



**A Study of Customer Satisfaction and E-commerce Online Purchasing Service in
China-Using Taobao and JD as the Examples to Compare and Analyse**

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ABSTRACT

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This paper aimed at studying the situation of customer satisfaction and e-commerce online purchase service in China with descriptions of the standing e-commerce situation in China. The article introduced the purpose of this study and focused on customer satisfaction to analyze the whole service industry situation by using Taobao and JD as the examples to compare and find out problems. Meanwhile, the crucial points of the online purchasing model and customer satisfaction were product quality and value, delivery time and price, internet website and e-commerce service. After the data and information of comparisons about Taobao and JD were made, it would be known that the products quality was the most significant factor to affect customer satisfaction and there would make analyses more in-depth. Furthermore, findings and conclusion of this study were presented for making readers understand the real circumstance. Finally, this paper can put forward suggestions according to these particular limitations.

Keywords: Customer satisfaction, E-commerce, Purchase online

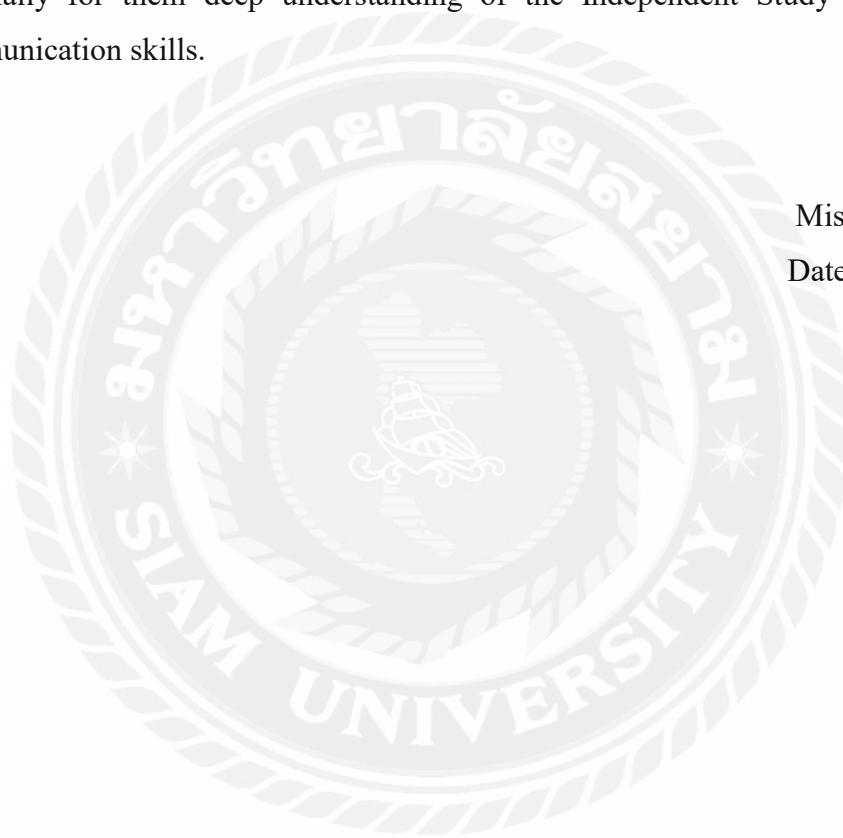


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Chapter 1

Introduction

1.1 Research Background

It is true that selling or buying products on the internet has become a new trend. Online customer expectations grow every day, so companies are forced to adopt a more planned approach to e-commerce. Evidences show that customer satisfaction plays an important role in E-commerce, that is why marketers should pay attention to it, while they are selling goods or service on the internet (Nisar & Prabhakar, 2017).

Because of the development of living standards and the accelerating pace of life, consumers' shopping behavior has changed dramatically. E-commerce economy has been affecting the daily lifestyles that people have. Currently, there are more and more people spending bigger and bigger amount of money on shopping on the internet (Luo & Chen, 2018). In 2018, China's Internet Survey Report, relevant market analysis shows that Internet users in China had 398.8 billion yuan in the consumption level in January 2017. With the improvement of the popularity of the Internet, the scale of online shopping users in China naturally grows steadily every year. From June 2016 to June 2019, the number of online shopping users in China increased from 447.72 million to 638.82 million, and the utilization rate of online shopping increased from 63.1% to 74.8% (IIMedia, 2019).

At the end of 2019, the transaction scale of online shopping increased a lot more than before and reached 7.5 trillion yuan (China Industry Information, 2019). As it is said, the main reason for Internet-scale growth of total expenditure is due to China's rapid growth of Internet users. In terms of internet penetration, in 2018, although China's internet penetration proportion has already reached 22.6%, has been slightly higher than the global average, Japan, the United States, and Korea with each percentage reaching 73.8%, 72.5% and 70.7%, whose internet penetration percentages were much more than that of China. Besides, the percentages of Germany, United Kingdom and France all were about 50%, therefore China still has a certain distance with these developed countries (China Industry Information, 2019).

1.1.1 E-Commerce in China

There is always a huge and potential e-commerce market in China. The large absolute gross domestic product of US\$1305.9 billion seems encouraging. Apart from that, the leading indicators for e-commerce imply rapid growth. There are different signs, including plenty of online users, personal computers as well as telephone lines and cellular subscribers. The number of internet users stands at 59.1 million, which is approximately 2.8 times the entire Australian population. But these numbers are correspondingly small, comparing to the total population of Chinese. Because China is a vast country with a low population density, the distribution and delivery problems are rampant (Tandon, Kiran, & Sah, 2017). This is because of the underdeveloped infrastructure in the central and western inner regions in particular. Nowadays, China already has made remarkable progress in e-commerce industry and the reason is that enterprises always get strong support from the government. However, it is the fact that the delivery of purchasing goods online has been completed only in urban regions by the home delivery and postal parcel. As a developing country that has just obtained internet access since 1994, China still needs to promote the development of internet and the e-commerce industry. The reason why the improvement of China's internet infrastructure has been always excellent is that China's internet backbone firms provide international bandwidth to the internet and strengthen domestic connections (Li & Hu, 2015). This is mainly having the emergence of competition why the government gave approvals to two new internet backbone providers – Uni-net and CNCNET.

In China, there are many e-commerce websites. The Taobao and JD are most famous of them. Taobao is a large online retail enterprise in the Asia Pacific region. It was founded by Alibaba Group in May 2003. Taobao is a popular online shopping retail platform in China, with nearly 500 million registered users and more than 60 million regular visitors every day. At the same time, the number of online products per day has exceeded 800 million, with an average of 48000 goods sold per minute (Chen, Liu, & Zhou, 2015). JD is a comprehensive online retailer in China. It is one of the most popular and influential e-commerce websites in the field of e-commerce in China. It sells millions of high-quality commodities including home appliances, digital communication, computers, home furnishings, clothing, mother and baby, books, food, online travel, etc. In 2012, JD accounted for 49% of China's self-operated B2C market,

and continued to expand its advantages in China's e-commerce market with the full supply chain. JD has established six logistics centers in North China, East China, South China, Southwest China, central China and Northeast China. At the same time, it has established core city distribution stations in more than 360 cities in China (Guo, Zhao, & Feng, 2019).

1.1.2 Customer Satisfaction in E-Commerce

Consumer satisfaction is a present issue in the accomplishment of any business model, customary or online (Hu, 2014). In a disordered e-business environment, with a specific end goal to manage the development and pieces of the overall industry, website organizations need to see how to satisfy clients, because customer loyalty is necessary for setting up the long customer connections (Biswas, Nusari, & Ghosh, 2019).

It is confirmed that in the recent five years, consumer loyalty reviews have gotten to be regular in numerous budgetary organizations. Accordingly, a superior comprehension of variables affecting web-consumer loyalty is of extraordinary significance to e-business. Besides, the requirement for examination in web-consumer loyalty has been emphasized by the expanding interest for the long haul gainfulness of dotcom organizations and conventional organizations that are "Net-improved" (Cao, 2018).

1.2 Research problem

1.2.1 What is the level of customer satisfaction such as satisfied, strongly satisfied and moderate, dissatisfied and strongly dissatisfied with online service concern with e-commerce?

1.2.2 What are the majors of these indications in customer satisfaction and e-commerce?

1.2.3 How would E-commerce in online service be improved to customer satisfaction?

1.2.4 What is the significance of these indications in customer satisfaction?

1.3 Objective of the Study

In this study, the main purpose is to acquire basic information about customers' online purchasing experiences in China, and it is the more important part to do the surveys on internet customers' satisfaction for their online shopping experiences, especially about the related services during the whole purchasing processes.

The objective of the study is to find out the customers' advice on these e-commerce purchasing services, which include product quality, product price, delivery system and other relevant e-commerce services. In this way, this study can help the marketer gain better knowledge about their customers' thoughts and preferences on the related factors during the online purchasing process, for improving customer satisfaction.

1.4 Scope of the study

The objectives of this study are as below:

1.4.1 To examine the level of customer satisfaction of online purchasing service with e-commerce

1.4.2 To analyze the majors of these indications in customer satisfaction with e-commerce

1.4.3 To study how would E-commerce in online service be improved

1.4.4 To describe what is the significance of these indications in customer satisfaction

1.5 Research Significance

Due to the rapid development of e-commerce industry and constant expansion in China. A great many of e-commerce companies are rising abruptly in the market, like transaction, the e-commerce information, and technology services firms.

In the procedure of the Chinese e-commerce industry develops, there are existing some typical geographical characteristics. The southeast coastal areas are well established in terms of the e-commerce industry, meanwhile the northern and central parts are still in the phase of rapid development, and the west is relatively backward. Since 2005, the turnover of Chinese e-commerce market transactions has steadily grown, and it has achieved a significant breakthrough of 1.7 trillion RMB in 2007. In

the following three years, the investment scale of the e-commerce industry was continuously increasing, and the Chinese e-commerce market also met a new round of investment climax (Liu, Liu, & Wang, 2016).

Continuity represents the duration of association among business partners. In these previous literature, there are some discussions about the importance of association among the partners in years, and that had a significant effect on modern business (Cao, Ajjan, & Hong, 2018). Our research will define continuity as the number of year/month between the seller and buyer in e-commerce markets, and this construct is referred to as the organizational level.

In physical markets, continuity has considerable influence on customers' decisions through satisfaction promotion (Amin, 2016). Commitment is a pledge of continuity among business partners. Similarly, that can contribute to e-commerce service. There is a relevant connection between the level of satisfaction about the sellers in e-commerce service and the duration that is provided for customers (China Industry Information, 2019). Therefore, continuity is regarded as an essential factor in increasing customer satisfaction of organizations online purchasing.

The effects could be higher than before in e-commerce. For providing the high-quality services to clients, e-commerce companies need more time to understand the demands from their customers.

Chapter 2

Literature Review

2.1 Overview of Electronic Commerce

E-commerce is the combination of internet technology and traditional offline business activities, which realizes the rapid flow of logistics, capital flow and information flow among the main bodies of e-commerce (Meng, 2016). In today's digital world, the rise of e-commerce business in the global scope has not only brought great changes to people's purchasing habits, but also brought great changes to the whole retail and logistics industry (Leung et al., 2017). In the context of "Internet plus", cross-border e-commerce and mobile e-commerce will push e-commerce to another climax. The development of the express logistics service industry as an e-commerce supporting industry will directly affect the customer experience of e-commerce (Wu & Yu, 2016). The operation mode of e-commerce can conduct online transactions at anytime and anywhere, which is a historical innovation of the traditional business model (Zhao, 2018). Under the new normal of the economy, just like the real economy, e-commerce will also start a shift from weight to quality after undergoing a phase of volume increase. Based on the opportunities provided by the One Belt One Road strategy, an in-depth analysis of the conditions required for qualitative change is beneficial to e-commerce. Stably enter the new normal of focusing on quality (Xiaheng & Hailing, 2016).

2.2 E-commerce of China

2.2.1 Customer satisfaction

Customer satisfaction can better maintain the willingness to repeat purchases of products or services and maintain a lower propensity for consumption transfer. Therefore, how to improve online customer satisfaction has become a key issue for e-commerce companies to increase customer stickiness and promote customer repeat purchases (Liu & Zhang, 2016). Service providers conduct empirical analysis through the establishment and continuous improvement of the evaluation index system of e-commerce websites, in order to achieve the purpose of understanding the real needs of consumers, improving consumer satisfaction, and enhancing the competitiveness of the

website, so as to effectively solve the above problems and to provide new ways for development (Zhao, 2018).

Researchers have applied various methods and paid attention on many relative parts for finding out the customer satisfaction in e-commerce. Some learners focus on these factors about website, such as website design, website security and logistical support. Therefore, identifying these characteristics of online stores and establishing customer satisfaction can both represent those special insights (Sun & Pan 2016).

2.2.2 Online purchasing and customer satisfaction

Online purchasing refers to the activity of searching or purchasing goods and services through the Internet. As a new shopping channel and medium, online shopping competes with the urban traditional retail industry while complementing each other, reshaping people's shopping behavior and retail industry. The operation mode, in turn, changes the layout of urban traditional retail industry and land use pattern (Liu, Zhen, Zhang, & Xi, 2015). For an e-commerce, it is essential to have a basic understanding of the factors that affect online customer satisfaction. As mentioned earlier, the online purchasing process is divided into five stages, containing demand identification and awareness, alternative evaluation, information research, purchasing and post-purchase evaluation (Zhang & Li, 2013).

Delivery quality, product quality and using effect, product prices, customer service and transaction evaluation system are the five aspects of online purchasing that is correlated to customer satisfaction (Deng & Shao, 2013).

2.2.3 Product quality and value

The demand for high-quality products has become a major trend of consumption growth and quality innovation is the key to win the competitive for business (Hong & Wei, 2016).

Nisar and Prabhakar (2017) said it is indispensable that merchants must evaluate goods and services independently to make customer trust sellers in the internet. Amin (2016) thought the product customization is simplified as the user, also they can ask to customize stuff according to their preferences. Nowadays, through showing a personalized set of goods to customers, some e-commerce operators have obtained huge success in different directions. Product customization can give helps to brands to

increase their sales or gain shares on the retailer part (Hu, 2014). On the other hand, customization makes customer be unique in these aspects of choice, acquisition and tastes, and that can be one of the great advantages of online shopping (Biswas et al., 2019).

2.2.4 Shopping website

China Internet Network Center's online shopping in its online shopping market research report only refers to B2C and C2C shopping, and what we usually call online shopping is also for consumers (Zhang, Xie, & Chen, 2013).

Delivery, the difficulty in making profits for shopping websites, product quality and after sales service, trust and payment risk of shopping website and the limitations of shopping websites are the main problems of Chinese shopping website (Lu, 2016). In the meanwhile, Lu (2016) raised a series of strategic suggestions, such as, developing the market potential of online shopping, coordinate development with third party logistics enterprises, setting appropriate competition standards, developing social operation mode and paying attention to mobile online shopping.

2.2.5 E-commerce Service

The e-commerce service index mainly measures the situation of urban service providers providing e-commerce services to enterprises and residents through the Internet, mobile Internet, and express logistics network. It mainly includes e-commerce transaction services, e-commerce payment services, e-commerce express services and e-commerce derivatives. Services (such as online marketing, e-commerce IT systems, e-commerce data analysis, etc.). What needs to be pointed out is that e-commerce applications and e-commerce services promote each other and are the "dual engine drive" that promotes the sustainable and innovative development of urban e-commerce. On the one hand, the large-scale and frequent use of e-commerce by enterprises and consumers can drive the rapid growth of e-commerce services such as e-commerce transactions, payments, express delivery, and marketing; on the other hand, the development of e-commerce services can help enterprises and consumers to apply e-commerce more efficiently. E-commerce applications and services are important signs of the development of Internet e-commerce, and will significantly promote the

improvement of enterprise R&D and total factor productivity (Chen, Han, & Zhang, 2019).

2.2.6 Delivery System

B2C and C2C online shopping are developing rapidly around the world. As a logistics service for last mile delivery, it is a key link to transform online electronic transactions into actual purchases. Fierce market competition has made logistics services a new area of online shopping competition among merchants. Some large merchants such as JD.com have begun to establish self-operated logistics systems and greatly improve the quality of logistics services. Third-party logistics companies have also continuously improved their service levels to attract and keep customers (Xie, 2016).

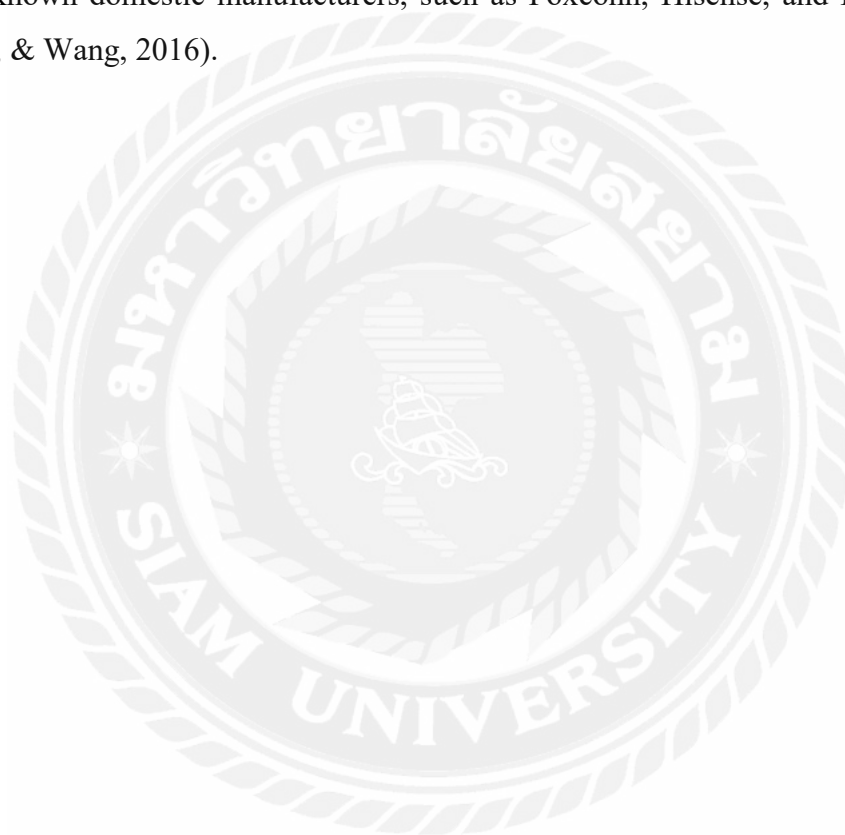
Online shopping flow performance can significantly positively affect online shopping customer satisfaction, that is, improving online shopping flow performance can improve customer satisfaction. The intermediary mechanism of logistics service quality clarifies the impact of online stores on customer satisfaction in the process of providing logistics services. It also deepens the effect of online shopping flow performance on customer satisfaction; the moderating effect of online shopping customer service perception can produce superimposed effects on the basis of the existing impact on customer satisfaction (Sun, Pan, & Fu, 2016).

2.2.7 Description of Taobao and JD

Taobao.com is the world's largest third-party online retail trading platform, with 9 million stores, nearly 500 million registered users, more than 60 million daily regular visitors, more than 800 million online products, and an average of 4.8 sales per minute. 10,000 items, the transaction volume reached 91.2 billion yuan on Double Eleven in 2015. Taobao's ability to achieve the collection of trillion-level transaction entities, ultra-high-frequency market transactions and efficient dispute resolution lies in its development and formation of a relatively stable governance order (Meng, 2015).

The JD Group has JD Mall, JD Finance, Paipai, JD Smart, O2O and overseas business units, and has formed two major business lines of retail and finance, as well as three basic support systems for logistics, cloud computing and payment. JD.com's main business is e-commerce: JD.com is currently the largest self-operated e-commerce enterprise in our country, and its business scope involves 3C home appliances, clothing,

shoes and hats, luggage, home furnishings, maternity and baby products, books, food, etc. In addition to e-commerce, JD is mainly engaged in Internet finance business. Since its independent operation in October 2013, JD Finance has obtained multiple licenses for small loans, payments, factoring, fund sales, etc., and applications for credit reporting and Internet insurance licenses are also in progress. JD.com's business layout is now gradually extending from the retail business to the upstream production links, focusing on smart hardware products and components, and is cooperating with many well-known domestic manufacturers, such as Foxconn, Hisense, and Kelon (Cheng, Yang, & Wang, 2016).



Chapter 3

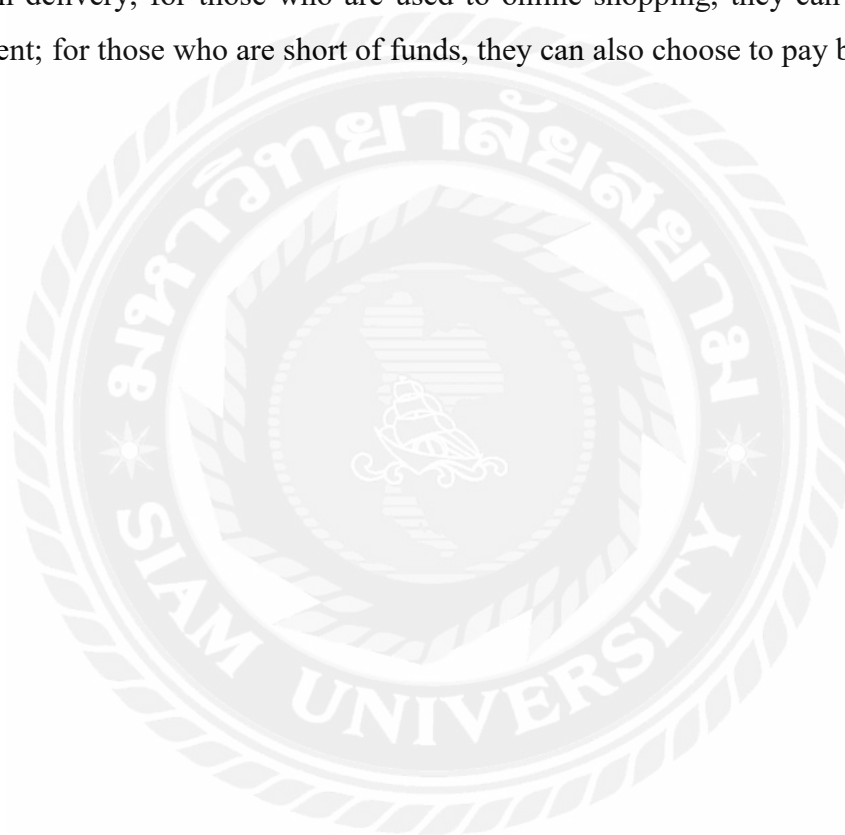
Findings

Taobao aims at the consumption ability of the majority of consumers and their hobbies for the Internet of young people. It mainly sells clothing, digital products, beauty, fashion, home products and sports products. JD is the largest self operated e-commerce enterprise in the Chinese market. It mainly sells electronic products, including computers, mobile phones and other digital products, home appliances, auto parts, clothing and shoes, luxury goods, household and household goods, cosmetics and other personal care products, food and nutrition products, books and other media products, maternal and infant products and toys, sports and footwear (Hu, 2014). There are 13 categories of 31.5 million SKUs high-quality goods such as fitness equipment and virtual goods.

Taobao's products are facing for people of different ages and different classes, with a broad market and a wide variety of products, catering to the consumption preferences and habits of young people. But the products sold are mainly for daily necessities, and the prices of "many and miscellaneous" are low, and there will be quality and safety problems. JD is mainly aimed at enterprises, the white-collar workers and other groups with certain income and consumption ability, and is committed to cultivating loyal customer groups, mainstream consumer groups or enterprise consumption users. Therefore, the market demand is also broad (Li & Hu, 2015).

Taobao advocates a culture of honesty, liveliness and high efficiency. While creating a more secure and efficient commodity trading platform for Taobao members, it also wholeheartedly creates and advocates a relaxed and lively family style cultural atmosphere of mutual help and mutual assistance, so that everyone who trades on Taobao can trade more quickly and efficiently, and make more friends at the same time, which brings a large number of users and popularity to Taobao. Adopting the real name system, there are many problems, such as wrong goods, poor after-sales service, network fraud, difficult rights protection, etc. online shopping has appeared an unprecedented trust crisis in the minds of consumers (Liu & Liu, 2017). On the one hand, the real name system can bridge the information gap between buyers and sellers,

on the other hand, it also promotes the standardized development of online shopping, improves the credibility of the whole industry, and ensures online shopping for consumers Security. JD promises that all products are authentic and can enjoy the same after-sales service as traditional stores. If consumers are not satisfied with the quality of the goods, they can not only find the after-sales department of the brand company to complain, but also directly to JD (Wang, 2014). In terms of payment methods, JD is more creative than other shopping malls. For traditional consumers, they can choose to pay on delivery; for those who are used to online shopping, they can choose online payment; for those who are short of funds, they can also choose to pay by instalment.



Chapter 4

Conclusion and Recommendation

4.1 Conclusion

This paper uses the form of questionnaire survey to sort out and analyze the data, and obtains several important factors that affect online customer satisfaction: 1. Product quality is the concrete embodiment of product use value, the root of long-term development of sellers, and also an important factor affecting customer satisfaction of online shopping, including product material, performance, workmanship and durability. 2. The seller's service attitude, physical store sales should follow the principle of customer first, and the same is true for online sales. Customers can't experience the product in person when they buy online, which will make customers have more questions. So, when customers have questions, as sellers, they should answer questions in time, so that customers have a full understanding of their products and services. 3. Delivery speed, due to the different positions of buyers and sellers in online transactions, the distribution of products appears. However, the pace of modern social life is tense, and customers hope to receive their purchased products as soon as possible, so new requirements are put forward for the delivery speed of logistics. 4. Product Description: customers like to browse the pictures and text details of the goods, and they will buy them after a detailed understanding. However, if the seller's product introduction is not correct or there is color difference between the picture and the object, it will affect the customer's judgment, thus affecting the customer's impression of the product, that is, satisfaction. 5. If the product size is different from the standard size, it will affect the customer's judgment and lead to the final purchase of undesirable goods. If it is a general commodity, such as washbasin, towel can also make do with, but if it is clothes and shoes goods, there is no other way to return and replace. As a result, customers are delayed in using the product, causing great trouble to customers, so it is natural to get poor evaluation.

In recent years, the number of China's e-commerce enterprises is growing, the market competition is extremely fierce, and the desire to expand their own user groups is also rapidly expanding. However, as consumers in the new era are very rational, they

will compare shopping according to the categories, commodity brands and price promotion range of various e-commerce websites. It is very difficult for enterprises to further expand their market share. Even if they pay huge discounts or concessions to retain users, they can not success.

Facing the severe situation of increasingly fierce competition, low growth rate and market saturation of e-commerce enterprises, all enterprises still need to improve their internal skills. It is not a long-term plan to rely on vicious competition, force price reduction and attract customers. It is just the so-called "iron making needs its own hard work". Only with good products, good service and good reputation can consumers be satisfied and assured. For the sustainable development of enterprises, we must first maintain the existing market share, pay attention to the customers who still have confidence in themselves, and then effectively improve the customer shopping satisfaction and truly retain the customers' heart.

4.2 Recommendation

In the new market competition situation, the simple and extensive e-commerce business expansion has been unable to stabilize the users. As a leading enterprise in the electric business, it should improve itself, lay a solid foundation and set a good example for other enterprises. Through the analysis of this paper, we hope to give some inspiration to e-commerce enterprises and help them retain customers. There are my suggestions:

(1) Ensure the quality of goods

Online shopping has certain limitations, customers can not actually see or touch the goods, so they can not test the quality of products. Some unscrupulous sellers cheat customers by false description of inferior goods and decoration with exquisite pictures and texts. However, no matter how good the method is, if the product quality can not be guaranteed, the transaction will be discovered by customers sooner or later. In order to develop online stores for a long time and improve the overall satisfaction of customers, the most important thing is to ensure the quality of products, so that customers can rest assured of the products and win the possibility of purchasing again.

(2) Promote service attitude

Seller service includes answering customers' questions about products,

understanding customers' feelings after using the products, giving reasonable explanations to the problems of products, actively handling problems, and establishing good customer relations. To do a good job of service is bound to leave a good impression on customers and pave the way for the next patronage. Therefore, the key is to improve service attitude and improve customer satisfaction.

(3) Improve the delivery system

The buyer and the seller are in different positions. In order to deliver the goods to customers timely and accurately, the seller should check the delivery location and choose different express delivery companies according to different situations, so as to avoid manual loss or delay of customer's receiving time. Combined with the real-time tracking system of express company's website, tracking the express process, the seller needs to query in time, find the problem and deal with it quickly, so that the customer's logistics all the way smoothly.

(4) Real description of goods

Customers expect is the value of the product itself. If the seller exaggerates wantonly in the description, when the customer gets the goods and finds that the gap is great, it will inevitably be poor evaluation and dissatisfaction. Therefore, the description of the content, it is recommended to use physical photos, rather than advertising or renderings, to avoid misleading customers. It is suggested that the description of the product should be as detailed as possible, indicating all kinds of information customers need to know, such as color, material, origin, production date, etc.

(5) Provide accurate size

Online shopping is not the same as physical stores. You can try it out or wear it. Customers can only choose products according to the size provided by the seller and combined with previous experience. There is a big error in this process, which leads to customers often buy unsuitable goods. With a responsible attitude towards customers, sellers should accurately measure their own goods and present them in the form of standard codes, so that customers can enjoy their purchase and avoid the trouble of returning and exchanging goods.

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