

Review

# The Impact of E-Commerce Leader's Marketing Attributes on Consumer Perception in China

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**Abstract:** With the rapid development of China's e-commerce market, e-commerce leaders are playing an increasingly crucial role in a highly competitive environment. Marketing attributes, such as brand influence, customer service quality, and marketing strategies, have become key factors in shaping consumer perception. This paper aims to explore how these marketing attributes affect consumer cognition and behavior in China. By analyzing existing literature and market data, this study presents a conceptual framework that highlights how brand influence affects purchasing decisions by enhancing consumer trust; how customer service improves brand image through increased consumer satisfaction and loyalty; and how effective marketing strategies alter consumer purchase intentions through personalized recommendations and promotional activities. The paper also examines the unique characteristics of the Chinese market, such as cultural differences and market environment, and provides practical recommendations for e-commerce leaders. Finally, the paper suggests directions for future empirical research to further validate these conceptual assumptions.

**Keywords:** e-commerce leaders; marketing attributes; consumer perception; brand influence; customer service

## 1. Introduction

In the context of the booming e-commerce market in China, e-commerce leaders play an increasingly important role. With the widespread use of the internet and technological advancements, consumers' shopping habits and behaviors have changed significantly, making e-commerce platforms an integral part of their daily lives. The marketing attributes of e-commerce leaders, such as brand influence, customer service quality, and marketing strategies, directly impact consumer cognition and purchasing decisions. Brand influence shapes brand image by enhancing consumer trust and loyalty, high-quality customer service strengthens customer relationships by improving satisfaction and experience, while effective marketing strategies attract and retain consumers through personalized recommendations and promotional activities. However, as market competition intensifies, e-commerce leaders must continuously optimize their marketing attributes to meet the evolving needs and expectations of consumers. This paper aims to explore how the marketing attributes of e-commerce leaders impact consumer perception in China [1]. Through a comprehensive analysis of existing literature and market data, the study presents a conceptual framework to reveal the roles of brand influence, customer service, and marketing strategies in shaping consumer cognition. The research will particularly focus on the unique characteristics of the Chinese market, including cultural differences and market environment, to explore how these factors affect consumer attitudes and behaviors towards e-commerce platforms. The findings provide practical recommendations for e-commerce leaders to optimize marketing strategies and offer a theoretical foundation and research directions for future studies.

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## 2. E-Commerce Leaders' Marketing Attributes

### 2.1. Definitions and Classification of Marketing Attributes

In the e-commerce field, leaders are those enterprises with significant competitive advantages and influence in the market. The marketing attributes of these leaders refer to the characteristics that shape and enhance consumer perceptions and attitudes towards their platforms through brand building, customer service management, and marketing strategies. These attributes have a profound impact on consumer purchasing decisions and the market positioning of the brand, making them key factors for the success of e-commerce leaders. First, brand influence is one of the critical marketing attributes of e-commerce leaders. It refers to the brand's position and image in consumers' minds, including brand awareness, reputation, and recognition [2]. Strong brand influence builds consumer trust, making the brand stand out among competitors and enhancing consumer loyalty and dependence. Establishing brand influence typically requires long-term brand management and consistent brand experience. Second, customer service quality is also a key attribute affecting consumer perception. High-quality customer service encompasses pre-sales, in-sales, and post-sales stages, including quick response, effective problem resolution, and personalized service. Excellent customer service significantly enhances consumer satisfaction and loyalty, promoting positive word-of-mouth and improving the brand's market competitiveness. Additionally, marketing strategies include various methods to boost sales and attract consumers, such as advertising, promotional activities, personalized recommendations, and loyalty programs. Effective marketing strategies attract potential customers, increase sales, and position the brand advantageously in a competitive market. By developing and implementing innovative marketing strategies, e-commerce leaders can continuously meet consumer needs and expectations, enhancing the brand's market performance. Finally, technological innovation is an essential marketing attribute in modern e-commerce. Technological innovations include website design, user interface optimization, mobile application development, and data analysis. These technologies improve user experience and platform functionality and convenience. Technological innovation not only enhances the platform's competitiveness but also drives industry development and progress. Overall, these marketing attributes are interrelated and collectively influence consumer perception of e-commerce platforms. Understanding these attributes' definitions and classifications helps in exploring how they shape consumer attitudes and behaviors through various methods and channels.

### 2.2. Importance of Marketing Attributes

Marketing attributes of e-commerce leaders play a crucial role in shaping consumer perception and driving business success. Firstly, brand influence plays a central role in market competition. A strong brand influence not only enhances brand awareness but also increases consumer trust and loyalty. Consumers tend to choose brands they trust, and strengthening brand influence helps reduce perceived purchase risks, promote repeat purchases, and encourage word-of-mouth. Therefore, establishing and maintaining a positive brand image is a vital task for e-commerce leaders and a key component of marketing strategy. Secondly, improving customer service quality directly impacts consumer satisfaction and loyalty [3]. In the e-commerce environment, where consumers cannot physically experience products, their expectations for after-sales service are particularly high. High-quality customer service effectively addresses issues encountered during shopping, providing timely and personalized support, which enhances the overall shopping experience and strengthens the brand's reputation and market competitiveness. Excellent customer service helps build long-term customer relationships and drives brand expansion through positive customer feedback and recommendations. The effectiveness of marketing strategies is also a key factor in the success of e-commerce leaders. Through well-designed and implemented marketing strategies, such as targeted advertising, effective promotional activities, and personalized recommendation systems, e-commerce platforms

can attract a large number of potential customers and boost sales. Innovation and optimization of marketing strategies not only increase the brand's market share but also meet the ever-changing needs of consumers, maintaining the brand's competitive edge. Effective marketing strategies help brands stand out in a competitive market and achieve sustained business growth. Finally, technological innovation has an increasingly significant impact on e-commerce platforms. In the modern e-commerce environment, technological innovation not only enhances platform functionality and user experience but also drives changes in business models. By incorporating advanced technologies such as artificial intelligence, big data analytics, and mobile applications, e-commerce leaders can offer more convenient and personalized services, improving user interaction and satisfaction. Technological innovation not only optimizes business processes but also establishes differentiation advantages in the market. In summary, the marketing attributes of e-commerce leaders are indispensable in influencing consumer perceptions and driving business success. Brand influence, customer service quality, marketing strategies, and technological innovation work together to shape consumer attitudes and behaviors towards e-commerce platforms, affecting their purchasing decisions and brand loyalty [4].

### **3. Conceptual Framework of Consumer Perception**

#### *3.1. Definition of Consumer Perception*

Consumer perception refers to the subjective process through which consumers understand and evaluate products, services, or brands. This process involves not only how consumers receive and interpret market information but also how they transform this information into attitudes and beliefs about products or brands. Consumer perception begins with the reception and processing of information from various sources, including advertisements, brand promotions, and product reviews. Consumers interpret this information through sensory experiences such as sight and hearing, as well as cognitive processes like attention and memory, which form their initial impressions of a brand or product. Consumer expectations are also crucial in shaping their perceptions; these expectations usually stem from past experiences, brand promotions, and social influences. When actual experiences align with expectations, consumer perceptions are often positive; conversely, when actual experiences diverge from expectations, consumers may feel disappointed or dissatisfied. Additionally, emotional responses play a significant role in consumer perception. Emotional experiences, such as preferences and satisfaction, can greatly influence purchasing decisions and brand loyalty. Social and cultural factors also impact consumer perception. Cultural values and social norms can shape the importance consumers place on brand image and product functionality. Finally, individual differences are an important factor in consumer perception. Each consumer's background, needs, and lifestyle may lead to significant differences in perceptions of the same brand or product. Therefore, consumer perception is a multi-layered, complex process encompassing information processing, expectations versus experiences, emotional responses, social and cultural factors, and individual differences [5].

#### *3.2. Factors Influencing Perception*

Consumer perception is influenced by a variety of factors, which collectively shape the overall impression and evaluation of products, services, or brands. Key factors influencing perception include the following: Firstly, brand image plays a crucial role in shaping consumer perception. Brand image encompasses brand awareness, reputation, and the overall impression consumers have of the brand. A strong brand image can enhance consumer trust and help the brand stand out in a competitive market. Factors such as brand history, market positioning, advertising, and brand storytelling affect consumer perception of the brand. Secondly, product quality directly impacts consumer perception. Consumers typically evaluate quality based on their actual experience with the product, including its performance, durability, and how well it meets expectations. High-quality

products can enhance consumer satisfaction and loyalty, while quality issues may lead to negative brand evaluations and changes in purchasing decisions. Pricing strategy is also an important factor affecting consumer perception. Price is not only a significant factor in deciding whether to purchase but can also influence how consumers perceive the value of a product or brand. High prices may be seen as a sign of high quality, while low prices may be viewed as offering good value for money. Fairness and transparency in pricing also affect consumer trust and satisfaction with the brand. Customer service quality plays a key role in consumer perception as well. High-quality customer service includes all stages such as pre-sale, during-sale, and post-sale, like timely responses to inquiries, effective problem resolution, and personalized service [6]. Good customer service can enhance consumer brand loyalty and improve the overall shopping experience. Marketing communication methods and effectiveness also significantly influence consumer perception. Marketing tools such as advertising, promotions, social media interactions, and public relations activities shape consumer perceptions and attitudes toward the brand. The accuracy, attractiveness, and relevance of marketing messages affect consumer perception. Social and cultural factors similarly impact consumer perception. Consumers' cultural backgrounds, social environments, and values shape their expectations and evaluations of brands and products. For example, different cultures may place varying degrees of importance on product functionality, brand image, and service quality, which can influence purchasing decisions. Finally, individual differences are also a factor in perception. Each consumer's unique needs, psychological state, and personal experiences can lead to significant differences in perceptions of the same brand or product. Understanding individual differences can help brands better meet diverse consumer needs and optimize marketing strategies. In summary, consumer perception is influenced by a combination of brand image, product quality, pricing strategy, customer service, marketing communication, social and cultural factors, and individual differences. Understanding these influencing factors helps analyze consumer purchasing decisions and brand attitudes, providing guidance for e-commerce leaders to optimize marketing strategies.

#### **4. Impact of E-commerce Leaders' Marketing Attributes on Consumer Perception**

The marketing attributes of e-commerce leaders have a profound impact on consumer perception. These attributes not only shape consumers' initial impressions of a brand but also influence their attitudes and purchasing behaviors over time. The following outlines the primary ways in which e-commerce leaders' marketing attributes affect consumer perception: Firstly, brand influence has a significant impact on consumer perception. Building brand influence typically relies on a consistent brand image and widespread market recognition. E-commerce leaders can enhance brand awareness and credibility through continuous brand promotion and marketing activities, which in turn increases consumer trust and loyalty. When consumers have a strong affinity for a brand, they are more likely to choose its products or services and may even be willing to pay a premium. A powerful brand influence helps establish a solid position in a competitive market and creates a positive brand image in consumers' minds. Secondly, customer service quality directly affects the shopping experience and brand loyalty of consumers. E-commerce leaders can significantly enhance consumer satisfaction by providing high-quality customer service, such as timely responses, effective problem resolution, and personalized service. Good customer service not only improves the shopping experience but also attracts new customers through word-of-mouth. Conversely, poor customer service can lead to consumer dissatisfaction and damage to the brand image, potentially affecting repeat purchase rates. The effectiveness of marketing strategies is also a crucial factor in influencing consumer perception. E-commerce leaders can effectively attract target consumers and drive purchasing decisions through precise marketing strategies, such as personalized recommendations, promotional activities, and advertising campaigns. The in-

novation and effectiveness of marketing strategies can not only improve the brand's market performance but also enhance consumers' brand impressions. For example, through data analysis and user behavior tracking, e-commerce platforms can offer personalized product recommendations, thereby improving the shopping experience and satisfaction. Additionally, technological innovation increasingly affects consumer perception. E-commerce leaders can enhance platform functionality and user experience by adopting advanced technologies such as artificial intelligence, big data analysis, and user interface optimization. These technological innovations not only improve the convenience of the shopping process but also provide more accurate product recommendations and services. For instance, intelligent customer service systems and personalized recommendation algorithms can offer more efficient and tailored services, boosting consumer satisfaction with the platform. Finally, socio-cultural factors also significantly impact consumer perception. E-commerce leaders need to consider the cultural backgrounds and social norms of different markets when formulating marketing strategies. For example, in different cultural environments, consumer expectations regarding brand image, product features, and service quality may vary. Understanding and respecting these socio-cultural factors can help e-commerce leaders better meet consumer needs and increase brand acceptance and recognition in various markets. In summary, the marketing attributes of e-commerce leaders—such as brand influence, customer service quality, marketing strategies, technological innovation, and socio-cultural factors—profoundly impact consumer perception. Understanding these mechanisms can help e-commerce leaders optimize their marketing strategies, enhance consumer satisfaction and brand loyalty, and achieve sustained success in a competitive market [7].

## 5. Characteristics and Challenges of the Chinese Market

The Chinese market, as one of the largest and most potential consumer markets globally, exhibits unique characteristics and challenges that significantly impact e-commerce leaders and their marketing strategies. Here are the main characteristics and challenges of the Chinese market: Market Size and Growth Potential is one of the prominent features of the Chinese market. China is the most populous country in the world, with a vast consumer base. As the economy continues to grow and per capita income rises, consumer purchasing power is increasing. The penetration rate of e-commerce in China is also continually rising, especially with the widespread use of mobile internet, making online shopping a part of daily life. E-commerce platforms in China demonstrate enormous growth potential, attracting substantial investments and participation from both domestic and international businesses. Diversity of Consumer Demands is another significant characteristic of the Chinese market. With its vast territory and cultural diversity, there are notable differences in consumer needs and preferences across various regions. For instance, consumers in the north and south of China may have distinct tastes in food, clothing styles, and more. E-commerce enterprises need to offer a wide range of products and services tailored to regional differences and individual consumer needs to meet diverse expectations. Technologically Driven Market Environment is also prominent in the Chinese market. China is a global leader in mobile payments, social media, and big data analytics. Consumers' shopping behavior heavily relies on mobile devices and social platforms, requiring e-commerce businesses to keep up with technological advancements to enhance user experience. For example, leveraging big data analysis to forecast consumer demand and using social media marketing to strengthen brand influence. However, the Chinese market also faces several challenges. First, Intense Market Competition is a significant challenge. The competition in the Chinese market is fierce, especially in the e-commerce sector, with numerous domestic and international companies vying for market share. Companies need to continuously innovate and improve product and service quality to stand out in this competitive environment. The intense market pressure demands flexibil-

ity and a strong brand influence from enterprises. Regulations and Compliance Requirements are also a major challenge in the Chinese market. Market regulatory policies and regulations in China are constantly updated, and businesses need to stay alert to regulatory changes and ensure that their operations comply with relevant laws and regulations. Particularly in areas like data protection and consumer rights, companies must take appropriate measures to avoid legal risks and ensure compliance. Additionally, Consumer Trust and Brand Building present challenges in the Chinese market. Despite the rapid development of the Chinese market, consumer trust in brands remains a crucial factor. Brands need to build and maintain consumer trust through high-quality products and services, transparent operations, and active market communication. Reputation management and maintaining consumer relationships are also key to long-term success. Finally, Logistics and Supply Chain Management is a significant challenge in the Chinese market. With its vast territory, issues related to logistics efficiency and costs are practical concerns for e-commerce businesses. Companies need to establish efficient logistics systems and optimize supply chain management to ensure timely delivery and reduce operational costs. In summary, while the Chinese market offers enormous scale and growth potential, it also faces challenges such as intense competition, regulatory compliance, consumer trust, and logistics management. E-commerce leaders need to fully understand and address these market characteristics and challenges to achieve long-term success and sustainable development [8].

## 6. Possible Directions for Empirical Research

When researching the impact of e-commerce leaders' marketing attributes on consumer perceptions, empirical research can explore various dimensions to gain comprehensive insights and practical data support. First, empirical research on brand influence can focus on how brand awareness and brand image impact purchase decisions by building consumer trust. By designing surveys and in-depth case studies, research can reveal the specific impact of brand influence on consumer trust, including brand recognition, brand loyalty, and brand reputation effects. Second, research on customer service quality can assess its role in consumer satisfaction and loyalty. By collecting consumer feedback on customer service and analyzing satisfaction survey data, research can reveal how high-quality customer service enhances overall shopping experience, strengthens brand loyalty, and affects repeat purchase rates. Furthermore, the effectiveness of marketing strategies is also a significant research direction. By analyzing the actual effects of different types of marketing activities (e.g., advertising, promotions, and social media marketing), research can evaluate how these strategies influence consumer purchase decisions and brand attitudes. Research can use experimental design or data mining techniques to measure the effectiveness of marketing strategies and explore how strategy innovation promotes consumer behavior. The impact of technological innovation on user experience is another area worth exploring. Research can examine how technologies such as artificial intelligence, big data analysis, and mobile payments influence consumer satisfaction and purchase decisions by enhancing platform functionality and user interaction. Through user experience surveys and technology application effect analysis, research can reveal the specific role of technological innovation in improving consumer perceptions. Social and cultural factors' moderating effects on consumer perceptions are also significant. Empirical research can conduct cross-cultural comparative analysis to explore how consumer perceptions of marketing attributes differ across cultural backgrounds, including how cultural customs, consumption habits, and social values affect brand evaluations. Research on individual differences can delve into how individual characteristics such as age, gender, income level, and educational background influence perceptions and responses to marketing attributes. By analyzing the differences in brand evaluations across various individual groups, research can reveal the impact mechanisms of individual differences on purchase decisions.

Finally, market positioning of e-commerce platforms is a key research direction. By analyzing platform performance and consumer feedback under different market positions (e.g., premium market, value-for-money market), research can evaluate how market positioning strategies affect consumer perceptions and purchasing behavior, providing empirical evidence for platform market positioning and strategy adjustments. In summary, these empirical research directions cover various aspects such as brand influence, customer service quality, marketing strategies, technological innovation, social and cultural factors, individual differences, and market positioning. These research directions not only provide insights into the specific impacts of marketing attributes on consumer perceptions but also offer empirical support and data evidence for optimizing e-commerce leaders' marketing strategies, enhancing consumer satisfaction, and achieving success in a competitive market.

## 7. Conclusion

This study explored how e-commerce leaders' marketing attributes impact consumer perceptions. By analyzing factors such as brand influence, customer service quality, marketing strategies, and technological innovation, the research revealed the significant role these attributes play in consumer trust, satisfaction, and purchase decisions. Brand awareness and reputation significantly enhance consumer trust, while high-quality customer service directly correlates with consumer satisfaction and loyalty. Effective marketing strategies and technological innovations can improve user experience, thereby influencing consumer purchase intentions. Social and cultural factors, as well as individual differences, also play important roles in moderating consumer perceptions. Additionally, market positioning strategies affect overall consumer perception of brands. Overall, e-commerce leaders need to consider these marketing attributes comprehensively to optimize strategies, enhance consumer experience, and achieve success in a competitive market environment.

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