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E-Market Freshness: Exploring Chinese Consumers' Inclination Towards Online Food Purchases

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Abstract: Recently, the trend of online trading has garnered significant global attention, necessitating focused investigation in contemporary research. This study examines the influence of marketing strategies and social media reviews on online purchasing intentions concerning fresh food in China. Furthermore, it explores the mediating role of customer satisfaction in the relationship between marketing strategies, social media reviews, and online purchasing intentions. Additionally, it analyses the moderating role of organisational commitment in the relationship between customer satisfaction and online purchasing intentions. Primary data were collected through survey questionnaires administered to customers of shopping malls. The study utilised Smart-PLS to assess the reliability of the data and the associations among variables. The findings reveal that marketing strategies and social media reviews positively influence online purchasing intentions. Moreover, customer satisfaction significantly mediates the relationship between marketing strategies, social media reviews, and online purchasing intentions. Organisational commitment was also found to significantly moderate the relationship between customer satisfaction and online purchasing intentions. These results offer valuable insights for policymakers and industry regulators in formulating strategies to enhance online purchasing intentions by leveraging effective marketing strategies and fostering positive social media reviews.

Introduction

The exponential growth and widespread adoption of e-commerce in the Chinese market have significantly transformed consumer purchasing behaviours for fresh products, providing increased convenience for businesses. Internet sales have gained popularity as they effectively address the rising demand for speed, quality, and differentiation in fresh food products (Sigurdsson et al., 2020). However, understanding the rapidly evolving consumer preferences and purchasing behaviours remains crucial for the survival and competitiveness of businesses. This study focuses on examining the moderating effects of organisational commitment and the mediating role of customer satisfaction in the relationship between marketing strategies, social media reviews, and consumers' intention to purchase fresh food online. These interrelationships offer valuable insights into how businesses can align their operational practices with consumer expectations, thereby enhancing brand engagement and fostering greater adoption of their offerings.

Marketing communication plays a pivotal role in shaping consumers' online purchasing intentions by disseminating value propositions, fostering trust, and addressing potential concerns. Key advertising appeal factors influencing the marketing of fresh food include quality, convenience, price, and delivery time, with effective advertisements significantly enhancing the likelihood of purchasing perishable items by reducing perceived risks (Deng et al., 2019). Previous studies, such as Mathew & Soliman (2021), have highlighted the importance of targeted communication techniques in altering consumer attitudes and influencing purchasing behaviour. Marketing strategies directly stimulate online fresh food purchasing intentions by addressing specific consumer needs, while social media reviews serve as critical sources of influence in the digital marketplace. Recommendations from other consumers, as noted by Meijer et al. (2021), play a reassuring role, particularly in mitigating concerns about quality, freshness, and delivery. In China, where social media is deeply integrated into everyday life, user-generated content (UGC) has become an effective tool for shaping consumer opinions, with positive reviews eliminating uncertainty, building trust, and encouraging purchases, while negative reviews have the opposite effect. Studies such as Tien et al. (2019) further demonstrate the substantial impact of social media reviews on purchasing intentions, as consumers often consider them primary sources of information and influence.

In this context, customer satisfaction acts as an intervening variable through which the influence of marketing strategies on online purchasing intentions is assessed. Vasić et al. (2019) demonstrated that targeted marketing activities yield higher levels of customer satisfaction when vendors fulfil their commitments regarding product quality and delivery efficiency. Satisfied customers are more likely to reuse the platform for future purchases, valuing its reliability and promoting it through word-of-mouth, which drives further transactions (Liu et al., 2023). Numerous studies have established the relationship between customer satisfaction, consumer loyalty, and purchasing behaviour, particularly within the competitive and sophisticated fresh food market in China. Customer satisfaction bridges the gap between marketing communication and purchasing behaviour, ensuring that campaigns designed to attract consumers also foster long-term trust and retention.

Similarly, customer satisfaction mediates the relationship between social media reviews and online purchasing

behaviour. Feedback through social networks shapes consumers' initial impressions of product quality, range, and service reliability. When actual experiences align with these expectations, satisfaction is enhanced, reinforcing the intent to repurchase (Paulose & Shakeel, 2022). Conversely, poor experiences can lead to dissatisfaction, diminishing purchasing intentions despite positive recommendations. Sobhanifard & Eshtiaghi (2021) highlighted that in the fresh food industry, social media reviews significantly influence customer behaviour through satisfaction, with trust and quality playing critical roles. Thus, customer satisfaction not only validates the information provided in reviews but also enhances product reliability, encouraging repeated purchases.

Organisational commitment plays a crucial role in enhancing customer satisfaction and influencing online purchasing behaviour, thereby strengthening the relationship between satisfaction and purchasing intentions. When organisational commitment is high, the provision of quality products, reliable services, and dependable delivery creates opportunities for customers to translate positive experiences into repeat purchases (Kumar et al., 2019). Trust and commitment, which stem from strong organisational commitment, stabilise the relationship between the organisation and its customers, fostering long-term loyalty. Research by Lari Dashtbayaz et al. (2023) highlights that perceived organisational commitment amplifies the effect of customer satisfaction on purchasing intentions, as it assures consumers of the organisation's dedication to meeting their needs. This dynamic is particularly critical in the fresh food market, where stability and reliable supply chains form the foundation of customer loyalty and sustained purchasing behaviour.

This research aims to investigate the role of marketing communication in shaping fresh food purchasing behaviours in China, with a particular focus on the mediating impact of customer satisfaction and the moderating effect of organisational commitment in relation to social media reviews. The study holds significance for organisations seeking to leverage current marketing trends to enhance consumer trust and satisfaction while addressing gaps in the literature on the Chinese fresh food market. While prior studies have explored individual elements, such as marketing techniques or online social media reviews, limited attention has been given to the combined influence of these factors on consumer purchasing intentions. Furthermore, the mediating role of customer satisfaction and the moderating effect of organisational commitment remain underexplored. By integrating these variables, this research contributes to the development of a comprehensive framework for understanding how businesses can effectively engage consumers. Additionally, it addresses critical yet overlooked aspects of the fresh food market, including concerns related to both product quality and delivery reliability.

The subsequent section of this study will present a comprehensive review of the relevant literature, along with the development of proposed hypotheses and an outline of the research methodology. Following this, the study will detail the research findings, provide an in-depth discussion of the results, highlight policy implications, and address the study's limitations.

Literature Review

The influence of marketing strategies on purchasing behaviour, particularly in shaping consumers' buying intentions in cyberspace, is profound. In today's competitive environment, companies must adopt sound tactics to

capture consumer attention and establish credibility for their products. Marketing communications serve to inform consumers about products, highlight their unique features, and address potential concerns directly (Szabo & Webster, 2021). In the context of the online fresh food market, positioning and branding strategies focused on product quality, convenient access, timely delivery, and competitive pricing are especially critical. Such strategies not only engage consumers but also mitigate perceived risks, such as concerns over product quality and delivery delays, that are often associated with purchasing perishable goods online. Studies, including those by Rosário & Raimundo (2021), affirm that effective marketing initiatives significantly drive online purchasing behaviour. For example, promotional strategies such as discounts, "buy one get one free" offers, coupons, and membership rewards make online shopping more appealing and interactive.

Gupta et al. (2021) further emphasise the importance of targeted marketing, which leverages consumer interests and past activities to foster deeper engagement and enhance the likelihood of purchase. Personalised marketing strategies enhance consumer interest and create a compelling shopping experience, boosting purchasing intentions. By addressing specific consumer needs, such as on-time delivery and product freshness, marketing strategies help overcome purchase barriers and build trust (Szabo et al., 2021). In the online fresh food industry, ensuring product quality and timely delivery is critical. Marketing communication that highlights product origin and reliable delivery fosters consumer trust. Schifferstein et al. (2021) emphasise that buyers are more likely to purchase when marketing clearly communicates product quality and service standards. Therefore, firms that execute low-risk, well-crafted campaigns are likely to increase consumer buying intentions, resulting in greater customer loyalty. Therefore, we propose that,

H1: Marketing strategies has a significant direct relation with online purchasing intention.

Marketing strategies significantly influence purchase intentions in the e-commerce environment, particularly through customer-oriented approaches such as ads, promotions, loyalty schemes, and persuasive messages. Effective marketing ensures consumer attention and builds trust. According to Sharma et al. (2023), in the case of online fresh food markets, concerns about product quality, freshness, and timely delivery have the greatest impact on customer engagement. For instance, businesses emphasise the freshness and timely delivery of food, which boosts consumer confidence and encourages purchases. Additionally, promotional offers like coupons, discounts, or free shipping increase consumer interest and motivate purchases, providing tangible rewards that prompt action (Haverila et al., 2022). Customisation elements play a crucial role in enhancing the likelihood of consumers purchasing products online, as offers are tailored to customers based on their purchase history. Gorlier & Michel (2020) assert that by presenting consumers with items they are likely to purchase, businesses enhance the overall shopping experience, making consumers feel valued. Another key factor that amplifies the effectiveness of marketing strategies is transparency. In sectors such as fresh food, openness regarding product sourcing, origin, and quality assurance is vital for fostering trust. Research indicates that when marketing efforts effectively address consumer concerns, provide valuable information, and establish a reputation for reliability and trustworthiness, it leads to increased online purchase intentions (Ahmad & Zhang, 2020). Therefore, we propose that,

H2: Social media reviews has a significant direct relation with online purchasing intention.

Marketing strategies and online purchasing intentions are closely linked, with customer satisfaction serving as a critical mediator. Marketing communications, which include promotions, advertisements, and the provision of quality products and services, directly influence customer satisfaction and, in turn, impact purchasing intentions. Marketing communication creates positive expectations, encouraging further consumer interest through subsequent business actions (Eagle et al., 2020). However, it is customer satisfaction that ultimately determines whether this interest translates into actual purchases. Consumers who find online services satisfactory are more likely to return, continue patronising the service, and recommend it to others. For example, Uzir et al. (2021) suggest that marketing techniques such as offering high-quality products, reliable service, and prompt delivery can enhance customer expectations. If the consumer's experience meets or exceeds these expectations, satisfaction levels rise, fostering continued engagement with the brand. Conversely, if expectations are not met, dissatisfaction may arise, leading to a decrease in purchasing intentions. Additionally, organizational strategies that focus on customer service, such as easy returns, prompt responses to support inquiries, and frequent communication, further enhance customer satisfaction. Research has shown that when consumers' concerns are effectively addressed, their relationship with the brand strengthens, encouraging repeat purchases. Liu et al. (2023) found that in the online fresh food market, where trust plays a crucial role, customer satisfaction leads to increased purchasing intentions. Thus, customer satisfaction acts as an intermediary between the effectiveness of marketing communications and consumer decision-making. Based on this, we propose the following hypothesis,

H3: Customers' satisfaction mediates the relation between marketing strategies and online purchasing intention.

The relationship between social media reviews and customers' purchase intentions is mediated by customer satisfaction. Consumers rely on online reviews, whether positive or negative, when making decisions about products or services. Positive reviews build trust and reduce doubt, boosting confidence in the decision-making process, while negative reviews have the opposite effect. However, as noted by Uzir et al. (2021), it is customer satisfaction that ultimately determines whether initial trust or dissatisfaction translates into a purchase. When social media reviews generate positive word-of-mouth regarding product quality, service reliability, or delivery accuracy, satisfaction arises when the actual experience matches or exceeds expectations. For example, if a consumer encounters numerous positive comments about a fresh food brand, they are likely to expect high product quality and timely delivery (Ma et al., 2022). When the actual buying experience meets or exceeds expectations, customer satisfaction increases, reinforcing the intention to make repeat purchases or recommend the brand to others. Conversely, if the experience fails to align with the positive expectations set by reviews—such as receiving a poor-quality product or delayed delivery—satisfaction levels decline, reducing the likelihood of repeat purchases. Khatoon et al. (2020) highlight the crucial role of customer satisfaction in the online fresh food market, as customers face high perceived risks and rely heavily on reviews. Those who have positive experiences, based on favourable reviews, are more likely to repeat their purchases, establishing a positive link between social media reviews and online purchase

intentions (Li, 2019). Thus, the confirmation of social media reviews, coupled with customer satisfaction, plays a pivotal role in converting positive influences into future patronage. Therefore, we hypothesise that,

H4: Customers' satisfaction mediates the relation between social media reviews and online purchasing intention.

Organizational commitment serves as a moderating factor in the relationship between customer satisfaction and online purchasing intention. As Mofokeng (2021) asserts, by demonstrating commitment to the customer, a business can amplify the impact of customer satisfaction on purchasing decisions by fostering greater consumer confidence. High levels of organizational commitment reflect a company's dedication to ensuring product quality, providing timely customer support, and addressing consumer issues effectively (Pakurár et al., 2019). These factors shape consumers' perceptions of their satisfaction with a brand. When a business is perceived as genuinely committed to meeting customer needs, it can foster deep satisfaction, leading to repurchase and brand endorsement. However, as Lin et al. (2021) found, while customer satisfaction can influence purchasing intention in many industries, in the context of online fresh food purchases, the impact of customer satisfaction alone may not be as significant. However, when an organization is highly committed to providing quality service, such as timely delivery, high-quality products, and clear communication, the impact of customer satisfaction on purchasing intentions is significantly enhanced (Chen et al., 2020). This suggests that customers are more likely to become repeat buyers if they feel the business prioritises maintaining quality. Organizational commitment also offers consumers a sense of security, ensuring their needs will be met. As Närvänen et al. (2020) note, when a company's strategy focuses on building close relationships with clients, it fosters trust, which is critical in shaping consumer decisions, especially when purchasing products online that they have not physically examined. Thus, the connection between customer satisfaction and online purchasing intention is strengthened by the level of organizational commitment, which influences customers' decision-making. Firms with high organizational commitment tend to experience greater customer loyalty, repeat purchases, and positive word-of-mouth. Therefore, we propose that,

H5: Organizational commitment moderates the relation between customers' satisfaction and online purchasing intention.

Research Methods

This article examines the impact of marketing strategies and social media reviews on online purchasing intention, while also investigating the mediating role of customer satisfaction between marketing strategies, social media reviews, and online purchasing intention. Additionally, it explores the moderating role of organizational commitment between customer satisfaction and online purchasing intention, specifically in the context of fresh food in China. The study collects primary data through survey questionnaires distributed to customers in shopping malls. The variables in the study are measured using the following items: marketing strategies (Etim et al., 2021), social media reviews (Gbandi & Iyamu, 2022), customer satisfaction (Abdirad & Krishnan, 2022), organizational commitment (Fantahun et al., 2023), and online purchasing intention (Suparno, 2020).

Additionally, the study selects shopping mall customers as the respondents, who were chosen using simple random sampling. The questionnaires were distributed by visiting the malls, with a total of 591 surveys distributed. After ten days, 357 responses were received, resulting in a 60.41% response rate. The study also evaluates the data reliability and the associations between variables using Smart-PLS, a tool known for providing optimal results in complex models by analysing the relationships among variables with primary data (Hair Jr et al., 2020). The study examines two predictors—marketing strategies (MS) and social media reviews (SMR)—along with one mediating variable, customer satisfaction (CS), one moderating variable, organizational commitment (OC), and one predictive variable, online purchasing intention (OPI). These variables are presented in the model shown in Figure 1.

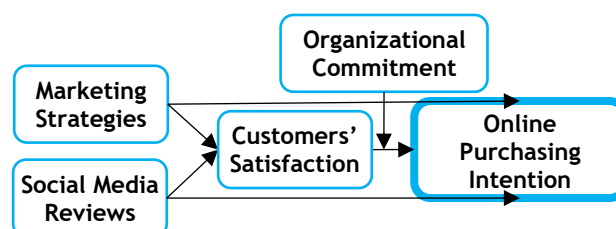


Figure 1: Theoretical Model.

Research Findings

The study examines convergent validity, or the relationship between the items. Alpha is used to analyse this validity, and results indicate values greater than 0.70. Factor loadings are also used to study this validity, and results show values greater than 0.50. Additionally, average variance extracted (AVE) is used to assess this validity, and values greater than 0.50 are found. Composite reliability (CR) is also used to check for validity, and values greater than 0.70 are found. A strong association between the items is shown by these values. These values are displayed in Table 1.

Table 1: Convergent Validity.

Constructs	Items	Loadings	Alpha	CR	AVE
Customer Satisfaction	CS1	0.891	0.886	0.914	0.642
	CS2	0.852			
	CS3	0.781			
	CS4	0.838			
	CS5	0.756			
	CS6	0.668			
Marketing Strategies	MS1	0.836	0.860	0.896	0.591
	MS2	0.780			
	MS3	0.825			
	MS4	0.761			
	MS5	0.727			
	MS6	0.671			
Organizational Commitment	OC1	0.837	0.838	0.902	0.754
	OC2	0.859			
	OC3	0.907			
Online Purchasing Intention	OPI1	0.751	0.794	0.866	0.619
	OPI2	0.778			
	OPI3	0.813			
	OPI4	0.804			
Social Media Reviews	SMR1	0.835	0.934	0.950	0.792
	SMR2	0.947			
	SMR3	0.920			
	SMR4	0.869			
	SMR5	0.874			

The study focusses at what is recognised as discriminant

validity—the link between the variables. Cross-loadings and the Fornell-Larcker criterion are used to evaluate the validity, and the results show that the correlations with the variable directly are higher in comparison with other variables. These figures show that there is not much connection between the variables. Tables 2 and 3 presented illustrate these values. Furthermore, the research investigates the relationship between variables to measure discriminant validity, assessed using the Heterotrait-Monotrait (HTMT) ratio. The findings indicate that the values for HTMT are all below 0.85, signifying a weak association across the variables. The values are displayed in Table 4.

Table 2: Fornell Larcker.

	CS	MS	OC	OPI	SMR
CS	0.801				
MS	0.514	0.769			
OC	0.384	0.326	0.868		
OPI	0.622	0.661	0.554	0.787	
SMR	0.493	0.416	0.523	0.558	0.890

Table 3: Cross-Loadings.

	CS	MS	OC	OPI	SMR
CS1	0.891	0.445	0.332	0.594	0.442
CS2	0.852	0.406	0.327	0.536	0.429
CS3	0.781	0.461	0.334	0.429	0.408
CS4	0.838	0.364	0.236	0.507	0.387
CS5	0.756	0.423	0.289	0.391	0.371
CS6	0.668	0.371	0.327	0.507	0.323
MS1	0.472	0.836	0.306	0.598	0.348
MS2	0.401	0.780	0.231	0.489	0.265
MS3	0.360	0.825	0.240	0.532	0.367
MS4	0.321	0.761	0.168	0.456	0.305
MS5	0.428	0.727	0.304	0.523	0.349
MS6	0.365	0.671	0.233	0.422	0.272
OC1	0.323	0.204	0.837	0.408	0.445
OC2	0.254	0.205	0.859	0.447	0.379
OC3	0.408	0.405	0.907	0.565	0.525
OPI1	0.495	0.540	0.351	0.751	0.340
OPI2	0.397	0.661	0.393	0.778	0.398
OPI3	0.539	0.449	0.511	0.813	0.493
OPI4	0.528	0.428	0.483	0.804	0.520
SMR1	0.427	0.363	0.484	0.441	0.835
SMR2	0.451	0.324	0.466	0.479	0.947
SMR3	0.423	0.298	0.422	0.447	0.920
SMR4	0.412	0.368	0.486	0.538	0.869
SMR5	0.474	0.476	0.466	0.558	0.874

Table 4: HTMT Ratio.

	CS	MS	OC	OPI	SMR
CS					
MS	0.586				
OC	0.439	0.363			
OPI	0.739	0.794	0.666		
SMR	0.540	0.458	0.585	0.642	

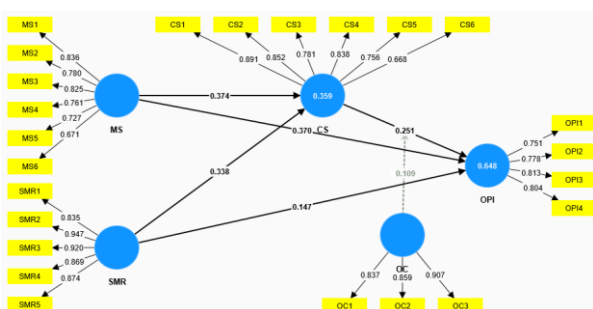


Figure 2: Measurement Model Assessment.

The results of the path analysis indicate that both marketing strategies and social media reviews have a positive association with online purchasing intention related to fresh food in China, thus supporting H1 and H2. Furthermore, the findings reveal that customer satisfaction significantly mediates the relationship between marketing strategies, social media reviews, and online purchasing intention related to fresh food in China, supporting H3 and H4. Finally, the analysis shows that organizational commitment significantly moderates the relationship between customer satisfaction and online purchasing intention related to fresh food in China, supporting H5. These relationships are summarised in Table 5.

Table 5: Path Analysis.

Relationships	Beta	Standard Deviation	T Statistics	P Values
CS → OPI	0.251	0.059	4.258	0.000
MS → CS	0.374	0.054	6.864	0.000
MS → OPI	0.370	0.051	7.305	0.000
OC → OPI	0.245	0.039	6.311	0.000
SMR → CS	0.338	0.045	7.448	0.000
SMR → OPI	0.147	0.043	3.413	0.001
OC × CS → OPI	0.109	0.027	4.049	0.000
MS → CS → OPI	0.094	0.021	4.420	0.000
SMR → CS → OPI	0.085	0.024	3.479	0.001

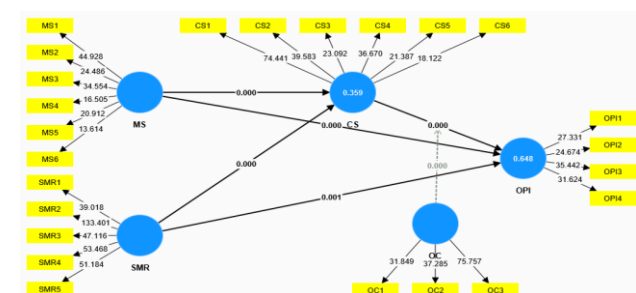


Figure 3: Structural Model Assessment.

Discussion

This study examines how marketing strategies and social media reviews influence customer satisfaction, organizational commitment, and online purchasing intentions for fresh food in China. Promotional activities play a central role in shaping purchasing intentions, particularly in the online context. Strategies such as advertising, marketing promotions, customer loyalty programmes, and personalized information help create an environment conducive to online shopping for fresh food. These strategies address customer concerns about product quality, reliability, and value, fostering trust and confidence in online purchases. Previous research, such as Othman et al. (2021), supports this notion by highlighting that successful marketing communications not only capture consumer attention but also influence attitudes and decision-making processes through the delivery of relevant value and the satisfaction of corresponding needs. In sectors such as fresh food, where concerns about

perishability and timely delivery are paramount, robust and effective marketing programmes can reassure consumers, encouraging them to engage in online shopping (Arora & Singh, 2019).

Another significant determinant identified in the study is the impact of social media reviews on purchasing intentions. Positive feedback from previous customers instils confidence in both the vendor and the products or services offered. These reviews help reduce perceived risks, which is a critical factor when deciding to shop online. Research by Gursoy (2019) supports this, showing that consumer-generated content, such as ratings and reviews, increasingly influences purchasing decisions. In China, where social media platforms are deeply integrated into daily life, these reviews play a pivotal role in shaping consumer decisions. In the context of fresh food, Mazur et al. (2024) highlight that since it is often impractical to inspect products physically, reviews serve as important indicators of quality, freshness, and delivery reliability. Conversely, negative reviews can deter potential customers, making social media feedback a double-edged sword. The volume and accessibility of these reviews can either reinforce or diminish a consumer's intention to purchase fresh food online. Furthermore, the connection between marketing strategies and online purchasing intentions is mediated by customer satisfaction.

Marketing communication that meets or exceeds consumer expectations leads to higher satisfaction, which, in turn, enhances the likelihood of repurchase (Nora, 2019). When customers feel that marketing communications meet their needs, such as offering quality products, favourable prices, and convenient delivery, their satisfaction increases. As Närvänen et al. (2020) note, satisfied customers are more likely to return, fostering brand loyalty. In competitive markets like China's fresh food sector, satisfaction is strongly linked to purchasing behaviour. Marketing techniques, such as truth-in-advertising, which address sourcing, availability, and hygiene, contribute to customer satisfaction and enhance purchase intentions (Kim & Huang, 2021).

Customer satisfaction also acts as a mediator between social media reviews and online purchasing intentions. Positive reviews shape a consumer's perception of a product or service, and when their experience aligns with or exceeds expectations, it leads to fulfilment, which in turn influences their purchasing decision. However, if the actual experience does not meet the expectations set by the reviews, dissatisfaction arises, reducing the likelihood of a future purchase (Zhang et al., 2021). This study demonstrates how customer satisfaction mediates the relationship between social media reviews and consumer behaviour. This is particularly relevant in the fresh food market, where factors such as delivery time, food freshness, and product descriptions play a critical role. As Dholakia (2019) states, while social media reviews provide context and persuade potential customers, it is actual satisfaction that drives the final purchase. Among all the variables, organisational commitment interacts with customer satisfaction in such a way that when consumers perceive strong commitment from the organisation, satisfaction has a more significant impact on their intention to make an online purchase. The results indicate that companies that demonstrate commitment through consistent product quality, timely customer service, and a reliable shopping environment are more likely to convert satisfied consumers into paying customers. Organisational commitment is evident in actions such as maintaining product freshness, developing efficient delivery methods, and responding effectively to customer complaints (John &

Thakur, 2021). Research by Wang et al. (2019) shows that perceived organisational commitment enhances consumer trust and loyalty, thereby strengthening the impact of satisfaction on purchase intentions. In the fresh food market, where maintaining quality and reliability is particularly challenging, organisational commitment plays a crucial role in transforming customer satisfaction into long-term loyalty.

Conclusion

The interplay of variables highlights the complex nature of consumer behaviour in the online fresh food segment in China. This study demonstrates how marketing strategies and social media reviews positively influence online purchasing intentions, with customer satisfaction serving as an internal mediator that amplifies the effects of both. Organisational commitment further strengthens this relationship by acting as a moderator between satisfaction and purchase intention, enhancing trust and loyalty. This research contributes to the existing e-commerce literature by exploring these dynamics and provides valuable insights for businesses seeking to capitalise on China's rapidly expanding fresh food e-commerce market. Understanding these interconnections allows companies to develop integrated promotional strategies that attract and retain customers, ensuring sustained success in the competitive online marketplace.

Implications

The theoretical and empirical findings of this research offer important implications for Chinese businesses, marketers, and policymakers in the online market. Companies should focus on areas such as effective marketing communication and fostering positive social media reviews to influence purchasing behaviour, with particular attention to quality and delivery issues. Customer satisfaction, which plays a significant mediating role in the decision-making process, must be carefully managed by ensuring honesty, consistency, and excellent service. These findings can assist policymakers in promoting e-commerce growth while safeguarding against exploitation and unethical marketing practices. The moderating role of organisational commitment emphasises the importance of cultivating employee trust, loyalty, and service quality. Together, these insights offer valuable guidance for stakeholders to enhance consumer engagement, satisfaction, and trust in an evolving and competitive digital marketplace.

Limitations

The research includes a number of drawbacks as well, which should be noted. First of all, because it is based exclusively on data from China's online fresh food market, the results might not apply to other nations or sectors of the economy with different technological, cultural, or economic backgrounds. Second, the data analysis depends on participant self-reported replies, which could be biased by recall or social desirability bias. Third, the study's cross-sectional methodology makes it more difficult to determine the causes of the variables it looks at. Additionally, elements that could affect consumer behaviour were not taken into account, such as economic swings, competitive dynamics, and seasonal changes. Future research should address these issues in order to improve the study's relevance and application.

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