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**The Influence of product quality and service quality of China online shopping
apps on consumer repurchase decisions**

In Partial Fulfillment of the Requirements
for the Bachelor of Science in Global Business

by

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May, 2020

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1. ABSTRACT

This paper forms a research model to examine the influence of product quality and service quality on consumer repurchase decisions. This study collects 204 surveys from online shopping Apps' customers in 27 different provinces, autonomous regions and municipalities directly under the central government in China, and then uses SPSS to conduct three significant data analyses: Reliability, Correlation, and Regression. It finds that the quality of the product has a positive impact on China's online shopping Apps' customers' repurchase decisions, and the quality of service has little influence on customers' repurchase decisions. This paper will help sales managers of China online shopping Apps have new ideas of marketing strategies.

Keywords: *Product Quality, Service Quality, Online Shopping Apps, Repurchase decisions*

2. INTRODUCTION

With the development and perfection of Internet technology, e-commerce has risen rapidly in China, especially various online shopping Apps, corresponding payment methods, and logistics. Network consumption is gradually popular with its advantages of low price, simple transaction, and diversification of commodities, which makes it become one of the important ways of consumption.

According to iResearch data, in 2016, China's online consumption transactions have reached 5.3 trillion yuan, which is an increase of 51.2% over 2015 and is accounting for 14.1% of the total annual consumer-goods transactions. Moreover, the number of online shopping users in China has also increased from 3.12 million in 2003 to 513 million in 2016, with an increase of more than 160 times (Chen & Li, 2019). The top five online shopping Apps in China are Taobao, Pinduoduo, JD, XiaoHongShu, and Tmall (Leung, 2019). All of these Apps have their large number of consumers. The purchase behavior of various consumers will be influenced by different factors, such as product quality, service quality, and convenience of payment methods (Morwitz & Schmittlein, 1992).

Marketing managers of online shopping Apps in China will be very interested in consumers' repurchase decisions, which can help them understand how satisfied consumers are with their products. Meanwhile, the data about repurchase decisions can help managers develop marketing and promotion strategies for the demands and market segments of those products (Tsiotsou, 2006). Therefore, this paper studies the factors of China's online shopping Apps affect consumer's online repurchase decisions.

3. LITERATURE REVIEW

In the existing literature, scholars analyze the impact of online shopping Apps on consumer behavior from different perspectives, such as the product quality in Apps, interface

design of Apps, online shopping carnivals, and the security of Apps payment methods. All of these factors of Apps will influence consumer purchase behavior (Dinner, van Heerde, & Neslin, 2015).

3.1 Products Quality

First is the quality of the commodity in the Apps, with the rapid development of online shopping in China, product quality problems are following. According to Liu & Zheng (2018), in 2014, China's Business Management System dealt with 77,800 online shopping complaints. After spot checks by the State Administration for Industry and Commerce (SAIC), the unqualified rate of related products in the e-commerce platform reached 34.6%. Every consumer wants to buy the best quality products at the best price. However, such a high rate of unqualified products discourages consumers, which not only reduces their trust in online shopping Apps but also hinders the development of e-commerce.

Product quality will directly affect consumer satisfaction and loyalty (Tsiotsou, 2006). Satisfaction plays a crucial role in marketing since it is a good forecaster of consumer purchase behaviors, such as repurchase decisions, purchase intentions, and brand choice (McQuitty & Finn, 2000).

3.2 Customer Service Quality

Second is the quality of service. The quality of customer service is critical to the online shopping Apps. E-service quality is defined as the overall evaluation and judgment of customers on e-service in the virtual market (Zeithaml, 2002), such as the attitude of merchants towards customers when customers are consulting products. Customer loyalty is directly proportional to the service quality (Choi, Chow, Kwok, Liu, & Shen, 2013). The higher service quality is, the higher the customer loyalty will be, and then the degree of customer loyalty will directly affect consumer behavior, such as the consumers' purchase intention in those apps. Poor customer service quality will reduce the shopping experience of customers. Service

quality is widely regarded as a critical factor in forming consumers' purchase behavior in the service environment (Taylor & Baker, 1994).

3.3 Privacy Security and Conveniences of Payment Methods

Besides, the level of privacy security of online shopping Apps will also affect consumers' trust in them, thus affecting their consumer purchase behavior. Although online shopping Apps are useful, they introduce new forms of privacy risks related to users' personal and location data (Keith, Babb, Lowry, Furner, & Abdullat, 2015). Online shopping needs to enter personal information for delivery, such as name, address, and mobile phone number. The disclosure of consumer privacy is likely to cause an unnecessary impact on consumers (Tsai, Egelman, Cranor, & Acquisti, 2011). Therefore, users' privacy security issues will affect consumer satisfaction and loyalty in online Apps shopping

Meanwhile, the security and convenience of various Apps payment methods will also affect consumer purchase decisions. Because of the safe and convenient way of payment is an essential guarantee of consumers' online shopping. For example, Taobao has many ways of payment, and customers can choose one convenient payment method to pay according to their situation, such as Alipay, bank card, and credit card. After purchase, the payment will not reach the seller's account immediately, and the seller will not receive the payment until the buyer confirms the receipt of the goods, which guarantees consumer safety (X. Liu & Zheng, 2018). Generally speaking, privacy security will enhance consumers' trust in the Apps, and consumers' trust in Apps and satisfaction with shopping experience will affect their purchase behavior.

3.4 Apps Interface Design

Additionally, the Apps interface design will influence consumer purchase behavior. The quality of the page design is crucial to online shopping Apps (Ranganathan & Grandon, 2002). Because the page design of online shopping Apps will be presented to customers

directly and has a strong attraction to customers (Kim & Lee, 2002). However, little is known about how to design the user interface better to improve the customer experience and get consumers' repurchase (Song & Zahedi, 2005). If the entire interface is filled with commodity pictures, from the perspective of cognitive psychology, this may bring consumers an excessive burden. However, using negative space to simplify interface elements can make the consumers' consumption experience better. Negative space proportion in page content, effective content, and quality content will affect the final consumer purchase decisions (Jia & Huang, 2015).

3.5 Promotion Strategy

The last but not the least, the promotion strategy of China online shopping Apps is also one of the most important factors to influence consumer behavior. Apps will adopt various social media online advertising methods to attract consumers or potential consumers (Dinner et al., 2015). Also, online shopping carnival is a new type of promotion strategy. Due to the advantages of Internet shopping, various online shopping carnivals (OSCs) have appeared all over the world, such as the Black Friday in the USA and Double Eleven in China. Take Double Eleven as an example, on 11 November 2018, China's online retail sales exceeded 300 billion yuan. OSC stimulates people's consumption by offering great discounts and creating a festive atmosphere (Yu, Zhang, & Liu, 2018).

OSC captures consumer psychology and thus influences consumer purchase behavior, such as repurchase decisions because of the big discount (Alford & Biswas, 2002). However, in many cases, OSC will cause customers to make impulsive purchases. Hausman's research showed that 90% of people had had impulse buying behavior. And in all shopping processes, 30% to 50% of the behavior could be considered impulse buying (Hausman, 2000). Because online shopping Apps are easy to operate and can be used anytime and anywhere, it is easier for consumers to make impulse purchases (Z. Liu & Lu, 2017).

4. STATEMENT OF HYPOTHESIS

According to the above existing literature, the product quality, service quality, user interface design, and payment methods in online shopping Apps will all affect consumers' purchase behavior, which includes the purchase and repurchase (McQuitty & Finn, 2000). However, the existing literature is more focused on the influence of these factors on consumer purchase intention rather than on the influence of consumers' repurchase decisions, especially during the China shopping festivals. This paper conducts research by establishing a model that consists of three major constructs: product quality, service quality, and consumers' repurchase decisions, as illustrated in Figure 1.

Based on the existing body of knowledge reported above, the following hypotheses are derived.

Research Question (RQ): How does service quality and product quality influence repurchase intention during the China shopping festival?

H1: When product quality in online shopping Apps is raised, the customer repurchase decisions rate will increase.

H2: When service quality in online shopping Apps is raised, the customer repurchase decisions rate will increase.

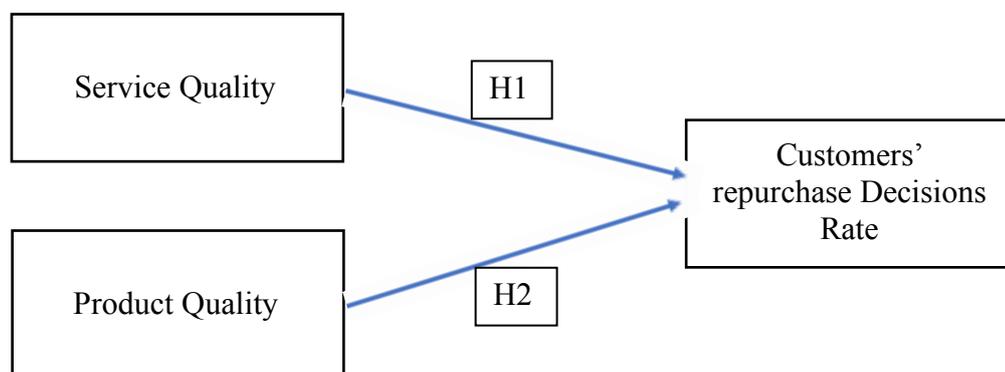


Figure 1.

5. METHODOLOGY

Instrumentation Design (Quantitative Method)

The quantitative research method will be used in this research to collect primary data to quantify data, generalize results and measure the incidence of various views and opinions in the sample, thus answering the research question (McCusker & Gunaydin, 2015).

This study used the online survey website www.wjx.cn to collect real data. Because most of the people who filled out the survey were Chinese, the survey was translated into Chinese and sent to everyone in both Chinese and English. The whole survey is shown in Appendix 1. After collecting the data, this study used SPSS Statistics analyses the reliability, correlations, and regression of data in the form of tabulations.

6. ANALYSIS / RESULTS

A total of 204 online survey questionnaire responses were collected. These respondents are from 27 different provinces, autonomous regions, and municipalities directly under the central government. Therefore, they can represent the Chinese online shopping consumers. Demographic information about gender, age, education, monthly income, and online shopping frequency is shown in table 1 with frequency and percentage.

Profile	Frequency	Percentage
Gender		
Male	104	51.00%
Female	100	49.00%
Age		
< 20	20	9.80%
21~25	105	51.47%
26~30	26	12.75%
31~35	34	16.66%
36~40	11	5.39%
> 40	8	3.92%
Education		
Below Undergraduate	17	8.33%
Junior College	53	25.98%
Undergraduate	105	51.47%

Graduate Students	13	6.37%
Master	8	3.92%
PhD	2	0.98%
Others	6	2.94%
Monthly income		
< 2000 RMB	96	47.06%
2001~4000 RMB	64	31.37%
4001~6000 RMB	22	10.78%
6001~8000RMB	11	5.39%
8001~10000RMB	7	3.43%
> 10001RMB	4	1.96%
Online Shopping Frequency		
More than 3 times a month	123	60.29%
Once a month	61	29.9%
Once more than three months	20	9.80%

Table 1: Demographic Profile

6.1 Reliability Analysis

Cronbach's α was used to measure the reliability of the independent variable (Cronbach, 1951). Independent variable, product quality consists of five items, with Cronbach α of 0.94. Independent variable, service quality includes five items with Cronbach α of 0.91. The dependent variable, repurchase decisions includes five items with Cronbach α of 0.89. All variables' Cronbach α over 0.7 and has good reliability, which indicates the reliability of the collected questionnaire data.

Variables	Number of items	Cronbach α	Cronbach's α based on std. items
Product Quality	5	0.945	0.945
Product Service	5	0.912	0.913
Repurchase Intention	5	0.894	0.895

Table 2: Cronbach's Alpha

6.2 Correlation Analysis

Correlation usually refers to the covariant relationship between variables. The larger the absolute value of the correlation coefficient is, the stronger the covariant relationship is. And the values are marked with an asterisk indicating that the correlation coefficient is significant. As shown in Table 3, service quality and product quality has strong positive

correlation ($r = 0.656$, $p \leq 0.01$); repurchase decisions and product quality has moderate positive correlation ($r = 0.410$, $p \leq 0.01$); service quality and repurchase decisions has moderate positive correlation ($r = 0.360$, $p \leq 0.01$), which indicates the correlation of variables is significant.

		Product Quality	Service Quality	Repurchase Intention
Product Quality	Pearson Correlation		0.656**	0.410**
Service Quality	Pearson Correlation			0.360**
Repurchase Intention	Pearson Correlation			
Correlations N = 204; All correlations are significant at the 0.01 level (two-tailed)				

Table 3: Correlation Analysis of Independent and Dependent Variables

6.3 Regression Analysis

6.3.1 Multicollinearity test

Multicollinearity refers to the state in which the independent variables are highly correlated and associated, which may lead to the unreliable statistical inference of data (Haitovsky, 1969). If the tolerance is less than 1, and the variance expansion factor (VIF) is greater than 10, it means that all variables are severely collinear. As can be seen from the results in table 4, all variables have no multicollinearity risk, so the accuracy and reliability of statistical inference of data will not be affected.

	Tolerance	VIF
Product Quality	0.570	1.756
Product Service	0.570	1.756

Table 4. Multicollinearity Test

6.3.2 ANOVA test

ANOVA test of regression equation shows that $F(2, 201) = 22.4$, $P < 0.001$, which indicates the result is significant and at least one independent variable has the predictive effect

on the dependent variable. The specific variables that have a predictive effect need to see the specific coefficient significance test, which will be shown in table 6.

	Sum of squares	df	Mean square	F	Sig.
Regression	29	2	15	22.4	0.000
Residual	130	201	1		
Total	159	203			

Table 5. ANOVA Test of Regression Equation

6.3.3 Coefficients test

The standardization coefficient of product quality is 0.305 (Beta =0.305, $t = 3.614$, $P < 0.001$), which means the coefficient is significant and the product quality has a positive impact on the repurchase decisions, and the standardization coefficient of service quality is 0.159 with an R^2 of 18.2% (Beta =0.159, $t = 1.884$, $p > 0.05$), which means the coefficient is not significant and can be considered that service quality has little influence on repurchase decisions.

	Un-Std. Coefficients (B)	Std. Error	Std. Coefficients (Beta)	T	Sig.	R	R²	ΔR
(constant)	1.241	0.322		3.850	0.000	0.427	0.182	0.174
Product Quality	0.331	0.092	0.305	3.614	0.000			
Service Quality	0.179	0.095	0.159	1.884	0.061			

Table 6. Regression Coefficient Significance Test

7. FINDING AND RESULT

After analyzing the data that collected, the result is shown in table 7, hypothesis 1 is supported with p of 0.000, and hypothesis 2 is not supported with p of 0.016. The change of variable product quality in China online shopping Apps will significantly affect the change of customers' repurchase decisions. The higher the product quality, the higher the customers' repurchase decisions rate. However, the change of variable service quality in China online

shopping Apps will not significantly affect the change or customers' repurchase decisions.

Hypotheses	p-value	Result
H1: When product quality in online shopping Apps is raised, the customer repurchase decisions rate will increase.	P=0.000	Supported
H2: When service quality in online shopping Apps is raised, the customer repurchase decisions rate will increase.	p=0.061	Unsupported

Table 7: Summary of Empirical Study

8. CONCLUSIONS AND PRACTICAL IMPLICATIONS

With the rapid development of e-commerce in China, online shopping has become a new way of consumption deep into residents' lives. At the same time, a variety of online shopping Apps are emerging. However, with the fierce competition in the market, if online shopping Apps want to have better and longer development, they not only need to explore the market to find potential and new customers but also need to seize old customers and increase the repurchase rate of them.

This study reveals an important problem that the quality of products on online shopping Apps will have a significant impact on customers' repurchase decisions. Therefore, the managers of China online shopping apps should be aware of the importance of product quality. They should improve the quality of their products to meet customers' needs, to let the customers make the repurchase decision. Of course, according to the customers' repurchase decision of a certain product, China's online shopping Apps' managers can develop a new marketing strategy to sell more products and improve the Apps better.

9. LIMITATIONS AND FUTURE RESEARCH

The total number of questionnaires collected in this paper is 204, so it is not enough to make the study so accurate. Also, most of the interviewees are people around me, like students

from Wenzhou Kean University. Therefore, factors such as income level, education level, and age are limited, which will affect the accuracy of research results.

This study only considers two variables, product quality and service quality. However, there are still other factors that will affect consumers' repurchase decisions, such as the interface design of China online shopping Apps, the convenience and security of payment methods, and the promotion strategy. Therefore, the study suggests to further investigate the influence of these factors on the repurchase decisions of China online shopping Apps' consumers, so as to help Apps' managers make better decisions and carry out sales.

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APPENDIX 1

1. *Survey Question on demographic*

Four parts of demographic were presented as possible responses for the question

- Gender: Male; Female
- Age: <20; 21-25; 26-30; 31-35; 36-40; >40
- Education Background: Below undergraduate; Junior college; Undergraduate; Graduate Students; Masters; PhD; Others
- Income (RMB): <2000; 2001-4000; 4001-6000; 6001-8000; 8001-10000; >10000

2. *Survey Question on the Relevant Information of Consumers' online shopping experience*

- What is your general online shopping Apps? (Taobao; Tmall; JD; Red; Mogu; Vipshop; Others)
- What is your online shopping frequency? (More than 3 times a month; Once a month; Once more than three month)
- Will you buy the items you bought on online shopping Apps again? (Yes; No)

3. *Survey Question on Product Quality (Yuen & Chan, 2010; E. Y. Kim & Jackson, 2009)*

Five items were provided to measure product quality. Seven-point Likert scales were used from 1 to 7: 1 indicates “Very unsatisfied with”, 2 indicates “Unsatisfied with”, 3 indicates “Average”, 4 indicates “Satisfied with”, and 5 indicates “Very satisfied with”:

- The goods you buy match with the pictures on the Internet, you will feel
- The performance of the goods you buy is in line with your expectations, you will feel
- You will feel that the life of the product you buy is in line with your expectations
- You will feel that the security of the goods you buy is in line with your expectations
- You will feel that the economy of the goods you buy is in line with your expectations

4. *Survey Question on Service Quality (Yuen & Chan, 2010; E. Y. Kim & Jackson, 2009)*

Five items were provided to measure service quality. Seven-point Likert scales were used from 1 to 7: 1 indicates “Very unsatisfied with”, 2 indicates “Unsatisfied with”, 3 indicates “Average”, 4 indicates “Satisfied with”, and 5 indicates “Very satisfied with”:

- The staff of customer service can quickly reply to your inquiries, you will feel
- customer service can be courteous with customers, you will feel
- The staff of customer service can timely handle your problems and complaints, you will feel
- The staff of customer service can actively ask your satisfaction and needs, you will feel
- The staff of customer service can do the things on time that they promised, you will feel

5. *Survey Question on Customers' Repurchase Decisions rate*

Five items were provided to measure customers' repurchase decisions rate. Seven-point Likert scales were used from 1 to 7: 1 indicates “Strongly disagree with”, 2 indicates “Disagree with”, 3 indicates “Neutral”, 4 indicates “Agree with”, and 5 indicates “Strongly agree with”:

- You often shop in one shop store at online shopping Apps
- You've been to one store many times in the past year
- You're happy to do repurchase at a same store
- You prefer to do repurchase when the online shopping Apps holds shopping festival
- You believe your repurchase at that store during the shopping festival is the right