

Influencing factors of supermarket purchase decision-making process in China: A case study of Pangdonglai supermarket

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Keywords: Consumer Purchase Decision; Influencing Factors; Consumer Behavior

Abstract: As an important part of the retail industry, China's supermarket industry has experienced rapid development and transformation in recent years. Driven by sustained economic growth and diversified consumer demand, the industry market size has exceeded one trillion yuan and maintained a stable growth rate. The case of Fat Donglai, a well-known brand in the region, is representative of the industry. Its supply chain management, product selection strategy and service system experience provide reference for the industry, and also reflect the common problems faced by the whole industry. This study conducted a questionnaire survey on 400 consumers through a combination of field and online research to explore the impact mechanism of marketing strategy, employee training and service quality on market demand. The empirical analysis shows that: (1) layout design (Beta=0.251), atmosphere creation (0.273), cleanliness (0.263), commodity display (0.451) and convenience of moving line (0.140) in the store environment significantly affect the purchase decision; (2) In product attributes, quality freshness (Sig=0.025), category diversity (0.042), brand packaging (0.035), pricing promotion (0.002) and inventory level (0.004) have significant effects, among which pricing strategy has the strongest influence (Beta=3.92); (3) Among consumer characteristics, demographic statistics (Beta=0.305), psychological characteristics (0.335), cultural and social factors (0.314) and past shopping experience (0.103) are all predictive. The research implications include: providing data support for enterprises to formulate precision marketing strategies, improving operational efficiency by optimizing product mix and promotional activities; Enhance customer satisfaction and loyalty by improving the shopping environment and service quality; drive the industry's transformation towards efficiency, personalization, and digitalization. The results reveal the inherent law of consumer behavior, and provide theoretical basis and practical reference for the innovation and development of supermarket enterprises and industry upgrading.

1. Introduction

In recent years, the supermarket market in China has shown a strong growth momentum and become a bright pearl on the global economic map. According to statistics, the compound annual

growth rate of the supermarket market in China has been rising continuously in recent ten years, which not only reflects the vigorous development of China's economy, but also reveals the profound changes of consumers' shopping behavior and preferences. Compared with other countries, consumers' buying behavior in China is unique. For example, compared with western consumers, China consumers pay more attention to the cost performance and shopping experience, and are more willing to pay a premium for high-quality and high-service products. In particular, the unique business model and successful experience of emerging supermarket brands like Pang Donglai have not been fully analyzed and summarized. Therefore, the purpose of this study is to fill this gap. Through the in-depth analysis of Pang Donglai's supermarket purchase decision-making process, it reveals the key factors that affect consumers' supermarket purchase behavior in China, and provides useful reference for the sustainable development of the supermarket industry.

The main problems of this study are: firstly, determine the key factors that affect customers' purchase decision in Pangdonglai supermarket, and compare the importance of different factors. Specifically, "What are the key factors that affect consumers' purchase decision in Pangdonglai supermarket?" "How do the store environment, product attributes, consumer characteristics, marketing strategies, employee training and service conditions affect these purchase decisions individually and collectively?" "What is the relative importance of each factor?"

The significance of this research. The purpose of this study is to deeply explore the factors that affect the purchase decision-making process of supermarkets in China, and make a concrete analysis by taking Pangdonglai Supermarket as an example. The purchase decision-making process involves a series of psychological and behavioral activities of consumers from the generation of demand to the final implementation of purchase behavior, which is influenced by many factors. Through the study of these factors, we can better understand consumers' buying behavior patterns and provide targeted marketing strategies and management suggestions for supermarkets.

This research is of great significance and has great potential benefits for different stakeholders:

Supermarket operators: On the theoretical level, this study provides a solid theoretical basis for operators to understand consumer behavior and help them grasp the logic of consumer decision-making from the root. For example, if consumers of a certain age group are found to be sensitive to specific product types and price ranges, supermarkets can adjust their product mix and pricing strategies accordingly. In marketing strategy, according to consumers' preferences for shopping environment and service quality, we should optimize the store layout, strengthen staff training and enhance consumers' shopping experience, thus effectively improving product sales and market share.

Consumers: This study helps consumers make more rational purchase decisions. By understanding the factors that affect the purchase decision, consumers can more clearly identify their real needs and preferences, and are no longer easily distracted and misled by unnecessary marketing in the shopping process. For example, knowing that you value product quality and brand culture more than price promotion, you can make choices that are more in line with your own needs and improve shopping satisfaction when facing a wide variety of products and various promotional activities.

Industry-wide: The survey results are not only applicable to the supermarket industry, but also to other retail industries. From the perspective of supermarket industry, enterprises can learn from the research results to optimize their own business model, such as improving marketing strategies, strengthening staff training, improving service quality, etc., so as to enhance the competitiveness of the whole supermarket industry. From the retail industry as a whole, other retail enterprises can improve the service quality, staff training and shopping environment by learning from the successful experience of Pangdonglai Supermarket, and promote the development of the entire retail industry in a more efficient and high-quality direction.

The potential impact of this study is mainly reflected in the following aspects: the impact on the supermarket industry: this study provides a direction for the supermarket industry to improve its

marketing strategy and operation management by revealing the key factors that affect the purchase decision. Supermarkets can adjust the display of goods, optimize the shopping environment and improve the service quality of employees according to the research results, so as to improve the purchasing experience and satisfaction of consumers. Impact on consumers: This study helps consumers make more rational purchase decisions. By understanding the factors that affect the purchase decision, consumers can more clearly determine their needs and preferences and avoid unnecessary marketing interference and misleading. Influence on academic research: This study provides a new perspective and method for the study of purchase decision-making process. Through the empirical analysis of Pangdonglai supermarket as an example, this study provides new empirical support and theoretical contribution for the development of purchase decision theory. Socio-economic impact: This study helps to promote the healthy development of retail industry and the stable growth of social economy by improving the competitiveness and consumer satisfaction of supermarket industry. As one of the important places of consumption, the improvement of supermarket operation efficiency and consumer satisfaction will have a positive impact on the whole social economy. It points out the direction for the supermarket industry to improve its marketing strategy and operation management, and helps the supermarket optimize its shopping experience. It helps consumers make more rational decisions and clarify their needs and preferences; It provides a new perspective and method for the study of purchase decision-making process and promotes the development of theory. Enhance the competitiveness and consumer satisfaction of the supermarket industry, thereby promoting the healthy development of the retail sector and the stable growth of the social economy.

2. Research objectives

The purpose of this study is to analyze the case of Pangdonglai Supermarket, deeply discuss the influence of store environment, product attributes, consumer characteristics, marketing strategy, staff training and service status on the market demand of the supermarket industry, and provide useful reference and enlightenment for the supermarket industry. The objectives of this study include:

- 1) "Identify the key factors that affect consumers' purchasing decisions in the supermarket industry."
- 2) "Analyze the influence of these factors on consumers' purchase decisions and explore the relationship between them."
- 3) "Make sure that various factors are influencing consumers' purchase. Relative importance in decision making. "

3. Literature review

3.1 Store atmosphere

As an important part of consumers' shopping experience, store atmosphere has always been the focus of research.

Impact of layout:

Liu, Huang(2022) deeply studied the influence of physical environment on consumers' perception and behavior, including layout, design and atmosphere. In layout design, it is very important to reasonably divide the display areas of commodity categories, such as Pangdonglai Supermarket, with clear division to ensure that customers can quickly locate the goods they need, save shopping time and improve shopping efficiency. The circulation design can't be ignored either. We should scientifically plan customers' walking routes in the store, guide customers to browse more product areas naturally, and increase potential buying opportunities. The spacious aisle design avoids the

feeling of crowding when customers shop, and significantly improves the shopping comfort.

Lighting factors:

Lighting factors in environmental design, using soft and bright lighting, create a warm and comfortable shopping environment, make consumers more willing to stay, thus increasing the possibility of buying. Many studies show that a good store atmosphere can not only improve consumer satisfaction, but also effectively promote consumers' purchase decisions, which has a positive impact on the operating performance of supermarkets.

3.2 Product attributes

Product attributes are one of the core factors that affect consumers' purchasing decisions. As an important part of marketing, product planning and management includes product positioning, product line management and product life cycle management. Li and Li, Kim(2023) pointed out in "Research on Innovation Management of Science and Technology Products" that reasonable product planning can accurately meet the diverse needs of different consumers and greatly enhance the competitiveness of products. For example, the operation of supermarkets, according to the characteristics of consumers' demand for different categories of products, carries out accurate product positioning, launches products that meet consumers' preferences, and optimizes product lines. Simultaneously, pay attention to the product life cycle, adjust the product strategy in a timely manner, and adopt corresponding marketing methods at various stages of the product. Through effective product attribute management, supermarkets can better match consumers' needs, enhance market competitive advantage, and provide consumers with product choices that are more suitable for their needs, thus affecting consumers' purchase decisions.

3.3 Consumer behavior theory

Consumer behavior theory provides a theoretical framework for understanding consumers' purchasing decisions from multiple dimensions.

Demand hierarchy theory:

The hierarchy of needs theory put forward by Ottolewa and Riera (2023) shows that people's needs gradually evolve from basic physiological needs to higher self-realization needs. In the supermarket scene, Pangdonglai Supermarket meets consumers' needs at different levels through rich product categories and diversified services, thus affecting consumers' purchase decisions.

Perceived value theory:

Consumers make purchasing decisions based on perceived value, and supermarkets can effectively improve consumers' perceived value and promote purchasing behavior by providing high-quality and cost-effective goods and services. The theory of social identity shows that consumers' purchasing behavior is easily influenced by social groups, and they pursue behaviors and choices consistent with the groups. Supermarkets can create a positive brand image and community atmosphere, which can attract and retain customers with common values and consumption habits. In addition, cultural factors have a profound influence on consumers' behavior. Consumers with different cultural backgrounds have different values and consumption habits. In the operation of supermarkets, local cultural factors are fully considered to match consumers' cultural identity and preferences, which is helpful to improve consumers' identity and then affect their purchase decisions.

3.4 Market strategy

Marketing strategy plays a key role in attracting consumers and increasing market share.

Marketing:

Guo and Yang (2022) emphasized the importance of adequate market research and analysis before marketing. Through a comprehensive understanding of target customers, competitors' needs and market trends, you can lay the foundation for effective promotion strategies. Market survey includes many methods, such as questionnaire survey and interview. , to obtain information on consumer demand and purchase behavior.

Marketing strategy theory:

In marketing strategy theory, the classic 4P theory (product, price, channel and promotion) provides a basic framework for supermarket marketing. Supermarkets need to accurately locate products, formulate reasonable pricing strategies, expand diversified sales channels and plan effective promotion activities. At the same time, SWOT analysis helps supermarkets identify their own strengths, weaknesses, opportunities and threats, while STP theory guides supermarkets to conduct market segmentation, target market selection and market positioning, so as to formulate more targeted marketing strategies to meet consumers' needs, improve market competitiveness and influence consumers' purchase decisions.

3.5 Staff training

Staff training is an important means to improve the service quality and operation efficiency of supermarkets. The purpose of training is to improve work efficiency, and employees can quickly master the correct working methods through training, thus reducing work mistakes and waste of resources. Zhong and Deng (2023) show that training can enhance organizational competitiveness, improve the overall quality of employees, and make supermarkets have an advantage in the market. From the perspective of employees' personal growth, training provides employees with opportunities for learning and development and helps them develop their careers.

Adult learning theory:

It is emphasized that adult learning is self-oriented, experience-based and practical application-oriented, and these characteristics should be fully considered in the training process, and appropriate training methods and strategies should be adopted. Chen (2022) pointed out that training demand analysis is the basis for making training plans. By analyzing organizational goals, employees' current abilities and future needs, training content and focus are determined to ensure the pertinence and effectiveness of training, thus improving employees' service level and influencing consumers' shopping experience and purchase decisions.

3.6 Service status

Service status is directly related to consumers' shopping experience and satisfaction. Abkowitz and Tozzi (2022) pointed out that service reliability is a key ability of service providers, that is, to provide services in the promised way, time and place with fewer failures and mistakes. In supermarket operation, ensuring timely supply of goods and smooth checkout process are examples of service reliability. Effective communication and interaction are also the core elements to improve service quality. Wang, Zhou and others (2020) believe that service providers should communicate clearly and accurately, actively listen to customers' needs and provide solutions. In the supermarket scene, good communication and interaction between employees and consumers can solve consumers' problems in time, improve consumers' goodwill and loyalty to the supermarket, and thus have a positive impact on consumers' purchase decisions.

3.7 Purchase decision

The decision-making process of consumers' purchase is a complex behavioral process, and the

consumer behavior theory provides an important perspective for studying this process. Kassarian (1982) pointed out that the theory of consumer behavior has gradually evolved from a grand formal method to an intermediate range theory, which is fragmented, but it helps to understand the decision-making process of consumers more deeply. In the supermarket industry, consumers' purchasing decisions are influenced by many factors, including product attributes, store atmosphere, marketing strategies, service conditions and so on. Studying the purchase decision-making process can help supermarkets understand consumers' psychological and behavioral activities from demand generation to final purchase, and clarify the mechanism of various factors in the decision-making process, so as to formulate more accurate marketing strategies, optimize the shopping environment and service quality, meet consumers' needs, improve consumers' satisfaction and loyalty, and promote consumers' purchase behavior. As shown in Figure 1:

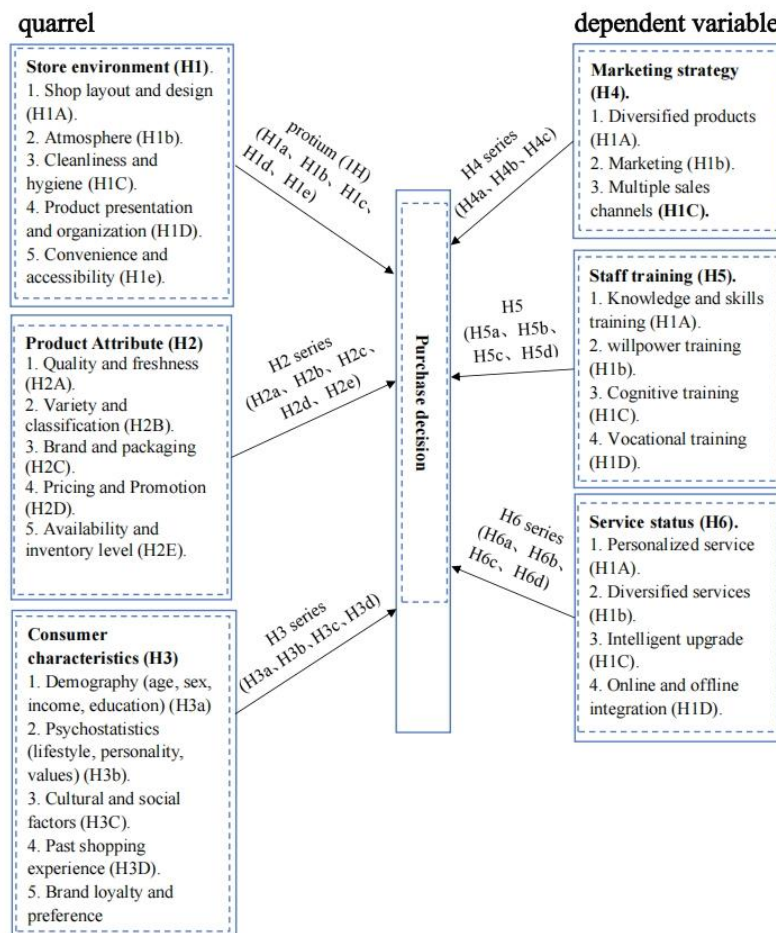


Figure 1: Conceptual framework

4. Method

4.1 Research design

This study is a survey using closed questionnaire as a data collection tool.

Use validity test and reliability test for quality evaluation.

Validity test: check the questionnaire. Before the formal implementation of the questionnaire, the investigators will conduct a pretest to evaluate the feasibility, accuracy and clarity of the questionnaire. The effectiveness of measuring instruments is evaluated through the interpretation and discussion of

the effectiveness test results.

The conclusion is that the result of validity test is consistent with the research hypothesis, so the measurement tool has good validity. In this study, the researchers correctly analyzed the content by considering the opinions of the tutor. Questionnaires and problem statements in thesis research are developed based on these reviews.

Reliability test: Cronbach's alpha coefficient is used to measure the reliability of the questionnaire. Therefore, when the alpha value must be between 0.7 and 1.00, the questionnaire will be approved. The researchers conducted a pilot project on 30 eligible individuals, who were not in the sample of this study.

4.2 People and samples

Population: It collects data of consumers of different ages. The people group and the sample group are the customers group of Pangdonglai supermarket with simple RAND OM sampling, in which according to the formula, the confidence level is 95%, the error range is +5, the sample size is driven, and the population is 400.

Sample: In order to ensure that the sample of 400 customers can represent the target group of Pangdonglai supermarket, this study will adopt the method of stratified random sampling. Two.

4.3 Data collection tools

A total of 400 questionnaires were collected and analyzed, which is a survey using closed questionnaires as data collection tools.

4.4 Data analysis technology

Firstly, descriptive statistics are used to summarize and summarize the basic characteristics of data. This includes calculating the measures of center trend, such as mean, median and mode, and the measures of dispersion, such as standard deviation, variance and interquartile spacing. In addition, we will draw histograms, box charts, scatter charts and other graphs to visualize the distribution and relationship of data. The application of descriptive statistics will help us to understand the basic situation and characteristics of customers' purchase decision-making process in Pangdonglai supermarket.

Secondly, in order to study the factors that affect the purchase decision more deeply, we will use multiple regression analysis. Multiple regression analysis is a statistical method used to study the relationship between one or more independent variables (such as age, gender, income level, purchase frequency, etc.) and a dependent variable (such as purchase quantity, purchase intention, etc.).

4.5 Research results

Table 1: Hypothesis Test Results Based on Research Objectives

suppose	quarrel	dependent variable	result	Factor (β)	P value
H1: Impact of storage environment on purchasing environment					
Sign H1	Storage environment	procurement process	In the water tank	0.196	0.012*
H2: Influence of product attributes on purchasing environment					
H2 series	Product properties	procurement process	In the water tank	0.315	0.000**
H3: The influence of consumer characteristics on the purchasing environment					
H3 series	Consumer characteristics	procurement process	In the water tank	0,263	0.000**

•In table 1, literature research proves that the frequency and attractiveness of H4: marketing strategies (such as promotions, such as discounts, gifts, membership discounts, etc.) can positively promote consumers' buying behavior in Pangdonglai supermarket.

•H5: Pang Donglai's employee training indirectly affects consumers' purchasing decisions.

•H6: The improvement and upgrading of the service status of Pangdonglai Supermarket (such as personalized service and diversified service) has a positive impact on consumers' purchase decision.

The above three assumptions are also supported.

The factor of storage environment is 0.196, and the p value is 0.012, which is statistically significant. Inspiring, motivating and providing a good storage environment may bring a more efficient research environment. In addition, the storage environment also shows changes that affect the inside of the supermarket.

The factor of product attribute is 0.315, and the p value is 0.000, which is statistically significant. Commodity attributes have a strong positive impact on research efficiency. Good and powerful product attributes are very important to support the procurement process and achieve the research objectives.

The factor of consumer characteristics is 0.263, and the P value is 0.000, which is statistically significant. The in-depth study and performance of consumer characteristics have significantly improved the purchase process. Training seminars and guidance programs can improve the skills and knowledge of the procurement process, thus improving the ability to study procurement.

To sum up, the purpose of this study is to deeply explore the influence of store environment, product attributes, consumer characteristics, marketing strategies, employee training and service conditions on the market demand of supermarket industry.

5. Research and discussion

5.1 Interpretation and importance analysis of the research results

The results show that all these independent variables have significant influence on the dependent variables of purchasing decision, which verifies the validity of the hypothesis. Specifically, the cleanliness of store environment, the rationality of layout and the creation of shopping atmosphere have a positive impact on consumers' purchase intention. The diversity of product attributes, the rationality of quality and price are also important factors that consumers need to consider when choosing to buy. The characteristics of consumers, such as age, gender, income level and shopping habits, all affect their purchasing decisions to some extent. In addition, the marketing strategies of supermarkets, such as promotional activities, membership and advertisements, have effectively stimulated consumers' desire to buy. The perfection of staff training and professionalism of service attitude have significantly improved consumers' shopping satisfaction and loyalty. Finally, the timeliness and personalization of service status also have a positive impact on consumers' purchase decisions.

The results of this study not only confirm the influence of store environment, product attributes, consumer characteristics, marketing strategy, employee training and service status on the supermarket purchase decision-making process, but also further reveal the important role of these factors in the market demand of supermarket industry. These findings are of great practical significance to supermarket managers and marketers, and help them to grasp the needs of consumers more accurately and formulate effective marketing strategies and management measures.

Compared with the existing research, this study has made contributions in the following aspects: First, this study takes Pangdonglai supermarket as an example and makes an in-depth case analysis, which provides rich data support for the empirical research of the supermarket industry. Secondly,

this study comprehensively considers the influence of multiple independent variables on the purchase decision, avoids the limitations of single factor analysis, and reveals the complexity of the purchase decision process more comprehensively. Finally, this study combines the research results with the existing purchase decision theory and marketing theory, which provides new empirical evidence and theoretical support for the development of the theory.

5.2 Links to existing research and theories

The results of this study are closely related to the existing purchase decision theory and marketing theory. The purchase decision theory emphasizes that consumers are influenced by many factors, including personal, environmental and social factors. Independent variables in this study, such as store environment, product attributes and consumer characteristics, can be attributed to the specific performance of these factors. At the same time, marketing theory also emphasizes the important role of marketing strategy and customer service in improving consumer satisfaction and loyalty, which echoes the independent variables such as marketing strategy, employee training and service status in this study. In addition, this study also draws lessons from the research results of consumer behavior, psychology and other related fields, which provides a more comprehensive perspective for analyzing the purchase decision-making process. For example, the influence of age, gender and other factors in consumer characteristics on purchase decision can be explained by referring to the relevant theories in consumer behavior. At the same time, the cognitive dissonance theory and social identity theory in psychology can also provide useful theoretical support for understanding the psychological changes of consumers in the purchase process.

5.3 Limitations of the study

- Sample selection bias: This study uses stratified random sampling method to randomly select 400 customers from Pangdonglai supermarket as samples. However, due to time, resources and practical constraints, the sample may not fully represent the whole target group, especially those who don't go to the store or rarely show up. Solution: The sample size can meet the statistical requirements, and the universal applicability of the results can be improved by further expanding the space.

- Limitations of data collection methods: This study mainly collects data through questionnaires, which can directly obtain consumers' subjective feelings and attitudes, but it may also be affected by the deviation of answers. For example, consumers may give inaccurate or incomplete answers for various reasons, such as time limit and lack of understanding of the problem. Solution: The research combines the research results with the existing purchase decision theory and marketing theory, which provides new empirical evidence and theoretical support for the development of the theory.

- Limitations of variable selection: In the process of purchasing decision, there are many and complicated influencing factors. Although this study attempts to cover some major variables (for example, consumer characteristics, product characteristics, shopping environment, etc.), some important variables, such as consumer psychology and cultural context, may still be missed. These missing variables may have an impact on the research results. However, this study comprehensively considers the influence of multiple independent variables on the purchase decision, avoids the limitations of single factor analysis, and reveals the complexity of the purchase decision-making process more comprehensively.

- Applicability of the model: Multiple regression analysis is used to explore the influence of various factors on the purchase decision. However, due to the complexity and nonlinearity of the purchase decision-making process, the linear regression model may not fully capture the real relationship analysis between variables.

6. Research recommendations

According to the current research results, storage environment, product attributes and consumer characteristics all have a significant impact on the supermarket purchase decision-making process. The following are some suggestions for future research: For example, storage environment may indirectly affect consumers' evaluation of product attributes by affecting consumers' emotional state; Or different consumer characteristics may show different buying behaviors when faced with the same product attributes and storage environment. Therefore, future research can further explore the interaction between these variables in order to gain a more complete understanding of the purchase decision-making process.

6.1 Long-term recommendations

In view of the above limitations, future research can be improved and expanded in the following aspects:

Expand the sample size and scope: by increasing the sample size and expanding the sample size (for example, including online shoppers and consumers in other supermarkets, etc.), the universal applicability and accuracy of the research results can be improved.).

Adopt a variety of data collection methods: combining questionnaire, interview, observation and other data collection methods to obtain more comprehensive and accurate data information. In particular, big data and artificial intelligence technologies can be used to capture and analyze consumers' shopping behaviors and preferences.

Introduce more variables and complex models: introduce more variables that may affect the purchase decision (such as consumer psychology, cultural background, etc.).) into the study, and use more complex models and methods to analyze them, in order to reveal the internal mechanism of the purchase decision-making process more deeply.

Strengthen interdisciplinary cooperation: the purchase decision-making process involves knowledge from multiple disciplines (such as psychology, economics, sociology, etc.). Future research can strengthen interdisciplinary cooperation, comprehensively apply multidisciplinary theories and methods, and explore the influencing factors and mechanisms of the purchase decision-making process.

6.2 Short-term suggestions

Optimize the store environment. Improve the shopping experience: Supermarkets should pay attention to the cleanliness of in-store environment, the rationality of layout and the creation of shopping atmosphere, and provide consumers with a more comfortable shopping environment by adding rest areas, optimizing shelf layout and improving lighting effects. Introduce scientific and technological elements: use intelligent navigation, self-checkout and other scientific and technological means to improve shopping convenience, reduce consumer waiting time and improve shopping efficiency.

Strengthen product attributes. Enrich product line: according to consumer demand, increase product types and brands to meet the individual needs of different consumers. Improve product quality: strictly control product quality, ensure products are fresh, safe and healthy, and enhance consumer trust. Reasonable price strategy: according to the market situation and consumer purchasing power, formulate reasonable price strategy to attract more consumers.

Accurately locate consumers. Segmentation of consumer market: through data analysis, identify the characteristics and needs of different consumer groups and conduct market segmentation. Personalized marketing: develop personalized marketing strategies for different consumer groups,

such as membership, coupons, points redemption, etc. , improve consumer satisfaction and loyalty.

Innovative marketing strategy. Online and offline integration: Combine online e-commerce platform and offline physical store to realize seamless connection between online and offline and provide consumers with a more convenient shopping experience. Social media marketing: Use social media platform for brand promotion and marketing activities to improve brand awareness and influence. Festival promotion: Carry out promotion activities in important festivals and special periods to attract consumers' attention and increase sales.

Strengthen staff training. Enhance service awareness: Enhance employees' service awareness and improve service quality and level through training. Professional skills training: professional skills training is carried out for different positions to improve the professional quality and business ability of employees. Incentive mechanism: establish an effective incentive mechanism to stimulate the enthusiasm and creativity of employees and improve the overall efficiency of the team.

Improve service conditions. Timely response to consumer demand: establish a rapid response mechanism to respond to consumers' inquiries and complaints in time to improve consumer satisfaction. Personalized services: provide personalized services according to consumers' needs and preferences, such as customized products and exclusive shopping consultants. After-sales service guarantee: establish a perfect after-sales service system to provide consumers with after-sales service guarantee such as return, exchange and maintenance, and enhance consumers' trust.

To sum up, applying the research results to practice, supermarkets can improve consumers' willingness to buy and satisfaction by optimizing the store environment, strengthening product attributes, accurately positioning consumers, innovating marketing strategies, strengthening staff training and improving service conditions, thus promoting the healthy development of the supermarket industry.

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