-Way ANOVA

	How often do you buy products online	N	Mean	Std. Deviation	F-value	P-value
Purchase	Every Week	110	3.850	0.716	9.644	0.000

Intention	Every Month	194	3.780	0.731		
	Every 3 Month	81	3.568	0.679		
	Every 6 Month	16	3.406	0.562		
	Rarely	16	2.797	0.726		

H0: $\mu 1 = \mu 2 = \mu 3 = \mu 4 = \mu 5$

Hi: $\mu i \neq \mu j$ at last one Pair

It can be seen from Table 4.2.2.3 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.2.3-1: Difference in Online Shopping Frequency Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
(I) How often do you buy products online?	(J) How often do you buy products online?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Every Week	Every Month	.070361	.084944	.408	-.09662	.23734
	Every 3 Month	.282099*	.104201	.007	.07727	.48693
	Every 6 Month	.443750*	.190424	.020	.06943	.81807
	Rarely	1.053125*	.190424	.000	.67880	1.42745
Every Month	Every Week	-.070361	.084944	.408	-.23734	.09662
	Every 3 Month	.211738*	.094149	.025	.02667	.39681
	Every 6 Month	.373389*	.185115	.044	.00950	.73728
	Rarely	.982764*	.185115	.000	.61888	1.34665
Every 3 Month	Every Week	-.282099*	.104201	.007	-.48693	-.07727
	Every Month	-.211738*	.094149	.025	-.39681	-.02667
	Every 6 Month	.161651	.194704	.407	-.22109	.54439
	Rarely	.771026*	.194704	.000	.38829	1.15376
Every 6 Month	Every Week	-.443750*	.190424	.020	-.81807	-.06943
	Every Month	-.373389*	.185115	.044	-.73728	-.00950
	Every 3 Month	-.161651	.194704	.407	-.54439	.22109
	Rarely	.609375*	.251621	.016	.11475	1.10400
Rarely	Every Week	-1.053125*	.190424	.000	-1.42745	-.67880
	Every Month	-.982764*	.185115	.000	-1.34665	-.61888
	Every 3 Month	-.771026*	.194704	.000	-1.15376	-.38829
	Every 6 Month	-.609375*	.251621	.016	-1.10400	-.11475
*. The mean difference is significant at the 0.05 level.						

Table 4.2.2.3 shows the mean and standard deviation of Purchase Intention of people with different online shopping; after the one-way ANOVA, with respect to every week, it is differencing the rarely. For every month, it is differencing the rarely. For every 3 months, it is differencing the rarely. For every 6 months, it is no differencing. For the rarely, it is differencing every week, every month and every 3 months.

4.2.2.4 Difference in Terms of payment Generates Differences in Purchase Intention

Table 4.2.2.4: Difference in Terms of payment One-Way ANOVA

	Which kind of payment terms do you prefer ?	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Online Payment	104	3.873	0.578	3.129	0.015
	COD	132	3.570	0.799		
	Credit Card	117	3.679	0.777		
	Debit Card	49	3.684	0.649		
	Hire purchase	15	4.000	0.977		

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4 = \mu_5$

Hi: $\mu_i \neq \mu_j$ **at last one Pair**

It can be seen from Table 4.2.2.4 that the evident from the p-value of about 0.015. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.2.4-1: Difference in Terms of payment Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
(I) Which kind of payment terms do you prefer?	(J) Which kind of payment terms do you prefer?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Online Payment	COD	.302520*	.096135	.002	.11354	.49150
	Credit Card	.193109	.098814	.051	-.00113	.38735

	Debit Card	.188923	.127046	.138	-.06082	.43866
	Hire purchase	-.127404	.202507	.530	-.52548	.27067
COD	Online Payment	-.302520*	.096135	.002	-.49150	-.11354
	Credit Card	-.109411	.093100	.241	-.29242	.07360
	Debit Card	-.113598	.122655	.355	-.35470	.12751
	Hire purchase	-.429924*	.199782	.032	-.82264	-.03721
Credit Card	Online Payment	-.193109	.098814	.051	-.38735	.00113
	COD	.109411	.093100	.241	-.07360	.29242
	Debit Card	-.004186	.124765	.973	-.24944	.24107
	Hire purchase	-.320513	.201084	.112	-.71579	.07477
Debit Card	Online Payment	-.188923	.127046	.138	-.43866	.06082
	COD	.113598	.122655	.355	-.12751	.35470
	Credit Card	.004186	.124765	.973	-.24107	.24944
	Hire purchase	-.316327	.216360	.144	-.74163	.10898
Hire purchase	Online Payment	.127404	.202507	.530	-.27067	.52548
	COD	.429924*	.199782	.032	.03721	.82264
	Credit Card	.320513	.201084	.112	-.07477	.71579
	Debit Card	.316327	.216360	.144	-.10898	.74163
*. The mean difference is significant at the 0.05 level.						

Table 4.2.2.4 shows the mean and standard deviation of Purchase Intention of people with different payment methods; after one-way ANOVA, with respect to online payment, it is differencing the COD. For the COD, it is differencing the online payment. For credit card, debit card and hire purchase no differencing.

4.2.2.5 Difference in Social Networking Frequency Generates Differences in Purchase Intention

Table 4.2.2.5: Difference in Social Networking Frequency One-Way ANOVA

	Do you use social networking sites?	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	Never use	89	3.402	0.722	8.681	0.000
	Generally, not used	100	3.640	0.721		
	infrequently used	130	3.850	0.724		

	frequently use	98	3.855	0.716		

H0: $\mu_1 = \mu_2 = \mu_3 = \mu_4$

Hi: $\mu_i \neq \mu_j$ at last one Pair

It can be seen from Table 4.2.2.5 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.2.5-1: Difference in Social Networking Frequency Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
(I) Do you use social networking sites?	(J) Do you use social networking sites?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Never use	Generally, not used	-.238315*	.105065	.024	-.44484	-.03179
	infrequently used	-.448315*	.099193	.000	-.64330	-.25333
	frequently use	-.452906*	.105569	.000	-.66043	-.24539
Generally, not used	Never use	.238315*	.105065	.024	.03179	.44484
	infrequently used	-.210000*	.095899	.029	-.39851	-.02149
	frequently use	-.214592*	.102481	.037	-.41604	-.01314
infrequently used	Never use	.448315*	.099193	.000	.25333	.64330
	Generally, not used	.210000*	.095899	.029	.02149	.39851
	frequently use	-.004592	.096451	.962	-.19419	.18500
frequently use	Never use	.452906*	.105569	.000	.24539	.66043
	Generally, not used	.214592*	.102481	.037	.01314	.41604
	infrequently used	.004592	.096451	.962	-.18500	.19419
*. The mean difference is significant at the 0.05 level.						

Table 4.2.2.5 shows the mean and standard deviation of Purchase Intention of people with different frequency of using social network; after the one-way ANOVA, with respect to never use, it is differencing the infrequently used and frequently use. For the generally not used, it is no differencing. For the infrequently used, it is differencing the never use. For the frequently use, it is differencing the never use.

4.2.2.6 Difference in Main Purposes Computers Generates Differences in Purchase

Intention

Table 4.2.2.6: Difference in Main Purposes Computers One-Way ANOVA

	What is the main use of your computer	N	Mean	Std. Deviation	F-value	P-value
Purchase Intention	work	127	3.724	0.701	3.005	0.030
	study	107	3.544	0.771		
	entertainment	148	3.819	0.770		
	Other	35	3.643	0.573		

H0: $\mu 1 = \mu 2 = \mu 3 = \mu 4$

Hi: $\mu i \neq \mu j$ **at last one Pair**

It can be seen from Table 4.2.2.6 that the evident from the p-value of about 0.000. That is less than the critical value of 0.05. Therefore, the H1 is accepted.

Table 4.2.2.6-1: Difference in Main Purposes Computers Multiple Comparisons

Dependent Variable: Purchase Intention						
LSD						
(I) What is the main use of your computer	(J) What is the main use of your computer	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
work	study	.180017	.096500	.063	-.00968	.36971
	entertainment	-.094847	.088950	.287	-.26970	.08000
	Other	.081552	.140389	.562	-.19441	.35752
study	work	-.180017	.096500	.063	-.36971	.00968
	entertainment	-.274864*	.093317	.003	-.45830	-.09143
	Other	-.098465	.143196	.492	-.37995	.18302
entertainment	work	.094847	.088950	.287	-.08000	.26970
	study	.274864*	.093317	.003	.09143	.45830
	Other	.176400	.138221	.203	-.09530	.44810
Other	work	-.081552	.140389	.562	-.35752	.19441
	study	.098465	.143196	.492	-.18302	.37995
	entertainment	-.176400	.138221	.203	-.44810	.09530
*. The mean difference is significant at the 0.05 level.						

Table 4.2.2.6 shows the mean and standard deviation of Purchase Intention in the main purpose of different computers. After the one-way ANOVA, with respect to work, it is no differencing. For the study, it is differencing the entertainment. For the entertainment, it is differencing the study. For the other, it is no differing.

4.2.3 Correlation analysis

In statistics, the Pearson correlation coefficient is used to measure the linear relationship between two distance variables. The correlation coefficient has a value between -1 and 1, and the larger the absolute value, the stronger the correlation between the two. The closer the correlation coefficient is to 1 or -1, the stronger the correlation, and vice versa. In addition, judging the correlation needs to consider the correlation coefficient and the significance level comprehensively. Only when the correlation coefficient is greater than 0 and the significance level is $P<0.05$, the variables are related. Therefore, in order to explain whether there is a correlation between variables, this paper uses SPSS 19 for data analysis.

Table 4.2.3.1: Correlation analysis for 7Ps

	Product Feature	Price Feature	Place Feature	Promotion Feature	People Feature	Process Feature	Physical Evidence	Purchase Intention
Product Feature	1							
Price Feature	.364**	1						
Place Feature	-0.027	0.041	1					
Promotion Feature	0.065	.397**	.348**	1				
People Feature	0.095	.288**	0.015	.260**	1			
Process	-0.009	.226**	-0.02	.107*	0.003	1		

Feature								
Physical Evidence	.352**	.161**	.150**	.115*	.227**	.122*	1	
Purchase Intention	.646**	.537**	.242**	.406**	.220**	.230**	.441**	1

Note: **P<0.01, *P<0.05

It can be seen from Table 4.2.3.1 that there is a significant positive correlation between Purchase Intention and all variables, that is Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process Feature, and Physical Evidence. The relevant degree is 0.646, 0.537, 0.242, 0.406, 0.220, 0.230, and 0.441, respectively.

Table 4.2.3.2: Correlation analysis for Computer Technical

	General Knowledge	Special Knowledge	Online Shopping	Purchase Intention
General Knowledge	1			
Special Knowledge	0.079	1		
Online Shopping	.108*	.362**	1	
Purchase Intention	.288**	.265**	.343**	1

Note：**P<0.01, *P<0.05

It can be seen from Table 4.2.3.2 that there is a significant positive correlation between Purchase Intention and all variables, that is General Knowledge, Special Knowledge, and Online Shopping. The relevant degree is 0.288, 0.265, and 0.343, respectively.

4.2.4 Regression analysis

Regression analysis is a statistical analysis method that determines the correlation between two variables or more variables. Regression analysis can be used to solve the following two problems: First, it can determine the quantitative relationship between the dependent variable and several independent variables, usually called the mathematical model of the regression equation, so that we can explain and predict variable value by the independent variable. Secondly, according to the regression coefficient, we can determine whether the independent variable has a

positive or negative influence on the dependent variable, which explanatory variables have a significant influence on the explained variable, and which explanatory variables have a weak influence on the explained variable, so as to grasp the main influence and secondary influence factors of the explained variables. Therefore, this paper chooses multiple regression analysis for analysis.

Table 4.2.4.1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.829a	.688	.680	.418747
a. Predictors: (Constant), Online Shopping, Promotion Feature, Process Feature, General Knowledge, People Feature, Physical Evidence, Place Feature, Special Knowledge, Price Feature, Product Feature				

Table 4.2.4.2 Model Summary One-Way ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	157.028	10	15.703	89.552	.000a
	Residual	71.192	406	.175		
	Total	228.219	416			
a. Predictors: (Constant), Online Shopping, Promotion Feature, Process Feature, General Knowledge, People Feature, Physical Evidence, Place Feature, Special Knowledge, Price Feature, Product Feature b. Dependent Variable: Purchase Intention						

4.2.5 The of Marketing Mix 7ps and Computer Knowledge on Purchase Intention

Table 4.2.5.1: Coefficients of Marketing Mix 7ps

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.141	.240		-8.911	.000

	X1 Product Feature	.449	.035	.446	12.672	.000
	X2 Price Feature	.197	.036	.188	5.494	.000
	X3 Place Feature	.170	.033	.161	5.174	.000
	X4Promotion Feature	.218	.036	.202	6.094	.000
	X5 People Feature	***.016***	***.030***	***.017***	***.544***	***.587***
	X6 Process Feature	.161	.030	.157	5.391	.000
	X7 Physical Evidence	.146	.033	.138	4.403	.000
a. Dependent Variable: Purchase Intention						

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.141	.240		-8.911	.000
	Product Feature	.449	.035	.446	12.672	.000
	Price Feature	.197	.036	.188	5.494	.000
	Place Feature	.170	.033	.161	5.174	.000
	Promotion Feature	.218	.036	.202	6.094	.000
	Process Feature	.161	.030	.157	5.391	.000
	Physical Evidence	.146	.033	.138	4.403	.000
b. Dependent Variable: Purchase Intention						

Equation 1:

Y=(a0+a1x1+a2x2+a3x3+a4x4+a5x5+a6x6)

Y=-2.141+.449x1+.197x2+.170x3+.218x4+.161x6+.146x7

(.000) (.000) (.000) (.000) (.000) (.000) (.000)

Adjusted R2=.680

It can be find from Equation 1. Product is the most important feature influences on the purchase intention evident by the regression coefficient of about .446 following by product,

promotion, price, place, process and Physical Evidence, respectively with the coefficient of .218, .197, .170, .161, and 146.

Table 4.2.5.2: Coefficients of Computer Knowledge

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.141	.240		-8.911	.000
	X1 General Knowledge	.097	.028	.098	3.408	.001
	X2 Special Knowledge	***.046***	***.033***	***.046***	***1.382***	***.168***
	X3 Online Shopping	.108	.032	.105	3.411	.001

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.141	.240		-8.911	.000
	General Knowledge	.097	.028	.098	3.408	.001
	Online Shopping	.108	.032	.105	3.411	.001

Equation 2:

Y=(a0+a1x1+a2x2+a3x3)

Y=-2.141+.097x1+.108x3

(.000) (.001) (.001)

Adjusted R2=.680

It can be find from the Equation 2. Online shopping is the most important feature influences on the purchase intention evident by the regression coefficient of about .108 following by General, respectively with the coefficient of .097.

Chapter 5

Conclusion

5.1 Summary and Conclusion

The objective of this study is to analyze the consumer influencing factors in the online sales of HUAWEI mobile phones. This paper analyzes and studies the consumption intention to buy HUAWEI mobile phones online from four influencing factors: Demographics, lifestyle, 7Ps and computer technology.

The research questions are the influence of Demographics difference on purchase intention; The influence of different lifestyle on purchase intention; The influence of 7ps (marketing Mix) factors on purchase intention and the influence of computer technology level on purchase intention.

Primary data was collected via an online questionnaire. All respondents had a premise that they had bought HUAWEI mobile phones online before. Therefore, use an online store that once sold HUAWEI phones and Official BBS were used.8,000 questionnaires were published, and 417 valid questionnaires were finally recovered. The data obtained after analysis were representative.

5.2 Results

5.2.1 The impact of Demographic factors an consumers' online shopping behavior

According to the research, among the personal factors, male is more likely to buy

HUAWEI mobile phones online. With respect to age the age between 26 and 33 are more willing to buy HUAWEI mobile phones online. As focus occupation is can be finding, it finds that government workers are more willing to buy. In the income division, people with an income of 5,000-10,000 RMB per month are more willing to buy. In the education level, it was found that the higher the degree, the stronger the purchase intention. For the factors of hometown, the purchase intention of living in big cities is the strongest, followed by small cities and finally the countryside.

5.2.2 The impact of lifestyle factors an consumers' online shopping behavior

It is concluded from the study that among the factors of personal lifestyle, the less the weekly activities, the stronger the willingness to buy HUAWEI mobile phones online. With respect to obtaining information between of obtaining information, people who get information from the Internet have a strong online shopping intention. For the survey of online shopping frequency, the higher the frequency of online shopping, the stronger the willingness to buy HUAWEI mobile phones online. In terms of payment methods, consumers who prefer online payment and installment payment are more willing to purchase. Among the frequency of using social networking sites, those who use them more frequently are more likely to purchase. For the major USES of computers, the willingness to buy entertainment is significantly greater than other USES.

5.2.3 The impact of Marketing Mix 7P factors an consumers' online shopping behavior

It can be concluded from the research that among the 7ps factors, each factor affects the purchase intention of HUAWEI mobile phones purchased online. Among them, product factor and price factor are the most important. According to the research, among the 7ps factors, only

the People factor is not significant for the purchase intention. Other factors have significant positive correlation.

5.2.4 The impact of Personal Technology Knowledge factors an consumers' online shopping behavior

It is concluded from the study that in computer technology, three factors are positively correlated to the purchase intention, among which online shopping technology is the most important. With respect to Technology Knowledge factors can be concluded from the research that only the special technology influencing factors have no significant influence on the purchase intention of HUAWEI mobile phone online shopping.

5.3 Discussion

5.3.1 Demographic factors

On terms of Gender Factor, In this research, it is find out that the Purchase Intention of male is significantly higher than that of female.

With respect to Age Factor, In this research, the age factor after the one-way ANOVA analysis, there is a significant difference in Purchase Intention of people in different ages ($F=20.462$, $p<0.05$). For further testing on differences in Purchase Intention of people at different ages, this paper uses the LSD method for multiple comparisons. The Purchase Intention of people at the age of 26-33 years old is significantly greater than that of people in other ages. The Purchase Intention of people at the age of 33-40 years old is significantly greater than that of 19 years old.

As for as Occupation Factor,In this research, Occupation factor after one-way ANOVA analysis, there is a significant difference in Purchase Intention of people in different occupations ($F=16.587$, $p<0.05$). In order to further test the differences in Purchase Intention of people in different occupations, this paper uses the LSD method for multiple comparisons. The Purchase Intention of government workers are significantly larger than that of housewives/freelancers, students, corporate workers, and others. The Purchase Intention of students and corporate workers are significantly greater than that of housewives / freelancers.

For Marital Status, In this research, Marital Status factor after one-way ANOVA, there is no significant difference in Purchase Intention of people in different marital status ($F=1.357$, $p>0.05$). Different marital status does not affect the purchase intention.

With respect to Income Factor, In this research, Average income per month factor after the one-way ANOVA, there is a significant difference in Purchase Intention of people with different monthly income ($F=16.587$, $p<0.05$). In order to further test the differences in Purchase Intention of people in different occupations, this paper uses the LSD method for multiple comparisons. In which the Purchase Intention of people with 5000-10000 yuan is significantly greater than that of people with other income, and the Purchase Intention of people with 1000-5000 yuan is significantly greater than that of people with less than 1000.

For Education Level Factor, In this research, Education Level factor after the one-way ANOVA, there is a significant difference in the Purchase Intention of people with different education levels ($F=18.288$, $p<0.05$). In order to further test the differences in different educational levels, this paper uses the LSD method for multiple comparisons. The Purchase Intention of people with the master's degree is significantly larger than that of people with the

undergraduate degree or below. The Purchase Intention of people with the doctoral degree is significantly larger than that of people with the undergraduate degree.

As for as Home town Factor, In this research, Home Town Factor after the one-way ANOVA, there is a significant difference in Purchase Intention of people in different hometowns ($F=14.696$, $p<0.05$). In order to further test the differences of people in different hometowns, this paper uses the LSD method to make multiple comparisons. The Purchase Intention of people in large cities is significantly larger than that of people in rural areas, and the Purchase Intention of people in small cities is significantly larger than that of people in rural areas.

5.3.2 Lifestyle factors

On terms of Different times of going out,In this research, after one-way ANOVA, there is a significant difference in Purchase Intention of people with different time of going out ($F=11.213$, $p<0.05$). In order to further test the difference in the Purchase Intention of people with different times of going out, this paper uses the LSD method for multiple comparisons. The Purchase Intention of people with less than 3 times of going out is significantly different from that of people with other times of going out, and the Purchase Intention of people with 3-10 times of going out is significantly larger than that of people with 10 times of going out.

For Access to Information, In this research, after the one-way ANOVA, there is a significant difference in Purchase Intention of people with different acquired information ($F=8.408$, $p<0.05$). In order to further test and obtain differences in different information, this paper uses LSD method for multiple comparisons. In which the Purchase Intention of people

using online information is significantly larger than that of people using TV and traditional media.

As for as Online shopping frequency, In this research, after the one-way ANOVA, there is a significant difference in Purchase Intention of people with different online shopping ($F=9.644$, $p<0.05$). In order to further test the differences in online shopping, this paper uses the LSD method for multiple comparisons. In which the Purchase Intention of people with weekly and monthly online shopping is significantly greater than that of people with online shopping every three months and every six months, and people who barely shopped online; the Purchase Intention of people with online shopping every three month and every six-month is significantly greater than that of people who barely shop online.

With respect to Different Payments Way, In this research, after one-way ANOVA, there is a significant difference in Purchase Intention of people with different payment methods ($F=3.129$, $p<0.05$). In order to further test the differences of Purchase Intention of people with different payment methods, this paper uses the LSD method for multiple comparisons. In which the Purchase Intention of people using online payment and installment payment is significantly greater than that of people using cash on delivery.

For Different Frequencies of using Social Networks, n this research, after the one-way ANOVA, there is a significance difference in Purchase Intention ($F=8.681$, $p< 0.05$) of people with different frequency of using social networks. In order to further test the difference in Purchase Intention of people with the different frequency of using social networks, this paper uses the LSD method for multiple comparisons. In which the Purchase Intention of people using social network often is significantly larger than that of people who

barely or never use social network; the Purchase Intention of people who do not often use social network is significantly larger than that of people who barely or never use social network; the Purchase Intention of people who barely use social network is significantly larger than that of people who never use social network.

As for as Main Purposes of Computers, In this research, after the one-way ANOVA, there is a significant difference in Purchase Intention of people with the different main use of computers (F=3.005, p<0.05). In order to further test the differences in Purchase Intention of people with the different main use of computers, this paper uses the LSD method for multiple comparisons. z

5.3.3 Marketing Mix 7P factors

It can be seen from study that there is a significant positive correlation between Purchase Intention and Product Feature, Price Feature, Place Feature, Promotion Feature, People Feature, Process Feature, and Physical Evidence. The relevant degree is 0.646, 0.537, and 0.242, 0.406, 0.220, 0.230, 0.441, respectively. Among the influencing factors of Marketing Mix (7Ps), the product factor is the most important, followed by the price factor.

It can be seen from study above that explanation rate of Purchase Intention by Online Shopping, Promotion Feature, Process Feature, Price Feature and Product Feature is 68%. The linear relationship between the explained variable and the explanatory variable is significant. A linear model (F = 89.552, p < 0.001) can be established. From the normalized path coefficient, the Product Feature has a significant positive effect (β=0.446, p<0.05) on Purchase Intention.; Price Feature has a significant positive effect on Purchase Intention (β=0.118, p<0.05); Place Feature has a significant positive effect on Purchase Intention (β= 0.161, p<0.05); Promotion Feature has

a significant positive effect on Purchase Intention (β=0.202, p<0.05); People Feature has no significant effect on Purchase Intention (β=0.017, p>0.05); Process Feature has a significant positive effect on Purchase Intention (β=0.157, p<0.05); Physical Evidence has a significant positive effect on Purchase Intention (β=0.138, p<0.05); Among the Marketing Mix(7ps) influencing factors, only human factors had no significant influence on shopping intention. Therefore, it is proved that the human factors in 7p do not affect the Online-shopping intention.

5.3.4 Technology Knowledge factors

It can be seen from study that there is a significant positive correlation between Purchase Intention and General Knowledge, Special Knowledge, and Online Shopping. The relevant degree is 0.288, 0.265, and 0.343, respectively. It can be seen from the data that among the influencing factors of Technology Knowledge, online shopping technology is the most important.

It can be seen from study above that explanation rate of Purchase Intention by Online Shopping, General Knowledge, Special Knowledge, is 68%. The linear relationship between the explained variable and the explanatory variable is significant. A linear model ($F = 89.552$, $p < 0.001$) can be established. From the normalized path coefficient, Genera l Knowledge has a significant positive effect on Purchase Intention (β=0.098, p<0.05); Special Knowledge has no significant effect on Purchase Intention (β=0.046, p>0.05); Online Shopping has a significant positive effect on Purchase Intention. ($\beta = 0.105$, $p < 0.05$). Special Knowledge has no significant effect on Purchase Intention. Therefore, special technology does not affect consumers' purchase intention.

5.4 Research Suggestions for HUAWEI Company

5.4.1 Among Demographics factor

·In the study, data and conclusions were analyzed. I suggest that HUAWEI should invest more in the female mobile phone market, such as special female mobile phone models, advertisements and spokespersons targeted at female consumers. At the same time maintain the main consumer groups of male consumers.

·In terms of age group, the age group of 26-33 years old is the main consumer group. The majority of young people need to make the product line of HUAWEI mobile phone more youthful, add some trendy factors and keep the price at a price that young people can afford.

·In the occupational group, government employees are obviously more important, so it is suggested that HUAWEI cooperate with government departments to purchase official mobile phones. We can also make of apps or specialized phones that are suitable for government employees.

·In the monthly revenue group, RMB 5,000 to RMB 10,000 is the most important, so HUAWEI is reminded that it should produce more mid-range models to meet the needs of this income group while ensuring its profits.

·In education level research, we can conclude that the higher the degree, the stronger the buying intention. Therefore, for the highly educated people, we can release advertisements in universities and research institutions, and make some software or mobile phones suitable for scientific research and teaching.

·In the group of hometown location, people in big cities are more willing to buy HUAWEI phones online, followed by those in small cities. Therefore, HUAWEI's sales

strategy can be based on large cities. But it should also develop and expand markets in small cities and rural areas.

5.4.2 Among Lifestyle factor

·Among the influencing factors of personal lifestyle, the frequency of going out every week is very important. We can conclude that the less the number of going out every week, the stronger the purchase intention. Therefore, HUAWEI can provide more intimate services for people who don't go out much, such as door-to-door maintenance.

·In terms of access to information, consumers who like to browse information on the Internet are more willing to purchase. Therefore, HUAWEI should strengthen the investment in online advertising, targeted at video website and news website.

·The frequency of online shopping is also an important judgment data. The analysis shows that the more frequent the online shopping is, the stronger the purchase intention is. Therefore, in view of this, HUAWEI can strengthen the cooperation with shopping website and launch advertisements and product placement on their website.

·In the selection of online payment methods, consumers prefer online payment and installment payment significantly more. Therefore, for these consumer groups, HUAWEI can support online payment and installment service for all mobile phone products.

·The frequency of using social networking sites also has a great impact on the purchase intention, especially for consumers who frequently use social networking sites to buy HUAWEI mobile phones online. According to this feature, HUAWEI can increase its sharing with social networking companies, including spending on advertising and registering official social media accounts.

·The frequency of using social networking sites also has a great impact on the purchase intention, especially for consumers who frequently use social networking sites to buy HUAWEI mobile phones online. According to this feature, HUAWEI can increase its sharing with social networking companies, including spending on advertising and registering official social media accounts.

5.4.3 Among Marketing Mix 7Ps factor

Among the Marketing Mix 7ps factors, the factors most concerned by users are the product and price. In view of this characteristic, HUAWEI should continuously improve the product quality and product characteristics of mobile phone products. At the same time, in terms of price, while maintaining profit, we should refine the product line and launch high-end mobile phones and low-end mobile phones to adapt to different markets.

In Marketing Mix 7ps, it is the People factor that gets the least attention and least influences consumers' willingness to buy HUAWEI phones online. I think in online shopping, people or employees are not important compared to traditional business. Therefore, HUAWEI can reduce the budget and labor cost in this aspect while ensuring normal operation.

5.4.4 Among Technology Knowledge factor

From the perspective of computer technology, consumers who master online shopping technology are more willing to buy HUAWEI mobile phones online. It indirectly indicates that if the online sales volume of HUAWEI mobile phones needs to be improved, the online shopping knowledge needs to be popularized to the public. And make online shopping easy, so that people who do not have much computer knowledge also participate in

the online shopping.

5.5 Research Suggestions for This Paper

In this study, efforts have been made to improve various parts, including multiple modifications of variables. However, there are still many shortcomings, especially now affected by the international economic situation, the us-china trade war has seriously affected the development and sales of HUAWEI phones. This paper was written earlier and has not studied these effects further. I hope to study HUAWEI's online shopping strategy of mobile phone after the trade war between China and the United States in the future research.

On the other part, due to the limitations of time and ability, more variables were not added to conduct research. For example, the original plan was to conduct a detailed study on regional factors and online shopping website factors, but it was not carried out. In future studies, these two factors can also be added for further research.

5.5.1 The Limitation of the Research

Even though this study was deliberately constructed and developed, there were some inevitable shortcomings that I confronted during the research process. This might slightly impact the results of my research.

In this study authors only focused on some shopping websites and HUAWEI mobile product and part not all product goods, so the conclusion may not be suitable for all goods and industries. Although online questionnaires could help our research gain more respondents to ensure the quantity of the data, this method could not guarantee the quality of the data. This study only uses a quantitative method. The combination of qualitative method

and quantitative method would be more valid.

This survey limits us to a pool of Internet users. Hence, the results may not be generalized to non-Internet users. Although through paper survey it was in- tended to cover few non-users but since the pool of respondents was either students or working professionals so all of them had sufficient exposure to in- Internet. Second, the samples of Internet users for this study were mostly those who are more knowledge about the Internet and are thus experienced In- Internet users. Thus, the sample of respondents may be skewed toward more experienced Internet users. This may also restrict the generalize of the findings.

Another limitation was language barrier because I had to read English-written literates, paraphrase them, and wrote down all my research in English, but I am Chinese, English is my second language, So there might be some language mistake or misunderstanding in the process. At the same time, the questionnaire survey was released in China, so I had to translate it into Chinese, which may also have some language restrictions.

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