

The influence of shopping website characteristics on brand loyalty under B2C mode——Taking Taobao as an example Website Quality

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Abstract: The development of e-commerce has brought great changes to people's life, and people's consumption patterns have also changed a lot. Consumers have become accustomed to buying the products they need in online stores. However, scholars at home and abroad have little research on the impact of shopping website characteristics on consumer behavior. Therefore, this paper takes Taobao as the research object and discusses the website characteristics and brand through research. The results show that only ease of use, reliability, care and compensation of the six dimensions of website characteristics can have a positive impact on brand loyalty. Finally, this paper also puts forward relevant suggestions on Taobao website operation.

Key Word: Website characteristics; brand loyalty; Taobao

Date of Submission: 17-01-2021

Date of Acceptance: 02-02-2021

I. Introduction

According to the 43rd statistical report on the development of China's Internet released by China Internet Information Center (CNNIC), as of December 2018, the number of online shopping users in China has reached 610 million, with an annual growth rate of 14.4%, and the utilization rate of Internet users is 73.6% [1]. Under the background of the rise and popularization of the Internet, with the rapid development of logistics industry, service industry and other emerging industries, some small and medium-sized enterprises begin to change the traditional trading mode of physical stores. With the help of the Internet platform, they can realize the virtualization of stores, minimize the cost, maximize the scope of business and profits. Driven by the trend of online shopping, people prefer this convenient, fast and relatively safe shopping environment. Taobao, Jingdong, Suning, koala and other shopping websites are springing up. People begin to buy what they need on the website. With the increase of shopping websites, the internal competition is becoming more and more fierce. People begin to choose the goods and choose the brand with the best cost performance to trade. All kinds of shopping sites have their own unique place to maintain competitive advantage and not be eliminated by competitors. In the mature period of online shopping, the competition of various commodities is the competition among brands. Customers in this environment for a long time also have a certain understanding of the brand of various commodities, brand loyalty began to form.

The ultimate goal of website enterprises to shape brand is to increase and maintain the number of visits and click through rate of websites, and to obtain revenue on this basis. In order to find out which website features customers are interested in and which website characteristics have great influence on customers. The purpose of this study is to find out the relatively accurate relationship between the characteristics of shopping websites and brand loyalty, provide theoretical basis and guidance for the brand building and shaping of Internet brand enterprises, help enterprises improve customer brand loyalty, and then effectively improve the economic benefits of enterprises.

II. Research model and hypothesis

According to the research background and motivation, in order to achieve the research purpose, it is necessary to build a research model of the impact of website characteristics on brand loyalty, and construct a scale to make the relevant concepts quantifiable. Finally, through the in-depth research and analysis of the survey results of the respondents, the interaction between the two is solved,

According to the purpose of this study, this study explores the relationship between website characteristics and brand loyalty. After referring to relevant research literature and architecture, the following

research framework is developed. Website characteristics are divided into six dimensions: ease of use, security and privacy, reliability, care, responsiveness and compensation. Furthermore, it is assumed that these six dimensions will affect consumers' purchase behavior.

Sampling and questionnaire design

The research questionnaire is divided into three parts. The first part is the measurement of website characteristics, which is divided into six dimensions, with 28 questions in total. The second part is brand loyalty, which is composed of four questions. The third part is personal basic information, which has five questions. In this study, data were obtained through questionnaire survey. Questionnaires were distributed randomly on the Internet. A total of 186 valid questionnaires were received.

III. Empirical Research

Empirical analysis

Descriptive statistical analysis

Descriptive statistical analysis of samples

After the questionnaires were collected, some incomplete questionnaires were deleted. A total of 186 valid samples were obtained. The basic information of the samples is shown as below.

Basic statistics of samples

Demographic variables	option	Number of people	proportion
Gender	male	61	32.8%
	female	125	67.2%
Education level	Junior high school and below	5	2.7%
	High school (or technical secondary school)	26	14.0%
	specialty	39	21.0%
	undergraduate	96	51.6%
	Master degree or above	20	10.7%
Monthly disposable income or pocket money	2000 below	98	52.7%
	2001~4000	60	32.3%
	4001~6000	15	8.1%
	6001~8000	6	3.2%
	8001~10000	3	1.6%
	10000 above	4	2.1%
Age	18	17	9.1%
	18~27	113	60.8%
	28~37	49	26.3%
	38~47	7	3.8%
The history of online shopping	1 year	5	2.7%
	1~2 years	18	9.7%
	3~4 years	64	34.4%
	4 years above	99	53.2%

Descriptive statistical analysis of variables

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 as below.

Mean and standard deviation of measurement questions

variable	name	average value	standard deviation	Overall mean
Ease of use	Taobao is easy to find and log in	4.21	0.685	4.19
	Clear classification of Taobao online information	4.01	0.944	

variable	name	average value	standard deviation	Overall mean
	Taobao is easy to browse and purchase	4.23	0.694	
	Taobao operation process is simple and easy to learn	4.32	0.706	
	Taobao's trading steps are easy to complete	4.34	0.588	
	Taobao provides online order information inquiry service	4.28	0.790	
	Taobao's system runs normally most of the time without any problems	3.978	0.760	
Security privacy	I can rest assured to provide personal data on Taobao	3.37	1.011	3.46
	Taobao's online transactions are very secure	3.82	0.789	
	Taobao will not misuse my personal information	3.34	0.918	
	I will get the purchasing information on Taobao secrecy	3.31	0.868	
reliability	Taobao's product information is accurate and detailed	3.70	0.822	3.63
	Taobao has high credibility in product promotion	3.46	0.806	
	Taobao products and services can be delivered on time	3.65	0.692	
	Taobao has reliable logistics guarantee, and the delivered goods and packages are in good condition	3.61	0.832	
	Taobao can fulfill its promise	3.74	0.736	
Caring	Taobao online staff can do what I ask	3.55	0.819	3.60
	Taobao can record and update my preferences	3.98	0.681	
	Taobao online employees can understand my specific needs	3.42	0.830	
	Taobao will tell me some important information soon	3.40	0.859	
	Taobao provides rich free services	3.67	0.849	
Reactivity	Taobao's online employees can respond to customers' problems in a timely manner	3.56	0.756	3.53
	Taobao online staff can effectively solve the problems I encountered	3.41	0.867	
	Taobao's online employees have the ability to answer questions	3.45	0.876	
	Taobao can handle complaints in a friendly way	3.70	0.725	
compensation	Taobao will give me proper compensation because the delivery is not timely	3.39	0.851	3.60
	Taobao will make up for my loss	3.52	0.787	
	Taobao has a perfect return system	3.89	0.700	
brand loyalty	I like Taobao and would like to visit it often	4.01	0.678	3.99
	I have a strong preference for Taobao	3.90	0.754	
	I will give priority to Taobao	4.13	0.709	
	I would like to recommend Taobao to others	3.95	0.790	

Multiple regression analysis

Among the six factors of website characteristics, only "ease of use", "reliability", "caring" and "compensation" can be put into the whole regression equation. In addition, these four factors have a positive impact on "brand loyalty", of which "ease of use" is the most influential, followed by "reliability", "compensatory" and "caring".

Multiple regression analysis table

pattern	Coefficient of non standardization		Standardization coefficient	t	Significance
	B Estimated value	Standard error	Beta distribution		
constant	0.219	0.342			
Ease of use	0.331	0.078	0.256	4.016	0.000
Security privacy	-0.03	0.064	-0.04	-0.48	0.962
reliability	0.245	0.098	0.218	2.513	0.013
Caring	0.191	0.092	0.168	2.080	0.039
Reactivity	0.079	0.082	0.077	0.972	0.332
compensation	0.150	0.070	0.150	2.139	0.034

Dependent variable: brand loyalty

IV. Result

1) Research conclusion

1. Major consumer groups

In this study, we found that the main consumer group of Taobao is female (67.2%), the age is 18-27 years old (60.8%), the education level is mostly undergraduate (51.6%). In terms of monthly disposable income, 52.7% of the total sample is 2000 yuan or less, followed by 2001-4000 yuan, accounting for 32.3%, and shopping history is more than 4 years (53.2%).

2. Performance of website characteristics

The website features include "ease of use", "security privacy", "reliability", "concern", "responsiveness" and "compensation". The average "ease of use" of 4.19 is the best, followed by the average of 3.63 "reliability", the third is the "concern" of 3.60, the fourth is the "compensatory" of 3.60, and the fifth is the "reactivity" of 3.53. The lowest was "security privacy" with an average of 3.46. In terms of "ease of use", the most praised one was "easy to complete the transaction steps of Taobao", and the lowest one was "the system of Taobao would not have problems most of the time". In terms of "reliability", the highest and lowest recognition were "Taobao can fulfill its promise" and "Taobao's product promotion credibility is high". In terms of "caring", the highest and lowest recognition is "Taobao can fulfill its promise" and "Taobao's product promotion credibility is high". "Taobao can record and update my preferences" and "Taobao will tell me some important information soon". In terms of "compensation", the highest and lowest recognition are "Taobao has a complete return system" and "Taobao will give me appropriate compensation due to delay in delivery". In terms of "responsiveness", the highest and lowest recognition is "Taobao has a perfect return system" and "Taobao will give me appropriate compensation due to delayed delivery". The lowest is "Taobao can handle complaints in a friendly way" and "Taobao's online employees can effectively solve the problems I encounter". In terms of "security and privacy", most of the respondents agreed that "Taobao's online transactions are very secure", and less people agree that "my shopping information on Taobao will be kept confidential".

3. The influence of website characteristics

By table The results in 4-3 show that website characteristics have a significant positive impact on brand loyalty, but the research results show that the influence of website characteristics is limited to "ease of use", "reliability", "care" and "compensation". Because "ease of use" has the most profound impact on brand loyalty, it will even make consumers regard Taobao as the first place to buy products. Yes.

2) Management suggestions

1. Optimize the structure and layout of the website and improve the usability of the website

From the current development situation of Internet brand websites, the usability of websites is the basic requirement and standard of Internet industry. If the structure of website is too complex and the download speed of website content is too slow, customers will feel difficult to use and lose patience, which will inevitably cause customer dissatisfaction and seriously affect customers' impression and attitude towards brand websites. If the website is easy to use, it will not give customers obvious satisfaction, but it will help to meet the basic functional needs of customers. Therefore, ease of use is a basic work that must be done well in website design. Specifically, it includes: optimizing the structure and layout of the website, establishing a clear website navigation system; clear classification of website content, and providing simple and easy-to-use on-site retrieval tools to ensure the effectiveness of each link of the website, and regularly and timely update the page content; improving the download speed of various information and content in the website; providing various online operation instructions and help documents, which are common. It also optimizes the sharing function to facilitate the information exchange between users.

To meet the needs of customers

In order to improve the brand loyalty and win the favor and trust of customers, all activities of enterprises should be carried out around customers to meet the needs of customers. Let customers feel pleasure and comfort in the process of purchasing and using products and enjoying services. Therefore, in the process of brand marketing, enterprises must balance the relationship between short-term interests and long-term interests, fully fulfill their obligations and social responsibilities, and win the trust and support of customers with practical actions and honest image. This is the market rule of brand operation, is also a common business law, and is the best way to improve brand loyalty. To meet the needs of consumers with humanization is to truly understand consumers, understand the psychology of consumers, understand the inner world and potential needs of customers, and provide first-hand information for improving products and services.

3. Define the brand positioning of the website and optimize the characteristic elements of the website

Brand positioning is the process of establishing a brand image related to the target market, that is to determine an appropriate market position for a specific brand, so that the brand occupies a favorable position in the hearts of customers. When a certain demand arises, people will first associate with the brand. Therefore, the brand positioning of different types of websites is the basis and core of website content and feature elements design and optimization. In the construction and optimization of website features, we can highlight an element of website design according to its core business content, and consider the needs of different customers.

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Acknowledgements : This work was supported by the Research project of Humanities and Social Sciences in Colleges and universities of Jiangxi Province, China (Grant No. GL18107).

Chu Fang. "The influence of shopping website characteristics on brand loyalty under B2C mode—— Taking Taobao as an example Website Quality." *IOSR Journal of Computer Engineering (IOSR-JCE)*, 23(1), 2021, pp. 31-35.