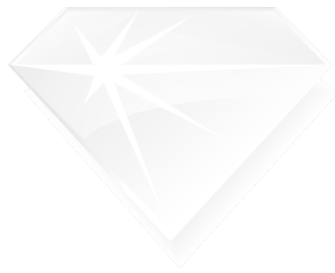


**THE IMPACT OF MARKETING MIX AND SOCIAL MEDIA INFLUENCER  
ON ONLINE CUSTOMERS' PURCHASE INTENTION:  
A CASE STUDY OF JD.COM**



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

THE IMPACT OF MARKETING MIX AND SOCIAL MEDIA INFLUENCER ON  
ONLINE CUSTOMERS' PURCHASE INTENTION: A CASE STUDY OF JD.COM



Qiwei Huang

**BANGKOK  
UNIVERSITY**

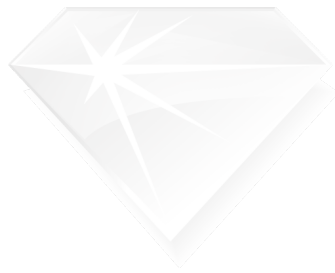
This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts in Communication Arts

Academic Year 2023

Copyright of Bangkok University

This manuscript has been approved by  
the Graduate School  
Bangkok University

Title: The Impact of Marketing Mix and Social Media Influencer on Online  
Customers' Purchase Intention: A Case Study of JD.com



Author: Qiwei Huang

Independent Study Committee:

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

Advisor

Assoc. Prof. Dr. Pacharaporn Kesaporn

Field Specialist

Asst. Prof. Dr. Pitipon Kitirattakarn

Huang, Qiwei. Master of Arts in Communication Arts, December 2023,  
Graduate School, Bangkok University.

The Impact of Marketing Mix and Social Media Influencer on Online Customers'  
Purchase Intention: A Case Study of JD.com (57 pp.)

Advisor: Assoc. Prof. Pacharaporn Kesaparakorn, Ph.D.

### ABSTRACT

This research aimed to study the impact of perception of marketing mix and social media influencer on online customers' purchase intention among Chinese JD users. One hundred and sixty-two Chinese JD users participated in the survey research. The respondents were Chinese customers aged 18 years to 40 years old and are currently using JD online platform during the last 6 months. The respondents were selected using purposive sampling and convenience. The mean, standard deviation, and hypotheses were analyzed using Regression analysis.

The findings revealed that (1) product, place, and promotion are significant predictors of respondents' purchase intention of JD.com products. However, price is not significant predictors of respondents' purchase intention of JD.com products and (2) found that social influencer can significantly influence the respondents' purchase intention of JD.com products.

*Keywords: Marketing Mix, Social Media Influencers, Purchase Intention*

## ACKNOWLEDGEMENT

This research was completed with the help and support of many people. I am very grateful to those who have helped and supported me.

First of all, I want to feel very much about my Independent Study advisor, Assoc. Prof. Dr. Pacharaporn Kesaparakorn. She helped me a lot during this research. She gave me many useful and valuable opinions on my paper, told me how to revise it, helped me check it, etc.

Secondly, I would like to thank all lecturers in the Master Degree of Communication Arts in Global Communication, Bangkok University Thank you for giving me valuable knowledge and support. I am very happy to meet you.

Qiwei Huang



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
CHAPTER 1: INTRODUCTION .....	1
1.1 Rationale and Problem Statement.....	1
1.2 Objective of the Study.....	2
1.3 Scope of the Study.....	3
1.4 Research Questions.....	3
1.5 Significance of the Study.....	4
1.6 Definition of Terms.....	5
CHAPTER 2: LITERATURE REVIEW.....	7
2.1 Concepts of Marketing Mix.....	7
2.2 Related Theories.....	10
2.3 Hypothesis and Research Questions.....	13
2.4 Theoretical Framework.....	14
CHAPTER 3: METHODOLOGY.....	15
3.1 Research Design.....	15
3.2 Population and Sample Selection.....	15
3.3 Research Instrument.....	15
3.4 Instrument Pretest.....	16
3.5 Data Collection Procedure.....	18
3.6 Data Analysis.....	18
3.7 Demographic Profile of the Respondents.....	19
CHAPTER 4: FINDINGS.....	22
4.1 Results of Descriptive Statistics on Examined Variables.....	22
4.2 Results of Hypothesis Testing.....	29
4.3 Conclusion.....	31

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: DISCUSSION.....	33
5.1 Summary of Findings.....	33
5.2 Discussion.....	34
5.3 Recommendation for Further Application.....	37
5.4 Limitations and Recommendation for Further Research.....	38
BIBLIOGRAPHY.....	40
APPENDIX.....	44
BIODATA.....	57



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

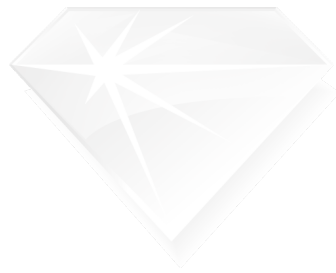
## LIST OF TABLES

	Page
Table 3.1: The Cronbach alpha of the questionnaire can be summarized as follows.....	17
Table 3.2: Criteria of Reliability.....	18
Table 3.3: Frequency and Percentage of Demographic Characteristics: Gender.....	19
Table 3.4: Frequency and Percentage of Demographic Characteristics: Age..	20
Table 3.5: Frequency and Percentage of Demographic Characteristics: Monthly income (CHY).....	20
Table 3.6: Frequency and Percentage of Demographic Characteristics: Marital status.....	21
Table 3.7: Frequency and Percentage of Demographic Characteristics: Educational level.....	21
Table 4.1: Criteria to interpret the opinion of respondents toward the marketing mix of JD.com.....	22
Table 4.2: Mean and Standard Deviation of Opinions on Marketing Mix regarding product.....	23
Table 4.3: Mean and standard deviation of opinions on marketing mix regarding price.....	24
Table 4.4: Mean and standard deviation of opinions on marketing mix regarding place.....	25
Table 4.5: Mean and standard deviation of opinions on marketing mix regarding promotion.....	26
Table 4.6: Mean and Standard Deviation of Opinions on the impact of social media influencers on respondents' purchase intention.....	27
Table 4.7: Mean and Standard Deviation of the purchase intention of Chinese JD.com customers.....	28
Table 4.8: Summary of Regression Analysis for Hypothesis 1.....	30
Table 4.9: Summary of Regression Analysis for Hypothesis 2.....	31



**LIST OF FIGURES**

	Page
Figure 2.1: Theoretical Framework.....	14



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

# CHAPTER 1

## INTRODUCTION

### 1.1 Rationale and Problem Statement

With the rapid development of science and technology today, we can enjoy all kinds of convenience in our life. Perhaps 20 years ago, we could not have imagined that only a mobile phone could solve our daily needs in life, such as mobile phone takeaway, ticket purchase, hotel reservation, navigation, and so on. And the development of e-commerce has made people's lives more convenient. We can buy the items we need on some platforms, and then deliver them to our residences through logistics companies. It can be done only through mobile phones, without going out to buy by yourself.

Development of e-commerce has also transformed traditional offline marketing into online marketing. More people are beginning to learn how to use online platforms to sell their own products, to study customers' purchase intentions, and to make marketing plans. Here we will talk about marketing mix.

The term "marketing mix" is the underlying model of a business, historically centered around product, price, place, and promotion (also known as the "4 Ps") (McCarthy, 1964). The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, 2000). In today's e-commerce era, it makes sense to study online marketing mix. At the same time when it comes to online media, we also need to talk about social media influencers.

A social media influencer can be anyone from a student to a housewife. They are famous on Facebook, Twitter, Instagram, and they have fans who will follow the product used by them which leads decision to buy the same product from their fans. Influencers on social media likely have a positive impact on company to build

awareness and gain higher returns (Foong & Yazdanifard, 2014). There are many e-commerce platforms, and there are two main e-commerce platforms in China, Pinduoduo, Taobao and JD.com. This article mainly uses JD.com as a research case. Here, the researcher takes marketing mix and social media influencers as independent variables, and online customers' purchase intentions as dependent variables to study the relationship between them.

#### Problem Statement

Offline, the purchase intention of traditional customers may be different from that of online customers. What does the impact of marketing mix on online customers' purchase intention? From product, price, place, and promotion, what kind of impact does the 4P have on customers' purchase intention? Is it positive or negative? And merchants on e-commerce platforms often use social media influencers to market their products, so what kind of influence does social media influencers have on customers' purchase intentions? This research mainly explores and investigates the impact of marketing mix, including product, price, place and promotion, and social media influencers on customers' purchase intention.

### **1.2 Objective of the Study**

1.2.1 To examine the influence of perception of marketing mix (4Ps) of JD.com on the Chinese customers' purchase intention of JD.com.

1.2.2 To examine the impact of influencers of JD.com on the Chinese customers' purchase intention of JD.com.

### **1.3 Scope of the Study**

There are many existing B2C platforms in China, such as Tmall, JD.com, Suning, Dangdang, Vipshop and so on. Among all these B2C malls, only JD.com and Tmall provide consumers with a variety of products. Compared with Suning, Dangdang, etc. that provide a certain product, JD.com and Tmall have more products and more representative.

Compared with Tmall and JD.com, JD.com was established earlier. The most important point is that JD.com has its own logistics. However, Tmall can only use third-party platforms for cargo transportation. As the earliest B2C e-commerce platform in China, JD.com is currently the largest and most classic B2C platform in China. Therefore, considering the characteristics and status of the JD.com platform, the researchers took JD.com as the context to analyze the impact of marketing mix and online social media on the customers' purchase intention via JD.com.

The researchers used purposive sampling method and convenience sampling method to select 162 users who have used JD.com Mall from the Internet in China using the online questionnaire survey.

### **1.4 Research Questions**

There are three independent variables in this study, one is marketing mix (including products, prices, places, promotions) and the other is social media influencer, and dependent variable is online customer purchase intention.

1.4.1 What impact does perception of marketing mix (including products, price, place, and promotion) of products promoted in JD.com have on online customer purchase intention?

1.4.2 What impact does social media influencer have on customer purchase intention?

## 1.5 Significance of the Study

In this e-commerce era, online marketing has become the first choice of most young people, so online customers have become the mainstream. To achieve marketing goals, it is necessary to understand online customers' purchase intentions. It is important to develop a marketing mix, understand how the marketing mix influences the purchase intention of online customers and understand how social media influencers the purchase intention of online customers of JD.com.

Customer value is largely determined by marketing strategy. Marketing mix is the specific embodiment of marketing strategy, which includes product, price, place, and promotion. These factors are integrated with each other. Enterprises can decide to what extent services are provided to customers, and to what extent they can satisfy customer needs and their value (Mothersbaugh & Hawkins, 2016). Therefore, the researcher believes that the research on marketing mix is very meaningful. In order to further refine the research on marketing mix, the researcher summarized the following understanding of marketing mix.

- 1) Understand the impact of the products in the marketing mix on online customers' purchase intentions, and make reasonable adjustments to the products in JD.com, such as product quality and category, etc.
- 2) Understand the impact of the price in the marketing mix on online customers' purchase intentions, and adjust the price of products in JD.com reasonably
- 3) Understand what kind of impact the place in the marketing mix has on online customers' purchase intentions, and you can reasonably adjust the supply channels in JD.com, such as whether the channel is convenient, meets the customer's satisfaction with the distance, etc.

4) Understand the impact of promotions in the marketing mix on online customers' purchase intentions, and reasonably adjust the promotion plan in JD.com, so that customers can get more affordable and satisfactory prices and products

5) Understand the influence of social media influencers on the purchase intention of online customers, so as to choose whether to build social media influencers and what kind of social media influencers to build.

## **1.6 Definition of Terms**

1.6.1 JD.com is a Chinese e-commerce company based in Beijing and is one of the two largest online B2C retailers in China, a member of the Fortune Global 500 and a major competitor of Alibaba's Tmall ("Selling on JD.com in China", 2015).

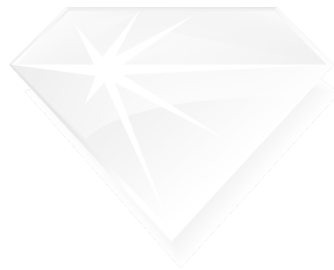
1.6.2 E-commerce refers to companies and individuals who buy and sell goods and services over the internet (Bloomenthal, 2024). The existence value of e-commerce lies in allowing consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving the transaction efficiency, especially for busy office workers, but also saving a lot of precious time (Subramani & Walden, 2001).

1.6.3 Marketing mix refers to the underlying model of a business, historically centered around product, price, place, and promotion (McCarthy, 1964) (also known as the "4 Ps"). Marketing mix is defined as "a set of marketing tools that a company uses to pursue its marketing objectives in a target market" (Kotler, 2000).

1.6.4 Social media influencers refers to, in social media, we try to pay attention to some famous people, these people are usually social media influencers, because they have a certain popularity in the network, so some brands often find them for endorsement, they usually will attract fans and get traffic on Instagram or Tik Tok, so as

to sell their products or products on other platforms to fans. They cover a wide range of fields, including beauty, fitness, fashion, food and so on (Nandagiri & Philip, 2018).

1.6.5 Customer purchase intention refers to consumer's choice of brands in the portfolio in the evaluation stage to form a purchase priority order, and according to this order, the willingness to purchase a certain product arises (Kotler, 2000). Usually, a consumer will make a decision based on his purchase intention, but it will also be affected by other factors.



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter summarized the concepts on marketing mix, social media influencers, and customer purchase intentions. The outline of this chapter is as follows:

#### **2.1 Concepts of Marketing Mix**

##### **2.1.1 Marketing Mix**

The marketing mix is the business model, historically centered around product, price, place, and promotion (McCarthy, 1964). The marketing mix is defined as "the set of marketing tools that a company uses to pursue its marketing objectives in its target market" (Kotler, 2000).

##### **2.1.2 Product**

A product refers to an item that satisfies people's needs or desires. It can be a tangible item or an intangible item, and some are even an electronic product. A product can also refer to an item sold by a business, which has its own design, its own brand and category, service, and packaging (Blythe, 2009). This research article is mainly about JD.com products. First of all, JD.com is very different from Taobao, Pinduoduo, and Lazada and Shopee, which are more popular in Southeast Asia. Taobao, Lazada and Shopee are a kind of C2C online shopping platform. The products are from different merchants in Lazada, and different merchants have their own product brands. Therefore, Lazada or Taobao has a complete range of products, with various all kinds of products, even many products are an invisible electronic product. Moreover, JD.com is a B2C platform, in which all products are produced and sold by JD.com Mall itself, so compared with O2C online shopping platforms, JD.com's product categories are not complete enough. But because the products are



only sold by JD.com itself, unlike Lazada or Taobao, there are thousands of merchants online, and the quality of the products they sell is also uneven. In contrast, the quality of the products sold by JD.com is better and more trustworthy.

### 2.1.3 Price

Price is the amount a customer must pay to purchase a product, and it is also the total cost to the customer of obtaining the product. It may include money and psychological costs, etc., such as the time spent buying products, etc. Price is also the main thing that customers will consider when purchasing a product (Blythe, 2009). In JD.com Mall, you can find that the price of the same product in Lazada or Taobao will be much cheaper than JD.com. JD.com formulates prices based on the products, services, and costs it provides in the marketing mix, including logistics, excellent service levels, and warehouse costs, and everything in JD.com has undergone strict quality inspections, so JD.com's Things are more expensive than Taobao or Lazada.

### 2.1.4 Place

It is direct or indirect marketing channels, logistics, orders, retail stores, etc. The physical location where the business conducts business or the distribution channel through which it enters the market. Can refer to a retail store, but now more and more a virtual shopping platform (Blythe, 2009). It is direct or indirect marketing channels, logistics, orders, retail stores, etc. The physical location where the business conducts business or the distribution channel through which it enters the market. Can refer to a retail store, but now more and more a virtual shopping platform. JD.com market is a B2C shopping platform; they have their own warehouse, logistics, network platform, and offline retail stores. Customers can use the JD.com app or website, and at the same time purchase products through JD.com's offline retail stores. It also has its own exclusive logistics, because JD.com has its own warehouses in almost every city in China, so after customers place an order, they can usually get the products they purchased through JD.com within one day.

### 2.1.5 Promotion

Promotion refers to the various activities carried out by enterprises to promote and introduce their products and persuade customers to buy their products, including advertisements, public relations, personal sales, promotional activities, etc. (Kotler, 2000). JD.com has its own shopping festival. Every year, June 18 is the JD.com Shopping Festival. Chinese people usually call it JD.com 618 Shopping Festival. On this day, JD.com will discount most of the products in its warehouse, as well as what kind of promotional interaction. At the same time, there are many festivals like this, such as JD.com Mother and Child Festival, JD.com Mobile Phone Festival, JD.com Beauty Festival, JD.com, JD.com Home Appliances Festival and so on. In these days, the corresponding products will be discounted accordingly. JD.com also has its own social media influencers and celebrity spokespersons to promote its products and so on.

### 2.1.6 Impact of Marketing Mix on Customers' Purchase intention

Many studies have shown that there is a significant relationship between marketing mix variables and purchase intention (Bahl & Chandra, 2018) and according to previous studies, marketing mix variables are related to consumer attitudes (Bahl & Chandra, 2018). Customer decision process is an intermediate variable between marketing strategy and marketing result. In other words, the marketing results produced by marketing strategy are determined by the interaction between strategy and customer decision-making process and the marketing mix is the specific embodiment of the marketing strategy. Only when customers feel that the product can meet some of their needs, are aware of the product and the benefits it provides and believe that the product is an ideal way to meet their needs, buy it and feel satisfied, will the company be successful (Mothersbaugh & Hawkins, 2016).

### 2.1.7 Impact of Social Media Influencer on E-Commerce

Social media is an interactive technology that can spread one's own information, interests, ideas, opinions, etc. through virtual communities and networks (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011 and Obar & Wildman, 2015). In social media, the figure of a person or reference group that can give influence is called “celebgram”, “blogger”, “vlogger”, “youtuber”, “kol (key opinion leader)”, or broadly they are all referred to be called “social media influencer” (Nurhandayani, Syarief, & Najib, 2019). These influential people can exist in the film and television industry, the music industry, and so on. A social media influencer can be anyone among us; it can be a student, a housewife. They are especially well-known in some social media, such as TikTok, Facebook, Instagram. They have a lot of followers, and these followers will be influenced by them, and they will also change the purchase intention of these followers. So social media influencers may positively influence the company, enabling the company to better market its products and gain revenue (Nurhandayani, et al., 2019).

## 2.2 Related Theories

### 2.2.1 Selective Exposure Theory

Selective exposure theory is a theory in psychological practice, often used in media and communication studies, that historically suggests that if someone prefers certain information, that information reinforces their preexisting views (Hart, et al., 2009). Based on the historical use of the term, people tend to choose specific aspects of exposed information and incorporate them into their mindset. These choices are made based on their opinions, beliefs, attitudes, and decisions (Sullivan, 2009).

People can psychologically dissect the information they are exposed to and choose the evidence that is favorable and ignore the evidence that is unfavorable. The foundation of this theory is rooted in cognitive dissonance theory (Festinger 1957).

Tsang (2019) asserted that when individuals are faced with radically different ideas, certain psychological defense mechanisms are activated to produce harmony between new ideas and preexisting beliefs, leading to cognitive equilibrium. Cognitive balance, defined as the state of balance between a person's mental representation of the world and his or her environment, is crucial to understanding selective exposure theory. According to Jean Piaget, when there is a mismatch, people find it "inherently unsatisfactory (Beauchamp, 2005).

Selective exposure relies on the assumption that people will continue to seek information about an issue even after they have personally taken a position on it. The position one takes will be influenced by the various elements of the issue, which are reinforced in the decision-making process. According to Stroud (2008), selective exposure theoretically occurs when people's beliefs guide their media choices (Stroud, 2008).

### 2.2.2 Social Exchange Theory

Social exchange theory is a sociological and psychological theory that studies social behavior in interactions between two parties and implements cost-benefit analysis to determine risks and benefits. The theory also deals with economic relationships-cost-benefit analysis occurs when each party has a good that the other party values (Roedelein, 2018). Social exchange theory suggests that these calculations occur in romantic relationships, friendships, professional relationships, and transient relationships, as simple as talking to customers at the checkout counter (Mcray, 2015). Social exchange theory states that if the cost of a relationship is higher than the return, for example, if a lot of effort or money has been invested in a relationship without a return, then the relationship may be terminated or abandoned (Emerson, 1976).

Social exchange theory views exchange as a social behavior that can lead to economic and social outcomes (Lambe, Wittmann, & Spekman, 2001). Social exchange theory is often analyzed by comparing human interactions with markets. The study of this theory from the perspective of microeconomics is attributed to Blau (Cook & Rice, 2003) the way he sees it, everyone is trying to maximize his wins. Blau says that once the concept is understood, social communication can be observed anywhere, not only in market relationships but also in other social relationships such as friendships (Burns, 1973). The process of social exchange brings satisfaction when people get a fair return on their spending. The main difference between social and economic exchange is the nature of the exchange between the parties (Cook & Emerson, 1987). West and Turner (2007) said social exchange theory makes the following assumptions about human nature:

- 1) Humans seek rewards and avoid punishment
- 2) Man is a rational animal
- 3) The criteria humans use to evaluate costs and returns vary over time and from person to person.

Social exchange theory makes the following assumptions about the nature of relationships (West & Turner, 2007).

- 1) Relationships are interdependent
- 2) Relationship life is a process

### 2.2.3 Customers' Purchase Intention

Customer attitudes positively influence intentions and purchase decisions (Firdausi, 2002). Sumarwan (2017) states that attitude is an expression of feelings of like or dislike of an object, which is very related to the concept of belief and behaviour. Schiffman and Kanuk (2007) introduce the concept of five stages that reveal the process by which a consumer decides to buy and reject a product:

- 1) Awareness: At first time consumers are introduced to or know about the innovation of a product.
- 2) Interest: Customers care about a product and want to know more about it
- 3) Customers decide whether they believe the product or service will meet their expectations
- 4) Trial: Consumers try a limited number of products.
- 5) Adoption or Rejection: If the trial phase meets customers' expectations, they will also buy a certain amount or use the product for a long time.

### **2.3 Hypothesis and Research Questions**

Hypothesis 1: Marketing mix (product, price, place, and promotion) can significantly affect customers' purchase intention.

H1.1: Product can significantly affect customer purchase intention

H1.2: Price can significantly affect customer purchase intention

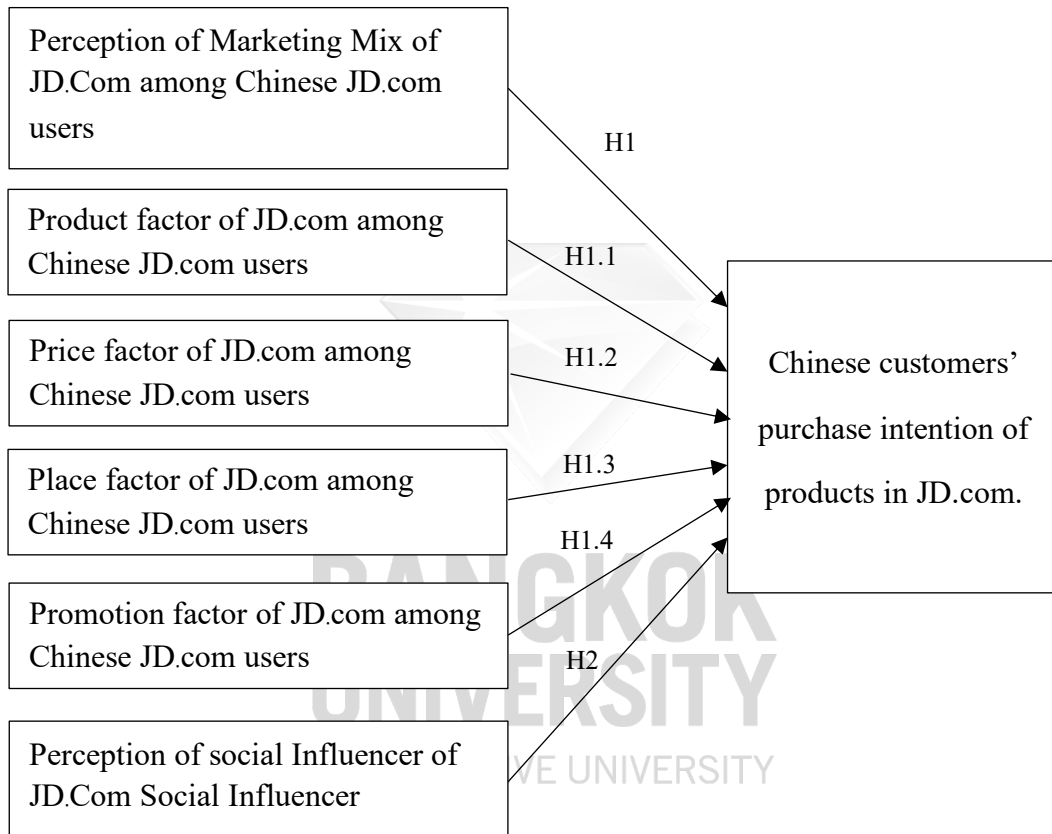
H1.3: Place can significantly affect customer purchase intention

H1.4: Promotion significantly affect customer purchase intention

Hypothesis 2: Social media influencers can significantly affect customer purchase intention.

## 2.4 Theoretical Framework

Figure 2.1: Theoretical Framework



## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Research Design**

The purpose of this study is to examine the influence of marketing mix and social media influencers on the purchase intention of JD.com customers. The research method is quantitative research, and the researchers will survey 150-180 Chinese respondents of JD.com by making questionnaires. Then, the data obtained from the questionnaires were analyzed to investigate the influence of marketing mix and social media influencers on JD.com customers' purchase intention. The questionnaire will be divided into four parts according to the independent variable and the dependent variable.

#### **3.2 Population and Sample Selection**

The population was Chinese users who are currently customers of on JD.com platform. The respondents of the study were male and female, mainly between the ages of 18 and 40 years old, who have experienced using JD.com for at least 6 months. The sampling methods are purposive sampling and convenience sampling. This researcher sent out over 180 questionnaires through social media such as WeChat, JD.com platform, Douyin, and Kuaishou and there were one-hundred and sixty-six respondents participated in the survey. The response rate was 90%.

#### **3.3 Research Instrument**

There are 4 parts in the questionnaire. Part I inquired about the demographic data of the respondents. There are 5 nominal-and-ordinal questions, asking about gender, age, monthly income, marital status, and educational background.



Part II, Part III, and Part IV used 5-point likert scale. In Part II, the researcher adopted the marketing mix scale to measure the opinion of respondents toward the marketing mix and the influence of social influencer from Lyu (2021). There are 12 likert questions in this part. In Part III, the researcher also adopted the scale to measure the impact of social influence from Zin (2020). There are 5 likert questions in this part. In Part IV, the researcher used the customer purchase scale adopted from Gao (2018). There are 5 likert questions in this part.

### **3.4 Instrument Pretest**

The researcher translated the English questionnaire into Chinese and did back translation to ensure content validity of the questionnaire. In order to ensure the reliability of the questionnaire, the researcher pretested the questionnaire with 30 customers prior to the data collection, and the findings revealed that most parts have Cronbach alpha higher than 0.70. Part II, marketing mix have Cronbach alpha of 0.929, impact of social influencer has Cronbach alpha of 0.816, and customers' purchase intention has Cronbach alpha of 0.857 as shown in Table 3.1. The reliability results revealed that each scale is considered to have very high reliability as indicated in Table 3.2.

Table 3.1: The Cronbach alpha of the questionnaire can be summarized as follows

Variables	Cronbach Alpha	Number of Items	Statements
Marketing Mix (4Ps) of the products sold in JD.com.	0.929	12	
- Products	0.749	3	About product quality, packaging, and variety
- Price	0.747	3	About cheap prices, payment methods and price range
- Place	0.611	3	About convenient purchase, fast shipping, and self-operated products
- Promotion	0.840	3	About the number of coupons, their attractiveness, and discounts
Impact of Social Influencers	0.816	5	About love for influencers, trust in them, ads pushed by influencers, etc.
Customers' Purchase Intention	0.857	5	About product quality, price flexibility, logistics convenience, trust in influencers, etc.

Table 3.2: Criteria of Reliability

Cronbach's Alpha Coefficient	Reliability Level
0.80-1.00	Very High
0.70-0.79	High
0.5-0.69	Medium
0.30-0.49	Low
Less than 0.30	Very Low

### 3.5 Data Collection Procedure

#### 3.5.1 Primary Data

The questionnaire survey is mainly sent through WeChat, and the researcher will randomly select 162 people on their WeChat platform and send the questionnaire survey report.

#### 3.5.2 Secondary Data

Researchers will also browse website information, newspapers, magazines, and other related fields, and apply relevant theories for research.

### 3.6 Data Analysis

The researcher used data analysis to analyze the data as follows:

#### 3.6.1 Descriptive Statistics

First, the researchers will analyze the data obtained for gender, age, income, education level and marital status.

Second, the researchers performed mean and standard deviation analyzes on the independent variables in the marketing mix and social media influencers.

### 3.6.2 Regression Analysis

The researcher used Regression analysis to analyze the two independent variables, including the impact of independent variable marketing mix and social media influencer on the dependent variable that is customer purchase intention to judge whether the hypothesis is valid.

### 3.7 Demographic Profile of the Respondents

As shown in Table 3.3, most of the respondents were male (62.3%, n = 91) and female (43.8%, n= 71)

Table 3.3: Frequency and Percentage of Demographic Characteristics: Gender

	Frequency	Percentage
Male	91	56.2
Female	71	43.8
Total	162	100

As shown in Table 3.4, majority of the respondent were those aged 18-30 years old (43.5%, n = 70), followed by respondents aged 31-40 years old 31.5%, n= 51), those aged 41-50 years old (15.4%, n= 15.4%), aged 51-60 years old (7.4%, n= 12), and aged over 60 years old (2.5%, n = 4), respectively.

Table 3.4: Frequency and Percentage of Demographic Characteristics: Age

	Frequency	Percentage
18-30 years old	70	43.2
31-40 years old	51	31.5
41-50 years old	25	15.4
51-60 years old	12	7.4
Over 60 years old	4	2.5
Total	162	100

As shown in Table 3.5, majority of the respondents earned a monthly income of 5001-1000 Yuan (59.9%, n = 97), followed by respondents who earned below 5,000 Yuan (18.5%, n = 30), earned income 10,001-15,000 Yuan (13%, n= 21), and earned 15,001-20,000 Yuan (6.8, n =11), and earned more than 20,000 Yuan (1.9%, n = 3), respectively.

Table 3.5: Frequency and Percentage of Demographic Characteristics: Monthly income (CHY)

	Frequency	Percentage
Below 5,000 Yuan	30	18.5
5,001-10,000 Yuan	97	59.9
10,001-15,000 Yuan	21	13
15,001-20,000 Yuan	11	6.8
Over 20,000 Yuan	3	1.9
Total	162	100

As shown in Table 3.6, most respondents had marital status as married (68.5%, n = 111), single (28.0%, n = 47), and divorced (2.5%, n= 4) respondents), respectively.

Table 3.6: Frequency and Percentage of Demographic Characteristics: Marital status

	Frequency	Percentage
Married	111	68.5
Single	47	28.0
Divorced	4	2.5
Total	162	100

As shown in the Table 3.7, most respondents have completed their education at bachelor's degree level (80.9%, n = 131), followed by those completed High school diploma (8.0%, n = 13), Master's degree and above (7.4%, n = 12), and Junior high school and below (3.7%, n= 6 respondents).

Table 3.7: Frequency and Percentage of Demographic Characteristics: Educational level

	Frequency	Percentage
Junior high school and below	6	3.7
High School diploma	13	8.0
Bachelor's degree or vocational degree	131	80.9
Master's degree and above	12	7.4
Total	162	100

## CHAPTER 4

### FINDINGS

In this chapter, the findings these researches are presented as follows:

4.1 Results of descriptive statistics on examined variables

4.2 Results of hypothesis testing

4.3 Conclusion

#### 4.1 Results of Descriptive Statistics on Examined Variables

As shown in Table 4.1, the researcher used the following criteria to interpret the mean of the independent variables and dependent variables.

Table 4.1: Criteria to interpret the opinion of respondents toward the marketing mix of JD.com

Mean (Criteria)	Interpretation
1.00-1.50	Strongly disagree
1.51-2.50	Disagree
2.51-3.50	Neutral
3.51-4.50	Agree
4.51-5.00	Strongly disagree

As shown in Table 4.2, descriptive findings revealed that majority of the respondents agreed with all the statements in the marketing mix (Mean = 3.57, S.D.= 9.911). When compared each marketing mix, respondents had the highest mean on the products of JD.com (Mean = 3.58, S.D. = 1.08). When examining each statement regarding the product, respondent agree with the statement “I buy products

in JD.com because their quality is very good.” (Mean=3.73, S. D=1.115) the most, followed by “I buy products in JD.com because the product packaging is very good.” (Mean=3.51, S. D=1.310), and “I buy products in JD.com because there are so many kinds.” (Mean=3.51, S. D=1.207), respectively.

Table 4.2: Mean and Standard Deviation of Opinions on Marketing Mix regarding product

Product	Mean	Std. Deviation	Interpretation
Marketing Mix	3.57	0.911	Agree
Product	3.58	1.08	Agree
1. I buy products in JD.com because their quality is very good.	3.73	1.115	Agree
2. I buy products in JD.com because the product packaging is very good.	3.51	1.310	Agree
3. I buy products in JD.com because there are so many kinds.	3.51	1.207	Agree

As shown in Table 4.3, the results of the respondents' opinions on the price of JD.com showed that the respondents agreed with the overall price (Mean = 3.56, S.D. =0.981). When examining each statement, respondents agreed with “I buy products in JD.com because the prices are cheap.” (Mean=3.67, S. D. =1.260), followed by “I products things in JD.com because the payment method is flexible.” (Mean=3.54, S. D.=1.257), and “I buy products in JD.com because of the wide range of prices.” (Mean=3.48, S. D. =1.170), respectively.



Table 4.3: Mean and standard deviation of opinions on marketing mix regarding price

Items	Mean	Std. Deviation	Interpretation
Price	3.56	0.981	Agree
1. I buy products in JD.com because the prices are cheap.	3.67	1.260	Agree
2. I buy products in JD.com because of the wide range of prices.	3.48	1.170	Agree
3. I products things in JD.com because the payment method is flexible.	3.54	1.257	Agree

As shown in Table 4.4, the results of the respondents' opinions on the place of JD.com showed that the respondents agreed with the overall place (Mean=3.57, S.D. = 0.989). When examining each the statement, respondent agreed with the statement, "I buy products in JD.com because the delivery is fast," having the highest mean (Mean=3.65, S. D=1.218), followed by the statements, "I buy products in JD.com because it is very convenient." (Mean=3.59, S. D=1.264), and "I buy products in JD.com because the after-sales service is very good." (Mean=3.49, S. D=1.247), respectively.

Table 4.4: Mean and standard deviation of opinions on marketing mix regarding place

Items	Mean	Std. Deviation	Interpretation
Place	3.57	0.989	Agree
1. I buy products in JD.com because it is very convenient.	3.59	1.264	Agree
2. I buy products in JD.com because the delivery is fast.	3.65	1.218	Agree
3. I buy JD products because almost all products are JD products and self-operated.	3.49	1.247	Agree

As shown in Table 4.5, the results of the respondents' opinions on the promotion of JD.com showed that the respondents agreed with the overall promotion (Mean = 3.56, S.D. = 1.01). When examining each statement, respondent agreed with the statements, "I buy products in JD.com because the promotions are attractive." (Mean=3.62, S. D = 1.300) with the highest mean, followed by the statements, "I buy products in JD.com because there are discounts" (Mean=3.62, S. D=1.237), and "I buy products in JD.com because there are often coupons" (Mean=3.46, S. D=1.305), respectively.

Table 4.5: Mean and standard deviation of opinions on marketing mix regarding promotion

Items	Mean	Std. Deviation	Interpretation
Promotion	3.56	1.01	Agree
1. I buy products in JD.com because there are often coupons.	3.46	1.305	Agree
2. I buy products in JD.com because the promotions are attractive.	3.62	1.300	Agree
3. I buy products in JD.com because there are discounts.	3.62	1.237	Agree

As shown in Table 4.6, the results of the respondents' opinions on the impact of social media influencers of JD.com showed that the respondents agreed with the impact of social influencer (Mean= 3.52, S.D. =0.921). When examining each statement, respondents agreed with the statement, “I buy products in JD.com because I trust the social media influencers presented in JD.com.” with the highest mean (Mean=3.68, S. D=1.172), followed by the statements, “I buy products in JD.com because I like their spokesperson.” (Mean=3.56, S. D=1.236), “I buy products in JD.com because of the recommendations made by all social influencers in any social media platforms such as Weibo, Douyin, Kuaishou, etc.)” (Mean=3.46, S. D=1.310), “I buy JD.com products because some social media influencers tell me that JD.com products are worth buying.” (Mean=3.45, S. D=1.305), and “I buy JD.com products because of some celebrity advertisements.” (Mean=3.45, S. D=1.231), respectively.

Table 4.6: Mean and Standard Deviation of Opinions on the impact of social media influencers on respondents' purchase intention

Items	Mean	Std. Deviation	Interpretation
Impact of social media influencers	3.52	0.921	Agree
1. I buy products in JD.com because I like their spokesperson.	3.56	1.236	Agree
2. I buy products in JD.com because of the recommendations made by all social influencers in any social media platforms such as Weibo, Douyin, Kuaishou, etc.).	3.46	1.310	Agree
3. I buy products in JD.com because I trust the social media influencers presented in JD.com.	3.68	1.172	Agree
4. I buy JD.com products because some social media influencers tell me that JD.com products are worth buying.	3.45	1.305	Agree
5. I buy JD.com products because of some celebrity advertisements.	3.45	1.231	Agree

As shown in Table 4.7, the descriptive results of the respondents' purchase intention of JD.com showed that the respondents agreed with all the statements (Mean = 3.56, S.D.= 0.962). When examining each statement, respondents agreed with the statements, "I feel like I trust the recommendations of some social media influencers of JD.com more than I choose the products by myself," having the highest mean

(Mean=3.64, S. D=1.204), followed by the statements, “I might buy products from JD.com even though their prices are higher than other social platforms.” (Mean=3.62, S.D.=1.276), “I might plan to buy JD.com products when I get their coupons.” (Mean=3.55, S. D=1.266), “I plan to buy JD.com products when I think about the logistics of JD.com.” (Mean=3.54, S. D=1.247), and “I think the product quality of JD.com is better than other social platforms.” (Mean=3.49, S. D=1.282), respectively.

Table 4.7: Mean and Standard Deviation of the purchase intention of Chinese JD.com customers

Items	Mean	Std. Deviation	Interpretation
Customer purchase intention	3.56	0.962	Agree
1. I think the product quality of JD.com is better than other social platforms.	3.49	1.282	Agree
2. I plan to buy JD.com products when I think about the logistics of JD.com.	3.54	1.247	Agree
3. I might plan to buy JD.com products when I get their coupons.	3.55	1.266	Agree
4. I might buy products from JD.com even though their prices are higher than other social platforms.	3.62	1.276	Agree

(Continued)

Table 4.7 (Continued): Mean and Standard Deviation of the purchase intention of Chinese JD.com customers

Items	Mean	Std. Deviation	Interpretation
5. I feel like I trust the recommendations of some social media influencers of JD.com more than I choose the products by myself.	3.64	1.204	Agree

#### 4.2 Results of Hypothesis Testing

Multiple regression analysis was used to test the hypotheses. The results are as follows:

H1: Marketing mix factors significantly influence Chinese customers' purchase intention of products in JD.com.

H1.1: Product can significantly influence customer purchase intention.

H1.2: Price can significantly influence customer purchase intention.

H1.3: Place can significantly influence customer purchase intention.

H1.4: Promotion significantly influence customer purchase intention.

As shown in Table 4.8, the Regression analysis found that marketing mix can explain 87.4% of the customer purchase ( $R^2 = 0.874^*$ ,  $p < 0.05$ ). When examining the power of each marketing mix, the findings revealed product (Beta =  $0.451^*$ ,  $p < 0.05$ ), place (Beta =  $0.249^*$ ,  $p < 0.05$ ), and promotion (Beta =  $0.133^*$ ,  $p < 0.05$ ) are significant predictors of respondents' purchase intention of JD.com products. However, prices are not significant predictors of respondents' purchase intention of JD.com products

(Beta = 0.128,  $p > 0.05$ ). Therefore, Hypothesis 1, Hypothesis 1.1, Hypothesis 1.3, and Hypothesis 1.4 were accepted but Hypothesis 1.2 was not accepted.

Table 4.8: Summary of Regression Analysis for Hypothesis 1

Predictors (Independent variables)	B	Std. Error of the Estimate	Beta (Standardized)	Sig. t
Marketing mix	0.916	0.48208	.867	.000
Product	0.400	0.068	0.451	0.000
Price	0.125	0.070	0.128	0.070
Place	0.243	0.059	0.249	0.000
Promotion	0.126	0.062	0.133	0.042

( $R^2 = 0.874$ ,  $df = 4$ ,  $p < 0.05$ )

H2: Social media influencers significantly influence Chinese customers' purchase intention of products in JD.com.

As shown in Table 4.9, Regression analysis found that social influencers in JD.com can explain 64.3% of respondents' purchase intention of JD.com and social influencer can significantly influence the respondents' purchase intention of JD.com products (Beta= 0.802,  $p < 0.05$ ). Therefore, hypothesis 2 was accepted.

Table 4.9: Summary of Regression Analysis for Hypothesis 2

Predictors (Independent variables)	B	Std. Error of the Estimate	Beta (Standardized)	Sig.t
Social influencers	0.838	0.049	0.802	.000

( $R^2 = 0.643$ ,  $df = 1$ ,  $p < 0.05$ )

### 4.3 Conclusion

4.4.1 The descriptive findings revealed that majority of the respondents are male (56.2%), aged between 18-30 years old (43.2%), with a monthly salary between 5,001-10,000 Yuan (59.9%), married (68.5%), and have a bachelor's degree or other equivalent education (Bachelor's degree or vocational degree).

4.4.2 In terms of opinions on marketing mix factors affecting JD.com consumers' purchase intention, respondents' opinions on product factor indicated as: respondents agreed that quality of product had the highest impact on JD.com consumers' purchase intention (Mean=3.73, S.D=1.115), followed by product packaging and kinds. In price factor, respondents agreed that cheap prices had the highest impact on JD.com consumers' purchase intention (Mean=3.67, S. D=1.260), followed by payment method. In place factor, respondents agreed that fast delivery had the highest impact on JD.com consumers' purchase intention (Mean=3.65, S.D=1.218), followed by convenient. In promotion factor, respondents agreed that promotions and discounts had the highest impact on JD.com consumers' purchase intention (Mean=3.65, S.D=1.218), followed by coupons.

4.4.3 Hypotheses testing results could be summarized as following:

H1: Marketing mix factors significantly influence Chinese customers' purchase intention of products in JD.com.



According to the results shown in Model Summary of Table 4.11, the findings revealed product, place, and promotion are significant predictors of respondents' purchase intention of JD.com products. However, prices are not significant predictors of respondents' purchase intention of JD.Com products. Therefore, Hypothesis 1, Hypothesis 1.1, Hypothesis 1, 3 and Hypothesis was accepted. Hypothesis 1.2 was unaccepted.

H2: Social media influencers affect Chinese customers' purchase.

The results revealed that social influencer in JD.com can explain 64.3% of respondents' purchase intention of JD.com, which is considered to be high prediction. Social influencer can significantly influence the respondents' purchase intention of JD.com products (Beta= 0.802,  $p < 0.05$ ). Therefore, hypothesis 2 was accepted.

## **CHAPTER 5**

### **DISCUSSION**

In this chapter, the findings can be summarized and presented in 4 parts as follows:

5.1 Summary of Findings

5.2 Discussion

5.3 Recommendation for Further Application

5.4 Limitations and Recommendation for Further Research

#### **5.1 Summary of Findings**

5.1.1 According to the survey conducted on the respondents, most of the respondents are male (56.2%), aged between 18-30 years old (43.2%), with a monthly salary between 5,001-10,000 Yuan (59.9%), married (68.5%), and have a bachelor's degree or other equivalent education (Bachelor's degree or vocational degree).

5.1.2 In terms of opinions on marketing mix factors affecting JD.com consumers' purchase intention, respondents' opinions on product factor indicated as: respondents agreed that quality of product had the highest mean on JD.com consumers' purchase intention (Mean=3.73, S.D=1.115), followed by product packaging and kinds. In price factor, respondents agreed that cheap prices had the highest mean on JD.com consumers' purchase intention (Mean=3.67, S.D=1.260), followed by payment method. In place factor, respondents agreed that fast delivery had the highest mean on JD.com consumers' purchase intention (Mean=3.65, S.D=1.218), followed by convenient. In promotion factor, respondents agreed that promotions and discounts had the highest impact on JD.com consumers' purchase intention (Mean=3.65, S.D=1.218), followed by coupons.

5.1.3 Hypotheses testing results could be summarized as following:

H1: Marketing mix factors significantly affect Chinese customers' purchase intention of products in JD.com.

H1.1: Product significantly affect customer purchase intention.

H1.3: Place significantly affect customer purchase intention.

H1.4: Promotion significantly affect customer purchase intention.

H1.2: Price cannot significantly affect customer purchase intention.

Hypothesis 1 finding revealed that marketing mix can explain 87.4% of the customer purchase. When examining the power of each marketing mix, the findings revealed product, and promotion are significant predictors of respondents' purchase intention of JD.com products. However, prices are not significant predictors of respondents' purchase intention of JD.Com products according to the findings.

Therefore, Hypothesis 1, Hypothesis 1.1, Hypothesis 1.3, and Hypothesis 1.4 were accepted but Hypothesis 1.2 was not accepted.

H2: Social media influencers affect Chinese customers' purchase.

Regression analysis found that social influencers in JD.com can explain 64.3% of respondents' purchase intention of JD.com and social influencer can significantly influence the respondents' purchase intention of JD.com products. Therefore, hypothesis 2 was accepted.

## 5.2 Discussion

5.2.1 Regarding product factor, it was revealed that the quality, packaging, and kinds of JD products will indeed affect JD users' purchase intention. Similarly, in a study "How packaging, product quality and promotion affect the purchase intention?" (Ririn, Rahmat, & Rina, 2019), the study also proposed that the quality of the product and the specific packaging will affect the customer's purchase intention.

5.2.2 Regarding place factor, it was revealed that the convenience of JD.com's channels, the speed of express delivery and after-sales service will indeed affect customers' purchasing intentions. Similarly, Rachmawati, Shukri, Azam, & Khatibi (2019) also believed in his research that it is meaningful for location to affect customer purchase intention.

5.2.3 Regarding promotion factor, it was revealed that using coupons and other promotional methods can influence JD.com's customers' purchase intentions. In research "The effect of promotion and price on purchase decisions", Yusuf and Sunarsi (2020) also believe that promotions have such a positive significance on customers' purchase intention.

5.2.4 From the research, it was found that the marketing mix can significantly influence the purchase intention of JD.com users. The results coincided with Putra, Tarigan, Sitepu and Singh (2020) who studied "The Impact of Marketing Mix on the Consumer Purchase Decision in the Surabaya - Indonesia Hotel Residence" and found that marketing mix has an impact on purchase intention.

5.2.5 From the research, it was found that online influencers and influencer advertising can influence JD customers' purchase intentions. Hypothesis 2 findings coincided with Nurhandayani, et al. (2019) who examined the impact of social media influencer and brand images to purchase intention" and they found that social media influencers also have a positive impact on customer purchase intentions. Nurhandayani, et al. (2019) believe that social media influencers also have a positive impact on JD.com's customer purchase intentions.

In conclusion, the research is explained by theories as follows:

Hypothesis 1 findings revealed that marketing mix factors can significantly influence Chinese customers' purchase intention of products in JD.com. Homans (1961) defined social exchange as the exchange of activity, tangible, or intangible, and more or less rewarding or costing between at least two persons. Festinger (1957)

posited that people can psychologically dissect the information they are exposed to and choose the evidence that is favorable and ignore the evidence that is unfavorable. The foundation of this theory is rooted in cognitive dissonance theory. Schiffman and Kanuk (2007) introduced the concept of five stages that reveal the process: awareness, interest, decision, trial and adoption or rejection. Schiffman and Kanuk (2007) found that when customers make a purchase intention, they are first exposed to marketing mix variables such as product and price. The core of social exchange theory is mutual benefit. I think the hypothesis 1 is valid, which is a manifestation of social exchange theory. JD.com provides users with suitable products and services and Customer's purchase can bring benefits to JD.com too.

Hypothesis 2 Social media influencers significantly influence Chinese customers' purchase. When customers have the intention to purchase a product, they must first be aware of and interested in the product. Social media influencers can make products available to more people and increase product exposure. When customers make a purchase intention, they will first think of and choose the products introduced by social media influencers (Cite the past studies too). Meanwhile, Hypothesis 2 is valid, which is also a manifestation of social exchange theory, Users can gain knowledge about products from social media influencers, reducing the user's choice pressure. At the same time, social media influencers can also benefit from JD.com.

From the research, it was found that price is not significant predictors of respondents' purchase intention of JD.com products. Widyastuti, Pujiharto, Tubastuvi, & Santoso (2020) also indicate that the price did not affect the purchase decision in paper "The effect of marketing mix on purchase decisions" It can be seen from JD.com's market positioning that, as a B2C platform, JD.com mainly provides consumers with a high-quality, high-standard, and reliable comprehensive shopping experience, and emphasizes authenticity guarantee and quality control. Therefore, the

main users of JD.com are mainly those who pursue high quality and authentic products, and price is not a major consideration for them. However, researchers also suggest that JD.com should try its best to make prices more affordable while continuing to maintain high-quality products.

### **5.3 Recommendation for Further Application**

This study uses JD.com as a case study to study the impact of marketing mix and social media influencers on customers' purchase intentions. The researchers put forward two main hypotheses and conducted a survey on 162 JD users through a questionnaire. The survey included marketing mix, variables in the marketing mix and social media influencers. Through data analysis of the questionnaires answered by 162 respondents, the researcher found that H1, H1.1, H1.3 and H1.4 can be established, H1.2 cannot be established, and H2 can be established. Based on the analysis of the data, the researchers put forward some recommendations for future applications as follow:

5.3.1 JD.com should continue to maintain its good product quality, appropriately improve product packaging, and appropriately add more product types to give customers more choices.

Regarding the prices of JD products, JD should try to lower product prices as much as possible, add more product price ranges, and set up more payment methods so that customers can buy good products at lower prices and provide customers with better products, multiple prices, and flexible payment methods to choose.

Regarding places, JD.com can continue to maintain or appropriately increase the convenience of purchasing its products. And continue to maintain the speed of express delivery and improve better after-sales service.

Regarding JD.com's promotions, researcher believes that JD.com's promotions are still very successful. On this basis, JD.com can further improve its

promotional methods and maintain the attractiveness of its own promotions, so that more users will be willing to purchase JD.com products.

5.3.2 Regarding JD.com's social media influencers, JD.com can hire more and more popular influencers to speak for itself and try to open and enter more social media applications. And JD.com can create more trustworthy influencers, allowing these influencers to better promote JD.com products, and at the same time create more attractive advertisements, so that more consumers can understand JD.com, like JD.com, and trust JD.com. Promote purchasing power and increase visibility, thereby increasing JD.com customers' purchase intention and allowing more people to purchase JD.com products.

#### **5.4 Limitations and Recommendation for Further Research**

5.4.1 Regarding the limitations of this study, the researcher will make the following statements:

The researchers used marketing mix and online social media as independent variables, and customer purchase intention as the dependent variable to study their impact. The researchers conducted a questionnaire survey among 150-200 Internet users through social platforms. Some of the interviewees may be users who rarely use JD.com. They may still lack understanding of JD.com, and the choices they make may be relatively one-sided. Moreover, the research was mainly conducted online through a survey, and the content of the interview was prescribed by the researcher and lacked a certain degree of flexibility, which may not fully reflect the true wishes of the interviewees. And this study uses JD.com as an example. The main users of JD.com are Chinese, and people from different countries are affected by culture, environment, religion, etc., so the conclusions drawn from the study may not be fully applicable to e-commerce platforms in other countries.

#### 5.4.2 There are some recommendations for future research:

The main purpose here is to study the impact of marketing mix of JD.com and online social influencers on JD.com's customers' purchase intention. In fact, there are many factors that affect customers' purchase intention, such as culture, brand lifestyle, etc., which will all affect customers' purchase intention. Therefore, when decision makers consider how to influence customers' purchase intentions, they not only consider marketing mix and social media influencers, but also consider a series of factors such as customers' culture, lifestyle, etc.

In order to have a more realistic understanding of JD users, qualitative analysis can be conducted to obtain more accurate user opinions.



## BIBLIOGRAPHY

- Bahl, S., & Chandra, T. (2018). Impact of marketing mix on consumer attitude and purchase intention. *ETHOS*, 11(1), 1–11.
- Beauchamp, A. S. (2005). Cognitive equilibrium. In N. J. Salkind (Ed.). *Encyclopedia of human development* (pp. 281-282). Thousand Oaks, CA: Sage.
- Bloomenthal, A. (2024). *E-commerce defined: Types, history, and examples*. Retrieved from <https://www.investopedia.com/terms/e/ecommerce.asp>.
- Blythe, J. (2009). *Key concepts in marketing*. London: Sage.
- Burns, T. (1973). *A structural theory of social exchange*. *Acta sociologica*, 16(3), 188-208.
- Cook, K. S., & Emerson, R. M. (1987). *Social exchange theory*. Beverly Hills, CA: Sage.
- Cook, K. S., & Rice, E. (2003). Social exchange theory. In J. Delamater (Ed.). *Handbook of social psychology* (pp. 53–76). New York: Kluwer Academic/Plenum.
- Emerson, R. M. (1976). The social exchange theory. *Annual Review of Sociology*, 2, 335–362.
- Festinger, L. (1957). Social comparison theory. *Selective Exposure Theory*, 16, 401.
- Firdausi, F. (2002). *Analysis of advertising impact to consumer attitude and intention on purchase decision*. Unpublished master's thesis, Diponegoro University in Semarang. Central Java, Indonesia.
- Foong, L. S., & Yazdanifard, R. (2014). Celebrity endorsement as a marketing tool global. *Journal of Management and Business Research*, 14(4), 1-4.

- Gao, Y. (2018). *The relationship among exposure to CHLOÉ commercial advertisement, brand equity, customer satisfaction, and intention to purchase as perceived by Thai customers*. Unpublished master's independent study, Bangkok University. Thailand.
- Hart, W., Albarracín, D., Eagly, A. H., Brechan, I., Lindberg, M. J., Merrill, L. (2009). Feeling validated versus being correct: A meta-analysis of selective exposure to information. *Psychological Bulletin*, 135(4), 555–588.
- Homans, G. (1961). *Social behavior: Its elementary forms*. New York: Harcourt Brace.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.
- Kotler, P. (2000). *Marketing management: The millenium edition*. Upper Saddle River, NJ: Prentice-Hall.
- Lambe, C. J., Wittmann, C. M., & Spekman, R. E. (2001). Social exchange theory and research on business-to-business relational exchange. *Journal of Business-to-Business Marketing*, 8(3), 1–36.
- Lyu, B. (2021). *The impact of marketing mix factors on Thai food-buying behavior of Chinese tourists*. Unpublished master's independent study, Bangkok University. Thailand.
- McCarthy, E. J. (1964). *Basic marketing: A managerial approach*. Homewood, IL: Irwin.
- Mcray, J. (2015). *Leadership glossary: Essential terms for the 21<sup>st</sup> century*. Montgomery, IL: Mission Bell Media.
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer behavior: Building marketing strategy* (13<sup>th</sup> ed.). New York: McGraw-Hill.

- Nandagiri, V., & Philip, L. (2018). Impact of influencers from Instagram and YouTube on them followers. *International Journal of Multidisciplinary Research and Modern Education*, 4(1), 61-65.
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, 17(4), 650-661.
- Obar, J. A., & Wildman, S. (2015). Social media definition and the governance challenge: An introduction to the special issue. *Telecommunications Policy*, 39(9), 745–750.
- Putra, Q. E., Tarigan, Z. J., Sitepu, R. B., & Singh, S. K. (2020). The impact of marketing mix on the consumer purchase decision in the Surabaya - Indonesia Hotel Residence. *SHS Web of Conferences*, 76(1), 01038.
- Rachmawati, D., Shukri, S., Azam, S., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341-1348.
- Ririn, Y., Rahmat, S. T. Y., & Rina, A. (2019). How packaging, product quality and promotion affect the purchase intention? *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 46-55.
- Roeckelein, J. E. (2018). *Elsevier's dictionary of psychological theories*. Amsterdam: Elsevier.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer behavior* (9<sup>th</sup> ed.). New Jersey: Pearson-Prentice Hall.
- Selling on JD.com in China – Infographic*. (2015). Retrieved from <https://sampi.co/selling-on-jd-com-in-china-infographic/>.
- Stroud, N. J. (2008). Media use and political predispositions: Revisiting the concept of selective exposure. *Political Behavior*, 30(3), 341–366.

- Subramani, M., & Walden, E. (2001). The impact of e-commerce announcements on the market value of firms. *Information Systems Research*, 12(2), 135–154.
- Sullivan, L. E. (Ed.). (2009). *The Sage glossary of the social and behavioral sciences*. Thousand Oaks, CA: Sage.
- Sumarwan, U. (2017). *Konsumen (consumer behaviour)*. Indonesia: IPB.
- Tsang, S. J. (2019). Cognitive discrepancy, dissonance, and selective exposure. *Media Psychology*, 22(3), 394–417.
- West, R. L., & Turner, L. H. (2007). *Introducing communication theory: Analysis and application*. Boston, MA: McGraw-Hill.
- Widyastuti, A. N., Pujiharto, P., Tubastuvi, N., & Santoso, S. B. (2020). The effect of marketing mixes on purchase decisions. *Jurnal Manajemen Bisnis*, 11(2), 163-176.
- Yusuf, A., & Sunarsi, D. (2020). The effect of promotion and price on purchase decisions. *Almana: Jurnal Manajemen dan Bisnis*, 4(2), 272-279.
- Zin, P. M. M. (2020). *The impact of beauty influencer on consumer purchase intention towards the natural cosmetic in Mandalay, Myanmar*. Unpublished master's independent study, Bangkok University. Thailand.



**APPENDIX**

**BANGKOK  
UNIVERSITY**

THE CREATIVE UNIVERSITY

**Questionnaire Survey**  
**The Impact of Marketing Mix and Social Media Influencers on Chinese**  
**Customers' Purchase Intention of JD.com**

The survey is a partial requirement of ICA701 Independent Study, Master of Communication Arts Program in Global Communication, at Bangkok University, Thailand. The objectives of this research is to investigate the influence of marketing mix (4Ps) and social media influencers on customers' purchase intention of JD.com. The researcher hope that participants will truthfully fill in the questionnaire based on your own perception and experience. The finding will be only used for educational purpose only. Really thanks to all the participants.

Qiwei Huang  
Graduate School  
Bangkok University, Thailand  
Email: [mwei20191216@gmail.com](mailto:mwei20191216@gmail.com)



BANGKOK  
UNIVERSITY  
THE CREATIVE UNIVERSITY

**Part I: Personal characteristics of the respondents**

## 1. Your gender? (Single-choice question)

- 1. Male
- 2. Female
- 3. LGBTQ
- 4. Confidential (You do not want to reveal your gender.)

## 2. Your age of respondent

- 1. 18-30 years old
- 2. 31-40 years old
- 3. 41-50 years old
- 4. 51-60 years old
- 5. Over 61 years old

## 3. Your monthly income (CHY)

- 1. Below 5,000 Yuan
- 2. 5001yuan-10,000 Yuan
- 3. 10,001yuan-15,000 Yuan
- 4. 15,001yuan- 20,000 Yuan
- 5. Over 20,000 Yuan

## 4. Marital status of respondent

- 1. Married
- 2. Single
- 3. Divorced

## 5. Your educational level

1. Junior high school and below
2. High School diploma
3. Bachelor's degree or vocational degree
4. Master's degree and above

**Part II: Measuring the Marketing Mix (4Ps) of the products sold in JD.com**

Direction: Describe your opinion toward the marketing mix including product, price, place, and promotion of JD.com, arranging from (5) strongly agree, (4) Agree, (3) Neutral (2) Disagree, or (1) strongly disagree.

Marketing Mix (4Ps) of JD.com	Strongly agree > Strongly disagree				
	5	4	3	2	1
<b>Products</b>					
1. I buy products in JD.com because their quality is very good.					
2. I buy products in JD.com because the product packaging is very good.					
3. I buy products in JD.com because there are so many kinds.					
<b>Price</b>					
1. I buy products in JD.com because the prices are cheap.					
2. I buy products in JD.com because of the wide range of prices.					



Marketing Mix (4Ps) of JD.com	Strongly agree > Strongly disagree				
	5	4	3	2	1
3. I products things in JD.com because the payment method is flexible.					
Place					
1. I buy products in JD.com because it is very convenient.					
2. I buy products in JD.com because the delivery is fast.					
3. I buy JD products because almost all products are JD products and are self-operated.					
Promotion					
1. I buy things in JD.com because there are often coupons.					
2. I buy in JD.com because the promotions are attractive.					
3. I buy products in JD.com because there are discounts					

**Part III: Impact of social media influencers on Chinese customers' purchase intention in JD.com**

Direction: In your opinion, describe how social influencer influences your reasons to buy the products in JD.com., arranging from (5) Strongly agree, (4) Agree, (3) Neutral (Somewhat agree nor disagree), (2) Disagree, or (1) Strongly disagree.

Impact of Social media influencers on your purchase decision	Strongly agree > Strongly disagree				
	5	4	3	2	1
1. I buy products in JD.com because I like their spokesperson.					
2. I buy products in JD.com because of the recommendations made by all social influencers in any social media platforms such as Weibo, Douyin, Kuaishou, etc.					
3. I buy products in JD.com because I trust the social media influencers presented in JD.com					
4. I buy JD.com products because some social media influencers tell me that JD.com products are worth buying.					
5. I buy JD.com products because of some celebrity advertisements.					

#### Part IV: Measuring customers' purchase intention in JD.com

Direction: Describe your level of purchase intention after exposing to the marketing mix (4Ps) of JD.com., arranging from (5) Strongly agree, (4) Agree, (3) Neutral (Somewhat agree nor disagree), (2) Disagree, or (1) Strongly disagree.

Purchase intention	Strongly agree > Strongly disagree				
	5	4	3	2	1
1. I think the product quality of JD.com is better than other social platforms.					
2. I plan to buy JD.com products when I think about the logistics of JD Mall.					
3. I might plan to buy JD.com products when I get their coupons.					
4. I might buy products from JD.com even though their prices are higher than other social platforms.					
5. I feel like I trust the recommendations of some social media influencers more than I choose the products by myself.					

## 调查问卷

### 营销组合与网红对中国京东消费者购买意愿的影响

该调查是泰国曼谷大学全球传播传播艺术硕士项目 ICA701 独立研究的部分要求。本研究的目的是调查营销组合 (4P) 和社交媒体影响者对京东的客户购买意向的影响。研究者希望参与者根据自己的感悟和经历, 如实填写问卷。该发现将仅用于教育目的。十分感谢所有的参与者。



黄奇伟

研究生院

泰国曼谷大学

邮箱:mwei20191216@gmail.com

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

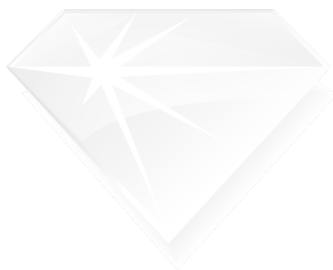
## 第一部分：受访者个人信息

### 1. 您的性别（单选）

- 1. 男
- 2. 女
- 3. LGBTQ（彩虹族）
- 4. 保密

### 2. 您的年龄

- 1. 18 - 30 岁
- 2. 31-40 岁
- 3. 41-50 岁
- 4. 51-60 岁
- 5. 61 岁以上



### 3. 您的月收入 (CHY)

- 1. 5,000 元以下
- 2. 5001 元-10,000 元
- 3. 10,001 元-15,000 元
- 4. 15,001 元- 20,000 元
- 5. 20,000 元以上

BANGKOK  
UNIVERSITY  
THE CREATIVE UNIVERSITY

### 4. 婚姻状态

- 1. 已婚
- 2. 未婚
- 3. 离异

### 5. 您的教育程度

- 1. 初中及以下
- 2. 高中

3. 本科或职业教育

4. 硕士学历及以上

## 第二部分：衡量京东商城销售产品的营销组合（4Ps）

方向：描述您对京东商城的营销组合（包括产品、价格、地点和促销）的看法，从（5）非常同意，（4）同意，（3）中立，（2）不同意，或（1）非常不同意。

京东商城营销组合	强烈同意——>强烈不同意				
	5	4	3	2	1
<b>产品</b>					
1. 我购买京东商城的产品，因为质量很好。					
2. 我购买京东商城的产品，因为产品包装很好。					
<b>价格</b>					
3. 我购买京东商城的产品，因为种类繁多。					
<b>渠道</b>					
1. 我购买京东商城的产品，因为非常方便。					
2. 我购买京东商城的产品，因为邮寄很快。					

3. 我购买京东商城的产品，因为京东产品大 多数是自营					
促销					
1. 我购买京东商城的产品，因为有很多优惠 券。					
2. 我购买京东商城的产品，因为促销活动很 吸引人					
3. 我购买京东商城的产品，因为有折扣。					

### 第三部分：网红对中国京东消费者购买意愿的影响

方向：在你看来，描述社交影响者如何影响你购买京东产品的原因，从（5）非常同意，（4）同意，（3）中立（有点同意或不同意），（2）不同意（1）强烈不同意。

网红对你购买意愿的影响	非常同意——> 非常不同意				
	5	4	3	2	1
1. 我购买京东商城的产品，因为我喜欢他 们的代言人。					
2. 我购买京东商城的产品，因为其他媒体 网红的推荐（比如微博，抖音，快手等）。					
3. 我购买京东商城的产品，因为我相信推 荐京东商城的网红。					
4. 我购买京东商城的产品，因为这些网红 告诉我京东的东西值得购买。					
5. 我购买京东商城的产品，因为一些名人 广告。					

#### 第四部分：衡量京东消费者的购买意愿

目的: 描述您接触京东营销组合 (4P) 后的购买意愿水平。从 (5) 非常同意, (4) 同意, (3) 中立 (有点同意或不同意), (2) 不同意, 或 (1) 非常不同意。

购买意愿	非常同意——>非常不同意				
	5	4	3	2	1
1. 我认为京东商城的产品质量比其他平台的更好。					
2. 当我想到京东商城的物流时, 我会考虑在京东商城进行购买。					
3. 当我得到京东商城的优惠券时, 我可能会进行购买。					
4. 即使京东商城的产品价格比其他平台高, 我也可能会在京东购买产品。					
5. 我觉得比起自己选择产品, 我更相信一些网红的推荐。					




**BIODATA**

**Name-Last Name:** Qiwei Huang

**E-mail:** qiwei.huan@bumail.net

**Educational Background:** Bachelor's degree in Network and New  
Media, Xi'an Kedagaoxin University

**Work Experience:**  Chinese teacher teaching Chinese  
in Thailand

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY