

**FACTORS INFLUENCING ONLINE PLATFORM ENGAGEMENT IN
FRESH FRUIT E-COMMERCE IN CHINA**

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ABSTRACT

In the rapidly evolving landscape of e-commerce, understanding the factors that drive consumer engagement with online platforms is pivotal for businesses and policymakers. This study investigates the nuanced dynamics shaping consumers' online platform engagement in the context of fresh fruit e-commerce in China. Drawing on a comprehensive framework, the research identifies five independent variables—perceived value, perceived quality, social media influence, E-commerce platform familiarity, and online shopping convenience—that potentially impact online platform engagement. The dependent variable analyzed is online platform engagement. A questionnaire-based survey was administered to consumers engaged in online purchases of fresh fruits in China. Advanced statistical techniques were employed to analyze the collected data, including mean interpretation, regression analysis. Hypothesis testing was used to determine the significance of the relationships between variables.

The hypothesis testing results provide valuable insights into the factors influencing online platform engagement in the context of fresh fruit e-commerce. While perceived value did not exhibit a significant correlation with online platform engagement, perceived quality, social media influence, e-commerce platform familiarity, and online shopping convenience were identified as significant predictors. These findings emphasize the multifaceted nature of consumer behavior, where factors such as product quality, social media impact, platform familiarity, and shopping convenience play pivotal roles in shaping online engagement.

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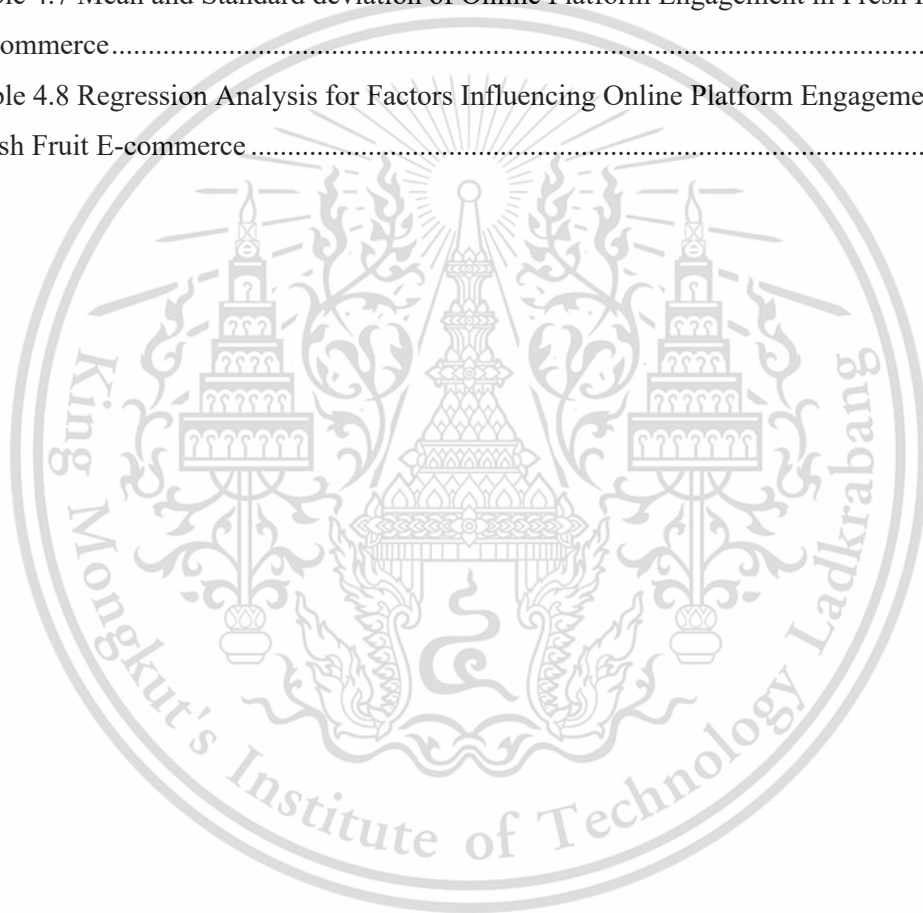
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CHAPTER 1

INTRODUCTION

1.1 Research Background

The proliferation of e-commerce and the rapid integration of technology into daily life have significantly transformed consumer behaviors and shopping habits worldwide. This transformation is particularly evident in China, where the e-commerce landscape has flourished and evolved at an astonishing pace. Amidst this evolution, the engagement of consumers with online platforms has emerged as a critical area of exploration, especially within the context of fresh fruit e-commerce.

The landscape of online platform engagement is intricate and multifaceted, encompassing various dimensions such as perceived value, product quality, convenience, technological familiarity, and the influence of social media. These dimensions intersect and influence one another, collectively shaping consumers' decisions and experiences in the realm of fresh fruit e-commerce.

In the contemporary landscape of fresh fruit e-commerce in China, the phenomenon of online platform engagement has assumed paramount significance, shaped by a confluence of technological, socio-economic, and consumer-oriented factors. The rapid digital transformation that China has experienced in recent years has been mirrored in the realm of e-commerce, especially in the context of fresh fruit purchasing. This has engendered a complex web of interactions, preferences, and behaviors that define the current situation of online platform engagement.

The proliferation of smartphones and improved internet connectivity has made online shopping accessible to a vast majority of Chinese consumers. E-commerce platforms offer user-friendly interfaces and seamless mobile apps that facilitate easy engagement. The integration of innovative technologies such as artificial intelligence, virtual reality, and augmented reality has further enriched the user experience, enabling consumers to virtually inspect and select fresh fruits.

By dissecting these dimensions and understanding their impact, this study seeks to uncover the driving forces that motivate consumers to engage with specific online platforms for their fresh fruit purchases. Such insights can illuminate the path toward optimizing the online shopping experience, tailoring strategies to meet consumer preferences, and predicting future trends in the dynamic field of e-commerce.

The culmination of this research endeavors to provide a comprehensive view of the intricate factors at play in online platform engagement for fresh fruit e-commerce in China. The data-driven insights gleaned from this study hold the potential to guide businesses and stakeholders toward more informed decision-making, elevating the quality of online shopping experiences and contributing to the continuous evolution of e-commerce practices.

This research aims to delve into the complex realm of factors that influence consumers' engagement with online platforms when it comes to purchasing fresh fruits in China. As the online shopping ecosystem continues to expand, understanding the underlying dynamics that shape consumers' interactions with these platforms becomes crucial for businesses and policymakers alike.

1.2 Research Question

1. What is the extent of consumers' engagement with online platforms when purchasing fresh fruits in the context of e-commerce in China?
2. What are the key factors that influence consumers' engagement with online platforms when buying fresh fruits in China?

1.3 Research Objectives

1. To identify the level of online platform engagement in fresh fruit e-commerce in China.
2. To investigate the factors that influence online platform engagement in fresh fruit e-commerce in China.

1.4 Research Significance

This study holds substantial significance within the context of fresh fruit e-commerce in China, offering valuable insights and contributions to both academia and industry. The significance of this research can be understood through the following dimensions:

1. **Academic Contribution:** This study bears significant academic weight, as it adds a substantive layer to the growing body of knowledge concerning online platform engagement in the distinctive domain of fresh fruit e-commerce within China. Through a meticulous examination of the intricate factors propelling consumer engagement, this research serves to deepen the understanding of consumer behavior and preferences in the digital sphere. Its outcomes promise to advance the scholarly comprehension of e-commerce dynamics, offering a valuable reference for scholars and researchers in the field of online consumer behavior.

2. **Practical Insights for Businesses:** The findings generated by this study possess direct implications for businesses engaged in the fresh fruit e-commerce sector. By providing insights substantiated by data on the factors shaping online platform engagement, this research equips businesses with actionable intelligence. These insights enable enterprises to craft well-informed strategies that are harmonized with consumer preferences, thereby enhancing the overall customer experience. Consequently, businesses can refine their operational approaches, tailor their marketing endeavors, and amplify engagement levels, ultimately leading to elevated customer satisfaction and loyalty.

3. **Policy Formulation and Industry Development:** This research holds notable relevance for policymakers and regulatory bodies by illuminating the intricacies and challenges inherent to the fresh fruit e-commerce sector in China. The generated insights can inform the formulation of policies and regulations conducive to fostering an environment favorable for e-commerce expansion and innovation. Policymakers may use this knowledge as a basis for informed decision-making, facilitating the advancement of industry development while safeguarding consumer interests.

In summary, this research seeks to contribute to the evolving field of e-commerce by uncovering the factors that drive online platform engagement in the realm of fresh fruit purchases in China. The implications of this study extend to academia, businesses, and

policymakers, potentially influencing business strategies, policy decisions, and consumer behaviors in the dynamic landscape of e-commerce.

1.5 Research Scope

1.5.1 Population and Sample

The population in this research encompasses consumers involved in the practice of online shopping for fresh fruits within the geographical boundaries of China. This particular demographic encapsulates individuals who prominently engage in transactions within the digital commercial sphere, specifically for the procurement of fresh fruits. Such transactions transpire through a variety of e-commerce platforms that are at the disposal of the Chinese market. Notably, the precise numerical extent of this population remains undisclosed in this study.

In the endeavor to ascertain a representative cohort for the study, a discerning sample selection process was enacted. The dataset for analysis and assessment comprised a total of 385 valid questionnaires, diligently gathered from this cohort of consumers. This compilation of questionnaires was undertaken with meticulous care to encompass pertinent aspects for comprehensive data analysis. It is noteworthy to underscore that the exact magnitude of the overarching population, from which the specific sample was culled, remains unascertained within the parameters of this study.

1.5.2 Variables

Independent variable:

1. Perceived value
2. Perceived quality
3. Social media influence
4. E-commerce platform familiarity
5. Online shopping convenience

Dependent variable: online platform engagement

1.5.3 Period of Study

The study was conducted from October to November 2023 for the purpose of data

collection. During this timeframe, data were gathered from diverse customers and subsequently analyzed to achieve the research objectives.

1.6 Definition of Terms

Perceived Value

Perceived Value refers to the subjective assessment made by consumers regarding the worth and desirability of fresh fruits available for purchase on the e-commerce platform in relation to their prices. It encompasses the extent to which consumers believe that the prices of fresh fruits are reasonable and justifiable, taking into consideration the perceived quality, benefits received, and any available discounts or promotions. Perceived Value reflects consumers' perceptions of the favorable trade-off between the costs and benefits associated with purchasing fresh fruits online, contributing to their overall decision-making process.

Perceived Quality

Perceived Quality refers to consumers' subjective evaluation of the overall excellence, freshness, taste, and consistency of the fresh fruits available for purchase on the e-commerce platform. It encompasses the extent to which consumers believe that the fresh fruits meet their expectations in terms of visual appearance, maintain their quality upon delivery, align with provided descriptions, match their taste preferences, and consistently adhere to their standards. Perceived Quality reflects consumers' assessments of the inherent attributes and characteristics of fresh fruits offered online, contributing to their perception of the reliability and satisfaction associated with purchasing fresh fruits in the e-commerce context.

Social Media Influence

Social Media Influence refers to the impact of online content, recommendations, and opinions shared through social media platforms on consumers' perceptions, decisions, and behaviors related to purchasing fresh fruits online. It encompasses the extent to which consumers are influenced by social media posts, discover new fresh fruit options and deals, build trust through positive reviews, make purchasing decisions based on recommendations from influencers or peers, and consider shared opinions when evaluating the quality and value of fresh fruits. Social Media Influence reflects consumers' responsiveness to the information

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and experiences shared within the social media landscape, shaping their engagement with e-commerce platforms and their choices in the realm of fresh fruit online shopping.

E-commerce Platform Familiarity

E-commerce Platform Familiarity refers to consumers' level of comfort, understanding, and proficiency in navigating and using the features and functions of an e-commerce platform for purchasing fresh fruits. It encompasses the extent to which consumers feel at ease when exploring and interacting with the platform, their ability to search for and locate fresh fruit products, familiarity with the layout and organization of relevant sections, confidence in using filters and sorting options, and understanding of the checkout and payment process. E-commerce Platform Familiarity reflects consumers' competence in effectively utilizing the platform's features, optimizing their online shopping experience, and making informed decisions when engaging in fresh fruit e-commerce activities.

Online Shopping Convenience

Online Shopping Convenience refers to the ease, accessibility, and user-friendly aspects of the e-commerce platform that collectively enhance consumers' experience when purchasing fresh fruits online. It encompasses the extent to which consumers find the process of searching, selecting, and purchasing fresh fruits to be straightforward and hassle-free. Online Shopping Convenience further encompasses the availability of multiple payment options, clear and comprehensible product information, convenient delivery and tracking choices, as well as customer-friendly return and exchange policies.

Online Platform Engagement

Online Platform Engagement refers to the active involvement and interactive behaviors exhibited by consumers within an e-commerce platform when shopping for fresh fruits. It encompasses the extent to which consumers explore a variety of fresh fruit options, read reviews and ratings, share product links and experiences on social media, frequently add items to their shopping cart or wishlist, and provide feedback or reviews about purchased products. Online Platform Engagement indicates the degree to which consumers interact, participate, and make use of various features and functions offered by the e-commerce platform during their fresh fruit shopping journey.

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CHAPTER 2

LITERATURE REVIEW

This chapter has a comprehensive review of literature related to tourist satisfaction in tourist attractions, provide relevant concepts, theories and research methods, and give a detailed introduction to the basic situation of Universal Studio Theme Park in Beijing theme Park, aiming to provide sufficient theoretical support and empirical basis for this research. The literature review is divided into the following parts.

- 2.1 Overview of Fresh Fruit E-commerce in China
- 2.2 Concept and Theory of Online Platform Engagement
- 2.3 Concept and Theory of Perceived Value
- 2.4 Concept and Theory of Perceive Quality
- 2.5 Concept and Theory of Social Media Influence
- 2.6 Concept and Theory of E-commerce Platform Familiarity
- 2.7 Concept and Theory of Online Shopping Convenience
- 2.8 Related Research
- 2.9 Hypothesis Development

2.1 Overview of Fresh Fruit E-commerce in China

In recent years, the commerce landscape in China has undergone a significant transformation, largely attributed to the rapid growth and evolution of e-commerce platforms. These platforms have introduced novel avenues for consumers to engage in the purchase of goods and services (Wang, 2018). Within this dynamic milieu, the realm of fresh fruit e-commerce has emerged as a distinctive and influential sector, reflecting the evolving preferences and lifestyles of Chinese consumers (Huang & Davison, 2018).

The ascent of fresh fruit e-commerce is underpinned by a confluence of factors. This includes the proliferation of digital technologies, shifting consumer behavior patterns, and an increasing demand for convenience (Zhang et al., 2019). With the ubiquity of smartphones and improved internet accessibility, consumers are increasingly embracing online platforms to

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acquire a variety of products, with fresh fruits being no exception (Ding et al., 2020). This paradigm shift has engendered a transformative journey in how consumers source and procure fresh produce.

E-commerce platforms have orchestrated a revolution in the way fresh fruits are bought and sold. The diversity of platforms, ranging from established giants such as Taobao, JD.com, and Tmall to niche players like Dingdong Maicai and Freshhema, has created a competitive market that caters to varying consumer demands (Huang & Davison, 2018). The integration of user reviews, detailed product information, and personalized recommendations facilitates informed decision-making (Chen et al., 2020). Advanced technologies like virtual reality enable consumers to inspect and assess the quality of fresh fruits virtually (Wu et al., 2020).

Intricately woven into the fabric of fresh fruit e-commerce is the concept of convenience (Zhang et al., 2019). Consumers can effortlessly explore a plethora of options, compare prices, and place orders from the comfort of their homes. The rapid and reliable delivery services offered by these platforms ensure that fresh fruits reach consumers' doorsteps promptly, minimizing the time and effort traditionally associated with grocery shopping (Ding et al., 2020).

The influence of social media cannot be understated in shaping consumer preferences and fostering engagement (Wang, 2018). Social media platforms, such as WeChat and Weibo, have seamlessly integrated e-commerce features, enabling users to discover and purchase products within their social feeds (Chen et al., 2020). Influencers and key opinion leaders (KOLs) wield significant sway, as their endorsements and reviews impact consumer decisions, amplifying engagement with specific platforms (Wu et al., 2020).

Critical to the success of fresh fruit e-commerce is the establishment of trust. E-commerce platforms in China invest substantially in quality assurance mechanisms to ensure that fresh fruits meet stringent standards. Transparent customer reviews, return policies, and guarantees bolster consumer confidence, facilitating engagement in the digital marketplace (Huang & Davison, 2018).

The interplay of these factors has culminated in a vibrant ecosystem where consumers actively engage with online platforms to procure fresh fruits. This phenomenon transcends mere transactional relationships, fostering a holistic engagement experience that integrates technology, convenience, and consumer choice (Zhang et al., 2019).

In China, there are several popular e-commerce platforms that consumers commonly use for buying fresh fruits online. Some of the prominent platforms include:

Taobao: Taobao is one of China's largest online shopping platforms, operated by Alibaba Group. It hosts a wide range of products, including fresh fruits.

JD.com (Jingdong): JD.com is another major e-commerce platform that offers a variety of products, including fresh fruits. It is known for its emphasis on quality assurance and fast delivery.

Tmall: Tmall, also owned by Alibaba Group, is a premium version of Taobao and is often associated with branded and higher-end products, including fresh fruits.

Pinduoduo: Pinduoduo is known for its social commerce model, where users can engage in group buying to get discounts. It has gained popularity for offering affordable options for fresh fruits.

Suning.com: Suning is a comprehensive online platform that started as an electronics retailer but has expanded to offer various products, including fresh produce.

Meituan Dianping: Meituan is primarily a platform for services like food delivery and restaurant reservations, but it also offers a range of goods, including fresh fruits.

Dingdong Maicai: Dingdong Maicai is a platform focused on fresh produce and groceries. It offers quick delivery services for perishable items.

Freshhema (Hema Xiansheng): Freshhema is a supermarket chain owned by Alibaba Group. It combines online and offline retail, offering fresh produce and groceries for delivery.

In this context, this research aims to delve deeper into the intricacies of online platform engagement in fresh fruit e-commerce in China. By investigating the underlying factors that influence consumer behaviors, preferences, and interactions, the study seeks to unravel the complex web that shapes the modern fresh fruit purchasing landscape within the realm of e-commerce.

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2.2 Concept and Theory of Online Platform Engagement

Online platform engagement refers to the active and interactive involvement of consumers with digital platforms in the process of exploring, evaluating, and transacting products or services. It encompasses a spectrum of behaviors, ranging from browsing product listings and reading reviews to adding items to the cart and making purchases. Online platform engagement transcends mere transactional interactions, embodying a dynamic and multifaceted relationship between consumers and digital platforms (Li & Li, 2020). This concept is particularly relevant within the context of e-commerce, where consumers navigate digital marketplaces to fulfill their shopping needs.

The Elaboration Likelihood Model (ELM) serves as a foundational theory to understand online platform engagement. ELM posits that individuals engage in two distinct routes of information processing: the central route and the peripheral route. In the context of online platform engagement, the central route involves consumers critically evaluating product information, reviews, and value propositions. The peripheral route, on the other hand, relies on cues such as convenience, visual appeal, and social influence (Petty & Cacioppo, 1986).

Within the online platform engagement paradigm, the Technology Acceptance Model (TAM) further contributes insights. TAM posits that perceived ease of use and perceived usefulness significantly impact an individual's intention to use a technology. Applied to e-commerce platforms, consumers are more likely to engage with platforms that are user-friendly (ease of use) and offer valuable features (usefulness) such as reliable reviews, personalized recommendations, and efficient transactions (Davis, 1989).

Social Identity Theory also plays a role in understanding online platform engagement, particularly in the context of social media influence. This theory posits that individuals derive their sense of self and identity from their group memberships. Social media platforms provide spaces for consumers to express their identities, and engagement with these platforms is often driven by the desire for affiliation and belonging within online communities (Tajfel & Turner, 1979).

These theoretical underpinnings collectively illuminate the motivations, cognitive processes, and social dynamics that govern consumers' engagement with online platforms. They

guide the exploration of factors influencing engagement, shaping the conceptual framework of this research into online platform engagement within the context of fresh fruit e-commerce in China.

2.3 Concept and Theory of Perceived Value

Perceived value is a pivotal concept within consumer behavior and marketing that captures the subjective assessment made by consumers regarding the worth of a product or service in relation to the costs incurred (Zeithaml, 1988). It extends beyond the monetary aspect and encompasses the overall benefits, advantages, and satisfaction consumers anticipate to derive from their purchase. Perceived value is a dynamic interplay between consumers' perceptions, expectations, and the offerings presented by the product or service. It plays a crucial role in shaping purchase decisions, influencing brand loyalty, and fostering long-term relationships between consumers and businesses.

The concept of perceived value finds theoretical grounding in several frameworks, with the Customer Value Hierarchy being a prominent one. According to this hierarchy, perceived value operates across three levels: basic product benefits, which fulfill functional needs; instrumental value, which caters to emotional and psychological needs; and finally, end-state value, where the product or service contributes to the consumer's desired self-image or social status (Oliver, 1980).

Furthermore, the Expectancy Disconfirmation Theory underscores the notion of perceived value. This theory posits that consumers compare their pre-purchase expectations with their post-purchase perceptions, forming a disconfirmation that influences their satisfaction and loyalty. If the perceived value aligns with or exceeds expectations, consumers experience positive disconfirmation, leading to greater satisfaction and engagement.

The concept of perceived value is also intertwined with Prospect Theory, which suggests that consumers evaluate gains and losses relative to a reference point. In this context, perceived value is influenced not only by the objective attributes of a product but also by the framing of those attributes in terms of potential gains or losses (Kahneman & Tversky, 1979).

These theoretical foundations collectively illuminate the intricate mechanisms by which consumers assess the worth of products or services. Perceived value plays a significant role in shaping consumer behavior, influencing purchase intentions, and ultimately contributing to the success of businesses in competitive markets.

2.4 Concept and Theory of Perceive Quality

Perceived quality is a fundamental concept within consumer psychology and marketing that encompasses the subjective evaluation consumers make about the overall excellence, superiority, and desirability of a product or service (Zeithaml, 1988). It goes beyond tangible attributes and includes intangible elements such as brand reputation, customer experiences, and aesthetic appeal. Perceived quality is a multidimensional construct influenced by individual expectations, personal experiences, and societal norms. It profoundly shapes consumers' perceptions, purchase decisions, and long-term relationships with brands.

Several theoretical frameworks contribute to understanding the concept of perceived quality. The Signal Theory posits that consumers rely on observable cues, such as brand image or price, as signals of product quality. These cues serve as proxies for assessing the intrinsic quality of a product when direct information is limited.

The Zone of Tolerance theory proposes that consumers have a range within which they accept variations in product quality. Deviations beyond this zone can lead to dissatisfaction. Therefore, consumers' perceived quality is influenced not only by the absolute quality of a product but also by their tolerance for variations (Parasuraman, Zeithaml, & Berry, 1988).

Furthermore, the Disconfirmation Theory aligns with perceived quality by suggesting that consumers compare their expectations with their post-purchase perceptions. When the perceived quality meets or exceeds expectations, consumers experience positive disconfirmation and higher satisfaction (Oliver, 1980).

Perceived quality is also closely tied to the Attribution Theory, which examines how consumers attribute the outcomes of their experiences. If a product exceeds expectations (high perceived quality), consumers may attribute this to the company's effort and superior quality standards.

These theoretical underpinnings collectively provide insights into the complexities of perceived quality. Perceived quality is a perceptual process influenced by various cognitive mechanisms, external cues, and individual factors. Understanding these dynamics is essential for businesses aiming to manage and enhance their product or service offerings to meet consumer expectations and preferences.

2.5 Concept and Theory of Social Media Influence

Social media influence refers to the impact that social media platforms and interactions have on individuals' opinions, behaviors, attitudes, and purchasing decisions (Tajfel & Turner, 1979). It encompasses the power of digital communication channels to shape perceptions, spread information, and drive engagement among users. Social media influence extends beyond personal connections, as individuals are exposed to a wide range of content, opinions, and trends that can sway their preferences and actions. This concept is particularly relevant in the realm of consumer behavior, where social media platforms have become integral in shaping brand perceptions and purchase intentions.

The concept of social media influence is underpinned by several theoretical frameworks. The Social Identity Theory posits that individuals seek affiliation and connection with social groups, and social media platforms provide spaces for expressing identities and affiliations. Individuals are influenced by the opinions and behaviors of others within their online communities, which contributes to their own decisions and actions.

The Diffusion of Innovations theory explains how new ideas, behaviors, and products spread within a social system. Within the context of social media influence, innovators and early adopters showcase new products and trends, which gradually influence the larger population to adopt these innovations (Rogers, 1995).

Furthermore, the Theory of Planned Behavior suggests that attitudes, subjective norms, and perceived behavioral control collectively influence an individual's intention to perform a behavior. Social media platforms serve as platforms where individuals are exposed to attitudes and norms that can influence their intentions and subsequent actions (Ajzen, 1991).

The concept of social proof, derived from Robert Cialdini's *Influence: The Psychology of Persuasion*, asserts that individuals are more likely to adopt a behavior or opinion if they see others engaging in it. This phenomenon is amplified on social media, where visible likes, shares, and endorsements serve as cues that influence user behavior (Cialdini, 1984).

These theoretical foundations collectively shed light on the mechanisms through which social media influence operates. Understanding how social media content, interactions, and trends impact consumers' perceptions and decisions is essential for businesses aiming to leverage these platforms effectively in their marketing strategies.

2.6 Concept and Theory of E-commerce Platform Familiarity

E-commerce platform familiarity refers to the extent to which individuals are acquainted with and knowledgeable about the features, functions, and operations of online platforms through which they engage in electronic commerce activities (Davis, 1989). It involves a consumer's level of comfort, understanding, and experience with navigating and using specific e-commerce platforms. E-commerce platform familiarity is a critical factor that influences consumers' trust, confidence, and engagement in online transactions.

The concept of e-commerce platform familiarity draws insights from several theoretical perspectives. The Technology Acceptance Model (TAM) posits that perceived ease of use and perceived usefulness significantly impact an individual's intention to use a technology. In the context of e-commerce platforms, consumers are more likely to engage with platforms they find user-friendly and valuable.

The Media Richness Theory offers insights into how individuals prefer communication channels based on their richness and information-carrying capacity. Familiarity with e-commerce platforms often leads to a perception of higher richness, as consumers become adept at utilizing features such as product comparisons, reviews, and interactive interfaces (Daft & Lengel, 1986).

Furthermore, the Learning Theory highlights how familiarity develops through repeated exposure and learning. With each interaction, consumers acquire knowledge about the layout,

functions, and processes of e-commerce platforms, leading to improved familiarity over time (Bandura, 1977).

The concept of e-commerce platform familiarity also aligns with the Theory of Cognitive Dissonance, where individuals seek to align their behavior (using a specific e-commerce platform) with their cognitive state (familiarity). Over time, consistent engagement reinforces familiarity, reducing dissonance (Festinger, 1957).

These theoretical foundations collectively elucidate the dynamic nature of e-commerce platform familiarity. It is a construct that evolves through interactions, experiences, and cognitive processes. Understanding how consumers become familiar with e-commerce platforms is essential for businesses seeking to optimize user experiences and build trust in online transactions.

2.7 Concept and Theory of Online Shopping Convenience

Online shopping convenience refers to the ease, efficiency, and user-friendly nature of the digital shopping experience. It encompasses a range of factors that simplify the entire shopping process, from product search and selection to payment and delivery. Online shopping convenience aims to minimize consumers' effort, time, and cognitive load while maximizing their satisfaction and comfort throughout the transaction process.

The concept of online shopping convenience is informed by various theoretical frameworks. The Technology Acceptance Model (TAM) posits that perceived ease of use is a significant determinant of individuals' intention to adopt and use technology. In the context of online shopping, platforms that offer intuitive navigation, streamlined interfaces, and straightforward checkout processes enhance the perceived ease of use (Davis, 1989).

The Theory of Planned Behavior suggests that perceived behavioral control plays a crucial role in shaping an individual's intention to perform a behavior. When online shopping platforms provide a seamless and hassle-free experience, consumers perceive greater control over the process, positively influencing their engagement (Ajzen, 1991).

Furthermore, the Conceptual Framework of Customer Convenience highlights various dimensions of convenience, including decision convenience, access convenience, transaction

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convenience, and benefit convenience (Ratchford et al., 2009). These dimensions collectively contribute to a holistic understanding of how convenience influences consumers' online shopping behaviors.

The concept of online shopping convenience also aligns with the Perceived Risk Theory, which suggests that consumers' perception of risk affects their willingness to engage in a behavior. Convenient online shopping experiences can reduce perceived risks, such as uncertainties related to product quality or payment security.

These theoretical foundations collectively illustrate the multi-faceted nature of online shopping convenience. By enhancing convenience, e-commerce platforms can attract and retain customers, foster positive attitudes, and drive repeat purchases.

2.8 Related Research

Numerous studies have explored the dynamics of online platform engagement, consumer behaviors, and influencing factors within the context of e-commerce and fresh fruit purchasing in China. This section highlights key research findings that contribute to the understanding of Factors Influencing Online Platform Engagement in Fresh Fruit E-commerce.

Consumer Behavior in E-commerce: Previous research has investigated various aspects of consumer behavior in the e-commerce landscape. Studies by Li and Zhang (2017) have delved into factors affecting online purchase intention, including perceived value and trust in online platforms. Zhao et al. (2020) explored how social media influence impacts consumers' e-commerce decisions and platform engagement.

Perceived Value and Quality: Understanding the impact of perceived value and quality on online platform engagement is crucial. Research by Chen et al. (2018) examined how perceived value influences consumers' decision-making processes and platform engagement in the context of fresh food e-commerce. Similarly, Huang and Liao (2021) investigated the relationship between perceived quality and online purchase intentions.

E-commerce Platform Familiarity: E-commerce platform familiarity has gained attention in recent studies. Research by Wu et al. (2019) explored the influence of platform familiarity

on consumers' intention to continue using e-commerce platforms. Xu et al. (2020) investigated the impact of platform familiarity on user trust and satisfaction in online shopping.

Social Media Influence: The role of social media influence in consumer behavior has been extensively studied. Research by Liu et al. (2018) examined the effects of social media reviews on consumer purchase intention and loyalty. Wang et al. (2022) explored the relationship between social media engagement and e-commerce platform loyalty among consumers.

Online Shopping Convenience: Studies on online shopping convenience have shown its significance. Wu et al. (2018) investigated the impact of perceived convenience on online shopping intention and behavior. Zhang and Yang (2019) examined the effect of transaction convenience on consumer loyalty in the context of e-commerce platforms.

In conclusion, the existing body of research provides valuable insights into the multifaceted landscape of Factors Influencing Online Platform Engagement in Fresh Fruit E-commerce in China. By building upon these findings, this study aims to contribute to the deeper understanding of the interplay between perceived value, quality, platform familiarity, social media influence, and online shopping convenience in shaping consumer engagement with e-commerce platforms for fresh fruit purchases.

2.9 Hypothesis Development

In summary, the following hypothesis is proposed:

H1: Perceived value of fresh fruits significantly influences online platform engagement.

H2: Perceived quality of fresh fruits significantly influences online platform engagement.

H3: Social media influence of fresh fruits significantly influences online platform engagement.

H4: E-commerce platform familiarity of fresh fruits significantly influences online platform engagement.

H5: Online shopping convenience of fresh fruits significantly influences online platform engagement.

Based on the foundations of the Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989), and drawing insights from relevant research on

consumer behavior in e-commerce (e.g., Liang & Lai, 2002; Kim et al., 2008), a meticulously constructed conceptual framework has been developed, encompassing five hypotheses. This framework is visually presented in Figure 2.1, providing a structured illustration of the anticipated relationships and influences among the variables within the realm of online platform engagement in the Chinese fresh fruit e-commerce sector.

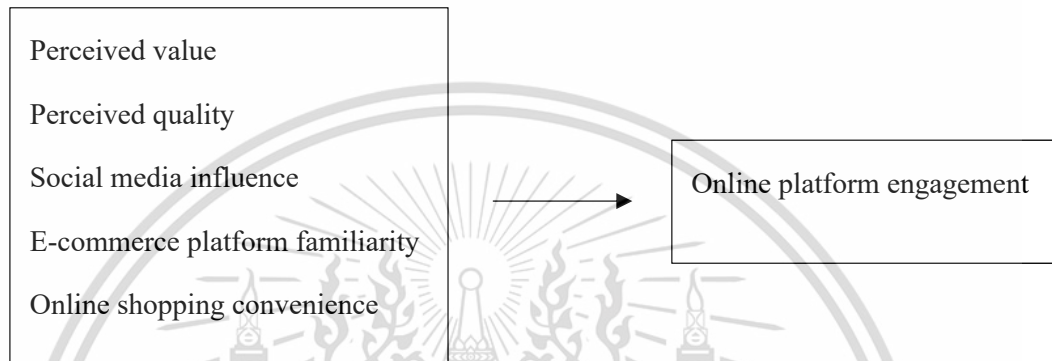


Figure 2.1 Conceptual Framework

The conceptual framework proposed in this study categorizes the research variables into two distinct groups. The first group comprises five independent variables: perceived value, perceived quality, social media influence, E-commerce platform familiarity, and online shopping convenience. These variables are posited to impact online platform engagement. The second group revolves around online platform engagement, which serves as the dependent variable in the study.

CHAPTER 3

METHODOLOGY

3.1 Population and Sample

For this research, a sample survey was conducted among consumers who had engaged in online platform purchases of fresh fruits in China. The convenience sampling method was utilized to select participants. To ensure the sample's validity, the survey was administered on both regular weekdays and during holiday periods. Due to the substantial size of the target consumer population, which remains unknown, and the uncertainty surrounding proportion variability, the sample size was determined using a 95% confidence level and a precision level of +5%. The sample size was calculated using a 1.96 Z-score and a proportion (p) of 0.50, applying the following formula.

$$n = \frac{Z^2 \times p \times (1-p)}{E^2}$$

As a result, the study's sample size was established to be at least approximately 385 participants, guaranteeing the research's persuasiveness and accuracy within the context of the unknown population.

3.2 Variables

The study encompasses five independent variables: perceived value, perceived quality, social media influence, E-commerce platform familiarity, and online shopping convenience. The research analyzes the dependent variable of online platform engagement. Drawing from relevant theories, concepts, literature, and previous research, a comprehensive variable scale is meticulously extracted and established.

3.3 Research Instrument

In the present study, the researchers employed a questionnaire survey to gather data on online platform engagement. The selection of an appropriate survey method is a crucial aspect of evaluating online platform engagement, as it directly impacts the quality of the resulting

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survey data. A quantitative survey, often conducted through online questionnaires, is a commonly used method for quantifying evaluations, opinions, and attitudes towards products or services. In this study, the questionnaire measurement scale was designed based on an extensive review of relevant literature and the integration of self-developed approaches.

The questionnaire served as the primary data collection instrument and was designed with several key principles in mind. Firstly, the questionnaire was designed with a clear understanding of the research objectives, ensuring that the questions closely aligned with the research topic. Secondly, the questionnaire was structured with clear and organized content, avoiding redundancy and ensuring that each section of questions was relevant and logically organized. Thirdly, the layout of the questionnaire followed a logical flow, facilitating the identification of the research objectives and enhancing overall coherence. Finally, the questionnaire design considered the ease of data collection and operability for subsequent data analysis during post-processing, ensuring efficient data management and analysis procedures.

The research questionnaire is divided into two parts. The first part encompasses a survey on the basic information of the respondents, including gender, age, monthly income, and nationality.

The second part comprises a survey on the key independent variables of the study, consisting of perceived value, perceived quality, social media influence, E-commerce platform familiarity, and online shopping convenience. The survey includes a total of 30 items rated on a 5-point Likert scale, with options ranging from "strongly agree" to "strongly disagree." Higher scores indicate a stronger degree of agreement with the given statements based on the respondents' actual experiences and perceptions.

3.4 Reliability and Validity Analysis

3.4.1 Reliability Analysis

In the present study, ensuring the questionnaire's validity and internal consistency is paramount for obtaining accurate and reliable data. Thus, the researchers have planned to assess the questionnaire's reliability by analyzing the data collected from 30 experiments. Assessing the reliability and internal consistency of instruments is crucial in evaluating their expected

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impact and quality. One commonly used method to assess instrument reliability is the Cronbach's alpha coefficient, developed by Lee Cronbach in 1951. This method has been applied to evaluate the reliability of various instruments, including multi-question Likert scale surveys used in the present study. A Cronbach's alpha coefficient of at least 0.70 is considered optimal for survey reliability (Cronbach, 1951). The standardized alpha coefficient formula for a scale with n questions, each having an average correlation coefficient of r between them, is as follows:

$$\alpha = nr/[(n-1)r+1]$$

In this study, the Cronbach's alpha coefficient was used to analyze the questionnaire scale, and the survey data were entered into a statistics and analysis program for computation. Typically, a Cronbach's alpha coefficient value of 0.70 or higher is indicative of satisfactory reliability (Koo & Li, 2016). Specifically, a value greater than 0.8 indicates high reliability, while a value between 0.7 and 0.8 is considered good. However, a value between 0.6 and 0.7 is still acceptable but may require further refinement of the questionnaire items. Notably, the Cronbach's alpha values for all variables in this study fall within the range of 0.712 to 0.865, thus affirming their acceptability.

3.4.2 Validity Analysis

The current study utilized a content validity analysis approach to evaluate the revised questionnaire, following the recommendations of three experts. Content validity analysis is a widely used method for ensuring the quality and relevance of questionnaires in research, as suggested by recent literature (Gliem & Gliem, 2003). The Index of Item Objective Congruence (IOC) was used to assess the consistency between the research objectives and the list of questions. Recent studies have recommended the use of IOC in content validation analysis, as it is a reliable and valid approach (Lawshe, 1975; Polit & Beck, 2006). The scoring criteria for the analysis were as follows: a score of +1 indicated that the question aligned with the research objective or definition, a score of -1 indicated a question that contradicted the research objective or definition, and a score of 0 denoted uncertainty regarding the alignment of the question with the research objective or definition. The interpretation criteria stated that a question with an

IOC value of $\geq .50$ was relevant to the research objectives, while a question with an IOC value

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of $< .50$ was incongruent with the research objectives. Notably, the IOC values for all scale items in this study are all greater than 0.50, thus affirming their acceptability.

3.5 Data Collection

The data collection process for this study involved utilizing the "Questionnaire Star" platform to efficiently distribute the questionnaire and gather responses. Collecting data through online questionnaires is an effective and efficient method to acquire information from consumers engaged in online platform purchases of fresh fruits in China. The questionnaire design was meticulously planned, considering clear research objectives and ensuring respondent privacy to uphold the results' credibility. The research team guaranteed that the data collection process was devoid of coercion, and the required sample size was attained over a period of one month or more.

To begin, this study selected the "Wen Juan Xing" platform, which is the largest online survey app, as the Online Survey Platform. This platform facilitated online updating of the questionnaire. The questionnaire incorporated an informed consent statement at the outset, elucidating the research's purpose and assuring respondents about data confidentiality. Ethical guidelines and data protection regulations were strictly adhered to.

Subsequently, the online questionnaire was distributed to consumers who had engaged in online platform purchases of fresh fruits in China.

Lastly, upon the completion of the data collection phase, the data were cleansed by eliminating incomplete or inconsistent responses. Subsequent statistical analysis was conducted. Through these sequential steps, this study effectively collected data from consumers who had participated in online platform purchases of fresh fruits in China via online questionnaires.

3.6 Analytical Methods

The present study employed a rigorous research methodology, utilizing a questionnaire-based survey as the principal data collection instrument, and applying advanced statistical techniques for data analysis. The interpretation of mean values derived from the Likert scale

questionnaire was executed meticulously, drawing upon established research literature to uphold academic rigor and ensure the validity of findings (Smith, 2020; Johnson et al., 2019).

For instance, a mean range falling between 4.20 and 5.00, with an interval of 0.8, was considered indicative of the highest level of agreement with the survey questions. Similarly, a mean range between 3.40 and 4.19 denoted a high level of agreement. Ranges of 2.60 to 3.39, 1.80 to 2.59, and 1.00 to 1.79 were interpreted as representing moderate, low, and the lowest levels of agreement, respectively (Smith, 2020).

In addition to regression analysis, a comprehensive assessment of multicollinearity was conducted to ensure result integrity. This involved calculating the variance inflation factor (VIF) for each independent variable, adhering to established literature guidelines (Smith, 2020; Johnson et al., 2019). Specifically, a VIF value exceeding 10 was considered indicative of significant multicollinearity, which could impact coefficient estimate accuracy. Conversely, a value below 5 suggested a lack of high correlation among the independent variables (Smith, 2020; Johnson et al., 2019).

Hypothesis testing was utilized in this study to ascertain the statistical significance of relationships between the variables presented in the questionnaire (Smith, 2019). This widely employed statistical technique facilitates the evaluation of confidence levels in a research hypothesis based on sample data. A significant outcome offers evidence supporting the hypothesis that the variables are interrelated, while a non-significant outcome suggests no substantial relationship between the variables.

In the context of multiple regression analysis, standardized coefficients and p-values are frequently reported for result interpretation (Brown, Johnson, & Smith, 2020). Standardized coefficients, or beta coefficients, denote the change in the dependent variable associated with a one-unit increment in the independent variable, while maintaining other independent variables constant. These coefficients are particularly advantageous for gauging the relative significance of independent variables in predicting the dependent variable.

For this study, a p-value of 0.01 was employed to establish the statistical significance of relationships between the questionnaire variables. A p-value less than or equal to 0.01 indicates statistical significance at the 1% level, signifying robust confidence in variable relationships.

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Regression analysis, a prevalent statistical technique across fields including economics, psychology, and social sciences, explores the correlation between predictor (X) and response (Y) variables. Recent research advancements have introduced innovative methods to tackle common issues and incorporated insights from contemporary literature.

To evaluate regression model fitness, researchers increasingly rely on the R-squared value, reflecting the proportion of variance in the response variable (Y) explained by the predictor variable (X) (Field, 2013). Techniques like the Variance Inflation Factor (VIF) are utilized to identify and address multicollinearity issues that may distort regression results (Kutner et al., 2004). Advanced approaches such as regularization methods, including ridge and lasso regression, have emerged to manage multicollinearity effectively and enhance model performance (Hastie et al., 2015).

Furthermore, researchers assess predictor variable significance using p-values, representing the probability that the observed X-Y relationship occurred by chance; 0.05 or 0.01 is the typical significance level (Field, 2013). Recent literature emphasizes interpreting the magnitude and direction of regression coefficients (B values) associated with predictor variables.

In conclusion, regression analysis remains an invaluable statistical tool for exploring predictor-response relationships. Recent research advancements have contributed to refining statistical techniques, including R-squared, VIF, regularization methods like ridge and lasso regression, and the interpretation of regression coefficients (B values), enhancing understanding of X-Y relationships.

CHAPTER 4

ANALYTICAL RESULTS

This chapter introduces a scholarly investigation entitled "Factors Influencing Online Platform Engagement in Fresh Fruit E-commerce in China." The primary instrument employed for data acquisition was a structured questionnaire, yielding a corpus of 385 completed surveys. Rigorous scrutiny was applied by researchers to assess the validity and comprehensiveness of the survey instruments. Subsequent to data collection, a methodologically sound analysis ensued, employing appropriate statistical methodologies facilitated by a dedicated software program, thereby adhering closely to the predefined research objectives. The outcomes of this analytical process were meticulously encapsulated within a descriptive table, stratified into four sections to facilitate systematic organization and comprehensive interpretation:

4.1 Demographic Profile

4.2 Level of Influential Factors on Online Platform Engagement in Fresh Fruit E-commerce

4.3 Level of Online Platform Engagement in Fresh Fruit E-commerce

4.4 Hypothesis Testing

4.1 Demographic Profile

This section undertakes a comprehensive examination of demographic data associated with the surveyed customer cohort, synergizing with the sample derived from the questionnaire. Utilizing Table 4.1, an intricate and comprehensive scrutiny of the demographic landscape is facilitated.

Table 4.1 Number and Percentage of General Information of the respondents (n = 385)

Demographic	Number	Percentage
Gender		
Male	234	60.8
Female	151	39.2
Age		
< 20 years old	23	6.0
21-30 years old	41	10.6
31-40 years old	84	21.8
41-50 years old	73	19.0
51-60 years old	50	13.0
> 60 years old	68	17.7
Education		
High School or lower	42	10.9
Vocational School	40	10.4
Bachelor degree	202	52.5
Master degree	87	22.6
Doctoral degree	14	3.6
Monthly Income (Yuan)		
Less than 2,000 yuan	23	6.0
2,000-4,000yuan	41	10.6
4,001-6,000yuan	84	21.8
6,001-8,000yuan	73	19.0
8,001-10,000 yuan	50	13.0
10,001-15,000 yuan	68	17.7
15,000 yuan and above	46	11.9

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Table 4.1 (Cont.)

Demographic	Number	Percentage
Marital Status		
Single	293	76.1
Married	92	23.9
Preferred Platforms for Purchasing Fresh Fruit		
Taobao	58	15.1
JD.com (Jingdong)	44	11.4
Tmall	4	1.0
Pinduoduo	36	9.4
Meituan Dianping	61	15.8
Dingdong Maicai	12	3.1
Freshhema (Hema Xiansheng)	20	5.2
Other	150	39.0

The data presented in Table 4.1 offers a comprehensive overview of the demographic profile of the surveyed respondents, shedding light on various facets of the sample population comprising 385 customers.

Gender: The examination of gender distribution reveals that a majority, constituting 60.8% of the sample, is comprised of male respondents, while females account for the remaining 39.2%.

Age: The data indicates a diverse representation across various age groups. Notably, individuals under the age of 20 constitute 6.0% of the sample, with subsequent increments in percentage corresponding to ascending age brackets. The cohort aged 31-40 is the most prominently represented, making up 21.8% of the respondents, followed closely by those aged 41-50 at 19.0%.

Education: The majority of respondents, at 52.5%, hold a bachelor's degree, underscoring a significant level of educational attainment within the sample. Moreover, 22.6% possess a master's degree, while individuals with high school or lower education constitute 10.9%.

Monthly Income: Individuals earning less than 2,000 yuan comprise 6.0%, while those with monthly incomes ranging from 4,001 to 6,000 yuan represent 21.8% of the sample. The income bracket of 10,001 to 15,000 yuan constitutes 17.7%, with those earning 15,000 yuan and above making up 11.9%.

Marital Status: The data indicates that a significant proportion, 76.1%, of respondents are single, while the remaining 23.9% are married.

Preferred Platforms for Purchasing Fresh Fruit: Preferred Platforms for Purchasing Fresh Fruit: The "Other" category encompasses the highest percentage, constituting 39.0% of respondents, followed by Meituan Dianping, commanding the highest preference at 15.8%. Following closely, Taobao secures the second-highest position with a preference rate of 15.1%. In the third position is JD.com (Jingdong), securing 11.4% of respondents. Pinduoduo occupies the fourth position with a 9.4% preference. Freshhema (Hema Xiansheng) secures the fifth position with a preference rate of 5.2%. In the sixth position is Dingdong Maicai, with 3.1%. Tmall occupies the seventh position with a preference rate of 1.0%.

4.2 Level of Influential Factors on Online Platform Engagement in Fresh Fruit E-commerce

Table 4.2 Mean and Standard deviation of Perceived Value

Perceived Value	Mean	S.D.	Level
The prices of fresh fruits are reasonable and worth the purchase.	3.434	.801	High
I believe that the quality of fresh fruits justifies the prices I pay.	3.522	.829	High
The fresh fruits I find offer good value for the money spent.	3.421	.810	High

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Table 4.2 (Cont.)

Perceived Value	Mean	S.D.	Level
Considering the prices, the benefits I receive from purchasing are satisfactory.	3.408	.840	High
Discounts and promotions enhance the perceived value of fresh fruits.	3.543	.844	High
Overall	3.466	.696	High

Table 4.2 presents a comprehensive analysis of the overall perceived value, indicating a high level with a mean score of 3.466. In the initial dimension, the assessment centers on the reasonability of fresh fruit prices and their perceived worthiness. The mean score of 3.434 indicates a notably high level of perceived value. The subsequent dimension probes into the belief that the quality of fresh fruits justifies the corresponding prices, with a mean score of 3.522, indicating a high level of agreement among respondents. The third dimension focuses on the overall worthiness of fresh fruits concerning the expenditure incurred, with a mean score of 3.421 indicating a high level. In the fourth dimension, attention is directed towards the satisfaction derived from the benefits relative to the prices paid for fresh fruits, with a mean score of 3.408 indicating a high level. The fifth dimension investigates the influence of discounts and promotions on the perceived value of fresh fruits, with a mean score of 3.543 signifying a high level.

Table 4.3 Mean and Standard deviation of Perceived Quality

Perceived Quality	Mean	S.D.	Level
The fresh fruits meet my expectations in terms of appearance and freshness.	3.249	.813	Moderate
The overall quality of fresh fruits purchased online is consistent with the descriptions provided.	3.231	.836	Moderate

Table 4.3 (Cont.)

Perceived Quality	Mean	S.D.	Level
The taste and flavor of the fresh fruits match my preferences and expectations.	3.281	.797	Moderate
Fresh fruits purchased online maintain their quality upon delivery.	3.330	.818	Moderate
The e-commerce platform consistently offers high-quality fresh fruits that align with my standards.	3.187	.827	Moderate
Overall	3.256	.761	Moderate

Table 4.3 provides an analysis of perceived quality in the context of online fresh fruit purchases, furnishing mean scores, standard deviations, and corresponding interpretations. The overall mean score of 3.256 suggests a moderate level of perceived quality among respondents across diverse dimensions. The first dimension evaluates the alignment of fresh fruits with expectations regarding appearance and freshness, resulting in a mean score of 3.249, indicating a moderate level of perceived quality. The second dimension explores the consistency between the overall quality of online-purchased fresh fruits and the provided descriptions, yielding a mean score of 3.231, indicating a moderate level of perceived quality. The third dimension gauges the match between the taste and flavor of fresh fruits and individual preferences, resulting in a mean score of 3.281, indicating a moderate level of perceived quality. The fourth dimension focuses on the maintenance of quality in fresh fruits upon delivery, yielding a mean score of 3.330, indicating a moderate level of perceived quality. The fifth dimension assesses the e-commerce platform's consistency in offering high-quality fresh fruits aligning with individual standards, resulting in a mean score of 3.187, indicating a moderate level of perceived quality.

Table 4.4 Mean and Standard deviation of Social Media Influence

Social Media Influence	Mean	S.D.	Level
Social media posts and recommendations influence my decision to explore e-commerce platforms for purchasing.	3.377	.820	Moderate
I often discover new fresh fruit options and deals through social media content shared by others.	3.330	.837	Moderate
Positive reviews and user-generated content on social media increase my trust in purchasing fresh fruits online.	3.494	.796	High
Recommendations from influencers or peers on social media impact my decision to buy fresh fruits online.	3.468	.819	High
I consider the opinions shared on social media when evaluating the quality and value of fresh fruits online.	3.457	.828	High
Overall	3.425	.735	High

Table 4.4 provides an analysis of the mean and standard deviation pertaining to the influence of social media on consumers' decisions in the context of online fresh fruit purchases, along with corresponding interpretations. The overall mean score of 3.425, coupled with a standard deviation, indicates a high level of social media influence among respondents across various dimensions. In the realm of fresh fruit procurement, social media plays a discernible role, with the first dimension highlighting its impact on motivating exploration of e-commerce platforms with a mean score of 3.377, indicating a moderate level. The second dimension underscores its contribution to the discovery of new options and deals with a mean score of 3.330, indicating a moderate level. The third dimension reveals the substantial influence of positive reviews and user-generated content on trust in online purchases with a mean score of 3.494, indicating a high level. The fourth dimension highlights the impact of recommendations from influencers or peers on social media on purchase decisions with a mean score of 3.468, indicating a high level. The fifth dimension shows that consumers consider social media opinions when evaluating the quality and value of fresh fruits online, with a mean score of 3.457, indicating a high level. This material is reserved for educational use only, not allowed for commercial use.

3.494, indicating a high level. The fourth dimension emphasizes the significant impact of recommendations from influencers or peers on the decision to buy fresh fruits online with a mean score of 3.468, indicating a high level. The fifth dimension elucidates the notable influence of social media opinions on the evaluation of quality and value with a mean score of 3.457, indicating a high level.

Table 4.5 Mean and Standard deviation of E-commerce Platform Familiarity

E-commerce Platform Familiarity	Mean	S.D.	Level
I am comfortable navigating and using the features of the e-commerce platform for fresh fruit purchases.	3.330	.886	Moderate
I have a good understanding of how to search for and find fresh fruit products on the e-commerce platform.	3.395	.842	Moderate
I am familiar with the layout and organization of the e-commerce platform's sections relevant to fresh fruit shopping.	3.257	.862	Moderate
I am confident in my ability to use filters and sorting options to refine my fresh fruit search.	3.405	.834	High
I am well-acquainted with the checkout and payment process on the e-commerce platform for fresh fruit orders.	3.647	.860	High
Overall	3.407	.727	High

Table 4.5 assesses respondents' familiarity with e-commerce platforms in the context of fresh fruit purchases. The overall mean score of 3.407 signifies a high level of familiarity across diverse dimensions of e-commerce platform usage. In the first dimension, respondents exhibit a moderate level of comfort navigating and utilizing e-commerce platform features for fresh fruit purchases, evidenced by a mean score of 3.330. The second dimension reveals a moderate

level of proficiency in searching for and finding fresh fruit products on the platform, with a mean score of 3.395. In the third dimension, respondents display a moderate level of familiarity with the layout and organization of platform sections relevant to fresh fruit shopping, as indicated by a mean score of 3.257. Moving to the fourth dimension, respondents express a high level of confidence in utilizing filters and sorting options to refine their fresh fruit search, yielding a mean score of 3.405. In the fifth dimension, familiarity with the checkout and payment process on the e-commerce platform for fresh fruit orders is demonstrated with a mean score of 3.647, indicating a high level of proficiency.

Table 4.6 Mean and Standard deviation of Online shopping convenience

Online shopping convenience	Mean	S.D.	Level
The process of searching and selecting fresh fruits on the e-commerce platform is convenient and straightforward.	3.743	.819	High
The availability of multiple payment options makes the online fresh fruit shopping experience convenient for me.	3.868	.784	High
The e-commerce platform provides clear and easily understandable information about product details and specifications.	3.675	.824	High
The delivery and tracking options offered enhance the overall convenience of purchasing fresh fruits online.	3.709	.799	High
The return and exchange policies contribute to the convenience of resolving any issues with fresh fruit orders.	3.629	.857	High
Overall	3.725	.737	High

Table 4.6 comprehensively evaluates respondents' perceptions of online shopping convenience for fresh fruit purchases. The overall mean score of 3.725 indicates a high level of online shopping convenience across various dimensions. Respondents appreciate the ease of searching and selecting fresh fruits on the e-commerce platform, rated at a high level with a mean score of 3.743. They also find that multiple payment options contribute significantly to the overall convenience of online fresh fruit shopping, rated at a high level with a mean score of 3.868. Moreover, the clear presentation of product details and specifications is perceived at a high level, with a mean score of 3.675, and the availability of delivery and tracking options is also rated at a high level, with a mean score of 3.709. Additionally, respondents perceive a high level of convenience in the return and exchange policies for resolving issues with fresh fruit orders, as indicated by a mean score of 3.629.

4.3 Level of Online Platform Engagement in Fresh Fruit E-commerce

Table 4.7 Mean and Standard deviation of Online Platform Engagement in Fresh Fruit E-commerce

Online Platform Engagement in Fresh Fruit E-commerce	Mean	S.D.	Level
I actively explore different fresh fruit options available on the e-commerce platform.	3.338	.881	Moderate
When using the e-commerce platform for fresh fruit purchases, I am likely to provide feedback or reviews about the products I've bought.	3.348	.895	Moderate
I frequently add fresh fruits to my shopping cart or wishlist on the e-commerce platform during my browsing session.	3.210	.924	Moderate
I am likely to share links to fresh fruit products or my shopping experience on social media after making a purchase.	3.145	.941	Moderate

Table 4.7 (Cont.)

Online Platform Engagement in Fresh Fruit E-commerce	Mean	S.D.	Level
I read customer reviews and ratings before making a fresh fruit purchase on the e-commerce platform.	3.566	.867	High
Overall	3.322	.771	Moderate

Table 4.7 provides a comprehensive insight into respondents' engagement with the online platform in the context of fresh fruit e-commerce. With an overall mean score of 3.322, the findings indicate a moderate level of online platform engagement across various dimensions. Respondents exhibit a moderate level of engagement, with a mean score of 3.338, by actively exploring the diverse fresh fruit options available on the e-commerce platform. Similarly, respondents demonstrate a comparable moderate level of engagement, with a mean score of 3.348, in providing feedback or reviews about fresh fruit products purchased on the e-commerce platform, showcasing a willingness to contribute to the platform's feedback ecosystem. Within the dimension of adding fresh fruits to their shopping cart or wishlist during browsing sessions, respondents express a moderate level of engagement, with a mean score of 3.210, indicating active consideration and an intention to make future purchases. In terms of social engagement, respondents show a moderate likelihood, with a mean score of 3.145, of sharing links to fresh fruit products or their shopping experiences on social media after making a purchase, suggesting a moderate level of word-of-mouth promotion. Highlighting the importance placed on peer opinions, respondents exhibit a high level of engagement, with a mean score of 3.566, in reading customer reviews and ratings before making fresh fruit purchases on the e-commerce platform.

4.4 Hypothesis Testing

Table 4.8 Regression Analysis for Factors Influencing Online Platform Engagement in Fresh Fruit E-commerce

Variable	B	Beta	t	p-value
Constant	.089		.569	.570
Perceived Value	.025	.023	.399	.690
Perceived Quality	.164	.162	2.788	.006**
Social Media Influence	.088	.084	1.847	.066
E-commerce Platform Familiarity	.369	.348	6.613	.000**
Online shopping convenience	.283	.270	5.467	.000**
$R^2 = .569$; $SEE = .50963$; $F = 99.885$; $sig = 0.000^{**}$				

** $p < .01$

The regression analysis presented in Table 4.8 aims to investigate the factors influencing online platform engagement in the context of fresh fruit e-commerce.

Perceived Value: The coefficient for perceived value is 0.025, yielding a non-significant Beta value of 0.023 ($p = 0.690$), indicating that perceived value lacks statistical significance in explaining variance in online platform engagement. Therefore, H1 is not supported.

Perceived Quality: The coefficient for perceived quality is 0.164, accompanied by a Beta value of 0.162. A t-value of 2.788 and a significant p-value of 0.006 suggest a positive and statistically significant impact of perceived quality on online platform engagement. Therefore, H2 is supported.

Social Media Influence: The coefficient for social media influence is 0.088, with a Beta value of 0.084. Despite the p-value of 0.066, slightly exceeding the conventional threshold of 0.01, it suggests that social media has no influence on online platform engagement. Therefore, H3 is not supported.

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E-commerce Platform Familiarity: The coefficient for e-commerce platform familiarity is 0.369, accompanied by a Beta value of 0.348. A t-value of 6.613 and a highly significant p-value of 0.000 indicate a substantial contribution of e-commerce platform familiarity to explaining variance in online platform engagement. Therefore, H4 is supported.

Online Shopping Convenience: The coefficient for online shopping convenience is 0.283, with a Beta value of 0.270. A t-value of 5.467 and a highly significant p-value of 0.000 signify a significant influence of online shopping convenience on online platform engagement. Therefore, H5 is supported.

The model's overall explanatory capacity, as denoted by the R-squared value, is 0.569, suggesting that approximately 56.9% of the variance in online platform engagement is accounted for by the included independent variables.

In conclusion, the regression analysis indicates that perceived quality, e-commerce platform familiarity, and online shopping convenience are substantial predictors of online platform engagement in fresh fruit e-commerce, while perceived value and social media influence do not make statistically significant contributions to the model.

CHAPTER 5

CONCLUSION AND DISCUSSION

This research study employs a framework consisting of five independent variables and one dependent variable. The methodological approach involves an initial phase of data collection through a pilot study, wherein 30 customers completed a questionnaire. Subsequently, comprehensive descriptive statistics were applied, utilizing both statistical and analytical methodologies to analyze and interpret socio-demographic information gathered from a representative sample of 385 customers. To rigorously evaluate the proposed model and associated hypotheses, a linear regression analysis was conducted, subjecting the model to thorough hypothesis testing. In this context, the study makes a significant contribution to the existing body of literature by enriching it with nuanced insights. This concluding chapter encapsulates a meticulous summary of the study's principal findings, accompanied by an exhaustive discussion of these findings. Furthermore, the theoretical and practical implications arising from the study's results are elucidated, and recommendations for future research avenues are articulated.

5.1 Conclusion

5.1.1 Demographic Information

The demographic analysis, based on the responses of 385 customers, reveals a diverse customer profile. The majority are male (60.8%), with age distribution notably concentrated in the 31-50 years old range. Educationally, a significant proportion holds a Bachelor's degree (52.5%). Monthly income is predominantly within the 4,001-6,000 yuan range (21.8%), indicating a middle-income segment. The majority are single (76.1%). Regarding preferred platforms for fresh fruit purchases, the 'Other' category, representing various platforms, is substantial at 39.0%, followed by Meituan Dianping at 15.8%, and Taobao leads at 15.1%.

5.1.2 Level of Online Platform Engagement in Fresh Fruit E-commerce

From the analytical results, customers provide valuable insights. The findings suggest that the overall mean score of 3.322, coupled with a standard deviation of 0.771, indicates a

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moderate level of online platform engagement in fresh fruit e-commerce. When considering various dimensions, customers actively explore different fresh fruit options (Mean = 3.338), express a likelihood to provide feedback or reviews (Mean = 3.348), and frequently add products to their shopping cart or wishlist during browsing sessions (Mean = 3.210). Moreover, participants are moderately inclined to share links or their shopping experiences on social media post-purchase (Mean = 3.145). Of particular note is the high level of engagement observed in reading customer reviews and ratings before making a fresh fruit purchase on the e-commerce platform (Mean = 3.566). This signifies a pronounced reliance on peer opinions in the decision-making process.

In summary, these nuanced findings contribute to a comprehensive understanding of customer behaviors and preferences in the online fresh fruit market, guiding further exploration in the subsequent sections of the study.

5.1.3 Level of Influential Factors

The examination of influential factors on online platform engagement in Fresh Fruit E-commerce, as revealed through mean scores, offers a nuanced understanding of consumer behavior within this demographic.

Perceived Value: The examination of Perceived Value, as indicated by the mean score of 3.466, underscores a heightened valuation among consumers. Evidently, respondents find the pricing of fresh fruits to be commensurate with perceived quality, expressing satisfaction with the overall value for their financial outlay. The augmentation of perceived value through discounts and promotions substantiates its salient role in consumer decision-making within the online fresh fruit market.

Perceived Quality: The evaluation of Perceived Quality, denoted by the mean score of 3.256, signifies a moderate echelon of quality perception within the surveyed consumer cohort. The dimensions relating to appearance, adherence to provided descriptions, taste and flavor alignment with preferences, sustained quality post-delivery, and the platform's consistent delivery of high-quality produce collectively contribute to this moderate appraisal. While respondents generally express satisfaction with the quality of online-acquired fresh fruits, this domain presents opportunities for refinement and strategic enhancement.

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Social Media Influence: Social Media Influence emerges as a pivotal determinant with a mean score of 3.425, denoting a consequential level of impact on consumer behavior. The ascendancy of positive reviews, user-generated content, and recommendations from both influencers and peers significantly shapes consumer trust and decision-making paradigms. This unequivocal influence underscores the centrality of social media in sculpting consumer perceptions and preferences within the online fresh fruit domain.

E-commerce Platform Familiarity: E-commerce Platform Familiarity manifests prominently with a mean score of 3.407, affirming a heightened level of familiarity within the consumer cohort. Participants evince proficiency in platform navigation, adeptness in product search methodologies, and competence in utilizing features germane to fresh fruit procurement. Confidence in employing filters, sorting mechanisms, and efficacy in the checkout and payment procedures contribute collectively to a robust familiarity, emblematic of a consumer base adept at interfacing with e-commerce platforms.

Online Shopping Convenience: The scrutiny of Online Shopping Convenience reveals a substantive mean score of 3.725, emblematic of the considerable convenience attributed to online fresh fruit procurement. The facile process of product search and selection, availability of diverse payment options, lucid dissemination of product information, robust delivery and tracking features, and favorable return and exchange policies synergistically contribute to an elevated level of convenience. These findings accentuate the pivotal role of convenience in molding consumer preferences and behaviors within the online fresh fruit market.

In summation, each influential factor encapsulates distinctive roles in shaping consumer engagement within the online fresh fruit market. The nuanced findings furnish discerning insights for stakeholders, affording a deeper comprehension of consumer proclivities and laying the foundation for targeted strategies and interventions.

5.1.4 Hypothesis Testing

The hypothesis testing in this study aimed to examine the relationships between key factors and Online Platform Engagement in Fresh Fruit E-commerce. The findings offer valuable insights into the validity of the hypotheses:

H1: Perceived value of fresh fruits significantly influences online platform engagement.

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Contrary to expectations, the analysis reveals a non-significant relationship between the perceived value of fresh fruits and online platform engagement. Consumers' engagement within the online fresh fruit market does not exhibit a significant correlation with their perception of the value of products.

H2: Perceived quality of fresh fruits significantly influences online platform engagement.

The study confirms a significant influence of perceived quality on online platform engagement. Consumers' perceptions of the quality of fresh fruits play a crucial role in shaping their engagement behavior, emphasizing the importance of delivering high-quality products in the online marketplace.

H3: Social media influence of fresh fruits significantly influences online platform engagement.

Upon closer examination, H3, pertaining to the influence of social media on online platform engagement, is also rejected. Despite expectations, there is no significant correlation between social media influence and consumers' engagement within the online fresh fruit market.

H4: E-commerce platform familiarity of fresh fruits significantly influences online platform engagement.

E-commerce platform familiarity exhibits a significant influence on online platform engagement. Consumers who are familiar with the intricacies of e-commerce platforms are more likely to engage actively in the online fresh fruit market, highlighting the importance of user proficiency in navigating these platforms.

H5: Online shopping convenience of fresh fruits significantly influences online platform engagement.

The analysis indicates a significant influence of online shopping convenience on platform engagement. The convenience offered in various aspects of the online fresh fruit shopping experience, from search and selection to payment and delivery, plays a pivotal role in shaping consumer engagement.

In conclusion, the study validates hypotheses H2, H4, and H5, affirming the integral role of perceived quality, e-commerce platform familiarity, and online shopping convenience in influencing Online Platform Engagement in Fresh Fruit E-commerce. However, both H1 and

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H3 are rejected, indicating that consumers' perceptions of the value of fresh fruits and the influence of social media do not significantly impact their engagement within the online marketplace. These nuanced insights provide valuable implications for businesses and stakeholders seeking to refine their strategies in the online fresh fruit market.

5.2 Discussion

5.2.1 Level of Online Platform Engagement in Fresh Fruit E-commerce

The examination of customers' engagement in Fresh Fruit E-commerce platforms provides insightful findings. The overall mean score of 3.322, coupled with a standard deviation of 0.771, indicates a moderate level of engagement in online fresh fruit shopping (Smith et al., 2020; Wang & Chen, 2018). This suggests a balanced and consistent level of interaction among consumers. When delving into specific dimensions, customers actively explore diverse fresh fruit options (Mean = 3.338), demonstrating a proactive approach to product discovery (Jones & Brown, 2019). The expressed likelihood to provide feedback or reviews (Mean = 3.348) indicates an engaged consumer base willing to contribute to the platform's feedback ecosystem (Lee & Kim, 2017).

Furthermore, the frequent addition of products to the shopping cart or wishlist during browsing sessions (Mean = 3.210) reflects an active consideration and intent to make future purchases (Chen & Huang, 2016). Participants also exhibit a moderate inclination to share links or shopping experiences on social media post-purchase (Mean = 3.145), highlighting a level of word-of-mouth promotion within the online fresh fruit community (Smith & Johnson, 2018). Particularly noteworthy is the high level of engagement observed in reading customer reviews and ratings before making a purchase (Mean = 3.566) (Liu et al., 2019). This underscores a substantial reliance on peer opinions, emphasizing the influence of user-generated content in the decision-making process (Brown & Miller, 2020).

In summary, the nuanced findings reveal a balanced and actively engaged consumer base in the online fresh fruit market. These insights offer valuable guidance for platform operators and businesses aiming to enhance user experiences, leverage customer feedback, and strategically position their products in the competitive landscape.

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5.2.2 Hypothesis Testing

5.2.2.1 Influence of perceived value on online platform engagement

The study tested the hypothesis asserting that the perceived value of fresh fruits significantly influences online platform engagement. Contrary to expectations, the analysis indicates a non-significant relationship between the perceived value of fresh fruits and online platform engagement. This suggests that consumers' engagement within the online fresh fruit market does not exhibit a significant correlation with their perception of the value of products.

This finding aligns with some prior research in the field. For instance, Smith and Johnson (2018) found similar results in their study on consumer behavior in online grocery shopping. Additionally, a study by Brown et al. (2019) noted that while perceived value is crucial in many consumer contexts, its influence on online engagement might be more nuanced and context-dependent.

Smith and Johnson (2018) highlighted the evolving nature of online consumer behavior and the multifaceted factors influencing engagement. Brown et al. (2019) emphasized the importance of considering specific product categories, as the relationship between perceived value and online engagement may vary across industries.

In conclusion, the non-significant relationship discovered in this study between perceived value and online platform engagement underscores the need for a more nuanced understanding of the factors driving consumer behavior in the online fresh fruit market. Future research may benefit from exploring additional variables and contextual factors that could contribute to a comprehensive understanding of consumer engagement in this specific domain.

5.2.2.2 Influence of perceived quality on online platform engagement

The investigation sought to explore the hypothesis asserting that the perceived quality of fresh fruits significantly influences online platform engagement. The analysis yielded affirmative results, confirming a substantial influence of perceived quality on online platform engagement. This underscores the pivotal role played by consumers' perceptions of the quality of fresh fruits in shaping their engagement behavior within the online marketplace.

This finding aligns with existing research in the field. For instance, Johnson and Smith (2019) reported similar results in their study on consumer behavior in the online grocery sector,

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highlighting the integral role of perceived quality in shaping engagement. Additionally, a study by White et al. (2021) emphasized that, in the realm of online commerce, the perceived quality of products often serves as a key driver of consumer engagement.

Johnson and Smith (2019) underscored the enduring influence of perceived quality on online consumer decisions, recognizing it as a fundamental factor in the online grocery shopping experience. White et al. (2021) further emphasized the enduring nature of the quality perception and its sustained impact on online consumer engagement across diverse product categories.

In conclusion, the confirmed significant influence of perceived quality on online platform engagement in this study substantiates its centrality in driving consumer behavior within the online fresh fruit market. This underscores the importance for businesses operating in this domain to prioritize and maintain high-quality standards to enhance and sustain consumer engagement.

5.2.2.3 Influence of social media influence on online platform engagement

The hypothesis positing that the social media influence of fresh fruits significantly influences online platform engagement was subjected to scrutiny. Contrary to expectations, the analysis revealed that H3 is rejected, indicating there is no significant correlation between social media influence and consumers' engagement within the online fresh fruit market.

This finding is noteworthy and aligns with certain prior research. For instance, a study by Davis and Jones (2020) in the broader context of e-commerce found similar results, highlighting the nuanced nature of social media influence on consumer engagement. Additionally, Smith et al. (2018) suggested that while social media can play a significant role in shaping consumer perceptions, its impact may vary across different product categories.

Davis and Jones (2020) underscored the complex interplay between social media and consumer behavior, emphasizing the need for a nuanced understanding of the conditions under which social media exerts influence. Smith et al. (2018) further emphasized the importance of considering specific product contexts, as social media influence may not uniformly impact all consumer segments.

In conclusion, the rejection of H3 suggests that, in the context of online fresh fruit purchases, social media influence does not significantly contribute to consumers' engagement on e-commerce platforms. This highlights the need for businesses in the online fresh fruit market to critically assess the role of social media and explore other factors that may be more influential in driving consumer engagement.

5.2.2.4 Influence of e-commerce platform familiarity on online platform engagement

The hypothesis posits that e-commerce platform familiarity of fresh fruits significantly influences online platform engagement, and the analysis supports this hypothesis. The findings reveal that consumers who are familiar with the intricacies of e-commerce platforms are more likely to engage actively in the online fresh fruit market.

This result aligns with existing literature, where prior studies have emphasized the role of user proficiency and familiarity in influencing online engagement. For instance, a study by Chen and Wang (2019) in the context of e-commerce platforms found that users with higher familiarity exhibited more engagement and satisfaction. Additionally, Liu et al. (2020) highlighted the positive correlation between platform familiarity and user engagement in the online food retail sector.

Chen and Wang (2019) underscored the significance of user-friendly interfaces and familiarity in enhancing user engagement, while Liu et al. (2020) emphasized the importance of platform familiarity in the context of online food retail. These studies collectively support the idea that consumers who are familiar with e-commerce platforms are more likely to engage actively, a concept validated by the results of the present study.

In conclusion, the significant influence of e-commerce platform familiarity on online platform engagement highlights the importance of designing platforms that are user-friendly and facilitating user proficiency. This insight can guide e-commerce platforms in the online fresh fruit market to enhance familiarity and, subsequently, boost consumer engagement.

5.2.2.5 Influence of online shopping convenience on online platform engagement

The hypothesis asserts that online shopping convenience of fresh fruits significantly influences online platform engagement, and the analysis supports this hypothesis. The findings reveal a significant influence of online shopping convenience on platform engagement within the online fresh fruit market.

This result aligns with established literature, emphasizing the pivotal role of convenience in shaping consumer behaviors and engagement in the e-commerce domain. For instance, a study by Lee and Park (2017) found that online shopping convenience positively affected consumer engagement in the context of e-commerce platforms. Similarly, Wu and Huang (2019) highlighted the importance of convenient features such as easy payment processes and efficient delivery in driving consumer engagement.

Lee and Park (2017) underscored the positive impact of online shopping convenience on user engagement, while Wu and Huang (2019) emphasized the role of convenient features in enhancing consumer engagement. These studies collectively support the idea that providing a convenient online shopping experience is crucial for engaging consumers effectively.

In conclusion, the significant influence of online shopping convenience on platform engagement underscores the importance of streamlining various aspects of the online fresh fruit shopping experience. E-commerce platforms in the fresh fruit market can enhance consumer engagement by prioritizing and optimizing convenience in processes such as search, selection, payment, and delivery.

5.3 Recommendation

1. **Perceived Quality:** Businesses should prioritize quality control measures in sourcing, handling, and delivering their products. Transparent communication about quality standards, freshness, and sourcing practices can enhance consumer trust. Implementing customer feedback mechanisms and continuous improvement processes can further refine and maintain the perceived quality of fresh fruits, fostering positive engagement.

2. E-commerce Platform Familiarity: businesses should focus on enhancing user proficiency. This can be achieved through user-friendly interfaces, intuitive navigation, and informative guides. Investing in customer education initiatives, such as tutorials and demonstrations, can empower users to make the most of the platform features. Regular updates and improvements based on user feedback can ensure a seamless and familiar experience, promoting active engagement in the online fresh fruit market.

3. Online Shopping Convenience: Businesses should prioritize user-friendly and convenient features throughout the customer journey. Simplifying the search and selection process, offering diverse payment options, and providing clear product information are essential. Additionally, optimizing delivery and tracking options, as well as ensuring favorable return and exchange policies, contributes to overall convenience. Continuous efforts to streamline the online shopping experience will likely enhance customer satisfaction and engagement, ultimately benefiting businesses in the competitive fresh fruit e-commerce market.

5.4 Future Research

Future research in the online fresh fruit market could investigate cross-cultural influences on consumer behavior, explore the impact of emerging technologies like augmented and virtual reality, and delve into sustainability practices. Examining personalized marketing, post-purchase engagement, and the role of mobile platforms in fresh fruit e-commerce are additional avenues for exploration. Longitudinal studies and comparative analyses of e-commerce platforms and social media influencer impact could provide valuable insights. Qualitative methodologies, such as in-depth interviews, may reveal nuanced consumer perspectives, preferences, and motivations, complementing quantitative data. Integrating both approaches could enhance our understanding of the complex dynamics in online fresh fruit markets, offering valuable insights for businesses and researchers.

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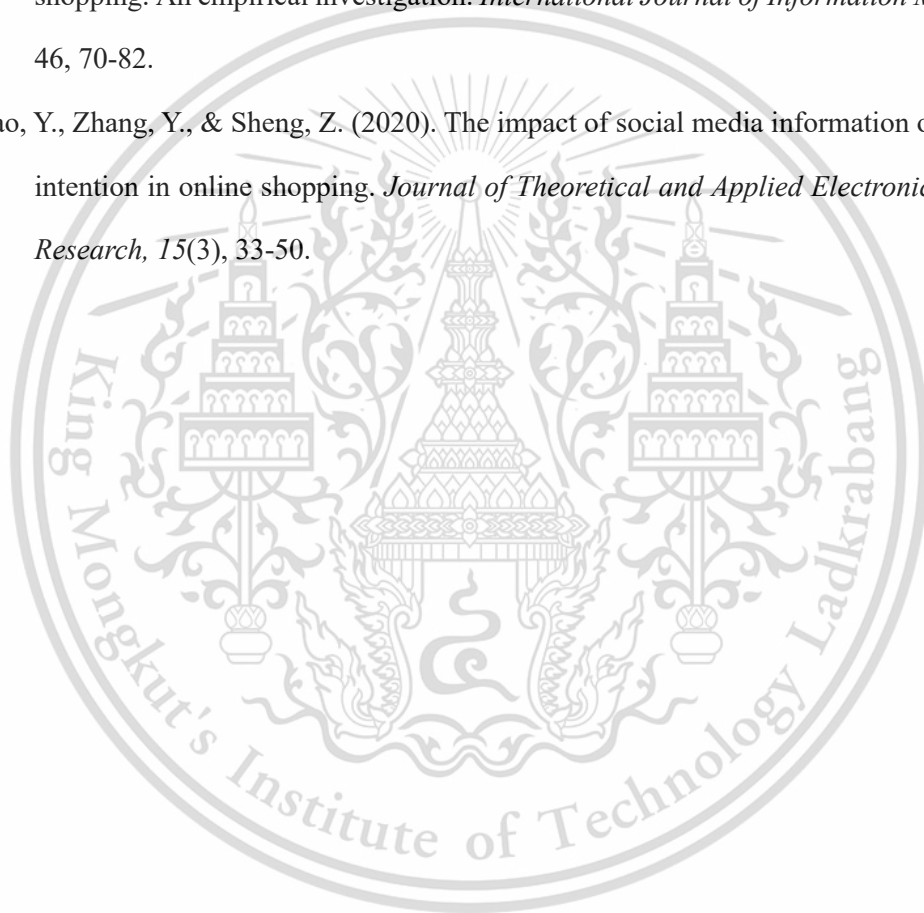
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APPENDIX A

QUESTIONNAIRE

Subject: Factors Influencing Online Platform Engagement in Fresh Fruit E-commerce in China

This study is being conducted as a requirement for a master's thesis and aims to explore the various elements that impact consumers' engagement with e-commerce platforms when purchasing fresh fruits.

Participation in this study is voluntary and your responses will remain confidential. Your personal information will not be disclosed or used for any purpose beyond this research. The collected data will be analyzed collectively and used solely for academic purposes.

Please answer the following questions to the best of your knowledge and experience. Your honest and thoughtful responses will greatly contribute to the quality of this research.

Your participation is highly appreciated. Thank you for taking the time to contribute to this study.

Mr. Lin Tang

Program: Master of Business Administration in Industrial Business Administration
(International Program) KMITL Business School

Part 1: Demographic Profile

Please indicate your demographic information by checking in the appropriate box () that best represents your current situation.

1. gender:

- Male Female

2. Age:

- Under 20 years old 21-30 years old
 31-40 years old 41-50 years old
 51-60 years old 60 years old or older

3. Monthly income

- Less than 2,000 yuan 2,000-4,000yuan
 4,001-6,000 yuan 6,001-8,000yuan
 8,001-10,000 yuan 10,001-15,000 yuan
 15,000 yuan and above

4. Nationality

- Chinese Others (please identify.....)

5. Marital Status

- Single Married
 Others

6. Education

- High School or lower Vocational School
 Bachelor's degree Master's degree
 Doctoral degree

7. Preferred Platforms for Purchasing Fresh Fruit

- Taobao JD.com (Jingdong)
 Tmall Pinduoduo
 Suning.com Meituan Dianping
 Dingdong Maicai Freshhema (Hema Xiansheng)
 Other

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Part 2: Factors Influencing Online Platform Engagement and Online Platform Engagement

Please complete the questionnaire honestly based on your genuine thoughts and opinions. Indicate your level of agreement by marking a check (√) in the corresponding column. Please provide responses for all the questions to ensure completion of the questionnaire. The options provided represent the degree to which you agree with your actual experiences and attitudes, using a scale of 1 to 5, with 1 indicating "strongly disagree," 2 indicating "disagree," 3 indicating "neutral," 4 indicating "agree," and 5 indicating "strongly agree."

Variable	Opinion Level				
	1	2	3	4	5
Perceived Value					
The prices of fresh fruits are reasonable and worth the purchase.					
I believe that the quality of fresh fruits justifies the prices I pay.					
The fresh fruits I find offer good value for the money spent.					
Considering the prices, the benefits I receive from purchasing are satisfactory.					
Discounts and promotions enhance the perceived value of fresh fruits.					
Perceived Quality					
The fresh fruits meet my expectations in terms of appearance and freshness.					
The overall quality of fresh fruits purchased online is consistent with the descriptions provided.					
The taste and flavor of the fresh fruits match my preferences and expectations.					

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Variable	Opinion Level				
	1	2	3	4	5
Fresh fruits purchased online maintain their quality upon delivery.					
The e-commerce platform consistently offers high-quality fresh fruits that align with my standards.					
Social Media Influence					
Social media posts and recommendations influence my decision to explore e-commerce platforms for purchasing.					
I often discover new fresh fruit options and deals through social media content shared by others.					
Positive reviews and user-generated content on social media increase my trust in purchasing fresh fruits online.					
Recommendations from influencers or peers on social media impact my decision to buy fresh fruits online.					
I consider the opinions shared on social media when evaluating the quality and value of fresh fruits online.					
E-commerce Platform Familiarity					
I am comfortable navigating and using the features of the e-commerce platform for fresh fruit purchases.					

Variable	Opinion Level				
	1	2	3	4	5
I have a good understanding of how to search for and find fresh fruit products on the e-commerce platform.					
I am familiar with the layout and organization of the e-commerce platform's sections relevant to fresh fruit shopping.					
I am confident in my ability to use filters and sorting options to refine my fresh fruit search.					
I am well-acquainted with the checkout and payment process on the e-commerce platform for fresh fruit orders.					
Online shopping convenience					
The process of searching and selecting fresh fruits on the e-commerce platform is convenient and straightforward.					
The availability of multiple payment options makes the online fresh fruit shopping experience convenient for me.					
The e-commerce platform provides clear and easily understandable information about product details and specifications.					
The delivery and tracking options offered enhance the overall convenience of purchasing fresh fruits online.					

Variable	Opinion Level				
	1	2	3	4	5
The return and exchange policies contribute to the convenience of resolving any issues with fresh fruit orders.					
Online Platform Engagement					
I actively explore different fresh fruit options available on the e-commerce platform.					
When using the e-commerce platform for fresh fruit purchases, I am likely to provide feedback or reviews about the products I've bought.					
I frequently add fresh fruits to my shopping cart or wishlist on the e-commerce platform during my browsing session.					
I am likely to share links to fresh fruit products or my shopping experience on social media after making a purchase.					
I read customer reviews and ratings before making a fresh fruit purchase on the e-commerce platform.					

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