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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 46970-2025

**E-commerce products - General rules for consumer experience
evaluation**

电子商务产品 消费者体验评价通用规则

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of E-commerce Quality Management (SAC/TC563). This document was drafted by: Shanghai Gewu Zhiyuan Network Technology Co., Ltd., Weikai Testing Technology Co., Ltd., and China Electric Power Research Institute. Joint-Stock Company, Ecovacs Robotics Co., Ltd., China Consumer Product Quality and Safety Promotion Association, Zhejiang Tmall Technology Co., Ltd., China Mobile (Hangzhou) Information Technology Co., Ltd., Wu'an Yipin Yibo Trading Co., Ltd., Huace Testing & Certification Group Co., Ltd., Hangzhou Laoba Evaluation Technology Co., Ltd., Ningbo Customs Technology Center, Zhejiang E-commerce Testing Co., Ltd., and Hangzhou Consumer Rights Protection Committee Bookstore (Hangzhou National E-commerce Product Quality Monitoring and Disposal Center), Wenzhou Secondary Preschool Teacher Training School, Hangzhou Zhongyi Information Technology Co., Ltd. Chengdu Mindray Systems Engineering Technology Co., Ltd. The main drafters of this document are. Zong Guonian, Jiang Hong, Zhong Lu, Ma Shaolin, Hu Wanping, Che Junjian, Jing Yixin, Li Haonan, Li Jingfei, and Yan Dongsheng. Chen Zuanliang, Huang Wenjie, Song Hui, Jia Mengya, Tan Dongling, Li Xudong, Yang Jian, Wei Wenfeng, Zeng Jiaguang, Wang Junya, Zheng Hongzai, Wang Wentao.

E-commerce, as an important component of the digital economy, has become a key force driving consumption upgrades and economic growth. With the industry... Rapid development necessitates the establishment of a scientific consumer experience system to ensure consistency between consumers' actual experience with e-commerce products and

the e-commerce platform's advertising. A consumer experience evaluation system is particularly important. This document serves as a fundamental and universal standard to guide consumer experience evaluation activities, and will be further referenced in the future. Special requirements and standards for the development of consumer goods are being developed. The formulation and implementation of this document will help enhance consumer trust in e-commerce platforms, reduce the cost of rights protection, and guide enterprises to optimize their products and services. Product design and promotion will foster high-quality supply; technical support will be provided to relevant departments to promote the improvement of a multi-governance structure in the e-commerce industry.

General Rules for Consumer Experience Evaluation of E-commerce Products

1 Scope

GB/T 46970-2025 is the Chinese national standard covering measuring what a buyer actually experienced - the listing against the goods received, the delivery, the after-sales handling and the returns, and the sampling and scoring that turn a pile of complaints into a comparable figure. First edition, and it belongs with the reputation index standard GB/T 34051-2026. It was issued on 31 December 2025 and has been in force since 1 April 2026, as a first edition. The document is under the responsibility of the Standardization Administration of China. This page is published from the official record of the 2025 edition; the clause text of a standard this recent is not yet in circulation, and the figures, limits and tables it contains are those of the document itself, delivered in full with the English translation.

This document establishes the evaluation indicators and process for evaluating consumer experience of products sold on e-commerce platforms, and provides evaluation guidelines. Price content, as well as guarantees and capability support. This document applies to the experience evaluation activities of e-commerce platform operators on the products they sell, and also to third-party organizations' evaluations of e-commerce products. Experience evaluation activities for products sold on e-commerce platforms. This document does not apply to the evaluation of second-hand products, virtual products and services.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 18811 Basic Terminology of E-commerce

3 Terms and Definitions

The terms and definitions defined in GB/T 18811 and the following terms and definitions apply to this document.

3.1 Consumer experience This document simulates the real-life experience of consumers when purchasing and using e-commerce products.

3.2 Without using specialized laboratory equipment, this method simulates the analysis and evaluation of product quality by consumers using their sensory organs or simple measuring tools. Activity.

Note. Simple measuring tools, such as rulers, scales, etc.

4.Consumer Experience Evaluation Indicators The consumer experience evaluation indicators are shown in Table 1. Table

1 Consumer Experience Evaluation Indicators Primary indicators Secondary indicators
Label Product name, manufacturer's name and address clearly stated in Chinese. Product
quality inspection certificate Product execution standards Product label content Product
certification mark validity