

A STUDY IN CONSUMER SATISFACTION LEVEL IN THE INDUSTRY OF BUSINESS TO CONSUMER ONLINE PURCHASING SERVICES IN CHINA

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ABSTRACT

Internet-based technologies are projected to boom in China as information technology develops. E-commerce has boosted online advertising, purchasing, and promotional advice and services. This investigation examines the details of what makes internet buying effective or unsuccessful for consumers. Positivism was used to evaluate Chinese online shoppers. The philosophical framework uses inductive reasoning and empirically based analytic methods to explain an individual's features and behaviors; email and survey replies for customer satisfaction. Technology has revolutionized the retail business, so most people now purchase online rather than at brick-and-mortar stores. In the recent decade, this strategy has grown increasingly prevalent, and some of the top retail corporations have begun mixing the two tactics to enhance profits. This research examines how customers feel about in-store vs. internet purchasing and any parallels or contrasts they may find. This research examines why men prefer internet shopping over in-store shopping. Shopping malls closer to real shopping are better for payment security. Although more people are shopping online, most still prefer to shop in shops where they can talk to store workers and visually inspect products before buying.

Keywords: Online shopping, Consumers choice, Consumer behaviour, Customer satisfaction, Internet, Chinese context, Technology, E-commerce.

1. INTRODUCTION

While there are certain limits like legislation enforced by the jurisdiction authority in each nation, Internet access was quickly expanding around the globe. The number of people who use the internet regularly has exploded in recent years. Although some people still use the Internet primarily for leisure, the phenomenal growth of the network has opened up new possibilities for work and trade for everyone. Customer happiness is crucial to any company's success. So, this is a crucial factor for every company's future prosperity. Retailers, both traditional and e-commerce are undergoing radical transformations. A user's digital maturity, which is itself a function of how long they've been online, is correlated with the likelihood that they would purchase online (Okeke, 2019). When it comes to the International Self-Trade, it's all about advancing science and technology on a regular basis. By facilitating electronic transactions anywhere in the world, E-commerce has opened up international trade to previously excluded groups. In addition, studies have shown that due to the internet, businesses have grown rapidly and improved (Mathewson, 2016). Thanks to technical advancements, the number of people actively participating in E-commerce has increased. China now accounts for 21.97% of all Internet users worldwide, up from 21.93% a few years ago. It was estimated that there are now 649 million Internet users, an increase of 4% from 2013. It is predicted that by the end of 2016, there will be around 700 million people using the Internet worldwide.

According to the results, the number of Chinese Internet users exceeds that of both the United States and Russia combined. Online customers want that websites be straightforward, simple,

and risk-free. It shows how far behind other nations China is, such as Russia. Thus, it is crucial that China step in and fill the void. China has a lot of Internet users, but if it wants its adoption rate to exceed that of other nations, it has to prioritize consumer happiness. The contentment of Chinese internet shoppers is the subject of this study. Malhotra's research on internet shoppers' happiness is cited, along with other variables known to affect their happiness (2013). As a result of this research, practitioners in China will have a better understanding of how e-commerce might affect consumer happiness.

With the advent of e-commerce, consumers have gone from being largely inactive to taking an active role in the buying process; they are now able to not only quickly locate the information they need about products thanks to the internet, but also to influence the decisions of any merchant they choose. So, in the Internet age, it is far more crucial for businesses to keep consumers happy and foster customer loyalty for e-business than it was for conventional businesses. Consumers are not happy with, or trusting of, internet retailers at the moment. A poll of North American internet consumers conducted in January 2006 found that 34% of respondents found the most up-to-date customer care they received when purchasing online to be poor. Third of online adults (35.1% of the total) say they have complete faith in the web. The netizens demonstrate a lack of faith on the Internet, and many Internet apps may have an adverse effect on the platform's popularity, perhaps drawing in those who are not even regular Internet users. In addition, the level of confidence that users in the junior high school have in the Internet is greater. About half (45.9%) of the following Internet users are students in junior high schools and they all have faith on the Internet. Trust has dropped to thirty percent (29.6%) when a bachelor's degree is shown. According to the most up-to-date data on China's Internet development statistics (January 2009), out of a total of 2.1 billion Internet users in China, only 40.7% were pleased with the service overall, while 47.3% were not satisfied at all (CNNIC, 2009). After everything is said and done, the issue they need to look at is what prompted individuals to start purchasing online despite their low level of contentment with the Internet.

2. BACKGROUND OF THE STUDY

The fundamental ideas behind online commerce point to significant growth in the industry. It is possible to get a decent idea of a country's level of technical advancement by looking at the number of people who use the Internet, personal computers, landlines, and mobile phones. The fact that China is such a huge nation with such a low population density results in widespread issues with resource allocation and transportation. The fault may be placed on the center and western interior areas' inadequate preparation of the foundation. In addition, owing to the continuous backing of the government, China has been making extraordinary progress in the area. Because of the proliferation of e-commerce in China, retailers now have access to a wide variety of channels via which they may sell items that are distributed by wholesalers, manufacturers, and other types of suppliers. The variety of business goods that are now on the market gives customers plenty of options (Khairudin, 2019).

The cost of manufacturing has significantly decreased as a result of globalization, which has also led to a rise in wage levels as a result of increasing commerce. On the other hand, the e-commerce industry in China is only getting off the ground. Although Chinese merchants have access to e-business, they have not yet used e-trade as a primary strategy for expanding their

businesses. Customers who do not shop with huge firms or recognizable brands account for less than one percent of China's overall e-commerce market. In addition, because of the effects of globalization, China's commercial and economic operations on a worldwide scale have a significant influence. Because of globalization, companies all over the world now have immediate internet access to the most cutting-edge technology. This helps to alleviate the difficulties associated with geographical dispersion and reduces the costs associated with internal coordination. It is essential for the success of any business to have satisfied clients and to hear nothing but glowing feedback on the quality of a product or service. The extent to which certain item or service fulfills the demands of a consumer more effectively than other options currently available on the market. In today's world, providing excellent service to customers is an absolute must in every sector. It is irrelevant whether a corporation conducts its business activities online or offline. The satisfaction of a company's clientele should be its top priority when it comes to providing service, and this should be the company's primary emphasis (Abojeib, 2019).

As a result, the satisfaction of customers is more important than it has ever been. Some companies have developed specialized CRM (Customer Relationship Management) departments to keep an eye on their customers' satisfaction levels in order to determine whether or not their customers who buy online are happy with their purchases. As a direct consequence of this, a significant number of academics consider the study of satisfied customers to be an important focus. Several businesses compete with one another for clients in the online marketplace of today by using a variety of customer service tactics (Zandi, 2018).

3. LITERATURE REVIEW

Electronic commerce is the process of conducting business transactions, such as purchases and sales, using digital networks like the Internet (or "e-commerce" for short). The exponential growth of the Internet is a direct consequence of the expansion of other forms of information technology and the widespread use of such technologies in contemporary business. Internet commerce is expanding at a pace that has never been seen before, and the Internet itself is becoming an increasingly important part of business. The advancement of information and communication technology was mostly pioneered in the United States but is increasing at a rapid rate in the emerging nations like China. The revolution in e-commerce has opened up a wide variety of opportunities for businesses, which they may use in order to win and keep the satisfaction and loyalty of their customers. As a result, a great number of companies perform in-depth evaluations of the E-commerce environment from the point of view of consumer behavior in order to discover which areas of the industry have the most influence on the level of satisfaction experienced by customers (Hong, 2019).

The Internet is having an effect on people's lives in a variety of different ways. People's day-to-day activities are gradually shifting away from the physical world and into the digital world. This change has been gradual but consistent. Recent events have made it quite clear that China is now leading the world in terms of the expansion of internet shopping. Yet, in the twenty-first century, shopping online has turned into an everyday activity for most people. When people buy online, people are essentially making a purchase straight from the retailer, but people never have to leave the convenience of their own home to do it. The process of making

a purchase through the internet may also be considered an example of an e-transaction. Because of this, it is now possible for anybody to make an order with the company over the internet, and they will subsequently get their items in a short amount of time (Aslam, 2019).

Access to the Internet is possible from almost every location on the face of the earth at the current time. The introduction of the Internet has accelerated the pace of life for individuals all around the world. Customers in this day and age are infamous for being choosy and expecting the right to shop whatever, whenever, and wherever they like. Customers expect individualized experiences across a diverse range of conventional and digital retail channels. The Internet is a vast medium that allows people to communicate with one another instantly regardless of where they are situated on the planet. Anybody, at any time, and from any location, has the ability to shop on the Internet. Everyone agrees that the Internet and the applications that run on it are the most important elements in the fast development of the power technology that is allowing consumers to have a better experience interacting with businesses, products, and services (Jan, 2016).

In addition, information on the products and services provided by a sector may be discovered via the practice of shopping online, which is a worldwide phenomenon that is especially prevalent in China. It is soon becoming the market that is expanding at the quickest rate in the globe. Amazon, a massively successful American online corporation that has had far-reaching impacts on the lives of its consumers, is without a doubt one of the most important of them. Amazon has changed the lives of its customers in a variety of significant ways (Wang, 2017). As more individuals have access to the internet, there is a larger chance that some of those people will make purchases using the internet. This probability increases as the number of people who have internet access increases. According to study that was provided by Sushma, by the year 2020, it is anticipated that half of the population would have shopped online (Rita, 2019).

4. RESEARCH METHODOLOGY

From January to June 2022, researchers performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1460: 1600 questionnaires were distributed, 1563 were returned, and lastly, 63 questionnaires were rejected owing to incompleteness of the questionnaire. One thousand five hundred people from China were contacted and interviewed for the study. Using convenience sampling, all respondents were approached at the places listed above. Respondents were asked to engage in a monitoring programme at the factories. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their monitoring programme. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were told. In some places, people were given questionnaires to complete and return all at once.

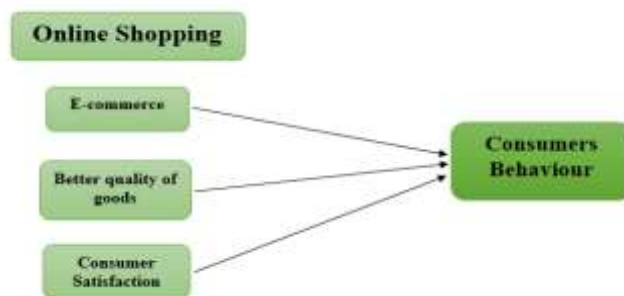
Sampling: Data for the study was collected through a questionnaire. Sample Size calculated through Rao-soft software was total 1500.

Data and Measurement: The researcher also conducted quantitative research in the form of survey collection. Respondents first answered control questions regarding their online shopping analysis and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 1500. Likert scale, rating system, used in questionnaires, that is designed to measure people's attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include "strongly agree," "agree," "did not answer," "disagree," and "strongly disagree." Often, the categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on.

Statistical Software: MS-Excel and SPSS 25 will be used for Statistical analysis.

Statistical tools: Descriptive analysis was applied to understand the basic nature of the data. Validity will be tested through factor analysis.

5. CONCEPTUAL FRAMEWORK



6. RESULTS

A total of 1600 questionnaires were distributed, out of which 1563 questionnaires were received back, and 63 questionnaires were rejected because they were incomplete, and 1500 questionnaires were analysed using the Statistical Package for social science (SPSS version 25.0) software.

Factor Analysis:

Confirming the latent component structure of a collection of measurement items is a common utilisation Factor Analysis (FA). The scores on the observable (or measured) variables are thought to be caused by latent (or unobserved) factors. Accuracy analysis (FA) is a model-based method. Its focus is on the modelling of causal pathways between observed phenomena, unobserved causes, and measurement error.

The data's suitability for factor analysis may be tested using the Kaiser-Meyer-Olkin (KMO) Method. Each model variable and the whole model are evaluated to see whether they were

adequately sampled. The statistics measure the potential shared variation among many variables. In general, the smaller the percentage, the better the data will be suitable for factor analysis.

KMO gives back numbers between 0 & 1. If the KMO value is between 0.8 and 1, then the sampling is considered to be sufficient.

If the KMO is less than 0.6, then the sampling is insufficient and corrective action is required. Some writers use a number of 0.5 for this, thus between 0.5 and 0.6, they have to apply their best judgement.

- KMO Near 0 indicates that the total of correlations is small relative to the size of the partial correlations. To rephrase, extensive correlations pose a serious challenge to component analysis.

Kaiser's cutoffs for acceptability are as follows:

Kaiser's cutoffs for acceptability are as follows:

A dismal 0.050 to 0.059.

- 0.60 - 0.69 below-average

Typical range for a middle grade: 0.70–0.79.

Having a quality point value between 0.80 and 0.89.

The range from 0.90 to 1.00 is really stunning.

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 demonstrates the validity of assertions for sampling purposes. To further verify the relevance of correlation matrices as a whole, Bartlett's Test of Sphericity was performed. Kaiser-Meyer-Olkin Sampling Adequacy Value is 0.918. The p-value for Bartlett's sphericity test was determined to be 0.00. Bartlett's test of sphericity showed that the correlation matrix isn't an identity matrix, with a significant test result.

Test for hypothesis:

The practice of making purchases through electronic means (the Internet) is sometimes referred to as "online shopping." Customers that want to conduct their shopping on the Internet

do so at a store also known as an online shop, e-shop, e-store, virtual store, webshop, Internet shop, or online shop. Text, photos, and other material are all used by online stores to offer detailed descriptions of their products. Further information on a product is typically available to buyers directly on the website where the item was bought. Instructions on how to deal with an emergency, how to utilize the product correctly, and even the manufacturing process are all examples of what may be included. Maybe some of them will even provide help in the form of guides or lessons. Online shoppers may as well study feedback left by previous buyers before making a purchase decision. Some online stores may have a special area on their sites for exactly such comments. Reviewers are often welcomed by many companies. Customers often can't obtain feedback like this from other buyers in a traditional store.

E-Commerce:

Purchasing and selling products and services electronically is known as "ecommerce" or "electronic commerce." It entails a broad range of information, methods, and tools for buyers and sellers, such as mobile shopping and payment encryption. To manage their ecommerce marketing, sales, and fulfilment, the vast majority of companies with an internet persona utilise some kind of online shop and/or platform. By 2022, e Marketer predicts, worldwide e-commerce retail sales will have surpassed \$5 trillion, making up more than a quarter of all retail sales. And even with sluggish growth, total expenditures will surpass \$7 trillion by 2025. Let's examine e-backstory, commerce's development, and effects on the business sector to get a firm grasp on the concept. The consumers also look forward to the future of e-commerce and evaluate its potential benefits and drawbacks. Listen to our biweekly audio program, the Get it Big Podcast, wherein global thought leaders debate everything ecommerce, from the latest industry trends and news to growth tactics and success stories.

On basis of the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between E-commerce and consumer behaviour.

H01: There is no significant relationship between E-commerce and consumer behaviour.

H1: There is a significant relationship between E-commerce and consumer behaviour.

Table 2. H1_ANOVA

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 levels). This means the "H1: There is a significant relationship between E-commerce and consumer behaviour" is accepted and the null hypothesis is rejected.

7. CONCLUSION

These days, almost everyone uses the internet to do their shopping. Online shopping is becoming more popular with consumers of all ages and both sexes, as well as those from a variety of walks of life and academic levels. When customers purchase online, they have access to a wider selection of reputable merchants selling items of a higher quality, which gives them more options to choose from, potentially saving them time and effort. Consumers who opt to make their purchases online rather than in a physical store may be eligible for further discounts as a result of the potential cost savings that may be realized by businesses as a result of the advent of the Internet. It is anticipated that the business will continue its stratospheric growth as an increasing number of individuals become aware of how quick and cost-effective it is to make purchases online. There is an indication that there is still a need for in-store purchases among customers who are between the ages of 31 and 40 and who normally make a purchase once every three months. Retailers, both online and offline are placing a greater emphasis on the in-store experience as well as customer service in order to win the business of customers who prefer to browse and make purchases in person and to maintain the loyalty of customers whose shopping habits change with the changing of the seasons. According to the findings, another advantage of shopping at conventional shops is that customers do not have to wait for their purchases to be delivered. If a consumer makes the effort to try on several garments at a shop, they may be able to avoid the trouble of exchanging or returning an item altogether. Offline business has been able to compete with, and in some cases even outperform, its online equivalent thanks to the proliferation of mega-retail complexes. In addition, customers cited a number of challenges associated with their overall shopping experience. These challenges included the quality of services provided by shopping advisors as well as the availability of convenient parking alternatives in the area. This is encouraging news for the continued existence of standard retail locations. The overall consensus among customers is that they have a positive attitude toward the retail industry, as was said before. Retailers could offer a few offline activities that are either suited, guide, or unique in order to enhance our in-store shopping experience. Instead, they might make use of a technology that uses artificial intelligence to modify apparel and other items. In a similar vein, people may be encouraged to go out and shop by advertisements, as well as by their friends and family. When seen through the prism of social contact, going shopping may be interpreted as an attempt to get access to social connection with other people.

8. LIMITATIONS

Mathematical expressions employed in quantitative methods are derived from assumptions and mathematical models. It's debatable whether or not these base assumptions can be applied to other problems. Negligent use of quantitative methods carries the risk of disastrous results. As they need the skills of qualified specialists, quantitative methods tend to be expensive. The high cost of implementation means that even the largest corporations only utilize quantitative methods in a limited capacity. Most managers rely on their gut instincts and their own judgment when making decisions, rather than hard data. The unreliability of quantitative methods may be traced back to issues like inaccurate data, inconsistent definitions, and a bad choice of sample, method, comparison, and presentation. Qualitative phenomena can't be studied using quantitative methods since they ignore ethereal, immeasurable human factors. In

making decisions, for instance, managers' knowledge, enthusiasm, and demeanor are disregarded. Quantitative interpretations of qualitative claims about intangibles are nevertheless possible for the sake of using the techniques. A manager's intelligence may be evaluated in part by assigning them a letter grade that considers their experience and education.

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