



**THE IMPACT OF SOCIAL , PERSONAL AND PRODUCT
FACTORS ON THE CONSUMER CHOICE OF SHOPPING
CHANNEL IN SHANGDONG CHINA**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Manajemen

BY

XIAONA LYU

014201900199

FACULTY OF BUSINESS

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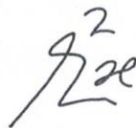
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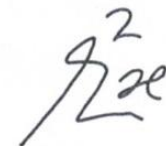
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ABSTRACT

This paper summarizes the influence of Covid19 on the choice of shopping channels in Shandong province, which leads to a sharp drop in the sales of many enterprises, this paper studies the factors that affect the choice of shopping channels in Shandong province, aiming to establish the relationship between personal factors, social factors, product diversity and the choice of shopping channels in Shandong province. The independent variables are social factors, personal factors, product diversity, and the dependent variables are consumers choice of shopping channels. Data of 198 respondents were collected through online survey and analyzed by SPSS Software. Through descriptive analysis, reliability analysis and binary Logit model analysis, the results show that personal factors have a significant impact on Shandong consumers choice of shopping channels, social factors have a significant impact on Shandong consumers choice of shopping channels, product diversity has a significant impact on Shandong consumers choice of shopping channels, finally, personal factors, social factors and product diversity also have an impact on Shandong consumers choice of shopping channels. The results of this study are expected to be verified with the results of previous studies, trying to test the results of SPSS data analysis and the results of previous studies of the degree of fit

Key words: social factors; personal factors ; product diversity; impact ; Consumers

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When it was time to graduate again, thinking back to the past four years at the Presidential University and the unknown voyage in the future, I was full of thoughts. The four years of college are the most memorable four years in my life, and also the last four years of youth blooming. There are too many people and things for me to recall and be grateful for.

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china, 15 May2023



Xiaona lyu

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