Effects of Perceived Value and Perceived Risk on

Continuous Usage Intention of

Chinese e-commerce Platforms:

A Comparison by Level of Purchase

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Introduction

Conflicting Landscape of C-commerce* in Korea

Unlocking new opportunities ℐ𝒮 Emerging Concerns

Temu steps up preparations to directly enter S. Korean market: sources

Published : Feb. 10, 2025 - 10:04:51

AliExpress, Temu surge in Korea, topping W4tr in transactions

Published : Feb. 11, 2025 - 11:40:38

JD.com brings logistics power to Korea in bid to rival Coupang

Published : April 30, 2025 - 14:43:50   Updated : April 30, 2025 - 14:57:25

Temu expands data sharing overseas amid lingering privacy concerns

Published : Feb. 21, 2025 - 13:14:03

China's Temu fined for transfer of Korean users' personal info

Published : May 15, 2025 - 19:34:50

Hazardous materials found in kids' items from Chinese platforms

Published : May 29, 2025 - 14:37:09   Updated : May 29, 2025 - 17:39:08

*C-commerce stands for Chinese e-commerce

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Objective

The aim of this study is to

(1) **describe the perceived value and risk level** associated with
C-commerce platforms

(2) identify **determinants of continuous usage intention**

of each group, segmented by **purchase level** over the past year.

Research Questions

1. What are the current perceptions and trends among Korean consumers regarding Chinese e-commerce platforms?

Text Analysis ➔ To assess overall consumer perceptions and trends of Chinese e-commerce platforms in Korea

2. How do perceived utilitarian value, hedonic value, and risk toward Chinese e-commerce platforms differ within each consumer group, segmented by their purchase level over the past year?

Descriptive Statistics, Paired-Sample T-test ➔ To identify differences in perceived utilitarian value, hedonic value, and risk levels within each consumer group

3. How do perceived value and risk influence the intention to continue using Chinese e-commerce platforms across consumer groups with different purchase level over the past year?

Multiple Regression ➔ To examine how the significance of perceived utilitarian value, hedonic value, and risk on continuous usage intention differs across consumer groups

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Methodology

Text Analysis

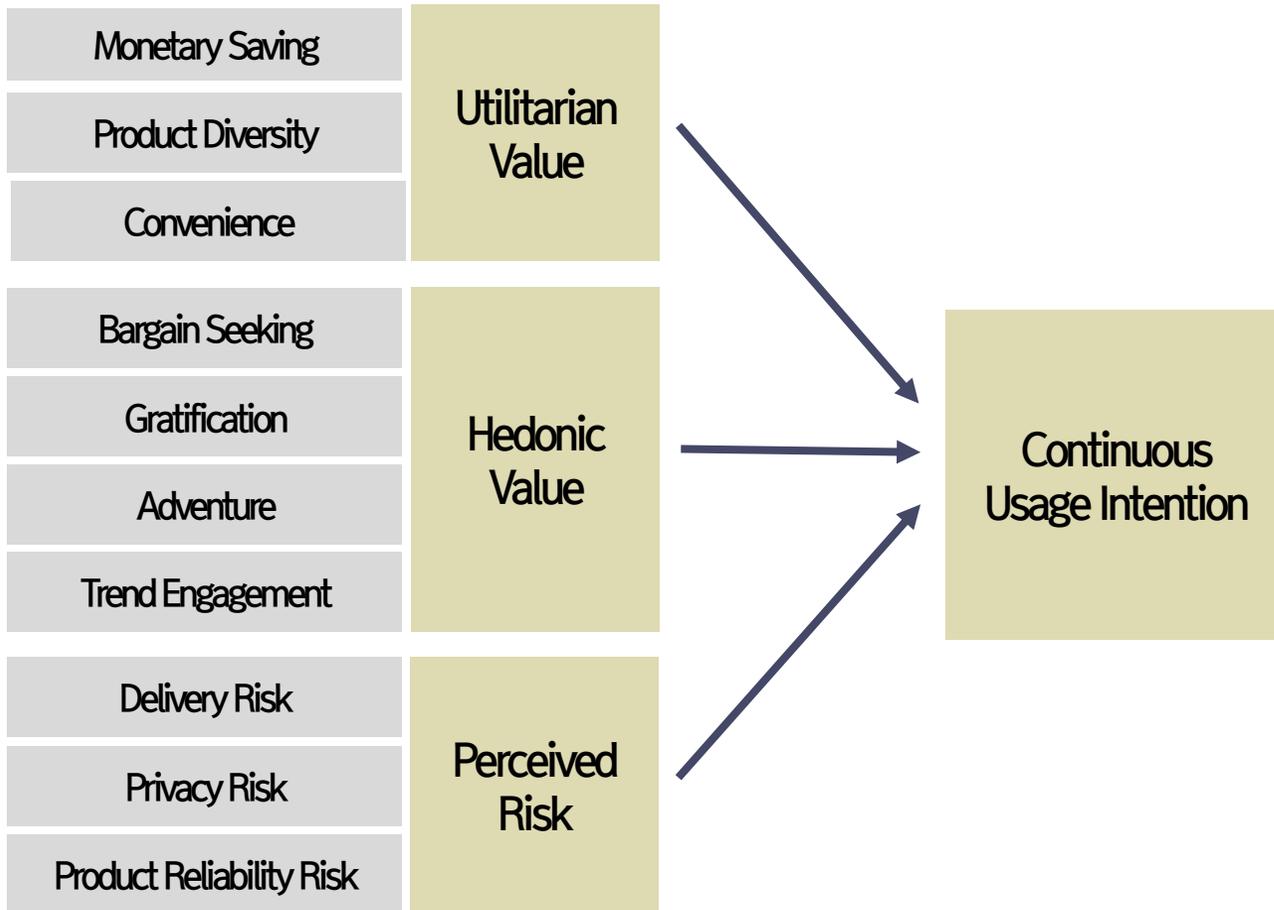## Coherence Score by Number of Topics
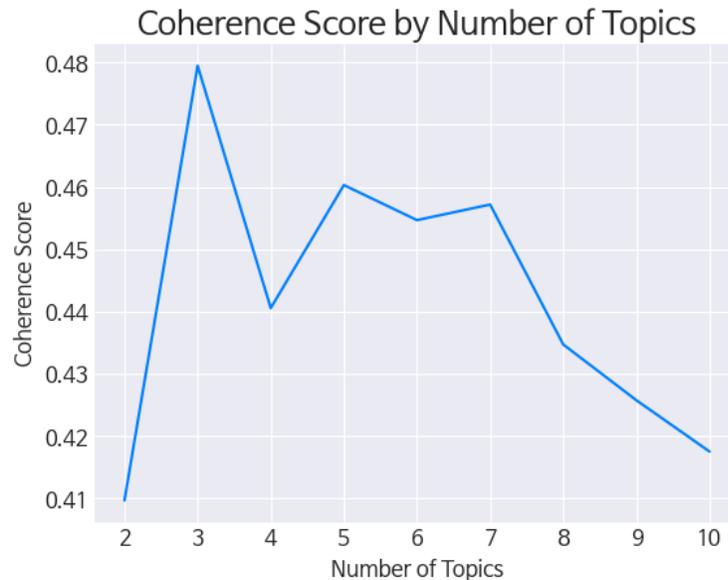
▲ Coherence Score Graph

Topic Modeling Analysis

- Text data were collected from Naver news articles and blog posts related to Chinese E-commerce platforms.

- When using latent dirichlet allocation model to identify latent themes, the number of topics must be determined in advance by the researcher. Topic coherence scores were calculated for models with topic numbers ranging from 2 to 10.

➔ Model with 3 topics showed the highest topic coherence score (0.479) and was therefore selected as the optimal number of topics.

Survey Analysis

Monetary Saving		
Product Diversity	**Utilitarian Value**	
Convenience		
Bargain Seeking		
Gratification	**Hedonic Value**	**Continuous Usage Intention**
Adventure		
Trend Engagement		
Delivery Risk		
Privacy Risk	**Perceived Risk**	
Product Reliability Risk		

Methodology (SPSS 29.0 ver.)

- Reliability Test (Cronbach's alpha)
- ➔ To assess internal consistency of each construct

- Research Question #2 (Paired-Sample T-test)
- ➔ To examine the differences in levels of perceived value and risk within group

- Research Question #3 (Multiple Regression)
- ➔ To examine how significance of utilitarian value, hedonic value, and perceived risk on continuous usage intention differs across consumer groups, segmented by level of purchase

Survey Data Collection

Demographic Information (N=215)

Item	Category	Freq (%)	Item	Category	Freq (%)
Gender	Male	59(27.4)	Living Standard	Low	32(14.9)
	Female	156(72.6)		Middle	130(60.5)
Age	20–24	104(48.4)		High	53(24.6)
	25–29	111(51.6)	Monthly Average Expenditure (KRW)	Under 500,000	39(18.1)
Educat-ion	High school or lower	7(3.3)		500,000–1 million	103(47.9)
	Undergradu-ate	98(45.6)		1– 1.5 million	54(25.1)
	Graduate and above	110(51.2)		Over 1.5 million	19(8.8)

Survey Participant
- Korean consumers in their 20s who had purchased products through Chinese e-commerce platforms (AliExpress, Temu) within the past year

Survey Administration
- Collected from May 5th to May 12th, 2024, using a Google Forms survey
➔ A total of 215 complete and valid responses

Group Categorization
- Three groups based on purchase level: heavy-buyers, moderate-buyers, and light-buyers

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Results

Results (1)

1. What are the current perceptions and trends among Korean consumers regarding Chinese e-commerce platforms?

Text Analysis ➔ To assess overall consumer perceptions and trends of Chinese e-commerce platforms in Korea

Weighted Results of Keywords by Topic

	Keyword			
Topic1	Aliexpress	Domestic	Sales	Product
Weight	0.016	0.014	0.01	0.009
Topic2	Market	Coupang	Platform	Growth
Weight	0.015	0.012	0.008	0.006
Topic3	Sales	Quarter	Billion KRW	Increase
Weight	0.01	0.008	0.008	0.007

Topic 1. Market Strategy of Aliexpress in Korea

- This topic reflects how AliExpress, a leading Chinese e-commerce platform, is positioning itself within the Korean market.

Topic 2. Market Growth Trends in Comparison with Competitors

- This topic reflects the competitive landscape of the domestic e-commerce industry.

Topic 3. Economic Impact of Chinese E-Commerce Platforms

- This topic indicates the economic scale and growth trends of Chinese e-commerce platforms.

Results (1)

Text Analysis ➜ To assess overall consumer perceptions and trends of Chinese e-commerce platforms in Korea

Frequently mentioned adjectives and modifiers include "diverse", "many", "new", "high", "fast", and "cheap".

➜ These findings suggest that public perception of Chinese e-commerce is predominantly positive and consumers are particularly drawn to the variety and affordability of products offered on these platforms.

Results (2)

2-1. How do perceived utilitarian value, hedonic value, and risk toward Chinese e-commerce platforms differ within each consumer group, segmented by their purchase level over the past year?

Descriptive Statistics, Paired-Sample T-test ➔ To identify differences in perceived utilitarian value, hedonic value, and risk levels within each consumer group

Paired-sample t-tests were conducted to examine differences in perceived value and risk within group

- Only the light-buyers group perceived risk as highly as utilitarian value.
- Other groups perceived utilitarian value the highest and risk the lowest.

Differences in perceived value and risk within each consumer group

Group	Item	Mean	Comparison
Light-buyers	UT-HED	0.394***	UT > HED, Risk > HED
	Risk-HED	0.68***	
Moderate-buyers	UT-HED	0.103***	UT > HED, HED > Risk
	HED-Risk	0.628***	
Heavy-buyers	UT-HED	0.146***	UT > HED, HED > Risk
	HED-Risk	1.46***	

Results (2)

2-2. How do perceived utilitarian value, hedonic value, and risk toward Chinese e-commerce platforms differ within each consumer group, segmented by their purchase level over the past year?

Descriptive Statistics, Paired-Sample T-test ➔ To identify differences in subdimensions of utilitarian value, hedonic value, and perceived risk levels within each consumer group

Additional paired t-tests were conducted to examine differences in subdimensions of value and risk within group

- Light-buyers group perceived product diversity and monetary saving more highly than convenience.
- All three groups perceived trend engagement the least significant among all hedonic value dimensions.

Differences in **subdimension** of perceived value and risk within each consumer group

Group (Value)	Item	Mean	Comparison
Light-buyers (Utilitarian Value)	Product Diversity – Convenience	0.25*	Product Diversity ≈ Monetary Saving 〉 Convenience
	Monetary Saving – Convenience	0.24**	
All Three Groups (Hedonic Value)	Bargain Seeking- Trend Engagement	(Each group) 0.44**/0.23***/0.3*	Bargain Seeking ≈ Adventure ≈ Gratification 〉 Trend Engagement
	Adventure- Trend Engagement	(Each group) 0.3**/0.14**/0.24**	
	Gratification- Trend Engagement	(Each group) 0.22*/0.11*/0.36**	

Results (3)

3. How do perceived value and risk influence continuous usage intention?

Multiple Regression ➔ To examine the significance of utilitarian value, hedonic value, and perceived risk on continuous usage intention

All buyers

	B	Std.Error	β	VIF
Constant	0.228	0.322		
UT Value	0.435***	0.082	0.359	4.539
HED Value	0.501***	0.072	0.471	4.496
Risk	−0.092*	0.036	−0.106	1.707
Education	0.010	0.068	0.006	1.363
Income	0.011	0.063	0.007	1.642
Monthly Average Expenditure	0.000	0.001	0.007	1.267
# of Items	0.023	0.038	0.021	1.170
Item Price	0.055	0.038	0.051	1.231
F	97.175			
R^2	0.791			
Adjusted R^2	0.782			

➡ Perceived utilitarian value and hedonic **value** significantly **increase** continuous usage intention, while perceived **risk** has a **negative effect**.

Results (3)

3. How do perceived value and risk influence the continuous usage intention across consumer groups?

Multiple Regression ➔ To examine how the significance of utilitarian value, hedonic value, and perceived risk on continuous usage intention differs across consumer groups

Light buyers

	B	Std.Error	β	VIF
Constant	0.42	0.84		
UT Value	−0.3	0.20	−0.26	5.93
HED Value	1.20***	0.21	1.1	7.47
Risk	−0.08	0.12	−0.06	1.54
Education	−0.11	0.24	−0.05	2..46
Income	0.13	0.13	0.09	1.70
Monthly Average Expenditure	0.001	0.002	0.05	1.66
# of Items	0.14	0.10	0.12	1.89
Item Price	−0.09	0.11	−0.07	1.58
F	20.63			
R^2	0.83			
Adjusted R^2	0.79			

Moderate buyers

	B	Std.Error	β	VIF
Constant	0.36	0.40		
UT Value	0.73***	0.11	0.62	6.12
HED Value	0.22*	0.10	0.21	5.89
Risk	−0.11**	0.04	−0.14	1.74
Education	0.02	0.08	0.01	1.31
Income	0.03	0.09	0.02	1.80
Monthly Average Expenditure	0.00	0.001	−0.01	1.31
# of Items	0.03	0.05	0.03	1.10
Item Price	−0.01	0.05	−0.01	1.20
F	13.22			
R^2	0.83			
Adjusted R^2	0.82			

Heavy buyers

	B	Std.Error	β	VIF
Constant	0.64	1.13		
UT Value	0.75**	0.23	0.46	1.61
HED Value	0.05	0.16	0.04	1.59
Risk	0.05	0.07	0.11	1.88
Education	0.02	0.15	0.02	1.82
Income	−0.07	0.16	−0.83	2.68
Monthly Average Expenditure	−0.004	0.002	−0.26	1.43
# of Items	0.04	0.07	0.08	1.87
Item Price	0.17	0.10	0.35	3.29
F	4.914			
R^2	0.483			
Adjusted R^2	0.385			

➡ **Significance of three factors** on continuous usage intention **differs** across consumer groups.

Results (3)

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Multiple Regression ➔ To examine how the significance of utilitarian value, hedonic value, and perceived risk on continuous usage intention differs across consumer groups

Light buyers

중구매집단

고구매집단

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1

In the case of light-buyers, only hedonic value
has a significant positive effect on continuous usage intention.

- For users who are relatively new to the platform or have limited purchasing experience, enjoyment appears to be the most critical factor influencing continuous platform usage.

소비자 집단별로 세가지 요인들이 지속사용의도에 미치는 영향이 유의하게 다르게 나타남

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2

고구매집단

For heavy-buyers, only utilitarian value significantly increases continuous usage intention.

- These consumers are already familiar with the platform, and likely hold higher expectations for its functionality, with utilitarian value emerging as the only influential determinant.

➡ 소비자 집단별로 세가지 요인들이 지속사용의도에 미치는 영향이 유의하게 다르게 나타남

04

Discussion & Implication

Discussion & Implication

1 In general, consumers are strongly attracted to the **values** of C-commerce platforms.

➡️ Text analysis of online posts suggest that the benefits of Chinese e-commerce platforms rather than associated concerns are frequently mentioned in public discourse.

2 **Light-buyers** may be regarded as the most vulnerable group as they show a risk-bearing behavioral pattern.

➡️ Light-buyers perceive Chinese e-commerce platforms as associated with high risk, yet it does not have a significant negative impact on continuous usage intention.

Discussion & Implication

- C-commerce platforms should reduce perceived risks in the initial stage by providing clear guarantees-e.g. secure payment systems, transparent return policies, and verified product safety while also reinforcing the benefits.

- Institutional interventions-e.g. clearer platform accountability may be needed to support vulnerable consumers and ensure safe digital commerce environments.

2

Light-buyers may be regarded as the most vulnerable group as they show a risk-bearing behavioral pattern.

➡ Light-buyers perceive Chinese e-commerce platforms as associated with high risk, yet it does not have a significant negative impact on continuous usage intention.

Discussion & Implication

3 While **hedonic value** plays a significant role in the early stage of usage intention, **utilitarian value** becomes the key factor in sustaining continued usage.

〈Light-buyers group〉

#1. Although the current level of perceived hedonic value remains relatively low, consumers are still willing to continue using the platform in order to obtain hedonic value.

#2. *Trend Engagement* subdimension of hedonic value scored the lowest.

〈Heavy-buyers group〉

#1. This group reported the highest level of perceived utilitarian value and their continuous usage intention is significantly influenced only by utilitarian value.

Discussion & Implication

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- **C-commerce platforms should enhance hedonic value to engage users in the early stages of adoption.**

- **Stimulating hedonic values like bargain seeking, emotional gratification, and a sense of adventure would be more effective than encouraging consumers to follow the latest trends.**

Discussion & Implication

3 While **hedonic value** plays a significant role in the early stage of usage intention, **utilitarian value** becomes the key factor in sustaining continued usage.

- **Since the experienced group is driven exclusively by utilitarian value, C-commerce platforms should ensure core functionalities.**

⟨Heavy-buyers group⟩

#1. This group reported the highest level of perceived utilitarian value and their continuous usage intention is significantly influenced only by utilitarian value.

reflects consumers' awareness of current trends related to C-commerce scored the lowest.

05

Limitation
& Future Research

Limitation & Future Research

1   **Potential for reverse causality due to cross-sectional research design**

➡ Longitudinal research is needed to track changes in perceived value and risk as the same consumers make repeated purchases on Chinese e-commerce platforms.

2   **Limited assessment of each group's vulnerability in C-commerce platforms**

➡ Actual damage experience and coping behavior could further be examined to identify real-world vulnerability to risks.

3   **Limited structural robustness of the model**

➡ Perceived value and risk could be operationalized as a second-order construct.

Thank you for listening

For further inquiries,
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