

Factors Influencing the Purchase Decision of Smartphone Consumers Under Online Shopping: Case of Huawei as an Example

Lishan Yang^{1, a, *}, Xuegang Zhan^{1, b}

¹Rattanakosin International College of Creative Entrepreneurship, Rajamangal University of Technology Rattanakosin, Nakhon Pathom 73170, Thailand

^a1652110471104@rmutr.ac.th, ^bxuegang.zhan@rmutr.ac.th

*Corresponding author

Abstract

Online shopping is an important way for China residents to consume. The purposes of this article are to (1) explore the influence of different value factors on the perceived conditions and reputation of Huawei smartphone network consumers; (2) explore the influence of Huawei smartphone network consumers' perceived conditions and reputation on their purchase decisions; and (3) provide targeted strategic suggestions for smartphone manufacturers and consumers. We used quantitative research methods and computer statistical analysis software to analyze the data of 413 valid questionnaires. The results revealed that (1) on the issue of affecting Huawei's smartphone network consumer perception (conditional perception, word-of-mouth perception): the functional value, emotional value, cognitive value, and social value of smartphones have a significant positive impact on conditional perception and word-of-mouth perception; (2) on the issue of affecting Huawei's smartphone network consumer perception conditions and word-of-mouth perception on their purchasing decisions: conditional perception and word-of-mouth perception of smartphones have a significant positive impact on online consumer purchasing decisions; (3) on the issue of providing targeted recommendations, suggestions include manufacturers strengthening the online dissemination of smartphone value elements, rational selection of smartphones that can fully demonstrate value by online consumers, and strengthening cognitive perception and word-of-mouth perception.

Keywords

Online shopping, Huawei smartphone, condition perception, word-of-mouth perception, consumer purchasing decision.

1. Introduction

1.1. Research Background

With the popularization and application of the Internet, online shopping has increasingly become an important way for Chinese residents to consume. As one of the main products in online shopping, smartphone purchasing decisions have always been a focus of public attention. Huawei mobile phones are part of Huawei's consumer business and began officially developing and launching smartphone products in 2003. To respond to and attract online shopping consumers, Huawei has been operating its own online shopping channel - Huawei Mall since 2012, and has opened online channels for purchasing smartphones on Chinese e-commerce platforms such as Taobao and Jingdong. According to incomplete statistics, the proportion of consumers who purchase Huawei smartphones online is as high as 46% (Counterpoint, 2019).

From "unknown" to "astonishing", Huawei smartphones have become extremely popular in the context of online shopping in China, attracting numerous online shopping consumers and being known as the "Huawei mystery" (Ofek et al., 2018). So, how can Huawei phones attract a large number of buyers to make purchasing decisions when sold online? In other words, what are the factors that influence the purchasing decisions of smartphone consumers under online shopping? This article takes Huawei smartphones as an example to explore the influencing factors of smartphone consumer purchasing decisions in online shopping. The research conclusions drawn are conducive to revealing the "Huawei mystery" from the perspective of purchasing decisions, enriching the literature on the influencing factors of emerging smartphone online shopping purchasing decisions, and providing ideas for how smart phones can actively attract and effectively stimulate online consumers to make purchasing decisions.

1.2. Research Objectives

The research objectives of this study were: (1) explore the impact of value factors on the perceived conditions and reputation of smartphone network consumers; (2) explore the impact of smartphone network consumers' perceived conditions and reputation on their purchasing decisions; and (3) provide targeted strategic recommendations for smartphone manufacturers and consumers to promote more effective online promotion and brand marketing.

2. Literature Review

2.1. Consumer Value Theory

The consumption value theory can be traced back to the consumption value perspective proposed by Rokeach (1973), which defines consumption value as the benefits that consumers obtain from a specific product or brand, and the process of consumer purchasing decisions is the process of exploring product value. In other words, consumer value is the main driving force behind consumer purchasing behavior. Continuing this approach, Sheth, Newman, & Gross (1991) and others systematically developed the Consumer Value Theory and, through research on consumer decision-making processes in over 200 business scenarios, identified five value factors that influence consumer purchasing decisions, namely functional value, emotional value, cognitive value, social value, and conditional value. Among them, functional value reflects the natural or quality attributes of the product itself. Consumers influence purchasing decisions by perceiving or evaluating the utility brought by product functionality; Emotional value highlights the utility that consumers can gain from choosing products based on their emotions or experiences. A better emotional value of a product helps consumers make purchasing decisions more quickly; Cognitive value presents whether a product can bring value that satisfies consumers' curiosity; Social value reflects the value of whether a product can meet the social status or image enhancement needs of consumers; Conditional value refers to the consumer's perception of the effectiveness of a product in a specific context. The above values determine consumer purchasing decisions.

2.2. Network Word-of-mouth Theory

The online word-of-mouth theory is a theory derived from the new context of online shopping, which originated from the word-of-mouth marketing perspective proposed by Hovland et al. (1953). Word of mouth marketing believes that consumers rely more on word-of-mouth effects in the purchasing decision-making process, and only products with persuasive communication will be accepted by consumers. In the context of online shopping, the theory of online word-of-mouth is gradually taking shape.

Scholars represented by Godes and Mayzlin (2004) believe that online word-of-mouth perception has significant value in consumer purchasing decisions. By leveraging the advantage of easy dissemination of online information, consumers are more likely to receive feedback

from online customers regarding their products. Online word-of-mouth enables them to perceive rich consumer generated content, including product reviews, recommendations, and experience sharing, which in turn affects online consumer purchasing decisions. From a specific perspective, the perception of generating online reputation mainly comes from professionalism and credibility. Professional and trustworthy word-of-mouth information and perception about products are generally considered to have more reference value for purchasing decisions, so online word-of-mouth theory can better explain the consumer decision-making process in the online shopping environment.

2.3. Purchase Decision

Purchasing decision is an academic term in consumer behavior, also known as consumer purchasing decision, which is the core of consumer purchasing behavior. Demby (1974) believes that purchasing decisions are the decision-making process of purchasing goods for one's own needs. Fazio and Williams (1980) believe that purchasing decision is the behavior of consumers who have a purchasing intention and choose to purchase a product. Engel & Blackwell (1984) argue that consumer purchasing decisions refer to the purchasing behavior in which consumers compare different purchasing options within their budget and meet their own needs, in order to generate the final purchasing decision and maximize their own benefits. In short, purchasing decisions are often seen as the process by which consumers choose and purchase specific products.

2.4. Consumption Value

Consumption value, also known as consumer value, is a series of benefits that consumers obtain from a specific product or service. When consumers obtain high value benefits from a specific product or service, they often have purchasing intentions and make decisions to purchase the product or service. In traditional shopping environments, consumer value generally includes functional value, emotional value, cognitive value, social value, and conditional value. But with the rapid development of online shopping, consumers can obtain richer product value information than before, including word-of-mouth information from other consumers with stronger professionalism and reliability. These contents bring online word-of-mouth value, promote consumer value evaluation and realization, and affect consumer online purchasing decisions (Dwyer, 2007; Song and Kim, 2022). Therefore, the consumption value in the context of online shopping can also include functional value, emotional value, cognitive value, social value, conditional value, and word-of-mouth value.

Functional value: It is the utility evaluation of the natural and quality attributes of a product or service by consumers when purchasing it, in order to make value decisions. Sheth, Newman, & Gross (1991) argue that functional value refers to the utility perceived by consumers in terms of product or service functionality, efficacy, quality, and other aspects. Sweeney & Soutar (2001) argue that functional value is primarily reflected in the quality and price associated with a product or service.

Emotional value: Refers to the emotional or experiential perceived utility that consumers obtain when purchasing a product or service. Khan & Mohsin (2017) believe that emotional value is the value of obtaining emotional satisfaction from a product or service. When consumers can derive joy and satisfaction from specific products or services, emotional value will manifest and stimulate them to make purchasing decisions.

Cognitive value: Also known as novelty value, refers to the value that a product or service can bring to consumers to satisfy their curiosity and novelty. Morar's (2013) study suggests that cognitive value is an important component of consumer value, and higher cognitive value means that products or services can satisfy consumer novelty.

Social value: Refers to the utility of a product or service in meeting the needs of consumers for improving their social status or social image. When a product or service can improve consumer social status or meet their own needs, it represents that the relevant product or service has a certain social value.

Conditional perceived value: Refers to the perceived utility of a product or service by consumers in a specific context. Goncalves, Lourenco & Silva (2016) pointed out that when a product or service has certain external subsidies, discounts, or new models, it has a new utility in a specific context, and the corresponding conditional value will be apparent, making it easier for consumers to make purchasing decisions.

Word of mouth perceived value: It refers to the trust utility that consumers perceive from products or services based on the professionalism and credibility of online content sharing.

2.5. Research Model and Research Hypotheses

There is already a wealth of research on consumer purchasing behavior. Based on the analysis and reference of previous research results, this article integrates consumer value theory with online word-of-mouth theory, and confirms six value factors that affect consumer purchasing decisions, namely functional value, emotional value, cognitive value, social value, conditional perceived value, and word-of-mouth perceived value, forming the theoretical framework of the entire article. Firstly, according to the S-O-R (stimulus individual response) theoretical framework (Robert & John, 1982), being stimulated by purchase value is the direct reason for consumers to make smartphone purchase decisions. When smartphones can bring the above-mentioned value to online consumers, it will strengthen their perception of the value of conditions and reputation, increase the probability of online consumers making purchasing decisions, and thus affect their purchasing decisions. Secondly, according to consumer value theory, consumer shopping decisions, including online smartphones, attach great importance to the consumption value of products or services, mainly including functional value, emotional value, cognitive value, social value, conditional value, etc. When smartphones can bring the above-mentioned value to online consumers, it can increase the probability of online consumers making purchasing decisions, thereby affecting consumer purchasing decisions. Furthermore, according to the theory of online word-of-mouth, in the context of online shopping, online consumers face richer evaluation and opinion information than before, which makes consumer purchasing decisions more susceptible to the influence of online word-of-mouth. Therefore, in the face of the new scenario of online shopping, the functional value, emotional value, cognitive value, and social value of smartphones will promote online consumer conditions and reputation perception, and facilitate online consumers to make purchasing decisions.

In summary, this article focuses on constructing a research model framework based on consumer value theory and online word-of-mouth theory. Smartphone consumption and word-of-mouth value are used as external stimuli to stimulate consumers to make online purchasing decisions. By transmitting individual value evaluation perceptions of consumers, purchasing decisions are made in response.

Furthermore, based on the basic model of integrating consumer value theory and online word-of-mouth theory, the following hypotheses are proposed regarding the influencing factors of smartphone consumer purchase decisions in the context of online shopping.

H1: There is a positive correlation between the functional value of smartphones and consumers' perceived conditions.

H2: There is a positive correlation between the emotional value of smartphones and consumers' perceived conditions.

H3: There is a positive correlation between the cognitive value of smartphones and consumers' perceived conditions.

H4: There is a positive correlation between the social value of smartphones and consumers' perceived conditions.

H5: There is a positive correlation between the functional value of smartphones and consumer reputation perception.

H6: There is a positive correlation between the emotional value of smartphones and consumers' perception of word-of-mouth.

H7: There is a positive correlation between the cognitive value of smartphones and consumer reputation perception.

H8: There is a positive correlation between the social value of smartphones and consumer reputation perception.

H9: There is a positive correlation between smartphone condition perception and consumer purchasing decisions.

H10: There is a positive correlation between smartphone reputation perception and consumer purchasing decisions.

The conceptual framework of the study is shown in Figure 1.

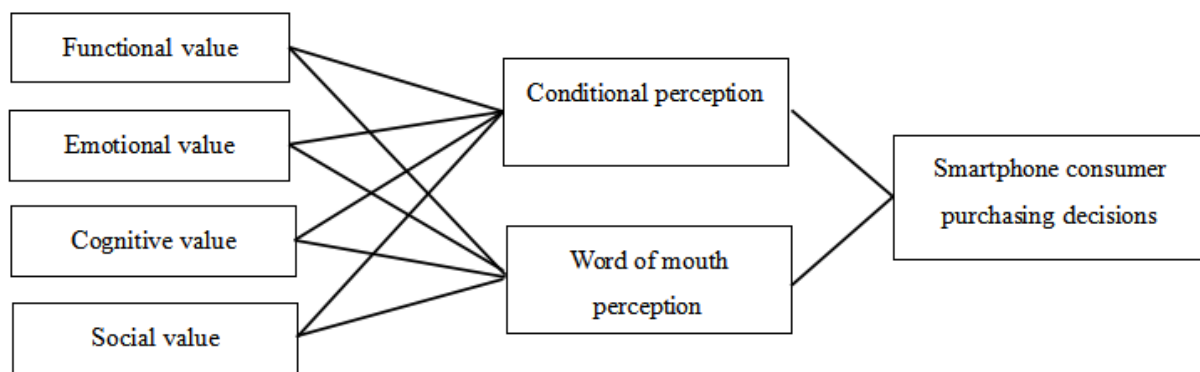


Figure 1. Conceptual Framework of Study

3. Research Methods

3.1. Survey Questionnaire Design

The purpose of this study is to investigate the factors that influence online consumers' decisions to purchase Huawei smartphone due to price differences. So using quantitative research methods is more appropriate. Collect raw data through quantitative research methods to grasp and analyze research data on online consumer purchasing decisions for Huawei smartphone. This article adopts a random sampling method, based on the online questionnaire survey method, and uses the China Professional Online Questionnaire Survey APP - Wenjuanxing to distribute questionnaires. Create a questionnaire on this platform and set appropriate access permissions. The questionnaire will provide concise and clear explanations and guidance to improve the understanding and participation of participants. In addition, in terms of distributing questionnaire links, we will use popular social media platforms in China, such as WeChat and QQ, to publish questionnaire links. Invite the target audience to participate and expand the dissemination scope of the questionnaire through personal accounts, organizational accounts, community accounts, and other means.

Based on the research object of this article, conduct a questionnaire design survey to explore the factors that affect Chinese consumers' online purchase of Huawei smartphones. The composition of the relevant survey questionnaire is as follows: The first part is a survey of

demographic information, including gender, age, family situation, education level, online shopping situation, etc; The second part sequentially measures the functional value, emotional value, conditional perception, social value, cognitive value, and word-of-mouth perception in consumer value theory. The scales all use the five point scoring method of the Likert scale, with a gradually increasing degree of 1 to 5 points, where 1 point indicates strongly disagree and 5 points indicates strongly agree. The more the surveyed consumers agree with the statement of the item, the higher their score on the scale. The relevant scales are shown in Table 1.

Table 1. The Measurement Scale

Variables	ID	Item
Functional value	A1	1. Huawei smartphones are worth it.
	A2	2. I think Huawei's smartphone products are excellent.
	A3	3. Huawei's smartphone quality can meet my expectations.
Emotional value	A4	1.Using Huawei smartphones makes me feel good.
	A5	2.Using Huawei smartphones makes me feel happy.
	A6	3.Buying Huawei smartphones makes me feel that I can contribute to Chinese mobile phone brands.
Cognitive value	A7	1. Buying Huawei smartphones online allows me to obtain more information about product attributes, functions, and more.
	A8	2.Before making a purchase decision, I am willing to learn about different smartphone brand information.
	A9	3.Before making a purchase decision, I will understand the appearance, style, and purpose of different smartphones.
Social value	A10	1. The digital intelligence style will have an impact on your choice of smartphone.
	A11	2.I feel proud to use Huawei smartphones.
	A12	3. Using Huawei smartphones will make people around me praise me.
Conditional perception	A13	1. When Huawei smartphones receive subsidies, it will stimulate my online purchasing behavior.
	A14	2. When Huawei smartphones have promotions, it will stimulate my online purchasing behavior.
	A15	3. If there are new models of Huawei smartphones, I would choose Huawei brand instead of other brands.
Word of mouth perception	A16	1. I will pay attention to smartphone network word-of-mouth reviews.
	A17	2. Professional opinions on smartphone networks make me more inclined to engage in purchasing behavior.
	A18	3. Reliable smartphone network feedback makes it easier for me to make purchases.
Purchase decision	A19	1. As long as it is a Huawei smartphone recommended by the internet, I am willing to purchase it in any category.
	A20	2. Any Huawei smartphone recommended online will be purchased through any network channel.
	A21	3. I have a high possibility of considering purchasing Huawei smartphones recommended by the internet.

3.2. Samples and Sampling

According to data released by Huawei Online Mall in 2023, the total cumulative online sales volume of Huawei smartphones is about 100 million people (Canalys, 2023). Therefore, according to the sampling formula for simple random sampling sample size (Yamane, 1973): $n = N / (1 + N * e^2)$. Among them, n =sample size, N =10 million, e =error rate (decimal), e =0.05. Carried in: $N=10000/(1+10000 * 0.05^2)=384.6$.

Furthermore, the fourth edition of the book "Consumer Psychology" states that in order to ensure the validity of obtaining consumer data, the sample size for quantitative research should exceed 400 (Hoyer, MacInnis, & Pieters, 2012). In view of this, this article considers the possibility of sampling errors during the questionnaire survey process, and the final sample size is 450. After collecting and counting, 37 invalid questionnaires such as logical errors or omissions were removed, resulting in 413 valid questionnaires with a validity rate of approximately 91.78%, which meets the statistical requirements for valid questionnaires.

4. Data Analysis and Hypothesis Testing

4.1. Descriptive Statistical Analysis

The descriptive statistical analysis was on the demographic characteristics of the respondents, and the results are shown in Table 2.

Table 2. The Descriptive Statistical Analysis

Project	Item	N	Percentage
What is your gender?	Male	220	53.23
	Female	193	46.77
Your age?	21 to 25 years old	33	7.99
	Ages 26 to 30	116	28.09
	31 to 35	149	36.08
	36 to 40 years old	86	20.82
	40 +	29	7.02
What is the population of your family?	1 person	122	29.54
	2 people	171	41.40
	3 people	84	20.34
	4 or more people	36	8.72
What is your education background?	Junior high school and below	28	6.78
	High school	57	13.80
	Undergraduate	184	44.55
	Master's degree or above	144	34.87
How much do you spend on average online shopping per month?	Less than 1,000 yuan	97	23.49
	1001~2000 yuan	129	31.23
	2001~3000 yuan	72	17.43
	3001 to 4000 yuan	48	11.62
	4001 to 5000 yuan	36	8.72
	5000 yuan or more	31	7.51

Table 2 describes the demographic information of valid questionnaires, sourced from 413 valid questionnaires. From the statistical data, it can be seen that there are 220 males, accounting for 53.23%; 193 females, accounting for 46.77%. Currently, there are slightly more male users than female users among online consumers of Huawei smartphones. Furthermore, in terms of consumer age, 21-25 years old, 26-30 years old, 31-35 years old, and 36-40 years old account for 7.99%, 28.09%, 36.08%, and 20.82% respectively, indicating that the majority of consumers who purchase Huawei smartphones online are middle-aged and young people. Again, the majority of the surveyed individuals have a family size of 1 or 2 people, and their educational status is mostly bachelor's or master's degree or above. Finally, Table 4-1 also provides statistics on the average monthly online shopping amount of the respondents. The results show that the highest average monthly online shopping amount is between 1001-2000 yuan, accounting for approximately 31.23%. This indicates that consumers who purchase Huawei smartphones online have a certain degree of online shopping inertia and purchasing power.

4.2. Reliability and Validity Analysis

4.2.1. Reliability Analysis

Reliability testing is a test used to measure the reliability and stability of a survey questionnaire scale. Generally speaking, there are four specific methods for reliability testing, namely test-retest reliability method, duplicate reliability method, half fold reliability method, and alpha reliability coefficient method. Among them, the reliability coefficient method is the most commonly used.

Use the commonly used reliability coefficient method to test the reliability of the questionnaire scale. In theory, when Cronbach's α is greater than 0.7, it indicates that the design reliability of the scale questions is high and that the data can be used for research and analysis.

Table 3. The Reliability Test

Title	Cronbach's alpha
Functional Value	0.993
Emotional Value	0.994
Cognitive Value	0.993
Social Value	0.994
Conditional Perception	0.997
Word of Mouth Perception	0.993
Purchase Decision	0.830

As shown in Table3, the Cronbach's α coefficient values of all variables measured in this study are greater than 0.8. This indicating good reliability of the scale. The questionnaire data has relatively high reliability and persuasiveness, and can be used for subsequent factor analysis.

4.2.2. Validity Analysis

Before conducting formal factor analysis, it is necessary to conduct validity analysis on the questionnaire data to evaluate the suitability of subsequent factor analysis. According to academic conventions, KMO test and Bartlett's sphericity test are used for validity analysis. Table 4 presents the results of KMO and Bartlett's sphericity tests, reflecting the validity of the questionnaire. From the data in the table, it can be seen that the KMO value is 0.782, indicating that the existing validity of the questionnaire data is suitable for factor analysis. In addition, a P-value of $0.000 < 0.05$ indicates a correlation between the designed variables, making it suitable for factor analysis.

Table 4. KMO And Bartlett's Test

KMO Date	0.782	
	Approximate Chi-Square	17257.592
Bartlett’s Sphericity Test	df	153
	p	0.000

4.3. Structural Equation Model Test

On this basis, a standardized confirmatory factor analysis model diagram was generated using computer software, as shown in Figure 1. From Figure 1, it can be seen that functional value, emotional value, cognitive value, social value, conditional perception, and word-of-mouth perception can significantly affect the purchasing decisions of Huawei smartphone consumers.

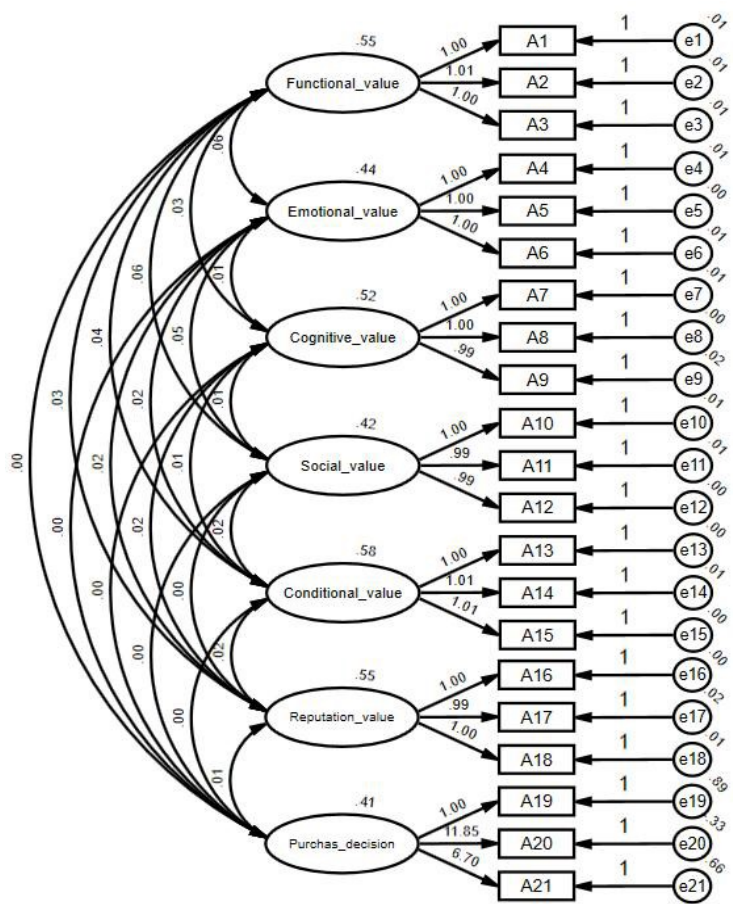


Figure 1. Standardized Confirmatory Factor Analysis Model Diagram

Structural Equation Analysis (SEM) is a multivariate statistical technique used to test complex causal hypotheses. To verify the H1-H10 system, structural equation modeling was used for implementation. Figure 2 presents the structural equation model results of the factors influencing Huawei smartphone consumer purchase decisions based on questionnaire data. Among them, variables that cannot be directly observed or measured in establishing structural equation models are called latent variables. These variables need to be generated through indirect inference, which requires comprehensive measurement through observable indicators. In Figure 2, latent variables are represented by ellipses, including functional value, emotional value, cognitive value, social value, conditional perception, and word-of-mouth perception.

In addition, the rectangles in Figure 2 represent observable or explicit variables, which can be directly measured and derived from the data of each item on the scale. Regardless of the variable, the interaction relationship between different variables is represented by arrows, and the data presented near the elliptical arrow represents the standard regression coefficient, indicating the degree of explanation for the relevant variables. From the structural equation diagram of the relationships and path relationships between variables in Figure 2, it can be seen that the functional value, emotional value, cognitive value, social value, conditional perception, and word-of-mouth perception of Huawei smartphones online have a positive impact on consumer purchasing decisions.

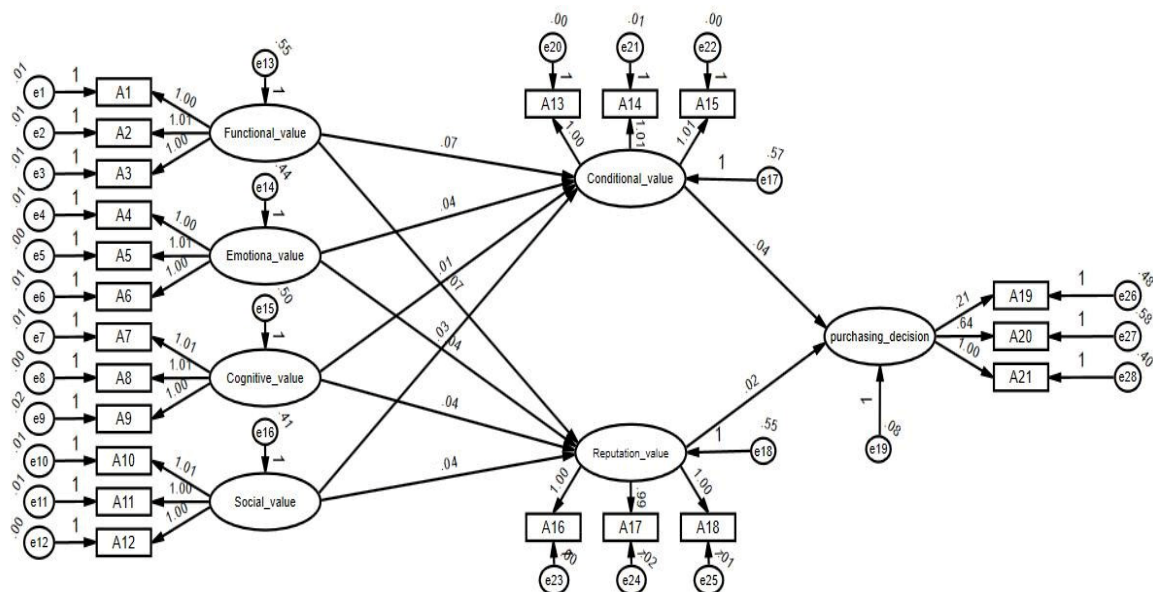


Figure 2. Structural Equation Modeling Results

4.3.1. Analysis of Model Fit

Table 5 reports the SEM model fitting metrics. According to the data judgment criteria in the table, it can be found that the ratio of chi square to degrees of freedom of the SEM model, χ^2/df , is 1.006, which is lower than the standard value of 3; The goodness of fit index GIF index is 0.960, which is greater than the standard value of 0.9; The goodness of fit index (CFI) is 0.976, which is greater than the standard value of 0.9; The corrected fitting index AGFI is 0.949, which is greater than the standard value of 0.7; The root mean square index (RMSEA) of approximation error is 0.069, which is lower than the minimum requirement of 0.08. The above SEM model fitting indicators indicate that all indicators have met the requirements of the fitting standard values, and the model fitting condition is good.

Table 7. Model Fitting Index

Indicators	chi-square	df	χ^2/df	GFI	CFI	NFI	NNFI	TLI	AGFI
Evaluation criteria	-	-	<3	>0.9	>0.9	>0.9	>0.9	>0.9	>0.9
Values	180.151	179	1.006	0.960	0.976	0.990	0.971	0.971	0.949
Other Indicators	IFI	PGFI	PNFI	PCFI	SRMR	RMSEA 90% CI			
Evaluation criteria	>0.9	>0.5	>0.5	>0.5	< 0.1	-			
Values	0.977	0.744	0.844	0.852	0.069	0.037 ~ 0.053			

Table 8 reports the regression coefficients of the SEM model, from which it can be found that the original hypothesis has been validated, providing solid empirical analysis results for summarizing research conclusions.

Table 8. Summary of Model Regression Coefficients

X	→	Y	Unstandardized Path Coefficients	SE	Z(CR)	p	Standardized Path Coefficient
The Value of Smartphone Functions in Online Shopping	→	Consumer Condition Perception	0.068	0.051	1.341	0.000	0.067
The Emotional Value of Smartphones in Online Shopping	→	Consumer Condition Perception	0.042	0.057	0.742	0.000	0.037
The Cognitive Value of Smartphones in Online Shopping	→	Consumer Condition Perception	0.007	0.053	0.123	0.000	0.006
The Social Value of Smartphones in Online Shopping	→	Consumer Condition Perception	0.028	0.059	0.486	0.000	0.024
The Value of Smartphone Functions in Online Shopping	→	Consumer Reputation Perception	0.068	0.050	1.354	0.000	0.067
The Emotional Value of Smartphones in Online Shopping	→	Consumer Reputation Perception	0.042	0.056	0.756	0.000	0.037
The Cognitive Value of Smartphones in Online Shopping	→	Consumer Reputation Perception	0.038	0.052	0.729	0.000	0.036
The Social Value of Smartphones in Online Shopping	→	Consumer Reputation Perception	0.008	0.058	0.142	0.000	0.007
Consumer Condition Perception	→	Smartphone Network Purchase Decision	0.040	0.043	0.919	0.000	0.106
Consumer Reputation Perception	→	Smartphone Network Purchase Decision	0.038	0.042	0.421	0.000	0.046

In Table 8, when the functional value of smartphones in online shopping affects consumers' perceived conditions, the standardized path coefficient value is $0.067 > 0$, and this path shows significant significance at the 0.01 level ($z=1.341$, $p=0.000 < 0.01$), indicating that the functional value of smartphones in online shopping will have a significant positive impact on consumers' perceived conditions.

When the emotional value of smartphones in online shopping affects consumers' perceived conditions, the standardized path coefficient value is $0.037 > 0$, and this path shows significant significance at the 0.01 level ($z=0.742$, $p=0.000 < 0.01$), indicating that the emotional value of smartphones in online shopping has a significant positive impact on consumers' perceived conditions.

When the cognitive value of smartphones in online shopping affects consumers' perceived conditions, the standardized path coefficient value is $0.006 > 0$, and this path shows significant significance at the 0.01 level ($z=0.123$, $p=0.000 < 0.01$), indicating that the cognitive value of smartphones in online shopping has a significant positive impact on consumers' perceived conditions.

When the social value of smartphones in online shopping affects consumers' perceived conditions, the standardized path coefficient value is $0.024 > 0$, and this path shows significant significance at the 0.01 level ($z=0.486$, $p=0.000 < 0.01$), indicating that the social value of smartphones in online shopping has a significant positive impact on consumers' perceived conditions.

When the functional value of smartphones in online shopping affects consumers' perception of word-of-mouth, the standardized path coefficient value is $0.067 > 0$, and this path shows significant significance at the 0.01 level ($z=1.554$, $p=0.000 < 0.01$), indicating that the functional value of smartphones in online shopping will have a significant positive impact on consumers' perception of word-of-mouth.

When the emotional value of smartphones in online shopping affects consumers' perception of word-of-mouth, the standardized path coefficient value is $0.037 > 0$, and this path shows significant significance at the 0.01 level ($z=0.756$, $p=0.002 < 0.01$), indicating that the emotional value of smartphones in online shopping has a significant positive impact on consumers' perception of word-of-mouth.

When the cognitive value of smartphones in online shopping affects consumers' perception of word-of-mouth, the standardized path coefficient value is $0.036 > 0$, and this path shows significant significance at the 0.01 level ($z=0.729$, $p=0.000 < 0.01$), indicating that the cognitive value of smartphones in online shopping has a significant positive impact on consumers' perception of word-of-mouth.

When the social value of smartphones in online shopping affects consumers' perception of word-of-mouth, the standardized path coefficient value is $0.007 > 0$, and this path shows significant significance at the 0.01 level ($z=0.142$, $p=0.000 < 0.01$), indicating that the social value of smartphones in online shopping has a significant positive impact on consumers' perception of word-of-mouth.

When consumer condition perception has an impact on smartphone network purchase decisions, the standardized path coefficient value is $0.106 > 0$, and this path shows significant significance at the 0.01 level ($z=0.919$, $p=0.000 < 0.01$), indicating that consumer condition perception has a significant positive impact on smartphone network purchase decisions.

When consumer word-of-mouth perception affects smartphone online purchasing decisions, the standardized path coefficient value is $0.046 > 0$, and this path shows significant significance at the 0.01 level ($z=0.421$, $p=0.000 < 0.01$), indicating that consumer word-of-mouth perception has a significant positive impact on smartphone online purchasing decisions.

5. Conclusion and Recommendations

5.1. Conclusion

According to the results of this study, the functional value, emotional value, cognitive value, and social value of Huawei smartphones have significantly positive impact on consumers' perceived conditions and consumers' perception of word-of-mouth in the context of online shopping. Huawei smartphone consumer condition perception and consumer reputation perception have impact on consumer purchasing decisions in the context of online shopping.

5.2. Discussion and Prospects

The research results of this study The above indicates that the purchasing decisions of online consumers who have purchased Huawei smartphones are influenced by conditional perception and word-of-mouth perception. This is similar to the research conclusions of Wang Kexi et al. (2015) and Luo Hanyang et al. (2019). The value output of products, including smartphones, in the context of online shopping has a significant impact on consumers' perception of conditions and reputation, which in turn affects their purchasing decisions. Verified the effectiveness of applying consumer value theory and online word-of-mouth theory to online marketing, and confirmed the influencing factors of consumer purchasing decisions in online shopping scenarios.

5.3. Recommendations

Based on the above conclusions, the researchers would like to give the following suggestions: (1) Smartphone manufacturers should strengthen the online dissemination of the value of smartphone functions and fully demonstrate their unique features and technological advantages through online shopping methods. Regularly launching smartphone software and hardware upgrades to enhance the long-term value of products and maintain the trust and interest of online consumers in the brand. We should also strengthen emotional marketing for smartphone online shopping and establish emotional connections between brands and consumers. Deeply explore the needs of online consumers, starting from emotional resonance, and create a more warm brand image. Enhancing the cognitive value of smartphones through online transmission and deepening the trust of online consumers in brands. Making good use of online media, enhance the cognitive perception of online consumers towards products through scientific brand promotion and continuous consumer education. Manufacturers should strengthen their brand's sense of social responsibility and cultural identity, and create an image of smartphone products that can reflect personal identity and social status. In addition, smartphone manufacturers should pay more attention to the positive role of cognitive and word-of-mouth perception in online shopping, continuously improve the comprehensive cognitive induction of online consumers towards smartphones, strengthen word-of-mouth management, stimulate the manifestation of online word-of-mouth effects, and thus stimulate more online shopping consumers to purchase. (2) Online consumers should choose smartphones that can fully demonstrate functional value, emotional value, cognitive value, and social value to ensure the realization of consumer value in online shopping. Before purchasing a smartphone online, fully understand the functions and related parameters of the smartphone to ensure that the selected network product meets individual needs. Search for emotional resonance and consider a smartphone brand that aligns with your lifestyle, interests, and hobbies. Continuously enhancing the ability to perceive cognitive value online, by paying attention to professional evaluations and technical interpretations of the internet, improving the level of network awareness of smartphones, and gaining insight into the advantages and differences of different smartphones in terms of performance, security, privacy protection, and other aspects. Consider the social value of smartphones and the social influence of brands, actively choose smartphone brands that align with one's own values, in order to enhance the

social value relevance of online purchasing decisions. On this basis, online consumers need to strengthen their cognitive perception and reputation perception of online shopping products, and transform the information collected online and related to the realization of purchase value into objective and effective perception. It is particularly important to pay attention to and transform the cognitive perception and word-of-mouth perception brought by value information, in order to promote the scientific nature of smartphone purchasing decisions in online shopping.

6. The Authors

Lishan Yang is a Master's degree student under thesis supervision of Associate Professor Xuegang Zhan, the Master's Supervisor at Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology Rattanakosin (RMUTR), Nakhon Pathom, Thailand. Both authors share their research interest in the areas of business administration and marketing, particularly those factors on purchase decision of smartphone consumers.

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