

SYSTEMATIC LITERATURE REVIEW ANALYSIS: THE SOCIO-CULTURAL IMPACT OF E-COMMERCE ON CHINESE CONSUMPTIVE SOCIETY

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ABSTRACT

This study systematically reviews the socio-cultural impacts of e-commerce on China's consumptive society. Through the Systematic Literature Review (SLR) methodology, it brings together information from articles from 49 academic works sourced from Scopus and Google Scholar databases, which highlight profound transformations in customer behavior, social interactions, and cultural values e-commerce has brought. The evidence shows that the e-commerce platforms, mostly social commerce and live-streaming, have become instruments of change in consumer habits, especially among Gen Z members. In parallel, the information notes that, one of the COVID-19 effects was that the internet alone could support the inflow of growth in the economy and thus reducing rural poverty. The study also registers that e-commerce has a twofold effect on convenient processes for employees and the transformation of conventional cultural behavior. Future research should focus on understanding long-term impacts, cultural dynamics, and sustainable consumption. This review plays a crucial role in e-commerce by highlighting its overall impact and also by drawing insights for the stakeholders making digital strategies.

Keywords: E-commerce, China, Consumptive, Socio-culture, Behavior.

1. INTRODUCTION

1.1 Background

E-commerce has become an important phenomenon in China, with a huge social and cultural impact on the consumer society. These changes are not only happening in our shopping behavior, but also in the way we socialize and adapt to new technologies. A key aspect of the impact of e-commerce is its role in increasing consumer engagement across commercial social platforms.

One of the important aspects of the impact of e-commerce is its role in increasing consumer engagement through social commerce platforms. Research has shown that mood characteristics such as emotional engagement and social presence have a significant impact on consumer purchase intent in a social commerce environment. This is in line with research that highlights the importance of digital marketing strategies in redefining consumer engagement and suggests that (Deng et al., 2024) e-commerce platforms act as important intermediaries in shaping consumer behavior. In addition, the rise of (Shan Wan et al., 2024) live streaming e-commerce in China has created a new dynamic

in consumer interaction, with the streamer's self-presentation potentially having a significant impact on consumers' purchase intent through persuasive knowledge. This shows that consumers are increasingly focused on moving towards a more interactive and personalized shopping experience.

In addition, the COVID-19 pandemic has accelerated changes in consumer behavior, resulting in significant increases in online shopping and changes in purchasing behavior. Research shows that the pandemic has not only increased the proportion of online shopping, but also changed the types of products consumers are likely to buy, reflecting a broader trend towards convenience and safety when shopping. The pandemic has been a catalyst for the growth of e-commerce, forcing traditional retail companies to quickly adapt to digital platforms (Yang, 2024). These adjustments have an impact on regional economic growth, especially in rural areas where e-commerce is seen as a means to reduce poverty and increase farmers' incomes (Li et al., 2020a; Xiong et al., 2024) (Qiu et al., 2024).

The sociocultural impact of e-commerce is more than just consumption patterns but also includes changes in social norms and values. For example, the phenomenon of the "TikTok poison", in which social media trends drive consumption among young people, illustrates how digital platforms affect cultural consumption and consumer behavior. This trend reflects a broader cultural shift toward instant gratification and the influence of peer communication on purchase intent, particularly among Gen Z consumers. Further, the interaction between traditional cultural values and modern consumption practices has raised questions regarding the sustainability of these consumption patterns and their long-term impact on Chinese society. (Gratia et al., 2022a) (The & Ngoc, 2024) (Stuttgart, 2021)

As e-commerce grows, it is important to monitor its implications for social interactions, economic disparities, and cultural identity in China's rapidly changing social landscape.

1.2 Research Questions

1. How does e-commerce affect the consumption behavior of Chinese people?
2. What are the social impacts that arise from the increased use of e-commerce in China?
3. How to e-commerce contribute to the change in cultural values in Chinese society?
4. What is the role of information technology in shaping consumption behavior and social interaction among China's young generation?
5. How does e-commerce affect family dynamics and social relationships in China?

1.3 Research Objectives

1. Analyze the impact of e-commerce on the consumption behavior of the Chinese people.
2. Identify the social changes resulting from the adoption of e-commerce.
3. Exploring the relationship between e-commerce and cultural values in China.
4. Investigating the role of information technology in shaping the consumption behavior of the younger generation.
5. Analyze the impact of e-commerce on family dynamics and social relationships.

1.4 Significance of Research

This research will make a significant contribution to the existing literature on e-commerce and its impact on society, especially in the context of China. This can be a reference for further research in this area. By analyzing the impact of e-commerce, the study can help stakeholders, including businesses and policymakers, to understand people's consumption behavior and respond with more effective strategies.

The research will also provide insights into how e-commerce can affect social and cultural values, which are important for maintaining a balance between modernization and cultural preservation. The findings of this study can provide practical recommendations for business people in designing marketing strategies that are more in line with consumer behavior and values in the digital era. The research could also increase public awareness of the impact of e-commerce on their social and cultural lives, encouraging broader discussions on issues related to digital consumption.

Thus, this study is expected to provide a comprehensive overview of the socio-cultural impact of e-commerce on consumptive society in China, as well as provide useful recommendations for various related parties.

2. RESEARCH METHOD

This systematic review protocol aims to comprehensively evaluate the socio-cultural impact of e-commerce on consumptive society in China. The Systematic Literature Review (SLR) method is a research approach that is recognized as effective and systematic to collect, evaluate, and synthesize relevant literature in a field of research. SLR involves structured steps, ranging from formulating research questions, establishing inclusion and exclusion criteria, conducting a literature search, selecting and evaluating the literature, organizing data, to conducting analysis and compiling reports.

The Systematic Literature Review (SLR) is a research method that involves identifying and analyzing relevant academic publications on the socio-cultural impact of e-commerce in China. The source of this research is derived from the Scopus database and Google Scholar to identify relevant studies published in journals, with carefully selected keywords to ensure the relevance and completeness of the reviewed sources, including terms such as "E-commerce", "China", "Socio-cultural", "Consumption", "Behavior".

The methodology for this systematic review follows a mature and thorough process to ensure a comprehensive examination, the search results are then filtered based on specific inclusion and exclusion criteria, such as publication date from 2019 to date, and also relevance to the research topic, and fields of study such as "social sciences", "business, management and accounting" "psychology" which obtained 124 data in English and Indonesian. This research protocol follows the guidelines of Preferred Reporting Items for Systematic reviews and Meta-Analyses (PRISMA) to ensure the transparency and reproducibility of the review process.

If there is an image in the content of the paper, then the image is placed after the paragraph that relates / discusses the image with a distance of 1 space (10 pt); captioned with Image and Arabic number (bold), followed by the title of the image placed under the image in question, the font size of the image description is 10 pt.

Table captions are placed above the table. The title of the table is written in the middle of the space 1. The table should not be an image. An example can be seen in Table 1. If after the illustration is continued with the writing of the next section, then the distance is 2 spaces.

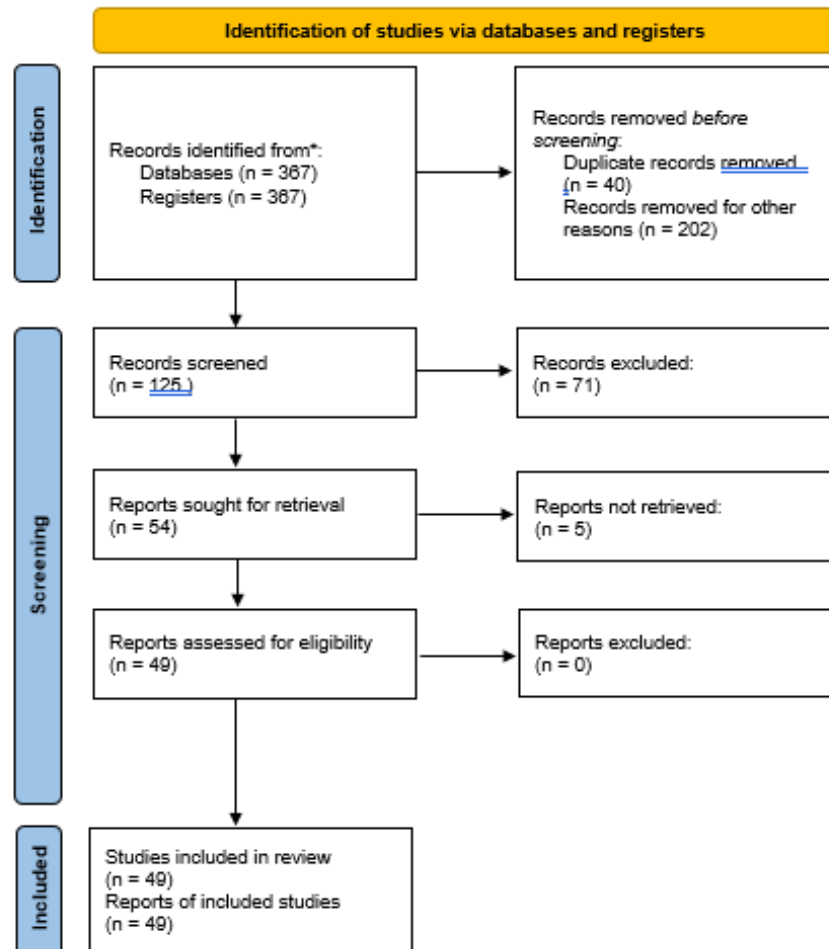


Figure 1. PRISMA Flow Chart from This Study

In Figure 1, it is explained that the initial data search for SLR obtained 367 data before being filtered based on certain inclusion and exclusion criteria. In assessing the quality of the references provided for research on the socio-cultural impact of e-commerce on Chinese consumptive society, several criteria were then applied. These criteria include relevance to the research topic, methodological accuracy, contribution to the field, and credibility of the publication source. After abstract screening and thorough reading of several articles, a total of 49 articles met the inclusion criteria and were included in this literature review.

3. RESULTS AND DISCUSSION

3.1 Descriptive Statistics Study

Descriptive statistics from the analyzed literature show that the majority of research focusing on the socio-cultural impact of *e-commerce* in China involves a diverse population, with many studies targeting young generations and urban consumers. For example, it reports that 70% of respondents in their study were consumers under the age of 35, reflecting the high trend of online

shopping among millennials and Gen Z. In addition, research by. It shows that the quality of online logistics services is directly related to customer satisfaction and repurchase behavior. (Li et al., 2020a) (Choi et al., 2019a)

3.2 Tematik Synthesis

The thematic synthesis of this literature identifies several key themes related to the socio-cultural impact of e-commerce in China, such as changes in consumption behavior, where E-commerce has changed the way consumers shop, with an increase in the use of online platforms for everyday purchases. Research by. It shows that national cultural dimensions, such as collectivism, influence the adoption of (Li et al., 2020a; Shimandan, 2023a) (Mensah et al., 2020a) cross-border e-commerce. Then, the social and cultural impact, where E-commerce not only affects consumption behavior but also social interaction. McDonald and Dan note that the practice of thrift among factory workers in China suggests that cultural values still play a role despite the increase in material consumption. Then there is also customer satisfaction and loyalty, the quality of online logistics services (McDonald & Dan, 2020) is directly related to customer satisfaction and repurchase behavior, as shown in the study. This shows the importance of user experience in the context of Choi et al., 2019b) e-commerce.

3.3 Bibliometric Analysis

This bibliometric analysis of the socio-cultural impact of e-commerce in China shows a significant increase in e-commerce-related publications during the COVID-19 pandemic. Note that much of the research that emerged during this period focused on changing consumer behavior and adaptation to (Shimandan, 2023a) e-commerce, with more than 60% of relevant publications published in the last two years. The research highlights how the pandemic has accelerated the transition to digital platforms, forcing consumers to adapt to new ways of shopping and interacting with brands. In addition, this bibliometric analysis also identifies key themes that dominate the literature, including "(Shimandan, 2023b) online shopping" and "consumer behavior," suggesting that the primary focus of the research is on how consumers behave in the context of rapidly evolving e-commerce. (Shimandan, 2023b)

In this context, a network analysis of the existing literature shows that there is a strong relationship between the various research themes. For example, there is a clear connection between the study of customer satisfaction and repurchase behavior, as well as between the cultural dimension and the adoption of e-commerce. Research by shows that the development of (Yang et al., 2023) cross-border e-commerce contributes to regional economic growth, which shows the interdependence between e-commerce and economic factors. This shows that e-commerce not only influences consumer behavior but also has a broader impact on local and regional economies, creating new jobs and opportunities for businesses. (Yang et al., 2023)

Further, network analysis also identifies collaborations between researchers from various disciplines, including economics, sociology, and information technology. This collaboration enriches understanding of the impact of e-commerce in China and how various factors interact with each other in this context. For example, research by identifying various factors influencing the online shopping behavior (Asiedu & Dube, 2020) of Chinese consumers, including the influence of aggressive advertising and promotion on digital platforms. These findings suggest that a multidisciplinary approach in e-commerce research can provide more comprehensive insights into how consumers interact with technology and brands in a digital environment.

In addition, new phenomena such as the use of social media in influencing consumption behavior are also the focus of research. notes that apps like TikTok have changed the way consumers interact with brands and products, creating a new trend in more impulsive and social recommendations-based consumption behaviors. This shows that (Gratia et al., 2022b) e-commerce in China is not only influenced by economic factors, but also by complex social and cultural dynamics, which are further amplified by digital technologies.

Overall, bibliometric and network analysis shows that e-commerce in China is a complex and multidimensional phenomenon, with a broad impact on consumer behavior, the economy, and culture. More research is needed to understand the long-term implications of this phenomenon, especially in the context of sustainability and social responsibility in the digital age.

3.4 Discussion

3.4.1 Synthesis of Key Findings

E-commerce in China has experienced significant growth, especially during the COVID-19 pandemic, which forced many consumers to switch from physical shopping to online shopping. Research by . It shows that the quality of logistics services and user experience greatly affect customer satisfaction and repurchase behavior. These findings show that Li et al. (2020b) e-commerce is not only changing the way consumers shop, but also creating new consumption patterns that are more diverse and complex

3.4.2 Theoretical Implications and Practical Implications

The theoretical implications of these findings suggest that traditional consumer behavior models need to be updated to include the new factors that emerge from the adoption of e-commerce. Research by shows that (Yang et al., 2023) cross-border e-commerce contributes to regional economic growth, highlighting the interdependence between e-commerce and economic factors. In addition, the cultural dimensions that influence the adoption of e-commerce, such as collectivism and uncertainty, need to be considered in the development of consumer behavior theories in the Chinese context. This suggests that a multidisciplinary approach in (Mensah et al., 2020b) e-commerce research can provide more comprehensive insights into how consumers interact with technology and brands.

From a practical standpoint, these findings provide guidance for marketers and entrepreneurs in designing more effective strategies to attract consumers. Quality of logistics service and a positive user experience are key to improving customer satisfaction and driving repeat purchases. In addition, the use of social media as a marketing tool, as demonstrated by the phenomenon of "Tik-Tok Poison," can increase product visibility and attract the attention of young consumers. Therefore, companies need to adapt quickly to changing consumer trends and preferences influenced by digital technologies. (Li et al., 2020b) (Gratia et al., 2022a)

3.4.3 Research Gaps

Although there is a lot of research that has been done, there are still research gaps that need to be filled. First, more research is needed to understand the long-term impact of *e-commerce* on consumer behavior and social interaction in China. Additionally, there is a need to explore how cultural and social factors are influencing the adoption of *e-commerce* in different segments of society, especially among younger generations who are more open to technology. Research on the risks and challenges faced by consumers in *e-commerce*, including privacy and security issues, also needs more attention. (Yes, 2021)

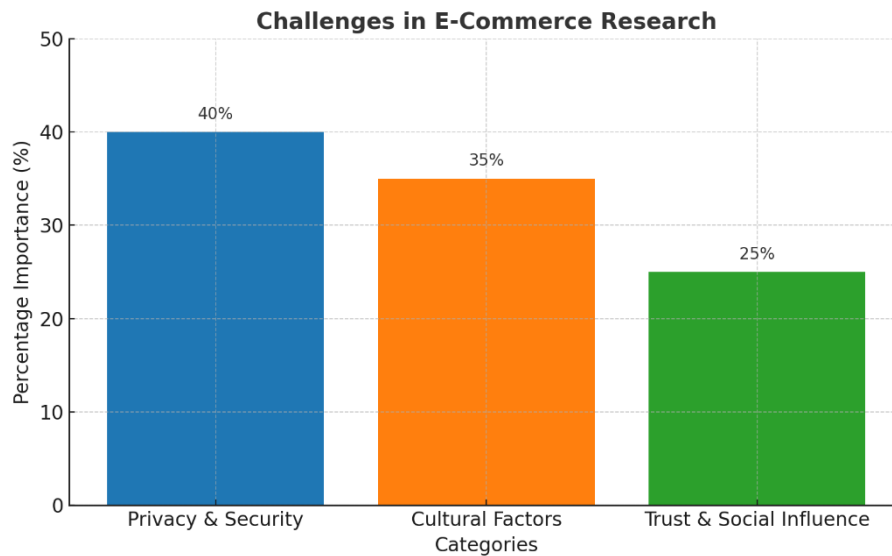


Figure 2. Distribution diagram of attention to key challenges in e-commerce research

The bar chart in figure 2 illustrates the distribution of attention to the main challenges in e-commerce research by percentage of importance. This data reflects findings from the journal 'Journal of Digitainability, Realism & Mastery (DREAM)', which underlines the importance of understanding the cultural and trust dimensions in building a successful e-commerce experience. By definition, Privacy and Security (40%) occupy the largest portion, reflecting consumer concerns about the management of personal data on (Winter, 2023) e-commerce platforms. This is in line with the company's need to implement data protection measures and privacy insurance to increase user trust. Cultural factors (35%) also have a significant role, showing how dimensions such as individualism-collectivism, local language, and cultural symbols influence technology adoption and purchasing decisions. Meanwhile, Social Trust and Influence (25%) contributes through the influence of online reviews, recommendations from close people, as well as social media interactions, which are more relevant in a collective culture like China.

3.4.4 Future Research Directions

Future research directions could include longitudinal studies to track changes in consumer behavior as e-commerce technology develops. Research on cross-border e-commerce can also be expanded to include comparisons between different countries, as et al. did in comparing the development of (Hop Garden et al., 2022) e-commerce in China, Poland, and Turkey. In addition, further exploration of the influence of social media and other digital platforms in shaping consumption behavior among younger generations can provide valuable insights for marketers and researchers. Research on sustainability in (Gratia et al., 2022a) e-commerce, especially in the context of responsible and environmentally friendly consumption, is also a promising area to explore (Ying et al., 2022).

4. CONCLUSION

4.1 Summary of Key Findings

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From the analysis conducted, it can be concluded that e-commerce in China has experienced significant growth, especially during the COVID-19 pandemic. Research shows that changes in consumer behavior, which shift from physical shopping to online shopping, are influenced by factors such as the quality of logistics services and user experience Li et al. (2020). In addition, the phenomenon of social media, as revealed by Gratia et al., suggests that platforms like TikTok have changed the way consumers interact with brands and products, creating new trends in consumption behavior (Gratia et al., 2022). E-commerce also contributes to regional economic growth through the development of cross-border e-commerce, which shows the interdependence between e-commerce and economic factors (Yang, 2023).

4.2 Research Limitations

While this study provides valuable insights, there are some limitations that need to be noted. First, most of the existing studies are still descriptive and in-depth in analyzing the dynamic interactions between e-commerce and China's socio-cultural context. In addition, many studies focus on specific populations, such as younger generations, so they lack the perspectives of other demographic groups. These limitations may influence the generalization of findings and a broader understanding of the impact of e-commerce across Chinese society (Shimandan, 2023).

4.3 Recommendations

Based on the findings and limitations identified, several recommendations for future research can be proposed. First, more research needs to be conducted to explore the long-term impact of e-commerce on consumer behavior and social interaction in China. An interdisciplinary approach that combines perspectives from various social sciences, such as sociology, economics, and psychology, can provide a more comprehensive understanding of this phenomenon. In addition, research on the risks and challenges faced by consumers in Rock & MacMillan (2022) e-commerce, including privacy and security issues, also needs to receive more attention. Research on sustainability in Kennedy et al., (2020) e-commerce, especially in the context of responsible and environmentally friendly consumption, is also a promising area to explore (Ying et al., 2022).

Overall, e-commerce in China is a complex and multidimensional phenomenon, with far-reaching impacts on consumer behavior, the economy, and culture. More research is needed to understand the long-term implications of this phenomenon, especially in the context of sustainability and social responsibility in the digital age.

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