



**Research on the influencing factors of consumer
purchase intention in the fresh food e-commerce
industry—Taking Hema Fresh as an example**

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DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed Qian Liu..... (candidate)

Date

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This work is the result of my own investigations, except where otherwise stated.

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Abstract

In recent years, with the continuous advancement of social development, the consumer's purchase desire is also getting stronger. With the prosperity of Internet sales, fresh food e-commerce brands under the operation of big data, AI and other information technology, by virtue of the perfect logistics and distribution chain, fresh ingredients sales rate has been rising. Among them, e-commerce companies led by Hema Fresh have opened a new era of fresh food e-commerce retailing through all-round online and offline integration.

Focusing on examining the impact of external and internal stimuli on consumer purchase intention in the fresh food e-commerce industry, this study firstly introduces the market background of the fresh food e-commerce industry, and builds a theoretical model by combining the theory of consumer purchase intention, the Stimulus-Organism-Response (SOR) theory, and the relevant research of the fresh food industry. Hema Fresh, a representative company in the fresh food e-commerce industry with an integrated shop and warehouse model, is selected as the research object to explore the factors influencing consumers' purchase intention. With data-driven and intelligent AI network technology, Hema Fresh breaks through the limitations of the traditional retail model for the sale of fresh commodities. It not only provides diversified choices in terms of quantity, variety, and quality, but also guarantees the stability of the quality and price of the commodities, as well as provides convenient services and consumption experience.

Secondly, 153 valid cases were collected through a questionnaire to gain insights into consumers' perceptions of Hema Fresh and their consumption habits. Subsequently, SPSS was used to analyse the data and verify the relationship between stimulus factors and purchase intention with qualified reliability and validity. The results of empirical analyses show that product quality, logistics, brand image and perceived trust all have a significant positive effect on consumers' purchase intention. Although

the direct effect of service experience and interactive experience on purchase intention is not significant, they still have a certain impact on the purchase intention of fresh produce consumers through the mediating effect of perceived trust. Based on these results, fresh food e-commerce companies should enhance consumers' purchase intention by optimising platform, service, marketing and channel strategies.

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1. Introduction

This research aims to explore the factors influencing consumer purchase intention in the fresh food e-commerce industry, specifically considers external stimuli such as product quality, logistics and brand image as well as internal stimuli such as service and interactive experience and consumer demographic characteristics, and through these analyses to provide feasible recommendations for brand development in this industry. This chapter introduces the background and significance of the study and establish the research questions based on the research aims and objectives.

1.1 Research Background

Due to the growing importance of healthy diet, the demand for fresh vegetables and fruits has risen, making the market capacity of fresh fruits and vegetables become unusually large. Traditional fresh products face a series of quality problems such as difficulty in keeping fresh for a long time during the sales process, which plays a significant impact on the development of the fresh food industry (Wang *et al.*, 2020). With the prosperity of e-commerce, the O2O model meets the demands of more timely, more convenient and faster sales of fresh products. Especially in the post-epidemic era, new consumption habits and an increasingly improved logistics system have broadened a new consumer market for fresh food, therefore fresh food e-commerce has opened up new vitality under the new retail model (Lu *et al.*, 2022). There are numerous successful cases of supermarkets using the O2O model around the world. For example, Jingdong invested in Yonghui hypermarkets, Amazon invested in Whole Foods hypermarkets in the United States, and the strategic alliance between Alibaba and Suning (Dai *et al.*, 2024). These investment activities provide consumers with more choices and indirectly promote the rapid development of offline shops.

With a large population, China has a great demand for fresh food. In the past,

consumers relied on the traditional retail model to purchase fresh food, and their choices in terms of quantity, variety, and quality were greatly restricted (Zhao *et al.*, 2021). Since the traditional retail model can not meet the demands of consumers for the quality and price of fresh food as well as shopping service, and at the same time, it also pulls up the price of fresh products, which hits the traditional fresh food retail industry. In such an environment, fresh food new retail market competitive advantage gradually expand (Srivastava *et al.*, 2015). With the emerging of the fresh food e-commerce industry, strengthening consumer loyalty and providing enough fresh products in real-time demand have become important tools for companies to compete for market share (Maruyama *et al.*, 2016). As a result, enterprises in this industry must continuously develop a deeper understanding of consumers and meet their needs. In this way, how to grasp the full range of factors affecting consumer purchase intention is an urgent issue faced by most fresh food companies.

Hema Fresh, as a pioneer of the emerging retail business model in China's fresh food industry, focuses on marketing fresh products and instant catering to middle and high-end users. Through the operation strategy of Fresh and Catering, Hema Fresh achieves the combination of online and offline sales in order to diversify its marketing services (Zhang and Wei, 2018). Since its foundation, Hema Fresh has become one of China's leading fresh food e-commerce companies by meeting diversified consumer needs with its competitive product prices and quality, satisfying and convenient shopping experience, as well as comprehensive delivery services (Yang and Peng, 2021). Therefore it is typical to choose Hema Fresh as the research object. Through using SOR model and questionnaire analysis to identify the factors affecting the purchase intention of Hema Fresh consumers, it will provide a reference for the further development of both this company and the whole industry.

1.2 Significance

1.2.1 Theoretical Significance

Theoretically, it can enrich both the consumer purchase intention case studies of the fresh food e-commerce industry and the application of the SOR model in consumer intention research. Many previous studies focus on the relationship between consumer purchase intention and purchase behaviour in the fresh food industry, but there are few studies on factors influencing consumer purchase intention in the fresh food e-commerce industry. Therefore this research stands in the perspective of consumers to analyse the relationship between marketing behaviours, trust and consumer purchase intention under the background of new retail, so as to study how fresh food e-commerce influences consumers' trust and purchase intention (Karim *et al.*, 2021). On the other hand, although there have been many consumer intention studies based on the SOR model, there is still a gap in its application in the field of fresh food e-commerce, so this research can enrich the research field of the SOR model.

1.2.2 Practical Significance

With the global success cases of fresh food business with O2O model emerging in an endless stream, the major fresh food e-commerce giants are constantly seizing the consumer market. Since China's fresh food e-commerce market is in a growing stage, this research chooses Hema Fresh, a leading company in this industry, as the research object to explore the factors that mainly influence consumer purchase intention with the help of questionnaires to investigate the changes in consumer purchase intention on the operation of fresh food companies. By identifying these factors, this research will provide recommendations for fresh food enterprises to promote consumer purchase intention and behaviour as well as expand the market share to promote the fresh food new retail sales process (Yang and Peng, 2021).

1.3 Research Aim and Objectives

Aim

This research aims to examine the impact of external and internal stimulus

on consumer purchase intention in the fresh food e-commerce industry. Besides, the research will also scrutinise the mediating role of perceived trust on the relationship between stimulus and purchase intention in Hema Fresh. The findings will provide insights and recommendations for promoting consumer purchases in this industry.

Questions

1. How do external stimuli provided by Hema Fresh impact consumers' perceived trust and purchase intention?
2. How do internal stimuli influence consumers' perceived trust and purchase intention in Hema Fresh?
3. To what extent does perceived trust mediate the relationship between stimuli and purchase intention in Hema Fresh?
4. How do consumer demographic characteristics affect consumers' purchase intention in Hema Fresh?

Objectives

1. To examine the impact of external stimuli triggered by Hema Fresh on purchase intention.
2. To examine the impact of internal stimuli on purchase intention.
3. To examine the mediating effects of perceived trust on the link between stimuli and purchase intention in Hema Fresh.
4. To examine the impact of consumers' demographic characteristics on purchase intention.

1.4 Summary

This chapter serves as an introduction to the whole research, which includes an overview of the research project, the research aim and objectives, as well as the reason and significance of the research. In order to further explore the major issues of

this research, Chapter 2 will provide the theoretical underpinning and research framework for this study.

2. Literature Review

Through reviewing the literature related to consumer purchase intention, SOR model, fresh food e-commerce industry, perceived trust and Hema Fresh, this chapter builds a theoretical model to satisfy the research aims and objectives, identifying the variables of this study and providing a solid theoretical underpinning for the study.

2.1 Research Related to Consumer Purchase Intention

Consumer purchase intention refers to the possibility of consumers to buy a product or service under specific conditions and the motivation of behaviour, which not only reflects the interest and attitude of consumers towards the product, but also includes their actual tendency to buy and action decisions (Rausch and Kopplin, 2021).

Consumer purchase intention plays an important role in marketing. By analysing consumer purchase intention, enterprises can predict market demand and formulate marketing strategies. According to consumer rational decision-making theory, intention is the precursor of action, and consumer purchase intention is an inevitable prerequisite for consumers to make purchases, reflecting the probability of their purchase decisions. Only when consumers have the idea and intention to buy a product or service, will there be subsequent purchase behaviour (Alavi *et al.*, 2016).

From the perspective of consumer psychology, Zhu (1985) indicated that the beginning and basis of purchase behaviour is the purchase intention, and that purchase behaviour is a reaction to purchase intention. Considering the impact of purchase intention on behaviour, many scholars began to focus on purchase intention alongside consumer behaviour studies. According to Li and Peng (2021), consumer purchase intention is affected by a combination of personal factors, including physiological and

psychological factors, and external environmental factors, including social and cultural factors. Specifically, in the process of consumer purchasing, physiological factors include age, gender, education, marital status, etc., and psychological factors include perception and cognition; social factors in the external environment include the family, the consumer's reference group, and cultural factors include regional differences and differences in living habits. In 2016, Lee found that product satisfaction, safety, logistics, price, service quality, and corporate reputation positively affect consumers' willingness to buy agricultural products after an empirical study through logistic regression analysis. Tian and Lee (2016) studied the factors affecting consumers' purchase intention based on the SOR model and found that consumer interactions in an online interactive community have a significant effect on their purchase intention. Consumers gained more product information and recommendations through interactive communication with other users, which in turn enhanced the certainty of purchase decisions. Onofrei *et al.* (2022) identified consumers' perception of the product and the brand as the main factors influencing their purchase intentions. In the field of fresh products, there are a lot of studies on consumer purchase intention, especially in the era of e-commerce, the combination of online and offline sales brings both opportunities and challenges to fresh food brands, so the study of consumer intention can help enterprises to understand the market demand and consumer psychology, and then formulate the corresponding market strategy. Zhao *et al.* (2021) found in their study that the quality and delivery time of fresh products are issues of concern to consumers, which can directly affect their purchase intentions and decisions. Lin *et al.* (2021) analysed e-commerce consumer trust influencing factors with fresh fruits as an example, and concluded that fruit quality, logistics, service quality, website design, interactive atmosphere and perceived value all have a significant impact on consumers' trust, with the most prominent being the role of fruit quality and perceived value. Based on previous research, this study selects product quality, logistics, brand image, service experience and interactive experience as factors affecting consumers' purchase intention in the fresh food e-commerce industry to verify their relationship with purchase intention.

2.2 Research Related to SOR Model

The SOR model originates from the Stimulus-Response model proposed by Watson in 1913. The early classic SR model reveals the connection between environment and behaviour from the perspective of input-output, but it can only simply present explicit external stimuli and outcomes, and is unable to express the perception and change of internal psychological factors of the stimulus receiver (Karim *et al.*, 2021). Based on this, Mehrabian and Russel introduced the concept of ‘organism’ and put forward the famous ‘Stimulus-Organism-Response’ model in 1974. The model emphasises that the external stimulus received by an individual acts on the organism and then prompts the individual to make certain behavioural responses (Pham *et al.*, 2024). In the SOR model, the stimulus variable (S) refers to the physical or psychosocial stimuli brought by the outside world, which can be a single factor or a combination of factors including the physical environment, product characteristics and external marketing; the organism variable (O) is the internal state or psychological process of the individual between the stimulus and the final behaviour, specifically, it is the individual’s emotion or cognition, of which the cognition is mainly manifested as the individual’s perception of the situation and behaviour, such as perceived value, perceived risk and perceived quality, etc.; the response variable (R) is the output result or external reaction of various cognitive, emotional, affective and other internal psychological activities of the individual after being stimulated by the external environment and the processing of the stimulus information, which is usually manifested as the individual’s attitude and intention (Gatautis *et al.*, 2016). Currently, SOR model has been widely used in researches related to consumer intention and behaviour. For example, based on the SOR model, Zhu *et al.* (2014) explored the effects of website quality, degree of innovation, and security factors on consumer shopping intention through mediating variables such as individual attitude and perceived risk under the stimulation of big data; Emir *et al.* (2016) used the SOR model as a research framework to examine the mechanism of information quality and

perceived interactivity on consumers' online hotel booking intention by using perceived value as an organismic variable; Zhang *et al.* (2020) used this model to analyse the key factors affecting consumers' trust in shared mobility service platforms and explored how to enhance consumers' intention to use shared mobility platforms.

With the rise of the new retail model, the SOR model has also been used in the field of fresh food e-commerce to study consumer purchase intention. For instance, Wang *et al.* (2018) proposed that the freshness of products and time pressure significantly and positively affect consumers' perceived value and positive emotions, which significantly and positively affect consumers' purchase intention; Ling *et al.* (2023) verified the mediating role of perceived value and brand trust in consumers' purchase intention on fresh food e-commerce platforms through empirical analyses. However, due to the relatively short time of emergence, there are not many studies on consumer purchase influencing factors based on the SOR model in the fresh food e-commerce industry, which is exactly the gap and significance of this study. Based on the above knowledge, this research applies the SOR model to consumer purchase intention towards fresh food e-commerce based on the assumption that the dimensions inherent in the model are likely to interact with each other. By setting one of the dimensions may be a mediating variable, stimulated by fresh food e-commerce, it finally affects the consumer's purchase intention (Pham *et al.*, 2024).

2.3 Research Related to Fresh Food E-commerce Industry

Traditional fresh food e-commerce mainly refers to the sale of fresh goods to consumers through logistics after they place orders online. One of its greatest strengths is the innovative marketing model and low cost of acquiring customers. However, due to the long delivery time, products are easily lost and customers cannot be assured of the quality of these fresh products (Wang *et al.*, 2020). Since then, new models such as front warehouses, shop warehouses, and community group-buying have emerged. The current research on fresh food e-commerce mainly focuses on two

aspects: One is the operation mode of fresh food e-commerce, another is the development of fresh food e-commerce logistics (Lin and Guo, 2021). Although there are many studies on factors affecting consumer purchases in the e-commerce environment, there is not enough detailed research on consumer intention in the fresh food e-commerce industry. According to Sinthamrong (2015), consumer trust and brand image is crucial in online marketing of fresh produce. Therefore, a positive brand image helps to increase customers' purchase intention. According to Peirce and Tang (2012), branding and advertising in the fresh food e-commerce industry have a significant impact on consumers' purchase decisions. They emphasise that in an online marketing environment, the reputation of a brand can significantly change consumers' perceptions of the brand, whereas the placement of advertisements directly affects consumers' purchase decision. However, these studies all focused on external factors such as brands and platforms, ignoring the consumers themselves. Similarly, research on internal factors also ignores these external factors. For example, Wang and Dai (2017) found that consumers have a strong demand for service experience and interactive atmosphere while shopping. Therefore this research combines both external and internal aspects to comprehensively analyse the factors that stimulate consumer purchase intention. In addition, current research ignores the significance of customers' ongoing purchase intention but mainly focus on the broad impact of these aspects. There is uncertainty regarding the primary influencing processes and the influencing elements that influence consumers' continual purchase intention when they shop for fresh food. So this research will fill these gaps by taking a typical company in the fresh food e-commerce industry as an example to validate in detail the specific factors influencing consumer purchase intention in this industry.

2.4 Research Related to Perceived Trust

Trust is an important subjective awareness that influences individual intention and behaviour. Mcallister (1995) divides trust into cognitive and perceived trust: cognitive

trust refers to the trustor's belief in the trusted person's competence and the subjective judgement of analysing the usefulness of objective factors for oneself. It is usually a rational judgement of the individual and requires objective information from the trusted person to be accumulated and established. While perceived trust refers to the subjective sentiment resulting from the dominance of perceptual thinking of the trustor and the emotional concern and emotional dependence on the trusted person, in which the influence of objective information is negligible. Through research Xiao (2014) found that cognitive trust usually occurs in the judgement of objective factors such as competence and value, while perceived trust usually occurs in the generation of subjective sentiments such as empathy and blessings by individuals. For example, the usefulness of information about a product can influence consumers' cognitive trust and thus their communication and publicity behaviours; while the brand culture behind a product is more likely to generate consumers' perceived trust and influence them to pay attention to and explore the value of the product. In this research, perceived trust is summarised as consumers' emotional trust in the Hema Fresh brand as well as their perceived trust in objective factors such as the brand's product and logistics quality.

2.4.1 Influences on Perceived Trust

Consumers need to build trust in merchants and products to eliminate the uncertainty and insecurity caused by the virtual environment due to the lack of intuitive understanding of products when shopping online. Currently, numerous studies emphasise that trust is a core element of successful online transactions. Deepa and Ruhi (2021) in their study of influencer review effects on purchase intentions attributed the influences of perceived trust to: brand reputation, sponsorship disclosure and brand image. Jin *et al.* (2020), in their study of the impact of social e-commerce platforms on consumers' persistent purchase intentions, found that perceived trust is strongly influenced by the supportive atmosphere of social platforms. Xie (2016) pointed out in the study of delivery service on customers'

willingness to make secondary purchases that building the image of delivery companies, the timeliness and flexibility of delivery service, the professionalism of delivery officers, and the timely remediation of delivery errors all have an impact on customers' perceived trust. Based on the above research of factors influencing perceived trust, consumers need to build trust when purchasing Hema Fresh's fresh products. Since Hema Fresh has both physical stores and online shopping platforms, factors influencing consumers' perceived trust may include brand image, product quality, service, logistics, interactive atmosphere and so on.

2.5 Theoretical Model Construction

Consumer preferences and needs affect the sale of goods, especially in the context of the Internet, where big data and technologisation provide diversified choices for consumers' shopping activities, prompting a gradual trend towards personalisation of their purchase intention (Huang *et al.*, 2020). Such consumers prefer to pursue a differentiated shopping experience, including the consumption process, product variety, service experience and so on. In this context, this research takes the purchase intention of consumers in the fresh food e-commerce industry as the research object, and constructs a theoretical model and framework for the purchase intention of consumers in the fresh food e-commerce industry based on the Stimulus-Organism-Response (SOR) theoretical model.

Zhao *et al.* (2020) suggested that purchase intention is the subjective tendency of consumers to make positive or negative purchases based on the influence of external and internal factors. In this research, purchase intention refers to the subjective intention of the behaviour of purchasing fresh food, which is the probability of the event of consumers purchasing fresh products occurring. It can be seen as the response component refers to the consumer's reaction to stimuli provided by Hema Fresh. External stimulus is a multidimensional variable, and this research focuses on

the research results of Han (2021), combines the characteristics of fresh food e-commerce platforms and the operation process, takes the factors specific to the fresh food brand represented by Hema Fresh as external conditions, including product quality, logistics and brand image. According to Ling *et al.* (2023), in addition to external stimuli, consumers' demographic characteristics and internal stimuli also influence their purchase intention. For example, consumers' age, gender, education level, occupation, income and experience while shopping will affect their perception and judgement of fresh food, which will further affect their willingness to purchase the goods. The cognitive and emotional factors inherent in the consumer are called organisms, which motivate the consumer to respond psychologically and behaviourally (Amgad, 2019). Tian (2020) suggested that consumers' perceived trust positively affects their sustainable purchase intention, and their overall evaluation and attitude towards the brand are also closely related to perceived trust, when consumers are in a pleasurable emotional state, the degree of their perceived trust will rise. Therefore, perceived trust is introduced as a mediating variable in this model to explore the mechanism of consumer influence on the purchase intention in the fresh food e-commerce industry, to reveal the key influencing factors for the development of this industry, and to provide an important support for the promotion of the sustained and stable development of each brand.

In conclusion, stimulus will act on consumers' purchase intention, and consumers are motivated by the stimulus to implement the decision of purchasing goods. In this research, the SOR model is used to investigate the stimulus changes in consumers' purchasing intention of fresh food, and the specific model is constructed in terms of intrinsic cognition and external environment, as shown in Figure 2.1. In the construction process, the intrinsic service and interactive experience as a stimulus, and the external product quality, logistics, and brand image will also further stimulate consumer perception (Dorsch *et al.*, 2017). As an organism, Perceived trust will further stimulate consumers to produce purchase intention.

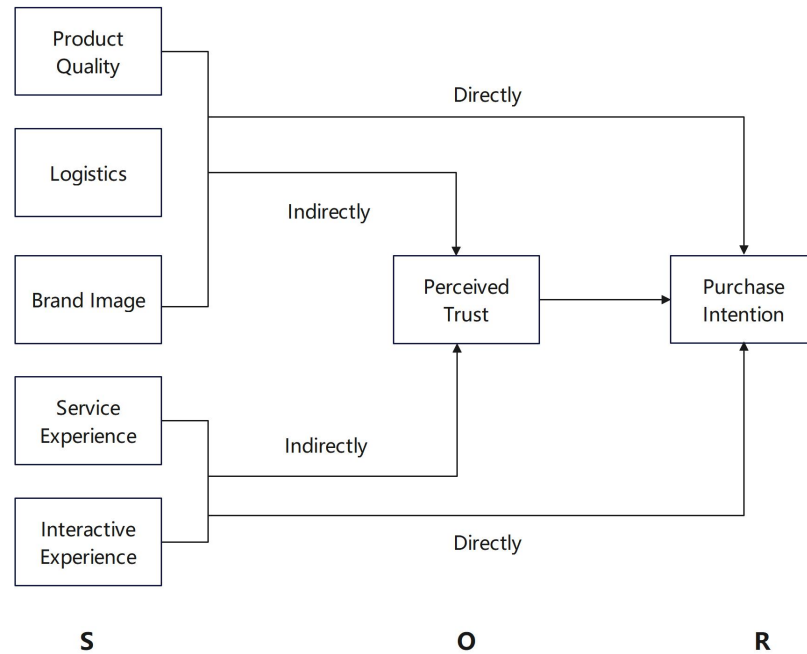


Figure 2.1 Theoretical Model

2.6 Summary

By collating and analysing relevant literature, this chapter summarises research related to consumer purchase intention, the SOR model, the fresh food e-commerce industry and perceived trust as well as constructs a theoretical model for this research. Since most previous studies focus on the factors influencing consumers' online shopping, with fewer studies on consumer intention in the fresh food e-commerce industry, and most of the research in this area focus only on external or internal factors, without combining the two aspects of the study, this study can not only enrich the research on this industry, but also enrich the application of SOR model in the fresh food e-commerce industry, which has a certain degree of innovation and practicability.

3. Methodology

This chapter consists of ten parts, including research aim, research design, ethical considerations and so on. Through introducing the research methodology used, this chapter provides support for the data collection strategies and methods chosen to meet the objectives of this research.

According to Cohen *et al.* (2003), research is the process of investigating, analysing and answering specific topics, phenomena or questions through systematic methods and procedures, which usually involves the steps of posing questions, formulating hypotheses, collecting and analysing data, and drawing conclusions. Through the study of the ‘research onion’ created by Saunders *et al.* (2015), this research adopts a positivist research philosophy, which emphasises the objective and observable nature of scientific inquiry. Based on the assumptions of positivism, a deductive approach is employed, starting from existing theories and using data collection and analysis to test or refine these theoretical hypotheses (McKibben *et al.*, 2020). The data is collected through online survey over a cross-sectional period and analysed through quantitative method.

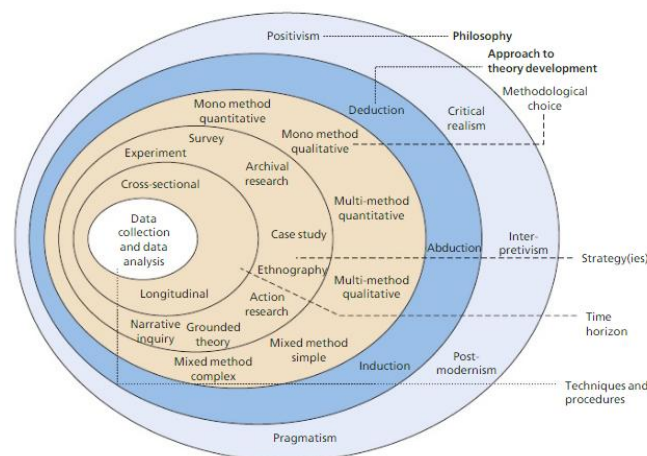


Figure 3.1 ‘Research Onion’ (Saunders *et al.*, 2015)

3.1 Research Aim

The overall aim of this research is to examine the impact of external and internal stimulus on consumer purchase intention in the fresh food e-commerce industry.

3.2 Research Philosophy

Based on the purpose of this research, a positivist philosophy is used for data collection. First proposed by the French philosopher Auguste Comte, positivism believes that knowledge can only be gained through observation and experience and that scientific explanations can only be based on verifiable facts (Park *et al.*, 2020). In research, positivist philosophy advocates the use of quantitative data and statistical methods to study social phenomena, arguing that only quantitative data can provide reliable evidence to support research conclusions (McCloskey, 2022). Its core idea is that research should be based on direct, verifiable empirical data rather than subjective speculation or intuition. Therefore, positivist research methods usually use quantitative research tools such as questionnaires and statistical analyses rather than qualitative research methods such as in-depth interviews and case studies (Alharahsheh and Pius, 2020). According to Karupiah (2022), positivism places a strong focus on gathering empirical data, testing hypotheses through statistical analysis, and using research designs to provide factual information that may be utilised to validate and clarify the assumptions of research design.

As a very important method of exploring a research problem in depth, positivism can be used to test and seek knowledge of many hypotheses, as well as the researcher's understanding of social and economic phenomena and control on the inquiry. It has been widely used with some success in various fields of research, especially in the social sciences, education, economics and psychology. According to the summary of Maksimovic and Evtimov (2023), the steps of positivist research methodology include formulating a research question, conducting a research design, data collection, data

analysis, drawing conclusions, conducting validation and reporting. This series of complete scientific processes has several advantages. Firstly, by using quantitative data and the scientific method, it is possible to reduce the subjective bias of researchers, which ensures the strong objectivity of the research (Sanchez, 2023). Secondly, since the results of the study are based on observable evidence, other researchers can repeat the experiments and verify the reliability of the conclusions through similar methods. Additionally, because of its scientific and practical, positivist philosophy is applicable to a variety of different research fields and is especially widely used in social and natural sciences (Karupiah, 2022). Finally, through quantitative research, the positivist approach helps to reveal the causal relationships between different variables. Therefore applying the positivist philosophy in this research can help examine the impact of external and internal stimuli on consumer purchase intention in the fresh food e-commerce industry, which meets the research objectives.

In conclusion, the application of the positivist philosophy helps to provide a rigorous theoretical basis for this study and ensures the credibility of the conclusions through the reproducibility and verifiability of the data. However, care needs to be taken to ensure the adequacy of the data to avoid limitations.

3.3 Research Approach

Guided by the philosophy of positivism, this study adopts the deductive method, which provides researchers with a way to start from theory, deduce hypotheses through logical reasoning, and verify them empirically (Casula *et al.*, 2021). Through the deductive method, the researcher is able to test the applicability of existing theories and verify the reliability of the findings through objective data. This method is widely used in scientific, social science and quantitative research and has the advantage of being logically rigorous and supported by empirical data. However, the validity of the deductive method depends on the accuracy and applicability of the

theories used, so it is crucial to choose an appropriate theoretical framework in practical research (Proudfoot, 2023). In order to establish a foundation for data collection within the particular issue of this study, Chapter 2 is the result of a thorough analysis of previous research and academic theory related to consumer purchase intention. Through the literature review, questions for data collection have been developed.

3.4 Research Strategy

Research strategy is a significant part of the research and influences the planning, implementation and interpretation of the entire research process. It not only provides a framework for the entire research process, ensuring that the research design, data collection, analysis and interpretation are coordinated, but also helps the researcher to avoid arbitrariness as well as ensures that the study is systematic and logical (Johannesson and Perjons, 2021). Guided by the purpose and approach of the study, survey is used to collect data for this research. As a common research strategy, it is mainly used to collect data on people's opinions, attitudes, behaviours or characteristics (Kent, 2020). In this research, data related to the purchases of Hema Fresh's consumers is collected through an online survey, and through data analysis to validate the factors influencing consumers purchase intention. Although as an efficient and widely applicable research strategy, survey can help collect a large amount of valuable quantitative data at low cost and with high flexibility, it also faces challenges such as low response rates, inconsistent data quality, and sample bias (Paleyes, 2022). Therefore, the researcher need to design the questionnaire carefully, control sample bias, and incorporate other methods to improve the reliability of the results.

3.5 Research Method

This research adopts a quantitative method, specifically, data is collected through an

online questionnaire and analysed through professional tools like SPSS. Characterising by its reliance on measurable variables and statistical techniques, the quantitative method focuses on the systematic collection and analysis of numerical data to understand patterns, relationships, and trends within a particular subject area, enabling researchers to derive objective conclusions that can often be generalised beyond the sample studied (Bhatta and Ohe, 2020). Typically employed in fields such as social sciences, health, education, and business, quantitative research seeks to answer specific questions through structured instruments, such as surveys and experiments. By quantifying data, researchers can identify correlations, test hypotheses, and establish causal relationships, providing a clearer picture of the phenomena under investigation (Kelle, 2006). In the empirical analysis chapter, based on the data obtained from the research questionnaire, this research quantifies, tests and analyses the questionnaire data through SPSS. Specific content includes understanding the current distribution of respondents' consumption intention characteristics, exploring the reliability and validity of the questionnaire, and testing the research hypotheses through regression analysis and mediation effect analysis, so as to reveal the influencing factors of consumers' purchase intention on fresh food e-commerce platforms and their magnitude of role.

Advantages of Research Method

Objectivity and reliability: Depending on numerical data, quantitative method helps reduce impact of researchers' subjective bias, so the results are objective. Meanwhile, the use of professional data analysis and inspection tools enhances the reliability of the findings (Bryman, 2017).

Broad applicability: Since large sample sizes are frequently involved in quantitative research, they enhance the broad applicability of research results. Furthermore, researchers may draw inferences about a group of individuals from sample data by using statistical methods, which increases the generalisability of their findings.

Clear comparisons: Quantifying differences and correlations between variables is made simple when using numerical data, which makes it possible to identify patterns and make clear comparisons.

Efficiency: Compared to qualitative methods, efficient data collection and analysis may be achieved at a reduced expense and faster pace when utilising online surveys, experiments, and other quantitative tools (Kelle, 2006).

Disadvantages of Research Method

Limited depth: Quantitative research tends to focus on superficial descriptions of phenomena and analyses of quantitative relationships, which may make it difficult to reveal in depth the deeper causes and mechanisms behind the phenomena. As a result, there may be limitations in explaining complex social phenomena. (Slife and Melling, 2012).

Lack of flexibility: Quantitative research often uses a structured approach, which may limit the ability to adapt to unexpected findings or explore emerging themes. Once a quantitative research is planned and carried out, it can be challenging to alter it or go in different directions without jeopardising the validity of the findings (Savela, 2018).

In summary, a quantitative method provides considerable advantages in terms of objectivity, broad applicability, and efficiency, making it important for many sorts of study. However, its limitations such as a lack of depth and flexibility should also be considered. As a result, it is critical to strive to overcome these limitations while maximising the benefits.

3.6 Target Population and Sampling Procedure

3.6.1 Target Population

The target population in research refers to the specific group of individuals or items that a study aims to understand or draw conclusions about. This group is defined by particular characteristics relevant to the research question, such as age, gender, location, or specific behaviors. Identifying the target population is crucial, as it determines the scope of the research and guides the sampling process to ensure that the findings are relevant and applicable (Dahabreh *et al.*, 2021). In this research, the target population is the group that consumed at Hema Fresh.

3.6.2 Sampling Procedure

The sampling procedure is a systematic method for choosing a portion of individuals or objects from a broad population to carry out research (Rahman, 2023). Purposive sampling, often referred to as judgemental or non-probability sampling, is the process of choosing participants according to particular characteristics or attributes that are pertinent to the study. The researcher uses their judgment to choose individuals who are most likely to provide valuable insights related to the research question (Campbell *et al.*, 2020). Therefore, this research used purposive sampling method to select the sample from consumers of Hema Fresh through the online platform, which can effectively enhance the relevance of research findings.

The size of the research sample as well as the quality of the sample will directly affect the results of the empirical analyses. Generally speaking, the number of samples needed is related to the number of questions in the questionnaire, and at least 5 samples are needed for one question (Lund, 2023). Since the questionnaire of this research has 28 questions, at least 140 samples are needed. Finally, 170 questionnaires were successfully distributed, and after screening, 153 valid questionnaires were returned, with a recovery rate of 90%, which meets the minimum standard.

3.7 Data Collection

Data collection methods are the techniques adopted to obtain information for research objectives. The selection of a method is influenced by the research aims, the type of data needed, and the accessed resources. As a common data collection tool in quantitative research, questionnaires provide structured data, especially close-ended questions such as multiple-choice and scale questions, which are easy to code and analyse quantitatively (Rathi and Ronald, 2022). So this research uses questionnaire to test hypotheses to examine the factors affecting consumers' purchase intention.

3.7.1 Questionnaire Design

This research selects individuals who have ever consumed at Hema Fresh as the target sample, and distribute questionnaires online through Microblog, WeChat apps and Hema Fresh shopping groups.

The questionnaire consists of two parts: The first part includes consumers' basic information, covering the gender, age, income status, as well as their consumption situation such as the frequency of purchases through the Hema Fresh platform. The second part uses a five-level scale to evaluate the six dimensions influencing consumers' purchase intention. The questionnaire is specifically designed using a 5-point Likert scale, which is a quantitative method that combines latent and measurement variables. Respondents can choose freely from the following five scales: Strongly agree, Agree, Neither agree nor disagree, Disagree, and Strongly disagree (Joshi *et al.*, 2015).

3.7.2 Effectiveness of Data Collection Tools

As the questionnaire is distributed through online platforms such as Microblog

communities, WeChat apps and shopping groups, there are no geographical limitations in reaching the target sample of Hema Fresh's consumers from different regions. A broad distribution of the questionnaire may be guaranteed because of the substantial and engaged user base of these platforms. Furthermore, the online survey can guarantee quick responses and cost-effective data collection (Braun *et al.*, 2015). However, it is crucial to note that since online questionnaires heavily depend on respondent-initiated participation and internet connection, sampling bias may result. For example, it is probable that the majority of final respondents are young costumers who are more engaged in online shopping, which may lead to results do not adequately represent those consumer segments who have less access to the internet (Andrade, 2020).

3.8 Time Horizon

In this study, a cross-sectional approach is chosen based on the research aims and objectives. It involves collecting data at a single point in time, providing a snapshot of a particular phenomenon or population, which is particularly useful for examining the relationships between variables and understanding the prevalence of certain characteristics or conditions within a population (Munir *et al.*, 2020). The survey for this study was conducted from mid-July to mid-August and the number of submissions exceeded the expected 140 by the time the questionnaire was stopped. The use of this method can help this study to efficiently test the relationship between external and internal stimuli and consumer purchase intention in the fresh food e-commerce industry.

3.9 Reliability and Validity

In quantitative research, reliability and validity are two core concepts that determine the quality and scientific validity of a research instrument or measurement. They help the researcher to assess the reliability and accuracy of the data, thus ensuring the

credibility of the research findings (Cheung *et al.*, 2024). In this research, the reliability and validity tests are conducted through SPSS. Specifically, the reliability is tested using Cronbach's alpha coefficient method, and the validity is tested through the KMO value as the test indicator and Bartlett's test of sphericity (Shrestha, 2020).

3.10 Ethical Considerations

Ethical considerations in research refer to the principles and guidelines that researchers must follow to ensure the dignity, rights, and welfare of participants are respected (ICAI, 2021). These considerations involves various aspects, including informed consent, confidentiality, integrity and so on. Since they are vital for ensuring responsible conduct in research and promoting the advancement of knowledge in a manner that respects human rights and societal values, this research strictly adheres to the requirements and guidelines in the "Research Ethics & Integrity Code of Practice 2022" of University of Wales Trinity Saint David.

Prior to the conduct of the study, informed consent was obtained from the subjects to ensure that all subjects were voluntarily participating in the study with full knowledge of the content and purpose of the study. Subjects were informed of their right to withdraw from the study at any time without any adverse effects. And the questionnaires were anonymised to protect the privacy of the study participants (Cacciattolo, 2015). In the process of data collection, storage and analysis, the researcher has taken strict confidentiality measures for the personal information and data of the research participants, as well as established an effective data management system to ensure the accuracy, integrity and security of the data (Fleming and Zegwaard, 2018). To ensure the authenticity and accuracy of the research data, the researcher maintained objectivity and impartiality throughout the research process and did not fabricate, tamper with or plagiarise the data in order to uphold the integrity

and reliability of the research. Meanwhile, limitations, uncertainties or potential conflicts of interest in the study were candidly disclosed and discussed (Arifin, 2018).

Through adhering to these ethical considerations, researchers can uphold the principles of honesty, integrity, and accountability, as well as contribute to the advancement of knowledge in a responsible and ethical manner (Yang, 2020).

3.11 Summary

Overall, this chapter specifically describes the research methodology of this research and the reasons for choosing it. Through analysing the limitations of the methodology, it reminds the researcher of the limitations that should be avoided during the specific implementation process.

4. Hypotheses and Pilot Test

Based on the theoretical analysis and the theoretical model developed in Chapter 2 as well as the choice of research methods in Chapter 3, this chapter combines the model with the influencing factors of purchase intention on fresh food industry by taking into account the characteristics of fresh food e-commerce companies, including proposing hypotheses and designing the corresponding questionnaires, so as to lay the foundation for the empirical analysis.

4.1 Research Hypotheses

Based on the above research on consumer purchase intention in the fresh food e-commerce industry as well as the exploration and analysis of related theoretical models, the hypothesis model of this research on the influencing factors of consumer purchase intention in the fresh food e-commerce industry will be established through

the study of the variables such as product quality, logistic level, brand image, service experience, interactive experience and perceived trust.

(1) Hypothesis of the relationship between perceived trust and purchase intention

According to Watanabe *et al.* (2020), perceived trust refers to the subjective sentiment arising from the dominance of perceptual thinking of the trusting individual and the emotional concern and emotional dependence on the trusted party, in which the influence of objective information is negligible. Through the research, Xiao (2014) found that perceived trust usually occurs in the generation of subjective sentiments such as empathy and blessing by individuals. According to the theory of consumer behaviour, people's decision-making can be attributed to two aspects: on the one hand, it depends on an individual's culture, social environment, economic situation and other relevant external conditions; on the other hand, it depends on an individual's internal emotions, which may have a significant impact on decision-making (Karim *et al.*, 2021). For young people in new era, trust is an important factor influencing their brand loyalty when shopping on e-commerce platforms. Lee (2009) found that consumers' perceived trust in online shopping websites in Taiwan, China was positively related to their attitudes. Similarly, social e-commerce consumers' perceived trust also affects their consumption intention. In addition, Liu *et al.* (2013) pointed out that the perceived trust of web users had a significant positive relationship with the willingness to sustain use. Therefore, it can be seen that consumers' perceived trust is the variable that stimulates purchase intention among the intrinsic factors, and the hypothesis is formulated:

Hypothesis 1: There is a significant positive correlation between consumers' perceived trust and their purchase intention in Hema Fresh (Zhao *et al.*, 2020).

(2) Hypothesis of the relationship between product quality and purchase intention

According to Rosillo-Díaz *et al.* (2020), product quality is one of the key factors influencing consumers' purchase intention. High-quality products can increase consumers' trust and satisfaction with the brand, which in turn promotes their willingness to buy. Their research shows that when evaluating products, consumers pay particular attention to quality performance across multiple dimensions, including functionality, reliability, durability, and experience of use. When product quality is better than expected, consumers are more likely to make repeat purchases and recommend them to others (Febriati and Respati, 2020). However, different dimensions of product quality have different impacts on consumer purchase intentions. For example, for technology products, consumers are more interested in functionality and innovation, while for food products they pay more attention to safety and freshness. As Lin *et al.* (2021) mentioned in their study, consumers place particular importance on the quality and safety of fresh products, as they believe that the quality of fresh products affects their health, and therefore they are more likely to choose brands and platforms that offer higher quality assurance.

Hypothesis 2: There is a significant positive correlation between product quality and consumers' purchase intention in Hema Fresh (Wang *et al.*, 2020).

(3) Hypothesis of the relationship between logistics and purchase intention

In the era of booming online shopping, logistics has become an important factor affecting consumers' purchase intention. Factors such as the quality of logistics services, costs, and the reliability of delivery all have direct or indirect impact on consumers' purchase intention (Riley and Klein, 2021). According to Jain *et al.* (2021), problems such as breakage rates, incorrect delivery and delays in the logistics chain will reduce consumers' trust in the platform, which will in turn inhibit their willingness to make repeat purchases. Due to the specificity of fresh products, logistics is one of the key factors to ensure the freshness of these products in the e-commerce environment, so the logistic level may also be one of the external factors

affecting consumers' purchase intention in Hema Fresh.

Hypothesis 3: There is a significant positive correlation between logistics and consumers' purchase intention in Hema Fresh (Deshpande and Pendem, 2023).

(4) Hypothesis of the relationship between brand image and purchase intention

The publicity and promotion of fresh produce has been used as a product symbol to influence consumer purchase intention to a certain extent. Zhang (2021) used a theoretical model in his study to explain the mechanism of brand image on consumers' purchase intention. He pointed out that brand awareness is the high influence range and ability of a company to make itself familiar to consumers, so that they will be more naturally familiar with the brand visually and psychologically dependent on it. In this way, when they make a habitual choice, out of brand dependence, they can make a purchase choice, and form a certain kind of cascade of repeated purchase phenomenon. Hu *et al.* (2019) in their research found that consumers' awareness of brands significantly and positively affects their purchase intention. The following hypothesis can therefore be formulated:

Hypothesis 4: There is a significant positive correlation between brand image and consumers' purchase intention in Hema Fresh (Savitri *et al.*, 2022).

(5) Hypothesised relationship between service experience, interactive atmosphere and purchase intention

As Qalati *et al.* (2021) said, a good service experience can effectively enhance consumers' purchase intention, which includes consumers' feelings and experiences during the whole purchase process, covering customer service, after-sale support, delivery efficiency and so on. A quality service experience is not just functional, it can also enhance consumers' connection with the brand by creating an enjoyable

emotional experience. This emotional connection helps increase repeat purchase intent and attracts new consumers through word-of-mouth. Sun and Gu (2018) suggested that shopping environment and atmosphere can significantly affect consumers' mood. For example, the hygienic conditions of a store may affect customers' impression of it and their shopping mood, which in turn has an impact on their purchase intention. In addition, the service attitude and interaction of shop assistants also has an impact on customers' purchase intention (Jiang *et al.*, 2022). Consumers in the fresh food industry can learn about the source, taste, storage methods, and consumption of fresh products through service staffs, and a good service attitude can promote consumers' purchase intention. At the same time, interactions between staffs and consumers during this process such as personalised recommendations, product reviews and feedback will increase their stickiness to the brand and make them more willing to make repeat purchases (Folkvord *et al.*, 2020).

Hypothesis 5: There is a significant positive correlation between service experience and consumers' purchase intention in Hema Fresh (Shrestha, 2020).

Hypothesis 6: There is a significant positive correlation between interactive experience and consumers' purchase intention in Hema Fresh (Liu *et al.*, 2021).

(6) Mediating role of perceived trust

In the consumption process, perceived trust is an intrinsic driving force for consumers, which can directly influence consumers' persistent purchase intention (Wu and Huang, 2023). Therefore, this research considers that perceived trust has a mediating role in the relationship between antecedent variables affecting consumers' purchase intention in Hema Fresh, and then makes the following hypotheses:

Hypothesis 7a: Perceived trust mediates the effect of product quality on consumers' purchase intention in Hema Fresh.

Hypothesis 7b: Perceived trust mediates the effect of logistics on consumers' purchase intention in Hema Fresh.

Hypothesis 7c: Perceived trust mediates the effect of brand image on consumers' purchase intention in Hema Fresh.

Hypothesis 7d: Perceived trust mediates the effect of service experience on consumers' purchase intention in Hema Fresh.

Hypothesis 7e: Perceived trust mediates the effect of interactive experience on consumers' purchase intention in Hema Fresh (Ling *et al.*, 2023).

Therefore, different influencing factors play different roles in consumers' psychology and will affect purchase intention in different degrees. In addition, external factors such as product quality, logistics, and brand image also provide consumers with different shopping experiences, and the perception of the shopping experience will affect consumer purchase intention to different degrees (Maharani *et al.*, 2023).

Considering the above factors, this study constructed a complete hypothetical model and designed a questionnaire.

4.2 Pilot Test and Improvements

After the preliminary questionnaire design, a pilot test is needed before the final questionnaire is distributed, with the aim of finding and correcting possible semantic ambiguities, descriptive ambiguities, confusing questionnaire structure, and irrational setting of question options in the questionnaire (Aithal, 2020). The pre-survey was distributed through WeChat and 30 questionnaires were distributed. Preliminary analyses showed that the questionnaire had high reliability and validity, but the following issues were found in the question design:

(1) The annual income division sub-section is too small, which is easy to cause head-stacking effect.

(2) Individual question items of the questionnaire are not clearly expressed, which is easy to lead to ambiguous understanding.

Based on the above problems, the questionnaire is modified and adjusted to form a formal questionnaire for final data collection.

4.3 Summary

In conclusion, this chapter focuses on designing hypotheses that are in line with this study and amending the questionnaire to provide an analytical basis for the further empirical analysis.

5. Findings and Discussions

On the basis of the analysis of consumer purchase intention in Chapter 4, this chapter conducts an empirical analysis of the collected data, which is used to explore the factors affecting consumer purchase intention in the fresh food e-commerce industry.

5.1 Descriptive Statistical Analysis

Descriptive statistical analysis is based on the composition of the sample and the overall situation of the effective research questionnaire collection of the description (Siedlecki, 2020). Focusing on the sample size by mastering the frequency of changes in the number of proportions, people will be able to use descriptive statistical analysis to understand the basic statistical characteristics of the sample size, so as to grasp the overall distribution of the sample size form (Katrakazas *et al.*, 2020).

Variable	Division	Frequency	Percent
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Gender	Male	64	41.8
	Female	89	58.2
Age	20 years old and below	17	11.1
	21-30 years old	26	17
	31-40 years old	33	21.6
	41-50 years old	51	33.3
	51 years old and above	26	17
Annual Income	10,000 to 50,000	38	24.8
	60,000 to 100,000	58	37.9
	110,000 to 150,000	41	26.8
	160,000 or more	16	10.5
Weekly Consumption Frequency	Once	49	32
	2-3 times	47	30.7
	4-5 times	33	21.6
	6 times and more	24	15.7

Table 5.1 Results of frequency analysis

According to the 153 valid questionnaires returned, there are 64 male consumers, accounting for 41.8% of the total number of consumers, and 89 female consumers, accounting for 58.2% of the total number of consumers. It is easy to understand that the proportion of female consumers exceeds that of male consumers, because Hema Fresh's products focus on daily needs such as fresh fruits and vegetables, which are more in line with the needs of female consumers in China. In terms of age, consumers aged 41-50 years old have a larger proportion of 33.3%, while the consumer group with the smallest proportion is 20 years old and below with only 11.1%, which may be due to the fact that consumers in this age group have a relatively low demand for

agricultural products. As they mostly eat at home and school canteens, the demand for daily grocery shopping among them is relatively low. However, Hema Fresh mainly focuses on fresh produce, so the purchase intention of this age group on this platform is also relatively low. On the other hand, consumers in the 31-50 age group are more likely to be responsible for purchasing basic necessities for their family, and therefore they shop at Hema Fresh with a relatively high frequency and willingness to shop. Among the consumers who participated in the questionnaire, those with an annual income of 60,000-150,000 RMB accounted for 64.7%, indicating that high-quality fresh food sales platforms like Hema Fresh are more attractive to the middle- and high-end consumer groups.

In summary, contemporary young and middle-aged people belong to the consumer group with high-quality and strong consumption desire, and their purchase intention have a certain pointing effect on the development of high-quality fresh food platforms, which can make a targeted consumption portrait map suitable for consumers of different genders, ages and incomes for the marketing of fresh food enterprises, and make it easier to obtain more effective research variables in the future when further analysing the consumer psychology.

5.2 Reliability Analysis

According to Modarres and Groth (2023), the reliability and accuracy of a scale can be measured by Cronbach's Alpha. Typically, the Cronbach's Alpha of more than 0.7 indicates high reliability and validity of the instrument. As it can be seen in Table 5.2, the Cronbach's alpha of the seven dimensions and the whole questionnaire are bigger than 0.7, indicating that the questionnaire has high reliability and the results are credible.

Dimension	Cronbach's Alpha	Number of items
Product Quality	0.903	4
Logistics	0.903	4
Brand Image	0.893	4
Service Experience	0.897	4
Interactive Experience	0.887	4
Perceived Trust	0.881	4
Purchase Intention	0.895	4
Overall Questionnaire	0.983	28

Table 5.2 Reliability coefficient standard

5.3 Validity Analysis

To test the validity of the questionnaire, the data were analysed in SPSS through KMO and Bartlett's test of sphericity. According to Mellinger and Hanson (2020), when the KMO is greater than 0.5, it means that there is a correlation between the variables; when the Bartlett's test of sphericity (p) is less than 0.05, it means that the variables are independent; when the questionnaire satisfies both conditions, it means that the questionnaire has good validity. As can be seen from Table 5.3, the KMO of the seven dimensions as well as the whole questionnaire are all greater than 0.7 and the p-value is less than 0.001, indicating that the questionnaire has high validity. After Bartlett's Test of Sphericity statistical analysis, the results show a good factor analysis effect, in which the cumulative variance of each dimension is more than 60%, which indicates that the results of this analysis have a high accuracy.

Dimension	KMO	Bartlett's Test of Sphercity	P	Cumulative Variance
Product Quality	0.848	375.786	<0.001	77.587%
Logistics	0.843	375.692	<0.001	77.446
Brand Image	0.834	351.004	<0.001	75.799
Service Experience	0.847	353.948	<0.001	76.441
Interactive Experience	0.832	328.802	<0.001	74.696
Perceived Trust	0.829	314.053	<0.001	73.669
Purchase Intention	0.840	350.890	<0.001	76.052
Overall Questionnaire	0.978	4290.828	<0.001	68.818

Table 5.3 Sample KMO analysis and Bartlett's test

5.4 Correlation Analysis

Pearson Correlation Analysis is a method used to measure the strength of a linear relationship between two variables. It describes the correlation between two variables by calculating their covariance and normalising it to a value (r) between -1 and 1. When $r=1$, it means that there is a significantly positive correlation between two variables; when $r=-1$ it means that there is a significantly negative correlation between two variables; and when $r=0$ it means that there is no linear correlation between two variables (Pan *et al.*, 2021). In this research Pearson's coefficient is used to explore

the relationship between the hypothesised factors and consumer purchase intention and to test the hypotheses proposed in the previous section.

	Product Quality	Logistics	Brand Image	Service Experience	Interactive Experience	Perceived Trust	Purchase Intention
Product Quality	1						
Logistics	.906**	1					
Brand Image	.866**	.881**	1				
Service Experience	.887**	.888**	.882**	1			
Interactive Experience	.906**	.895**	.876**	.874**	1		
Perceived Trust	.898**	.904**	.872**	.875**	.896**	1	
Purchase Intention	.903**	.909**	.893**	.886**	.897**	.904**	1

*. Correlation is significant at the 0.05 level (2-tailed), **. Correlation is significant at the 0.01 level (2-tailed).

Table 5.4 Correlation analysis

Through the Table 5.4, we find that the correlation coefficients of consumer purchase intention with product quality, logistics, brand image, service experience, interactive experience and perceived trust are 0.903, 0.909, 0.893, 0.886, 0.897 and 0.904 respectively, suggesting that all of these factors positively influence consumers' decision-making, and that the level of this influence reaches the statistical threshold of 1 percent. However, the results of the correlation analysis can only provide a reference, and their covariance with each other must also be demonstrated through multiple linear regression.

5.5 Regression Analysis

Multiple linear regression can help determine quantitative relationships between two or more variables that are interdependent. The main evaluation criteria for linear regression analysis in SPSS include the coefficient of determination R^2 , F and p values, regression coefficients, residual analysis, and diagnosis of multicollinearity, which allow for a comprehensive assessment of the validity, goodness of fit, and potential problems of the regression model (Rath *et al.*, 2020). In this study, based on the data analysis of linear regression model, the specific effect of each variable on purchase intention was assessed through statistical indicators such as coefficients, standard errors, t-values and significance levels.

Model Summary^b

R^2	Adjusted R^2	Durbin-Watson	F	Sig.
.893	.885	2.048	117.905	<.001 ^b

Model	Unstandardised		Standardised		Sig.	Collinearity Statistics	
	Coefficients		Coefficients			Tolerance	VIF
	B	Std. Error	Beta	t			
(Constant)	-8.679E-5	.177		.000	1.000		
Gender	.020	.062	.009	.327	.744	.947	1.056
Age	.003	.027	.003	.111	.912	.783	1.277
Annual Income	-.013	.036	-.011	-.351	.726	.774	1.292

Weekly Consumption	.010	.029	.009	.335	.738	.960	1.042
Product Quality	.159	.078	.166	2.045	.043	.115	8.685
Logistics	.193	.077	.203	2.498	.014	.115	8.716
Brand Image	.204	.070	.203	2.899	.004	.154	6.492
Service Experience	.091	.072	.092	1.261	.209	.142	7.023
Interactive Experience	.125	.078	.125	1.607	.110	.125	8.029
Perceived Trust	.208	.081	.203	2.575	.011	.121	8.251

a. Dependent Variable: Purchase Intention

Table 5.5 Regression analysis

As can be seen in Table 5.5, the model has an R^2 value of 0.893, showing that the independent variables have strong explanatory power for the dependent variable. And the adjusted R^2 value of 0.885 further confirms the high fit of the model as well as shows that the model is able to predict the changes in the dependent variable well. In addition, the F-value of 117.905 and a significance level of less than 0.001 strongly supports the overall significance of the model, which means that the independent variables in the model have a significant effect on the dependent variable. Through the specific data of each dimension, the p-value of personal characteristics such as gender, age and annual income, as well as variables including service experience and interactive experience are all greater than 0.05, indicating that these variables do not have a significant effect on purchase intention. While the p-values for product quality, logistics, brand image and perceived value are all less than 0.05, indicating that there is a significant effect of these variables on purchase intention. In addition, the VIF values of all variables are less than 10, indicating that there is no serious problem of multicollinearity in this model.

In conclusion, linear regression analysis shows that product quality, logistics, brand image and perceived trust are the key factors that enhance the purchase intention of

Hema Fresh's consumers. Therefore the brand should focus on optimising these aspects to attract and retain customers when developing its marketing strategy. Meanwhile, although the factors like gender, age, annual income as well as service and interactive experience do not have a significant direct effect on consumer purchase intention, they may indirectly affect consumer purchase intention through other factors, so they still have reference value in segmentation or personalised marketing.

5.6 Bootstrap Test

According to the previous hypotheses and structural equation model, it is known that this research believes that perceived trust plays a mediating role in the relationship between stimulus factors and consumers' purchase intention. In order to validate this assumption, the research takes perceived trust as the mediating variable, purchase intention as the dependent variable, and product quality, logistics, brand image, service experience and interactive experience as the dependent variables respectively in Process to conduct Bootstrap test. The number of Bootstrap times is set to 5000, and the confidence interval is 95%, if the 95% confidence interval of the indirect effect does not include 0, it means that the mediation effect exists, and if the 95% confidence interval of the direct effect includes 0, it means that it is a complete mediation effect (Alfons *et al.*, 2022). The test results are shown in Table 5.6.

Independent Variable	Effect Type	β	Standard Error	95%CI
Product Quality	Indirect Effect	0.415	0.065	[0.320,0.546]
	Direct Effect	0.453	0.067	[0.321,0.585]
Logistics	Indirect Effect	0.388	0.057	[0.281,0.504]
	Direct Effect	0.478	0.068	[0.802,0.930]
Brand Image	Indirect Effect	0.456	0.066	[0.332,0.589]

Service Experience	Direct Effect	0.439	0.062	[0.317,0.562]
	Indirect Effect	0.478	0.620	[0.362,0.606]
Interactive Experience	Direct Effect	0.402	0.064	[0.276,0.528]
	Indirect Effect	0.454	0.067	[0.327,0.590]
Experience	Direct Effect	0.443	0.070	[0.305,0.581]

Table 5.6 Bootstrap test

The results in Table 5.6 show that the 95% CI of the indirect effect of product quality, logistics, brand effect, service experience, and interactive experience does not contain 0, indicating that perceived trust mediates the relationship between these factors and purchase intention, and that these stimuli positively influence consumers' purchase intention through perceived trust.

5.7 Analysis of Hypothesis Testing Results

This research examines the influence of factors such as product quality, logistics, brand image, service experience, interactive atmosphere and perceived trust on consumer purchase intention in the fresh food e-commerce industry through SPSS, and the results show that these factors do have a certain correlation with consumers' purchase intention. The results of the hypothesis testing analysis of specific factors are shown in Table 5.7.

Hypothesis	Assumed Content	Result
H1	There is a significant positive correlation between consumers' perceived trust and their purchase intention in Hema Fresh.	Support
H2	There is a significant positive correlation between product quality and consumers' purchase intention in Hema Fresh.	Support

H3	There is a significant positive correlation between logistics and consumers' purchase intention in Hema Fresh.	Support
H4	There is a significant positive correlation between brand image and consumers' purchase intention in Hema Fresh.	Support
H5	There is a significant positive correlation between service experience and consumers' purchase intention in Hema Fresh.	Not Support
H6	There is a significant positive correlation between interactive experience and consumers' purchase intention in Hema Fresh.	Not Support
H7a	Perceived trust mediates the effect of product quality on consumers' purchase intention in Hema Fresh.	Support
H7b	Perceived trust mediates the effect of logistics on consumers' purchase intention in Hema Fresh.	Support
H7c	Perceived trust mediates the effect of brand image on consumers' purchase intention in Hema Fresh.	Support
H7d	Perceived trust mediates the effect of service experience on consumers' purchase intention in Hema Fresh.	Support
H7e	Perceived trust mediates the effect of interactive experience on consumers' purchase intention in Hema Fresh.	Support

Table 5.7 Research hypothesis verification

The Table 5.7 shows that all the hypotheses are supported except H5 and H6, which indicates that in Hema Fresh, product quality, logistics and brand image significantly and positively affect consumers' purchase intention. Meanwhile, perceived trust mediates the relationship between these stimuli and consumers' purchase intention.

According to the results of the hypothetical argument, most consumers focus on

product quality when purchasing fresh products from Hema Fresh, in which case Hema Fresh's high-quality products can deepen their brand loyalty to it; Secondly, Hema Fresh's relatively excellent online marketing and interaction as well as offline atmosphere can provide consumers a good sense of consume experience, which may help to increase re-consume rate. In addition, Hema Fresh's excellent performance in terms of logistics supply ensures that consumers in Tier 1 and Tier 2 cities can place orders online and then pick up the goods as soon as possible or receive them with a speedy delivery in 30 minutes, while through the next day delivery, shopping needs of consumers in Tier 3 and Tier 4 cities can also be met in a fast and timely manner. It can be seen that the fresh food shopping data of Hema Fresh consumers has a certain degree of directionality and representativeness. However, fresh food retail data in the context of big data is always in dynamic change. Therefore, fresh food brands, including Hema Fresh, still need to continuously improve their platforms, services, marketing and channels.

5.8 Summary

In this chapter, through the analysis of the questionnaire data and hypothesis testing, it verifies the influence of both external and internal stimulus factors on the purchase intention of Hema Fresh's consumers and the mediating role of perceived value. These results also provides the basis for the recommendations in the next chapter.

6. Suggestions for Enhancing Consumer Purchase Intention in Fresh Food E-commerce Industry

Based on the above findings, it is clear that product quality, logistics, brand image, service and interactive experience and perceived value all influence consumers' purchase intention. In order to help fresh food e-commerce brands increase consumer purchase intentions, this chapter provides targeted advice on platform, service,

marketing and channel optimisation.

6.1 Platform Optimisation Strategy

According to literature analysis and market research, e-commerce platform is a new track in the fresh food industry in China. However, China's fresh food e-commerce platforms are still in a state of mushrooming, the construction of platform operating systems, business models, supply chains, and other modules is not yet perfect (Liu *et al.*, 2023). So for fresh food brands, optimising their e-commerce platforms can help drive consumer purchase intention. According to Lin *et al.* (2021), the convenience and interactivity of platform operations are crucial aspects of consumers' actual experience. Since the smooth shopping experience, innovative marketing methods, and interesting interaction can attract consumers, this research puts forward the following suggestions to help merchants in the fresh food e-commerce industry to attract more consumers to purchase.

6.1.1 Innovative Marketing

In recent years, plenty of fresh food platforms such as Hema Fresh, Jingdong Home and You Choose have emerged one after another across China, however, homogenised competition inevitably leads to imbalance in market share, so innovative marketing approach is an important strategy for brands to capture the market. To gain more market share, brands must optimise their products and upgrade their marketing models from the customers' point of view, with Internet thinking at the core, and differentiate themselves from other e-commerce platforms to highlight their own characteristics to attract more consumers (Zhao *et al.*, 2021).

6.1.2 Improving the Interactivity of the Platform

Improving interactivity on a fresh food e-commerce platform is key to engaging customers, enhancing user experience, and driving higher sales. Interactive features

make the shopping experience more personalised, enjoyable, and seamless, which is crucial for retaining customers in such a competitive market (Jiang *et al.*, 2021). To achieve this, enterprises can establish comprehensive feedback and rating system. The interactive rating system allows users to rate products based on freshness, taste, packaging and delivery service, while feedback system encourages users to upload photos or videos of the fresh products they have received to show their quality, size and freshness (Pan, 2024). Moreover, they can offer discounts or loyalty points to customers who leave reviews or participate in surveys to incentivise their interaction. In addition to building a feedback system, fresh produce companies can also engage customers by integrating social elements into the platform, allowing them to share their purchase experiences or favorite products with more communities, as well as create a section where customers can ask questions, share tips, or discuss fresh food topics with others (Wenji, 2021). Furthermore, the use of Augmented Reality (AR) and Virtual Reality (VR) technologies can enhance the fresh food shopping experience. Specifically, AR technology will allow customers to view 3D models of fresh produce, so they can better visualise the size and quality before purchase. If companies provide virtual tours of the farms or suppliers where the fresh food is sourced, it will help customers feel more connected to the origin of their food and more trust these brands (Jagtap *et al.*, 2021).

6.2 Service Optimisation Strategy

The importance of service experience to enterprises cannot be underestimated, because it not only directly affects customer satisfaction, but also determines the enterprise's market competitiveness, customer loyalty and brand reputation (Panno, 2020). Especially in the O2O business model of fresh produce companies, service experience is the key link between online and offline, and consumers expect a coherent experience from the selection and booking on the online platform to the offline experience without any obstacles. In this case, a good service experience will

make customers satisfy with the brand, otherwise it may lead to customer loss, so companies should improve service quality and optimise customer experience (Zhou *et al.*, 2023).

6.2.1 Optimisation of Online Services

Convenient shopping process and user-friendly interface design can enable customers to place orders easily. So businesses can optimise their websites and apps to ensure they are simple and easy to use with few steps to purchase. They can also provide quick payment options and support multiple payment methods to meet the needs of different customers (Tsang *et al.*, 2021). Additionally, the comprehensive customer support channel can quickly respond to consumers' problems in purchase process and improve their satisfaction. Therefore, fresh produce enterprises can add online customer service, such as setting up 24-hour intelligent customer service to answer customers' questions, and supporting multi-channel communication to keep in close contact with customers through social media or instant messaging tools to provide professional advice and after-sales service (Xu, 2021). Furthermore, through big data analysis, companies can provide personalised recommendations and services based on customers' preference and consumption habits. For example, product recommendations that match customers' tastes can be targeted through user data to increase conversions (Marvin *et al.*, 2022).

6.2.2 Optimisation of Offline Services

For the offline shops of fresh produce companies, the in-store environment and service quality have a direct impact on the customer's shopping experience, so you need to ensure that the shops are tidy and orderly, and that the product displays are reasonably laid out so that customers can easily find the goods they need. In addition, regular staff training can help in-store service staff to improve their service awareness and professional knowledge, so as to help customers better select products and provide personalised advice (Recker *et al.*, 2024). With the emerging of community

group-buying, fresh produce companies can combine localised services with communities to provide convenience to customers while enhancing brand affinity. Through the community group-buying model, fresh produce companies can offer customers discounts in specific areas and take the opportunity to enter into a stable and long-term partnership to boost sales. Besides, they can regularly organise offline activities such as product tastings, food education courses and health lectures to increase interaction with customers and enhance brand stickiness (Shu *et al.*, 2024).

6.3 Marketing Optimisation Strategy

The branded positioning of fresh products and the targeted promotion of marketing objects help to accurately focus on the purchase needs of consumers, allowing customers to have a personalised and targeted purchase experience service (Melovic *et al.*, 2020).

6.3.1 Targeted Marketing

Brands need to identify their target customer base through targeted marketing strategies. Before starting business activities, companies need to position their products and analyse potential customers, including understanding their psychology, needs and factors influencing their purchases, in order to identify the target market more precisely (Kleih and Sparke, 2021). Different types and price of fresh products have different target customer segments, so brands need to develop appropriate package, price and promotional strategies based on these differences. In addition, it is also necessary to design different products, packages, and promotion activities according to the different purchase psychology of consumers (Wood *et al.*, 2021).

6.3.2 Strengthen Publicity

In order to enhance brand awareness, enterprises can step up their promotional efforts,

such as attracting potential customers through well-designed advertising campaigns. This may be achieved by understanding the needs of customers as well as targeting online and offline advertising campaigns to stimulate customers' purchase intention (Karpyn *et al.*, 2020). In addition, fresh food brands can also use social media platforms such as Microblog and WeChat to publish promotional articles and videos to deepen customers' impression of their products and thus enhance their emotions towards these brands. Moreover, through various forms of promotions, such as discounts, coupons, newcomer privileges and free samples, consumers can be effectively attracted to make purchases. By strengthening their branding, such companies can enhance consumer loyalty (Chang and Su, 2022).

6.3.3 Experiential Marketing

Carrying out experiential marketing helps to satisfy consumer needs in a multi-dimensional way. Therefore, fresh food brands can adopt effective experiential marketing strategies and build a unique brand image according to the characteristics of different customer groups, so as to meet their different needs and preferences (Ma *et al.*, 2022). To achieve this, companies can build a diversified consumer scene experience. Taking Hema Fresh as an example, its current model of 'supermarket + catering' provides consumers with diversified scenarios, allowing customers to have a richer life experience while shopping. On this basis, Hema Fresh can continue to expand its services in the design of its offline stores to provide customers with more diversified shopping scenarios, which may help attract more groups with different shopping needs (Chang *et al.*, 2021). In addition, companies can build up consumers' perceived trust by offering free tasting, making them feel more confident in purchasing their fresh products. What is more, in the modern business environment, the establishment of an IP image is an important part of a company's success. A successful IP image can help a company establish a unique brand image through a distinctive logo, mascot, character or other visual symbols, allowing consumers to quickly remember and recognise the brand amongst competitors (Nerkar *et al.*, 2023).

For example, Hema Fresh utilises the ‘Hippo’ IP to integrate the interface interaction of its online app into the spatial design of its offline shops, making its brand image more distinctive, and the emotional resonance that consumers feel with the brand through the IP image provides them with a unique experience and memory that enhances the interaction between the brand and the consumer. This enhances the interaction between the brand and consumers, and in turn enhances brand stickiness (Wang and Coe, 2021).

6.4 Channel Optimisation Strategy

The omni-directional coverage of the channel makes the logistics cold chain more complete, which can provide consumers with fresh food in a timely and accurate manner, as well as provide consumers with diversified and personalised purchase and payment experience (Zhang *et al.*, 2024).

6.4.1 Improve Cold Chain Logistics System

As fresh products have extremely high requirements on storage and transport conditions such as temperature and humidity, the cold chain logistics system is crucial for fresh enterprises. A perfect cold chain logistics system can ensure that every link of the products from production, storage, transport to distribution is in the proper environment, so as to ensure the freshness and quality of fresh products, which is directly related to consumer satisfaction and the brand reputation of the company (Han *et al.*, 2021). Therefore fresh produce companies must ensure the effectiveness of their cold chain logistics systems, which can be planned and implemented in a number of ways, including technology, equipment and management. Firstly, enterprises need to ensure that they have built a complete cold chain network, including the three key aspects of low-temperature warehousing, cold chain transport and cold chain distribution (Singh *et al.*, 2021). On this basis, advanced temperature control technology can be used, such as intelligent temperature-controlled systems

and temperature-controlled packaging. Through the Internet of Things and sensor technology, environmental data such as temperature and humidity can be monitored in real time during transport and warehousing, and the temperature can be controlled remotely through a cloud platform to prevent it from being too high or too low (Chen, 2020). At the same time, the use of temperature-controlled packaging with insulation boxes, ice bags, dry ice and other materials can ensure that the temperature does not change drastically during the end distribution process. However, for small and medium-sized fresh produce enterprises, the cost of establishing their own cold chain logistics system is relatively high. Therefore, choosing to cooperate with a professional third-party cold chain logistics company can help them quickly establish an efficient cold chain network, as the third-party company often possesses mature cold chain equipments, rich operational experience and a relatively complete distribution network, which can help these enterprises to effectively reduce costs and risks (Ren *et al.*, 2022).

6.4.2 Strengthen Channel Quality Control

In the fresh food industry, the freshness, quality, and safety of products are critical to a brand's market competitiveness. Strengthening channel quality control not only helps to guarantee product quality, but also improves customer satisfaction and brand trust, thereby increasing market share (De Corato, 2020). To ensure product quality, enterprises first need to strictly control the supply chain source, which includes strictly selecting qualified suppliers and monitoring their production process to ensure that every link in the supply chain meets the standard. Secondly, fresh produce enterprises must establish a standardised quality inspection system to carry out multi-level quality inspections of products at different stages to ensure that each batch of products meets the quality standards, including incoming quality inspections, regular sampling inspections and outgoing inspections (Liu *et al.*, 2021). Besides, enterprises can also use big data to achieve refined management. Through big data analysis, companies can monitor all aspects of the supply chain in real time, identify

possible problems in a timely manner, and take measures in advance to avoid product quality risks. For example, a product traceability system can be set up to record information on every step from production, processing, transport to sales, to ensure that products can be quickly located and recalled in the event of quality problems (Ben-Daya *et al.*, 2020).

6.5 Summary

Based on the results of the empirical analysis of the previous survey on factors (including product quality, logistics, shopping experience, etc.) affecting consumer purchase intention in the fresh food e-commerce industry, this chapter puts forward optimisation suggestions for enterprises. Through a comprehensive analysis of platforms, products, services, marketing, channels and other factors, it is recommended that enterprises strive to develop a more comprehensive fresh food new retail platform to meet consumer demand and pay attention to the psychological expectations of consumers in order to enhance their shopping experience, reduce the risk in the purchase process, as well as ultimately achieve consumers' trust and loyalty to the fresh food platforms, so as to promote the sustainable development of the brands in fresh food industry (Wang, 2022).

7. Conclusion

This chapter summarises the major research results in connection to the objectives and research questions, as well as provide an analysis of their significance. After that, some thoughts on the research's limitations and suggested directions for future research are presented.

7.1 Key Findings

Through data collection and analysis, this research takes Hema Fresh as an example to verify the influence of external and internal stimuli on consumers' purchase intention in the fresh food e-commerce industry, and finds that external stimuli such as product quality, logistics, and brand image have a direct and significant positive influence on consumers' purchase intention. Although the service experience and interactive experience do not have a significant direct influence on consumers' purchase intention, they have a positive effect on purchase intention through perceived trust just like product quality and other factors, which also proves the mediating effect of perceived trust. Contrary to expectations, the effect of consumer demographic characteristics on purchase intention in this study is not significant. According to the research findings, companies in the fresh food e-commerce industry should ensure product quality and logistics management, strengthen the promotion of brand image, improve service quality, optimise consumers' interactive experience to improve their perceived trust so as to increase their purchase intention and promote their continued purchasing.

7.2 Limitations

The in-depth study of this research can lead to some very meaningful findings and observations, although there are some flaws in the results of this research due to the constraints of time and the researcher's personal knowledge. Firstly, the positivist

philosophy adopted in this research has some limitations, such as ignoring subjective factors. Since it places too much emphasis on objective facts, positivism often neglects subjective motives and emotions in human behaviour, which may be crucial in explaining social phenomena (Matusov, 2023). In addition, some social phenomena are too complex to draw comprehensive conclusions from simple quantitative studies, and the reliability and validity of the findings may be questioned if the data collected are inaccurate or insufficient (Nyein *et al.*, 2020). Furthermore, as mentioned in the previous chapter, there may be a sample bias due to the limitations of the questionnaire distribution channels. A further reflection considers the timeliness of research findings. Since this research mainly adopts quantitative methods, using data analysis software to test the validity and reliability of the research data and structural equation test, there are a large number of variables and factors in these research methods, but these factors have different effects in different periods of social development, so this research has certain limitations of the times (Akanle *et al.*, 2020).

7.3 Future Research

Given the limitations outlined, future research in this area could benefit from several improvements. First, addressing the sample bias by utilising more diverse distribution channels for questionnaires, including a wider range of demographic groups, would enhance the generalisability of the findings. This could involve expanding the study to different regions or including a more representative cross-section of consumers in the fresh food e-commerce industry (Baig *et al.*, 2020).

Additionally, while this study focuses on quantitative methods, integrating qualitative approaches, such as interviews or focus groups, could provide deeper insights into the motivations and emotions driving consumer behaviour. A mixed-methods approach may reveal subtleties that pure quantitative analysis might miss, such as personal

experiences and contextual factors influencing perceived trust and purchase intention (Yaseen, 2023).

Finally, future studies could look into other mediating or moderating factors beyond perceived trust. Factors such as consumer knowledge, environmental concerns, or perceived risk might play significant roles in shaping consumer intention in the fresh food e-commerce industry. This would provide a more comprehensive understanding of the intricate dynamics at play in consumer decision-making (Han *et al.*, 2021).

8. References

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9. Appendices

9.1 Questionnaire

Introduction

Firstly, thank you for taking your valuable time to take this questionnaire. It is a survey to study the factors affecting the purchase intention of Hema Fresh. There is no correct answer, so just fill in the questionnaire as you really think. To ensure the validity of the questionnaire, please fill in it carefully and not repeat more than one questionnaire. The survey do not involve privacy and are only used for academic research. Participation in this questionnaire is voluntary and you can withdraw or terminate the questionnaire at any time and will not be affected in any way. In addition, in the case of withdrawal or termination of the questionnaire survey related personal information and data will not be used for research analysis and will be destroyed immediately. If you have any questions about this study, please feel free to contact the researcher.

Finally, thank you again for your participation in this questionnaire.

Part 1. Basic personal information

Please tick the codes of the items you have selected:

1.1 I have made a purchase at Hema Fresh (answer "No" to finish the questionnaire).

A. Yes B. No

1.2 Your gender

A. Male B. Female

1.3 Your age

A. 20 years old and below B. 21-30 years old C. 31-40 years old D. 41-50 years old E. 51 years old and above

1.4 Your annual income (RMB)

A. 10,000 to 50,000 B. 60,000 to 100,000 C. 110,000 to 150,000 D. 160,000

or more

1.5 How often do you spend money at Hema Fresh per week?

A. Once B. 2-3 times C. 4-5 times D. 6 times and more

Part 2. Purchase intention and influencing factors

Variable	Component					Source
	1= Strongly disagree	2= Disagree	3= Neither agree nor disagree	4= Agree	5= Strongly agree	
Product Quality						
Hema's products are fresh						Zeithaml <i>et al.</i> (1988) Dabholk (1994)
Hema's products are diverse						
The quality of Hema's products is quite consistent						
The quality of Hema's products meets my expectations						
Logistics						
Hema's deliveries are on time						Wang (2023) Yaakub and Sham (2021)
The food delivered by Hema is very fresh						
Hema's delivery information is updated in a timely and accurate manner						
Hema's returns and exchanges are easy						
Brand Image						
The brand is well recognised						Gaurav <i>et al.</i> (2020)
The brand is reputable						
Hema excels in advertising and promotion						
Hema is socially responsible						
Service Experience						
The staff in the store has a satisfied service attitude						Zhang and Wei (2018)
The customer service of Hema's online app is satisfactory						
Hema has a great after sales service						
Hema's service experience is value for money						
Interactive Experience						
Shopping at Hema is a pleasure						Sweeney <i>et al.</i> (2001) Keller and Kevin (1998)
Hema's shopping platform is easy to operate and user-friendly						
Hema's feedback platform makes it easy to provide feedback						
I like the personalised recommendations provided by Hema						
Perceived Trust						
Hema is trustworthy						Dam (2020) Watanabe <i>et al.</i> (2020)
Hema's products are value for money						
The product descriptions provided by Hema are accurate						
I am reassured by the comprehensive service of Hema						
Purchase Intention						
I will continue to shop at Hema						Cheng (2013) Wang (2023)
I will give preference to buying Hema's products						
I will recommend Hema to my friends						
I am willing to take the time to learn what is new at Hema						