



**THE INFLUENCING FACTORS OF CUSTOMER
SATISFACTION WITH NEW RETAIL ENTERPRISES IN
SHANGHAI**

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This Independent Study has been Approved as a Partial Fulfillment of the
Requirement
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ABSTRACT

The retail industry in China is undergoing significant changes, with new retail models rapidly emerging and developing. The objectives of this study were: 1) To explore the influencing factors of consumer satisfaction with new retail enterprises in Shanghai; 2) To verify that physical store service quality, online service quality, and comprehensive strength of new retail enterprises have an impact on consumer satisfaction with new retail enterprises in Shanghai. This paper selected the Shanghai region, which has a large number of new retail enterprises and is at the forefront of developing new retail models in China, as a case study. A questionnaire survey was conducted on new retail enterprises, with a sample size of 408, and the quantitative method was adopted.

This paper found that: 1) The customer satisfaction with Shanghai's new retail enterprises was influenced by the quality of physical store services, the quality of online services in new retail, and the comprehensive strength of new retail enterprises; 2) The three factors, physical store service quality, online service quality, and comprehensive advantages of new retail enterprises have a significant positive impact on consumer behavior towards new retail enterprises.

Researching the factors influencing customer satisfaction in new retail enterprises helps these businesses provide more targeted high-quality products and services to consumers, thereby enhancing their market competitiveness.

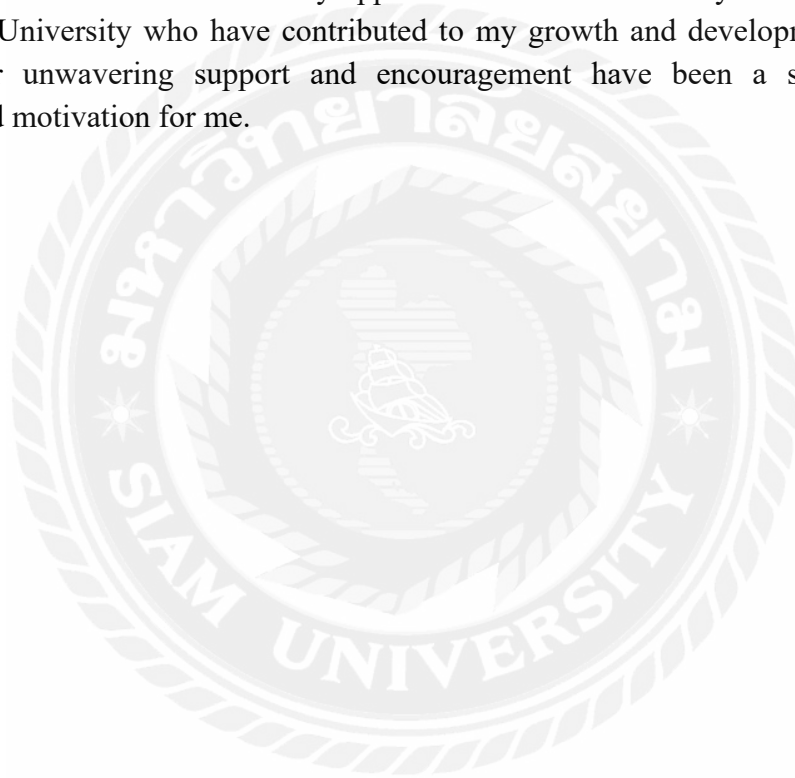
Keywords: New retail firms, customer satisfaction, consumer purchase decision theory

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Declaration

I, WANG BO, as a result of this, certify that the work embodied in this, independent study entitled "Study on the Influencing Factors of Customer Satisfaction on New Retail Enterprises in Shanghai" is a result of original research and has not been submitted for a higher degree to any other university or institution.

(Wang Bo)
JAN 28, 2024



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Chapter 1 Introduction

1.1 Background of the Study

Currently, the rapid development of the Internet and information technology in China has injected new vitality into traditional retail enterprises. Meanwhile, the consumption philosophy and demands of Chinese consumers are continuously evolving. These factors have brought about significant changes to retail enterprises in the country, ushering them into a new era of retail (Wang, 2020). The so-called "new retail" is neither a traditional physical business model nor a purely online retail model. Instead, it integrates the Internet with traditional physical retail operations using new technologies and concepts. The primary objective is to offer consumers a more convenient and comfortable shopping experience while better meeting a variety of consumer needs. Currently, many universities still adhere to traditional teaching and evaluation methods (Cong, 2019).

Chinese traditional retail enterprises have undergone a development process from being dominated by physical operations to the thriving growth of e-commerce, and further into the current new retail era (Sun & Yang, 2018). The development of e-commerce has had a significant impact on traditional brick-and-mortar retail businesses, with some even being forced to exit the market (Sun & Yang, 2018). After two decades of development, the competition in China's e-commerce sector has become increasingly fierce, with many businesses experiencing slow user growth and a decline in the traffic dividend (Guo, Chen & Chen, 2016). Therefore, Chinese e-commerce enterprises are currently seeking better development opportunities. Gaining a foothold in the national market.

Against this backdrop, the emergence of a new retail model aligns with the current development trend of retail enterprises in China. It utilizes advanced internet concepts and technologies such as big data, the Internet of Things (IoT), cloud computing, etc., to innovate and reform traditional retail models (Sun & Yang, 2018). This is expected to help enterprises better seize opportunities in the current intense market competition and effectively enhance market competitiveness (Wang, 2018). If new retail enterprises want to remain invincible in the market competition, they must continually improve customer satisfaction, as it is a decisive factor influencing user loyalty and purchasing intent (Guo, Chen & Chen, 2016).

Currently, the domestic academic community has shown a certain degree of attention to the phenomenon of new retail but mainly focuses on the background, definition, and development status of the new retail model (Xiang, 2020). However, research on customer satisfaction is relatively lacking, failing to meet the rapid development needs of the current new retail market.

1.2 Questions of the Study

In recent years, with the vigorous development of China's economy and the improvement of people's living standards, consumers have become increasingly focused on experience and service during the consumption process (Wang,2020). However, traditional brick-and-mortar retail and online retail fail to meet the diverse, personalized, and scenario-based consumption needs of consumers (Cong,2019). Traditional retail enterprises are facing the challenge of upgrading and innovating their business models. The emergence of the "new retail" concept marks a new turning point in the development of retail enterprises in China. It refers to the use of advanced technologies such as big data, the Internet of Things (IoT), and smart logistics to reshape production, distribution, and sales. It introduces a new retail model that deeply integrates online, offline, and logistics in a three-dimensional space, providing consumers with a comprehensive service experience.

Currently, the "new retail" model in China is still in its early stages. Many "new retail" businesses have encountered issues related to service quality, such as shallow engagement in scene-based consumption, uneven quality of service personnel, improper logistics distribution, and excessively high delivery prices. These issues significantly impact service quality, influencing consumers' consumption experiences and customer satisfaction (Wang,2020). Addressing these challenges and promoting the healthy development of the "new retail" sector has become a focal point for the work in Shanghai's new retail industry.

1. What are the factors influencing customer satisfaction in Shanghai's new retail enterprises?
2. Do physical store service quality, online service quality, and comprehensive strength of new retail enterprises in Shanghai have a positive impact on customer satisfaction?

1.3 Objectives of the Study

New retail is a completely new retail model that fully leverages the advantages of internet technology and information, integrates online and offline channels, adds new logistics, and is increasingly adopted by new retail enterprises nationwide. Traditional offline sales are advantageous for providing consumers with a real experience. To accurately understand the basic situation of the development of the new retail industry in Shanghai, it is necessary to collect and analyze survey data. This study collects customer satisfaction with the new retail industry in Shanghai through questionnaire surveys, aiming to understand the current status of new retail enterprises in Shanghai, identify existing issues, and propose targeted improvement strategies. The goal is to provide reference points for the development of new retail enterprises in Shanghai.

1. To analyze the influencing factors of consumer satisfaction with new retail enterprises in Shanghai.
2. To verify that physical store service quality, new retail online service quality, and comprehensive strength of new retail enterprises have a positive impact on consumer satisfaction with Shanghai's new retail industry.

1.4 Scope of the Study

This paper selects Shanghai as the case study location for data collection because Shanghai is an area with a relatively high level of economic development, a large number of new retail enterprises, and consumers with more advanced consumption concepts. It is deemed suitable for the study conducted in this paper. The data collection process involves designing scientifically structured survey questionnaires in advance. These questionnaires are then distributed, and the collected data are analyzed to investigate the satisfaction of consumers with new retail enterprises in North Shanghai. This approach allows for an in-depth understanding of consumer satisfaction and influencing factors in the new retail enterprises of Shanghai.

To ensure the quality of the research, the author conducted a pre-survey by distributing 50 questionnaires to loyal users of new retail enterprises and practitioners in the new retail industry before the formal investigation. The analysis of these 50 questionnaires and feedback from practitioners and users ensured the feasibility and reasonability of the questionnaire. This process also guaranteed the credibility of the survey and the effectiveness of the research.

To ensure the accuracy of the survey results, data was primarily collected by physically visiting the entrances of several representative new retail enterprises in Shanghai and inviting users of these enterprises to fill out questionnaires. Additionally, considering that many users of new retail enterprises are online users, a supplementary online survey was conducted. Users were selected based on whether they had experiences with new retail purchases to qualify for the survey, aiming to maximize the inclusion of users of new retail enterprises in filling out the questionnaires.

The survey covered customers' personal information and included aspects such as the service quality of physical stores, online service quality, the comprehensive advantages of new retail enterprises, and customer satisfaction. The survey took place from October 25, 2023, to November 8, 2023, spanning 15 days.

1.5 Significance of the Study

From a theoretical perspective, although the academic community has already covered consumer behavior and customer satisfaction in the context of the new retail phenomenon, there is a relative lack of research on customer satisfaction in domestic new retail. On one hand, this study can delve into and understand the influencing factors of customer satisfaction in new retail enterprises, supplementing relevant theories in the research of customer satisfaction in new retail enterprises, particularly those that provide typical Chinese representative cases within the specific research context of China. On the other hand, the factors influencing customer satisfaction in new retail enterprises studied in this paper can also have some reference value for the analysis of subsequent related research.

From a practical perspective, the new retail phenomenon in China is undergoing rapid development. New retail enterprises often lack in-depth understanding of their users, making it challenging for them to provide targeted solutions that can effectively

enhance customer satisfaction with products and services. This study delves into the influencing factors of customer satisfaction in Shanghai's new retail enterprises through methods such as questionnaire surveys and factor analysis, contributing to an improved understanding of the factors impacting customer satisfaction for new retail enterprises.

Furthermore, building on the research findings, this paper proposes corresponding strategies and recommendations for the future development of new retail enterprises. These suggestions aim to assist new retail enterprises in innovating better and designing more targeted products and services in practice. This approach helps new retail enterprises continually evolve, enhance customer satisfaction, boost market competitiveness, and ultimately contribute to the overall growth of the enterprises.



Chapter 2 Literatures Review

2.1 Introduction

The literature review in this study is based on the theories of service satisfaction and customer perceived value to analyze the factors influencing customer satisfaction (Bai & Liao, 2014). By adopting a literature review approach, the study aims to clarify the influencing factors of customer consumption satisfaction. Building on the analysis of relevant research findings, this study constructs a conceptual model to determine the impact relationships of "physical store service quality," "new retail online service quality," and "comprehensive strength of new retail enterprises" on customer consumption satisfaction.

2.2 Literatures Review

2.2.1 Connotation and Characteristics of New Retail Enterprises

New retail enterprises leverage technologies such as the internet, big data, and artificial intelligence to upgrade the production, distribution, and sales of products. These enterprises integrate online and offline services along with modern logistics (Zhang, 2018). Chinese scholars have offered their perspectives on the connotation of new retail enterprises. For instance, it is proposed that new retail enterprises represent a novel retail model that fully utilizes internet technology and information, integrating online and offline channels while introducing new logistics elements (Yao, 2022). New retail enterprises actively employ internet technologies and advanced tools like big data, artificial intelligence, and cloud computing in actual commodity transactions to provide consumers with more convenient shopping experiences (Huang, 2021). Research indicates that these enterprises utilize big data to analyze consumers' actual needs, offering more targeted products and services. Additionally, attention is given to cloud computing, new logistics, and emerging technologies and concepts to achieve a win-win situation for both retail enterprises and consumers (Chen, Zhai & Wang, 2021).

2.2.2 Customer Satisfaction

Consumer Satisfaction, also known as the Customer Satisfaction Index, is an abbreviation for the customer satisfaction survey system in the service industry (Wang, 2020). It is a relative concept that measures the degree of match between customer expectations and customer experiences. In other words, it is the index derived by customers after comparing the perceived effects of a product with their expectations (Liang & Tang, 2000). Customer satisfaction is a crucial factor influencing customer purchase intention and brand loyalty. Scholars both domestically and internationally have conducted research on customer satisfaction from various perspectives. Currently, this research primarily encompasses the definition of "customer satisfaction," an in-depth exploration of the "concept of satisfaction," and an investigation into the "factors influencing customer satisfaction."

(1) Research on the Concept of Customer Satisfaction

Consumer satisfaction can be understood as the quantitative description of "consumer satisfaction." Research on consumer satisfaction began relatively early abroad, as far back as the 1960s, when some foreign scholars began to study consumer satisfaction. For example, Cardozo (1965) analyzed the relationship between consumer input, consumer expectations, and consumer satisfaction. In his view, consumer satisfaction mainly includes three dimensions: product satisfaction, social satisfaction, and individual satisfaction. When customers are satisfied with a product, they are likely to repurchase it rather than easily become interested in other similar products. The American scholar Richard (1965), who first proposed the concept of consumer satisfaction, believed that consumer satisfaction could be used to measure the gap between consumers' expectations of products and services and the costs they pay. When consumers are satisfied with products and services, it increases the likelihood of them continuing to purchase and positively impacts consumer brand loyalty. Howard et al (1989) believe that consumer satisfaction is the gap between the value consumers actually pay for purchasing a product or service and their perception of the value of that product or service. When customers perceive that the value of the product they purchased is higher than the cost they paid, they will consider the purchase worthwhile and feel satisfied. Hunt (1977) sees consumer satisfaction as a subjective feeling of customers, mainly derived from customers' evaluations of goods and their accumulated consumption experiences. Oliver (1981) pointed out that consumer satisfaction is the psychological state and emotional response when consumers' real shopping experiences exceed their expectations. Churchill (1982) studied consumer satisfaction from a cost-benefit perspective, comparing the costs consumers pay with the benefits they receive, and the results directly affect consumer satisfaction. Tse et al. (1988) view consumer satisfaction as a response when there is a gap between consumers' expectations and actual perceptions. Anderson (1993) analyzed the process of customer consumption and pointed out that when customers' actual products meet customer expectations, customers will feel satisfied and are likely to repurchase or recommend the product to others; otherwise, they will be dissatisfied. Fornell (1992) proposed that after consumers purchase products or services, they will compare their real feelings with their expectations, and this gap is consumer satisfaction.

In general, some scholars believe that consumer satisfaction is actually a result, while others believe that it should belong to a process, reflecting the real feelings of shopping. Although different scholars have different understandings of customer satisfaction, through summarizing and sorting, it can be found that most studies on customer satisfaction conceptually agree that consumer satisfaction should include consumers' perceived expectations of products or services, acquisition and usage costs, and the utility of products and services. Therefore, consumer satisfaction can be seen as the result of consumers' feelings and evaluations of product or service experiences, and it is the result of efforts made by product and service providers.

(2) Research on Factors Influencing Customer Satisfaction

Many scholars have explored the factors influencing consumer satisfaction from

various perspectives. For instance, some researchers have investigated the positive relationship between shopping value and consumer satisfaction (Kesari & Atulkar, 2016), while others have analyzed the impact of consumer decision-making styles on consumer satisfaction and the willingness to purchase products and services (Alavi, Rezaei, Valaei, 2016). Kwon et al. (2016) conducted a large-scale online survey of American consumers, revealing that consumers' perception of products and services can affect their emotional and cognitive processes, thereby influencing their satisfaction levels. Additionally, numerous scholars have studied the experiences and satisfaction levels of consumers in shopping centers. For example, Tandon et al. (2016) found in a survey conducted in India that factors such as the tenant and facility management levels, the shopping atmosphere, and the entertainment potential significantly enhance consumer satisfaction with shopping centers. Domestic scholar Yu Liqiong (2018) suggests that shopping centers should focus on diversified business layouts to meet the needs of different consumer groups and enhance the overall competitiveness of shopping centers. Studies by Hu Congcong (2016) and Xue Lili (2018) have shown that experiential marketing can effectively improve consumer satisfaction with shopping centers, as many consumers have a strong perception of experiential marketing. According to the analysis by Zhang Chonghui (2017), shopping centers should pay attention to implementing targeted marketing strategies for highly involved consumers, as they are crucial target customers. Based on the aforementioned research on consumer satisfaction with shopping centers, measures such as targeting specific customer groups, implementing diversified business layouts, and optimizing customer services such as parking can enhance consumer satisfaction and attractiveness of shopping centers. Westbrook and Reilly (1983) posit that consumer satisfaction is an emotional response during the actual shopping process, influenced by factors such as product placement and layout, store shopping environment, and promotional methods. Clemons (1992) proposes that consumer satisfaction has a hierarchy; thus, customer satisfaction and the degree of satisfaction directly depend on whether various levels of needs are met.

Furthermore, scholars have studied consumer satisfaction from the perspective of modern shopping methods such as the Internet and virtual reality. For example, Kerrebroeck et al. (2017) discovered through experiments that consumer satisfaction can be influenced by virtual reality experiences, where enjoyable virtual reality experiences positively impact consumer satisfaction. Savelli (2017) found that the online atmosphere is also a significant factor affecting customer satisfaction and loyalty. Therefore, he suggests that shopping websites should focus on website construction to create a more enjoyable online shopping atmosphere favored by customers. Liang Yan (2004) found that consumers' perception of product and service quality is an important factor affecting consumer satisfaction. Wang Fan (2015), based on research on consumer satisfaction theory, analyzed in-depth the popular mobile internet takeaway ordering services in China. The study revealed that consumer satisfaction is mainly influenced by factors such as product, price, service, and convenience, with product quality being the most significant factor. Wu Weiqun (2017) believes that in the online

sales of fresh agricultural products, platform credibility, the quality of fresh products, and transaction security positively affect consumer purchase satisfaction. Xiang Jianchi (2017) suggests that the retail industry's customer experience includes capital investment, psychological emotions, and service value, and creating a good customer experience can effectively improve consumer satisfaction. Wang Guanning (2018), focusing on online purchases of fresh products by domestic consumers, selected a suitable satisfaction survey model. The research results showed that consumer satisfaction largely depends on platform service quality, product quality, and platform interface design and logistics, which are two factors that cannot be ignored.

2.2.3 Service Satisfaction

Customer satisfaction with a service is the gap between their perceived experience and psychological expectations after a real experience. Research on customer satisfaction can be categorized into three types. The first type revolves around classical causal studies on customer satisfaction, originating from theories that examine the causal relationship between customer effort, service expectations, and perceived satisfaction. These studies, starting with a causal chain, explore the connections between customer costs, service expectations, and perceived satisfaction after service. It was found that the level of customer satisfaction influences their willingness to repurchase (Cardozo, 1965). The second type of research focuses on measurement methods for customer satisfaction, positing that it arises from the comparison of the costs customers incur in purchasing goods with the value they receive. The quality of goods or services can be gauged through the numerical ratio of these two factors (Churchill & Surprenant, 1982). Service quality is intertwined with customer satisfaction, with the belief that service quality can reflect customers' satisfaction levels (Lewis & Booms, 1983). The third type of study takes an objective perspective to scrutinize customer satisfaction, analyzing competition as a factor influencing the accuracy of customer satisfaction surveys. Results indicate a positive relationship between the competitiveness of the market environment and the accuracy of customer satisfaction feedback. In other words, the more competitive the market, the closer the alignment between customer satisfaction surveys and actual conditions. Additionally, different consumers with varying needs evaluate service satisfaction differently. Businesses need to develop diverse improvement strategies to enhance customer satisfaction (Jones & Sasser, 1995).

2.2.4 Planned Behavior Theory

Based on the review of the literature on customer satisfaction, is primarily focused on three independent variables: the quality of service in physical stores, online service quality, and the overall strength of new retail enterprises, which have significant impacts. The main objective is to identify the primary factors influencing customer satisfaction and thereby propose recommendations for optimizing operational strategies to enhance user satisfaction for new retail enterprises in Shanghai.

(1) Physical Store Service Quality

To gain customer trust, physical store operators need to prioritize improving

service quality. Customers value not only the products themselves but also the overall shopping experience (Tong, Ding, & Ma, 2019). Therefore, physical store operators should focus on aspects such as store layout, service attitude, and after-sales service to create a pleasant shopping environment (Yu, 2016). In terms of store layout, operators can arrange displays based on the type of products, providing customers with a clearer understanding of product characteristics. Regarding service attitude, operators should maintain a consistently positive service attitude, and always be ready to assist and answer customer queries. Regarding after-sales service, operators need to actively address customer post-purchase issues, ensuring customers feel reassured and satisfied.

Additionally, physical store operators should emphasize product quality. Product quality is a crucial factor influencing customers' purchasing decisions, and customers often provide feedback, whether positive or negative, after making a purchase, thereby influencing other customers' purchasing decisions (Li, 2017). Therefore, operators should rigorously control product quality, ensuring the quality and safety of products to instill confidence in customers' purchasing decisions (Yang, 2016).

(2) Online Service Quality

To win customer favor, online platforms need to enhance service quality on multiple fronts (Ding & Lou, 2010). Business service quality includes transaction security, website design, website information, website remedy quality, website system stability, website enjoyment, seller compensation, customer service, and seller delivery quality (Gao & Zheng, 2020). Regular store page decorations are updated more frequently on Tmall, demanding higher service requirements for store page decorations. A well-established inventory management system not only ensures smooth logistics but also to some extent satisfies consumer demands (Ding & Lou, 2010). Taobao sellers' feedback activities for VIP customers are limited and require further enhancement of the functionality of the member management module (Hang & Wang, 2018). Search engine optimization has become the primary means for Taobao sellers to promote products, utilizing promotions and daily specials to increase product exposure. Business intelligence data analysis software is widely used by Taobao sellers for insights. Store customer service should strive for a friendly and highly professional attitude to enhance the customer experience (Chen, 2018). Improving online service quality requires strengthening customer service training and further enhancing the functionality of the customer service module by Taobao operators. To ensure smooth logistics, most Taobao sellers collaborate with multiple logistics companies (Wang, 2020).

(3) Comprehensive Strength of New Retail Enterprises

In enhancing profitability, retail enterprises should optimize their capital structure and strengthen capital operations, essentially achieving rapid capital turnover. This involves intensifying efforts in debt collection, formulating practical credit policies, and promptly retrieving accounts receivable to reduce the time assets are tied up (Wang & Huang, 2018). In summary, current enterprises should focus on optimizing their capital structure and improving their overall situation. Strengthening capital operations and cultivating internal capabilities will significantly boost profitability (Yang, Qi & Wang,

2018).

To enhance debt-paying ability, retail enterprises should establish a debt-paying fund, enhance self-disciplinary mechanisms for debt repayment, correctly utilize financial leverage, improve the return on equity capital, and establish a sound assessment indicator system for debt-paying ability. Enterprises should strive to improve economic efficiency, and enhance long-term development potential, and debt-paying ability (Fu, 2018).

To improve operational capability, retail enterprises should increase the turnover rates of accounts receivable and inventory, enhance financial management, reduce costs and expenses, minimize bad debt losses, strengthen warehouse management, conduct regular inventory checks, and proactively handle excess stock to reduce inventory funds and quantities (Zhang, 2018).

To enhance growth capability, given that the growth capability of enterprises is a comprehensive and strong indicator, improving the retail enterprise's growth capability requires strong market and management capabilities. Market capability refers to the ability of enterprises to fully utilize and develop existing market knowledge, creating opportunities to utilize internal and external resources efficiently. Management capability involves the rational and efficient integration and allocation of internal and external resources according to the direction of resource allocation, enhancing the utilization effectiveness and efficiency of resources (Yao, 2022).

In summary, customer perceived value is the balance between customers' perceived benefits and perceived costs. If a business can respond to customer needs promptly, it can gain highly loyal customers.

Customer evaluations of purchased products or experienced services are influenced by various factors, including the perceived quality of the product or service (Zeithaml, 1988). The perceived value of the product or service by customers is a balance between their perceived actual quality and the perceived sacrifices (William & Dodds, 1991). Through the establishment of a model, an analysis and study were conducted on factors influencing user use of mobile applications (APP), elucidating customer loyalty and satisfaction (Chenyan & Daniel, 2015).

By reviewing the perspectives of the scholars mentioned above, it is found that customer-perceived value is essentially a subjective experience. Customers' factors, such as age, occupation, and educational level, can lead to different perceptions of the value of services and products. Even for the same customer, the perceived value may vary depending on the consumption context. Businesses should focus on customer-centric approaches, cultivating core competitiveness by enhancing user satisfaction based on customer value. Only by understanding and identifying the expected value of target customers can businesses build their core competitiveness on customer value, retain existing customers, convert potential customers, and increase market share.

2.3 Conceptual Framework

To analyze the factors influencing consumer satisfaction in Shanghai's new retail

enterprises, this study constructs a model with physical store service quality, new retail online service quality, and the overall strength of new retail enterprises as independent variables. Consumer satisfaction refers to the degree of satisfaction that customers have with the comprehensive services of new retail enterprises (Tan, Su, & Li, 2007). It is influenced by the combined effects of the new retail enterprise's physical offline perceived service quality, online service quality, and overall enterprise advantages. As shown in Figure 2.1.

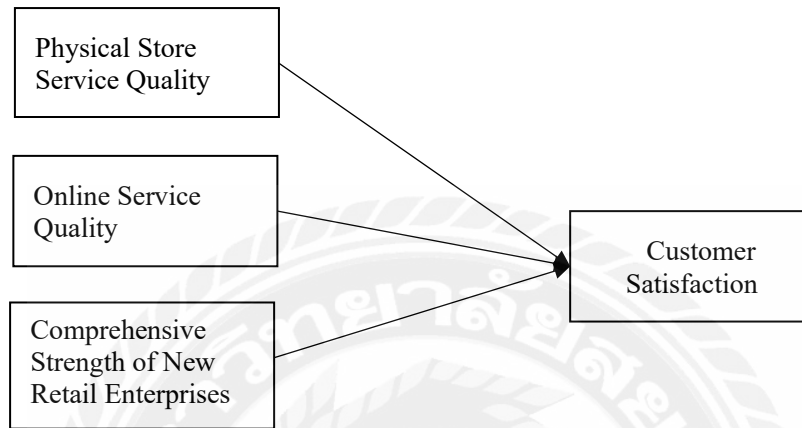


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Introduction

This paper adopted the quantitative research method, focusing on the factors influencing customer satisfaction in Shanghai's new retail enterprises. The study used consumers in Shanghai as the research case. The independent variables in the model are

physical store service quality, new retail online service quality, and comprehensive strength of new retail enterprises, while the dependent variable is customer satisfaction. Data is collected through a questionnaire survey using a Likert five-point scale in quantitative analysis. The questionnaire was structured into two parts. The first part gathered the basic characteristics of the survey sample, while the second part primarily analyzed the data related to the sample's perceptions of physical store service quality, new retail online service quality, and the comprehensive strength of new retail enterprises. There are several items for each variable, totaling 17 items in the survey.

3.2 Research Design

This study adopted the quantitative research method. The research survey utilized simple random sampling. New retail enterprises are a significant component of social consumption, and a customer satisfaction survey not only reflects the service quality and overall strength of new retail enterprises but also indirectly gauges customers' sense of well-being in their daily consumption life with these enterprises.

This paper utilized customer satisfaction survey design and implementation, taking Shanghai as an example, to illustrate the satisfaction of users with new retail enterprises. Observing that large department stores and supermarkets with high customer traffic in Shanghai are suitable research locations, with a daily footfall of 35,022 people, the sample size is determined using the simplified formula proposed by Yamane (1967). The sample size is 408 respondents. A total of 408 questionnaires were distributed, and 8 were found to be filled randomly. Therefore, 8 questionnaires were excluded, leaving 400 valid questionnaires. Choosing Shanghai as the sample collection case, with numerous new retail enterprises and advanced consumer concepts, a survey on customer satisfaction with Shanghai's new retail enterprises was conducted through questionnaire distribution and data collection.

The questionnaire consists of 22 questions, with questions 1-5 covering basic information and questions 6-22 comprising scale-related questions. User satisfaction is measured on three items, including 4 items for physical store service quality, 5 items for new retail online service quality, and 5 items for the overall strength of new retail enterprises, making a total of 3 user satisfaction items. A Likert five-point scale is employed, with scores ranging from 1 to 5, representing strongly disagree, disagree, neutral, agree, and strongly agree, respectively. Higher scores indicate a higher level of agreement with the respective item. Specific items were designed for each variable, and codes were assigned to each item, as shown in Table 3.1.

Table 3.1 Factors affecting customer satisfaction in new retail companies

Variable	Measurement items	NO.
Physical Store Service Quality	1. Are you satisfied with the interior display design of the store?	Q1

	2. Do you find the services at the physical store convenient?	Q2
	3. Are you satisfied with the problem-solving capability?	Q3
	4. Do you find the location convenient?	Q4
Online Service Quality	1. Do you find the diversity of mobile payment convenient?	Q5
	2. Are you satisfied with the design of the online platform?	Q6
	3. Are you satisfied with the information quality of the online platform?	Q7
	4. Are you satisfied with the response speed of customer service?	Q8
	5. Are you satisfied with the consistency of your orders?	Q9
Comprehensive Strength of New Retail Enterprises	1. Are you satisfied with the brand awareness?	Q10
	2. Are you satisfied with the cost performance of the products?	Q11
	3. Are you satisfied with the quality control capability?	Q12
	4. Are you satisfied with the emotional experience?	Q13
	5. Are you satisfied with the ability to meet individual needs?	Q14
Customer Satisfaction	1. Are you overall satisfied with the new retail enterprise?	Q15
	2. Are you satisfied with the overall services of the new retail enterprise?	Q16
	3. Would you recommend this new retail enterprise to your relatives and friends?	Q17

3.3 Hypotheses

It seems like you are referring to a figure or diagram labeled "figure 3.1" in your text. If you have any specific content or details you would like me to provide regarding figure 3.1, please provide more information, and I'll do my best to assist you.

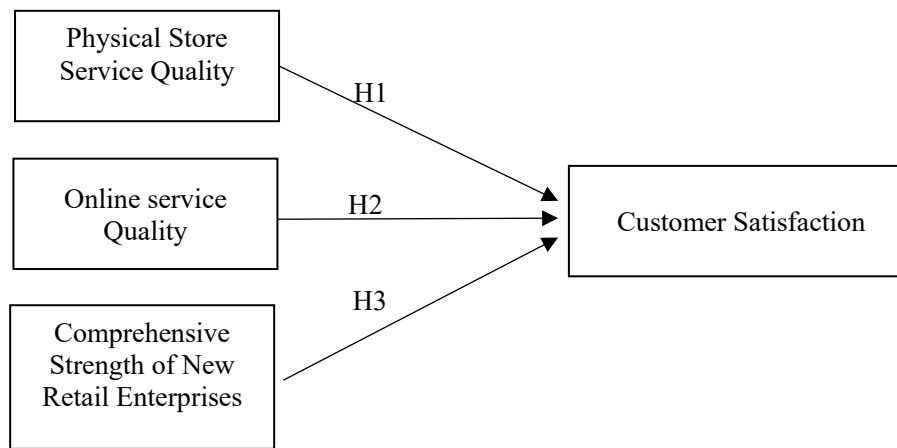


Figure 3.1 Hypotheses

H1: There is a significant positive impact of the physical store service quality of new retail enterprises on customer satisfaction.

H2: The online service quality of new retail enterprises has a significant positive impact on customer satisfaction.

H3: The comprehensive strength of new retail enterprises has a significant positive impact on customer satisfaction.

3.4 Population and Sampling

This study primarily investigates the factors influencing customer satisfaction with Shanghai's new retail enterprises. The scope of this research is limited to new retail enterprises in Shanghai, with the main focus on consumer customers. Consumers from other provinces and cities are not included in the study. The survey covers information such as user gender, age, education level, income, shopping frequency, satisfaction with physical store service quality, satisfaction with new retail online service quality, satisfaction with the overall strength of new retail enterprises, and more. The research locations include large department stores and supermarkets with a daily footfall of 35,022 people in Shanghai. The main research method employed in this study is random sampling.

$$N = \frac{r^2 * q^2}{E}$$

According to the sample formula, the collected data values are the quartiles of the standard normal distribution, usually taken at a confidence level of 95%. "q" represents the sample standard deviation, and the estimated value of the sample standard deviation is generally taken as 0.5. The margin of error (K), which is the maximum allowable difference between the sample mean and the population mean, is set to $K = 0.05$. Applying this formula, the sample size is determined to be 408 respondents. The method of random sampling involves using Questionnaire Star for online surveys, distributing questionnaires, and randomly selecting samples from the overall population.

3.5 Data Collection

The content influencing user consumption is very rich, and there are various indicators to measure the satisfaction of users. To reduce the analysis workload without affecting the survey results and facilitate the survey work, it is necessary to select the most representative indicators. Through these representative indicators, the overall evaluation of the services provided by new retail enterprises can be conducted. Moreover, the selected indicators should not exhibit significant correlations, as correlations between variables could increase errors in survey results. This survey aims to test user satisfaction with new retail enterprises in Shanghai, understand the current situation of new retail enterprises in Shanghai, identify existing issues, and propose targeted improvement strategies. The goal is to provide references for enhancing user consumption levels. Customers are the direct clients of new retail enterprises and the recipients of consumption. They have the most knowledge about the service quality and level of new retail enterprises and the deepest experience. Therefore, the subjects of this survey are users of new retail enterprises in Shanghai.

The survey was conducted from October 25, 2023, to November 8, 2023, lasting for 15 days. Considering the rapid and effective distribution and collection of questionnaires, this study primarily utilized online questionnaire distribution. Participants were encouraged to ask questions if they encountered any difficulties, and responses were provided.

The questionnaire consists of two main parts. The first part gathers basic information about users, including gender, age, education, income, and shopping frequency. The second part involves survey data for various variables, including physical store service quality, new retail online service quality, new retail enterprise overall strength, and user satisfaction. A Likert five-point scale was employed, with values of 5, 4, 3, 2, and 1 assigned to satisfaction, relatively satisfied, neutral, relatively dissatisfied, and dissatisfied, respectively. During the survey period, 408 questionnaires were distributed, 400 were collected, and 400 were deemed valid, resulting in a validity rate of 98.04%.

3.6 Data analysis

3.6.1 Reliability

Reliability refers to the consistency of a measure with the variable it intends to assess. Assessing reliability indicates the extent to which people can trust the measure. Higher reliability implies less error introduced by different items on the same scale. Therefore, scores on the scale move consistently among respondents, reflecting the true state of affairs. Greater consistency corresponds to higher reliability, and vice versa. In this study, Cronbach's Alpha was used as the basis for assessing questionnaire reliability. Generally, Cronbach's alpha values range from 0 to 1, and higher values indicate greater reliability. Survey data indicates good questionnaire reliability.

The questionnaire consists of 17 items. The Cronbach's alpha value for physical

store service quality is 0.856. For new retail online service quality, Cronbach's alpha value is 0.880. The Cronbach's alpha value for new retail enterprise overall strength is 0.895. The value for user satisfaction's Cronbach's alpha is 0.873. All these values are greater than 0.8, indicating that the scale exhibits high stability and consistency. This suggests excellent questionnaire reliability in the conducted survey, as shown in Table 3.2.

Table 3.2 Variable Reliability Tests

Variable	Cronbach Alpha	N of Items
Physical Store Service Quality	0.856	4
New Retail Online Service Quality	0.880	5
Comprehensive Strength of New Retail Enterprises	0.895	5
Customer Satisfaction	0.873	3

The effectiveness of the operation

Validity is the examination of each variable's validity in the questionnaire, commonly assessed through factor analysis. The validity of the questionnaire is determined by factor analysis. The KMO test and Bartlett's sphericity test of the questionnaire need to be conducted before the principal component factor analysis. Factor analysis can only proceed if the KMO value is greater than 0.7. The survey data shows an overall KMO value of 0.907, with a significance of 0.000, less than 0.05, reaching a significant level, indicating that factor analysis can be performed. This study employed Confirmatory Factor Analysis (CFA) for the validation of the questionnaire. The results of the factor analysis for each variable indicate cumulative explanatory rates for the entity store service quality, new retail online service quality, new retail enterprise comprehensive strength, and user satisfaction of 68.007%, exceeding 0.5. Refer to Tables 3.3 and 3.3, indicating good independence for each dimension. This suggests that the overall validity of the questionnaire is good.

Table 3.3 KMO and Bartlett's test

Kaiser -Meyer -Olkin Sampling Adequacy Measures		0.907
Bartlett's test of sphericity	Approx. CARTES	3698.720
	df	66
	organizations	0.000

Table 3.4 Validation factor analysis (CFA)

Total Variance Explained								
unit	Initial eigenvalue		The extraction of square loads			Rotation of the square load		
	variance %	accrue %	total	Percentage of variance	accrue %	total	Percentage of variance	accrue%

1	21.623	21.623	4.656	22.523	22.523	3.732	15.330	16.330
2	12.017	33.640	3.104	12.017	34.640	2.721	12.284	28.614
3	9.753	42.393	2.188	9.753	43.393	2.833	12.039	36.653
4	6.716	58.185	1.779	6.716	68.185	2.475	8.900	68.007

Finally, the data analysis indicates that Cronbach's α for entity store service quality is 0.856, for new retail online service quality is 0.880, and for new retail enterprise comprehensive strength is 0.895. The Cronbach's α for user satisfaction is 0.873. All Cronbach's α values are greater than 0.7. With four common factors, they explain 68.007% of the total factor variance. Both reliability and validity analyses were conducted for each variable, demonstrating good independence for each dimension. The ultimate results reveal that the questionnaire has good reliability and validity.



Chapter 4 Findings

4.1 Introduction

Through the literature review, we have outlined the influencing factors and relevant theories of user satisfaction. Employing a quantitative research approach, we conducted data reliability and validity analyses on the collected questionnaires to ensure the validity of the gathered data. To gain a deeper understanding of the relationships between variables, we performed descriptive statistics, correlation analysis, and regression analysis on the data. Through this analysis, hypotheses were validated, and the interactions among various variables in the user satisfaction influencing factor model for Shanghai's new retail enterprises were clarified.

4.2 Descriptive Statistics of the Variables

In this survey, a total of 408 questionnaires were collected. To ensure the reliability of the data, the author conducted a thorough check on the data of each questionnaire and identified 8 surveys with apparent signs of careless completion. Therefore, these 8 questionnaires were excluded, resulting in a remaining count of 400 valid survey responses. The descriptive statistics of the sample data are presented in Table 4.1.

Table 4.1 Descriptive statistics of the sample data

Name	Results of frequency analysis			
	options	frequency	Percentage (%)	Accumulated percentage (%)
genders	men	187	46.75	46.75
	women	213	53.25	100.00
age groups	20 years and below	75	18.75	18.75
	21 to 50 years old	237	59.25	78
	50 years and older	88	22.00	100.00
qualifications	High school and below	35	8.75	8.75
	junior college	37	9.25	18.00
	undergraduate	221	55.25	73.25
	bachelor's degree	70	17.50	90.75
	doctor	37	9.25	100.00

Monthly income level	Less than 3000	50	12.50	12.50
	3000 to 5000	94	23.50	36.00
	5000 to 8000	162	40.50	76.50
	8000 to 12000	72	18.00	94.50
	12000 or more	22	5.50	100.00
Consumption of new retailers	never	33	8.25	8.25
	infrequent	72	18.00	26.25
	general	69	17.25	43.50
	regular	195	48.75	92.25
	frequently	31	7.75	100.0
add up the total		400	100.0	100.0

After conducting a descriptive statistical analysis of the respondents' basic personal information, it was observed that the gender distribution was relatively balanced, indicating a reasonable representation of gender in the questionnaire. A majority of the valid responses were from females, constituting over 53% of the total, suggesting a higher level of favorability towards new retail enterprises among female consumers, as illustrated in Figure 4.1.

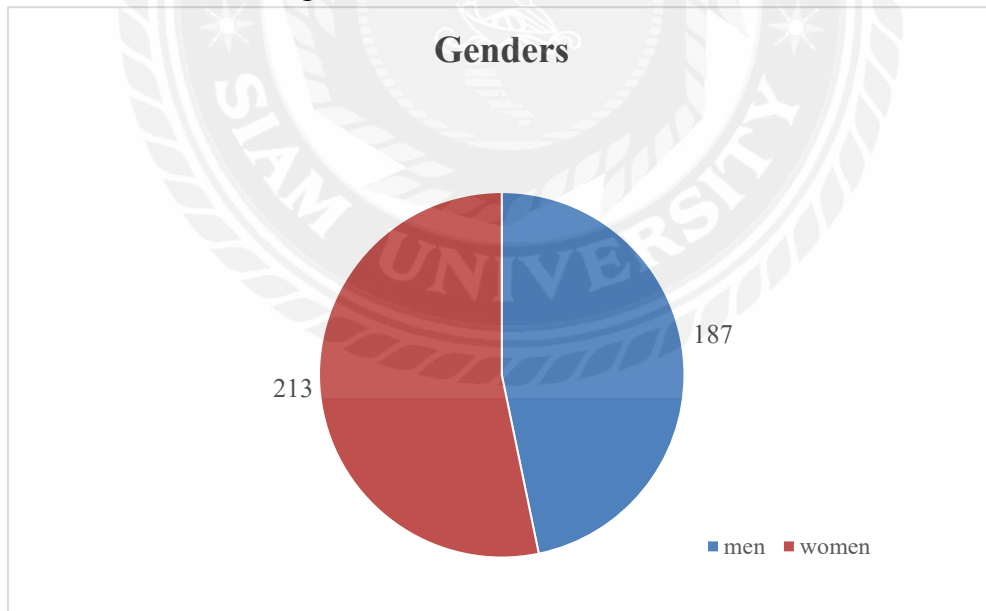


Figure 4.1 Gender Descriptive Statistics

From the perspective of age groups, the survey covered almost the entire age spectrum, but the predominant group consisted mainly of young and middle-aged individuals aged 21-50. The population in the 21-50 age bracket accounted for 60% of the total sample, indicating that this age group forms the primary customer base for new retail enterprises. The reason for this could be that individuals in this age range not only

possess a certain level of purchasing power but also tend to be enthusiastic about experiencing new things, as depicted in Figure 4.2.

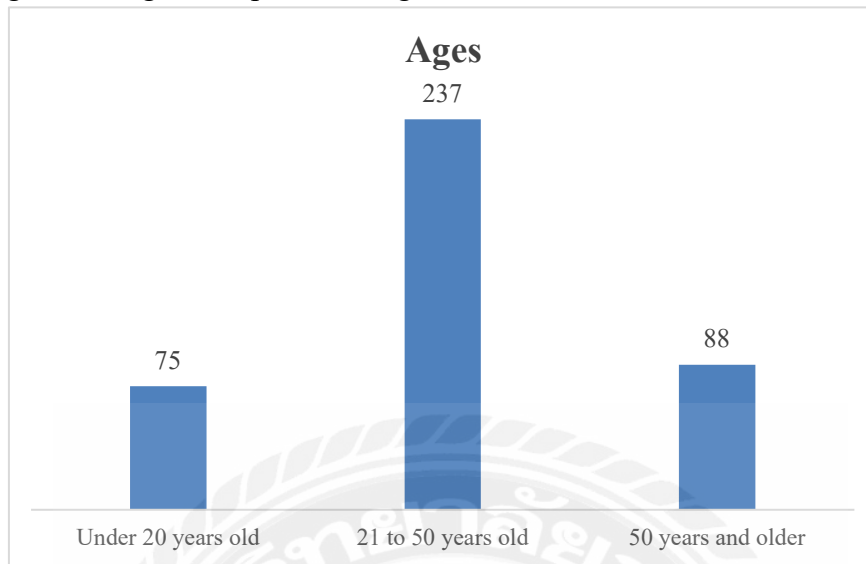


Figure 4.2 Age Descriptive Statistics

In terms of educational background, the survey covered individuals from high school to doctoral levels. However, the majority of participants held a bachelor's degree, comprising over 50% of the total. The overall educational level of the respondents was relatively high, with the number of participants holding doctoral and master's degrees exceeding those with college or lower educational qualifications, as illustrated in Figure 4.3.

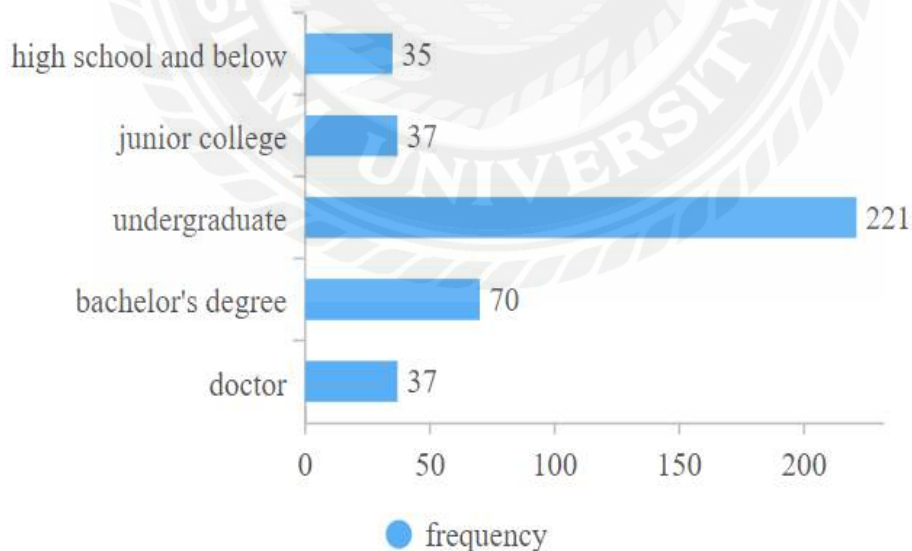


Figure 4.3 Educational Qualifications Descriptive

In terms of monthly income levels, the survey encompassed a broad range, with the majority falling within the moderate-income range of 5000-8000 per month, constituting 40% of the sample. The percentage of individuals with low incomes was

relatively low, aligning with the target customer base of new retail enterprises, as depicted in Figure 4.4.

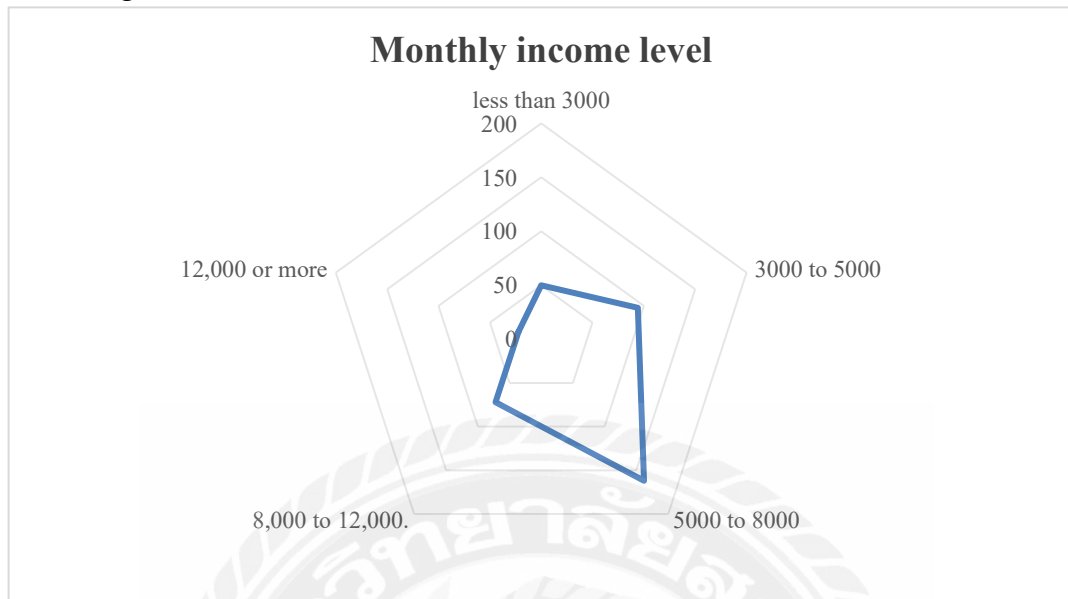


Figure 4.4 Descriptive Statistics of Monthly Income Levels

Regarding consumer experiences with new retail enterprises, nearly half of the respondents indicated that they frequently engage in shopping through new retail channels. The group of individuals who regularly shop in the new retail industry constituted the highest percentage, with over 50% being frequent and frequent shoppers through new retail enterprises, as shown in Figure 4.5.

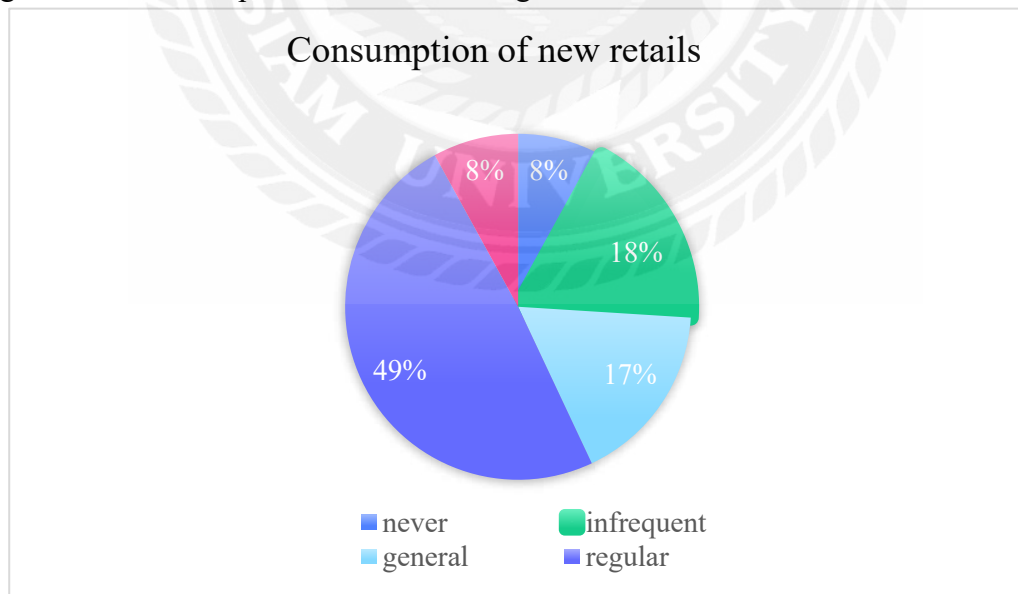


Figure 4.5 Descriptive Statistics of Consumption in New Retail Businesses

4.3 Research Results

4.3.1 Correlation Analysis

Correlation analysis is primarily employed to illustrate the relationships among

various variables. Pearson correlation analysis is used to explain the linear relationships between variables, with the Pearson correlation coefficient ranging from -1 to 1. In this study, Pearson correlation coefficient analysis was conducted to analyze the relationships among factors influencing user satisfaction. According to Table 4.2, the following conclusions can be drawn. The Pearson correlation coefficients between physical store service quality, new retail online service quality, new retail enterprise overall strength, and user satisfaction are all greater than 0.5 but less than 0.9, with a significance level of $P < 0.01$. This indicates the presence of positive correlations among these variables.

Table 4.2 Correlation between variables (Pearson correlation matrix)

Variable	Quality of service in brick-and-mortar stores	New Retail Online Quality of Service	Comprehensive strength of new retail companies	customer satisfaction
Physical Store Service Quality	1			
New Retail Online Service Quality	.591 **	1		
Comprehensive Strength of New Retail Enterprises	.551 **	.665 **	1	
Customer Satisfaction	.572 **	.692 **	.675 **	1

注:* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

From the table, it can be seen that the Pearson correlation coefficients between the quality of service in physical stores, the online service quality of new retail, the overall strength of new retail enterprises, and user satisfaction are all greater than 0.5 and less than 0.9, with a significance level of $p < 0.01$. This indicates that there is a positive correlation between the variables.

The Pearson correlation coefficient between the quality of service in physical stores and the online service quality of new retail is 0.591, with a significance level of $p < 0.01$. This indicates that there is a correlation between the quality of service in physical stores and the online service quality of new retail, and it is considered a moderate positive correlation.

The Pearson correlation coefficient between the quality of service in physical stores and the overall strength of new retail enterprises is 0.551, with a significance level of $p < 0.01$. This indicates that there is a correlation between the quality of service in physical stores and the overall strength of new retail enterprises, and it is considered a moderate positive correlation.

The Pearson correlation coefficient between the quality of service in physical stores and customer satisfaction is 0.572, with a significance level of $p < 0.01$. This indicates that there is a correlation between the quality of service in physical stores and customer satisfaction, and it is considered a moderate positive correlation.

The Pearson correlation coefficient between the online service quality of new retail and the overall strength of new retail enterprises is 0.665, with a significance level of $p < 0.01$. This indicates that there is a correlation between the online service quality of new retail and the overall strength of new retail enterprises, and it is considered a moderate positive correlation.

The Pearson correlation coefficient between the online service quality of new retail and customer satisfaction is 0.692, with a significance level of $p < 0.01$. This indicates that there is a correlation between the online service quality of new retail and customer satisfaction, and it is considered a moderate positive correlation.

The Pearson correlation coefficient between the overall strength of new retail enterprises and customer satisfaction is 0.675, with a significance level of $p < 0.01$. This indicates that there is a correlation between the overall strength of new retail enterprises and customer satisfaction, and it is considered a moderate positive correlation.

Based on the research analysis above, factors influencing customer satisfaction include the quality of service in physical stores, online service quality in new retail, and the overall strength of new retail enterprises. Therefore, to enhance customer satisfaction, it is necessary to focus on these four aspects and implement rational and scientific management methods. The correlations between variables suggest that each variable plays a certain role in the model, reflecting the rationality of the model construction.

4.3.2 Multivariate Regression Analysis

Multivariate regression analysis was conducted on the data to determine the relationship between the dependent variable of user satisfaction in management and the independent variables of service quality in large physical stores, quality of online services in new retail, and overall strength of new retail enterprises. The regression equation was significant, with an F-value of 142.172, and $p < 0.001$. The Durbin-Watson test value was 1.944, within the range of 1.8 to 2.2, indicating independence of data and adherence to the requirements of linear regression.

In the covariance diagnostic results, the Variance Inflation Factor (VIF) for the university image was 1.118, for life management was 1.091, for financial assistance was 1.195, and for academic guidance was 1.073. All VIF values were close to 1, meeting the requirements and indicating no covariance in the data.

The quality of physical store services ($\beta = 0.145$, $p < 0.05$), the quality of online services in new retail ($\beta = 0.218$, $p < 0.05$), and the overall strength of new retail enterprises ($\beta = 0.112$, $p < 0.05$) significantly and positively influenced user satisfaction. These variables collectively explained a 57.5% weight in classroom participation, meeting the requirements.

Table 4.3 Multiple regression analysis

Item	Unstd. B	Std. Beta	t	Sig.	VIF	F	Durbin-Watson
C	3.209	-	7.506	0.000		142.172 ** *	1.944
Physical Store Service Quality	0.145	0.175	4.176	0.000	1.118		
New Retail Online Service Quality	0.218	0.262	5.327	0.000	1.091		
Comprehensive Strength of New Retail Enterprises	0.112	0.130	2.753	0.006	1.195		
R-squared	0.579						
Adjusted R-square	0.575						

注:* p<0.05, ** p<0.01, *** p<0.001

According to the multivariate regression analysis, the relationships of influence among the variables are obtained:

Customer satisfaction = 3.209 + 0.145 physical store service quality + 0.218 new retail online service quality + 0.112 overall strength of new retail enterprises.

Therefore, according to the results of data analysis, in the study of factors influencing the satisfaction of customers in the new retail enterprises in Shanghai, the service quality of physical stores has a significant positive impact on customer satisfaction, supporting hypothesis H1. The online service quality of new retail has a significant positive impact on customer satisfaction, supporting hypothesis H2. The overall strength of new retail enterprises has a significant positive impact on customer satisfaction, supporting hypothesis H3.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

Through correlation analysis and regression analysis, this paper obtained Pearson correlation coefficients for entity store service quality, new retail online service quality, new retail enterprise comprehensive strength, and user satisfaction. The Pearson correlation coefficients are 0.591, 0.551, 0.572, and 0.584, respectively. All values are greater than 0.5 but less than 0.9, with a significance level of $P < 0.01$, indicating a significant correlation between the variables. In the regression analysis, a regression model was constructed with coefficients of 0.145 for entity store service quality, 0.218 for new retail online service quality, and 0.112 for new retail enterprise comprehensive strength. This indicates a positive correlation between each variable and user satisfaction.

The research results indicate that factors such as entity store service quality, new retail online service quality, and new retail enterprise comprehensive strength have an impact on user satisfaction. Entity store service quality, new retail online service quality, and new retail enterprise comprehensive strength positively influence user satisfaction. In the study of factors influencing user satisfaction with new retail enterprises in Shanghai, entity store service quality has a significant positive impact on user satisfaction, supporting hypothesis H1. New retail online service quality has a significant positive impact on user satisfaction, supporting hypothesis H2. New retail enterprise comprehensive strength has a significant positive impact on user satisfaction, supporting hypothesis H3.

5.1.1 The influencing factors of consumer satisfaction with new retail enterprises in Shanghai.

According to the survey questionnaire and data analysis, it was found that there are three main factors affecting user satisfaction in Shanghai's new retail enterprises. The Pearson correlation coefficients between physical store service quality, new retail online service quality, new retail enterprise comprehensive strength, and user satisfaction are all greater than 0.5 but less than 0.9, with $p < 0.01$, indicating a positive correlation between the variables.

The Pearson correlation coefficient between physical store service quality and new retail online service quality is 0.591, with $p < 0.01$, indicating a correlation between physical store service quality and new retail online service quality, and it is a general correlation.

The Pearson correlation coefficient between physical store service quality and new retail enterprise comprehensive strength is 0.551, with $p < 0.01$, indicating a correlation between them, which is a general correlation.

The Pearson correlation coefficient between physical store service quality and customer satisfaction is 0.572, with $p < 0.01$, indicating a correlation between them, which is a general correlation.

The Pearson correlation coefficient between new retail online service quality and new retail enterprise comprehensive strength is 0.665, with $p < 0.01$, indicating a correlation between them, which is a general correlation.

The Pearson correlation coefficient between new retail online service quality and customer satisfaction is 0.692, with $p < 0.01$, indicating a correlation between them, which is a general correlation.

The Pearson correlation coefficient between new retail enterprise comprehensive strength and customer satisfaction is 0.675, with $p < 0.01$, indicating a correlation between them, which is a general correlation.

Through study and analysis, factors affecting user satisfaction include physical store service quality, new retail online service quality, and new retail enterprise comprehensive strength. Therefore, to improve user satisfaction, it is necessary to start from these three aspects and adopt reasonable and scientific management methods.

Therefore, the main aspects reflecting the factors influencing user satisfaction in Shanghai's new retail enterprises are: Firstly, the insufficient quality of physical store services, including the convenience of physical store services, the attitude of customer service, and problem-solving abilities; secondly, the insufficient quality of new retail online services, including customer service response speed, product information search functionality, and online shopping security; thirdly, the insufficient comprehensive strength of new retail enterprises, including the cost-effectiveness of products, the ability to satisfy personalized emotional experiences, and store display design issues.

5.1.2 Physical store service quality, new retail online service quality, and comprehensive strength of new retail enterprises have a positive impact on customer satisfaction with Shanghai's new retail industry.

1. High quality of service in physical stores has a positive impact on customer satisfaction.

Conduct effective training for employees to enhance service quality and efficiency. For physical stores in new retail enterprises, a strong emphasis should be placed on training employees, especially those directly interacting with consumers in physical stores, and customer service and after-sales personnel on online platforms. The primary responsibilities of these frontline employees involve attending to consumers in-store or online, addressing consumer inquiries, and meeting various consumer needs. On the other hand, providing education and training on corporate culture for employees can also increase their sense of recognition and belonging to the company. This fosters a genuine willingness among employees to be part of the company, leading to an improvement in their service quality and competence, ultimately increasing consumer satisfaction with the company.

2. High quality of online service in new retail positively influences customer satisfaction.

Focus on the functional design and customer experience of online platforms. For the online sales of new retail enterprises, consumers must navigate through the company's online platform to complete the purchase of products and services. The design quality of this platform directly affects the user experience, thereby influencing consumer purchasing behavior and satisfaction. New retail enterprise online platforms come in various forms, such as websites, mobile app clients, and WeChat mini-programs. Regardless of the form, attention should be given to both functional design and user experience. The functional design of online platforms ensures that consumers can smoothly complete the shopping process, including searching, inquiring, placing orders, making payments, checking logistics, initiating complaints, or providing feedback on the platform.

When consumers open the online platform, it should be easy for them to see products they might like. This not only provides more convenience to consumers and enhances their satisfaction but also effectively stimulates their shopping desires, ultimately bringing more profits to the new retail enterprise. In addition, the aesthetic appeal of the online platform is crucial. A well-designed and visually pleasing interface can attract consumers, generate positive feelings, and increase their willingness to use the platform.

3. A strong overall strength of new retail enterprises has a positive impact on customer satisfaction.

Strengthen control on the manufacturing end to improve the cost-effectiveness of products. For most consumers, they are easily attracted to products that offer good value for money when making shopping decisions. Therefore, the cost-effectiveness of a product is a significant factor that can significantly influence consumer purchasing decisions and satisfaction. This holds true for new retail enterprises, and they need to focus on enhancing the cost-effectiveness of their products to increase their attractiveness to consumers and improve consumer satisfaction. To enhance the cost-effectiveness of a product, it is essential to ensure that customers perceive the product as being worth its price. This not only increases consumer satisfaction with the enterprise but also helps establish a group of loyal customers in advance, thereby increasing the company's profits.

5.2 Recommendation

1. Continuously enhance the overall operational service quality of new retail enterprises.

Establish diversified sales channels to provide consumers with flexible and convenient multi-channel shopping options. Presently, consumers place great importance on the flexibility and convenience of shopping channels. Therefore, new retail enterprises should focus on establishing diverse sales channels to offer consumers multiple ways to shop. For example, for a new retail enterprise primarily dealing with electronic products, it could set up offline experience stores to attract customers who prefer in-store shopping to experience the latest products. Simultaneously, the

enterprise could establish an exclusive sales website and open official flagship stores on major e-commerce platforms like Tmall, JD.com, Suning, etc. Additionally, leveraging modern technologies such as WeChat mini-programs can further enhance online sales channels, catering well to users who prefer not to leave their homes or value maximum time efficiency in their shopping experience.

It is essential for new retail enterprises in Shanghai to prioritize employee training and regularly conduct training sessions on various topics. For physical store locations in particular, a strong emphasis should be placed on training employees, especially frontline staff directly interacting with consumers in physical stores and customer service and after-sales personnel on online platforms. The primary responsibilities of these employees include attending to consumers in-store or online, answering their queries, and meeting their various needs. If employees lack the necessary professional skills, they may struggle to promptly provide the required products and services to consumers, leading to dissatisfaction and a decrease in consumer satisfaction.

2. Continuously improve the service quality of the online operations of new retail enterprises.

Establish a timely and effective feedback and after-sales support mechanism. For new retail enterprises, their online platforms should establish a timely and effective feedback and after-sales support mechanism. Consumer needs are diverse and personalized, and the same product may not satisfy all consumers. Therefore, new retail enterprises need to establish prompt and effective feedback and after-sales mechanisms, such as online customer service and after-sales hotlines. This ensures that when consumers have objections or dissatisfaction with the received products and need to contact the platform, they can easily and quickly reach customer service personnel to provide feedback. Additionally, having a robust after-sales support mechanism is crucial. For example, when consumers initiate a refund, the platform should promptly review the refund request to safeguard consumer rights and prevent harm. This timely and effective feedback and after-sales support mechanism greatly enhances consumers' sense of security when shopping on the platform, strengthens their trust and brand loyalty, and contributes to higher levels of consumer satisfaction.

3. Continuously enhance the overall strength of the enterprises to elevate brand value.

Focus on consumer personalized needs and innovate in products and services. In the current retail industry in China, the shift from a product-oriented approach to a consumer-oriented approach has long been evident. In this context, the ability to promptly identify and understand consumer needs and behavior, and quickly respond by designing products and services that meet personalized requirements, is crucial for new retail enterprises to enhance consumer satisfaction and seize market opportunities.

For new retail enterprises, their customers often have more advanced consumer ideologies and diverse consumption demands, which continue to evolve. To meet the needs of these consumers and enhance satisfaction, new retail enterprises must conduct ongoing tracking, research, and analysis of consumer psychology and demands.

Technologies such as big data and cloud computing can significantly aid new retail enterprises in understanding consumer psychology and demands. By leveraging these technologies, new retail enterprises can effectively grasp consumer requirements.

Additionally, new retail enterprises need to respond rapidly and strategically, such as through product and service innovation or adjusting marketing strategies, to meet consumer demands as much as possible. This approach can significantly boost consumer satisfaction and loyalty.



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Appendix

Dear Sir/Madam,

Hello! We are conducting a study on customer satisfaction with new retail enterprises in the Shanghai region.

"New Retail" involves incorporating elements such as logistics and production into traditional retail or traditional e-commerce, leveraging advanced "Internet+" technologies like big data and artificial intelligence to achieve synergy and integration. This creates a new retail model that generates more shopping value for consumers. We hope to obtain your evaluation of the service satisfaction in the new retail industry through this survey. Your answers are not right or wrong, and this survey is solely for academic research purposes. It will not have any negative impact on you, so please feel free to respond.

We sincerely appreciate your support! Thank you for participating in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Once again, thank you for your cooperation!

PART I :

1. Your gender: A. Male B. Female
2. Your age group: A. Below 18 B. 21-50 C. 50 and above
3. Your highest educational attainment:
A. High school and below B. Bachelor's degree
C. Master's degree D. Doctorate
4. Your monthly income range:
A. Below 3000 B. 3000~5000 C. 5000~8000 D. 8000~12000 E. Above 12000
5. How often do you shop at new retail enterprises?
A. Never B. Occasionally C. Frequently D. Very frequently

Part II: Please indicate the extent to which you agree with the following statements. Choose the most appropriate option and place a "√" on the corresponding number. The questionnaire uses a Likert scale, with scores ranging from 1 to 5. 1 indicates strongly disagree (or strongly disagree), 2 indicates somewhat disagree (or somewhat disagree), 3 indicates neutral, 4 indicates somewhat agree (or somewhat agree), and 5 indicates strongly agree (or strongly agree).

Measurement items	violently opposed to	disagree	general	agree with	agree strongly
Quality of service in brick-and-mortar stores					
1. Are you satisfied with the					

store display design?					
2. Do you find the services of brick-and-mortar stores convenient?					
3. Are you satisfied with the ability to handle problems?					
4. Do you find it easier to choose a site?					
Online Quality of Service					
1. Do you find the diversity of mobile payments convenient?					
2. Are you satisfied with the design of the online platform?					
3. Are you satisfied with the quality of information on the online platform?					
4. Are you satisfied with the response time of customer service?					
5. Are you satisfied with the consistency of your order?					
The combined					

strengths of new retailers					
1. Are you satisfied with brand awareness?					
2. Are you satisfied with the cost performance of the product?					
3. Are you satisfied with the quality control capability?					
4. are you satisfied with the emotional experience?					
5. Are you satisfied with your ability to meet your personal needs?					
Satisfaction with student management					
1. are you generally satisfied with the new retail business?					
2. Are you satisfied with the overall service of the new retailer?					
3. Would you recommend this new retail business to your relatives and friends?					

The questionnaire is now concluded.
Thank you once again for your assistance and support!

