



# An Assessment of Multi-dimensional Factors Influencing Patronage of E-Commerce Channels in Beijing, China: Inputs for Loyalty Program

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## ABSTRACT

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Cognizant of the growing Chinese e-commerce as one of the fundamental elements of the modern world because of technological advancements, this empirical study investigated e-businesses that utilize a variety of digital channels, such as social media, websites, and specialized applications, to market their products. Through a quantitative-descriptive research method, this study assessed the factors influencing e-commerce patronage, including product type, product quality, pricing competitiveness, user experience, and information security. The respondents were 300 customers of Tiktok, TaoBao, and JingDong in Beijing, China, chosen through quota sampling, who completed a survey questionnaire as the primary instrument for



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gathering data to answer research problems and test the hypothesis. The results revealed that *user experience* is highly influential in e-commerce patronage. The impact of these elements on patronage may vary depending on user preferences, platform design, and the overall shopping journey. The availability of a wide range of products on e-commerce platforms attracts customers looking for diverse options, influencing their patronage decisions. Competitive pricing strategies, including discounts, promotions, and price comparisons, significantly influence customers' choice of e-commerce channels. Trustworthiness and security of payment methods, data protection, and overall transaction security play a crucial role in attracting and retaining customers. The factors influencing e-commerce patronage are not significantly affected by demographic characteristics such as age, sex, educational attainment, and income.

## INTRODUCTION

One of the essential components of the contemporary world is e-commerce. Due to the advancement of technology and the growth of the Internet, businesses now have the opportunity to market their goods through the use of various digital platforms, including social media, websites, and specialized applications. A consumer can choose from and acquire a good using an e-commerce venue that is manufactured and sold in a foreign market (Mou et al., 2019). The global and geographic obstacles that divide consumers and goods could be eliminated through e-commerce. The term "e-commerce business" is another name for this type of online trade. In essence, it refers to the buying and selling operations of trading organizations using global trading platforms; it represents an innovative approach to conducting business across borders in which both parties look up things online, agree, sign it, and pay with a third-party followed by a global logistics firm or an express delivery service to complete the transaction. Most buyers in this form are small and medium-sized businesses, as well as private persons or businesses (Lu et al., 2021).

The proliferation of e-commerce platforms has significantly enhanced cross-border trade among ASEAN countries. He and Wang (2019) conducted a panel analysis to identify factors influencing cross-border e-commerce, such as GDP growth, internet penetration, and real exchange rates. Their findings highlight that macroeconomic stability and technological infrastructure play vital roles in fostering regional trade integration through e-commerce platforms. E-commerce is central to ASEAN's broader economic integration goals. Lee and Lee (2019) explored the role of e-commerce in aligning with ASEAN Economic Community (AEC) objectives. They noted that while e-commerce facilitates

economic interconnectedness, challenges such as regulatory inconsistencies and competition policies hinder its seamless operation across borders.

The benefits of e-commerce were stressed notwithstanding the COVID-19 pandemic's impact on the expansion of the global economy in 2020. The widespread shift in consumption patterns to the Internet, which produced a continual rise in penetration rate and sales, served as the catalyst for the explosive growth of the worldwide e-commerce retail industry (Kanaveedu & Kalapurackal, 2022). As a result of the continued development of internet features and the escalating capability of smartphone technology, webcasting began to expand and spread swiftly into many parts of people's lives, eventually becoming ubiquitous. Many Chinese companies are following this trend, and they are taking use of the Internet's extraordinary efficacy, timeliness, and low cost of information transmission to continuously develop their online marketing techniques (Yan, 2022).

In addition, brand image and after-sales service are also issues that need attention in e-commerce marketing channels. There are a large number of merchants and products on e-commerce platforms, and consumers are easily affected by brand image and after-sales service when shopping. Therefore, the retail industry needs to strengthen brand building and after-sales service on e-commerce marketing channels to improve consumers' shopping experience.

According to Wang (2023), the development of Internet technology is changing rapidly, and the path of online consumption is also changing: From 2000 to 2018, the period of the establishment and steady rise of platform e-commerce, shopping is basically completed on Jingdong and Taobao, and consumers have few channels to obtain information, which is not vivid and rich in the form of text and pictures. Since 2013, a number of content platforms have sprung up, and platforms such as XiaoHongshu and Tiktok have been born one after another. The content has developed from graphics to short videos and live broadcasts, and the information blowout has hit consumers and quickly occupied users' online time. QuestMobile TRUTH China Mobile Internet database data show that in May 2023, the total time used by users in the short video industry accounted for 28.0%, far exceeding the comprehensive platform e-commerce use time of 4.9%, an increase of 112% compared with 2019. In 2020, the content platform led by Tiktok is determined to layout e-commerce and create a self-closed loop of shopping within the platform, and consumer shopping behavior is also quietly changing. The three major e-commerce platforms in China are the old e-commerce platforms represented by Taobao and Jingdong, and the new content-based e-commerce platforms represented by TikTok.

However, e-commerce channels also face some problems and challenges.

First, price competition on e-commerce platforms is very fierce. Consumers can easily compare the prices of different merchants through the Internet, which has led to price transparency and increased price competition. Merchants may face the risk of declining profit margins, especially in the face of competition from homogenized products. Moreover, Mofokeng and Tan (2021) found that the rapid development of e-commerce has brought unprecedented shopping convenience to consumers, but it also increases the risk of personal information disclosure.

## FRAMEWORK

The framework for the study integrates three established models: the Expectation Confirmation Model (ECM), the Technology Acceptance Model (TAM), and the Kano Model. These theories provide a comprehensive foundation for analyzing the factors influencing consumer behavior in the context of e-commerce.

Developed by Bhattacharjee (2001), the ECM assesses users' ongoing intentions to use new technologies or systems by focusing on expectation and confirmation dynamics. The study applies ECM to e-commerce by examining *product type*, *product quality*, *price competitiveness*, *user experience*, and *information security*. Assessing *product types* refers to users' expectations are confirmed when platforms offer diverse, relevant, and unique products that align with their preferences. While *product quality* assessment pertains to when products meet or exceed user expectations for reliability and performance, price competitiveness alerts users to the anticipation of fair pricing and when their expectations are met when platforms provide affordable options without compromising quality. Moreover, *user experience* directs a seamless shopping experience through intuitive navigation, and efficient processes lead to confirmation of expectations. Finally, *information security* accounts for robust measures like encryption and secure payment gateways to ensure users' trust by meeting their expectations for data protection.

This study is also anchored on the Technology Acceptance Model (TAM), which Davis (1989) first introduced in his dissertation. TAM is employed to understand consumer acceptance of e-commerce platforms by highlighting two primary constructs: *perceived usefulness* (PU), which refers to the belief that the e-commerce platform enhances shopping convenience and effectiveness, and *perceived ease of use* (PEOU) which pertains to the degree of mental or physical effort required to use the platform.

Finally, the Kano Model, introduced in 1984 by Dr. Noriako Kano who was

inspired to develop the model after researching how products satisfy customers and keep them loyal, foregrounds the current study. This model provides a nuanced perspective on consumer satisfaction by categorizing product attributes into *basic*, *performance*, and *excitement attributes*. User satisfaction depends not only on meeting basic quality expectations (e.g., product functionality and reliability) but also on offering performance features (e.g., customization options) and excitement features (e.g., innovative product offerings) that exceed expectations.

By combining ECM, TAM, and the Kano Model, the study establishes a robust framework to examine the multi-dimensional factors influencing patronage of e-commerce platforms in China. This integration not only captures users' expectations and satisfaction but also emphasizes demographics' critical role in shaping consumer behavior. The findings are expected to inform strategies to enhance user experience, build trust, and promote customer loyalty within the e-commerce landscape.

## **OBJECTIVES OF THE STUDY**

With an end view of giving inputs for customer loyalty, this study assesses the factors influencing the patronage of e-commerce channels in Beijing, China. Specifically, it seeks to (1) characterize the demographic profile of the respondents (e.g., age, sex, educational attainment, income bracket), (2) assess the influencing factors of patronage of e-commerce channels in terms of product type, product quality, price competitiveness, user experience, and, information security, (3) determine whether significant differences exist in the respondents' assessment according to their demographics, and (4) propose inputs for customer loyalty.

## **METHODOLOGY**

### **Research Design**

The quantitative-descriptive research design is well-suited to investigate the multi-dimensional factors influencing the patronage of e-commerce platforms in China due to its systematic and structured approach to understanding populations and phenomena. This design facilitates the accurate measurement and description of the relationships between variables, making it appropriate for exploring factors such as product quality, pricing competitiveness, user experience, and information security. As noted by McCombes (2019), descriptive research aims to “accurately and systematically describe a population, situation, or phenomenon.” It answers key questions such as “what,” “where,” “when,”

and “how,” providing a comprehensive understanding of the characteristics and patterns in the data. By employing this design, researchers can systematically measure variables and capture multi-dimensional factors. Descriptive-quantitative research accommodates the investigation of multiple variables simultaneously. This aligns with the study’s goal of examining various factors that collectively influence e-commerce patronage. Quantitative-descriptive studies often utilize surveys and structured questionnaires, enabling researchers to gather data efficiently from diverse populations. In the context of e-commerce, this design allows understanding the age, gender, education, and income of respondents, which are essential for interpreting variations in consumer behavior, examining variables like user experience and information security to determine their significance in influencing consumer loyalty, and data visualization by employing statistical tools to present findings clearly through charts, graphs, or tables, enhancing comprehension.

### **Research Site**

Beijing, the capital of China, is an ideal research locale for studying the multi-dimensional factors influencing e-commerce patronage. As a hub for the country’s digital economy, it hosts leading platforms like JD.com and Alibaba, making it a prime location to explore e-commerce adoption. With a diverse population of over 21 million, Beijing offers a representative sample across various demographics, allowing analysis of consumer behaviors influenced by age, income, and education. The city’s advanced internet infrastructure and high logistical efficiency support studies on user experience and information security. Additionally, its role as a cultural and economic center provides a mix of traditional and modern consumer markets, enabling insights into pricing and product preferences. Home to top universities and research institutions, Beijing facilitates access to knowledgeable respondents and resources. Its technological ecosystem and urban consumer behaviors make Beijing a microcosm of China’s e-commerce market, offering findings applicable to broader national trends.

### **Respondents**

The respondents of the study consist of 300 online customers, equally divided among three major e-commerce platforms—TikTok, TaoBao, and JD.com—located in Beijing, China. Each platform contributed 100 respondents to ensure balanced representation and facilitate the comparative assessment of user experiences across platforms. This sampling approach allows the study to capture diverse perspectives on factors influencing e-commerce patronage.

The study utilized a quota sampling method, a purposive or non-probability

sampling. In quota sampling, respondents are selected based on specific, mutually exclusive criteria to ensure the representation of key characteristics within the population (Etikan & Bala, 2017). For this study, criteria likely included demographic factors such as age, gender, and frequency of e-commerce use. Quota sampling is advantageous for ensuring that all subgroups of interest are represented, even in the absence of random selection. While it does not guarantee statistical generalizability, it provides detailed insights into targeted population segments.

### Instrumentation

A researcher-made questionnaire culled from related literature and studies was the main instrument used to gather data necessary for the study. The research instrument consists of two (2) parts. The first part pertains to the profile of the respondents, such as age, sex, educational attainment and income bracket while the second part is the assessment on the multi-dimensional factors influencing patronage of e-commerce channels in terms of product type, product quality, pricing competitiveness, user experience, and information security. There are five (5) indicator statements for each of the variables of product type, product quality, pricing competitiveness, user experience, and information security.

Expert judgment was undertaken to validate the questionnaire's content. It refers to the degree to which the instruments logically appear to measure the intended variable (Best, & Kahn, 2006). The instrument was submitted to a group of experts for corrections. Their inputs and insights were considered in the polishing and revising of the instrument. After the revision, a dry run was conducted on a sample population group to test the instrument's reliability. The dry run helped the researcher improve the questionnaires by eliminating inconsistencies in the instrument. The instrument was tested through statistical validation using the alpha-coefficient (the Cronbach Alpha). This is usually done to check the consistency of an instrument as shown in Table 1.

**Table 1**

*Results of Cronbach Alpha reliability test*

Variable	Cronbach's Alpha	Remarks
Product type	0.902	Excellent
Product Quality	0.810	Very Good
Pricing Competitiveness	0.852	Very Good
User Experience	0.859	Very Good
Information Security	0.910	Excellent

## **Data Gathering Procedures**

The researcher initially secured approval as well as clearance from the Ethics Review Board of the Trinity University of Asia before conducting the study. The researcher considered qualified respondents who were deemed principal respondents in the study. After all approvals and permission had been secured; the researcher started screening eligible respondents based on the criteria. Voluntary participation was clarified among the qualified respondents, and consent was implied once the respondent decided to accomplish the research instrument. Confidentiality of all gathered data was assured. The privacy and anonymity of the study respondents were maintained by eliminating all potential identifiers.

The researcher facilitated the distribution and collection of completed survey questionnaires through a digital platform and was available to answer any clarification from the respondents through mobile phones. Completed self-administered questionnaires were immediately collected and checked for completeness by the researcher for analysis. Descriptive and analytical statistics were used to describe numerical data and analyze significant differences and significant relationship in the gathered quantitative information. Data collection were carried out this semester in 2024.

## **Research Ethics Protocol**

The study adhered to rigorous ethical standards throughout its implementation. Prior to data collection, approval and clearance were secured from the Ethics Review Board of Trinity University of Asia, ensuring compliance with institutional ethical guidelines. Only qualified respondents who met the study's criteria were considered, with voluntary participation emphasized. Consent was implied when respondents willingly completed the research instrument. To protect participants' rights, confidentiality of data was assured, and privacy was upheld by eliminating all potential identifiers to maintain anonymity.

## **Data Analysis**

Prior to the analysis of data, tests for assumptions like the normality test using the Shapiro-Wilks Test and Homogeneity for equal variances using Levene's test were conducted. The data gathered in this study was statistically treated using the frequency, average weighted mean (AWM), analysis of variance (ANOVA), and T-Test. First, the frequency tool was used to determine the percentage belonging to the group according to profile. Second, the Average Weighted Mean (AWM) was used to quantitatively measure the responses reflected in the survey questionnaires using the 4-point Likert scale, as shown in Table 2.

**Table 2**  
*Likert Scale*

Scale	Range	Verbal Interpretation
4	3.26 – 4.00	Strongly Agree (SA) Very Influential (VI)
3	2.51 – 3.25	Agree(A)/Influential (I)
2	1.76 – 2.50	Disagree(DA)/Less Influential (LI)
1	1.00 – 1.75	Strongly Disagree(SD)/Not Influential (NI)

Likewise, the Analysis of Variance (ANOVA) was used to assess whether or not the means of several groups were equal or statistically different. Finally, the T-test was used to determine if the means of only two groups were statistically different. These types of analysis are appropriate whenever you want to compare the means of groups. Using the Statistical Package for Social Sciences Software (SPSS) program software, the ANOVA and t-test were both considered to determine if the level of significance for the computed *f* or *t* value is less than 0.05, the null hypothesis is rejected and if it is greater than 0.05, the null hypothesis is accepted.

## RESULTS AND DISCUSSION

This study investigated the factors influencing the patronage of e-commerce channels in China. The study yielded the following findings to serve as an input basis for loyalty programs. The first results show the demographic profile of the respondents in the study.

**Table 3**  
*Summary of Frequency and Percentage Distribution of the Demographic Profile of the Respondents in terms of Age*

Age Range	Frequency	Percentage
18-25 years old	127	42.33%
26-35 years old	74	24.67%
36-45 years old	57	19.00%
46-55 years old	42	14.00%
Overall	300	100%

The study found that age significantly influences online shopping habits,

with 42.33% of respondents aged 18-25, including Millennials and Generation Z, engaging more. The 46-55 age group, comprising only 14%, may prefer traditional stores, indicating age plays a role in consumer preferences.

**Table 4**

*Summary of Frequency and Percentage Distribution of the Demographic Profile of the Respondents in terms of Sex*

Sex	Frequency	Percentage
Male	110	36.67%
Female	190	63.33%
Overall	300	100%

The majority of respondents were female, with 63.33% being customers and 50% being suppliers, indicating a higher participation rate in online shopping compared to men.

**Table 5**

*Summary of Frequency and Percentage Distribution of the Demographic Profile of the Respondents in terms of Educational Attainment*

Educational Attainment	Frequency	Percentage
High School	51	17.00%
Graduate	130	43.33%
Masteral	77	25.67%
Doctoral	42	14.00%
Overall	300	100%

Table 5 indicates that undergraduate degree holders are more likely to be e-commerce users due to their employment and financial means.

**Table 6**

*Summary of Frequency and Percentage Distribution of the Demographic Profile of the Respondents in terms of Income Bracket*

Income Bracket (per month) in RMB	Frequency	Percentage
20,000-30,000	130	43.33%
31,000-40,000	90	30.00%
41,000-50,000	45	15.00%
More than 50,000	35	11.67%
Overall	300	100%

Table 6 shows that the majority of respondents fall within the 20,000-30,000 RMB income bracket, indicating moderate disposable income and active online shopping. They can afford various products and services on e-commerce platforms, while higher-income individuals may prefer high-end, luxury retail experiences in physical stores over standard e-commerce platforms.

### **Assessment of the respondents on the factors influencing the patronage of e-commerce channels**

The respondents' assessment generated interesting results on the multi-dimensional factors influencing the patronage of e-commerce. Table 7 shows the summary of the weighted average means and verbal interpretation of the respondents' assessment of the factors influencing the patronage of e-commerce channels.

**Table 7**

*Summary of Weighted Average Mean Values and Verbal Interpretation on the Assessment of the Respondents on the Factors Influencing the Patronage of E-Commerce Channels*

Categories	Weighted Average Mean	Verbal Interpretation
Product Type	3.26	Strongly Agree/ Very Influential
Product Quality	3.35	Strongly Agree/ Very Influential
Price Competitiveness	3.42	Strongly Agree/ Very Influential
User Experience	3.45	Strongly Agree/ Very Influential
Information Security	3.42	Strongly Agree/ Very Influential
Total	3.38	Strongly Agree/ Very Influential

The majority of respondents in a survey found that user experience is the most influential factor in e-commerce patronage in China. Price competitiveness, information security, and product quality also play a significant role. Optimizing search functionality can improve user satisfaction, engagement, and set platforms apart in the competitive e-commerce landscape. Prioritizing secure email protocols and digital signatures is crucial for protecting sensitive information, building trust, and enhancing customer experience. Collaborating with reputable brands can contribute to product variety, exclusivity, meeting customer needs, and enhancing overall customer experience.

**Table 8**

*Summary of ANOVA on the significant difference in the Assessment of the Respondents on the Factors Influencing Patronage on E-Commerce Channels when they are Grouped According to their profile in terms of Age*

Indicators	F	p	Decision
Product Type	1.287	0.28	Accept Ho, Not sig. at 5%
Product Quality	2.015	0.12	Accept Ho, Not sig. at 5%
Price Competitiveness	1.862	0.14	Accept Ho, Not sig. at 5%
User Experience	0.539	0.66	Accept Ho, Not sig. at 5%
Information Security	0.569	0.64	Accept Ho, Not sig. at 5%

Note:  $p > .05$ , Not Sig. at 5%

The study found no significant difference in respondents' assessment of factors influencing e-commerce patronage based on age, suggesting customers may have similar priorities and expectations across different age groups. This highlights the robustness of e-commerce platforms in catering to diverse preferences and ensuring consistent product quality and variety, regardless of demographic characteristics.

**Table 9**

*Summary of T-test on the significant difference in the Assessment of the Respondents on the Factors Influencing Patronage on E-Commerce Channels when they are Grouped According to their profile in terms of Sex*

Indicators	T - Statistic	p	Decision
Product Type	-0.958	0.34	Accept Ho, Not sig. at 5%
Product Quality	-2.038	0.40	Accept Ho, Not sig. at 5%
Price Competitiveness	-1.206	0.23	Accept Ho, Not sig. at 5%
User Experience	-1.202	0.23	Accept Ho, Not sig. at 5%
Information Security	-0.953	0.34	Accept Ho, Not sig. at 5%

Note:  $p > .05$ , Not Sig. at 5%

The study found no significant difference in respondents' assessment of factors influencing e-commerce patronage, such as product type, quality, price competitiveness, user experience, and information security, regardless of sex. These factors are universally important and effectively addressed by e-commerce platforms. This contradicts Dai et al. (2019), which found men and women have different preferences when shopping on e-commerce platforms, with men prioritizing quality, function, and performance, and women focusing on cost performance.

**Table 10**

*Summary of ANOVA on the significant difference in the Assessment of the Respondents on the Multi-Dimensional Factors Influencing Patronage on E-Commerce Channels when they are Grouped According to their profile in terms of Educational Attainment*

Variables	F	p	Decision
Product Type	2.96	0.56	Accept Ho, Not sig. at 5%
Product Quality	2.237	0.112	Accept Ho, Not sig. at 5%
Price Competitiveness	2.441	0.092	Accept Ho, Not sig. at 5%
User Experience	0.695	0.501	Accept Ho, Not sig. at 5%
Information Security	1.167	0.316	Accept Ho, Not sig. at 5%

Note:  $p > .05$ , Not Sig. at 5%

The study found no significant difference in respondents' assessment of factors influencing e-commerce patronage based on educational attainment, such as product type, quality, price competitiveness, user experience, and information

security. This could be due to the universal appeal of key e-commerce factors, user-friendly platforms, and standardized industry practices that ensure consistent consumer experiences despite the p values being higher than 0.05. The influence of education level on e-commerce channel choice is mixed. Some studies found no impact, while others reported that higher education levels lead to more online shopping (Makhitha, 2019).

**Table 11**  
*Summary of ANOVA on the significant difference in the Assessment of the Respondents on the Multi-Dimensional Factors Influencing Patronage on E-Commerce Channels when they are grouped According to their profile in terms of Income*

	Computed <i>f</i>	P Value	Decision Conclusion
Product Type	2.873	.061	Accept Ho With no significant difference
Product Quality	1.104	.335	Accept Ho With no significant difference
Price Competitiveness	2.467	.090	Accept Ho With no significant difference
User Experience	1.256	.289	Accept Ho With no significant difference
Information Security	1.685	.356	Accept Ho With no significant difference

*At 0.05 % Level of Significance*

Meanwhile, the study found no significant difference in respondents' assessment of factors influencing e-commerce patronage based on income, such as product type, quality, price competitiveness, user experience, and information security. Consumers value these factors regardless of income level, making them essential and universally prioritized. This contradicts Bhattacharjee (2001) study, which found income level impacts online buying behavior differently. Luxury goods are marketed differently, with niche channels and mass media, affecting consumer behavior.

The study focuses on the factors influencing patronage of e-commerce channels in China in terms of product type, product quality, price competitiveness, user experience, and information security. The demographics of the respondents showed variances in terms of age, sex, educational attainment, and income level.

User experience is highly influential in e-commerce patronage. The impact

of these elements on patronage may vary depending on user preferences, platform design, and the overall shopping journey. Other key factors include smooth payment processes, fast logistics distribution, and good after-sales service (Hao & Kim, 2020).

The study reveals that product type significantly impacts customer satisfaction in Chinese e-commerce channels. The platform's diverse range, exclusivity, and ability to cater to diverse needs attract more customers. However, limited edition or seasonal products may not drive as much patronage. Understanding and catering to customer preferences is crucial for enhancing satisfaction and driving repeat purchases. For example, offering a variety of products, such as fashion clothing, household goods, electronic devices, and food, can make customers feel more satisfied with their shopping experience (Jayasankara & Ramachandra, 2011).

Likewise, the study reveals that factors like product quality, exclusivity, customer satisfaction, and unique offerings are more influential in driving e-commerce channel patronage than quality control measures for packaging and shipping, despite the importance of reputable brands. High-quality products directly affect consumer satisfaction, and poor quality or problems can decrease satisfaction (Li et al., 2023).

However, Price competitiveness is a key factor in e-commerce platforms' patronage, as popular products are often lower than competitors. Platforms balance this with other value propositions to maintain a strong market position. Innovation and adapting to consumer preferences are essential to enhance price competitiveness. Price competitiveness also impacts shopping satisfaction as consumers compare prices. E-commerce platforms can offer more attractive prices through promotions, discounts, and coupons to improve shopping satisfaction (Hao & Kim, 2020).

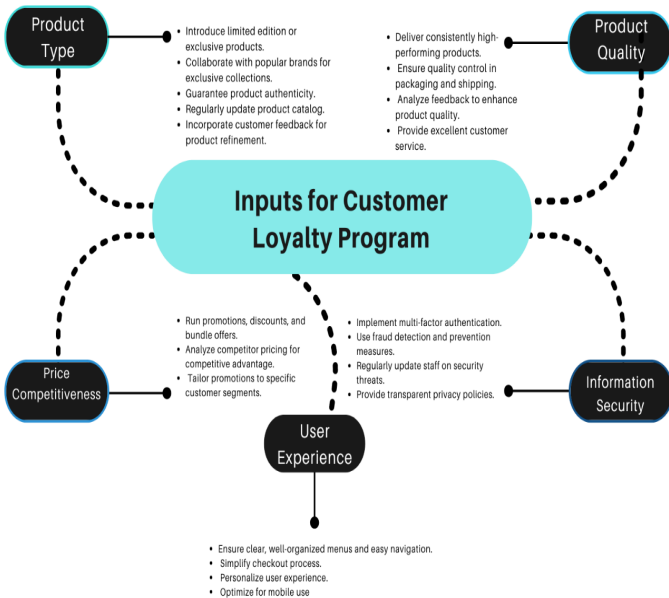
Meanwhile, Information security is crucial in e-commerce platforms, especially in China, as it builds trust and enhances customer experience. Secure email protocols and digital signatures are preferred, but fraud detection and prevention measures are less favored. Effective security measures can increase consumer trust and satisfaction in a rapidly growing market like China.

Finally, the study found no significant age difference in e-commerce patronage assessment, indicating customers have similar priorities and expectations across all age groups. Factors like product quality, price competitiveness, and user experience are valued, suggesting e-commerce platforms can cater to diverse preferences. The findings contradict Makhitha's 2023 study, which found younger consumers prefer online shopping due to lower prices, product variety, and better computer skills.

The study found no significant difference in respondents’ assessment of factors influencing e-commerce patronage based on sex, suggesting that e-commerce platforms effectively address universally important factors. This contradicts Dai’s (2019) findings that men and women have different preferences for e-commerce, with men prioritizing fashion, quality, price competitiveness, and user experience, and women prioritizing function and performance. The study also found no significant difference in respondents’ assessment of educational attainment, suggesting universal appeal and industry-standardized practices.

Likewise, no significant difference in respondents’ assessment of e-commerce factors influencing patronage based on income was found, indicating universal importance and user-friendly platforms. Consumers universally prioritize these factors. This contradicts Bhattacharjee (2001) study, which found income level impacts online buying behavior. Low-income individuals approach shopping cautiously, while middle-class consumers make decisions based on needs. Luxury goods are marketed differently on niche channels and mass media.

**Figure 1: Input Basis for Customer Loyalty Program**



This study proposes the following inputs for customer loyalty program in e-commerce.

**Product Type.** Introducing exclusive products or collaborating with popular brands can create a sense of urgency and exclusivity, which are powerful motivators for repeat purchases. This strategy targets consumers who value uniqueness and brand association. Likewise, regular updates to the product catalog, informed by market trends and customer preferences, ensure that the platform remains relevant and appealing. Actively seeking customer feedback allows the business to refine its offerings and better meet customer needs.

**Product Quality.** Maintaining high product quality is essential for customer satisfaction and loyalty. Quality control should not only focus on the products themselves but also on packaging and shipping, which can affect the customer's perception of the brand. In addition, analyzing customer feedback to identify areas of improvement and making necessary adjustments can help enhance the overall product quality, thus fostering trust and loyalty.

**Price Competitiveness.** Running targeted promotions and offering discounts can attract price-sensitive customers, increasing sales and customer retention. Also, regularly analyzing competitor pricing ensures that the platform remains competitive, which is crucial in the highly price-sensitive e-commerce market. Tailoring promotions to specific customer segments can further optimize the pricing strategy.

**User Experience.** A seamless and intuitive user experience is key to customer satisfaction. Simplifying navigation, improving search functionality, and offering personalized experiences can significantly enhance user engagement and loyalty. Given the increasing use of mobile devices for online shopping, optimizing websites or applications for mobile is crucial to providing a smooth and accessible user experience.

**Information Security.** Implementing robust security measures, such as multi-factor authentication and fraud detection, helps build customer trust. Additionally, keeping customers informed through clear privacy policies about how their data is protected reinforces this trust.

The model above effectively organizes the strategic inputs required to enhance customer loyalty in e-commerce. By focusing on product type, quality, pricing, user experience, and security, businesses can create a comprehensive approach to foster long-term customer relationships and sustain competitive advantage in the market.

### **Limitations of the Study**

The study employed quota sampling, which ensures that important demographic traits are represented but does not ensure statistical generalizability to the larger population. Furthermore, the study mostly concentrated on

transactional factors like price and security, thus ignoring relational factors like customer service and community involvement that could also have a big influence on patronage. Furthermore, because respondents may give socially acceptable responses rather than their actual opinions, the use of self-reported data may create biases. Finally, the study's conclusions are unique to Chinese e-commerce, which would restrict their generalizability to other geographical or cultural situations.

## CONCLUSION

The study concluded that the factors influencing e-commerce patronage include product type, quality, price competitiveness, user experience, and information security. A wide range of products, competitive pricing strategies, user-friendly interfaces, and trustworthiness of payment methods are key factors. However, demographic characteristics like age, sex, education, and income do not significantly affect these factors. Overall, diverse product options, competitive pricing strategies, user-friendly interfaces, and transaction security are key factors influencing e-commerce patronage.

The e-commerce market is dominated by a variety of products, and businesses must diversify their offerings to attract and retain customers. Competitive pricing is essential, and businesses must constantly adapt to their competitors' pricing strategies. A user-friendly interface enhances customer satisfaction and encourages repeat purchases. Trustworthiness in payment methods and transaction security is crucial for consumer confidence. E-commerce platforms must prioritize cybersecurity measures and transparent policies to protect customer data. Distribution factors like age, sex, education, and income do not significantly influence these factors, so focusing solely on demographic targeting may not be as effective. Instead, businesses should focus on universal attributes like product diversity, pricing, user experience, and security. This approach can lead to broader market appeal and potentially higher patronage across different customer segments. By excelling in these areas, businesses can differentiate themselves from competitors and build a loyal customer base. In conclusion, while demographic characteristics may not significantly influence e-commerce patronage, factors like product variety, pricing, user experience, and security are critical. Businesses should align their strategies with these insights to maximize their appeal and customer retention. However, the study was focused more on transactional elements (pricing, security) and less on relational aspects like customer support, community engagement, or after-sales services, which can also significantly impact patronage, and is seen as a limitation of the investigation.

Future studies can incorporate these aspects to explore their influence on the use of e-commerce platforms in China.

## TRANSLATIONAL RESEARCH

The findings of the study can be translated into practical applications for e-commerce businesses in the following ways such as policy recommendations, artistic campaigns, music-based promotional tools, or instructional materials. These applications may focus on areas including product diversification, competitive pricing strategies, enhancing user experience, improving transaction security, universal marketing strategies, customer retention programs, and continuous feedback loops. By implementing these strategies, businesses can effectively respond to customer needs, improve operational efficiency, and sustain competitive advantage in the e-commerce sector.

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