

The Influence of Website Quality on Consumers' Purchase Behavior: Taking Taobao as an Example

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Abstract: The development of network has brought great changes to people's life. Not only has the way of communication and office changed, but also the way of shopping. The depression of physical stores and the rise of shopping websites are the trend of the times. In order to better regulate the network market, it is very important to study the platform website of online shopping. To help enterprises better understand the influence of website quality, we can better promote the healthy and sustainable development of the industry. In this paper, Taobao, one of the largest websites at present, is taken as the research object. Through the investigation, we can understand the perception attitude of Taobao consumers for website quality, and then get the factors that affect consumers' purchasing behavior. First of all, through the literature review and summary, combined with the domestic online shopping situation, the website quality and consumer purchase behavior are defined, and the website quality is divided into three dimensions: system quality, information quality and service quality. Secondly, on the basis of the theory, this paper puts forward the hypothesis and builds a model to verify the hypothesis. The results show that only system quality and service quality have a positive impact on the purchase behavior of consumers among the three factors of website quality, among which the service quality is the most influential. Finally, this paper draws a conclusion and puts forward some suggestions for the management of Taobao website.

Key Word: Website quality; purchase behavior; Taobao.

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I. Introduction

With the rapid development of Internet technology, the emergence of the third-party payment platform and the popularization and convenience of logistics, more and more people will choose to buy products on the network, which has become an irreversible trend. According to the 44th statistical report on the development of China's Internet by China Internet Network Information Center (CNNIC), as of June 2019, the number of Internet users in China had reached 854 million, an increase of 25.98 million compared with the end of 2018, and the Internet penetration rate reached 61.2%, 1.6 percentage points higher than that at the end of 2018; the scale of mobile Internet users in China reached 847 million, an increase of 29.84 million compared with the end of 2018, and the proportion of Internet users using mobile phones to surf the Internet The number of Internet users reached 99.1%, an increase of 0.5 percentage points compared with the end of 2018. In the first half of 2019, the average weekly online time of Chinese Internet users was 27.9 hours, and the number of online shopping users in China reached 639 million, an increase of 28.71 million compared with the end of 2018, accounting for 74.8% of the total Internet users.

According to the National Bureau of statistics, the national online retail sales in 2019 will exceed 100 billion yuan. From 2009 to 2018, the "double 11" online shopping Carnival has been carried out for 10 years. The online sales volume of Taobao website, an e-commerce giant, exceeded 100 billion on the same day, and consumers' purchase speed was also faster and faster. In just 10 minutes, it could break through the 10 billion mark. Such a shopping event is closely related to the development and popularity of the network and the rise of major e-commerce platforms. Consumers, especially those like Today's young consumers more choose to buy goods on the website, and they can buy the world without going out. It has broken the regional restrictions and become a common situation in today's society. Online shopping has become a very important way of life for people. How to increase the conversion of user traffic to user purchase volume in the fierce competition environment, the website quality of the platform plays an important role.

According to the "Q3 China e-commerce user experience and complaint monitoring report in Q3 of 2019" released by China e-commerce research center, domestic online shopping complaints accounted for 58.51% of all complaints. The top 20 hot issues of online consumption in China were: refund (25.04%), delivery problem (9.46%), commodity quality (9.14%), online fraud (7.47%), Overlord clause (7.47%), and sales After service (5.95%), difficulty in return and replacement (4.71%), order problem (4.47%), online sale of fake goods (4.31%),

false promotion (4.09%), wrong goods board (2.63%), logistics problem (2.47%), non-return of deposit (2.39%), customer service problem (1.70%), freezing merchant funds (1.49%), malicious fine (1.09%), invoice problem (0.90%), high refund fee (0.48%) Information leakage (0.37%) and delivery overtime (0.35%). Delivery problems, product quality, and refund issues become the top three hot complaints in the third quarter of 2019. The refund problem has been a hot spot of consumer complaints over the years, which has a direct impact on the user experience, which will also cause the trust crisis of consumers on the network platform. Therefore, we should improve the website quality of the platform, enhance the trust of consumers on the website, so as to reduce the perception of consumers Risk, promoting consumer consumption is the primary problem to be solved by e-commerce platform.

II. Model Development

2.1. Information Quality

The higher the quality of information provided to consumers, the higher the quality of the website. Delone and McLean define information quality as the evaluation of information system output[1]. Lin believes that information quality is a measure of the value of websites perceived by consumers[2]. Doll and Torkzadeh proposed four measurement dimensions, which are called information content, timeliness, format and accuracy information quality scale[3]. Ahn thinks that the measurement of information quality includes not only the quality of website information, but also how the information should be displayed to users. Therefore, it has established the evaluation indicators of information quality, including integrity, accuracy, appropriate format, timeliness, product comparison, richness, selectivity and reliability[4]. Delone and McLean established a complete information system model, and believed that the measurement dimensions of information quality included correctness, integrity, consistency, timeliness and relevance[5]. In this study, Delone and McLean define and measure information quality.

2.2. Service Quality

The service quality of the website is an important factor emphasized by many researchers, and its influence in the website is also growing. Santos defines service quality as the overall evaluation and judgment of consumers on the provision of electronic services in the sales process[6]. Zejthaml defines website service quality as "the convenience of website in the process of consumers' purchase, the effectiveness and efficiency of service"[7]. Bhattacharjee believes that website service quality includes not only solving problems for consumers and accepting consumers' complaints, but also helping consumers use goods and providing better goods and services[8]. Parasuraman pointed out in the service quality evaluation system that the evaluation of core service quality should include: efficiency, system availability, responsiveness, realizability, connection and compensation[9]. This study is mainly based on Parasuraman's definition of service quality.

2.3. System Quality

Delone and McLean pointed out in the information system model that the measurement dimensions of system quality are: functionality, ease of use, trustworthiness, possibility, flexibility, integration, value and data quality[10]. Seddon believes that the evaluation of system quality also includes the existence of defects in the system, classification of information, ease of use, communication compatibility, reaction speed and stability[11]. Palmer, from the perspective of the use and operation of the website, thinks that the website system quality should include navigation, Download delay, appearance and technical adequacy[12]. Based on user experience, Including privacy, security and design [13] Based on the definition of system quality by Delone and Ranganathan, the system quality is divided into six items: usability, stability, navigation, security, appearance design and functionality.

2.4. Consumer Purchase Behavior

Consumer purchase behavior, also known as consumer behavior, is the action that people take when they obtain, use and handle products and services[14]. Mullet et al. Believe that consumers will form an attitude when they contact products or services, and the influence of external stimulus will promote consumers to have a subjective tendency to predict and measure consumers' purchase behavior[15]. Schiffman and Kanuk define consumer behavior: a series of consistent behaviors of consumers to find, purchase, use, process and evaluate products when the goods can meet their personal needs[15]. Vyas believes that consumer behavior should be the decision-making process of consumers before they get and use goods, including the decision-making process when they will carry out a series of behaviors, and show the consumption behavior with continuous influence[16]. According to Vinson et al., consumer purchase behavior is influenced by individual factors and cultural factors, among which individual factors include perception, attitude, lifestyle, motivation and emotion, learning and memory and self-concept; cultural factors include population, environment, culture, values and social class[16]. Based on the perspective of market circulation, Roger believes that consumer behavior is to observe the needs of consumers for products and services, and to observe the activities of products from market to consumers[17].

Engel et al. Hold that consumer decision-making process is generated by consumers seeking information related to demand when they need it, and through screening, evaluating, judging and comparing the collected information[17]. Solomon believes that consumer purchase behavior is a series of processes that can obtain relevant experience through selecting, purchasing, enjoying and processing products or services to meet their own purchase needs[18]. This paper mainly studies the relationship between website quality and consumer purchasing behavior, mainly from the perspective of consumers, so the definition of consumer purchase behavior is mainly the behavior of online consumers to obtain product or service information through the Internet and search, purchase, use, process and evaluate products through the Internet.

Bai and other scholars have concluded that online consumer satisfaction is positively affected by website quality enhancement, while consumer purchasing behavior is positively affected by the improvement of online consumer satisfaction[18]. Scholars such as wells also concluded that website quality can affect online consumers' subjective perception of the quality of products sold by businesses, and then determine their own purchase behavior through the evaluation of product quality[18].

III. Empirical Research

3.1. Research Model and Hypothesis

Based on the above literature review on the impact of website quality on consumers' purchasing behavior, this paper concludes that most researchers tend to take the influencing factors of website quality, such as system quality, information quality and service quality as independent variables, and conduct relevant research on consumers' purchase behavior. Therefore, this study focuses on improving the quality of Taobao website First of all, this paper explores the impact of website quality on consumers' purchasing behavior. Then, according to the classification of website quality in the first part, it divides website quality from three dimensions: information quality, service quality and system quality, and then studies how these three dimensions affect consumer purchase behavior.

According to the purpose of this study, this study explores the relationship between website quality and consumer purchasing behavior. After referring to relevant research literature and architecture, the following research framework is developed. Website quality is divided into three dimensions: system quality, information quality and service quality. Furthermore, it is assumed that website quality will affect consumer purchase behavior.

3.2. Questionnaire Design and Delivery

3.2.1. Questionnaire design ideas

The research questionnaire is divided into three parts. The first part is the measurement of website quality, which is divided into three dimensions, with a total of 18 questions. The main purpose of the questionnaire is to understand the consumers' views on the quality of Taobao website. In the questionnaire, the acceptance degree of the questions is respectively totally disagree, disagree, general, agree and fully agree. The second part is consumer purchasing behavior, which is composed of four questions. It is mainly to understand the consumer's repurchase behavior and recommendation behavior intention. The acceptance degree of the questions is the same as that in the first part. The third part is personal basic information, which has seven questions. This study is to obtain the data by means of questionnaire survey, mainly for the personal privacy of the respondents. The specific survey content includes basic information such as gender, age, education level, occupation, as well as browsing time and purchase times. Please refer to the appendix for details.

The design of the questionnaire is divided into three steps: first, combing and summarizing the questionnaire combined with the relevant literature at home and abroad, and screening out the scales related to this study, and comparing them, we get many questions about the variables in this paper. The second is to organize a preliminary questionnaire and modify the questionnaire. Through the communication with the tutor, the questions of the questionnaire are further modified according to the suggestions given by the tutor, so as to make the questionnaire more accurate, so as to ensure the professionalism of the questionnaire. The third is the pre survey of the questionnaire. The questionnaire was randomly distributed to the consumers who had shopping experience. The questionnaire had clear questions and detailed explanation, and the respondents could give a complete answer to it. Then, the data of the collected questionnaire is analyzed, and the deficiencies are studied and corrected to form the final formal questionnaire. A total of 50 questionnaires were distributed and 42 questionnaires were recovered. After removing 8 invalid questionnaires, the effective recovery rate was 84%.

3.2.2. Questionnaire collection

Through the preliminary preparation of the questionnaire design, the reliability and validity of the questionnaire were effectively guaranteed. The final formal questionnaire was mainly distributed on the network using questionnaire star randomly. This survey lasted 60 days and was collected through multiple network platforms. A total of 223 questionnaires were received, of which 205 valid questionnaires were recovered. The effective recovery rate was 92%, of which 18 were invalid questionnaires, accounting for 8% of the total. This

survey requires all respondents to make sure that they have done shopping on Taobao before filling in the questionnaire.

IV. Result

4.1. Empirical Analysis

4.1.1. Descriptive statistical analysis

After the questionnaires were collected, some incomplete questionnaires were deleted. A total of 205 valid samples were obtained. The higher the mean value, the higher the recognition degree of the sample to the description of the measurement question, while the lower the standard deviation, the more consistent the description of the question. The descriptive statistical analysis results of each variable are shown below (Table 4.1).

Table 4.1 Mean and Standard Deviation of Measurement Questions

| Variables | Items | Mean | S.D. | Overall Mean |
|----------------------------|--|------|------|--------------|
| System Quality | 1. Taobao is beautifully designed and suitable for style. | 3.86 | .87 | 3.97 |
| | 2. You can visit Taobao at any time and place. | 4.21 | .76 | |
| | 3. Taobao provides a simple and fast shopping process. | 4.02 | .81 | |
| | 4. Taobao system has strong response processing capacity. | 3.92 | .87 | |
| | 5. Taobao has complete functions. | 3.91 | .82 | |
| | 6. Taobao has strict privacy protection and security of transaction payment. | 3.89 | .90 | |
| Information Quality | 1. Taobao can provide all the information consumers want. | 3.59 | .88 | 3.91 |
| | 2. Taobao can provide reliable shopping information. | 3.84 | .86 | |
| | 3. Taobao can update shopping information timely and effectively. | 3.91 | .79 | |
| | 4. As Taobao consumers can query the logistics information of commodities anytime and anywhere. | 4.25 | .76 | |
| | 5. As Taobao consumers can easily understand the information provided by the website. | 3.88 | .76 | |
| | 6. Clear classification of shopping information on taobao.com. | 3.98 | .78 | |
| Service Quality | 1. Taobao provides online communication platform at any time. | 3.81 | .76 | 3.66 |
| | 2. Taobao can solve the problems of consumers quickly. | 3.51 | .84 | |
| | 3. Taobao for the sale of goods to provide business credit guarantee and compensation guarantee. | 3.77 | .82 | |
| | 4. For Taobao to provide solutions to the problem is satisfied. | 3.54 | .83 | |
| | 5. Taobao can provide consumers with personalized satisfactory service. | 3.54 | .80 | |
| | 6. After shopping on Taobao, you will feel relaxed and happy about the whole shopping process. | 3.80 | .80 | |
| Consumer Purchase Behavior | 1. I often buy products on Taobao website during store celebrations or promotions. | 3.88 | .90 | 3.92 |
| | 2. I bought more products on Taobao in the last year than other websites. | 4.04 | .96 | |
| | 3. I will choose Taobao when I buy products again. | 3.94 | .88 | |
| | 4. I am willing to recommend Taobao to others. | 3.83 | .85 | |

4.1.2. Major consumer groups

In this study, we found that the main consumer group of Taobao is female (56.6%), the age is between 21 and 30 years old (58%), the education level is mostly undergraduate (39.5%), and the majority of students (31.7%). In terms of monthly disposable income, 28.8% of the total sample is 2000 yuan or less, followed by 4001-5000 yuan, accounting for 21.5%. In addition, the weekly browsing time of Taobao is mostly less than 20 hours. The number of shopping on Taobao is 6-10 (53.7%) per month. It can be seen that the basic information of the survey results is basically consistent with the statistical report on the development of China's Internet published by CNNIC in 2019, so the survey samples are widely distributed and the overall reliability is relatively high.

4.1.3. Performance of website quality

As shown in Table 4.1, website quality includes "system quality", "information quality" and "service quality". Among them, "system quality" with an average of 3.97 is the best, followed by "information quality" with an average of 3.91, and the lowest is "service quality" with an average of 3.66. In terms of "system quality", the most praised one was "you can visit Taobao website at any time and place"; the lowest rating was "beautiful

design and appropriate style of Taobao". In terms of "information quality", the highest and lowest recognition were "as Taobao consumers can query the logistics information of commodities anytime and anywhere" and "Taobao can provide consumers with consumption" In terms of "service quality", most of the respondents agreed that "Taobao provides an online communication platform at any time", while few agree that "Taobao can quickly solve problems encountered by consumers".

4.1.4. Simple reliability and validity analysis

The most important thing to analyze the questionnaire is to test the reliability and validity of the scale, so as to ensure the reliability and validity of data analysis. In this study, KMO and Bartlett's test proved that the scale designed in this study has good validity, and through the reliability test of the survey results, we can get the Cronbach's α coefficient value, and determine whether the reliability can be used as the research basis.

Firstly, the KMO value is analyzed. If the value is higher than 0.8, the validity is high; if the value is between 0.7 and 0.8, the validity is good; if the value is between 0.6 and 0.7, the validity is acceptable; if the value is less than 0.6, it indicates that the validity is poor. Table 4.2 shows the validity of KMO and Bartlett test results of the total scale in this study.

4.2 KMO and Bartlett's Test

| Variable Name | KMO Value | Bartlett Sphericity Test | | |
|----------------------------|-----------|--------------------------|-----|---------|
| | | Approximate Chi-Square | df | p-value |
| Population Variables | 0.949 | 3175.296 | 231 | 0.000 |
| System Quality | 0.878 | 639.164 | 15 | 0.000 |
| Information Quality | 0.879 | 621.594 | 15 | 0.000 |
| Service Quality | 0.880 | 609.498 | 15 | 0.000 |
| Consumer Purchase Behavior | 0.824 | 416.284 | 6 | 0.000 |

Reliability analysis is used to measure whether the answer results of the sample are reliable, that is, whether the sample has the real answer scale items. If Cronbach's α coefficient value is above 0.8, the reliability of the test or scale is very good; if the reliability coefficient is above 0.7, it is acceptable; if it is above 0.6, the scale should be revised, but it still has its value; if it is lower than 0.6, the scale needs to be redesigned.

Therefore, Table 4.3 shows the reliability of the three variables of "high quality of service" and "0.8" are greater than that of "quality of service". According to the " α coefficient of deleted items", the reliability coefficient will not increase significantly after any item is deleted. Therefore, it shows that the item should not be deleted, so it can be used for further analysis.

4.3 Cronbach's α Reliability Analysis of Coefficient Value

| Type of Variable | Variable Name | Number of Items | Cronbach's α Coefficient |
|----------------------|----------------------------|-----------------|---------------------------------|
| Independent Variable | System Quality | 6 | 0.890 |
| | Information Quality | 6 | 0.885 |
| | Service Quality | 6 | 0.887 |
| Dependent Variable | Consumer Purchase behavior | 4 | 0.877 |

4.1.5. Multiple regression analysis

The R-square value of the model is 0.681, which means that the service quality, information quality and system quality can explain 68.1% of the change reasons of consumers' purchase behavior on taobao.com. The model passed F-test ($F = 142.900, P = 0.000 < 0.05$), that is to say, at least one of the service qualities, information quality and system quality will have an impact on the purchase behavior of taobao.com. The summary analysis shows that only "system quality" and "service quality" can be put into the whole regression equation among the three factors of website quality Factors have a positive impact on "consumer purchase behavior", among which "service quality" is the most influential factor, followed by "system quality".

4.4 Multiple Regression Analysis Table

| Pattern | Non-Standardized Coefficient | | Standardization Coefficient | t | Sig. |
|---------------------|------------------------------|----------------|-----------------------------|-------|------|
| | B Estimated value | Standard error | Beta distribution | | |
| (constant) | .057 | .199 | | | |
| System Quality | .430 | .085 | .379 | 5.065 | .000 |
| Information Quality | -.068 | .090 | -0.57 | -.757 | .450 |
| Service Quality | .662 | .074 | .556 | 8.970 | .000 |

Dependent variable: consumer purchasing behavior

4.1.6. The influence of website quality

Website quality has a significant positive impact on consumers' purchase behavior, but the research results show that the influence of website quality is limited to two aspects of "system" and "service". Because "service quality" has the most profound impact on purchasing behavior, consumers will even buy more products on Taobao than on other websites, and will also treat Taobao as an example As the first choice when buying products.

V. Management Suggestions

5.1. Improve the Appearance Design of the Website

At any time, beautiful things always attract people and make people feel happy. Taobao, as one of the largest C2C e-commerce platforms in China, was established in 2003. Its system security, ease of use and stability are undoubtedly trusted, and consumers also hold a positive attitude towards it. However, through the above-mentioned investigation and Research on system quality related items, it is found that consumers think Taobao's appearance design is lacking. Therefore, it is suggested that the website should improve the appearance design, enhance the good feeling of visitors and create a more comfortable and pleasant shopping atmosphere. First, the appearance of the website needs to be beautiful. Through the overall reasonable layout and professional color matching, especially the main page, while highlighting the content of the goods, it should not be too flashy and dazzling. We should pay attention to the overall framework structure such as fonts and pictures, and the concise and clear style is easier to be pleasing to the eyes. Second, the design should pay attention to the coordination system, enhance the efficient use of the website. The website design should not only be beautiful and appropriate in style, but also better highlight the characteristics of the shopping website. It should not be flashy, let the appearance look good but reduce the overall quality of the system.

Therefore, in the case of improving the beauty of the website, Taobao should continue to strengthen the construction of the system quality, simplify the operation process, shorten the search time, and ensure the safety and reliability of the website. Only by constantly updating the technology, taking into account the good appearance and safe and stable operation, can consumers see and buy at ease.

5.2. Provide rich and accurate information

Accurate and reliable information plays an important role in daily life, as well as in the network. In the study, we found that although Taobao can provide convenient information browsing, the relevant commodity information is not perfect, and the recognition degree of Taobao is low. Therefore, the website should provide clear classification of information, and ensure that the shopping information provided is true and reliable. At the same time, expand the access to information, so that consumers can find all the commodity information they want in the website.

5.3. Strengthen the quality of professional services

With the development of computer technology and network, shopping websites swarmed together, and website platforms are similar. In order to stand out from the fierce competition and maintain their competitive advantages, we should start from the service level and strengthen the quality of professional services, so as to better win the trust of consumers and harvest a number of loyal platform consumers. First of all, Taobao provides an online communication platform at any time. We should pay attention to the timely reply of messages, so that consumers feel valued. In the process of shopping, the service level of pre-sale, in-sale and after-sale will have an impact on consumers' purchase behavior, and even high-quality service will make consumers prefer to shop on the platform. Secondly, when solving the questions raised by consumers, it is necessary to accurately answer the questions asked by consumers, instead of equivocation or wrong answers. This requires the joint efforts of websites and businesses. On the one hand, Taobao should provide guarantee and improve the compensation

system. When consumers' rights and interests are damaged, it can timely make corresponding compensation to increase consumers' trust in the platform; on the other hand, businesses on the website should Professional training for customer service personnel, such as commodity related knowledge, attitude and communication skills training. Finally, the problems encountered by consumers should be solved quickly, and a variety of solutions should be provided so that consumers can choose the best solution. Through big data technology, we can record the problems reflected by consumers in the website, focus on understanding which problems will perplex consumers more and have a greater impact on consumers, and provide corresponding solutions to the problems. When such problems are encountered again, they can be solved quickly and satisfy consumers. In a word, when the platform can provide consumers with services beyond their expectations, they can leave a deep impression on them. In this way, when consumers have shopping needs, they will think of Taobao, which provides high-quality services, for the first time, and will recommend others to use.

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