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Dissertation of Masters in Marketing, presented to the Faculty of Economics of University of Coimbra to obtain a Masters' degree.

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Advisor: Professor Arnaldo Coelho, PhD

Co-Advisor: Professor Cristela Bairrada, PhD

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Abstract

The purpose of this dissertation is to explore the influencing factors of e-service quality (ESQ) in Chinese online shopping market, and its effect on customer satisfaction (CS) and customer trust (CT). In addition, the relationships between customer satisfactions, customer trust and consumer behavior such as repurchase intention (RI) and word of mouth (WOM) are also some of the purposes of this dissertation. The online survey information of 308 Chinese online shopping consumers was used to analyze the dissertational results. The results of this dissertation show that website design (WD), customer service and security (SE) have significant and positive effects on ESQ. In addition, the dissertational results also show that in addition to these three variables, there may be other variables that affect ESQ. ESQ has a significant positive relationship with shopping experience, CS and CT. Finally, CS has a significant positive impact on both RI and word of mouth, while CT has no significant impact on these two customer behaviors. The future research can take the regional culture as a variable to explore. In addition, we can also explore other factors that affect the ESQ of China's online shopping market.

Table content

1. Introduction

Nowadays, with the rapid development of the Internet, online shopping is more and more popular. China Internet Network Information Center （CNNIC） reported that （2008） China has become the country with the largest population in the world and China has the largest number of Internet users. In this context, online shopping has become a more and more popular way of shopping. In addition, according to the latest report of CNNIC, by the end of 2020, the number of online shopping users in China has reached 782 million, 79% of Internet users are involved in online shopping. The huge number of Internet users and online shopping users has shown that China's e-commerce industry is developing rapidly.

The development of information technology has affected the development of retail industry. Compared with shopping in physical stores, customers are more willing to shop online, because it can bring convenience to people. People can just stay at home; use their mobile phones to see all kinds of goods and their details, and then pay for orders, waiting for the goods to be delivered to their homes. In addition, businesses also began to rely on the network to promote or sell, so as to establish a certain competitive advantage. However, Wang et al., (2016) pointed out in 2016 that the entry barrier of the online shopping industry is very low, which means that there will be relatively large intra industry competition in the online shopping industry. From the perspective of customers, the cost of switching from one store to another in online shopping is also very low, which means that customers of online shopping stores are easy to lose

(Mutum et al., 2014).

The greatest challenge of online shopping industry is to ensure customer satisfaction. There was a research presented by V Shankar et al. (2003), they found that CS was positively related to the customer loyalty, which means that when an enterprise has high CS, it will be conducive to the enterprise to obtain high customer loyalty. It was also found that satisfaction had a strong effect on customer retention in mobile phone market (GR Díaz 2017). In a research provided by Chang and Wang (2011) pointed out that, electronic service quality would influence CS in online shopping and it would also affect the customer behavior, including repurchase intention and word of mouth (WOM). A research by Sharma and Lijuan (2015) said that, a good electronic service quality can help enterprises succeed in e-commerce industry.

Zeithaml et al. (2002) put forward the concept of e-service quality, that is, the degree to which online devices provide effective purchasing process and transportation process of products and services. In other words, ESQ is the quality of service provided by network electronic devices. As early as 2003, Santos believed that ESQ is the key to successful e-commerce (2003). He proposed a model of ESQ, which is determined by many factors of potential and dominant dimensions. Then in 2016, Bult thought that the previous models were not enough to measure ESQ. So he proposed a new model to measure ESQ, which measures ESQ from four dimensions: website design, security, customer service and fulfillment (2016). In addition, the situation of ESQ is different in different countries, which is also due to cultural and economic differences. This paper will measure ESQ from three aspects: WD, customer service and SE.

As we all know, SEVRQUAL model measures service quality from five perspectives, namely, measurable, responsible, reliability, assurance, and empty.

They are very suitable for measuring offline service quality, but they are not suitable for ESQ. Ladhari (2010) tried to explore the method of measuring ESQ. After summarizing many previous studies, he found that the key influencing factors include reliability, responsibility, ease of use, SE, web design and information quality. There are only two factors that are the same as those in SEVRQUAL, which are reliability and responsibility. Many researchers had used ESQ as an independent variable and tried to find some relationship with CS or customer behavior. In a recent study presented by Blut (2016), he analyzed ESQ from four dimensions: WD, customer service, fulfillment and SE. He found that ESQ has a positive impact on CS; RI and WOM of American online shopping users. However, according to a dissertation conducted in Indonesia in 2019, customer service does not affect the ESQ (Rita et al. 2019). This shows that the influencing factors of ESQ are different in different countries. In a research by AI-dweeri et al. (2017), they found in Jordan, three dimensions that were the main explanatory factors of ESQ, which were efficiency, privacy and customer service. From a large number of studies in the past, it is not difficult to see that ESQ has become more and more important, and the standards to measure it have become more and more diverse. Therefore, this paper attempts to explore the factors that affect the ESQ of Chinese consumers and their impact on consumer behavior. And provide some basis for the future research of ESQ.

2. Literature Review

2.1 Website Design

Website design refers to the online shopping page layout, color and other elements. It is also a tangible element affecting the ESQ. Li and Suomi (2009)

pointed out in their research that web design has replaced the traditional SERVQUAL model, which measures the quality of service. And web design in ESQ is also very important, because it is the starting point of online shopping; it is also an important part of customers and enterprises to establish contact. Ladhari (2010) research found that WD has a positive relationship with ESQ. Moon (2013) research divides ESQ into two parts: visibility and intangibility. His research found that WD is an important factor in visibility, which can have a positive influence on ESQ. Ting et al. (2016) found that WD has a positive influence on ESQ in Malaysia. When studying the relationship between ESQ and e-satisfaction in Internet banking, Firdous and Farooqi (2017) found that WD has a positive impact on ESQ. Shafiee and Bazargan (2018) found that website performance has a direct and positive impact on ESQ. In the study of the influence of web design and customer service quality on RI in the e-commerce industry, Wilson et al. (2019) found that Asians, Australians and Europeans are more vulnerable to the influence of customer service quality; for people in South America and North America, web design is a more important factor. Alzoubi et al. (2019) also confirmed that WD has a positive impact on ESQ in their dissertations. Their dissertations also reflect that there will be differences in dissertational results due to different cultures of countries and regions. Based on the literature review and their results, here posits hypotheses:

H1: Website design has a positive relationship with e-service quality.

2.2 Customer Service

Wolfinbarger and Gilly (2003) pointed out in their research that customer service refers to the helpful service that can give back to customers quickly when they are in trouble. Bult (2016) put forward the concept of customer service in 2016: providing helpful and responsive service during or after the sale to respond to customer inquiries and quickly handle customers' complaints. Also in his research, he pointed out that the quality of customer service is related to ESQ, that is, the quality of customer service is an indicator of ESQ. In online shopping, customers sometimes complete the whole process of purchasing goods by themselves, unlike offline shopping; there is usually a waiter to help customers in the whole process of purchasing. Kile (2011) pointed out in his research that, a personalized customer service was an important part of the success of online shops because of its attribute of ESQ. Al-dweeri et al. (2017) studied Jordan's online shopping industry; they found that customer service has a positive relationship with ESQ. In the study of online service quality, Adwan and Horani (2019) found that customer service has a positive influence on ESQ. Huang et al. (2019) found that online service quality will benefit from timely customer service, that is, customer service will have a positive impact on the quality of online service. Based on the literature review and their results, here posits hypotheses:

H2: Customer Service has a positive relationship with e-service quality.

2.3 Security

Bult (2016) defined security as the security of personal information and payment information shared during or after online shopping (Bult 2016). In addition, in one of his dissertations on developing the hierarchical model of ESQ, he also believes that once customers feel that their personal information has SE problems in the process of online shopping, they usually avoid continuing online shopping. His final results show that SE is a good measure of ESQ. Moon (2013) believed that SE is an intangible service element in e-service, and it has a positive influence on online shopping CS. Bressolles et al. (2014) showed in the results that SE has a very important impact on online shopping satisfaction. Thus, SE is likely to be an element of ESQ, thus affecting CS. Jiang et al. (2016) found that SE is an important factor affecting the quality of electronic services. Zeglat et al. (2016) also confirmed that SE has a positive influence on ESQ when they studied the effect of ESQ on customer behavior intention in online databases. Shafiee & Bazargan (2018) found that information SE has a positive relationship with ESQ when studying online shopping consumer loyalty behavior. Rahman et al. (2018) also confirmed the positive effect of SE on ESQ. Senadzo (2019) studies whether SE and trust will affect service quality among online shopping customers of eBay in the UK; The results show that SE has a positive impact on service quality. Similarly, Shankar and Datta (2020) concluded in a report that a number of decisive factors, including SE, will have a positive relationship with ESQ. Based on the literature review and their results, here posits hypotheses:

H3: Security has a positive relationship with e-service quality.

2.4 Customer Satisfaction

Customer satisfaction is mostly defined as the difference between customers' perception and their expectation towards goods or services. There was a research presented by Shankar et al. (2003), they found that CS has a positive influence on customer loyalty, which means that when an enterprise has high CS, it will be conducive to the enterprise to obtain high customer loyalty. It was also found that CS had a strong impact on customer retention in mobile phone market (Díaz 2017). The research of Pereira et al. (2017) shows that satisfied customers will recommend the store to others, and they will repeat the purchase themselves. And dissatisfied customers will leave the shop without hesitation. As mentioned earlier, one of the characteristics of online shopping is that customers can easily leave and go to other stores.

In the dissertation of whether the ESQ has a relationship with CS in Thailand mobile bank, Puriwatt and Tripospsakul （2017）found that there is a positive relationship between them. Similarly, Sundaram et al. (2017) found that electronic service quality has a positive relationship with CS when they studied online business in India. Bult et al. (2015) also proved that ESQ has a positive influence on online shopping CS. Therefore, the following hypotheses can be made:

H4: E-service quality has a positive relationship with Customer satisfaction.

2.5 Customer Trust

Wu et al. (2018) believes that trust can be regarded as belief, confidence,

emotion or expectation of the buyer's intention or behavior. Fortes et al. (2017) believed that trust is an important factor for customers to decide whether to shop online. Kao and Lin (2016) found that ESQ has a positive and significant relationship with CT in online banking industry. Obeidat et al. (2017) pointed out that e-satisfaction has a positive influence on e-trust in the dissertation of studying the relationship between ESQ, e-satisfaction and e-trust. The dissertations of Tran and Vu (2019) proved that there was a positive relationship between ESQ and e-trust. Goutam and Gopalakrishna (2018) also found that satisfaction has a direct and positive effect on e-trust in the process of online shopping. Purnamasari's dissertation found a positive correlation between CS and CT in the online retail industry. Besides, he also found that the quality of service is the most important factor affecting CT (2018). When Shankar and Jebarayakirty (2019) study the influence of ESQ on customer loyalty in online banking industry, they take CT as a mediating variable, which confirms the positive effect of ESQ on CT. Leninkumar (2017) found that satisfaction has a positive influence on CT when studying the relationship among CS, CT and customer loyalty. Bernardo (2017) also found that CS can have a positive impact on CT, that is, the more satisfied customers are with the company, the more they will trust the products or services provided by the company. Susan et al. (2018) also found that CS has a positive impact on CT. Dhiranty et al. (2017) found that CS has a positive effect on CT in an online shopping industry in Indonesia. Therefore, the following hypotheses can be made:

H5: E-service quality has a positive relationship with Customer trust.

H6: Customer satisfaction has a positive relationship with Customer trust.

2.6 Shopping Experience

Trevinal and Stenger (2014) defined online shopping experience as a subjective and complex product when customers interact in a virtual network environment. Bhattacharya & Srivastava (2018) believed that shopping experience is a kind of subjective psychological reaction to e-retailing environment. In addition, their research also found that online shopping experience has a positive impact on CS. Srivastava & Kaul's (2014) research regards customer experience as the mediating variable of convention and social interaction influencing CS. And they also successfully confirmed the mediating role of customer experience. Hemalatha & Balakrishnan (2020) used web service quality and electronic product service quality to measure e-shopping experience when studying e-shopping experience in India. Their dissertational results show that the model is suitable for measuring the shopping experience of Indian online consumers. Their dissertations also prove that ESQ has a significant positive impact on shopping experience. Izogo & Jayawardhena (2018) believed that service quality had an impact on customer shopping experience. They use a model in which the customer shopping experience is determined by two dimensions: product/service-related drivers and website-related drivers. Vakulenko et al. (2019) found that online shopping experience has a positive impact on CS. Lin & Lekhawipat (2014) found that online shopping experience can be considered as an important driver of CS. Momtaz et al. (2011) found that shopping experience has a positive relationship with CS in the study of online shopping industry in Malaysia. Pei et al. (2020) latest research on the relationship between Chinese customers' shopping experience and CS shows that there is a positive correlation between the two. In addition, they believe that retailer can achieve sustainable

competitive advantage in the industry through customer experience management.

Hao Suan Samuel et al. (2015) found that online shopping experience has a direct impact on CT. Izogo & Jayawardhena (2018) also found that online shopping experience affect CT in e-retailing market. Ijaz & Rhee (2018) also found a direct positive correlation between online shopping experience and CT. Based on the literature review and their results, here posits hypotheses:

H7: Shopping experience has a positive relationship with Customer satisfaction.

H8: Shopping experience has a positive relationship with Customer trust.

H9: E-service quality has a positive relationship with shopping experience.

2.7 Repurchase Intention

Kimppa et al. (2014) defined RI as the intention to buy a brand of a product again. It means that RI is an emotion that customers want to buy the product again from the same shop. Elbeltagi & Agag (2016) found that CS has a positive impact on repruchase intention in e-retailing industry. Safa & Von Solms (2016) found that when the e-trust and e-satisfaction of enterprises are better, their customers are more likely to have RI. In other words, e-trust and e-satisfaction have a positive impact on repeat intention. The results of Ilyas et al. (2020) showed that there was a positive and obvious relationship between CS and RI. Suhaily & Soelasih (2017) studied the dissertation of "what effects RI of online shopping", and the results showed that CS had a positive impact on RI. In addition, CS cannot be regarded as mediating variable between ESQ and RI, that is to say, CS can be regarded as a relatively important factor influencing RI alone.

Bhattacharya & Srivastava (2018) found that CS can have a positive impact on customer RI in e-retailing industry. Ashfaq et al. (2019) also proved that CS can directly and positively affect RI in the dissertation of online shopping in China.

Wijayajaya & Astuti (2018) studied "The Effect of Trust and Brand Image to

RI in Online Shopping", and they found that trust had a positive effect on RI in online shopping. Fang et al. (2014) also found that trust can affect customer online RI. Based on the literature review and their results, here posits hypotheses:

H10: Customer satisfaction has a positive relationship with repurchase intention.

H11: Customer trust has a positive relationship with repurchase intention.

2.8 Word Of Mouth

Solomon (2015) thought that word-of-mouth was the product information transferred from one customer to another. In other words, word of mouth is a kind of consumer behavior. A large number of studies show that when consumers are keen on a company's products or services, they are likely to recommend the products or services to the people around them. This behavior is word of mouth. Ahmed et al. (2011) found that in e-banking industry, CS and WOM showed positive correlation. Salehnia et al. (2014) found that e-trust has a positive effect on e-WOM when they study e-bank service. Javabdeh & Ahmad (2014) also found that trust has a positive impact on e-WOM in the Internet banking industry. Duarte et al. (2018) found that CS had a positive impact on e-WOM. Besides that, they also stated that people who had a satisfied experience with the retailer

were more likely to have a positive WOM and recommend the retailer to other people. Sallam's dissertation found that in Saudi, both CS and CT can have a positive impact on customer WOM, and the influence of CT on it is greater than that of CS (Sallam 2016). Zoghlami et al. (2018) found that e-trust and e-satisfaction have a positive impact on e-employability, while e-employability can produce e-WOM. In other words, both e-trust and e-satisfaction have positive effects on e-WOM. However, Purnasari & Yuliando (2015) found that in Indonesia, CS and CT have no direct impact on e-WOM communication. Leung (2020) found that CS has a positive impact on e-WOM when he studied online shopping consumers in India. However, Zainul's (2019) research on the influence of ESQ on e-satisfaction and e-WOM shows that e-satisfaction has no obvious influence on e-WOM. This may be due to different regional cultures. Based on the literature review and their results, here posits hypotheses:

H12: Customer satisfaction has a positive relationship with WOM.

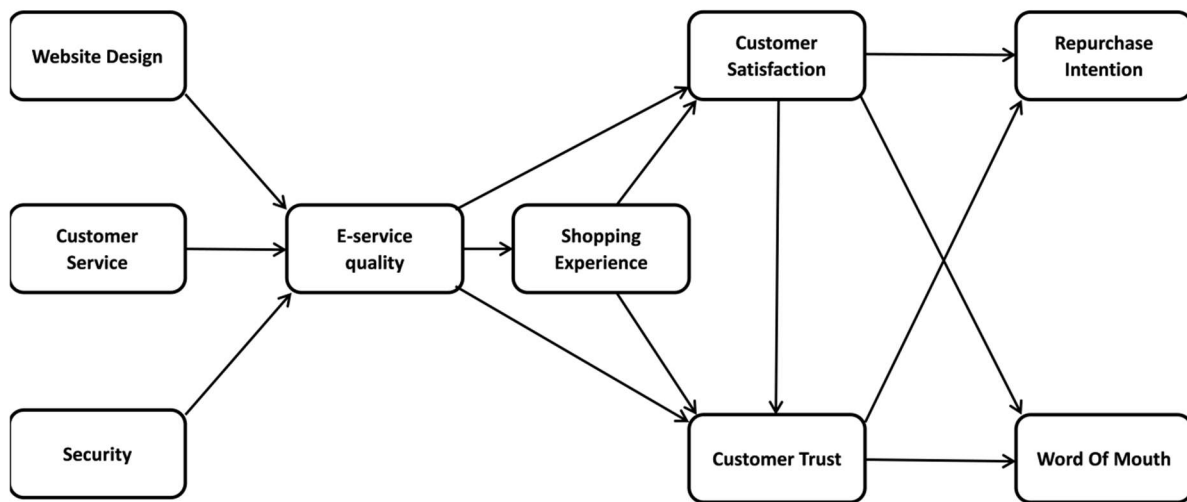*H13: Customer trust has a positive relationship with WOM.*

3. Framework

Table 1: Conceptual model

4. Methodology

4.1 Instrument

This research is a quantitative research. The questionnaire will be divided into three parts. In the first part, the respondents will be asked whether they have done online shopping, so as to ensure that they know about online shopping. The second part will ask questions based on five possible influencing factors, such as: "when shopping online, I am more satisfied with companies with better web

design." The third part will ask the basic information of the interviewees, including age, gender and others. In order to ensure the effectiveness of all constructs, each element will be measured by several questions, and all these questions are adapted from previous similar studies. The questionnaire uses the 5-point Likert scale, and the answer choices are from 1 point (strongly disagree) to 5 points (strongly agree).

Since the questionnaire is in Chinese, we conduct a reverse translation to ensure the accuracy of the translation. First, all the original questions of the instrument are translated into Chinese by a native Chinese speaker. Then I translated those questions into English independently. Subsequently, we revise some clauses to make them explicitly and easy to understand. Finally, I rechecked the revised edition and finished a formal Chinese questionnaire.

4.2 Sample

As the study area is in China, our subjects are Chinese residents. We propose to send out questionnaires in two ways: Online link and random interview on the street. Online links include but are not limited to WeChat, Facebook, and QQ. To ensure that the questionnaire can be used as valid data, the questionnaires ask the respondents whether their area is China (including permanent residents, non-permanent residents, students, etc.). The estimated sample size is about 300.

4.3 Data analysis

The data will be analyzed by SPSS software. Before entering data into the

software, we need to check the reliability and validity. Subsequently, we can use analyses of variance (ANOVA) to identify whether demographic variables will affect responses. Cronbach alpha will be used to test reliability. In addition, factor analysis will be used to test the validity of the variables. Pearson correlation will also be used to measure the relationship between variables together with multiple linear regressions. And we will also use multiple regression analyses to analyze each independent variable.

		WD1: The information on the website is pretty much what I need to carry out my tasks.	Blut(2016)
Overall e-service quality	Website Design	WD2: The website loads quickly.	
		WD3: I can easily get the information that I need.	
	Customer Service	CS1: The online shop offers the ability to speak to a live person if there is a problem.	Blut(2016)
		CS2: The online shop provides me with convenient options for returning items.	
		CS3: The online shop provides a telephone number to reach the company.	
	Security	SC1: I feel safe in my transactions with the online shop	Blut(2016)
		SC2: This site protects information about my credit card.	
		SC3: It protects information about my web-shopping behavior.	
	Overall e-service quality	OSQ: I am satisfied with the overall ESQ.	
Customer satisfaction	S1: I am satisfied with this online shop.		Fornell(1992)
	S2: The online shop always meets my needs.		
	S3:Satisfied with the whole online shopping experience		Casalo et al.(2011)
Customer trust	CT1: Believe the online store protects its customers		Wen et al.(2011)
	CT2: Believe the online store vendor is being honest in doing business		
	CT3: If problems arise, one can expect to be treated fairly by this online shop.		
Repurchase intention	RI1: I will be back online shopping in the future		Zeithaml et al.(1996)
	RI2: I will increase purchases through this online shop.		
	RI3: I will intensify purchases through this online shop		
Word of Mouth	WOM1: I say positive things about this online shop to other people.		Zeithaml et al.(1996)
	WOM2: I recommend this online shop to anyone who seeks my advice.		
	WOM3: I encourage friends and others to purchase goods from this online shop.		
Shopping Experience	SE1: I enjoyed the shopping experience		
	SE2: The shopping experience matched my expectations and needs		
	SE3: I felt comfortable during the shopping experience		

Table 2: Measurement of variables

5. Data Analysis

5.1 Sample data

The sample size is 308. A total of 146 men and 162 women participated in the questionnaire survey. Among them, people aged 21-30 accounted for the most, accounting for 45.78%; Under 20 years old accounted for 7.79%. In the interview, in the education experience, 60.71% of the respondents had a college degree and 25% had a high school degree. The monthly income level and monthly online shopping consumption level are relatively average. Among them, 34.09% had a monthly income of 5000-7000 Yuan, accounting for the highest proportion. The highest proportion of monthly online shopping consumption was 501-1000 Yuan, accounting for 29.55%.

5.2 Scale reliability and validity test

To investigate the scale reliability of those variables, we conducted Cronbach's alpha reliability test. The closer the Cronbach's alpha of a variable is to one, the higher internal consistency the variable has. In addition, KMO and Bartlett sphericity test will be used to test the validity. The dissertational results are as follows.

Construct	Cronbach's Alpha	KMO	Bartlett's test (sig.)	Percentage of Explained	Variance Dimensions
WD	.927	.755	.000	87.575%	1
Customer service	.775	.625	.000	69.691%	1
SE	.804	.659	.000	72.401%	1
Shopping experience	.871	.700	.000	88.566%	1
CS	.895	.724	.000	83.088%	1
CT	.912	.740	.000	85.744%	1
WOM	.937	.757	.000	88.972%	1

Table 3

It can be seen from table 3 that the Cronbach's alpha values of all variables are above 0.7, indicating that these variables have good consistency. In addition, kmo values of all variables are above 0.6, which have passed the KMO model test, indicating that these variables can be used for factor analysis, and the correlation between variables is strong. Bartlett sphericity test also showed significant results, that is, there is a strong correlation between variables. The

last percentage of explained refers to the cumulative value of variance, which represents the percentage of variables that can be described by the questions in the questionnaire. For example, the percentage value of WD is about 87.6%, which means that about 12.4% of information loss will be found when three questions are put forward in the questionnaire to measure WD. It can be seen from table 3 that this value is high (basically above 70%). Therefore, the variables of this dissertation all pass the test of performance and validity.

5.3 Pearson Correlation

Pearson correlation is used to study whether there is a significant correlation between two variables and their relationship. The formula for calculating Pearson coefficient is as follows:

$$\rho_{X,Y} = \frac{\text{cov}(X,Y)}{\sigma_X \sigma_Y} = \frac{E((X-\mu_X)(Y-\mu_Y))}{\sigma_X \sigma_Y} = \frac{E(XY)-E(X)E(Y)}{\sqrt{E(X^2)-E^2(X)}\sqrt{E(Y^2)-E^2(Y)}}$$

$$\rho_{X,Y} = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2}\sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$$\rho_{X,Y} = \frac{\sum XY - \frac{\sum X \sum Y}{N}}{\sqrt{(\sum X^2 - \frac{(\sum X)^2}{N})(\sum Y^2 - \frac{(\sum Y)^2}{N})}}$$

The value of Pearson correlation coefficient is between -1 and 1, and the closer the value is to -1 or 1, the more significant the correlation between the two variables is. This dissertation calculates the Pearson coefficient of WD, customer service, SE and overall ESQ (Table 3). And Pearson coefficient between overall

ESQ and CS, CT (Table 4). And the Pearson coefficient between CS, CT and RI and WOM (Table 5).

Correlations

		Website Design	Overallservice quality	Customer Service	Security
WebsiteDesign	Pearson Correlation	1	.585**	.716**	.555**
	Sig. (2-tailed)		.000	.000	.000
	N	308	308	308	308
Overallservicequality	Pearson Correlation	.585**	1	.658**	.685**
	Sig. (2-tailed)	.000		.000	.000
	N	308	308	308	308
CustomerService	Pearson Correlation	.716**	.658**	1	.634**
	Sig. (2-tailed)	.000	.000		.000
	N	308	308	308	308
Security	Pearson Correlation	.555**	.685**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	308	308	308	308

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4

It can be seen from table 4 that the Pearson coefficient of WD and overall ESQ is $r = 0.585$, $n = 308$. Pearson coefficient $r > 0$ and close to 1, which means that there is a moderate positive correlation between WD and overall ESQ. Similarly, we can find that the Pearson coefficient of customer service and overall ESQ is $r = 0.716$, $n = 308$. This means that customer service also has a positive relationship with overall ESQ, and the relationship is significant. The Pearson coefficient $r = 0.555$, $n = 308$ of SE and overall ESQ also indicates that the relationship between SE and over service quality is moderate significant. Among the three independent variables which affect ESQ, customer service has the highest Pearson correlation coefficient, which indicates that it has the most significant positive correlation with ESQ compared with the other two independent variables.

Correlations

		Overallservice quality	Shopping Experience	Customer Satisfaction	Customer Trust
Overallservicequality	Pearson Correlation	1	.766[**]	.811[**]	.705[**]
	Sig. (2-tailed)		.000	.000	.000
	N	308	308	308	308
ShoppingExperience	Pearson Correlation	.766[**]	1	.844[**]	.792[**]
	Sig. (2-tailed)	.000		.000	.000
	N	308	308	308	308
CustomerSatisfaction	Pearson Correlation	.811[**]	.844[**]	1	.767[**]
	Sig. (2-tailed)	.000	.000		.000
	N	308	308	308	308
CustomerTrust	Pearson Correlation	.705[**]	.792[**]	.767[**]	1
	Sig. (2-tailed)	.000	.000	.000	
	N	308	308	308	308

[**]. Correlation is significant at the 0.01 level (2-tailed).

Table 5

From table 5, we can see that the Pearson correlation coefficient of ESQ and CS is r = 0.811, n = 308. The Pearson coefficient r is very close to 1, which indicates that there is a positive correlation between the two and the relationship is very significant. Similarly, the Pearson correlation coefficient of ESQ and CT is r = 0.705, n = 308, which indicates that there is a significant positive correlation between them. In addition, the Pearson coefficient between CS and CT is r = 0.767, n = 308, which means that there is a significant relationship between CS and CT.

Correlations

		Customer Satisfaction	Customer Trust	Repurchase Intention	WOM
CustomerSatisfaction	Pearson Correlation	1	.767**	.761**	.513**
	Sig. (2-tailed)		.000	.000	.000
	N	308	308	308	308
CustomerTrust	Pearson Correlation	.767**	1	.617**	.454**
	Sig. (2-tailed)	.000		.000	.000
	N	308	308	308	308
RepurchaseIntention	Pearson Correlation	.761**	.617**	1	.579**
	Sig. (2-tailed)	.000	.000		.000
	N	308	308	308	308
WOM	Pearson Correlation	.513**	.454**	.579**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	308	308	308	308

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6

According to table 6, the Pearson correlation coefficient of CS and RI is r = 0.761, n = 308. This indicates that there is a very significant positive correlation between them. The Pearson correlation coefficient between CS and WOM (word of mouth) is r = 0.513, n = 308, which indicates that there is a moderate significant positive correlation between them. The Pearson correlation coefficient of CT and RI is r = 0.617, n = 308. The results show that there is a moderate significant positive correlation between them. The Pearson correlation coefficient of CT and WOM is r = 0.454, n = 308. This indicates that there is a moderate significant positive correlation between them.

5.4 Linear Regression

Linear regression is divided into simple regression and multiple regression. This paper will use two kinds of linear regression. The influence of WD, customer

service and SE on the overall service quality will be studied by multiple linear regression, while others will be studied by simple regression.

Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750[a]	.563	.559	.362

a. Predictors: (Constant), Security, WebsiteDesign, CustomerService

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.341	3	17.114	130.625	.000[a]
	Residual	39.828	304	.131		
	Total	91.169	307			

a. Predictors: (Constant), Security, WebsiteDesign, CustomerService

b. Dependent Variable: OSQ

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.305	.137		9.545	.000
	WebsiteDesign	.105	.040	.147	2.659	.008
	CustomerService	.229	.048	.284	4.770	.000
	Security	.349	.041	.424	8.491	.000

a. Dependent Variable: OSQ

Table 7

Table 7 shows the linear regression results of WD, customer service and SE on overall ESQ. From table 6, we can get the adjusted R^2=0.559. This means that WD, customer service and SE can explain 55.9% of the changes in overall ESQ. From the ANOVA test, we can see that the SIG value is .000 less than 0.05, which means that there is a significant relationship between the three variables and the dependent variables. From the bottom table, the regression coefficient b of the three independent variables were 0.105, 0.229 and 0.349, and their sig values were less than 0.05. This means that WD, customer service and SE have a

significant positive relationship with overall ESQ. Based on the above results, Hypotheses 1, 2 and 3 are valid.

The formula of the mode is: *Y=0.105X1+0.229X2+0.349X3+1.305   (X1 stands for WD, X2 stands for customer service, and X3 stands for SE)*

Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.881[a]	.777	.775	.263

a. Predictors: (Constant), ShoppingExperience, Overallservicequality

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.206	2	36.603	530.900	.000[a]
	Residual	21.028	305	.069		
	Total	94.234	307			

a. Predictors: (Constant), ShoppingExperience, Overallservicequality

b. Dependent Variable: CustomerSatisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.198	.116		1.704	.089
	Overallservicequality	.404	.043	.398	9.444	.000
	ShoppingExperience	.549	.043	.539	12.801	.000

a. Dependent Variable: CustomerSatisfaction

Table 8

Table 8 shows the linear regression relationship between overall ESQ, shopping experience and CS. It can be concluded from table 7 that the adjusted R^2= 0.775, which means that overall ESQ and shopping experience can predict 77.5% of CS changes. In addition, the SIG value of ANOVA is .000 < 0.05, which means that the regression model between these variables has significant statistical

significance. Finally, from the bottom table, it can be concluded that the regression coefficient b1 = 0.404 b2=0.549, constant u = 0.198, and SIG value is 0.000 < 0.05, which indicates that there is a significant positive relationship between overall ESQ, shopping experience and CS. In conclusion, Hypothesis 4 and 7 is valid.

The model formula is *Y = 0.404X1+0.549X2 + 0.198 (X1 stands for overall ESQ, X2 stands for shopping experience)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817[a]	.667	.664	.41822

a. Predictors: (Constant), Overall service quality, Shopping Experience (means), Customer Satisfaction (means)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.415	3	35.472	202.804	.000[b]
	Residual	53.171	304	.175		
	Total	159.586	307			

a. Dependent Variable: Customer Trust (means)

b. Predictors: (Constant), Overall service quality, Shopping Experience (means), Customer Satisfaction (means)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.769	.186		-4.135	.000
	Customer Satisfaction (means)	.352	.091	.270	3.860	.000
	Shopping Experience (means)	.614	.085	.464	7.264	.000
	Overall service quality	.173	.078	.131	2.229	.027

a. Dependent Variable: Customer Trust (means)

Table 9

Table 9 shows the linear regression relationship between overall ESQ, CS, shopping experience and CT. It can be concluded from table 8 that the adjusted R²= 0.664, which means that the overall ESQ, CS and shopping experience can predict the change of 66.4% CT. In addition, the significance value of ANOVA is 0.000 < 0.05, which means that the regression model between the two variables has significant statistical significance (sig.=0.000<0.05). Finally, from the bottom table, it can be concluded that the regression coefficient of CS (b1), shopping experience (b2) and overall ESQ (b3) are b1 = 0.352, b2=0.614 and b3=0.173, constant u = -0.769, and SIG value is 0.000 < 0.05, which indicates that there is a significant positive relationship between overall ESQ, CS, shopping experience and CT. In conclusion, Hypothesis 5,6 and 8 is valid.

The model formula is *Y = 0.352X1+0.614X2+0.173X3-0.769 (X1 stands for CS, X2stands for shopping experience and X3 stands for overall ESQ)*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762ᵃ	.581	.579	.397

a. Predictors: (Constant), Customer Satisfaction (means),
   Customer Trust (means)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.685	2	33.342	211.790	.000ᵇ
	Residual	48.016	305	.157		
	Total	114.701	307			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Satisfaction (means), Customer Trust (means)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.768	.163		4.705	.000
	Customer Trust (means)	.068	.049	.080	1.382	.168
	Customer Satisfaction (means)	.772	.064	.699	12.107	.000

a. Dependent Variable: Repurchase Intention

Table 10

Table 10 shows the linear regression relationship between CS, CT and RI. From table 10, we can get that the adjusted $R^2 = 0.579$, which means that CS and CT can predict 57.9 percent of the change in RI. In addition, the significance value of ANOVA is 0.000 < 0.05, which means that the regression model between the two variables has significant statistical significance. Finally, from the bottom table, we can get that the regression coefficient b1=0.068, b2=0.772 and constant u=0.768, and SIG value of CT is 0.168 > 0.05, which means that CT does not have a significant effect on RI. However, significant value of CS is 0.000<0.05,

which means that CS has a significant positive effect on RI. In conclusion, Hypothesis 10 is valid, Hypothesis 11 is not supported.

The model formula is $Y = 0.772X1 +0.068X2+ 0.768$ (X1 stands for CS and X2 stands for CT.)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522[a]	.272	.267	.61218

a. Predictors: (Constant), Customer Satisfaction (means), Customer Trust (means)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.747	2	21.374	57.031	.000[b]
	Residual	114.304	305	.375		
	Total	157.052	307			

a. Dependent Variable: WOM (means)

b. Predictors: (Constant), Customer Satisfaction (means), Customer Trust (means)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.217	.252		4.833	.000
	Customer Trust (means)	.147	.076	.148	1.940	.053
	Customer Satisfaction (means)	.516	.098	.400	5.246	.000

a. Dependent Variable: WOM (means)

Table 11

Table 11 shows the linear regression relationship between CT, CS and WOM. It can be concluded from table 11 that the adjusted $R^2= 0.267$, which means that CS and CT can predict the change of WOM by 26.7%. In addition, the

significance value of ANOVA is 0.000 < 0.05, which means that the regression model between the two variables has significant statistical significance. Finally, from the bottom table, it can be concluded that the regression coefficient of CS b1 = 0.516, the regression coefficient of CT is b2=0.147 and constant u = 1.217, and SIG value of CS is 0.000 < 0.05, which means that CS has a significant positive effect on WOM. However, the sig. value of CT is 0.053>0.05, which means that CT does not have a significant relationship with WOM. In conclusion, Hypothesis 12 is valid while Hypothesis 13 is not supported.

The model formula is $Y = 0.516X1+0.147X2+ 1.217$ (X1 stands for CS and X2 stands for CT.)

Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766ª	.587	.586	.350

a. Predictors: (Constant), Overallservicequality

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.408	1	53.408	435.240	.000ª
	Residual	37.549	306	.123		
	Total	90.957	307			

a. Predictors: (Constant), Overallservicequality

b. Dependent Variable: ShoppingExperience

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.902	.146		6.169	.000
	Overallservicequality	.765	.037	.766	20.862	.000

Table 12

Table 12 shows the linear regression relationship between overall ESQ and shopping experience. It can be concluded from table 12 that the adjusted $R^2=$ 0.586, which means that overall ESQ can predict the change of shopping experience by 58.6%. In addition, the significance value of ANOVA is 0.000 < 0.05, which means that the regression model between the two variables has significant statistical significance. Finally, from the bottom table, it can be concluded that the regression coefficient of ESQ b=0.765 and constant u = 0.902, and SIG value 0.000 < 0.05, which means that ESQ has a significant positive relationship with shopping experience. In conclusion, Hypothesis 9 is supported.

Table 13 Structural relationship test results

Hypothesis	Hypothesis Statement	Adjusted R² (sig. value)	Regression coefficient	Conclusion
1	H1: WD has a positive relationship with ESQ.	0.559 (.008)	0.105	Supported
2	H2: Customer Service has a positive relationship with ESQ.	0.559 (.000)	0.229	Supported
3	H3: SE has a positive relationship with ESQ.	0.559 (.000)	0.349	Supported
4	H4: ESQ has a positive relationship with CS.	0.775 (.000)	0.404	Supported
5	H5: ESQ has a positive relationship with CT.	0.664 (.000)	0.173	Supported
6	H6: CS has a positive relationship with CT.	0.664 (.000)	0.352	Supported
7	H7: Shopping experience has a positive relationship with CS.	0.775 (.000)	0.549	Supported
8	H8: Shopping experience has a positive relationship with CT.	0.664 (.000)	0.614	Supported
9	H9: ESQ has a positive relationship with shopping experience.	0.586 (.000)	0.765	Supported
10	H10: CS has a positive relationship with RI.	0.579 (.000)	0.772	Supported
11	H11: CT has a positive relationship with repurchase.	0.579 (.168)	0.068	Not Supported
12	H12: CS has a positive relationship with WOM.	0.267 (.000)	0.516	Supported

| 13 | H13: CT has a positive relationship with WOM. | 0.267 (.053) | 0.147 | Not Supported |

Statistical significance p < 0.001.
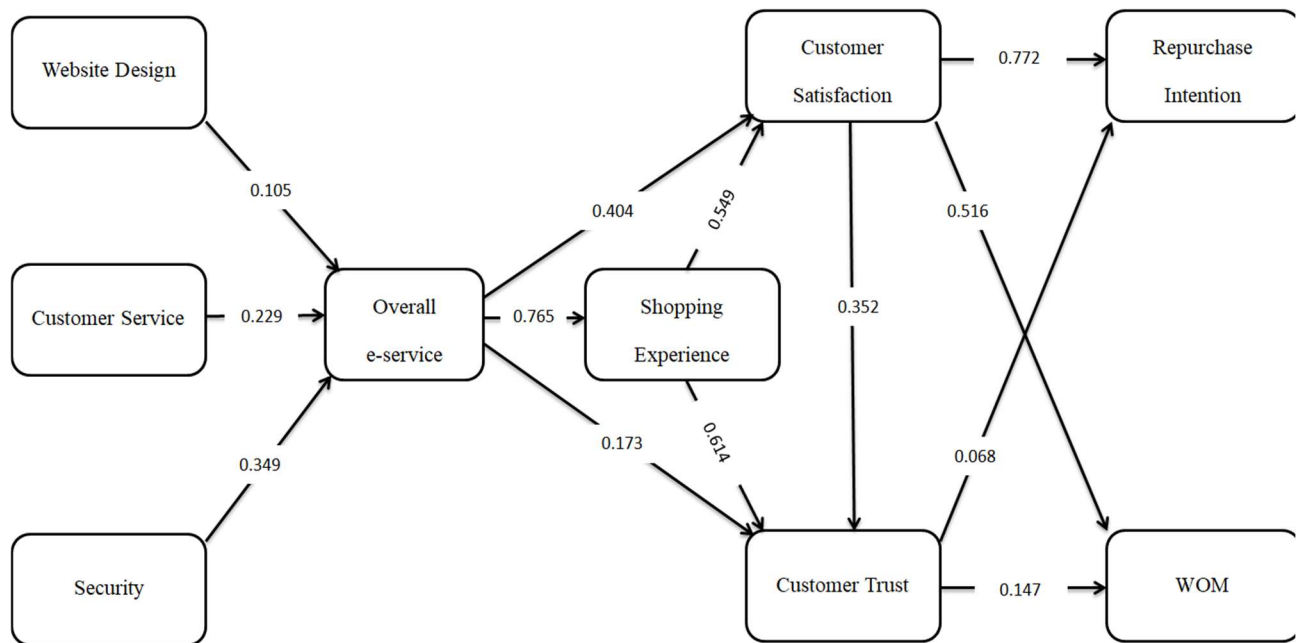
Table 14

6 Discussion

According to the conclusion of this study, WD, customer service and SE has a positive impact on the overall ESQ. The result is the same as Bult's (2016) conclusion. The results show that the three independent variables will have a positive impact on the overall ESQ, so companies need to pay attention to customers' perceptions and feelings of these three aspects, so as to provide better ESQ. However, compared with web design and customer service, Chinese consumers are more disappointed with the SE of online shopping, because the data shows that the average value of SE is the lowest, which are 3.67. This paper proposes three problems to measure the SE provided by online shopping. Among them, the lowest score is about the SE of consumer behavior information. Customer behavior information refers to the behavior information of customers in the process of consumption. Now many businesses and stores will collect this information, and then use this information to obtain higher profits. For example, using the consumer's behavior information, we can get the consumer's favorite goods or predict that the consumer will have a demand for a certain kind of goods, so as to recommend a large number of such goods to the consumer. The results of this study show that SE also has the greatest impact on ESQ and this reflects that online shopping companies need to implement more perfect measures to ensure customer behavior information. The study of Senadzo (2019) points out that SE has an impact on consumers' purchasing behavior, which also shows the importance of SE. However, the research results of Rita et al. (2019) show that customer service will not have a positive effect on overall ESQ. In their research, they also pointed out the influence of different countries and cultural backgrounds on the research of ESQ. As their research results show, in Indonesia, WD has the greatest effect on ESQ, while customer service has the

least effect. The research results of Blut (2016) in the United States show that WD and SE have almost the same impact on ESQ. The results of this study show that in the current concept of Chinese consumers, SE has the greatest impact on ESQ and WD has the smallest impact. In addition, the model proposed by Bult (2016) has four variables to measure ESQ, including the fulfillment which is not studied in this dissertation. The three variables of this dissertation, according to the data, can only represent 56% of the changes of ESQ, so we can speculate that there should be other variables that affect ESQ.

The results of this study also confirmed the positive effect of overall ESQ on CS and CT. This is consistent with the results of most previous studies. Karim (2020) has reached the same conclusion, that the overall ESQ can impact CS positively. In addition, his research also found that CS has a positive impact on WOM. However, what is different from Rita et al. (2019) is that their research finds that CT has more influence on these two customer behaviors than CS. However, the results of this study show that CS has more influence than trust. This shows that in online shopping, Chinese consumers are willing to continue to buy products in this store after they have reached a certain degree of satisfaction, and they may also recommend the company to their friends for oral promotion.

The results of Yang & Shim (2018) show that in Korean smartphone shopping industry, the higher CS, the customers will recommend the shopping mall to their friends or other people. This result is as the same as this paper's result. The results of Liang et al. (2018) show that there is a significant relationship between CSs, CT and RI in Airbnb. This is the same as the result of this dissertation, which indicates that the top management of the company should pay more attention to CS. Recent research results of Setyaning & Nugroho (2020) show that there is a significant positive relationship between CT and e-WOM in the online shopping industry of Indonesia. However, the results of this dissertation

show that CT has no significant relationship with WOM and RI. This is contrary to the research of most scholars. Rita et al. (2019) pointed out that different cultures have an impact on the results of ESQ. Therefore, it is speculated that these changes may be brought about by different regional cultures. Future dissertations can explore this aspect. According to the dissertational data, the overall score of CT is lower than that of CS, and this also shows that when customers are satisfied, they are more likely to recommend the company to the people around them or have the intention to buy repeatedly in the company.

7 Conclusion

This dissertation is an extensive survey based on ESQ of online shopping industry in China. This dissertation selects three independent variables to measure ESQ, namely WD, customer service and SE. The dissertational results show that these three factors have a significant and positive impact on ESQ. In addition, the dissertational data also show that there may be other independent variables influencing ESQ in China's online shopping industry. In addition, among the three variables that have been verified to have an impact on ESQ, SE has the greatest impact and WD has the least impact. This result can be used for reference by online shopping industry practitioners, who should pay more attention to consumer SE services. For example, let consumers feel and understand the company's customer privacy protection system more clearly or provide more perfect privacy protection scheme.

This dissertation also verifies that ESQ has a significant positive impact on shopping experience, CS and CT. In addition, the significant positive effects of shopping experience on CS and CT are also verified. Therefore, managers

should pay more attention to ESQ in online shopping, so as to mention shopping experience, and further improve CS and CT.

In addition, this dissertation also explored the impact of CS and CT on consumer behavior such as repeat purchase and WOM. The results show that CS has a significant and positive impact on RI and WOM behavior, while CT has no significant impact on them. This means that managers should take CS into consideration in marketing strategy. Improve CS and bring about some changes in consumer behavior. The higher the CS, the more likely the customer will have the intention of repeat purchase. In addition, this dissertation also verified the positive relationship between CS and CT. This means that improving CS can enhance CT. Although CT has not been confirmed to have a significant impact on repeat purchase intention and WOM, CT has always been considered to have important commercial significance. Besides, the data collected in this dissertation shows that the WOM score of Chinese online shopping consumers is not very high. This shows that consumers' WOM behavior can still be promoted. Managers can add buttons to share with friends on the webpage, or implement small activities such as sharing with friends and getting a certain discount to attract and enhance consumers' WOM behavior.

8 Contributions

This dissertation provides a reference for Chinese online shopping industry practitioners. They can get some methods or perspectives to improve CS or encourage consumers' benign behavior from the results of this dissertation. In addition, this dissertation can also provide a basis or reference for the future study of consumer behavior in China's online shopping industry. This dissertation

fills a certain research gap in this area. In addition, this study is different from the research results of some foreign scholars, which also reminds us that in today's increasingly popular and huge development of online shopping; we should develop it according to the cultural characteristics of our country, rather than directly apply it to China's online shopping market based on the research of foreign scholars.

9 Limitations and suggestions for future investigations

This dissertation has several limitations that can be avoided in the future. First, the dissertational sample of this dissertation is random sampling; most of the dissertational samples are aged 21-30, so the dissertation may be lack of representativeness.

Second, this dissertation analyzes the overall situation of online shopping shops, and does not specifically study the different situations that may be brought about by specific services or goods. Therefore, the future research can subdivide online shopping industry such as product category or service category, and specific products or services may also have different measurement methods, which will have different effects on the dissertational results.

Third, from the dissertational results, we can see that the independent variables of ESQ cannot represent most of the changes of ESQ, so there may be other variables affecting ESQ. Future dissertations can try to introduce more other variables to study ESQ.

Finally, this dissertation studies the direct relationship between variables, and does not study the potential mediating or moderating relationship. Future research can consider adding some potential mediators or moderators to the model. In addition, future research can also try to study the influence of different regional cultures and religions on the dissertational result.

10 Questionnaire

WD

Please indicate your level of agreement to the following statements.	strongly disagree	←→		strongly agree	
	1	2	3	4	5
1. The shopping website loads quickly	O	O	O	O	O
2. Online shopping website can let me easily get the information I need	O	O	O	O	O
3. The website of online shopping can provide enough information for my shopping needs	O	O	O	O	O

Customer Service

	1	2	3	4	5
4. Online shop will provide timely manual service	O	O	O	O	O
5. Online shop will provide convenient return service	O	O	O	O	O
6. Online shopping shops will provide convenient channels for direct contact with the company	O	O	O	O	O

SE

	1	2	3	4	5
7. I feel safe during my shopping	O	O	O	O	O
8. Online shopping company will protect my bank card information	O	O	O	O	O
9. Online shopping company will protect my consumer behavior information	O	O	O	O	O

Overall ESQ

	1	2	3	4	5
10. I am satisfied with the overall service quality of the online shopping company	O	O	O	O	O

CS

	1	2	3	4	5
11 I am satisfied with the online shopping company	O	O	O	O	O
12. I am satisfied with the whole shopping process	O	O	O	O	O
13. Online shopping companies always meet all my needs	O	O	O	O	O

CT

14. I believe online shopping companies will protect my information   O   O   O   O   O
15. I believe that online shopping companies are honest in doing business   O   O   O   O   O
16. If there is a problem, online shopping companies will treat customers fairly.   O   O   O   O   O

Shopping Experience

17. I felt comfortable during the shopping experience   O   O   O   O   O
18. The shopping experience matched my expectations and needs   O   O   O   O   O

RI

19. I'd like to shop with this online shopping company again   O   O   O   O   O
20. I would like to increase the number of purchases in this online shopping company   O   O   O   O   O

WOM

21. I will recommend this online shopping company to people who come to ask for my opinions   O   O   O   O   O
22. I encourage my friends to come to this online shopping company to buy goods   O   O   O   O   O
23. I will take the initiative to say to my friends about the advantages of the company   O   O   O   O   O

Personal Profile: please give us some general information about you.

1. Gender   Male   Female
                         o   o

2. Age   <24   25-34   35-44   45-54   55 and above
                         o   o   o   o   o

- END

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