A Study in Consumer Satisfaction Level in the Industry of Business to Consumer Online Purchasing Services in China

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Internet use is expected to grow at a rate never seen before in China as a result of the country's rapid development in the field of information technology. Some areas of business, such as online advertising, online shopping, and online promotional advice and service, have benefited greatly from the growth of E-commerce. In this analysis, researchers take a close look at the nuts and bolts of what makes online purchasing a positive experience for consumers. To evaluate the quality of Chinese consumers' experiences with internet purchasing, positivist thought was used. An approach defined by this philosophy combines inductive reasoning with careful, well-established observation of individual traits and actions. The results of an electronic mail survey and customer satisfaction analysis. The evaluations of validity and reliability, Pearson's correlation, and multiple linear regression all pointed to an increase in consumer satisfaction in China if shopping websites improved their security, shipping, and support for private information. Companies in China need to pay close attention to the growth of the E-commerce environment from the perspective of consumer behaviour, with a focus on the elements that have the most bearing on the level of happiness their online customers feel they get from doing business with them.

Keywords: Customer Satisfaction, Online Shopping, Customer Behaviour, Customers Choice.

1. Introduction

The Chinese online consumer market is massive and growing. The gross domestic product (GDP) is $1,305.9 billion, which is a huge number and a good sign. However, e-commerce's forward-looking indicators point to explosive expansion regardless (Yin, 2020). Numerous indicators point to this, such as the presence of both fixed and mobile phone lines and an abundance of people using computers and the Internet. At 59.1 million, internet users represent roughly 2.8 times Australia's total population. However, when compared to China's total population, these figures are vanishingly small. Distribution and delivery issues are pervasive in China due to the country's size and low population density (Antwi, 2022). This is due to the lack of built infrastructure, especially in the interior central and western areas. China's e-commerce sector has advanced significantly in recent years, and this is largely due to the government's consistent and robust backing of the private sector. However, home delivery and postal parcel delivery have only been successful in urban areas for online shopping. China, a developing nation that just gained internet access in 1994, has a long way to go in promoting

the growth of the internet and the e-commerce business. China's internet backbone companies increase local connection strength and international bandwidth (Aslam, 2019) as a result of which China's internet infrastructure has continually improved. Two new internet backbone providers, Uni-net and CNCNET, were granted permission to operate by the government, with the advent of competition as the primary motivation. There is a plethora of online marketplaces in China. The most well-known are Taobao and JD. Taobao is one of the largest e-commerce sites in the Asia-Pacific area. It was established in May 2003 by the Alibaba Group. More than 60 million people visit Taobao daily, making it the most popular online shopping site in China. However, daily online product sales have surpassed $800 million, with an average of $48,000 worth of merchandise sold per minute (Beckers, 2021). JD is China's largest and most comprehensive internet store. It is well-recognised as a leading platform for online shopping in China.

2. BACKGROUND OF THE STUDY

The practice of purchasing and selling goods online is, without a doubt, on the rise. Companies need to take a more strategic approach to e-commerce to meet the rising expectations of their online customers. Marketers providing products or services online would be wise to prioritise customer happiness since this has been shown to have a significant impact on sales (Bryson, 2020). The rising level of living and the quickening pace of modern life have had a profound impact on how people buy nowadays. People's day-to-day routines have been altered by the growth of the e-commerce business. More and more individuals are spending increasingly large sums of money on online purchasing now (Bu, 2019). According to market research cited in 2018's China Internet Survey Report, Chinese netizens' January 2017 consumption totalled 398.8 billion yuan. As Internet usage continues to increase in China, so does the number of people who shop online there. The percentage of Chinese internet users who have made an online purchase has risen from 63.1% in June 2016 to 74.8% in June 2019 (IIMedia, 2019), and the number of Chinese internet users who have made an online purchase has gone from 447.72 million to 638.82 million. China Industry Information reports that by the end of 2019, the total value of all online purchases had risen to 7.5 trillion yuan. It is believed that the dramatic increase in Internet users in China is the primary driver of the massive increase in global spending attributable to the Internet. Even though China's internet penetration rate in 2018 was 22.6%, it was still lower than the global average, Japan (73.8%), the United States (72.5%), and Korea (70.7%), all of which had much higher rates of internet adoption than China. In addition, the percentages in Germany, the UK, and France were all around 50%, thus China still has a way to go before catching up to these industrialised nations (China Industry Information, 2019).

- Customer Satisfaction in E-Commerce:

Customer happiness is a critical factor in the success of any company strategy, whether traditional or digital (Tzeng, 2020). Customer loyalty is essential for establishing long-term customer connections, and in the chaotic e-business environment, website organisations need to see how to satisfy customers to manage the growth and pieces of the overall industry (Biswas, Nusari & Ghosh, 2019). It's been shown that in the last five years, customer loyalty surveys have been commonplace at several financial institutions. Therefore, it is of utmost

importance to e-business that researchers gain a deeper understanding of the factors that influence the loyalty of web consumers. The growing concern for the long-term profitability of both dotcom businesses and traditional businesses that have been "Net-improved" (Cao, 2018) has also highlighted the need for research on web-consumer loyalty.

3.　　　PURPOSE OF THE STUDY

The purpose of this study is to examine consumer satisfaction levels within the business-to-consumer (B2C) online purchasing services in China. As the e-commerce landscape rapidly evolves, understanding the factors that contribute to consumer satisfaction is essential for businesses aiming to enhance their service offerings and maintain competitive advantage. This research identified key determinants of satisfaction, including website usability, product quality, delivery efficiency, customer service, and pricing strategies. By analysing consumer feedback and preferences, the study aims to provide insights into how businesses can improve their online platforms and foster customer loyalty. Additionally, it explored the impact of cultural factors on consumer behaviour in the Chinese market. Ultimately, the findings served as a valuable resource for B2C companies seeking to optimize their operations and meet the growing demands of online shoppers in China, contributing to a more customer-centric e-commerce environment.

4.　　　LITERATURE REVIEW

An extensive literature review of research that compared and contrasted the online and offline customer experience was conducted. The study clarifies the one thing buyers consider most before making any type of online purchase decision (Chiu, 2019). After that, they look at the gaps in knowledge between retail transformation theory and consumer behaviour theory, namely how consumers make online purchases and why they do or do not. The study analysed the impact of quality, value, customer happiness, and brand loyalty on consumers' propensity to make purchases via the Internet. Shoppers may spend hours perusing the selection before settling on a purchase, although others prefer to bargain for a lower price and make their purchases only after conducting a thorough examination. It might take anything from a few hours to several weeks to complete the process from start to finish, depending on the products, quality, quantity, and place of purchase. Electronic commerce (or "E-Commerce") refers to business conducted entirely online. To make it in the current market, may use E-commerce as a means of trade (Day, 2019). The whole process, from conceptualization and advertising through distribution and maintenance, is covered. Online shopping is growing in popularity. If it is used properly, with transaction security guaranteed, it thrives in a highly competitive and dynamic environment. Many people in Salem are fluent in the latest technologies, and the city is full of successful companies. As the percentage of the population in their twenties and thirties rises, more and more organisations, including hospitals and universities, have begun to make purchases online (Ford, 2021).

5.   RESEARCH QUESTION

Why are the reasons for increase in internet users, online shopping has not been increasing.

6.   RESEARCH METHODOLOGY

The researcher also conducted quantitative research in the form of survey collection. The details of the survey collection method are described below. A grading system based on the Likert scale is often used in surveys to gauge respondents' ideas and viewpoints. Participants choose one of many options for answering a given question or expressing their opinion on a given statement, which may include "strongly agree," "agree," "did not answer," "disagree," or "strongly disagree." In many studies, different levels of agreement are indicated by numeric codes, such as 5 for "strongly agree," 4 for "agree," and so on. Researchers looked at a variety of respondent demographics for this study, such as their age distribution, the types of jobs they had, the amount of money they made, and the level of technical expertise they possessed. That all people are counted when calculating demographics. Questions are asked on a Likert scale from 1-20, giving us insight into how online shoppers want to be surveyed

Study Area: In China, the research was carried out in a variety of settings, including retail malls, public areas, marketplaces, workplaces, and consumer mobile Apps. The areas where individuals might be observed in large numbers to analyse their buying behaviours were selected as the research locations.

Sample: Data for the study was collected through a questionnaire. Sample Size calculated through Rao-soft software was 1460, a total of 1600 questionnaires were distributed, out of which 1563 questionnaires were received back, and 63 questionnaires were rejected because they were incomplete." "The final number of questionnaires used for the study is 1500 with 855 females and 645 males respectively. The members of the study surveyed were the following: Healthcare professional 284 respondents (19.0%), Govt. employees 273 respondents (18.0%), Teacher 218 respondents (15.0%), Business 234 respondents (16.0%), Pvt. Employee 260 respondents (17.0%), Pvt. Employee 491 respondents (33.0%).

Statistical Software: SPSS Version 25.0

Statistical Tools: Descriptive analysis was used to grasp the fundamental character of the data. The researcher applied ANOVA for the analysis of the data.

6.1   Conceptual Framework
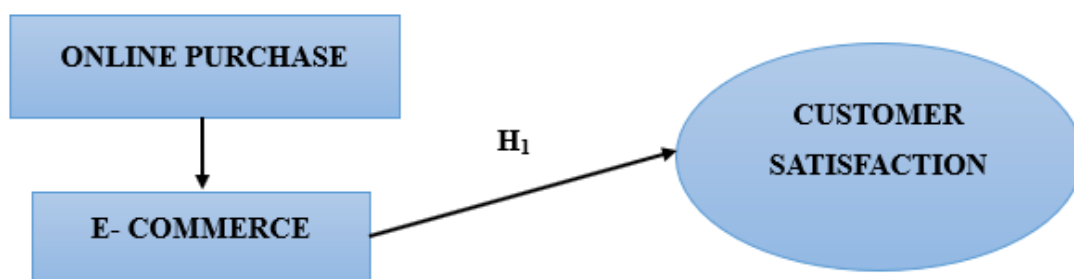
7.   RESULT

7.1 Factor Analysis

Factor Analysis (FA) is a popular tool for validating the latent component structure of a set of measurement measures. It is believed that latent (or unseen) factors were responsible for the scores on the observable (or measured) variables. One approach that relies on models is factor analysis (FA). Its main goal is to represent the relationships between seen events, their unobserved causes, and measurement errors.

The Kaiser-Meyer-Olkin (KMO) Method may be used to determine whether the data is suitable for factor analysis. Researchers checked whether researchers sampled each model variable and the overall model well. Probability measures the extent to which numerous variables may share some variance. The suitability of the data for factor analysis was often enhanced when the proportion was reduced.

Numbers between zero and one are returned by KMO. Sampling is deemed adequate if the KMO value falls within the range of 0.8 to 1.

Inadequate sampling is indicated by a KMO lower than 0.6, which necessitates remedial action. Since 0.5 is the value that some authors choose, you'll need to exercise your discretion anywhere between 0.5 and 0.6.

• KMOs If it's close to zero, it means the overall correlations are tiny compared to the partial correlations. Component analysis is severely hindered by large correlations, to restate.

Here are the standards that Kaiser uses to determine acceptability:

Lowly 0.050 to 0.059.

• Below-average by 0.60 to 0.69

The range is often seen in middle school: Range: 0.70 to 0.79.

With a quality point score ranging from 0.80 to 0.89.

The value range of 0.90 to 1.00 is just mind-blowing.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	7212.127
	df	190
	Sig.	.000

This proves that claims made for the sake of sampling are legitimate. The overall significance of the correlation matrices was further confirmed by using Bartlett's Test of Sphericity. The sampling adequacy value according to Kaiser-Meyer-Olkin is 0.918. According to Bartlett's sphericity test, the p-value is 0.00. A significant test result from Bartlett's sphericity test demonstrated that the correlation matrix is not an identity matrix.

7.2 Test for hypothesis

7.2.1 Dependent variable

- Customer satisfaction

It is reasonable to state that the most recent innovation in commercial e-commerce, online shopping, has impacted the way people all over the world purchase items in the future. All of these companies have an online presence, where customers may make service inquiries or purchases, respectively. The insatiable urge to shop online is shown by an increasing number of younger people every day (Luo & Chen, 2018). Young people have a completely different viewpoint on shopping online compared to individuals of previous generations; they see it as a forward-thinking concept that helps them save time and makes things more accessible, diversified, and interesting.

7.2.2 Independent variable

- Online Shopping

The process of purchasing goods and services through the Internet is referred to as "online shopping." When people go shopping online, they are most likely doing it at a store that is also known as an online shop, an e-shop, an e-store, a virtual store, a web shop, an Internet shop, or an online store (Galhotra, 2020). Text, photos, and other forms of media are used by online merchants to give extensive product descriptions of the goods they sell. On the website where they made their purchase, customers may often obtain more information on the goods they bought. Common examples of the information that they may convey include instructions on how to respond to crises, how to make appropriate use of the product, and even how it is manufactured. Some of them could provide advice or walk through the process step by step. As long as buyers are already online, they may as well look at other people's experiences with the goods they are thinking about purchasing. On the websites of some online shops, there can be a specific space reserved for customers to provide comments like this. There are a lot of companies that value consumer feedback. A typical retail establishment would not provide customers with the opportunity to inquire about a product from other clients in this manner (Eklof, 2018).

- E-Commerce:

The act of buying and selling goods and services through the Internet is referred to as "e-commerce" or "electronic commerce." Mobile shopping and encrypted financial transactions are two examples of the kinds of information, processes, and tools that are included in this sphere for both purchasers and vendors (Gee, 2019). The great majority of businesses that have an online presence make use of some type of online store and/or platform to facilitate the management of their e-commerce operations, including marketing, sales, and order fulfilment. Global e-commerce retail sales would have topped $5 trillion, accounting for more than a quarter of all sales in the retail sector. And by the year 2025, total expenditures were top $7 trillion even with the slow rise that is expected (Wang, 2019).

Based on the above discussion, the researcher formulated the following hypothesis, which analyses the relationship between E-Commerce and Customer Satisfaction.

H_{01}: There is no significant relationship between E-Commerce and Customer Satisfaction.

H_1: There is a significant relationship between E-Commerce and Customer Satisfaction.

Table 2: ANOVA test H_1

ANOVA					
Sum					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	65692.704	496	5474.392	2829.974	.000
Within Groups	168.296	1003	1.934		
Total	65861.000	1499			

In this study, the result is significant. The value of F is 2829.974, which reaches significance with a p-value of .000 (which is less than the .05 alpha level). This means the "H_1: There is a significant relationship between E-commerce and Customer Satisfaction" is accepted and the null hypothesis is rejected.

8. DISCUSSION

The study of consumer satisfaction levels in the B2C online purchasing services industry in China reveals a complex interplay of factors that significantly influence shopper experiences. The rapid growth of e-commerce in this region has transformed the retail landscape, leading to heightened competition among online platforms. As consumers become increasingly discerning, understanding their satisfaction is crucial for businesses aiming to retain loyalty and drive repeat purchases. Key determinants of consumer satisfaction include website usability, which encompasses ease of navigation, loading speed, and overall design. A user-friendly interface can enhance the shopping experience, making it more likely for consumers to complete their purchases. Additionally, product variety and quality play essential roles in meeting consumer expectations. When customers find a wide selection of high-quality items, they are more inclined to feel satisfied with their shopping experience. Delivery efficiency is another critical aspect influencing satisfaction. In a fast-paced market, consumers expect timely deliveries and accurate order fulfilment. Delays or issues in this area can lead to dissatisfaction, highlighting the importance of robust logistics and supply chain management for online retailers. Furthermore, effective customer service is vital; responsive and helpful support can turn a potentially negative experience into a positive one, fostering consumer trust and loyalty. Cultural factors also contribute to consumer behaviour in China. Understanding the preferences and shopping habits influenced by cultural nuances can guide businesses in tailoring their strategies to resonate with local consumers. Promotions, payment options, and communication styles that align with cultural expectations can enhance satisfaction levels. Satisfaction The analysis of consumer satisfaction in the B2C online purchasing sector underscores the necessity for continuous improvement and adaptation. As consumer preferences evolve, businesses must remain agile, leveraging feedback and data to refine their offerings. By prioritising customer satisfaction and addressing the various elements that contribute to it, companies can create a more engaging and fulfilling online shopping

experience, positioning themselves for long-term success in the competitive Chinese market.

9. CONCLUSION

The study of consumer satisfaction levels in the B2C online purchasing services in China reveals critical insights into the factors that shape shopper experiences in this dynamic e-commerce landscape. With the rapid growth of online shopping, understanding what drives consumer satisfaction is essential for businesses striving to maintain a competitive edge. Website usability is a significant factor influencing consumer satisfaction. A well-designed interface that allows for intuitive navigation can enhance the overall shopping experience, encouraging consumers to engage more deeply with the platform. Additionally, factors such as page loading speed and mobile responsiveness contribute to this positive experience, as a growing number of consumers rely on mobile devices for their purchases. Product variety and quality are also key determinants of satisfaction. Consumers increasingly expect a wide range of options and high-quality products when shopping online. When businesses meet these expectations, they foster a sense of trust and loyalty among customers. Delivery efficiency plays a vital role in shaping satisfaction levels. In an environment where fast shipping is increasingly valued, delays can lead to frustration and dissatisfaction. Companies that prioritize logistics and provide transparent tracking options are more likely to enhance consumer trust and satisfaction. Furthermore, effective customer service is essential in addressing concerns and resolving issues. Responsive support channels, whether through chatbots or human representatives, can significantly improve customer perceptions and experiences. Cultural factors influence consumer behaviour in China, affecting preferences and expectations regarding promotions, payment methods, and overall shopping experiences. Understanding these nuances allows businesses to tailor their strategies to better resonate with their target audience. In summary, the discussion highlights that enhancing consumer satisfaction in the B2C online purchasing sector requires a comprehensive understanding of various factors, including usability, product quality, delivery speed, customer service, and cultural influences. By focusing on these elements, businesses can create a more satisfying shopping experience, ultimately driving loyalty and growth in the competitive Chinese e-commerce market.

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