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An exploratory study of consumer purchase decisions on young Chinese brands in cross-border eCommerce platform



Jeremy Lui

## LEVEL 7 ASSESSMENT SPECIFICATION

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                      |                  |
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| Student name:                   | LUI, Man Lung Jeremy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Student ID number:                                   | 2337397          |
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# An exploratory study of consumer purchase decisions on young Chinese brands in cross-border eCommerce platforms

## Abstract

Chinese consumer brands “Go global” has become an increasing trend amid a weaker domestic economy. However, it also comes with the question of how these brands could be competitive in the global market, given their relatively limited global track record and the stereotypical perception of Chinese products. The situation helped amid the increased use of the Internet and penetration of online purchases of consumers, making marketing Chinese consumer goods simple via cross-border eCommerce platforms. This study aims to help young Chinese brands devise effective global marketing plans for their products by revisiting the framework of Theory of Planned Behaviour (TPB), Consumer Trust (CT), and Perceived Risks (PR) to predict consumer behaviour toward Chinese consumer products. Quantitative research was implemented using 40 non-probability sampling data via a questionnaire. The finding echoes the literature reviews in appreciating the relationship between the theory of planned behaviour and the purchase intention of Chinese consumer products. It also extends the theory’s applicability to the new trend of promoting Chinese consumer products through cross-border eCommerce, where Chinese consumer products can be equally competitive compared to other existing products, and the importance is to provide a competitive product that consumers consider relevant.

**Keywords:** *Young Chinese Brands, Cross-border eCommerce, direct-to-customer, Theory of Planned Behaviour, purchase intention.*

## 1. INTRODUCTION

The consumer industry represents one of the largest segments of the GDP and is perceived as a key driving force for economic development. The industry is particularly important for a growing economy like China because it encourages business innovation from small-and-medium size enterprises (“SMEs”) and creates economic growth momentum. (Naradda Gamage *et al.*, 2020) Over the years, thanks to the continuous economic development in China, we have seen many successful new consumer brands created and they managed to excel in the domestic China market. These brands not only could produce highly relevant products for the market, but they could also have developed their own disruptive business models allowing them to tap into the massive Chinese market successfully. (Allison, 2021) Their disruptive business models usually refer to their expertise in integrating their business operations to efficiently collaborate with the

key eCommerce platforms (e.g. Taobao, Pingduoduo, etc.) and employ online marketing tools such as Wechat Mini programs, Douyin (Chinese version of Tiktok) that allow them to expand at a highly rapid speed. (EY China, 2024)

While young Chinese brands have achieved good success in the domestic market, they have now reached the stage to expand into the global market. (Atherton, 2020) This is particularly important and has been a key topic for today's operating environment in China because these brands are facing weaker consumption demand amid a slowdown in the domestic economy, leading to a further intensified market environment which is already a highly competitive market and challenges to maintain revenue growth and profit margin (Wu and Yang, 2024). As a result, expansion to the global market has become a clear priority for them. However, it also comes with the question of how these brands could be competitive in the global market given their (1) limited track record globally, (2) "made in China" stereotype image that Chinese brands only produce low-quality products, (3) ability to effectively compete in a market that is already dominated by large global brands who possess stronger brand recognitions, and (4) entry strategies and channels that could target the global market more effectively. (Rua and Santos, 2022)

For young Chinese brands to be competitive in the global market, it is important for them to develop their unique competitive strengths to enhance themselves over competition with the existing large brands. (Rua and Santos, 2022) These include the ability to (1) implement creative sales strategies, (2) introduce high-quality and cost-competitive products, and (3) establish strong brand values that global consumers would be convinced of. Developing strong brand value is particularly important because it will be a key education process for consumers to change the image of Chinese products from being a "manufacturer" to accepting their ability to provide creative products with innovations. This also further contributes to improving consumer trust, which is important for a new brand that wants to grow in the long run healthily. (EY China, 2024)

Regarding entry strategies for these brands, the researches show that it is more effective for them to enter the global market by utilising cross-border eCommerce platforms (e.g. Amazon,

Shopee, Rakuten, Tmall, etc.) given these platforms offer immediate access to global customers with limited marketing cost. (Aspilla *et al.*, 2021; Snyder, 2023) Online sales also play to their strengths, given their online sales expertise gained from their domestic market (China as a sophisticated online sales market), whereby they can replicate some of the innovative ideas to the global market. (Sohaib, Safeer and Majeed, 2022) Below are some of the key success factors that young Chinese brands could employ based on our literature review:

- **Focus on niche products not fully covered by existing brands:** Focus on specific and unique products is crucial, and they should avoid competing in generic products that are already covered by existing large players who have strong brand value. As a start, they should first identify products that have good potential and are being overlooked by existing players, then focus on drilling deeper into these products that can address specific consumer needs to provide an exceptional product. (Odlin and Benson-Rea, 2021) This is important because well-established brands may be unable to accommodate their focus on niche products.
- **Implement direct-to-customer (“DTC”) model:** Many existing well-established brand players sell their products through traditional offline channels via distributors, and the disadvantage of doing that is it lacks direct customer interactions and does not have the ability to collect customer feedback. (Allison, 2021) Hence, young Chinese brands could leverage advanced technology features by analysing data points collected from the cross-border eCommerce platforms to (1) activate more direct interactions with consumers in real-time (eg. real-time chat and messaging), (2) push more relevant products to consumers based on their behaviour in the platforms, (3) implement proactive customer services on a tailored basis to provide better follow up. All these combined together would allow young Chinese brands to operate a good DTC model that could proactively increase consumer trust level and convince them to switch their purchase behaviour from foreign brands to Chinese brands. (Allison, 2021; Mu and Yi, 2024)

- **Focus on cost-effective, high-quality products:** With the increasing use of the Internet, it is noted that today's consumers have a stronger preference to seek cost-effective products in eCommerce platforms and less concern about consumer trust. (Wu and Yang, 2024) Hence, focusing on high-quality products at reasonable costs that fit best consumers would be a key strategy to win market share over well established brands, particularly amid a slowing economy. (Aspilla *et al.*, 2021; Wu and Yang, 2024) It is now perceived to be a good time to target relevant consumers and encourage them to shift their purchase behaviour from well-established brands to them and make them the new "go-to" brand when it comes to the next purchase. (Wu *et al.*, 2020)
- **Focus on improving brand value:** For young Chinese brands to be successful, it is highly important to re-position themselves away from the traditional image of the "Made in China" stereotype perception. The stereotype perception of Chinese brands' products is they usually produce cost-effective products with relatively low quality, and less the case for creativity with good quality. While this is already not the case for most Chinese products today, this phenomenon and perception will require more education. (Chen, Chen and Lin, 2013) Hence, strong efforts to maintain customer loyalty by generating more positive word-of-mouth, offering strong customer service, and responding quickly to customer questions would be important. This is particularly crucial for eCommerce activities because online sales would not have any physical touch or in-person interaction (Renner, 2022).

While it is challenging for young Chinese brands to tap into the global market, there have been increasingly more successful cases that appeared in recent years. For example, Carote in the kitchenware segment (a Chinese start-up that successfully becomes a global leading brand by selling its products on cross-border eCommerce platforms such as Amazon and Shopee), and SHEIN in the fast fashion segment (a Chinese start-up that successfully becomes one of the top fast fashion brands by selling products in its private portal by performing creative online marketing strategies). (Liu, 2022) These companies have spent significant time addressing the

above-mentioned key success factors and have executed them in an efficient manner. Not only had they now become a successful brand globally, but they had turned some of the shortcomings that smaller companies typically face into their strengths, whereby even the large-sized, well-established brands could not compete. (Carote IPO prospectus, 2024; Qu, 2024)

As a result, the objective of the research is to perform quantitative research to assess the relevancy of the above successful factors by studying the correlations and hypotheses arising from various consumer behaviour theories, including the Theory of Purchase Behaviour, Consumer Trust, and Perceived Risks. (Rehman *et al.*, 2019; Amarullah, Handriana and Maharudin, 2022; Kartikasari *et al.*, 2023) Regarding the research gap, the trend for global consumers to purchase Chinese consumer products from cross-border eCommerce platforms is still at a preliminary stage (despite rapidly growing), and there are limited literature references in analysing the successful factors. Most of the previous literature studies either focus on purchasing foreign products in cross-border eCommerce platforms or focus on purchasing products in their domestic market. Hence, there are few discussions around the research topic in this study. This research paper aims to enhance the existing literature references and can serve as a reference to provide more insights to the young Chinese brands. A successful research would also have practical implications for young Chinese brands when considering marketing strategies to promote their products to global customers in cross-border eCommerce platforms.

## **2. LITERATURE REVIEW**

### **2.1 Background**

The continuous development of the Internet has increased the importance of cross-border e-commerce, which has become an increasingly important channel for everyday purchases. (Mou *et al.*, 2019) According to Precedence Research, the global eCommerce addressable market is expected to rise from USD 16.3 trillion in 2023 to USD 67.1 trillion in 2033. (Precedence Research, 2022) The increase in eCommerce purchases is also expected to make Chinese consumer products more accessible to customers. (EY China, 2024) Hence, in order to help young Chinese brands enter new markets via cross-border eCommerce platforms, my

research study focuses on predicting the drivers of consumers' purchasing intentions for consumer products which could act as a reference to these brands for them to determine their marketing strategies. This literature review will focus on the impact of Purchase Intention (PI) by utilising the Theory of Planned Behavior (TPB) as the key theoretical framework, and also make reference to the Theory of Consumer Trust (CT) and Perceived Risks (PR) given purchasing Chinese consumer products from cross-border eCommerce platform is a new rising trend. Understanding these constructs is crucial for analysing consumer purchase decisions in the context of young Chinese brands.

The Theory of Planned Behavior serves as the backbone of the theoretical framework. The theory posits that individual behaviour is influenced by behavioural intentions, which are shaped by attitudes toward the behaviour, subjective norms, and perceived behavioural control. This theory provides a robust framework for understanding how various factors influence consumer purchase intentions, particularly in the context of online shopping where risk and uncertainty are prevalent. This is particularly for our study important because intentions are the most immediate predictor of behaviour, making it essential to explore the antecedents of purchase intention in cross-border eCommerce.

The Theory of Consumer Trust (CT) and Perceived Risks (PR) are also included to examine together with Theory of Planned Behaviour because the trend of young Chinese brands selling their products overseas through the use of cross-border eCommerce platform is a relatively new and there are limited studies on it. Typically, consumers may have hesitation on Consumer Trust and Perceived Risks for new products. Hence, we have made reference on them together with TPB when examining the study. For Consumer trust, it plays a pivotal role in online purchasing decisions. Research indicates that higher levels of consumer trust positively influence purchase intentions, especially in eCommerce environments where consumers may lack direct experience with a brand. Consumer trust can mitigate perceived risks associated with online transactions, such as concerns about product quality and payment security. Especially young Chinese brands seeking to establish themselves in global markets, building consumer trust is essential to enhance purchase intention. (Rehman et al., 2019; Amarullah, Handriana and Maharudin, 2022) Research

also found that trust impacts purchase intention and fosters long-term customer relationships. For Perceived Risks encompass the potential negative outcomes that consumers associate with purchasing decisions. (Amarullah, Handriana and Maharudin, 2022) In the context of cross-border eCommerce, these risks may include financial loss, product quality concerns, and delivery issues. Studies show that higher perceived risks negatively influence purchase intentions. (Amarullah, Handriana and Maharudin, 2022) Therefore, it is critical for young Chinese brands to address these risks through effective communication and customer support to encourage consumer engagement. Reducing perceived risks can significantly enhance consumer confidence and willingness to purchase. (Aspilla et al., 2021; Amarullah, Handriana and Maharudin, 2022)

This effort is important because it expands the possibility of extending the Theory of Purchase Behaviour, Consumer Trust and Perceived Risks framework toward the purchasing intention of Chinese consumer products. Most studies implement the framework to predict decisions toward products in the domestic market, and the applicability of the framework to project purchase decisions of Chinese brands via cross-border eCommerce platforms receives relatively less attention.

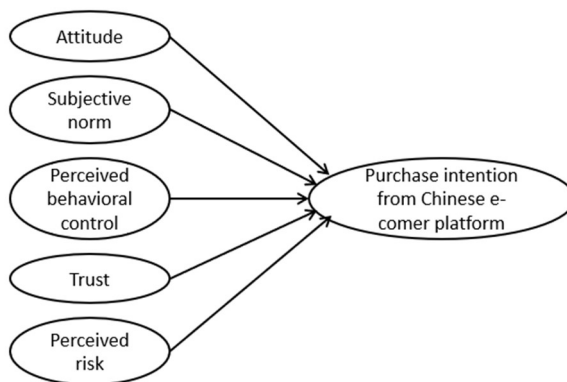
## **2.2 Proposed framework of the study**

The research questionnaire has taken into consideration to reference to three existing questionnaires from journal articles around the topic of (1) predicting consumer purchase intentions (Kartikasari *et al.*, 2023) (“First Sample”), (2) consumer trust (Rehman *et al.*, 2019) (“Second Sample”), and perceived risks (Amarullah, Handriana and Maharudin, 2022) (“Third Sample”). The questionnaire was started using the First Sample as the backbone for the overall questionnaire design, given the similarity to our research topic which is also around purchase intention, despite the First Sample focus on purchasing foreign products rather than Chinese products. Hence, an adjustment was made to tailor the questions, and we also removed questions around consumer ethnocentrism, which is not relevant to our research. After that, we have further enhanced the questionnaire by adding selected questions from the Second Sample on consumer trust and the Third Sample on perceived risks to make it more thorough, because we consider that they provide important constructs that are relevant to our research given

purchasing products from young Chinese brands is a relatively new trend, and it is important to check the level of significance among the variables. In addition, the advantage of combining questions from these journal articles is also because they have all thoroughly passed reliability and validity tests, guaranteeing comparability across research projects.

The theoretical model developed for this study showing the relationships among constructs is shown in **Figure 1** below.

**Figure 1. Theoretical model of this study**



**Source:** Adopted from (Rehman *et al.*, 2019; Amarullah, Handriana and Maharudin, 2022; Kartikasari *et al.*, 2023)

### **Constructs / Variables**

After incorporating the relevant components from the selected journal articles, the research model is designed to include 6 variables (1 dependent and 5 independent):

#### **1. Purchase intention of Chinese Consumer Products (PIC), dependent variable**

Purchase intention is the likelihood that a consumer will buy a product. It serves as the dependent variable in this study, reflecting how various factors influence consumers' decisions to purchase young Chinese brands. And our research is around how other independent variables would affect this dependent variable and what would be the significance. (Aspilla *et al.*, 2021; Kartikasari *et al.*, 2023)

## **2. Attitudes (ATT), independent variable**

In the literature on online purchasing topic, previous studies have suggested many factors affecting attitudes towards online shopping from various fields, and in turn, affects online shopping intention. This is important to include in our study because Chinese consumer products from China are generally perceived as low-value items, and quality is not certain; we can see whether there would be a change of attitude in the current market and whether consumers would react positively or negatively to the product. (Aspilla *et al.*, 2021; Kartikasari *et al.*, 2023)

## **3. Subjective norms (SUN), independent variable**

Subjective norms assess the perceived social pressure to engage or not engage in a particular behaviour. In the context of online shopping, subjective norms can significantly influence consumer intentions, as individuals often look to their peers, family, and social circles for validation. The purpose of using it as a construct is to provide a better picture on how subjective norms impact consumers' attitudes toward purchasing decisions and whether social influences can enhance or hinder the likelihood of choosing Chinese brands over others. This is particularly important given that Chinese brands are new to the market and whether peer pressure exists in the current market. (Aspilla *et al.*, 2021; Kartikasari *et al.*, 2023)

## **4. Perceived behavioural control (PBC), independent variable**

Perceived behavioural control reflects an individual's perception of their ability to perform a behaviour and is influenced by internal and external factors. In the context of online shopping, this construct encompasses consumers' confidence in their ability to navigate online shopping platforms and make informed purchasing decisions regarding Chinese brands. It is important to assess how perceived behavioural control affects consumers' purchase intentions for Chinese consumer products and whether enhancing consumers' confidence through better information and user-friendly platforms can lead

to increased purchases of young Chinese brands. (Aspilla *et al.*, 2021; Kartikasari *et al.*, 2023)

#### **5. Consumer Trust (CT), independent variable**

Consumer trust reflects the influences buying behaviour, particularly in online environments where consumers may have limited personal experience with a brand. Trust in a brand can mitigate perceived risks associated with online shopping, such as concerns about product quality, payment security, and customer service, which is highly relevant for purchasing new Chinese brand's products. It is important to investigate the role of consumer trust in shaping purchase intentions for young Chinese brands in cross-border eCommerce, examining how trust can be built through brand reputation, quality assurance, and positive consumer experiences. (Rehman *et al.*, 2019)

#### **6. Perceived Risks (PR), independent variable**

Perceived risks encompass the potential negative outcomes that consumers associate with purchasing decisions. In the context of online shopping, these risks may include financial loss, product quality concerns, and delivery issues. Understanding how perceived risks affect consumer attitudes toward young Chinese brands is essential for identifying barriers to purchase intention. It is important to explore the relationship between perceived risks and consumer behaviour to determine how reducing perceived risks through effective communication and customer support can enhance purchase intentions, particularly for the new trend of purchasing consumer products from Chinese brands. (Amarullah, Handriana and Maharudin, 2022)

In summary, these independent constructs (ATT, SN, PBC, CT, CT and PR) are integral to understanding the factors that influence our dependent variable (consumer intention) regarding young Chinese brands in cross-border eCommerce. By examining these constructs in relation to attitudes and purchase intentions, this research will provide valuable insights into how Chinese

brands can effectively position themselves in global markets and address consumer concerns to drive sales.

## 2.3 Hypothesis

A total of five hypotheses are offered based on the research framework

- **H1: Attitude (ATT) positively influences Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.**

The hypothesis is grounded in the Theory of Planned Behavior (TPB), which posits that positive attitudes significantly drive behavioural intentions. When consumers hold favourable views toward young Chinese brands—shaped by perceptions of quality, value, and reliability—they are more likely to intend to purchase these products, particularly in the context of cross-border eCommerce, where uncertainties about product quality may exist. (Qu, 2024a) Research indicates that positive attitudes can alleviate concerns associated with purchasing from unfamiliar brands, thereby enhancing purchase intentions. Understanding this relationship is crucial for young Chinese brands aiming to position themselves in global markets effectively; by fostering positive consumer attitudes, these brands can improve their chances of success and increase sales in a competitive landscape. (Kartikasari *et al.*, 2023)

- **H2: Subjective Norms (SUN) positively influence Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.**

The hypothesis is grounded in the Theory of Planned Behaviour (TPB), which emphasises the role of social influences in shaping consumer behaviour. Subjective norms refer to the perceived social pressure to engage in a behaviour, and research has consistently shown that these norms significantly impact purchase intentions. For instance, studies indicate that when consumers believe that their peers, family, or social circles support the idea of purchasing a particular product, they are more likely to form positive purchase intentions. (Kartikasari *et al.*, 2023) This is particularly relevant in the context of cross-border

eCommerce, where consumers may rely on social validation to navigate unfamiliar brands and products. Understanding this relationship is crucial for young Chinese brands aiming to establish themselves in international markets; by fostering positive subjective norms through effective marketing and community engagement, these brands can enhance consumer purchase intentions. (Rashid *et al.*, 2019) This hypothesis also informs marketing strategies and contributes to a deeper understanding of how social influences can drive consumer behaviour in an increasingly interconnected global marketplace.

- **H3: Behavioural Control (PBC) positively influences the Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.**

The hypothesis is grounded in the Theory of Planned Behaviour (TPB), which emphasises the importance of an individual's perception of their ability to perform a behaviour. PBC reflects consumers' confidence in their capability to navigate online shopping environments and make informed purchasing decisions. Research has shown that higher levels of perceived behavioural control are associated with increased purchase intentions, as consumers who feel competent and capable are more likely to engage in a behaviour. (Kartikasari *et al.*, 2023) In the context of cross-border eCommerce, where consumers may face challenges such as language barriers, unfamiliarity with payment methods, and concerns about product quality, a strong sense of control can significantly enhance their willingness to purchase from young Chinese brands. (Rehman *et al.*, 2019) Understanding this relationship is crucial for these brands aiming to establish themselves internationally; by improving user experience and providing clear information, they can bolster consumers' perceived behavioural control, ultimately driving higher purchase intentions. This exploration informs marketing strategies and contributes to a deeper understanding of how consumer confidence can influence buying behaviour in an increasingly competitive global marketplace.

- **H4: Consumer Trust (CT) positively influences the Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.**

The hypothesis is grounded in the Theory of Consumer Trust, which emphasises the critical role of trust in shaping consumer behaviour, particularly in online environments. In eCommerce, where transactions often occur without face-to-face interactions, consumers rely heavily on trust to mitigate the perceived risks of purchasing from unfamiliar brands. (Rehman *et al.*, 2019; Amarullah, Handriana and Maharudin, 2022) Research has consistently shown that higher levels of consumer trust led to increased purchase intentions, as trust reduces anxiety about product quality, delivery reliability, and payment security. For young Chinese brands aiming to establish themselves in global markets, fostering consumer trust is essential; it enhances the likelihood of purchase and builds long-term customer loyalty. Understanding the dynamics between consumer trust and purchase intention is crucial for these brands, as it informs marketing strategies that can effectively address consumer concerns and enhance brand reputation. (Rehman *et al.*, 2019; Amarullah, Handriana and Maharudin, 2022) By exploring this relationship, the research aims to provide insights into how young Chinese brands can leverage trust to improve their competitiveness in the cross-border eCommerce landscape.

- **H5: Perceived risks (PR) positively influence Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platform**

The hypothesis is grounded in the Theory of Perceived Risk, which posits that consumers assess potential negative outcomes of purchasing decisions. Perceived risks encompass various dimensions, including financial risk, product quality risk, and delivery risk, all of which can significantly deter consumers from making purchases. Research has shown that higher levels of perceived risk are generally associated with lower purchase intentions, as consumers tend to avoid situations where they feel uncertain or vulnerable. (Rehman *et al.*, 2019; Amarullah, Handriana and Maharudin, 2022) In the context of cross-border eCommerce, where consumers may lack familiarity with Chinese brands and face additional uncertainties regarding product authenticity and service reliability, understanding the influence of perceived risks on purchase intention becomes crucial. By exploring this relationship, the research aims to provide insights into how young Chinese

brands can effectively address consumer concerns and mitigate perceived risks through transparent communication and enhanced customer service. (Rehman *et al.*, 2019; Amarullah, Handriana and Maharudin, 2022) Ultimately, this understanding will inform strategies that promote consumer confidence and drive higher purchase intentions for Chinese consumer products in an increasingly competitive global marketplace.

### **3. METHODOLOGY**

#### **3.1 Data collection method**

A voluntary online survey was created to gather data. Compared to in-person polling, this method enhances productivity, performance, and privacy while minimising surveyor bias to the extent possible. However, the method's limited tracking ability can make it difficult for participants to ask questions. At the start of the study, all volunteers were informed of their rights.

Pilot test: A pilot survey test was conducted by 5 respondents to assess the practicality of the questions asked and the choice of wordings to minimise possible ambiguity. The respondents who catered to the pilot tests included employees from the education sector (one), banking sector (three), students (one), and retired persons (one) who had experience answering online surveys. The pilot test on the survey was smooth, and only several adjustments required to be made after collecting their feedback. The adjustments made are mainly to simplify wordings in certain questions and provide more relevant examples on the names of the cross-border eCommerce platforms. Hence we had included the names of the platforms, such as Taobao, Tmall, Amazon and Shopee, for each question to make it clearer to the respondents.

Distribution method: Two non-probability sampling strategies are applied (Convenience sampling and snowball sampling). During our survey, we invited respondents to voluntarily participate and share the survey link with their peers through WhatsApp, WeChat and word-of-mouth. Google Form was used for the questionnaire, given its feature to allow one unique ID to fill in the questionnaire to minimise the possibility of duplicated entries. The data collection

process took place over two weeks in October 2024 and we collected 40 complete responses with no imputation necessary.

### 3.2 Population / Sample characteristics / Measurement

Regarding sample characteristics, given the research is to examine the purchase intention for Chinese products from a global perspective, we have therefore set our target population to be the residents based in Hong Kong, which is a relevant reflection of general consumer preference, given HK is (1) an international city with diversified cultural backgrounds and nationalities, and (2) HK residents generally possess sufficient knowledge about online purchases amid it is part of their lifestyle to engage in online purchase. (HK Government, 2024) The survey instrument is also, therefore, designed in English. Our constructs are multi-item 7-point Likert measures, as presented in Table 1.

### 3.3 Data analysis techniques

We analysed the descriptive data and tested hypotheses using Jamovi, an open-source software that allows real-time data processing. Given the sample size we are using for the research, the focus of the analysis will mainly be the reliability and correlation tests among the variables.

**Table 1: Measurement**

| Construct / variable                                                                            | Item | Wordings                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Purchase Intention of Chinese Consumer Products (PIC)</b> (Kartikasari <i>et al.</i> , 2023) | PIC1 | It is very likely that I will buy Chinese consumer products (eg. Fashion, home goods, etc) for my next online purchases on cross-border eCommerce platforms (eg. Website or apps) |
|                                                                                                 | PIC2 | I predict that I will shop for Chinese consumer products (eg. Fashion, home goods, etc) on cross-border eCommerce platforms (eg. Website or apps) in the future                   |
|                                                                                                 | PIC3 | I intend to shop for Chinese consumer products (eg. Fashion, home goods, etc) on cross-border eCommerce platforms (eg. Website or apps)                                           |

|                                                                              |      |                                                                                                                                      |
|------------------------------------------------------------------------------|------|--------------------------------------------------------------------------------------------------------------------------------------|
| <b>Attitudes (ATT)</b><br>(Kartikasari <i>et al.</i> , 2023)                 | ATT1 | Regular buying of Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps) is a pleasure for me           |
|                                                                              | ATT2 | Regular buying of Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps) is fun for me                  |
|                                                                              | ATT3 | Regular buying of Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps) evokes positive emotions in me |
| <b>Subjective Norms (SUN)</b> (Kartikasari <i>et al.</i> , 2023)             | SUN1 | My family approves my regular purchase of Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps)        |
|                                                                              | SUN2 | My friends approve my regular purchase of Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps)        |
|                                                                              | SUN3 | People important to me are buying Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps)                |
| <b>Perceived Behavioral Control (PBC)</b> (Kartikasari <i>et al.</i> , 2023) | PBC1 | I have enough money to buy Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps)                       |
|                                                                              | PBC2 | Buying Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps) entirely depends on me                    |
|                                                                              | PBC3 | For me, regular purchase of Chinese consumer products on cross-border eCommerce platforms is simple                                  |
|                                                                              | PBC4 | Purchase of Chinese consumer products on cross-border eCommerce platforms (eg. Website or apps) is time-saving                       |
| <b>Consumer Trust (CT)</b> (Rehman <i>et al.</i> , 2019)                     | CT1  | Key cross-border eCommerce platforms (eg. Website or apps) are safe for online transactions                                          |
|                                                                              | CT2  | Key cross-border eCommerce platforms (eg. Website or apps) will protect consumer personal data                                       |
|                                                                              | CT3  | Key cross-border eCommerce platforms (eg. Website or apps) give guarantee against misuses of personal data for commercial purposes   |
|                                                                              | CT4  | Key cross-border eCommerce platforms (eg. Website or apps) give guarantee to consumers that online shopping is secured               |

|                                                                        |     |                                                                                                                              |
|------------------------------------------------------------------------|-----|------------------------------------------------------------------------------------------------------------------------------|
|                                                                        | CT5 | Key cross-border eCommerce platforms (eg. Website or apps) gives transparent guarantee policy                                |
| <b>Perceived Risks (PR)</b> (Amarullah, Handriana and Maharudin, 2022) | PR1 | There is a high risk of loss if I make an online purchase through key cross-border eCommerce platforms (eg. Website or apps) |
|                                                                        | PR2 | There is a major risk involved in making purchases through key cross-border eCommerce platforms (eg. Website or apps):       |
|                                                                        | PR3 | Making a product purchase via key cross-border eCommerce platforms (eg. Website or apps) is risky                            |

## 4. RESULTS AND DISCUSSIONS

### 4.1 Descriptive statistics

The distribution of the sample population has a close balance of gender (47.5% female vs. 52.5% male). Most of the respondents are between the age of 35-54 (75.0%), with a high education background, including a university degree or above (87.5%), and high-level income (40%). They also have reasonable knowledge of online purchases (60.0% with purchase behaviour of at least once a month) and recognise the names of the key cross-border internet platforms (87.5% are familiar with the platform names), as shown in Table 2.

This group of sample respondents represents a highly targeted consumer group by cross-border eCommerce platforms, given that this group has strong purchasing power and good recurring behaviour in online purchases. The less favourable element is the age group, which lacks the representation of the younger age group of 18-34, a group generally perceived as more willing to test new products and has a stronger appetite to adopt more innovative sales channels. (Qu, 2024) Hence, the survey result could be deemed as a more conservative answer, especially around the constructs of Consumer Trust and Perceived risk, as the higher age group typically has more concerns in this area.

**Table 2: Sample and construct descriptive statistics**

|                                                                                                                                                                       | Counts (N) | %      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|--------|
| <b>Gender</b>                                                                                                                                                         |            |        |
| • Female                                                                                                                                                              | 19         | 47.50% |
| • Male                                                                                                                                                                | 21         | 52.50% |
| <b>Age</b>                                                                                                                                                            |            |        |
| • 18-24                                                                                                                                                               | 1          | 2.50%  |
| • 25-34                                                                                                                                                               | 2          | 5.0 %  |
| • 35-44                                                                                                                                                               | 14         | 35.00% |
| • 45-54                                                                                                                                                               | 16         | 40.0 % |
| • Above 55                                                                                                                                                            | 7          | 17.50% |
| <b>Job</b>                                                                                                                                                            |            |        |
| • Public employee                                                                                                                                                     | 4          | 10.00% |
| • Private employee                                                                                                                                                    | 27         | 67.50% |
| • Others                                                                                                                                                              | 9          | 22.50% |
| <b>Income</b>                                                                                                                                                         |            |        |
| • Low                                                                                                                                                                 | 5          | 12.50% |
| • Middle                                                                                                                                                              | 6          | 15.00% |
| • High                                                                                                                                                                | 16         | 40.00% |
| • Prefer not to say                                                                                                                                                   | 13         | 32.5 % |
| <b>Education</b>                                                                                                                                                      |            |        |
| • High School                                                                                                                                                         | 3          | 7.5%   |
| • Higher Diploma / Associate Degree                                                                                                                                   | 2          | 5.0%   |
| • Bachelor's Degree                                                                                                                                                   | 18         | 45.0%  |
| • Master                                                                                                                                                              | 15         | 37.5%  |
| • Doctor                                                                                                                                                              | 2          | 5.0%   |
| <b>How often do you make purchases online?</b>                                                                                                                        |            |        |
| • Never                                                                                                                                                               | 2          | 5.00%  |
| • Less than once a year                                                                                                                                               | 1          | 2.50%  |
| • A few times a year                                                                                                                                                  | 13         | 32.50% |
| • Once a month                                                                                                                                                        | 6          | 15.00% |
| • 2 - 3 times a month                                                                                                                                                 | 12         | 30.00% |
| • Once a week                                                                                                                                                         | 2          | 5.00%  |
| • More than once a week                                                                                                                                               | 4          | 10.00% |
| <b>How familiar are you with key cross-border eCommerce platforms (eg. Website or apps such as Taobao, Tmall, JD.com, Amazon, Shopee) that sell Chinese products?</b> |            |        |
| • No knowledge at all                                                                                                                                                 | 5          | 12.50% |
| • Slightly familiar                                                                                                                                                   | 5          | 12.50% |
| • Somewhat familiar                                                                                                                                                   | 11         | 27.50% |
| • Moderately familiar                                                                                                                                                 | 14         | 35.00% |
| • Very familiar                                                                                                                                                       | 5          | 12.50% |

Note: N=40

## 4.2 Reliability

Reliability refers to the consistency and stability of a measurement instrument, indicating how well it produces stable and consistent results over time. (Kartikasari *et al.*, 2023) In the context of our survey, reliability is crucial for ensuring that the constructs being measured are accurately represented in the data collected. To assess reliability, a reliability test is run to check Cronbach's alpha value (see table below). This statistical measure evaluates the internal consistency of a set of items in a survey or questionnaire. Given a Cronbach's alpha value of 0.70 or higher is generally considered acceptable, we can see that the values below are acceptable, and the questionnaire is reliable.

**Table 3: Reliability**

| Construct                                             | Mean | Cronbach's $\alpha$ |
|-------------------------------------------------------|------|---------------------|
| Purchase intention of Chinese Consumer Products (PIC) | 4.47 | 0.936               |
| Attitudes (ATT)                                       | 3.71 | 0.967               |
| Subjective norms (SUN)                                | 4.65 | 0.821               |
| Perceived behavioral control (PBC)                    | 5.25 | 0.744               |
| Consumer Trust (CT)                                   | 3.93 | 0.898               |
| Perceived Risks (PR)                                  | 3.74 | 0.888               |

## 4.3 Correlation

Correlation refers to the statistical relationship between two or more variables, indicating how changes in one variable are associated with changes in another. (Kartikasari *et al.*, 2023) The table below sets forth the correlations among all variables, with a p-value <0.05 indicating the acceptable significance of the correlations. It is noted that most variables are correlated except CT and PR, which showed higher results. Hence, they are insignificant for research outcomes.

**Table 4: Correlation**

|     |             | PIC    | ATT    | SUN    | PBC    | CT     | PR |
|-----|-------------|--------|--------|--------|--------|--------|----|
| PIC | Pearson's r | —      |        |        |        |        |    |
|     | df          | —      |        |        |        |        |    |
|     | p-value     | —      |        |        |        |        |    |
| ATT | Pearson's r | 0.805  | —      |        |        |        |    |
|     | df          | 38     | —      |        |        |        |    |
|     | p-value     | < .001 | —      |        |        |        |    |
| SUN | Pearson's r | 0.559  | 0.576  | —      |        |        |    |
|     | df          | 38     | 38     | —      |        |        |    |
|     | p-value     | < .001 | < .001 | —      |        |        |    |
| PBC | Pearson's r | 0.37   | 0.416  | 0.65   | —      |        |    |
|     | df          | 38     | 38     | 38     | —      |        |    |
|     | p-value     | 0.019  | 0.008  | < .001 | —      |        |    |
| CT  | Pearson's r | 0.068  | 0.26   | 0.126  | 0.251  | —      |    |
|     | df          | 38     | 38     | 38     | 38     | —      |    |
|     | p-value     | 0.677  | 0.106  | 0.439  | 0.118  | —      |    |
| PR  | Pearson's r | 0.297  | 0.214  | 0.092  | -0.231 | -0.033 | —  |
|     | df          | 38     | 38     | 38     | 38     | 38     | —  |
|     | p-value     | 0.063  | 0.185  | 0.571  | 0.152  | 0.842  | —  |

#### 4.4 Hypothesis testing

The p-values in Table 5 show that all hypotheses are supported except H4 and H5, rejecting the notion that CT and PR directly affect PIC. H1 and H2 show the strongest significance with a p-value <0.001, and H3 shows the reasonable significance of a p-value <0.05. For H4 and H5, the reason for the negative result could be explained by the population sample whereby our respondents are largely represented by a higher age (35-54), lacking the younger age group who are more active in online usage activities. In addition, while the respondents have reasonable knowledge of online purchases, about 40% of the respondents engage in online purchases less than once a month (again could be due to the age group of the sample), which could also be the reason for the hypothesis result.

**Table 5: Summary of hypothesis testing result**

|    | <b>Hypothesis</b>                                                                                                                               | <b>p-values</b> | <b>Results</b> |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------|
| H1 | Attitude (ATT) positively influences Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.                 | < .001          | Supported      |
| H2 | Subjective Norms (SUN) positively influence the Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.      | < .001          | Supported      |
| H3 | Behavioural Control (PBC) positively influences the Purchase Intention of Chinese Consumer Products (PIC) in cross-border e-commerce platforms. | 0.019           | Supported      |
| H4 | Consumer Trust (CT) positively influences the purchase intention of Chinese consumer products (PIC) on cross-border eCommerce platforms.        | 0.677           | Not supported  |
| H5 | Perceived Risks (PR) positively influence Purchase Intention of Chinese Consumer Products (PIC) in cross-border eCommerce platforms.            | 0.063           | Not supported  |

## 4.5 Discussions

### The effect of TPB constructs to Purchase Intention

The research further contributes to the existing literature review that consumers with higher TPB Constructs are more likely to hold favourable attitudes toward purchasing Chinese consumer products (H1, H2, H3). Previous studies have supported this finding, which is reflected in consumers' opinions toward purchasing.

Constructs with higher Likert measures from the Theory of Planned Behaviour are more prone to better purchase intention toward Chinese consumer products on cross-border eCommerce platforms. Among the TPB constructs, Perceived Behavioural Control and Subjective Norms have higher mean scores, whereas Attitudes have relatively low scores. This could reflect the traditional perception of Chinese products, which will take time to be fully adopted by global consumers despite the high quality of the products. (Wu and Yang, 2024) However, this finding is also good news for marketers as attitudes remain a critical variable that can be further improved, meaning marketers can instead influence consumers perceived behavioural control, subjective norms and attitudes with their promotional activities. The results show similarities based on the literature reviews we discussed earlier.

## The effect of Consumer Trust and Perceived Risks constructs to Purchase Intention

The study has shown an insignificant direct association between Consumer Trust and Perceived Risks to Chinese purchase intention and opposes the negative linkage. The results show differences compared to the literature reviews that we had discussed in the earlier sections. This could be due to the fact that online purchases have already been very well established, whereby consumers do not perceive Consumer Trust and Perceived Risks as the key concerns despite where the products come from, and the more important consideration is the product quality itself. (Aspilla et al., 2021; EY China, 2024; Qu, 2024b) However, this could also be because of the limitation on the sample size, which may not be a full indication of the total population. Hence for future studies, it is recommended to expand the sample size for future study.

## **5. CONCLUSION**

Constructs with higher Likert measures from the Theory of Planned Behaviour are more prone to better purchase intention toward Chinese consumer products on cross-border eCommerce platforms. This finding echoes the literature reviews in appreciating the relationship between the theory of planned behaviour and the purchase intention of Chinese consumer products. It also extends the theory's applicability to the new trend of promoting Chinese consumer products through cross-border eCommerce, where Chinese consumer products can be equally competitive compared to other existing products, and the importance is to provide a competitive product that consumers consider relevant. The study has shown an insignificant direct association between Consumer Trust and Perceived Risks to Chinese product purchase intention and opposes the negative linkage. However, this could be due to the limitation of the sample size, which is why it is recommended to expand the sample size for future studies. Overall, it is noted that the overall study supports the ties between the purchase intention of Chinese consumer products in cross-border eCommerce platforms via the theory of planned behaviour constructs.

The research findings also confirm the baseline of the theory of planned behaviour model validating simple direct positive effects between Perceived Behavioural Control, Subjective

Norms and Attitudes to purchase intention of Chinese consumer products. Among the variables, Perceived Behavioural Control and Subjective Norms have a higher effect on Chinese consumer purchase intention. These findings have practical implications for young Chinese brands when considering marketing strategies to promote their products to global customers in cross-border eCommerce platforms. While Attitude has a lower score than others, which could be why the traditional image of Chinese products still requires time to be fully adopted by consumers. However, this finding is good news for marketers as attitudes remain a critical variable that can be further improved, meaning marketers can instead influence consumers perceived behavioural control, subjective norms and attitudes with their promotional activities. For example, young Chinese brands can focus on improving the emotional appeal of their products and enhance online production (such as using more new media channels such as Instagram, Facebook, etc) to improve consumers' attitudes toward their products. Managers can also focus on consumers' subject norms as it is an influential predictor for Chinese consumer product purchase decisions rather than attempting to influence their Consumer Trust, which is deemed to be insignificant. Regarding limitations, the small sample size of the research, especially the lack of younger age respondents who participated in the survey, limits the relevance. Future research can expand the sample outreach to reach a higher sample size to target a more diversified population that could potentially reduce any inconsistency in questionnaire response.

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