Analysis of Factors Influencing Online Consumer Buying Decisions in the Telephone Market: The Case Study of China

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ABSTRACT

The study of consumer behavior seeks to understand purchasing habits and how they influence market demand. Consumer choices play a crucial role in determining the effectiveness of a company's sales strategy. With the continuous innovation of electronic products and increasing competition among brands, businesses must analyze the key factors driving consumer decisions. This research examines the impact of various socio-demographic influences on purchasing behavior, exploring how personal, social, and situational factors shape consumer preferences for electronic products. Findings indicate that social and individual factors are closely linked to consumer decision-making, reinforcing prior research on consumer psychology and behavioral economics. Additionally, situational determinants emerge as a new element, influencing choices in a manner comparable to traditional decision-making factors. This highlights the importance of external conditions, such as promotional offers, online reviews, and ease of accessibility, in shaping consumer preferences. The study's outcomes provide valuable insights for manufacturers and retailers, allowing them to align their strategies with consumer expectations and improve customer satisfaction. It is recommended that businesses consider socio-personal factors when designing, pricing, and marketing electronic products, particularly in semi-urban and emerging markets. Understanding these influences enables companies to enhance digital marketing techniques, optimize pricing strategies, and build stronger consumer trust, ultimately improving sales and brand loyalty.

1.1 INTRODUCTION

In an era of rapid technological advancement and a thriving electronics industry, understanding the factors influencing consumers' purchasing decisions has become a critical area of research (Sarah et al., 2021). Electronic devices have become an integral part of modern life, shaping the way people communicate, work, and engage in daily activities (Hossain et al., 2024). From smartphones and computers to home appliances and entertainment systems, the demand for electronic products continues to grow. However, with constant innovation and intense market competition, businesses must identify and analyze the key factors that drive consumer choices. The increasing complexity of electronic products, along with the rapid pace of innovation, has resulted in a more discerning and informed consumer base (Alblooshi et al., 2022). Today, buyers consider multiple aspects before making a purchase, including brand reputation, product features, price, and environmental sustainability (Siddiqui et al., 2022; Hossain et al., 2024). Understanding these decision-making processes is crucial for businesses to refine their marketing strategies and improve customer satisfaction.

Consumer behavior is influenced by a combination of internal and external factors, making purchasing decisions a complex process (Siraj et al., 2022). By studying consumer psychology, businesses can gain insights into how individuals think, feel, and choose between different brands or products. Various elements, such as cultural influences, peer recommendations, media exposure, and personal preferences, play a role in shaping these choices (Wang & Chou, 2020). The electronics market is highly dynamic, with

new brands, features, and innovations frequently introduced (Victory et al., 2021). As consumer preferences shift in response to societal trends and technological developments, businesses must adapt to these changing demands. This study focuses on identifying and analyzing the key factors that influence consumer purchasing decisions, particularly in the telephone products sector (Hossain et al., 2024). Given the substantial financial implications and the crucial role of electronic devices in daily life, this research aims to provide valuable insights for businesses, marketers, and policymakers.

With the rise of e-commerce, consumer purchasing behavior has evolved significantly, raising important questions about the differences between online and offline shopping experiences (Mariani & Matarazzo, 2021). While certain products are more suitable for in-store purchases, others are better suited for online transactions. However, online businesses must develop distinct strategies to meet customer expectations and build trust in digital environments (Connolly, 2020). Consumer trust is a complex and subjective concept that varies from individual to individual (Hossain et al., 2024). Trends in consumer behavior suggest that trust is influenced by factors such as product quality, pricing, brand reputation, peer reviews, and overall shopping experience. Online businesses must understand these expectations to create seamless and reliable purchasing experiences for their target customers. This study seeks to examine how these factors impact consumer decisions, with a particular focus on telephone products in e-commerce settings.

Understanding the factors that influence consumer purchasing decisions for telephone products is crucial in a competitive e-commerce market. Consumers consider various elements before making a purchase, which affects their preferences and choices. Therefore, identifying the most influential factors in their decision-making process is essential. Price, product features, and brand trust play a significant role in shaping consumer preferences. Consumers weigh the cost of a product against its features and overall brand reputation before making a final decision. The relationship between these factors helps businesses understand how to position their products effectively in the market. Subjective norms and peer influence also affect purchase decisions. Consumers often rely on the opinions of family, friends, and online influencers when choosing a product. The increasing impact of social media and digital marketing has amplified the role of peer recommendations, making it a key determinant of purchasing behavior.

The primary objective of this study is to gain a deeper understanding of the factors influencing consumer purchasing decisions for telephone products in e-commerce settings. As the online retail market continues to grow, businesses need valuable insights into consumer preferences to refine their marketing strategies. By examining key factors affecting purchasing behavior, this study seeks to provide relevant findings for improving online shopping experiences. To achieve this, the study focuses on three core research objectives. The first objective is to identify the key factors that influence the consumer buying process for telephone products in e-commerce. Understanding these factors will allow businesses to tailor their marketing approaches accordingly. The second objective is to evaluate how the consumer buying process can be optimized for telephone products in online retail. By identifying challenges and consumer expectations, businesses can enhance user experience, product presentation, and pricing strategies to drive higher customer satisfaction. The third objective is to analyze the role of subjective norms and peer influence in consumer decision-making. As social interactions and digital platforms increasingly shape consumer behavior, businesses must leverage these insights to improve brand positioning and customer engagement.

2.0 LITERATURE REVIEW

According to Robinson and Ballinger (2021), consumers show far less year-to-year brand loyalty than is frequently expected, with only a small percentage of consumers displaying what can be considered strong loyalty to specific brands. They also suggested that brand recognition may reinforce purchasing habits. According to Blythe (2022), consumer behavior is the mental and emotional processes as well as the visible actions of customers when they are looking for, buying, and after using a good or service. Bart and Kama (2023) concluded that, despite assertions that advertising generates consumer demand, efforts to persuade consumers to purchase a new product through advertising will only serve to boost initial sales. In reality, consumer demand is maintained only by successful trials and subsequent repeat purchases. Dorin (2021) claimed that fashion affects consumer behavior in online shopping settings. Nevertheless, the study discovered contradictory findings regarding many aspects of perception and how they influence purchasing decisions. According to Kotler (2008), consumer behavior is the study of how people, groups, and organizations choose, purchase, utilize, and discard products, services, concepts, or experiences to fulfill their needs and wants. In his research article, Lars (2008) discussed how consumers' motivation and decision-making processes vary depending on the products' relative importance or level of interest to them, as well as how their surroundings (such as their culture, family, signs, and media) affect them. Sinha (2008) discovered that consumers primarily buy products to meet their needs and address underlying issues.

2.1 Theoretical framework

The theoretical framework encompassed decision-making theory, the consumer savior model, the theory of consumer behavior, and the 7Ps of the marketing mix.
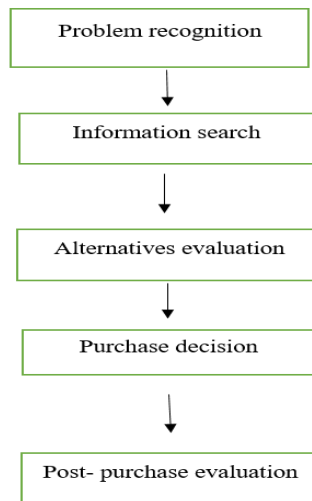
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┌─────────────────────────┐
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Figure 1 Five step model in the consumer decision-making process

Engel Kollat Blackwell model (EKB)

In 2021, Zhu Lijuan presented an EKB model. In 1968, Engel, Kollat, and Blackwell created the EKB Model. It was first proposed and updated in 1984, and the present model of consumer behavior, which includes a systematic pattern architecture, is more thorough and comprehensive. There are five components to the EKB model: 1) entering a message; 2) processing information; 3) making a decision; 4) variables in the decision-making process; and 5) external. influence of the boundaries. Regarding consumers' decision-making processes and the origins of the elements influencing them. Talk about it in depth. Therefore, using the decision-making process as the focal point and integrating pertinent information defines the EKB model. is shaped by the interplay of internal and external elements, and consumer behavior is seen as a continuous process rather than the result of individual acts. Three benefits are associated with this mode: 1) Integrity: The EKB model's extensive set of variables can be used to describe customer behavior. the entire procedure. 2) process: variables that are relevant in EKB mode will be connected in a symbolic direction, which facilitates the process of establishing hypotheses based on research findings while also making it simple for researchers to verify the relationship between variables. Ming. 3) Dynamic: The EKB model incorporates the opinions of several experts and researchers on consumer behavior law and has undergone numerous amendments, making it a reasonably comprehensive consumer behavior model. Source: Chuchai Smithkrai (2021)

Consumer Behavior Model S-O-R Xu

In 2015, Xiaojuan presented an S-O-R model. The S-O-R (stimulus organism response) model was developed from the behaviorist S-R model (stimulus response). As people's understanding of psychology changes, they gradually come to understand that the knowledge-analyzing process begins with an actual stimulus, then acquires the stimulus from the outside via understanding, makes decisions after the nervous system processes them, and ultimately results in an action response. S-O-R model in its reduced form. Another name for the overall model is also known as the S-O-R model. In psychology, the S-O-R model is a concept. O is the link between stimulus and reflection, R is the result produced, and S is the stimulus itself. Another way to think of it is as the consumer's consciousness or their psychology toward buying. Figure 2 illustrates the entire procedure. This model demonstrates how stimulation influences customers' purchasing decisions. Either internal psychological variables or the external environment may be the source of this stimulation. Following a period of stimulation, customers experience a significant psychological shift. This modification may encourage consumers to make a purchase. Customers will also remark on the purchase at the same time that the buying behavior is produced.
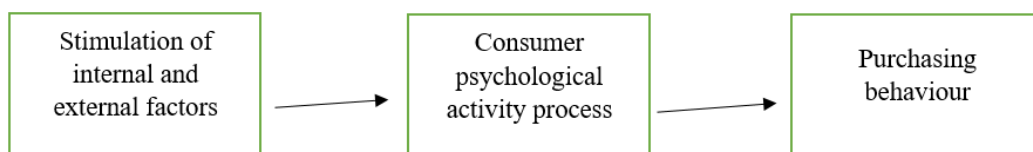
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┌──────────────────┐      ┌──────────────────┐      ┌──────────────────┐
│  Stimulation of  │      │    Consumer      │      │                  │
│   internal and   │ ───▶ │  psychological   │ ───▶ │   Purchasing     │
│ external factors │      │ activity process │      │   behaviour      │
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Figure 2 S-O-R mode diagram

Source: Xu Xiaojuan Research on user churn of social networking sites based on S-O-R theory (2021)

Theory of consumer behavior

Western academics have differing opinions on what constitutes consumer behavior. Various academics have provided their own definitions from various angles since the 1980s. Numerous domestic and international studies on consumer behavior have been conducted, and the opinions expressed are not entirely consistent. Over time, some insightful findings have been reached. Consumer behavior is a broad field. Its structure and importance cover marketing, economics, psychology, sociology, and many other disciplines (He et al., 2021). It also explains how these disciplines are integrated. Consumer behavior is the most prevalent behavioral activity in human social life. It encompasses all the behavioral activities that consumers engage in when they buy products to satisfy specific wants, the outward manifestation of consumer psychology, and the thorough integration of consumers' internal and external behaviors. According to Van Doom (2023), consumer behavior may be defined as the method that researchers, organizations, businesses, and their business procedures choose to market their goods, services, experiences, concepts, and requirements. These actions greatly impact customers and society at large. He also maintained that individual differences in consumer behavior are influenced by several other variables and purchasing choices. (Gonçalves et al., 2021)According to customer Behavior (2021), each customer has a variety of requirements and limited resources. Customers choose what to buy to get the most out of their limited resources. His spending habits have not changed as a result of his balanced stance.

According to Consumer Behavior (2023), people, companies, or groups use consumer behavior to choose, safeguard, utilize, or discard goods, services, experiences, or concepts that satisfy their requirements, as well as to consider how these choices affect both consumers and society. It incorporates economics, marketing, sociology, psychology, and social anthropology. For instance, a variety of elements, including customers, family, friends, sports, reference groups, and society, impact the buyer's choice. (Vinerean & Opreana, 2021). To fulfill the end of the cycle from the production stage to the final destination client, the marketing department started planning to offer services. The Association for American Marketing (American Marketing Association, 2022) describes consumer behavior. Meaning is the process by which customers adjust their roles and responsibilities via interaction, including how they perceive and acknowledge the culmination of information, concepts, exchanges, and environmental effects. Solomon, Michael R. (2024) emphasized elimination When two or more people or groups attempt to acquire something valuable, the consumer's behavior process remains consistent. and the entire post-exchange procedure were performed. In this study, consumer behavior refers to the total number of actions taken by consumers as they assess, choose, buy, and utilize products, services, and other consumption items in accordance with their own requirements and under the influence of consumer psychology. There are four levels: (1) Demand level: what type of demand, or what is the demand, do customers have? (2) Behavior: What will consumers do under the influence of consumer psychology? That is, how are consumer behaviors influenced by different factors? (3) Customers: Customers can buy products or services. (4) Consumption process: Consumer behavior encompasses not only the actions taken during the buying process but also the processes of selection before purchase, usage, and assessment following purchase.

7Ps of the Marketing mix

Jia Zengguang (2022) introduced the 7Ps marketing mix framework, which includes price, product, place, promotion, people, process, and physical evidence. These factors, along with economic, technological, political, and cultural influences, play a critical role in shaping consumer behavior. Additionally, psychological factors such as individual needs, cognition, learning, perception, age, occupation, personality, and other personal attributes, along with cultural, familial, and social class influences, contribute to purchasing decisions. The 7Ps theory has been widely applied in various industries, including private banking, to diagnose and optimize service marketing strategies. In the current study, the product refers to smartphones, while price represents their monetary value, capabilities, and services. Place encompasses distribution channels and product availability in the market, and people refer to consumers in Henan Province, China, who decide to purchase smartphones. Promotion involves the different strategies manufacturers use to encourage purchases, while process outlines the steps consumers go through in making a buying decision. Physical evidence includes the appearance and packaging of the product, which plays a role in consumer perception and decision-making. The marketing mix is a vital tool that helps marketers manage internal factors to stimulate consumer demand and enhance understanding of consumer needs, preferences, and satisfaction. Understanding consumer behavior requires an in-depth examination of multi-stage and cross-stage purchase decisions, as buyers often make complex choices influenced by numerous interrelated factors over time (Soyer & Dittrich, 2021). Consumer purchase behavior studies are broadly categorized into macro and micro levels (Rozenkowska, 2023). Macro-level studies explore consumer psychology and general behavioral patterns, using descriptive research to analyze demographic and lifestyle characteristics, often establishing links between consumer behavior and social habits (Fedushko & Ustyianovych, 2022). In China, particularly in Henan, many consumer behavior surveys are based on the four-dimensional lifestyle model proposed by Engel, Blackwell, and Kollat. Micro-level research, on the other hand, focuses on specific aspects such as consumer decision-making, information processing, brand perception, and purchasing intentions. It includes an in-depth analysis of cognitive processes, attitudes, product preferences, and behavioral responses, often incorporating emotional and contextual factors into the study. Given the complexity of consumer decision-making, it is crucial to explore these elements holistically to gain a comprehensive understanding of purchasing behavior.
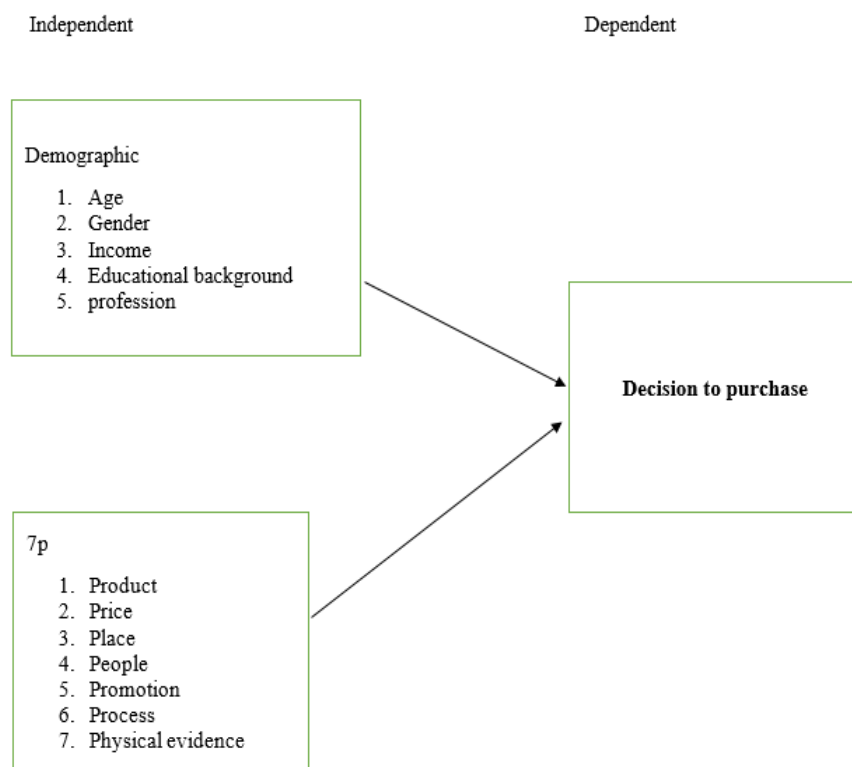
2.2 Conceptual Framework

Figure 3 Research concept framework

Social factors influencing consumer buying decisions

Social norms, which frequently mirror social values, are the guidelines or expectations that a society uses to direct its members' behavior(Dym and Fiesler, 2020). Conformity is encouraged by social control mechanisms, known as social norms. They can be prescriptive, setting expectations for what we should do, especially when it comes to purchasing and consuming, or proscriptive, controlling what we should not do (Lawan & Zarma, 2023). Buyer reference groups, including friends, family, professional associations, trade associations, and social groups, significantly impact brand choice. The conduct and values of others are influenced by reference groups in some way. The majority of purchases impact the reference group's beliefs and viewpoints (Nesai, 2019). According to the study's findings, reference groups, family, price, quality, color, and purchasing decisions were all positively and significantly correlated. Similarly, Yoon and Cho (2019) discovered that eight potential factors—style, color, cost, construction quality, ease of maintenance, comfort, material, and compatibility with other items—can affect furniture selection. The nature of the family and its obligations influence purchasing behavior and may lead to a variety of inverse needs for goods and services. A family's position in society is determined by its lifestyle (Samadi 2022). Normative and informational vulnerability to social influence are examples of such social factors. Information and normative susceptibility are two distinct types of consumer susceptibility (Wang et al., 2020). While normatively susceptible people may base their decisions on expectations of what would impress others, information-susceptible consumers base their purchases on others' professional opinions (Ang, 2021). An expert's opinion frequently sets the path for others to follow, but since they have specialized expertise about a given product, opinion leaders end up controlling the market (Chang, Lee, & Huang). According to Phau and Teah (20209), integrity has a strong and considerable impact on societal implications of consumer views.

People can participate in many different types of groups. Reference groups can shape a person's conduct or attitude. Reference groups have different effects on brands and products (Sakpichaisa, 2022). Similarly, reference groups can be either tangible or immaterial and can be of any size. Furthermore, many groups have a significant impact on people's behavior. A person's reference group is any group that directly or indirectly shapes their beliefs and actions. Groups that directly affect an individual are referred to as membership groups. Individuals interact with and belong to these groups. A few are primary groups. something one interacts with on a somewhat constant basis, including family, friends, neighbors, and coworkers (Katherine, 2020). Every stage of the consumer purchasing decision-making process is significantly impacted by sociocultural factors, either alone or in combination with other demographic or personal factors. Consumer behavior and purchase decisions are significantly influenced by social roles and status, particularly when it comes to all "visible" goods that come from other people. Every degree, role, and social standing exhibits this type of conduct and influence(Mishra and Maity, 2021).

Personal factors influencing consumer buying decision

Age and life stage are examples of internal personal elements that affect a buyer's decision to buy (Rouzbahani, 2023). Purchase decisions are influenced by personality traits such as integrity, novelty seeking, value consciousness, personal fulfillment, and status consumption. According to Lichtenstein, value consciousness is the desire to pay a cheap price while anticipating a particular level of quality (Lichtenstein & Burton, 2020). Consumers who are less risk-averse, however, can accept a certain amount of risk and uncertainty while making purchases. The second variable, innovativeness, is a global metric that measures how comfortable customers are with taking risks and trying novel approaches (Donthu, 2021). Numerous assessments of personal traits, such as creativity, daringness, cosmopolitanism, and variety-seeking, are abundant in the literature on purchasing motivation. It goes without saying that each consumer's unique traits have an impact on decisions and purchasing behavior (Hawkins et al, 2022). Consumers do not purchase the same goods or services at 20 or 70 years of age. Over the course of their lives, their values, environment, activities, hobbies, and purchasing habits change. It is also possible for the elements affecting the choice to buy to shift. Naturally, a person's purchasing power significantly impacts their behavior and capital- and income-based purchases. To demonstrate the "third-party implications" of their earnings and spending ability, some consumers may also search for the "social value" of the goods they purchase (Kotler, 2001).

2.3 Hypotheses

H1: Product Features and Specifications Influence Consumer Buying Decisions
H2: Price and Value for Money Influence Consumer Buying Decisions
H3: Subjective Norms Influence Consumer Buying Decisions
H4: Brand Reputation and Trust Influence Consumer Buying Decisions

3.0 METHODOLOGY

The previous chapter provided a comprehensive review of the literature, guided by the study's objectives. This chapter details the research methodology employed to investigate the factors influencing online consumer buying decisions in China's telephone industry. It outlines the research design, data collection methods, sampling strategy, and data analysis techniques used in the study. The primary aim of this chapter is to ensure transparency and clarity in the research process, providing a structured approach to gathering reliable and valid data. By presenting a well-defined methodology, this chapter establishes a strong foundation for the subsequent analysis and interpretation of the study's findings.

3.1 Research Philosophy

Research philosophy refers to the underlying beliefs, principles, and assumptions that shape a researcher's approach to conducting research (Lynch, 2024). It plays a crucial role in defining the research design, methodology, and data analysis techniques, ultimately influencing the overall validity and reliability of the study (Crossan, 2023). Selecting an appropriate research philosophy is essential, as it determines the epistemological stance and methodological choices of the researcher (Žukauskas et al., 2018). The positivist research philosophy is a scientific approach that emphasizes empirical evidence, objectivity, and the pursuit of an absolute reality in research (Thapaliya, 2022). It relies on structured methodologies and scientific methods to ensure accurate and reliable outcomes (Kavitha et al., 2022). In this study, the positivist philosophy was adopted to objectively examine the factors influencing online consumer buying decisions in China's telephone industry. By applying scientific methods, this approach allowed for a rigorous analysis of data, ensuring that the findings were based on empirical evidence rather than subjective interpretations (Islam, 2022). Positivism also emphasizes the importance of studying interactions among consumers, technology, and organizations within their historical and contextual settings (Orlikowski & Baroudi, 2020). This philosophy was particularly relevant to this study, as it facilitated a systematic investigation of quantifiable aspects related to consumer behavior and purchasing patterns in e-commerce settings.

3.2 Research Approach

The deductive research approach begins with an established theory or hypothesis, followed by data collection and analysis to confirm or refute the hypothesis (Orlikowski & Baroudi, 2022). This method follows a structured, logical sequence, moving from general theories to specific observations (Žukauskas et al., 2023). The deductive approach is particularly useful when testing existing concepts or theories in a new context, allowing researchers to systematically examine relationships between variables (Yao et al., 2020). In this study, the deductive approach was chosen to apply established theories on online consumer behavior and analyze their relevance to purchasing decisions in China's telephone industry.

3.3 Research Design

Research design serves as the blueprint for a study, outlining the systematic plan for data collection, analysis, and interpretation (Indu Vidhukumar, 2020). It encompasses key aspects such as research questions, data collection methods, sampling techniques, and analytical procedures. Selecting an appropriate research design is crucial, as it directly impacts the validity and reliability of the study's findings.

3.3.1 Quantitative Research Design

Participants: Used an online questionnaire using WeChat	Targeted population	Sample Size	Sampling method	Data collection method	Sample %
Shenzhen Huaqinbei	88	65	Purposive	Questionnaire (We Chat)	32%
Yiwu	89	44	Purposive	Questionnaire (We Chat)	22%
Nanjing	101	94	Purposive	Questionnaire (We Chat)	46%
Total	278	203			100%

A quantitative research design was adopted for this study, as it allows for the collection of numerical data to quantify relationships between variables and test hypotheses (Pasaribu, 2021). This approach enables researchers to systematically measure the factors influencing online consumer buying decisions and derive statistically significant conclusions (Tanious & Onghena, 2019). Given the study's focus on consumer behavior in China's telephone industry, a quantitative research design provided a structured framework for data collection and analysis, ensuring objective and reliable results.

3.4 Population

The research population comprises all individuals or elements that meet specific criteria relevant to the study. It represents a larger group from which a sample is drawn to make inferences about consumer behavior in the telephone industry. The target population for this study included individuals in China who engage with social media platforms for information, communication, or interaction related to telephone products. This population consists of consumers who have shown interest in or been exposed to social media content related to mobile phones, potentially influencing their purchasing decisions.

3.5 Sample

A research sample is a subset of the population selected for data collection and analysis. Determining the appropriate sample size is crucial, as it affects the precision, confidence level, and generalizability of the findings. In this study, the researcher used Krejcie and Morgan's (1970) formula to determine the sample size from a target population of 278 individuals. Based on this calculation, a final sample size of 203 respondents was selected, with each city's representation determined using sample percentage calculations. Table 1: Study Sample Size

3.6 Sampling Technique

This study employed **purposive sampling**, a non-probability sampling technique that involves selecting participants based on specific criteria relevant to the research objectives (Campbell et al., 2020). Purposive sampling allowed the researcher to target individuals who were active online shoppers, frequent mobile phone users, and residents of urban areas, ensuring that the selected participants had relevant experiences in online purchasing decisions. This method enabled the researcher to gather in-depth insights from individuals knowledgeable about the research topic (Patton, 2015). By focusing on specific online communities, the study enhanced the reliability and validity of its findings (Bryman, 2016).

3.7 Data Sources

Primary data refer to original data collected firsthand for the specific purpose of the study. In this research, primary data were obtained through an online survey targeting consumers in China's telephone industry. The survey collected direct insights into consumer purchasing behavior and the factors influencing online buying decisions. Secondary data were gathered through an extensive review of academic literature, reports, and previous research related to social media interactions, consumer behavior, and the telephone industry. Sources included peer-reviewed journals, industry reports, and government publications, providing additional context and validation for the primary data.

3.8 Data Collection Procedures

The researcher designed a structured questionnaire comprising five sections: a demographic section and four sections addressing various aspects of online consumer behavior and perceptions in the telephone industry. To ensure clarity and relevance, a pilot test was conducted with a small group of participants. Feedback from the pilot test was used to refine the questionnaire, ensuring that all questions were clear, concise, and aligned with the study's objectives. The final questionnaire was administered to selected participants through WeChat, a widely used platform in China, ensuring accessibility and ease of response. Participants were provided with clear instructions on completing the survey, and confidentiality and anonymity were strictly maintained to encourage honest and unbiased responses.

4.0 RESULTS

The demographic profiling table presents data on the respondents' gender, age, and involvement in online shopping. In terms of gender distribution, the majority of respondents are male, accounting for 55.17%, while females make up 43.34%, and a small 0.99% identify as non-binary. Regarding age, most respondents are young adults, with 47.78% falling between 18-24 years and 41.38% between 25-34 years, indicating that younger consumers dominate the online shopping landscape. A smaller percentage of

respondents belong to the 35-44 years age group (8.87%), while only 0.49% each fall into the 45-54 years and above 54 years categories, showing minimal representation from older consumers. In terms of online shopping experience, 37.93% of respondents have been shopping online for less than 2 years, followed by 27.09% who have 3-5 years of experience. Meanwhile, 15.27% have been involved in online shopping for 5-7 years, 8.84% for 7-10 years, and 10.84% for more than 10 years. This distribution suggests that the majority of respondents are relatively new to online shopping, with a significant proportion having less than 5 years of experience. The data highlights that e-commerce is predominantly driven by younger consumers, with increasing adoption among those with varying levels of experience in online shopping. These are shown in the tables below:

Table 2: Respondents demographic profiling

		Frequency	*Percent*
Gender	Female	89	43.34
	Male	112	55.17
	Non-binary	2	0.99
Age	Between 18 - 24 years	97	47.78
	Between 25 -34 years	84	41.38
	Between 35 and 44 years	18	8.87
	Between 45 and 54 years	1	0.49
	Above 54years	1	0.49
Involvement in online shopping	Less than 2 years	77	37.93
	3 – 5 years	55	27.09
	5 -7 years	31	15.27
	7 – 10 years	18	8.84
	More than 10 years	22	10.84

The descriptive statistics table presents the respondents' perceptions of various price-related factors influencing their online telephone product purchases. The mean values indicate the level of agreement with each statement, with a higher mean reflecting stronger agreement. The statement "Price is the primary factor in my decision to buy telephone products online" has a mean of 3.0000, suggesting a neutral stance, with 33.99% strongly disagreeing and 38.42% disagreeing. Similarly, "I consider the price-to-performance ratio when evaluating telephone products" has a mean of 3.2964, showing a slight inclination towards agreement, though 40.39% of respondents disagreed. "Discounts and promotions significantly influence my electronic product purchasing decision" has a mean of 2.9209, with 38.42% disagreeing, indicating that while promotions play a role, they may not be the most critical factor. The statement "I prioritize value for money when selecting telephone products online" has a mean of 3.0751, suggesting a slightly positive perception of value-based purchasing, though 39.41% disagreed. The highest mean value (3.2292) is associated with the statement "Comparing prices across different online platforms is essential to my purchasing decision", indicating that price comparison is an important practice among consumers, even though 46.8% strongly disagreed. The overall mean of 3.1043 suggests that price-related factors moderately influence consumer decisions, with varying levels of agreement across different aspects. The standard deviation values indicate some variability in responses, showing differences in consumer perspectives regarding price sensitivity in online purchases.

Table 3 Descriptive Statistics

Statements	SD	D	N	A	SA	Mean	St. Dev.
Price is the primary factor in my decision to buy telephone products online	33.99%	38.42%	22.17%	3.94%	1.48%	3.0000	1.38013
I consider the price to performance ratio when evaluating telephone products	39.9%	40.39%	16.26%	1.97%	1.48%	3.2964	1.39552
Discounts and promotions significantly influence my electronic product purchasing decision.	32.51%	38.42%	23.15%	4.93%	0.99%	2.9209	1.37208
I prioritize value for money when selecting telephone products online	41.38%	39.41%	17.24%	1.97%	-	3.0751	1.29953
Comparing prices across different online platforms is essential to my purchasing decision	46.8%	34.48%	14.29%	2.96%	1.48%	3.2292	1.17970
Overall mean						3.1043	

The ANOVA table 4 tests the influence of product features and specifications on consumer buying decisions. The dependent variable is consumer buying decision, and the predictors include the constant and product features and specifications. The sum of squares represents the variation in consumer buying decisions explained by the model and the unexplained variation. The regression row shows a sum of squares of 4.806, with 1 degree of freedom (df), and the mean square for the regression is 4.806. The residual row shows a sum of squares of 360.057 with 188 df, and the mean square for the residual is 1.915. The total variation is 364.863, with 189 df, combining both explained and unexplained variances.The F-value is 2.510, which tests the overall significance of the regression model. The p-value (Sig.) is 0.115, which is greater than the typical significance level of 0.05. This indicates that the product features and specifications do not significantly influence consumer buying decisions, suggesting that the relationship between the predictor (product features and specifications) and the outcome variable (consumer buying decision) is not statistically significant at the 5% significance level. Therefore, based on this analysis, product features and specifications are not strong predictors of consumer purchasing behavior in this study.

Table 4: Anova Testing telephone products influence consumer buying decisions.

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.806	1	4.806	2.510	.115ᵇ
	Residual	360.057	188	1.915		
	Total	364.863	189			
a. Dependent Variable: Consumer buying decision						
b. Predictors: (Constant), Product feature and specification						

The regression coefficients table 5 examines the relationship between product features and specifications and consumer buying decisions. The table provides both unstandardized and standardized coefficients for the predictors and their significance. For the unstandardized coefficients, the constant (intercept) is 4.050, with a standard error of 0.520. This value represents the expected consumer buying decision when all predictors are equal to zero. The product feature and specification coefficient is -0.053, with a standard error of 0.033. This negative coefficient suggests that as product features and specifications increase, consumer buying decisions slightly decrease, but the effect is minimal. For the standardized coefficients, the beta for product feature and specification is -0.115, indicating a weak negative relationship between product features/specifications and consumer buying decisions when all variables are standardized. The t-value for product features/specifications is -1.584, and the corresponding p-value (Sig.) is 0.115, which is greater than the commonly used significance level of 0.05. This suggests that the relationship between product features and specifications and consumer buying decisions is not statistically significant.

Table 5: Regression coefficients: Product features and specifications and consumer buying decisions

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.050	.520		7.794	<.001
	Product feature and specification	-.053	.033	-.115	-1.584	.115
a. Dependent Variable: Consumer buying decision						

The ANOVA table in Table 6 tests the influence of price and value for money on consumer buying decisions. The dependent variable is consumer buying decision, and the predictors include the constant and price and value for money. The sum of squares indicates how much variation in the dependent variable is explained by the model (regression) and how much is unexplained (residual). The regression sum of squares is 123.891, with 1 degree of freedom (df), and the mean square for the regression is 123.891. The residual sum of squares is 240.972, with 188 degrees of freedom, and the mean square for residuals is 1.282. The total variation is 364.863 with 189 df, combining both the explained and unexplained variances. The F-value is 96.657, which indicates how well the independent variable (price and value for money) explains the variation in the dependent variable (consumer buying decision). A higher F-value typically suggests a stronger influence. The p-value (Sig.) is <0.001, which is significantly less than the typical threshold of 0.05, indicating that price and value for money have a statistically significant impact on consumer buying decisions.

Table 6: ANOVA Price and Value for money

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.891	1	123.891	96.657	<.001ᵇ
	Residual	240.972	188	1.282		
	Total	364.863	189			
a. Dependent Variable: Consumer buying decision						
b. Predictors: (Constant), Price and value for money						

The regression coefficients table (Table 7) shows the relationship between price and value for money and consumer buying decisions. The dependent variable is consumer buying decisions, and the predictor is price and value for money. For the unstandardized coefficients, the constant (intercept) is -0.859, with a standard error of 0.425, indicating the baseline level of the dependent variable when the predictor is zero. The coefficient for price and value for money is 0.271, with a standard error of 0.028, suggesting that for each unit increase in the price and value for money, the consumer buying decision increases by 0.271 units. In terms of standardized coefficients, the Beta for price and value for money is 0.583, indicating a moderate to strong positive relationship between price and value for money and consumer buying decisions when standardized. The t-value for price and value for money is 9.831, which is very high and suggests that the predictor is highly significant. The p-value (Sig.) is <0.001, which is well below the common significance level of 0.05, confirming that price and value for money significantly influence consumer buying decisions.

Table 7: Regression coefficients: price, value for money, and consumer buying decisions

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.859	.425		-2.020	.045
	Price and value for money	.271	.028	.583	9.831	<.001
a. Dependent Variable: Consumer buying decision						

The ANOVA table in Table 8 tests the influence of subjective norm on consumer buying decisions. The dependent variable is consumer buying decisions, and the predictor is subjective norm. In the regression row, the sum of squares is 2.300, with 1 degree of freedom (df), and the mean square is 2.300. This represents the variation in consumer buying decisions explained by the subjective norm. The residual row shows a sum of squares of 137.250, with 78 df, and a mean square of 1.760, indicating the unexplained variation. The total sum of squares is 139.550, with 79 df, representing the overall variation in the dependent variable. The F-value is 0.307, and the p-value (Sig.) is 0.556, which is greater than the typical significance level of 0.05. This suggests that the subjective norm does not significantly influence consumer buying decisions, as the relationship is not statistically significant at the 5% level.

Table 8: Subjective norm ANOVA

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.300	1	2.300	.307	.556ᵇ
	Residual	137.250	78	1.760		
	Total	139.550	79			
a. Dependent Variable: Consumer buying decision						
b. Predictors: (Constant), Subjective norm						

The regression coefficients table (Table 9) examines the relationship between subjective norm and consumer buying decisions. The dependent variable is consumer buying decisions, and the predictor is subjective norm. For the unstandardized coefficients, the constant (intercept) is 4.032, with a standard error of 0.636, indicating the baseline level of consumer buying decision when the subjective norm is zero. The coefficient for subjective norm is -0.060, with a standard error of 0.053, suggesting that for each unit increase in the subjective norm, the consumer buying decision decreases by 0.060 units. In terms of standardized coefficients, the Beta for subjective norm is -0.128, which indicates a weak negative relationship between subjective norm and consumer buying decisions when standardized. The t-value for subjective norm is -1.143, and the corresponding p-value (Sig.) is 0.556, which is

higher than the typical significance threshold of 0.05. This indicates that the effect of subjective norm on consumer buying decisions is not statistically significant.

Table 9: Regression Coefficients Consumer buying decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Coefficientsᵃ						
		B	Std. Error	Beta		
1	(Constant)	4.032	.636		6.339	<.001
	Subjective norm	-.060	.053	-.128	-1.143	.556
a. Dependent Variable: Consumer buying decision						

The ANOVA table in Table 10 tests the influence of brand reputation and trust on consumer buying decisions. The dependent variable is consumer buying decisions, and the predictor is brand reputation and trust. In the regression row, the sum of squares is 1.318, with 1 degree of freedom (df), and the mean square is 1.318. This represents the variation in consumer buying decisions explained by the model (brand reputation and trust). The residual sum of squares is 138.232, with 78 df, and the mean square for the residual is 1.772, representing the unexplained variation. The total sum of squares is 139.550, with 79 df, combining both explained and unexplained variances. The F-value is 0.744, and the p-value (Sig.) is 0.691, which is greater than the typical significance level of 0.05. This indicates that brand reputation and trust do not significantly influence consumer buying decisions at the 5% significance level. The relationship between brand reputation and consumer buying decisions is not statistically significant.

Table 10: Brand reputation and trust of telephone products ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
ANOVAᵃ						
1	Regression	1.318	1	1.318	.744	.691ᵇ
	Residual	138.232	78	1.772		
	Total	139.550	79			
a. Dependent Variable: Consumer buying decision						
b. Predictors: (Constant), Brand reputation and trust						

The regression coefficients table (Table 11) examines the relationship between brand reputation and trust and consumer buying decisions. The dependent variable is consumer buying decision, and the predictor is brand reputation and trust. For the unstandardized coefficients, the constant (intercept) is 2.637, with a standard error of 0.811, indicating the baseline level of consumer buying decision when the predictor (brand reputation and trust) is zero. The coefficient for brand reputation and trust is 0.055, with a standard error of 0.064, suggesting that for each unit increase in brand reputation and trust, consumer buying decisions increase by 0.055 units. In terms of standardized coefficients, the Beta for brand reputation and trust is 0.097, indicating a weak positive relationship between brand reputation and trust and consumer buying decisions when all variables are standardized. The t-value for brand reputation and trust is 0.862, and the corresponding p-value (Sig.) is 0.691, which is significantly higher than the typical significance threshold of 0.05. This indicates that brand reputation and trust do not significantly influence consumer buying decisions in this study.

Table 11: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Coefficientsᵃ						
		B	Std. Error	Beta		
1	(Constant)	2.637	.811		3.250	.002
	Brand reputation and trust	.055	.064	.097	.862	.691
a. Dependent Variable: Consumer buying decision						

5.0 CONCLUSION

This study aimed to investigate the factors influencing consumer buying decisions for telephone products in China, with a particular focus on the roles of product features and specifications, price and value for money, subjective norms, and brand reputation and trust. The demographic analysis revealed that the majority of respondents were young adults, with a significant portion of them being relatively new to online shopping. Specifically, 47.78% of respondents were between 18-24 years, and 37.93% had less than

2 years of online shopping experience. This highlights the dominance of younger consumers in the e-commerce market, and the growing trend of online shopping among new adopters. When examining price-related factors, the study found that price comparison across different platforms was viewed as essential by most consumers, with a mean of 3.2292, indicating that price sensitivity remains a critical factor in purchasing decisions. Although product features and specifications were found to have a weak negative correlation with consumer buying decisions, this effect was not statistically significant. The ANOVA and regression analysis confirmed that product features and specifications do not strongly influence consumer purchasing behavior in this study, as evidenced by the non-significant p-values of 0.115 in the ANOVA and 0.115 in the regression coefficients. In contrast, price and value for money emerged as significant predictors of consumer decisions, with the ANOVA results showing a highly significant p-value of <0.001, and the regression coefficients indicating a positive relationship. This confirms that consumers are highly influenced by the perceived value they get relative to the price they pay. Brand reputation and trust, along with subjective norms, did not show significant effects on consumer buying decisions. While brand reputation and trust had a weak positive relationship, the results from both ANOVA (p-value 0.691) and regression coefficients (p-value 0.691) indicated that these factors were not statistically significant in influencing consumer decisions for telephone products. In summary, the study highlights that price and value for money are the most significant factors driving consumer purchasing decisions in the telephone industry. However, factors such as product features, brand reputation, and subjective norms were found to have minimal influence, which suggests that businesses focusing on competitive pricing and value-for-money propositions are likely to have a stronger impact on consumer behavior in the Chinese online telephone market.

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