

# E-Relationship Marketing model for Consumer to consumer E-commerce

## Analysis of Factors Affecting E-Relationship Model

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### ABSTRACT:

**Purpose-** This research paper investigates the e-satisfaction and E-Loyalty of consumer towards C2C e-commerce website using E-Quality dimensions. Paper tends to find out e-quality dimensions for e-satisfaction of consumers. E-trust and E-Loyalty the e-satisfaction are the factors affecting relationship marketing model.

**Design/methodology/approach-** To achieve the purpose, relationship marketing process theory is used given by Tarok and sheykhan (2015). Paper used E-Qual dimensions and E-Loyalty as independent variable and e-satisfaction as dependent variable. Self made questionnaire is used to collect data and for analysis IBM SPSS is used. Correlation and Regression analysis are used to predict the effect on relationship model of marketing.

**Findings-** Study found the suitable relationship marketing model and its factors in Chinese participant, consumer using C2C websites for business transactions.

**Limitations-**The research is limited in scope due to less time to collect data and lack of budget as it is an academic paper. The population considered in this research is only from one city, Wuhan which may not be enough to come up with results.

**Implications-**Practically, this study can be used in understanding the factors that may affect the online shopping behaviour of consumers using C2C websites for shopping. The research will provide a better marketing model for websites to attract more consumers. Socially this research paper will help out people identifying the best webs for the shopping in C2C environment and will save their time. Another social implication of this research is that model is based on field data from the participants recently used C2C web sites so it can be implicated in the E-commerce market.

**Originality/value-** field work and extensive questionnaire on real ground basis it the originality of the study. Value of the study is first hand data collection from the users especially who had recently used C2C e-commerce websites for trade

**Keywords:** (Motivation, Job Performance, Retained Employees, Interpersonal Satisfaction, Organizational Commitment)

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### I. Introduction:

Business and industry are full of changes with tactics, strategies, consumer demands and global market. According to Tarok and sheykhan companies can keep better competitive edge if they can create better relationship with their consumers and meet their demands with diligence. Companies which maintain positive relationship with their customers are able to achieve their satisfaction and loyalty. Globalization in modern E-commerce has created more opportunities but still not yet completely able to achieve customers' satisfaction, loyalty and trust. On the basis of counter measurements companies can develop a better marketing model with relationship their customers' satisfaction and trust. Owing to the rapid global growth, internet and information, many businesses around the world has transformed their traditional businesses to electronic businesses (Demyana, 2014). Models like C2C E-commerce are making their marks on the face of trading world. It is business model that facilitates environment in which consumers can trade with each other without any mediator (SQA, 2012). (Leonard, 2013) Author explained that C2C business often occurs in auction environment but not necessarily. Due to increasing service industry, measurement of marketing techniques and implementations has become major area for researchers in C2C business model. Almost all the economies have the substantial

service sector and most new jobs are derived from it (Lovelock, 2011). Research about E-service quality is in continued process sharply (Jin, 2012).

Ghosh (2014), explains that E-loyalty as feelings or attitude of a consumer that incline a customer to revisit the website for any purpose. The importance of service quality in improving customers' E-satisfaction and E-loyalty has been established SERVQUAL. The study aims to find out the relationship in consumer to consumer among the people who are living in China. Study further sought to find E-satisfaction, E-loyalty and E-trust of the participants. In line with the E-satisfaction E-qual dimensions are used to determine the level of satisfaction of consumer. This study determined the significant association of mentioned variables.

## **II. Literature Review:**

Tarok and Sheykhan (2015), author explained that idea of customer based marketing relationship is not new but the framework is evaluated over the years slowly. For many years marketing has been concentrated on attraction of the customer instead of retaining them. There has been some fundamental research on relationship marketing on basic assumptions of marketing (Ward, 2011). It aims to create long term satisfying relationship with customers, supplier and business partners for long term business priorities (Leonard, 2013). Concept of relationship marketing came in service industry in 20<sup>th</sup> century. One of the most important study was plan suggested by (Shi, 2016), which confirmed that basic element of the marketing is the management of transactions; though berry in 1983 defined relationship marketing as the process of attracting retaining and enhancing customer relationships. E-relationship marketing has three major dimensions: E-satisfaction, E-Loyalty and E-trust, level of change in factor affect the E-relationship marketing model. Relationship marketing theory explains the importance of building, repairing and maintaining customer loyalty (T Jukariya, 2018). (Ahmed & Hassan, 2017), suggested that the customer loyalty is a combination of the elements of attitudes and buying behavior. Customer e-loyalty is dynamic and subject to change due to various factors, one of which is the eservice quality (Denesse, 2017). Previous studies revealed that e-service quality had no consistent influence on e-loyalty (Shi, 2016). This suggests that there are other variables that also determine the relationship of e-service quality on e-loyalty. Suitability of expected service and perceived service will determine customer satisfaction in accordance with the opinion of (Blegen, 2016) that customer satisfaction can be established through the quality of service. It means that a good quality of service will be able to increase customer satisfaction lead to increased customer loyalty. The higher the e-service quality further improves e-satisfaction of the customer in e-shopping environment (Fauzi, 2018). This means that e-satisfaction is able to mediate the relationship of e-service quality on e-loyalty. Improved e-service quality will also improve customers' e-trust (MacGregor & Vrazalic, Apr-Jun 2006). E-trust in online transactions is created from the interaction between customers and service providers, so that e-trust is the basis for the creation of a desire to buy online (W. Khristianto, 2012). It can be said that the e-service quality becomes a trigger for e-trust of the customers to the service providers. Research had showed that high e-trust will increase customer e-loyalty (Demyana, 2014). This means that e-trust is able to mediate the relationship of e-service quality on e-loyalty. Online transactions shows that business activity is built on trust (e-trust). Research results showed that the high e-trust can improve customer e-loyalty (Wong, Yen, & Fang, 2004). In addition, e-trust significantly influences the e-commitment (Jayakody, 2015). This shows that e-trust becomes a trigger for e-commitment and e-loyalty customers. (Donthu, 2009), stated that commitment is an effort to preserve and maintain the long-term effect between the two parties to be more valuable. Furthermore (Shi, 2016) suggested that the commitment is defined as a form of written or implicit agreement to continue the relationship between two or more parties. E-commitment in the concept of long-term relationship plays an important role as most of long-term effect is widely based on the commitment of both parties. This means that e-loyalty is also determined by e-commitment (Demyana, 2014).

### **Theoretical frameworks:**

It has been previously described that relationship marketing in online transactions (e-commerce) is a marketing philosophy that focuses on long-term relationships between customers and service providers in order to improve customer loyalty. In serqual theory explains that loyal customers will be caused by the quality of services obtained from an online provider (Parasuraman et al., 2005; Srinivasan et al., 2002). The empirical results show that the increase in e-service quality can improve e-loyalty (Yaya et al., 2011; Santouridis and Trivellas, 2010; Sheng and Liu, 2010; Chenet et al., 2010). Results of research conducted by Yaya et al. (2011) found that high e-service can improve the e-loyalty. Then findings of Santouridis and Trivellas, (2010) stated that the e-service quality has a significant and positive effect on e-loyalty. E-service quality is one of the antecedents of customers e-loyalty (Herington and Weaven, 2009; Hu et al., 2009). High level of service is believed to be an effective way to improve the e-loyalty (Huang and Liu, 2010; Kim et al., 2007). Customers will be loyal to the services obtained during interacting with service providers and is able to provide a good service, so that the services provided can build and maintain e-loyalty customers. E-service quality is an important factor for any business that is driven by the need to stay competitive (Kassimand Ismail, 2009; Chang

and Wang, 2011). High influence of e-service quality significantly improve the e-satisfaction (Chang and Wang, 2011; Ou et al., 2011; Kassim and Abdullah, 2010; Jeong and Lee, 2010). Kotler (2006) stated that the quality of service (service) must be started from the needs of the customer, then the impact on customer satisfaction and ending on customer loyalty. Therefore a good service quality is expected to improve customer satisfaction, and high customer satisfaction can generate customer loyalty. E-satisfaction is an important factor in building e-loyalty customers (Ou et al., 2011; Chung and Shin, 2010). Empirical evidence shows that e-satisfaction had a positive and significant effect on e-loyalty customers (Wu et al., 2011; Dagger and O'Brien, 2010; Gil-Saura et al., 2009; Sahadev and Purani, 2008). Services obtained during customers interact using the website, is also expected to establish and maintain an e-trust as a reflection of a concern to customers. If the customer's e-trust has been built, the customer will feel ready to accept any services the web hosting provider offer. The results of previous study show that e-service quality had a direct positive and significant effect on customer e-trust (Chenet, et al, 2010; Kassim and Ismail, 2009). E-trust becomes "a key mediating variable" in the concept of relationship marketing in building long-term relationships (Morgan and Hunt, 1994) or the "essential elements" (Ganesan, 1994) to develop a successful relationship. Moorman et al. (1992) revealed that the trust is the willingness of partners to exchange based on the belief that the partner will meet its obligation in a relationship. Furthermore, Srinivasan (2004) stated that the e-trust contributes to success in business relationships. Mukherjee and Nath (2007) confirmed that the role of trust (e-trust) is very important to build relational bonds as "the foundation of strategic partnership" between the service provider and the customer. Ball et al. (2006) consider e-trust as antecedents of e-loyalty, at the level of the same e-satisfaction. Empirical studies have proven that customer e-trusts had positive and significant impact directly on customer e-loyalty (Chung and Shin, 2010; Kanstperger and Kunz, 2010; Horppu et al., 2008).

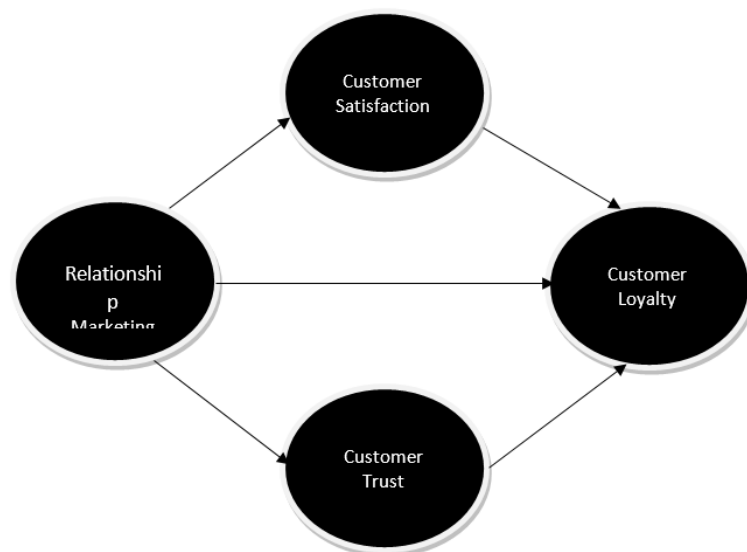


Figure 1 Research Model of Relationship Marketing and Customer Loyalty  
By Rizan, Waroka and Listyawati 2014

**Problem statement:**

Study investigated the e-satisfaction and e-loyalty of consumers on C2C e-commerce websites using E-QUAL dimensions and analyzed e-trust components in online purchasing using C2C websites.

1. What is the level of consumer e-satisfaction of the respondents towards C2C websites in terms of E-QUAL dimensions:
  - Accessibility
  - Navigation
  - Design and presentation
  - Contents and purpose
  - Responsiveness
  - Interactivity, customization and personalization
  - Reputation and security
2. How important are the following factors to the respondents to feel e-trust on purchasing online using C2C website:

- Security
  - Privacy
  - Guarantee
  - Customer services
  - Familiarity
  - The website
  - Information
  - Control
  - Prices
3. Are there any significant relationship between and within
- E-satisfaction and e-loyalty
  - E-trust and E-loyalty

**Hypotheses:**

H<sub>01</sub>: There is no significant difference between E-Satisfaction and E-Trust to E-Loyalty.  
H<sub>01</sub>: E-Satisfaction and E-Trust and E-Loyalty do not affect relationship marketing model in China.

**Research methodology:**

The study is a quantitative research using descriptive correlation method. According (Harcourt, 2016) a descriptive correlation method is a type of study in which information is collected and describes as is. Also Correlation method is the study in which relationship of two or more than variables are checked and indicates how one variable may predict another one. In this study quantitative method was used to determine the indicators: e-satisfaction, e-trust and e-loyalty of the participants. On the other hand correlation was used to determine association between demographic profile and e-satisfaction furthermore correlation of e-satisfaction and e-loyalty was verified.

**Population and Sample:**

The population considered for the study consisted of students of Wuhan University, China and North China University for Water Conservancy and Management Sciences, who intend to shop online. Current students of both the university are approximately 30,000 (sixty thousand) from different faculties. Participant of this study are from different background and culture as international students of both the universities are also considered in the plan. They all have online shopping experience of china and other countries where they have come from which gives more extensive details on respected variables and C2C websites. Sample was taken using Slovin’s formula with error .08 (8%). Sampled participant were 155.

**Data collection:**

A field survey was conducted to collect the data. Field studies are realistic because they study the phenomenon in their natural setting. The researcher collected primary data pertaining e-satisfaction, e-trust and e-loyalty through self made questionnaire in Chinese and English language.

Table 1 Interpretation of Ratings and categories

S/No.	Scale	Categories
1	3.50 to 4	Strongly Agree
2	2.50 to 3.49	Agree
3	1.50 to 2.49	Disagree
4	1 to 1.49	Strongly Disagree

**Reliability & Validity Analysis:**

Before collecting complete data from 150 recipients’ reliability test was conducted to authenticate the questionnaire. 20 recipients were selected from the sample and distributed the questionnaire for initial test. Than IBM SPSS was used to conduct the reliability test for Cronbach’s Alpha value which should be greater than .70 or 70%. Table 4 presents the value of Cronbach’s alpha all categories of variables commuted surpassed the reliability test from good margin. Before putting questionnaire in hands of the employees it was completely translated in Chinese Language as many do not understand English properly especially labor group. Recipients were provided with proper guidelines to fill the questionnaire.

Table 2 Reliability Analysis Test

S/No.	Variables	numbers	Cronbach's Alpha	%
1	e-satisfaction	20	.843	84.3%
2	e-loyalty	20	.789	78.9%
3	e-trust	20	.913	91.3%
4	Overall	20	.904	90.4%

Source: Survey Data

**Hypothesis testing:**

Table 3 One Sample Test (T-Test), 2 tailed at .05 Sig. Levels (df = 154)

S/No.	Factors	numbers	t-test statistic	P Value	t-table value
1	e-satisfaction	10	3.4081	.012	> T table value
2	e-loyalty	10	2.3932	.000	> T table value
3	e-trust	10	2.6723	.013	> T table value

Source: Survey Data

Table 3 explains that t-value for the intrinsic e-satisfaction, loyalty and e-trust respectively are  $T_{e-satisfaction} = 3.4081$ ,  $T_{e-loyalty} = 2.3932$  and  $T_{e-trust} = 2.6723$ , all greater than the table value of 1.984 as  $df = 154$  with  $p$  .012, .000 and .013. Statistics of table for  $p$  values implies that model is significantly different as all  $p$  values are  $\leq .05$ . T-statistic of the table 3 implies that all the values are greater than table value of t-statistics; this means null hypothesis is nullified and rejected. In qualitative approach it is said there is a significant relationship between and within e-satisfaction, e-loyalty and e-trust.

Table 4 Kurtosis Test

S/No.	Factors	Z value	Error	Z value/Error	Kurtosis Range
1	e-satisfaction	2.567	.387	6.6330	Greater than +1.96
2	e-loyalty	1.897	.387	4.9018	Greater than +1.96
3	e-trust	12.786	.387	33.038	Greater than +1.96

Source: Survey Data

Table 4 presents the kurtosis test value (Z-values), it implies that all the factors passed kurtosis test values for greater than + 1.96. Statistics of the table 4 implies that null hypothesis is rejected and there is relationship between and within e-satisfaction, e-loyalty and e-trust.

**Descriptive statistics:**

Table 5 Level of E-Satisfaction in E-QUAL Dimensions

Dimensions	Mean	S.D	Qualitative	Interpretation
Accessibility	3.2	.586	Agree	High level of e-satisfaction
Navigation	3.2	.562	Agree	High level of e-satisfaction
Design and presentation	3.9	.564	Agree	High level of e-satisfaction
Contents and purpose	3.5	.532	Agree	High level of e-satisfaction
Responsiveness	3.6	.501	Agree	High level of e-satisfaction
Interactivity, customization and personalization	3.8	.513	Agree	High level of e-satisfaction
Reputation and security	3.5	.561	Agree	High level of e-satisfaction

Table 6 explains the E-QUAL dimensions such as: accessibility, navigation, design and presentation, contents and purpose, responsiveness. Interactivity, customization an personalization and reputation and security with their respective means of 3.2 , 3.2, 3.9, 3.5, 3.6, 3.8 and 3.5 with standard deviation of .586, .562, .564, .532, .501, .513 and .561 which implies that all the participants are agreed to these dimensions of E-quality and are at High Level of E-satisfaction with C2C website for transactions.

Table 6 Level of Feeling Importance on E-trust.

Dimensions	Mean	S.D	Qualitative Equivalent
Security	3.15	.449	Important
Privacy	3.14	.447	Important
Guarantee	3.15	.448	Important
Customer services	3.16	.500	Important
Familiarity	3.13	.501	Important
The website	3.21	.500	Important
Information	3.11	.512	Important
Control	3.21	.449	Important
Prices	3.11	.431	Important

Table 6 exhibits the level of feeling importance on E-trust when using the website for transactions in C2C business model. All the dimensions or factors covered in this table are to judge, by the participants, E-trust of a consumer. Mean values of dimension as per the rating likert scale implies that factors are rated important for E-trust. E-trust factors are important for consumers as they use only trusted websites

Table 7 Behavioral components of participant's E-Loyalty

Behavioral Components	Frequency	Percentage
<b>Recency of online transaction</b>		
Within this month	32	20.6
Last month	70	45.2
Last year	53	34.2
Last 5 years ago	0	0
<b>Total</b>	<b>155</b>	<b>100</b>
<b>Frequency of C2C Transactions</b>		
1-2 times a year	29	18.7
More than 2 times a year	78	50.3
1-2 times per month	42	27.1
More than 2 times per month	6	3.9
<b>Total</b>	<b>155</b>	<b>100</b>
<b>Attitude towards C2C websites</b>		
Positive	141	91
Negative	1	.6
No opinion	13	8.4
<b>Total</b>	<b>155</b>	<b>100</b>

Table 7 exhibits the behavioral component of consumer using C2C e-commerce websites for business or purchasing products. Frequency column explains the recency of using online transactions to understand the usage of online system in C2C purchasing 70 % people used the website last month and 32 % people used the transactions this month this implies usage is high in C2C business model of participants. They were further asked about C2C transactions 70 % people replied they used website for business trades or purchasing twice in year which is high percentage and next section explains that they were positive about it around 144 accepted the positivity in using C2C websites

Table 8 Mean Ratings of Attitudinal Dimensions

Dimensions	Mean	S.D	Qualitative Equivalent	Interpretation
I will tell other positive information about C2C online shopping	3.50	.449	Strongly Agree	Very high level of e-loyalty
I will recommend online shopping when others	3.44	.447	Agree	High level of e-loyalty
I will encourage other friends online business transactions C2C	3.45	.448	Agree	High level of e-loyalty
I will revisit online shopping C2C portals for more shopping	3.51	.500	Strongly Agree	Very high level of e-loyalty

Descriptive statistics are given in table 8 for mean ratings of attitudinal dimensions, 4 statements were presented to judge the attitudes of the consumers to understand the E-loyalty dimensions participants were positive and they had high level of e-loyalty their mean ratings are given in table with interpretation as per the rated categories

**Correlation analysis:**

Table 9 Correlation of factors (2 Tailed)

Items	Description	E-loyalty	E-satisfaction	E-trust
<b>E-Loyalty</b>	Correlation Coefficient	1	.986**	.136
	Sig. (2-tailed)		.000	.177
	N	150	100	100
<b>E-satisfaction</b>	Correlation Coefficient	.986**	1	.297**
	Sig. (2-tailed)	.000		.003
	N	150	100	100
<b>E-Trust</b>	Correlation Coefficient	.136	.297**	1
	Sig. (2-tailed)	.177	.003	
	N	150	100	100

Source: Survey Data

Table 9 presents the correlation among the variables E-satisfaction, E-loyalty and E-Trust. Table 9 explains that E-satisfaction is correlated with E-trust dimensions with  $r = .297$  at  $p$  value  $= .000$  which less than  $p < .005$  there for model is fit for predictions. With  $r = .136$  between +1 to -1 both the factors are positively correlated with each other. Same is with the E-loyalty an E-trust, both are positively correlated with  $r = .986$  and  $p = .003$ . It implies that significance value is less than  $.005$  and the model of correlation is fit to predict change in other variable.

**Regression analysis:**

The linear regression widely used by a majority of researchers is based on OLS estimation. This technique was developed to investigate how one or more independent variables influence a dependent variable (Hutchinson, 2011). More specifically, in a linear regression analysis, the result produces one intercept and one slope, based on the mean, which represents the best fit for variable X to predict variable Y. The regression line can be calculated by using the equation (Cade & Noon, 2003): This study uses E-trust and E-loyalty as independent variables to find the regression linear line equation with dependent variable E-satisfaction.

Table 10 Regression Model Summary

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimate
<b>1</b>	.999 <sup>a</sup>	.998	.998	.03304

Predictors: (Constant), Predictors: (Constant), E-loyalty, E-trust and E-satisfaction

Adjusted R square of the model is  $.998$  that means  $.998 * 100 = 99.8\%$ . It implies that one unit of change in E-satisfaction E-loyalty and E-trust will bring 99 % change in Relationship marketing model for China. It also implies that model is highly predictable to dependant variable. Predictor is constant with R-square 99 %. Retained employees' performance is 99.8 % affected by the intrinsic factors and extrinsic factors, other interpretation can be said as.

Table 11 Change Statistics of the Model

MODEL	R Square change	CHANGE STATISTICS			
		F – Change	Df1	Df2	Sig. F Change
<b>1</b>	.998	27779.207	2	97	.000

Predictors: (Constant), E-loyalty, E-trust and E-satisfaction

Table 11 explains R-Change is the same in change statistics as was in the summary model table 10, with  $f(2, 97) = 27779.207$ ,  $p = .000$  model is significant and will bring change for sure as  $P < .05$ , it can be predict that model is significant and will bring changes in E-satisfaction level for sure with the changes in both the independent variables.

Table 12 Analysis of Variance

MODEL	Sum of Squares	Df	Mean Square	F	Sig.	
<b>1</b>	Regression	60.644	2	30.322	27779.207	.000 <sup>b</sup>
	Residual	.106	97	.001		
	Total	60.750	99			

Predictors: (Constant), E-loyalty, E-trust and dependent variable E-satisfaction

Table 12 implies the analysis of variance in model.  $\sum (Y_1 - Y)^2 = 60.750$  for the mean difference square of predicted value of D.V and I.V and  $f(2, 97) = 27779.207, p = .000$ , implies that model 1 of ANOVA is significantly fit to predict values and explain variation in factors.

Table 13 Regression Analysis Model

MODEL	Unstandardized Coefficient		Mean Square	F	Sig.	
	B	Std. Error				
1	(Constant)	.111	.044		2.536	.013
	E-satisfaction	1.212	.007	1.234	32.56	.004
	E-loyalty	1.362	.006	1.037	233.516	.000
	E-trust	.403	.010	.172	38.731	.000

D.V: E-satisfaction

@  $p = .013, .000$  and  $.000$  all the values are less than  $.005$  model is fit and significant to predict the effect of independent variable on dependent variable. With E-loyalty coefficient @  $1.362$  and E-trust coefficient @  $.403$  and E-satisfaction coefficient @  $1.212$ , implies linear model equation for relationship marketing is:

$$R\_C\_M = \alpha + \beta (E\_lyl) + \beta (E\_tst) + \beta (E\_sts)$$

$$E\_sat = .111 + 1.362 (E\_lyl) + .403 (E\_tst) + 1.212(E\_sts)$$

### III. Conclusion and Findings

Study concludes that E- Satisfaction, E-loyalty and E-trust are correlated between and within each other as per the statistic shown above in correlation analysis. Null hypothesis are rejected and research hypothesis are accepted. Research hypothesis were that mentioned three factors are correlated and associated positively with each other, which is concluded in this study for sample size of 150 participant from china. Second hypothesis was that these factors affect the relationship marketing model for china, above given linear equation explains the linear relationship and degree the factors affect the relationship marketing model in china.

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