



CONFERENCE PROCEEDINGS/FULL PAPERS
ISBN: 978-625-99063-9-3/February 2024

RSEP International Multidisciplinary Conference
8-9 February 2024, **ATANA HOTEL**, Dubai, UAE

The Impact of Trust Building on Online Purchase Intention: The Case of Yunnan Pu-erh Tea Market

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DOI: <https://doi.org/10.19275/RSEPCONFERENCES290>

Abstract

One of China's main producing regions for Pu-er tea is Yunnan. The growth of internet shopping has aided in the industrialization of tea and contributed to a consistent rise in Yunnan Pu-erh tea output. Customers may find it difficult to complete transactions online, and trust is generally acknowledged as a major factor affecting a consumer's propensity to make an online purchase. The processes by which trust is established to affect a person's propensity to make an online purchase are still poorly understood. This study looks into the interactions between many trust-building elements, including user experience, brand loyalty, customer expectations, and feedback, to create consumer trust and buy intention. A questionnaire used for the survey was used to gather the data. The SEM model is used to assess and summarize the findings. This paper uses data analysis to determine the contributing factors and makes many marketing ideas for selling Pu-er tea on e-commerce platforms based on the study's findings.

Keywords: trust building, online purchase intention, Yunnan Pu-erh tea, consumer feedback, consumer expectation, brand loyalty, user experience.

Jel codes: C81, C83, C87.



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1. Introduction

The growing adoption of internet platforms has brought about a dramatic transformation in the landscape of business in recent years. E-commerce has given customers access to a vast array of commodities, including traditional goods with significant cultural value like Yunnan Pu-erh tea, at a level of ease never before possible. Renowned for its distinct scent and potency, Yunnan Pu-erh tea holds a significant place in Chinese tradition and is highly favored by drinkers. The Statistical Report on the Development Status of the Internet in China, published in 2022 by the China Internet Information Centre (CNNIC), revealed that 845 million Chinese people were active online shoppers as of December 2022, indicating the country's growing reliance on this mode of commerce.

The cost of Yunnan Pu-erh tea skyrocketed by more than 100 times between 2012 and 2022. The output of Pu-erh tea, however, grew at a sluggish pace—it increased by just ten times. Pu-erh tea's price growth can be attributed to several factors, such as limited availability, investment, and quality perception. Nonetheless, trust-related considerations also play a role in this occurrence within the Pu-er tea market. For example, the genuineness of Pu-erh tea and supplier reputation difficulties might impact the price of Pu-erh tea (Hua, 2023).

Authenticity, quality, and dependability of pu-erh tea are the primary causes of trust concerns with internet purchases. To mislead customers and undermine confidence in online marketplaces, some vendors may present low-quality Pu-erh tea as high-quality Pu-erh tea (Huang, 2022). Variations in Pu-erh tea quality could have an impact on developing trust. Customers may perceive variations in flavor and general quality, which could influence their propensity to make online purchases.

It's also critical to pay attention to how reliable internet retailers of pu-erh tea are. Customers will be more inclined to shop and make confident purchases in the event of a reliable online shopping environment (Hao, 2023). Consumers will drive the market when they have faith in the legitimacy and quality of Pu-erh tea purchased online. A reliable reputation will boost the online Pu-erh tea market's brand reputation, boosting customer brand loyalty (Hao, 2024). In the online Pu-erh tea market, actively fostering the development of trust fosters a reliable atmosphere that benefits buyers, sellers, and the sector as a whole. In order to enhance the efficiency of the tea sector and modify the market's industrial structure, it is imperative to comprehend the intricacies of the trust-building mechanism and how it impacts consumers' buying choices. Consequently, utilizing the online sale of Yunnan Pu-erh tea as a case study, this study intends to investigate the possible factors influencing online purchase intention. Two questions are put out as follows:

- (1) How does trust-building affect Yunnan consumers' intentions to make online purchases of Pu-erh tea?
- (2) What elements help consumers of Pu-erh tea develop trust?

2. Literature review

2.1 Consumer feedback

An increasing number of customers are choosing to shop online as a result of the Internet's ongoing development. Trust can be greatly impacted by customer feedback, particularly when it comes to ratings, comments, and suggestions (Cheung & Thadani, 2012). Negative reviews can contribute to increased authenticity and transparency if they are handled well, which will increase confidence (Donney & Cannon, 1997).

According to Chiang (2018), comprehending customer happiness and behavior in e-commerce is linked to knowing what customers have to say. Customer feedback is an important but insufficient indicator of their intention to buy. This article aims to investigate the effects of customer feedback on the establishment of trust and the inclination of consumers to make online purchases.

2.2 Consumer expectation

The establishment of trust between customers and companies is heavily influenced by consumer expectations. Both the development of trust and consumers' propensity to make online purchases are impacted. The foundation for the development of trust is consumer expectations (Lee & Turban, 2001). Trust is established when customers have favorable expectations regarding a good, service, or brand. Expectations are frequently shaped by social influences, commercial messages, and past experiences (Garbarino & Johnson, 1999). The foundation for establishing and preserving trust between customers and businesses is consumer expectations. Building trust requires controlling communication tactics, realizing that expectations are dynamic, and matching expectations to performance.

In the service industry, Khajeh (2014) looks at how client loyalty, experience, and satisfaction affect a brand. The study's findings indicate that, although customer loyalty also plays a role, consumer expectations have the biggest impact on customer happiness. This study advances our knowledge of client expectations and satisfaction as motivators for brand loyalty.

2.3 Brand loyalty

Brand loyalty is a crucial component of customer behavior and is frequently associated with consumer trust in the brand and their propensity to make purchases. Many people believe that brand loyalty comes before trust (Ballesterer & Alem, 2001). Due to the consistent positive brand experience, customers who demonstrate a high level of dedication to a particular brand and make repeat purchases set the groundwork for the development of trust. Trust and brand loyalty are correlated with one another (Ganesan, 1994). By lowering perceived risk and fostering a positive outlook, brand loyalty fosters trust. Trust in turn reinforces brand loyalty by assuring confidence in the ongoing provision of goods or services (Berry, 1995). Consumers and brands interact with each other through a symbiotic connection in which trust and brand loyalty support and encourage one another. Brands may build enduring relationships with consumers by strengthening loyalty through emotional connections, delivering consistent quality, and fostering trust through open and moral business practices.

2.4 User experience

When it comes to influencing consumers' faith in brands, products, and services, user experience is vital. The goal of this study of the literature is to incorporate the body of knowledge regarding the relationship between user experience and the growth and maintenance of consumer interaction trust. The establishment of trust is strongly impacted by the user experience (Hassenzahl et al., 2005). Positive and satisfying user experiences foster dependability, competence, and credibility—all of which contribute to the development of confidence in a product or service. Perceived quality derived from user experience has the potential to impact the notion of trust. Users' trust in a brand or product is positively impacted when they perceive a smooth experience and high-quality engagement (Parasuraman et al., 1988). The foundation for developing customer and brand trust is the user experience. Through prioritizing usability, perceived quality, emotional engagement, consistency, and contextual adaptation, brands may establish a favourable user experience, foster trust, and establish enduring relationships with their audience.

3. Framework design and hypotheses

3.1 Framework

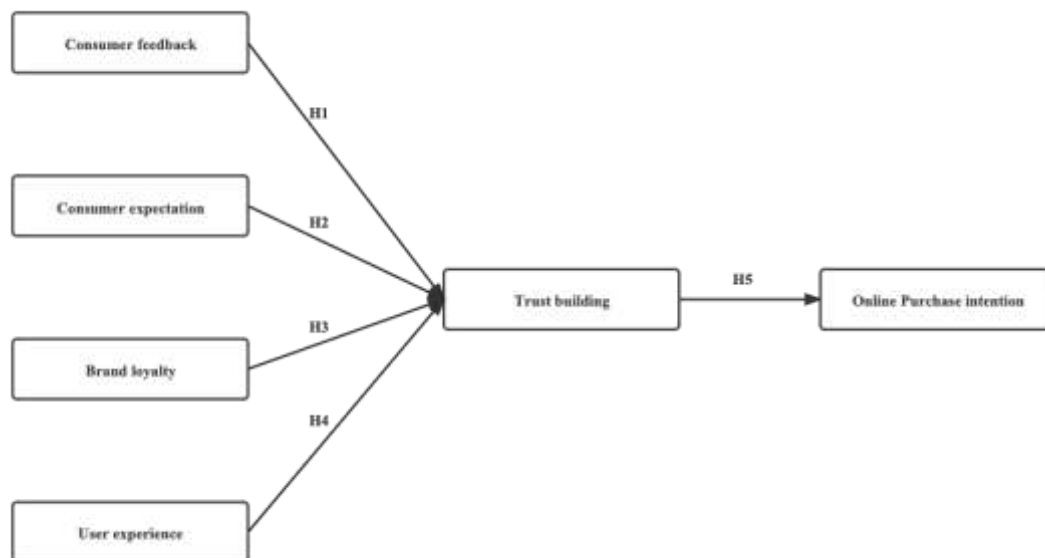


Figure 1: Framework

Source : Authors

Note :

- 1 .The cost of Pu-erh tea purchased online is the same as the cost purchased offline.

2. The phrase "purchase intention" describes a customer's intention or readiness to make a quick purchase of a specific good or service. It is a crucial idea in marketing and is frequently applied to forecast customer behavior. The intention to make an online purchase will be the main subject of this investigation.

3.2 Hypotheses

The following elements, which include customer feedback, consumer expectations, brand loyalty, user experience, and trust-building processes, are said to have an impact on consumers' intentions to shop online. These are the study's hypotheses, which are based on the model depicted in Figure 1:

H1: Trust-building is directly impacted by customer feedback.

Yoo and Donthu (2001) discovered, in accordance with the Network Effect Theory, that positive customer feedback can greatly raise consumer trust in a company and that customer feedback has an impact on brand equity.

H2: Trust-building is directly impacted by consumer expectations.

Bigne, Andreu, & Gnoth (2005) investigated the relationship between customer expectations and satisfaction in the setting of theme parks, adhering to the theory of Consumer Perceived Value. They discovered that fulfilling or surpassing expectations can result in higher satisfaction and trust.

H3: Trust-building is directly impacted by brand loyalty.

Haiying, Jiwei, and Lijing (2022) discovered that branding rituals have a favorable effect on fostering interpersonal trust, in line with the Social Exchange Theory.

H4: Developing trust is directly impacted by user experience.

Zhiping, Yan, and Wang (2022) discovered that emotional and interactive experiences had a noteworthy beneficial influence on customer trust, in line with the Consumer Behavior Theory.

H5: Developing trust influences purchasing intention directly.

Hong, Cho (2011) discovered that purchase intention is positively impacted by trust development, in line with the theory of consumer behavior.

4. Methodology

The present article employs a quantitative research design methodology. The goal is to investigate and look at the connections between the factors that have been noticed. In the end, a structural equation model was selected to analyze and ascertain the correlations among different variables. The online questionnaire surveys are the source of the data collecting. There is no offline questionnaire survey set up because the research is centered on examining individuals who have expertise with online shopping. The investigation's scope is restricted to China as Pu-erh tea is a specialty in that country. The Chinese survey platform Wenjuanxing (<https://www.wjx.cn/>) is the publisher of this survey. Because it is permitted for adults over the age of 18 to shop online, the questionnaire's age criterion is 18 years or older, which satisfies the study's criteria.

Corresponding questions were asked for each variable in the questionnaire. Following the completion of data collection, factor analysis, structural equation modeling (SEM), validity, and reliability were used in statistical analyses. Both AMOS 26.0 and SPSS 29.0 were the programs utilized. In order to better understand customer preferences, each area will include six choices: 0 for strongly disagree, 1 for disagree, 2 for slightly disagree, 3 for slightly agree, 4 for agree, and 5 for completely agree. Compile the respondents' responses' statistical data into a summary, then add it to the model for analysis.

Consumer input, consumer expectations, brand loyalty, user experience, trust-building, and online purchase intention are the six aspects that make up the questionnaire design. First, only customers who have ever shopped online are eligible for the screening question at the start of the inquiry. The survey will end if the participating customers indicate that they have never shopped online, but if they select otherwise, they can still take part. Customer feedback is the first variable, and the second. Trust can be greatly impacted by customer feedback, particularly when it comes to testimonials, ratings, and reviews (Cheung & Thadani, 2012). Negative reviews can build authenticity and openness if they are handled well, which will increase confidence (Donney & Cannon, 1997). The foundation for the development of trust is consumer expectations (Lee & Turban, 2001). When customers have high expectations for a good, service, or brand, trust is established. Brand loyalty is a crucial component of customer behavior and is typically linked to consumer and brand trust as well as a readiness to purchase. Many people believe that trust develops after a period of brand loyalty (Delgado & Munuera, 2001). User experience makes up the fourth variable. Positive and fulfilling user experiences foster competency, dependability, and trustworthiness in a product or service, all of which contribute to the development of trust.

Trust is impacted by the user experience's perceived quality. Users' faith in a brand or product is positively impacted when they have a seamless, high-quality interactive experience (Parasuraman, 1988). Establishing trust is the fifth variable. Honesty, respect, openness, and dependability are the four components of trust (Sonya, 2021). The intention to make an online purchase, or to shop online and buy products or services, is the sixth variable (Chargebacks 911, 2023). Thirdly, the purpose of the questionnaire was to gather data regarding the proportion of customers who choose to purchase both traditional and online. This inquiry was meant to gauge the customer's inclination on their preferred method of shopping. The final section of the questionnaire asked for the consumers' age, occupation, and annual income, among other basic details.

5. Empirical results

5.1 Data analysis

There were 406 valid questionnaires collected, of which 182 were completed by men (44.83 percent of the total), and 224 by women (55.17 percent). Regarding occupation, the majority of respondents were employed by the government or other government-affiliated institutions (39.41 percent), followed by freelance professions (22.91%) and self-employed business owners (18.23%). Regarding yearly income, 37.68 percent of respondents made \$50,000 to \$100,000 or less, 25.62 percent made \$50,000 or less, and 18.23 percent made \$10–\$15,000 or less. A significant portion of the respondents—37.68%—had an annual income between \$50,000 and \$100,000, followed by 25.62% with an income of \$50,000 and under, 18.23% with an income between \$100,000 and \$150,000, and 14.78% with an income between \$150,000 and \$200,000. Fewer respondents have an income of \$200,000 and above. Regarding age, the age group that accounts for 33.99 percent and 33.25 percent, respectively, is 16–24 years old and 25–30 years old. Table 1 provides a summary of the survey responses from the participants.

Table 1 : Descriptive statistics on demographic characteristics

Frequency analysis results

Name	Option	Frequency	%	Cumulative Percentage (%)
Gender	Male	182	44.83	44.83
	Female	224	55.17	100.00
Occupation	Student	66	16.26	16.26
	Professional	160	39.41	55.67
	Individual Business	74	18.23	73.89
Annual Income	Freelancer	93	22.91	96.80
	Other	13	3.20	100.00
	Under 50000	104	25.62	63.30
	50000-100000	153	37.68	81.53
	100000-150000	74	18.23	96.31
	150000-200000	60	14.78	100.00

Table 1 : Descriptive statistics on demographic characteristics

Frequency analysis results

Name	Option	Frequency	%	Cumulative Percentage (%)
Age	More than 200000	15	3.69	63.30
	18-24	138	33.99	33.99
	25-30	135	33.25	67.24
	31-40	62	15.27	82.51
	More than 40	71	17.49	100.00
Total		406	100.0	100.0

Source : Authors*5.2 Result analysis*

First, the findings demonstrated the validity and reliability of the six variables when factor loadings, Cronbach's alpha, construct reliability (CR), and average variable extraction (AVE) were assessed (Table 2). A level of 0.5 is deemed satisfactory, while values above 0.7 are regarded as very good. CR is a less biased measure of dependability than Cronbach's Alpha; according to David (2015), a value of 0.7 and higher is considered acceptable.

Table 2: Cronbach's Alpha, Construct Reliability and Average variable extract

Variable	Cronbach's Alpha	Construct (CR)	Reliability	Average variable extract (AVE)
Consumer feedback (CF)	0.904	0.9038		0.6529
Consumer expectation (CE)	0.776	0.7940		0.6587
Brand loyalty (BL)	0.915	0.9477		0.7925
User experience (UE)	0.854	0.8341		0.6264

Trust building (TB)	0.912	0.9518	0.8095
Online purchase intention (OPI)	0.793	0.7816	0.6429

Source : Authors ,SPSS29.0

Following validity and reliability tests, the Amos model was used to create a SEM model. Path diagrams were used to illustrate the structural model, with rectangles representing observable variables and ovals representing latent variables. (Figure 1) To test the model's fit, compare the outcomes of different fitting indicators with the assessment standards. In order to test the model, this article used seven fitness indicators—CMIN/DF, GFI, NFI, AGFI, CFI, RMSEA, and TLI—based on the introduction of structural equation model fitness indicators in the previous text. The following table displays the specific results: $\chi^2/df=1.224$, GFI=0.943, AGFI=0.929, NFI=0.951, Tlingit=0.989, CFI=0.99, RMSEA=0.024. Because the model's total fit index falls within the permitted range, it is deemed acceptable. The research model fits well and satisfies the fitness requirements, making it suitable for use in further path analysis.

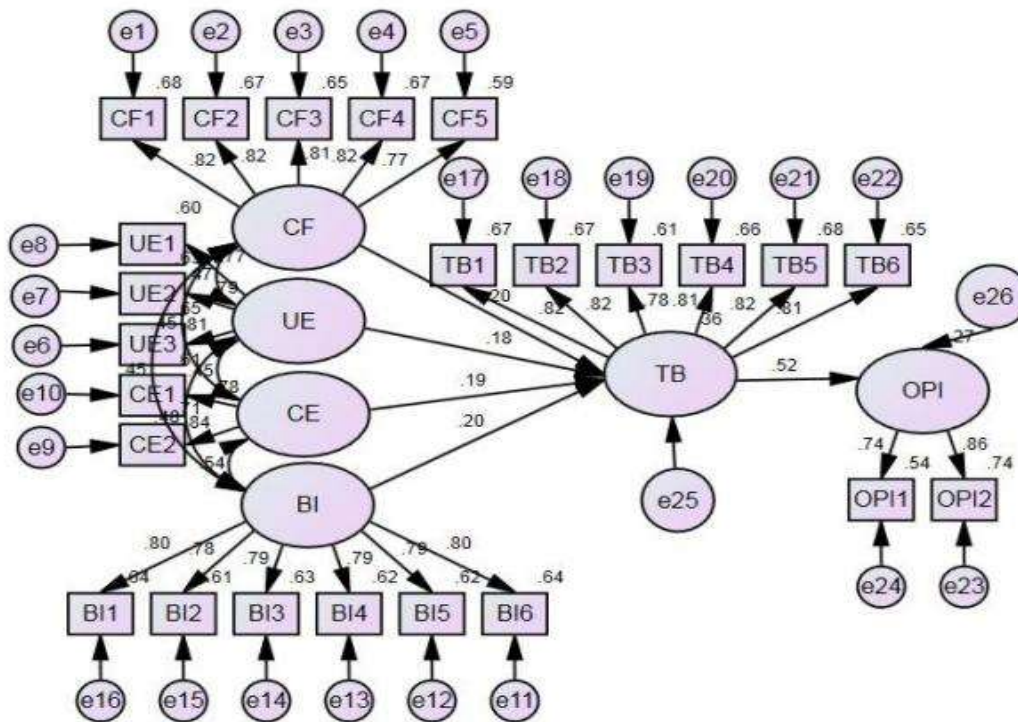


Figure 2: The structural Equation Model

Source : Authors

Table 3: Path Coefficients and Test Values

Hypotheses H1 to H5

Y	→ X	Unstandardized path coefficient	SE	z (CR value)	P-value	Standardized coefficient	path Decision
Consumer feedback	Trust building →	.210	.060	3.477	***	.202	Supported
User experience	Trust building →	.182	.063	2.876	.004	.178	Supported
Brand loyal	Trust building →	.216	.066	3.294	***	.203	Supported
Consumer Expectation	Trust building →	.193	.067	2.901	.004	.192	Supported
Trust building	Online purchase intention →	.541	.059	9.115	***	.522	Supported

Note : (1) *** means $P < 0.001$

(2) → denote path influence relationships

Source : Authors

Further studies are carried out in light of the above table's data to ascertain whether the following hypotheses put forth in this study can be confirmed:

Consumer feedback has a significant positive effect on trust establishment; the higher the consumer's evaluation of the consumer feedback, the more trust can be established when purchasing Pu-erh tea online. The standardized path coefficient of consumer feedback on trust establishment is 0.202 and reaches significance ($P < 0.05$). As a result, the study's postulated hypothesis H1 is confirmed. The present study validates the hypothesis H2, which states that consumer expectation has a significant positive effect on trust establishment. Specifically, the more consumers can meet their expectations, the more trust can be established in online Pu-erh tea purchases. The standardized path coefficient of consumer expectation on trust establishment is 0.178 and reaches significance ($P < 0.05$). Brand loyalty has a significant positive effect on trust establishment; the more a consumer is loyal to a brand, the more trust can be established when purchasing Pu-erh tea online. This is indicated by the standardized path coefficient of brand loyalty on trust establishment, which is 0.203 and reaches significance ($P < 0.05$). As a result, the study's postulated hypothesis H3 is confirmed.

The consumer user experience has a significant positive effect on trust establishment; the better the consumer user experience, the more trust is established when purchasing Pu-erh tea online (standardized path coefficient of user experience on trust establishment is 0.192 and reaches significance ($P < 0.05$)). As a result, the study's postulated hypothesis H4 was confirmed.

The online purchase intention of consumers is significantly positively impacted by trust establishment, as evidenced by the standardized path coefficient of trust establishment on online purchase intention of 0.522 and reaching significance ($P < 0.05$). The higher the consumer's trust in online Pu-erh Tea purchases, the greater their willingness to make such purchases. As a result, the study's hypothesis H5, which was put forth, was confirmed.

6. Key Findings and Implications

6.1 Key findings

Customers are favoring online buying more and more as a new way of consumption. Online purchasing has more market competition than traditional shopping models. Online sales of Pu-erh tea have the potential to both raise consumer awareness of the beverage and boost sales volume. However, trust is a major factor when making online purchases in the Pu-erh tea industry. Literature indicates that a variety of factors affect how consumers create trust. As a result, the study discovered that the key elements in establishing trust are user experience, brand loyalty, consumer expectations, and feedback. The desire of customers to make online purchases is directly influenced by the development of trust.

In conclusion, the aforementioned data point to the necessity of establishing a connection between online buy intention and confidence in the Yunnan Pu-erh tea industry. Customers' inclination to engage in online transactions and make purchases in this market can be strongly influenced by establishing trust through consumer feedback, brand loyalty, consumer expectations, and user feedback.

6.2 Implications

The results of this study will be useful to government agencies, e-commerce sites, and vendors of Puerh tea.

(1) Pu-erh tea companies: By developing marketing and sales strategies based on fostering consumer trust, pu-erh tea companies can make use of the study's findings. Organize special deals on a regular basis during important occasions to encourage customers to take part and provide positive reviews about buying Pu-erh tea online. This will successfully contribute to the company's efforts to gain the trust of its customers and boost online sales.

(2) E-commerce platforms: Based on the study's findings, it is recommended that e-commerce platforms incorporate elements like product descriptions, user reviews, and ratings in order to foster confidence and boost sales.

(3) Government agencies: Based on the findings, the Chinese government ought to create regulations pertaining to trust-building measures to shield customers against dishonest practices, like taking tough measures against fake goods, deceptive advertising, and other frauds.

7. Conclusion

The mechanisms and tactics for fostering trust in the online Pu-erh tea market are identified in this study. These include elements that help build a customer trust system, which in turn affects consumers' desire to buy, such as consumer expectations, consumer feedback, brand loyalty, and user experience. The study's population comprised Chinese citizens who were 18 years of age or older. A total of 406 questionnaires were distributed based on the Taro Yamane formula. After data collection, SPSS and AMOS were used for data analysis. The study's findings indicate that consumer expectations, feedback, brand loyalty, and user experience will all contribute to the development of the consumer trust system. The consumer's propensity to shop is further impacted by this.

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