THE INFLUENTIAL FACTORS ON CONSUMER INTENTION TO PURCHASE ALCOHOL ONLINE IN SHAANXI, CHINA

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THE INFLUENTIAL FACTORS ON CONSUMER INTENTION TO PURCHASE ALCOHOL ONLINE IN SHAANXI, CHINA

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ABSTRACT

This study explores the key factors influencing consumers' intention to purchase alcohol online in Shaanxi Province, China. It examines how trust (TR), convenience (CONV), efficiency (EFF), user-generated content (UGC), and electronic word-of-mouth (eWOM) affect purchase intention (PI) in the digital alcohol retail context. A quantitative method was adopted using a structured 4-point Likert-scale questionnaire, resulting in 238 valid responses. Principal Component Analysis (PCA) identified five distinct components aligned with the proposed constructs. Linear regression assessed the impact of each factor on PI, while ANOVA examined differences across demographic and behavioral groups. Results show that trust is the only significant predictor of purchase intention ($p = 0.005$). Other variables, including convenience and eWOM, showed no direct influence. ANOVA further indicates that purchase frequency significantly affects trust and efficiency perceptions, with frequent buyers reporting greater confidence. The findings underscore trust as the most critical factor in online alcohol purchasing. The study suggests enhancing transaction security and product authenticity. It also recommends broader future research to address the model's limited explanatory power and regional focus.

KEY WORDS: ONLINE ALCOHOL PURCHASE INTENTION/ PURCHASE INTENTION/ DIGITAL ALCOHOL RETAIL

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CHAPTER I
INTRODUCTION

1.1 Research Background

Since the dot-com boom of the late 1990s and early 2000s, the internet has transformed how individuals access information, interact with others, and conduct daily activities. The rapid advancement of e-commerce has significantly reshaped consumer purchasing behavior worldwide, particularly in China, where online platforms have become essential channels for retail transactions (Wang, Qiwei et al., 2023). In 2024, China's total online retail sales reached 15,522.5 billion yuan, reflecting a 7.2% year-on-year growth. In contrast, offline retail sales amounted to 30,140 billion yuan but recorded a lower growth rate of just 1.9% (NBSC, 2024). The post-pandemic era has further accelerated the adoption of e-commerce, reinforcing its crucial role in meeting consumer demands (Liu, Weijun et al., 2024).

China has a long-established liquor culture, and its alcoholic beverage industry is highly developed. According to the National Bureau of Statistics, the total sales revenue of China's brewing industry reached 1,080.26 billion yuan in 2023, marking a 9.3% annual increase. Liquor and beer dominate the market, contributing 756.3 billion yuan and 186.3 billion yuan, respectively, accounting for approximately 70.0% and 17.3% of total industry revenue. While beer has the highest production volume, its lower unit price results in a smaller market size compared to liquor (NBSC, 2023).

The COVID-19 pandemic significantly influenced the alcohol retail sector, driving a surge in online sales. Among various product categories, alcohol ranked second in online sales growth, recording a 25.7% increase. Online shopping and home delivery can contribute to changing alcohol consumption patterns, including the amount of alcohol consumed (Matthay & Schmidt, 2021).

This study focuses on the Shaanxi province market, situated in northwest China, covering an area of over 205,000 km² and home to approximately 37 million

residents, ranking as the 16th most populous province in the country (NBSC, 2024). In 2023, Shaanxi's GDP reached approximately 2.57 trillion yuan (equivalent to 360 billion USD), reflecting a 5% year-on-year increase (NBSC, 2023). At the end of 2023, the province's permanent population stood at 39.52 million, with an urbanization rate of 65.16%. The age distribution comprised 16.4% of individuals aged 0-14, 68.37% aged 15-64, and 15.23% aged 65 and above (NBSC, 2023). Given these economic and demographic factors, analysing the drivers of online alcohol purchases in Shaanxi presents valuable insights for both academia and industry.

1.2 Research Objectives and Questions

Consumer purchase decisions involve a series of considerations before, during, and after a transaction. This research aims to identify the key factors influencing adult consumers' decisions to buy alcohol through e-commerce in Shaanxi province. A better understanding of these factors at the industry level can aid businesses in formulating targeted marketing and sales strategies.

To achieve this objective, the study seeks to answer the following questions:

1. What factors influence adult consumers' decisions to purchase alcohol via online platforms?

2. Based on these influential factors, what marketing strategies can be effectively recommended?

1.3 Structure of the Paper

This study is structured into five chapters. Chapter One provides an overview of the research, covering the background of China's e-commerce and alcohol industries, research objectives, and key questions. Chapter Two presents a literature review, analysing traditional alcohol retailing and emerging e-commerce trends. Chapter Three details the research methodology, including study design, sample selection, data collection instruments, and analysis techniques. Chapter Four discusses

the findings derived from data analysis. Finally, Chapter Five summarizes the main conclusions and offers recommendations for businesses and policymakers.

CHAPTER II
LITERATURE REVIEW

2.1 E-commerce Adoption

The rapid growth of e-commerce has significantly reshaped consumer purchasing behaviours worldwide. In 2016, e-commerce businesses in the United States generated $322.17 billion in sales (Johnson, 2017), with a projected industry growth of 23.2% in 2017 (Chaffey, 2017). While e-commerce expansion is well-documented, research on consumer behaviour in digital marketplaces presents mixed findings. Factors influencing online purchase decisions vary across industries, particularly in emerging markets like alcohol e-commerce. A study conducted in the U.S. identified key determinants of online alcohol purchases, including shopping frequency, alcohol consumption habits, delivery expectations, and product type preferences (Johnson, 2017).

Traditionally, China's alcoholic beverage industry operated under a three-tiered distribution model. Manufacturers supplied products to wholesalers or distributors, who then sold them to retail outlets such as grocery stores, liquor stores, and restaurants, where consumers made purchases (Perreault, Cannon & McCarthy, 2017, p. 307). However, e-commerce has grown rapidly, with platforms like JD.com and Tmall leading online alcohol sales. To expand their reach, alcohol e-commerce companies have integrated online and offline retail models, offering instant purchasing options to meet consumers' demand for anytime, anywhere shopping with prompt delivery. In addition to launching their own apps and mini programs, these platforms have expanded across multiple channels, including JD.com, Taobao, and Meituan Waimai, to capture a wider customer base. Representative examples include Jingdong Liquor World and 1919 Liquor Direct Supply.

The COVID-19 pandemic further accelerated digital transformation, particularly in industries that traditionally relied on offline transactions (Choung, Youngjoo et al., 2025). This shift underscores the importance of analysing region-

specific factors influencing consumers' likelihood to purchase alcohol online. Recently, new e-commerce models such as Xiaohongshu and Douyin have gained popularity, especially among Generation Z consumers. These platforms employ content-driven marketing strategies to facilitate both "people searching for products" and "products seeking consumers," thereby enhancing brand engagement. For instance, Douyin's global business strategy leverages a combination of field, audience, and business strategies to create a closed-loop marketing system encompassing content exposure, consumer interest cultivation, and transaction conversion. Meanwhile, Xiaohongshu enhances product discovery through live streaming and high-quality user-generated content, using algorithm-driven recommendations to connect brands with their target audience and drive conversions.

As beverage consumption expands beyond traditional occasions such as meals and gifting to include outdoor activities, social gatherings, and relaxation, new opportunities arise for brands in consumer-facing channels. Simultaneously, with the decentralization of information touchpoints and the diversification of consumer preferences, marketing strategies such as short video advertising and live streaming have emerged as critical engagement tools for alcohol brands. By December 2023, the number of short video users had reached 1.053 billion, an increase of 41.45 million, making it one of the most influential content dissemination platforms (Li, Chen, and Yangyang Wang, 2024). Wine brands are leveraging these platforms to analyse market trends, understand consumer needs, and align messaging with trending content. This approach not only attracts consumer attention but also strengthens brand awareness, expands market reach, and improves conversion rates.

Beyond short-form video content, live-streaming e-commerce has become a key marketing avenue. As of December 2023, the number of live-stream viewers had reached 816 million, an increase of 65.01 million (CNNIC, 2024). The integration of live streaming with e-commerce provides an interactive and immersive shopping experience, offering brands a direct way to engage consumers and drive sales (Kong, Xiangxi et al., 2025). Some wine brands have adopted a dual strategy of content-driven product promotion combined with live-streaming sales to optimize their consumer engagement. Moving forward, more Brands are expected to leverage self-hosted and

influencer-led live broadcasts to attract new customers and expand their reach in digital marketplaces.

2.2 Online Purchase Intention

Consumer behaviour refers to the processes individuals undergo when searching for, purchasing, using, evaluating, and disposing of products and services that meet their needs (Di Crosta, Adolfo et al., 2021). With the expansion of e-commerce, online shopping has emerged as a distinct yet comparable process to traditional retail. The past research outline five key steps in online shopping: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Martins, José Moleiro et al., 2023). However, before making a final purchase, consumers encounter various factors that either facilitate or impede their decision-making process (Ren, Dixuan, and Baolong Ma, 2022).

Researchers have applied different theoretical models to examine consumer behaviour in online marketplaces. Among these, the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behaviour (TPB) (Ajzen, 1985) are widely utilized in explaining purchase intention. Online purchase intention specifically reflects a consumer's willingness and preparedness to engage in transactions on digital platforms, making it a crucial predictor of actual purchasing behaviour. Peña-García et al. (2020) define online purchase intention as the extent to which a consumer is likely to buy from an online retailer, emphasizing its role in behavioural forecasting. Before completing a purchase, consumers undergo cognitive and emotional assessments of their willingness to buy, which ultimately influence their future shopping behaviour (Lin & Shen, 2023).

Ajzen & Fishbein (1977), as cited in Peña-García et al. (2020), argue that understanding consumer behaviour requires examining attitudes and internal factors shaping purchase intentions. Key determinants include trust, perceived benefits of online shopping, ease of use, security, privacy, time efficiency, and website design (Comi & Nuzzolo, 2016; Crocco et al., 2013; Naseri et al., 2021; Schneider & Tezza, 2020; Shergill & Chen, 2005). While these factors have been studied extensively, their

Relative importance may differ depending on the level of e-commerce adoption in each region. In emerging markets, where consumer confidence in technology tends to be lower, aspects such as security perceptions, privacy concerns, and shopping convenience play a more significant role in influencing purchase intention.

Additionally, attitudes mediate the relationship between influencing factors and purchase intention. A favourable attitude toward online shopping, strengthened by trust, intuitive website navigation, and perceived benefits, enhances the likelihood of completing a transaction. Therefore, a thorough understanding of these variables is crucial for businesses seeking to optimize consumer engagement and improve conversion rates in the online alcohol market.

2.3 Influential Factors in Online Alcohol Purchases

2.3.1 Efficiency

Efficiency is a key factor shaping consumer behaviour in online shopping, as it minimizes both time and effort. Alreck and Settle (2002) emphasized that online shopping significantly reduces the time consumers spend compared to traditional retail. Instead of physically visiting multiple stores, consumers can swiftly browse, compare, and purchase products online. E-commerce platforms further enhance this efficiency by offering intuitive, well-structured interfaces that facilitate seamless navigation. According to Nabot et al. (2014), online shopping websites should be simple, user-friendly, and optimized for quick product searches, particularly benefiting users with limited prior experience. The ability to locate products efficiently enhances user satisfaction and minimizes shopping-related frustration.

Timesaving is a crucial determinant of perceived value in e-commerce. Escobar-Rodríguez and Bonsón-Fernández (2017) found that consumers highly appreciate the convenience of accessing product details and comparing prices across multiple sources in a short time. Similarly, Rashaduzzaman (2020) highlighted that the efficiency of online shopping enhances consumer satisfaction, thereby strengthening purchase intention.

Beyond efficiency, pricing strategies play a pivotal role in influencing online purchasing behaviour. E-commerce platforms commonly employ discounts, flash sales, and membership benefits to attract customers (Cheng & Huang, 2023). The combination of financial incentives and time efficiency enhances the appeal of online shopping. Studies indicate that dynamic pricing and personalized promotions increase consumer engagement and boost purchase likelihood (Lin et al., 2021). These strategies align with consumer expectations of convenience, minimizing the effort required to find the best deals and further reinforcing online shopping's attractiveness.

By incorporating features such as streamlined navigation, real-time price comparisons, and AI-driven product recommendations, online retailers can enhance the overall shopping experience. The integration of efficiency-driven functionalities and strategic promotions plays a critical role in shaping consumer behaviour and fostering purchase intent.

2.3.2 Trust

Trust plays a pivotal role in shaping consumer behaviour in online shopping, particularly in the alcohol e-commerce market, where concerns about counterfeit products remain prevalent. To establish consumer confidence, multiple mechanisms ensure product authenticity and seller credibility. Key trust-building measures include verified online reviews, authenticity labels, and blockchain tracking, all of which enhance transparency and mitigate perceived risks, ultimately fostering more confident purchase decisions (Huang & Wu, 2022).

Consumer trust in online shopping is closely linked to security and privacy concerns. Many companies require personal information for electronic transactions, which can raise privacy issues, heightening consumers' awareness of risks and potentially reducing their willingness to shop online (Wang et al., 2019). Payment security is another critical factor, as concerns over credit card safety and misuse of personal data influence consumers' trust in online platforms (Nabot et al., 2014). The inability to guarantee privacy protection and the risk of data breaches are among the primary deterrents to online shopping (Jun & Jaafar, 2011).

Perceived security significantly influences trust, as consumers are more inclined to engage in e-commerce when they believe their personal data is well-

protected (Escobar-Rodríguez & Bonsón-Fernández, 2017). Trust is also a key determinant in social commerce adoption, especially in developing markets where concerns about fraud and data security are more pronounced (Paramita, 2023). Prior research suggests that low confidence in online shopping, often stemming from privacy risks or fear of data misuse, negatively affects consumer attitudes toward e-commerce (Perea y Monsuwe et al., 2004). Conversely, robust security measures and strong privacy protections enhance trust, reduce perceived risks, and contribute to a more positive attitude toward online purchases.

Additionally, online reviews play a crucial role in trust formation. Chaffey (2017) emphasizes that self-construal and group similarity shape how consumers interpret online reviews, with interdependent individuals placing greater importance on group-endorsed ratings when making purchase decisions. Numerous studies underscore the significance of transaction security and privacy in fostering consumer trust and influencing purchase intentions (Do et al., 2019; Zhang et al., 2019; Wang et al., 2019).

In conclusion, trust in online alcohol purchases is influenced by multiple interdependent factors, including authenticity verification, transaction security, privacy protection, and social proof through online reviews. E-commerce platforms that prioritize transparency, credibility, and data security can strengthen consumer trust, ultimately driving purchase intentions and long-term brand loyalty.

2.3.3 Convenience

Convenience is a key advantage of online alcohol shopping, as it allows consumers to avoid the hassle of visiting physical stores, particularly when purchasing in bulk or selecting premium alcohol (Zhao et al., 2021). Forsythe et al. (2006) define shopping convenience as the ability to browse and purchase products from multiple websites at any time without the need for in-store visits, thereby reducing both physical effort and emotional strain. This factor is especially relevant for alcohol purchases, where legal restrictions, time constraints, and limited access to brick-and-mortar stores can influence consumer behaviour.

Ease of use is a critical component of convenience, encompassing the simplicity of website navigation, order placement, payment processing, and product delivery. Consumers perceive online shopping as requiring minimal effort, a perception

that directly impacts their willingness to shop online (Perea y Monsuwé et al., 2004). In the context of alcohol e-commerce, features such as same-day delivery, mobile payment options, and personalized recommendations further streamline the shopping process, enhancing user experience and increasing purchase intent. Service convenience plays a vital role in online shopping adoption, making it essential for retailers to optimize their service features to align with consumer expectations (Saha et al., 2021). Key elements such as automated order tracking, flexible refund policies, and AI-driven recommendations contribute to a seamless and efficient shopping experience. Kim et al. (2004) found that convenience is a primary motivator for online shoppers, emphasizing the importance of secure payment systems, fast and reliable delivery, and user-friendly website design.

With the continued rise of mobile commerce, consumers increasingly value the ability to make purchases anytime, anywhere. The integration of mobile apps, digital wallets, and subscription-based delivery services further enhances accessibility, reinforcing convenience as a central factor driving online alcohol shopping behaviour.

2.3.4 Electronic Word-of-Mouth (eWOM)

Electronic Word-of-Mouth (eWOM) in the context of Social Networking Sites (SNS) refers to the online exchange of user-generated content, including opinions, recommendations, and reviews about products, services, or experiences. This digital form of communication occurs informally among online community members, leveraging SNS platforms' interactive and interconnected nature (Erkan & Evans, 2016).

As more consumers turn to SNS for product-related insights, they share opinions through images, text, and videos via mobile apps or reposting features, enabling rapid information dissemination. eWOM plays a vital role in shaping consumer perceptions, influencing purchasing decisions, and fostering virtual communities where individuals actively engage in information exchange. This dynamic environment strengthens consumer-driven discussions and enhances market influence (Cheung & Thadani, 2012).

Studies suggest that eWOM is perceived as more credible and persuasive than traditional advertising and marketing communication (Kim et al., 2020; Arora et al., 2020). As a result, it exerts a strong influence on purchase decisions. Positive eWOM

enhances consumer trust, fosters favourable attitudes toward products, and increases purchase intentions (Vo et al., 2022; Jadil et al., 2022). Moreover, eWOM carries significant social influence, as individuals tend to be swayed by peer opinions, especially when faced with uncertainty (Lis, 2013).

The influence of eWOM operates through two key mechanisms: informational and normative effects. Informational influence arises from consumers' need for reliable data to guide their decisions. By relying on eWOM, consumers reduce uncertainty and assess whether a product meets their expectations. Positive reviews and high ratings serve as strong indicators of product quality and reliability, making them a critical source of information (Comi & Nuzzolo, 2016). Conversely, normative influence stems from consumers' desire to conform to social norms and seek approval. To gain social acceptance or avoid criticism, individuals may align their choices with the majority opinion, even when their decision is not entirely rational (Shergill & Chen, 2005).

In conclusion, eWOM significantly impacts consumer decision-making by providing both informational value and social validation. The more positive the shared content, the stronger its effect on purchase intention.

2.3.5 User-Generated Content (UGC)

User-Generated Content (UGC) has become a key factor influencing online purchase intentions, especially on social media platforms. UGC refers to media content created and shared by consumers based on their personal product experiences rather than content produced by brands or advertisers (Daugherty et al., 2008). Since This content is typically shared voluntarily without financial incentives; it is perceived as a more authentic and credible source of information (Haven et al., 2007).

Platforms like TikTok have emerged as major hubs for UGC, enabling users to share content in formats such as videos, images, text-based reviews, and live streams (Mathur et al., 2021). Among these, video-based UGC has gained prominence due to its ability to convey rich sensory cues—motion, visuals, and sound—which enhance content engagement and informativeness (Park et al., 2008). Compared to static images or text-based reviews, videos offer a more immersive and persuasive consumer experience, significantly shaping purchasing decisions.

UGC influences online purchase intention through both cognitive and emotional mechanisms. On a cognitive level, it strengthens consumer perceptions of product quality, reliability, and credibility by showcasing firsthand experiences (Hautz et al., 2014). Since UGC offers unfiltered insights into product performance and usability, consumers tend to place greater trust in it than in traditional advertising. Emotionally, UGC fosters a sense of relatability and connection, increasing consumer engagement and trust (Wu et al., 2020).

Additionally, UGC operates within established social influence frameworks. Informational influence arises when consumers view UGC as a reliable source of knowledge that reduces uncertainty and aids in decision-making (Kim & Johnson, 2016; Xu et al., 2015). Normative influence, on the other hand, stems from consumers' inclination to follow social trends and seek validation. When a product frequently appears in UGC content, it can trigger a bandwagon effect, motivating consumers to purchase in response to prevailing social sentiment (Park et al., 2021).

As UGC continues to shape consumer behaviour, businesses must strategically leverage user-generated videos to strengthen brand credibility and enhance engagement. Understanding its role in influencing purchase intentions allows companies to refine their digital marketing strategies and optimize their presence across social media platforms.

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Framework

This study explores the factors influencing consumers' intention to purchase alcohol online. The research framework is developed through an extensive literature review, identifying five independent variables: efficiency (EFF), trust (TR), convenience (CONV), electronic word-of-mouth (EWOM), and user-generated content (UGC). Purchase intention (PI) serves as the dependent variable. The conceptual model analyses the relationships among these factors, offering insights into consumer decision-making in the context of online alcohol purchases.

Hypotheses:

H1: Efficiency positively influences consumers' intention to purchase alcohol online.

H2: Trust positively influences consumers' intention to purchase alcohol online.

H3: Convenience positively influences consumers' intention to purchase alcohol online.

H4: eWOM positively influences consumers' intention to purchase alcohol online.

H5: UGC positively influences consumers' intention to purchase alcohol online.

These hypotheses are formulated based on existing literature and empirical studies on online consumer behaviour.

3.2 Research Methods

This study adopts a quantitative research approach, utilizing a survey-based method to collect primary data. A structured questionnaire is designed to examine the relationships between the independent and dependent variables. Principle Component Analysis (PCA) is conducted to validate the measurement constructs, while Linear Regression Analysis assesses the influence of each independent variable on purchase intention. Data analysis is performed using Jamovi, an open-source statistical software.

3.3 Questionnaire Design

3.3.1 Data Collection and Sampling

The target population comprises consumers in Shaanxi Province, China, who have experience purchasing alcohol online or are potential buyers. A convenience sampling method will be employed to reach a broad audience through online survey distribution. The sample size will be determined based on prior studies and statistical requirements for CFA and MRA.

The sample size is determined using Tabachnick and Fidell's (2007) formula:

$$N \geq 50 + 8k$$

Where k is the number of independent variables (5 in this study), leading to a minimum sample size of 90 respondents. However, to improve statistical power, a sample of at least 200 respondents is targeted.

Data is collected through an online survey distributed via WeChat (a Chinese social media platform), social media platforms, and email. The questionnaire is designed using Google Forms or Wenjuanxing (a Chinese survey platform).

3.3.2 Questionnaire structure

The questionnaire consists of four sections:

1. **Screening questions:** To ensure the validity and relevance of the study, respondents must meet specific criteria before proceeding with the questionnaire. The

screening questions are designed to filter out individuals who do not fit the target population. Based on Chinese legal regulations, only respondents aged 18 years or older will be allowed to participate. Additionally, since this study focuses on consumers who have experience purchasing alcohol online or intend to do so, individuals who have never bought alcohol online and have no intention of doing so will be excluded:

(1) Are you 18 years old or above?

Yes (Proceed to the next question) No (Terminate the survey.)

(2) Have you ever purchased alcohol online?

Yes (Proceed to the questionnaire) No (Go to the next question.)

(3) Do you intend to purchase alcohol online in the future?

Yes (Proceed to the questionnaire) No (Terminate the survey.)

2. **General questions:** In addition to the core variables, this study includes a section to examine other potential factors that may influence consumers' intention to buy alcohol online. This section is designed based on previous research and aims to explore key aspects of online shopping behaviour, alcohol consumption habits, and consumer preferences: (1) How often do you purchase products online? (2) What is your primary reason for choosing to shop online instead of in-store? (3) When purchasing alcohol online, how long do you expect the delivery to take? (4) How frequently do you purchase alcohol online? (5) What type of alcoholic beverage do you purchase most frequently? See Appendix A for more details about survey questions and answer options.

3. **Specific questions:** Each independent variable (efficiency, trust, convenience, eWOM, and UGC) and the dependent variable (purchase intention) will be measured using a five-point Likert scale (1 = Strongly Disagree, 4 = Strongly Agree). Items are adapted from validated scales in previous research to ensure reliability and validity. See Appendix A for more details about survey questions and answer options.

4. **Demographic questions:** Age, gender, education level, income, and online shopping frequency. (1) How old are you? (2) What is your gender? (3) What is your education level? (4) What is your income level monthly? (5) How often do you consume alcohol? See Appendix A for more details about survey questions and answer options.

3.4 Limitations

This study has several limitations concerning its topic, methodology, and questionnaire design.

First, the research focuses on consumers' intention to purchase alcohol online within Shaanxi province, which may restrict the generalizability of the findings to regions with different regulations, cultural perspectives, and market conditions. Expanding the geographic scope in future studies could offer a more comprehensive understanding of online alcohol purchasing behaviour.

Second, the study employs a survey-based approach, relying on self-reported data. Respondents may provide socially desirable answers or misinterpret questions, introducing potential biases. Additionally, the use of multiple regression analysis and confirmatory factor analysis assumes linear relationships and valid measurement constructs. Any measurement errors or model misspecifications could impact the accuracy of the results.

Third, while the questionnaire is designed to assess key factors such as efficiency, trust, convenience, electronic word-of-mouth (eWOM), and user-generated content (UGC), other unexamined influences may also shape consumers' decisions to buy alcohol online. Although a general question section explores additional factors, a qualitative approach could yield deeper insights.

Lastly, screening questions ensure that only respondents above the legal drinking age and those with prior or intended online alcohol purchasing experience are included. However, this criterion excludes potential consumers who may develop an interest in online alcohol shopping later, limiting the study's ability to predict emerging trends.

To address these limitations, future research could adopt a mixed-methods approach, increase the sample size, and incorporate additional behavioural and psychological factors influencing purchase intention.

CHAPTER IV
RESEARCH RESULTS

This chapter presents the findings of the data analysis, structured into three key sections. First, descriptive statistics summarize the demographic characteristics of the sample. Second, principal component analysis (PCA) is conducted to identify the underlying structure of the measured constructs. Lastly, linear regression and ANOVA are applied to examine the relationships among key variables and test the proposed hypotheses.

Initially, 263 responses were collected, all from Shaanxi Province, China. However, 25 cases were excluded for not meeting the study's criteria—specifically, respondents who were under 18 years old, had never purchased alcohol online, or had no intention of doing so in the future. After these exclusions, a total of 238 valid responses remained, serving as the foundation for the subsequent analysis.

4.1 Descriptive analysis

4.1.1 demographic analysis

Table 4.1.1 Demographic table

	Age	Gender	Education level	Monthly income
N	238	238	238	238
Missing	0	0	0	0
Mean	2.56	1.50	2.48	2.79
Median	3.00	1.00	2.00	3.00
Standard deviation	0.982	0.501	1.21	1.09
Minimum	1	1	1	1
Maximum	4	2	5	4

This section presents the demographic characteristics of the respondents, including age, gender, education level, and monthly income. The dataset comprises 238 valid responses, with no missing values.

Table 4.1.2 Age

Age	Counts	% of Total	Cumulative %
18–29	36	15.1%	15.1%
30–39	81	34.0%	49.2%
40–50	72	30.3%	79.4%
Above 50	49	20.6%	100.0%

The respondents' ages are divided into four categories: 18–29, 30–39, 40–50, and above 50. Among the 238 valid responses, the largest proportion falls within the 30–39 age range (34.0%), followed by those aged 40–50 (30.3%). Individuals over 50 constitute 20.6% of the sample, while the 18–29 group represents the smallest share at 15.1%. These findings suggest that middle-aged adults are the predominant consumers of online alcohol purchases in this study. This age distribution offers valuable insights into the demographics of online alcohol buyers, potentially influencing their purchasing behavior and preferences.

Table 4.1.3 Gender

Gender	Counts	% of Total	Cumulative %
Male	120	50.4%	50.4%
Female	118	49.6%	100.0%

The gender distribution among the 238 valid respondents is nearly balanced, with 120 males (50.4%) and 118 females (49.6%). The slight difference in proportions suggests that both genders participate in online alcohol purchases at a similar rate.

Table 4.1.4 Education level

Education level	Counts	% of Total	Cumulative %
High school	52	21.8%	21.8%
College student	89	37.4%	59.2%
Bachelor	49	20.6%	79.8%
Master	26	10.9%	90.8%
PhD	22	9.2%	100.0%

The educational background of respondents is diverse, with the largest group being college students (37.4%), followed by those with a high school education (21.8%) and bachelor's degree holders (20.6%). Individuals with master's degrees (10.9%) and PhDs (9.2%) represent smaller portions of the sample.

Table 4.1.5 Monthly income

Monthly income	Counts	% of Total	Cumulative %
Below 4,000	38	16.0%	16.0%
4,001–6,000	57	23.9%	39.9%
6,001–8,000	59	24.8%	64.7%
Above 8,000	84	35.3%	100.0%

The respondents' monthly income levels are distributed across four categories, with the largest proportion earning above 8,000 (35.3%), followed by those in the 6,001–8,000 range (24.8%). Respondents with incomes between 4,001–6,000 account for 23.9%, while those earning below 4,000 represent the smallest group (16.0%).

4.1.2 General question analysis

This section explores respondents' online shopping habits, preferences, and attitudes toward purchasing alcohol through digital platforms. By examining factors such as shopping frequency, purchase motivations, and delivery expectations, it provides valuable insights into consumer behavior shaping online alcohol sales.

Understanding these patterns can assist businesses in refining marketing strategies, improving user experience, and tailoring services to better meet customer demands.

Table 4.1.6 Online Shopping Frequency

4. How often do you purchase products online?	Counts	% of Total	Cumulative %
Daily	52	21.8%	21.8%
Weekly	89	37.4%	59.2%
Monthly	75	31.5%	90.8%
A few times a year	22	9.2%	100.0%

The frequency of online shopping among respondents indicates that the majority engage in regular online purchases, with 37.4% shopping weekly and 31.5% making purchases monthly. Additionally, 21.8% of respondents report shopping online daily, reflecting a segment with high engagement in digital commerce. In contrast, only 9.2% shop online a few times a year, suggesting that infrequent online shoppers represent a small proportion of the sample.

Table 4.1.7 Reason for Choosing Online Shopping Over In-Store Purchases

5. What is your primary reason for choosing to shop online instead of in-store?	Counts	% of Total	Cumulative %
Convenience	70	29.4%	29.4%
Reasonable price	54	22.7%	52.1%
Wider product selection	47	19.7%	71.8%
Avoid social interaction	66	27.7%	99.6%
Other	1	0.4%	100.0%

Respondents cite various reasons for preferring online shopping over in-store purchases, with convenience (29.4%) being the most common factor. This suggests that many consumers value the ease and efficiency offered by online platforms. Additionally, 27.7% prefer online shopping to avoid social interaction, emphasizing the appeal of a private and contact-free purchasing experience. Competitive pricing (22.7%) and a broader product selection (19.7%) also play significant roles, reflecting consumer preferences for affordability and diverse options.

Table 4.1.8 Alcohol Consumption Frequency

6. How often do you consume alcohol?	Counts	% of Total	Cumulative %
Daily	15	6.3%	6.3%
Weekly	52	21.8%	28.2%
Monthly	84	35.3%	63.4%
A few times a year	87	36.6%	100.0%

The frequency of alcohol consumption among respondents varies, with the largest proportion (36.6%) consuming alcohol only a few times a year, followed by those who drink monthly (35.3%). A smaller but notable segment consumes alcohol weekly (21.8%), while only 6.3% report daily consumption.

Table 4.1.9 Expected Delivery Time for Online Alcohol Purchases

7. When purchasing alcohol online, how long do you expect the delivery to take?	Counts	% of Total	Cumulative %
Within 3 hours	44	18.5%	18.5%
Within 24 hours	75	31.5%	50.0%
1-2 days	84	35.3%	85.3%
3-5 days	35	14.7%	100.0%

Respondents' expectations regarding alcohol delivery times vary, with the majority preferring fast delivery services. The largest proportion (35.3%) expects delivery within 1–2 days, followed by 31.5% who anticipate receiving their orders within 24 hours. Additionally, 18.5% of respondents expect ultra-fast delivery within 3 hours, highlighting a significant demand for instant or same-day delivery options. In contrast, only 14.7% are willing to wait 3–5 days for their orders.

Table 4.1.10 Frequency of Online Alcohol Purchases

8. How frequently do you purchase or plan to purchase alcohol online?	Counts	% of Total	Cumulative %
Daily	32	13.4%	13.4%
Weekly	82	34.5%	47.9%
Monthly	88	37.0%	84.9%
A few times a year	36	15.1%	100.0%

Most respondents engage in regular online alcohol purchases, with 37.0% buying monthly and 34.5% purchasing weekly. A smaller segment (13.4%) reports daily purchases, indicating a group of high-frequency buyers. Meanwhile, 15.1% purchase only a few times a year, representing occasional consumers.

Table 4.1.11 Preferred Alcohol Types in Online Purchases

9. What type of alcohol do you purchase most frequently?	Counts	% of Total	Cumulative %
Beer	87	36.6%	36.6%
Wine	48	20.2%	56.7%
Chinese Liquor	64	26.9%	83.6%
Foreign Liquor	37	15.5%	99.2%
Other	2	0.8%	100.0%

The findings indicate that beer (36.6%) is the most purchased alcoholic beverage online, followed by Chinese liquor (26.9%) and wine (20.2%). Foreign liquor, while less popular (15.5%), still maintains a notable consumer base. The strong preference for beer and Chinese liquor highlights the influence of local drinking culture and consumption habits on purchasing behavior. Meanwhile, the demand for wine and foreign liquor suggests a rising interest in premium and imported alcoholic beverages.

Table 4.1.12 Brand Loyalty vs. Experimentation in Alcohol Purchases

10. If you only buy a few brands or like to experiment?	Counts	% of Total	Cumulative %
Few brands	132	55.5%	55.5%
Experiment	106	44.5%	100.0%

The data indicates that 55.5% of respondents prefer to stick to a few trusted brands, while 44.5% enjoy experimenting with different brands when purchasing alcohol online. This suggests that while brand loyalty remains strong, a significant portion of consumers are open to trying new products.

4.2 Principal Component Analysis (PCA)

This section presents the findings of Principal Component Analysis (PCA), aimed at uncovering the dataset's underlying structure and reducing dimensionality while preserving critical information. By examining variable relationships, PCA identifies distinct components that encapsulate key factors influencing online alcohol purchasing behavior. To ensure the data's suitability for PCA, the analysis begins with the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity. The extracted components are then interpreted based on factor loadings and rotation results, offering insights into the core dimensions shaping consumer purchasing decisions.

4.2.1 Suitability of Data for PCA

Table 4.2.1 Suitability of data for PCA

Bartlett's Test of Sphericity		
χ^2	df	p
4069	300	<.001

To determine whether PCA is appropriate for this dataset, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity were conducted. The KMO measure of

sampling adequacy is 0.926, indicating that the dataset is highly suitable for PCA. Additionally, Bartlett's Test of Sphericity is significant ($\chi^2 = 4069$, df = 300, p < 0.001), confirming that the variables have sufficient correlations to justify PCA.

4.2.2 Component Extraction and Interpretation

Applying oblimin rotation, the PCA results identify multiple components with strong factor loadings, each representing key constructs that influence online alcohol purchasing behavior. Factor loadings indicate the strength of each variable's association with its respective component, with values above 0.7 typically signifying strong relationships. The five extracted components—User-Generated Content (UGC), Convenience (CONV), Efficiency (EFF), Trust (TR), and Electronic Word-of-Mouth (eWOM)—are examined based on their respective loadings to provide deeper insights into their role in shaping consumer purchasing decisions.

Table 4.2.2 Component Loadings (UCG)

Component Loadings

	Component					
	1	2	3	4	5	Uniqueness
UCG3	0.912					0.200
UCG1	0.855					0.236
UCG4	0.843					0.251
UCG2	0.828					0.256
UCG5	0.807					0.289

Component 1: User-Generated Content

Highest loading: UGC3 (0.912)

"The influencer's opinion and post will affect my decision to make the online alcohol purchase."

The notably high factor loading of UGC3 (0.912) highlights the significant influence of influencers' opinions and posts on consumers' online alcohol purchase decisions. This finding underscores the pivotal role of social media personalities and key opinion leaders (KOLs) in shaping consumer trust and purchase intention, often exceeding the impact of traditional advertising strategies.

Table 4.2.3 Component Loadings (CONV)

CONV2	0.875	0.218
CONV3	0.844	0.226
CONV5	0.839	0.288
CONV1	0.836	0.249
CONV4	0.830	0.255

Component 2: Convenience

Highest loading: CONV2 (0.875)

"I can use more payment methods when buying alcohol online."

The strong factor loading of CONV2 (0.875), which reflects the statement "I can use more payment methods when buying alcohol online," emphasizes the critical role of payment flexibility in online alcohol purchases. Consumers highly value diverse payment options, including credit cards, digital wallets (e.g., Alipay, WeChat Pay, HUABEI), and buy-now-pay-later services. The significant influence of CONV2 highlights the necessity of a seamless checkout process in the online alcohol market. Retailers that expand payment choices, enhance transaction security, and optimize payment processing are more likely to boost customer retention and overall satisfaction.

Table 4.2.4 Component Loadings (EFF)

EFF3	0.870	0.216
EFF4	0.836	0.294
EFF5	0.833	0.263
EFF1	0.807	0.270
EFF2	0.792	0.304

Component 3: Efficiency

Highest loading: EFF3 (0.870)

"I think online alcohol retailers provide efficient customer service and support."

The strong factor loading of EFF3 (0.870), representing the statement "I think online alcohol retailers provide efficient customer service and support," underscores the vital role of customer service efficiency in shaping consumer experiences and purchase decisions. This finding suggests that prompt and effective support is a key driver of satisfaction in online alcohol purchases, fostering trust, encouraging repeat transactions, and strengthening brand loyalty.

Table 4.2.5 Component Loadings (TR)

TR1	0.863	0.243
TR4	0.859	0.272
TR2	0.831	0.262
TR3	0.793	0.268
TR5	0.782	0.333

Component 4: Trust

Highest loading: TR1 (0.863)

"I trust that the alcohol I purchase online is not counterfeit."

The strong factor loading of TR1 (0.863), reflecting the statement "I trust that the alcohol I purchase online is not counterfeit," highlights the crucial role of trust in online alcohol transactions. Consumer confidence in product authenticity is a key determinant of purchase decisions, as buyers seek assurance that the alcohol they receive is genuine, high-quality, and sourced from reputable sellers.

Table 4.2.6 Component Loadings (eWOM)

eWOM5	0.841	0.313
eWOM1	0.838	0.290
eWOM3	0.826	0.312
eWOM2	0.799	0.295
eWOM4	0.797	0.306

Component 5: Electronic Word-of-Mouth

Highest loading: eWOM5 (0.841)

"I prefer to purchase alcohol at online stores that have a higher rating and positive reviews."

The strong factor loading of eWOM5 (0.841), which corresponds to the statement "I prefer to purchase alcohol at online stores that have a higher rating and positive reviews," underscores the significant impact of electronic word-of-mouth (eWOM) on consumer decision-making in online alcohol purchases. Higher ratings and favorable customer reviews are crucial in establishing trust and influencing purchasing behavior, as consumers often rely on peer feedback to evaluate product quality and retailer credibility.

4.3 Linear Regression Analysis

This section presents the findings of the linear regression analysis, which examines the influence of key factors—User-Generated Content (UGC), Convenience (CONV), Efficiency (EFF), Trust (TR), and Electronic Word-of-Mouth (eWOM)—on purchase intention (PI) in online alcohol shopping. The model evaluates the strength and significance of these relationships, offering insights into the factors that most impact consumer decision-making. By analysing regression coefficients and significance levels, this section identifies the primary drivers of online alcohol purchases, providing valuable implications for retailers and marketers seeking to refine their strategies.

Table 4.3.1 Linear regression

Model Fit Measures

Model	R	R²	Adjusted R²	Overall Model Test			
				F	df1	df2	p
1	0.231	0.0535	0.0331	2.62	5	232	0.025

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
eWOM	0.0431	1	0.0431	0.0541	0.816
TR	6.3172	1	6.3172	7.9344	0.005
EFF	0.2442	1	0.2442	0.3067	0.580
CONV	0.0173	1	0.0173	0.0217	0.883
UCG	0.0710	1	0.0710	0.0892	0.765
Residuals	184.7134	232	0.7962		

Note. Type 3 sum of squares

This linear regression analysis explores the relationship between purchase intention (PI) in online alcohol shopping and five independent variables: electronic word-of-mouth (eWOM), trust (TR), efficiency (EFF), convenience (CONV), and user-generated content (UGC). The results indicate that the overall model is statistically significant (p = 0.025), suggesting that at least one predictor variable has a meaningful impact on purchase intention. However, the adjusted r² value (0.0331) reveals that the model explains only 3.31% of the variance in PI, implying that additional factors beyond those examined in this study likely play a stronger role in shaping consumers' purchasing behavior.

Among the independent variables, trust (TR) emerges as the only significant predictor (p = 0.005, β = -0.2142), with a negative coefficient indicating that a decline in trust is associated with lower purchase intention. This underscores the critical role of consumer confidence in product authenticity, transaction security, and retailer credibility in online alcohol purchases. In contrast, eWOM (p = 0.816), efficiency (p = 0.580), convenience (p = 0.883), and UGC (p = 0.765) do not exhibit significant effects on purchase intention, suggesting that while these factors contribute to the broader online shopping experience, they may not directly drive the decision to purchase alcohol online.

4.4 One-way ANOVA

4.4.1 PI & Online Purchase Frequency

	F	df1	df2	p
PI	4.80	3	80.7	0.004

p-value equal to 0.004 indicates a statistically significant difference in PI across different online purchasing frequency groups.

Table 4.4.1 PI & Online purchase frequency

	4. How often do you purchase products online?	N	Mean	SD	SE
PI	Daily	52	2.44	1.13	0.156
	Weekly	89	2.47	1.14	0.121
	Monthly	75	2.81	1.02	0.118
	A few times a year	22	1.86	1.08	0.231

The analysis indicates that consumers who purchase online monthly exhibit the highest purchase intention (Mean PI = 2.81), suggesting a stronger propensity for online alcohol purchases. In contrast, those who buy only a few times a year have the lowest purchase intention (Mean PI = 1.86), reflecting a weaker inclination toward online alcohol shopping. Daily (Mean PI = 2.44) and weekly buyers (Mean PI = 2.47) show similar purchase intention levels, which are lower than monthly shoppers but higher than infrequent buyers. The statistically significant p-value confirms that at least one group differs significantly, highlighting variations in purchase intention based on shopping frequency.

4.4.2 Online Alcohol Purchase Frequency & Influential Factors

	F	df1	df2	p
C5	1.468	3	89.9	0.229
C4	6.255	3	89.3	<.001
C3	4.620	3	89.7	0.005
C2	1.508	3	90.5	0.218
C1	0.740	3	95.7	0.531

The ANOVA results indicate that trust (C4) in online alcohol purchases is significantly influenced by purchase frequency ($p < 0.001$), suggesting that at least one group exhibits a notable difference in trust levels. Similarly, perceptions of online alcohol retailers' efficiency (C3) also vary significantly across purchase frequency groups ($p = 0.005$), implying that how often consumers buy alcohol online affects their evaluation of retailer efficiency. In contrast, electronic word-of-mouth (C5), convenience (C2), and user-generated content (C1) show no significant differences ($p > 0.05$), indicating that these factors remain relatively stable across different purchasing behaviors. These findings suggest that while trust and efficiency perceptions fluctuate based on shopping frequency, online reviews, convenience, and UGC are less affected by how often consumers engage in online alcohol purchases.

Table 4.4.2 Online purchase frequency & Influential factors

Group Descriptives

	8. How frequently do you purchase or plan to purchase alcohol online?	N	Mean	SD	SE
TR	Daily	32	3.14	0.735	0.1300
	Weekly	82	3.29	0.636	0.0703
	Monthly	88	3.01	0.779	0.0830
	A few times a year	36	2.66	0.811	0.1351
EFF	Daily	32	2.93	0.843	0.1491
	Weekly	82	3.22	0.720	0.0795
	Monthly	88	3.02	0.754	0.0804
	A few times a year	36	2.68	0.750	0.1250

The analysis shows that weekly buyers demonstrate the highest level of trust (TR) in online alcohol purchases, with a mean score of 3.29, whereas infrequent buyers (those purchasing only a few times a year) report the lowest trust levels (Mean = 2.66). The statistically significant p-value confirms that trust in online alcohol transactions varies across purchase frequency groups. Similarly, weekly buyers perceive online alcohol retailers as the most efficient (EFF) (Mean = 3.22), while infrequent buyers hold the lowest perception of efficiency (Mean = 2.68). These findings suggest that frequent online alcohol purchasers tend to have greater confidence in both retailer reliability and service efficiency, whereas those who buy less frequently remain more sceptical.

CHAPTER V
CONCLUSIONS

5.1 Implications

The descriptive analysis revealed that middle-aged consumers (30–39 years old) constitute the largest segment of online alcohol buyers, followed by those aged 40–50. Convenience emerged as the primary motivation for online shopping, while pricing, product variety, and the desire to avoid social interaction also played significant roles in shaping consumer preferences. Beer and Chinese liquor were the most frequently purchased alcohol types, emphasizing the impact of cultural preferences on online alcohol consumption.

PCA results identified five key components—User-Generated Content (UGC), Convenience (CONV), Efficiency (EFF), Trust (TR), and Electronic Word-of-Mouth (eWOM)—as significant influences on consumer decision-making. Among these, UGC exhibited the highest factor loading, underscoring its critical role in shaping consumer confidence in influencers' opinions and recommendations.

ANOVA results further emphasized the significance of trust and efficiency, demonstrating that purchase frequency significantly affects trust levels ($p < 0.001$) and perceptions of efficiency ($p = 0.005$). Frequent buyers (weekly purchasers) reported the highest trust and efficiency ratings, whereas infrequent buyers (a few times a year) had the lowest scores, suggesting that regular engagement with online alcohol shopping fosters consumer confidence and enhances perceived service quality.

However, linear regression results indicated that trust (TR) was the only significant predictor of purchase intention ($p = 0.005$, $\beta = -0.2142$), while eWOM, convenience, efficiency, and UGC did not exhibit statistically significant effects. This finding suggests that while various factors contribute to the online shopping experience, trust remains the most critical determinant of purchase intention. The model's low explanatory power (adjusted $r^2 = 3.31\%$) suggests that external factors not examined in

this study—such as pricing strategies, brand reputation, regulatory constraints, or personal income—may have a greater impact on online alcohol purchasing behavior.

In conclusion, trust emerges as the most influential factor driving online alcohol purchases, while convenience, efficiency, and online reviews contribute to the shopping experience but do not directly determine purchase intention. These findings underscore the importance of secure transactions, verified product authenticity, and strong brand credibility in fostering consumer trust and encouraging online alcohol purchases. Future research could incorporate additional moderating variables or alternative methodological approaches to further refine the understanding of consumer decision-making in this market.

5.2 Limitations and further directions

While this study offers valuable insights into the factors influencing online alcohol purchase intention, certain limitations must be acknowledged. First, the low explanatory power of the regression model (adjusted r^2 = 3.31%) indicates that key external factors were not accounted for in this analysis. Variables such as pricing strategies, brand reputation, regulatory constraints, social influences, and personal income levels may exert a greater influence on consumer behavior. Future studies should incorporate these factors to develop a more comprehensive model that better explains variations in purchase intention.

Second, as the study focused exclusively on consumers in Shaanxi Province, China, its findings may not be generalizable to broader populations. Cultural preferences, purchasing habits, and trust levels may vary significantly across regions and countries due to differences in market conditions, economic structures, and regulatory environments. To enhance applicability, future research should adopt a cross-regional or international approach to explore how geographic and cultural differences shape online alcohol purchasing behavior.

Third, self-reported survey data introduces the possibility of response bias, as participants may overstate or understate behaviors and attitudes due to social desirability. Furthermore, the reliance on Likert-scale responses may limit the depth of

understanding regarding individual motivations and decision-making processes. Future research could benefit from qualitative methodologies, such as in-depth interviews or focus groups, to capture nuanced consumer perspectives that quantitative approaches alone may not fully reveal.

Additionally, while trust (TR) emerged as the most significant predictor of purchase intention, this study did not examine potential moderating or mediating effects between trust and other factors. Future research could apply structural equation modelling (SEM) or mediation analysis to explore whether elements such as brand credibility, product reviews, and regulatory assurances strengthen or weaken the relationship between trust and purchase intention.

Moreover, evolving consumer behavior over time, particularly in response to technological advancements and digital transformation, was not addressed in this study. As digital payment systems, AI-driven recommendations, and blockchain-based product authentication continue to grow, their impact on consumer trust and purchase decisions wants further examination. Longitudinal studies could track how shifting consumer preferences and technological innovations influence online alcohol sales over time.

Finally, while this study identified trust as the primary driver of purchase intention, other psychological and behavioral factors—such as perceived risk, brand loyalty, and emotional attachment to alcohol brands—remain unexplored. Future research could integrate consumer psychology and behavioral economics perspectives to offer a more holistic understanding of online alcohol purchasing behavior.

In conclusion, future studies should aim to broaden the scope of influencing factors, explore geographic and cultural variations, incorporate qualitative research methods, investigate moderating effects, and account for emerging technological trends. Addressing these aspects would enhance the robustness of research on online alcohol purchasing behavior and provide more actionable insights for businesses and policymakers navigating this evolving market.

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APPENDICES

Screening question

1. Are you 18 years old or older?

    Yes (Proceed to the next question) No (Terminate the survey.)

2. Have you ever purchased alcohol online?

    Yes (Proceed to the questionnaire) No (Go to the next question.)

3. Do you intend to purchase alcohol online in the future?

    Yes (Proceed to the questionnaire) No (Terminate the survey.)

General question

4. How often do you purchase products online?

    Daily

    Weekly

    Monthly

    A few times a year

5. What is your primary reason for choosing to shop online instead of in-store?

    Convenience (e.g., saving time, easy access)

    Reasonable price

    Wider product selection

    Avoid social interaction

    Other (please specify)

6. When purchasing alcohol online, how long do you expect the delivery to take?

    (1) With 24 hours

(2) 1-2 days

(3) 3-5 days

(4) More than 5 days

7. How frequently do you purchase or plan to purchase alcohol online?

Daily

Weekly

Monthly

A few times a year

8. What type of alcohol do you purchase most frequently?

Beer

Wine

Spirits

Other (please specify)

9. How often do you consume alcohol?

Daily

Weekly

Monthly

A few times a year

10. if you only buy a few brands or like to experiment

Few brands

Experiment

Specific question

Efficiency

11. EFF1: I think online alcohol retailers are faster to process my order than in-store.

SD

D

A

SA

12.EFF2: I think purchasing alcohol online is saving me money.

13. EFF3: I think online alcohol retailers provide efficient customer service and support.

14. EFF4: I think online alcohol retailers handle problems more quickly.

15. EFF5: I prefer to buy alcohol at online stores where the delivery speed meets my expectations.

Trust

16. TR1: I trust that the alcohol I purchase online is not counterfeit.

17. TR2: I believe that online alcohol retailers will handle my personal information responsibly.

18. TR3: I feel secure making payments on online alcohol shopping platforms.

19. TR4: I think online alcohol retailers will obey the law and regulation.

20. TR5: I prefer to buy alcohol at online stores that have official certifications.

Convenience

21. CONV1: I can easily find my preferred alcohol product online.

22. CONV2: I can use more payment methods when buying alcohol online.

23. CONV3: I think the online alcohol purchasing process is easy to use

24. CONV4: Online alcohol shopping reduces the effort required compared to in-store shopping.

25. CONV5: I prefer to purchase alcohol at online stores that have a user-friendly website or application interface.

Electronic Word-of-Mouth

26. eWOM1: Online customer reviews help me make better decisions when purchasing alcohol.

27. eWOM2: I will discuss with other members in social media groups before deciding which alcohol to buy.

28. eWOM3: Negative online reviews discourage me from purchasing alcohol online.

29. eWOM4: I trust reviews from verified buyers more than anonymous online comments.

30. eWOM5: I prefer to purchase alcohol at online stores that have a higher rating and positive reviews.

User-generated content

31. UCG1: Watching short videos (e.g., TikTok, Instagram Reels, or YouTube) featuring alcohol products influences my purchase decisions.

32. UCG2: I have the desire to buy an alcohol product in the process of the live streaming.

33. UCG3: The influencer's opinion and post will affect my decision to make the online alcohol purchase.

34. UCG4: Special promotions or discounts offered in live streams or other content are attractive to me.

35. UCG5: I prefer to purchase alcohol at the online store or platform that was mentioned in professional content.

Purchase intention

36. PI1: I am likely to purchase alcohol online in the next three months.

Demographic question

37. How old are you?

    18-28

    29-40

    41-50

    Above 50

38. What is your gender?

Male

Female

39. What is your education level?

No college

Bachelor

Graduate

PhD

40. What is your income level monthly?

Below 4,000 ¥

4,001- 6000 ¥

6,001-8,000 ¥

Above 8,000 ¥