

The Influence of Two-Dimensional Customer Orientation on C2C Online Shop Service Quality and Customer Behavioral Intention in C2C E-Commerce Setting

Chongcai Wang

School of Management, Anhui Science and Technology University, 1501 Mountain Huang Main Road, Bengbu, China

Keywords: Two-dimensional customer orientation, online shop customer orientation, online shop service quality, customer behavioral intention

Abstract: From the consumer-to-consumer (C2C) website system angle of view, this study examines the mechanism of two-dimensional customer orientation on C2C service quality and customer behavioral intention of online shops. Based on the academic research final results of previous scholars, combined with the survey of C2C online shop customers, the relationship model of two-dimensional customer orientation, online shop service quality and customer behavioral intention is established. By using SPSS software and structural equation model (SEM), the author analyzes the findings of investigation. The results show both C2C website customer orientation and online shop customer orientation have a dramatic impact on online shop service quality. However, C2C website customer orientation has a more noticeable effect on online shop service quality than that of online shop customer orientation. At the same time, the empirical results have revealed the effect of website customer orientation on customer behavioral intention is very little, while the effect of online shop customer orientation on customer behavioral intention is highly significant. Besides, based on the empirical results, this study summarizes the above contents, singles out the limitations, and discusses the further research fields.

1. Introduction

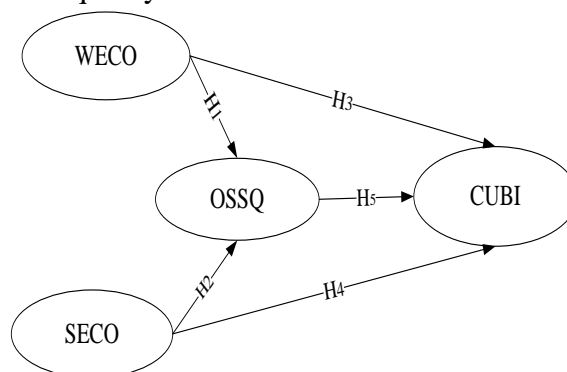
Nowadays, with the vigorous development of intelligent information technologies such as mobile Internet, Internet of Things, block chain and cloud computing, current business environment has undergone tremendous changes [1]. At the same time, the emergence of new retail has broken the traditional product-centered retail model and changed into a consumer-centered retail pattern, which means consumer-driven era has come [2]. The way enterprises identify, understand and meet customer needs and preferences have also undergone fundamental changes, forcing businesses to shift to consumer focus. Customer orientation is a very important concept in relationship marketing. It is a crucial measure to meet customers' needs, desires and preferences and try to help solve customers' online shopping problems [3]. With the continuous development of digital technology, the competition between online shops has upgraded, which has gradually shifted from product to service quality to customer-oriented competition [4]. Specifically, digital customer orientation can

enhance traditional customer orientation through more real-time information about products or services in use, rather than more passively “intercept” customers’ feedback on their product or service experience [5]. This orientation enables the company to make personalized connection with customers after purchase and during use.

Although previous studies have verified the relationship between customer orientation and service quality [6, 7] and their behavioral intention or purchase intention or customer loyalty [8,9] . However, these studies are basically conducted under the online environment, and the previous studies involving the relationship between website customer orientation and service quality and customer loyalty or behavioral intention are only based on the perspective of B2B (e.g., Sun & Zhang; Liu, Huang, & Huang., etc.) [10,11], B2C (e.g., Poddar, Donthu, & Wei.) [3] or C2C website system (Wang & Zhang) [2]. According to China’s C2C e-commerce setting, research related to the influence of two different levels of customer orientation (website customer orientation and seller or online shop customer orientation) on the service quality and customer behavioral intention needs to be further explored by scholars. In the realm of offline business, there have been a lot of successful cases of enterprise or front-line employee customer-oriented business model innovation and transformation (Mediano & Ruiz-Alba; Sun & Zhang) [9,10], but in the field of e-commerce, especially in the context of C2C e-commerce system, the academic discussion on online customer orientation is still in its infancy. In addition, there is a Chinese proverb that “Great trees are good for shad”. With the good customer-oriented atmosphere of C2C website and accurate tracking, mining and inference of customer online behavior, whether customers will automatically purchase spontaneously and generate good purchase intention or loyalty intention, which has certain practical significance and broad theoretical prospect to study the impact of online shop service quality on customer behavioral intention from the perspective of C2C website system.

2. Research Model and Hypotheses Development

Based on the above introduction, this paper proposes a model as shown in Figure 1. Starting from customer orientation (website customer orientation and online shop customer orientation), on the one hand, it studies their direct relationship with behavioral intention and online shop service quality; on the other hand, it verifies the impact of online shop service quality on customer behavioral intention, and finally establishes a structural model of the relationship between customer orientation, online shop service quality and customer behavioral intention.



Note: WECO stands for Website Customer Orientation;
 SECO stands for Seller Customer Orientation or Online Shop Customer Orientation
 OSSQ stands for Online Shop Service Quality or Online Seller Service Quality
 CUBI stands for Customer Behavioral Intention

Figure 1: Research model

2.1. C2C Customer Orientation and Online Shop Service Quality

Customers pay more attention to the service quality of online shops under the C2C e-commerce environment (Deng et al; Su, Liu, & Cao) [12,13]. C2C website customer orientation and online store customer orientation provide a certain technical atmosphere and service guarantee for the identification and satisfaction of customers' online shopping needs. Previous studies on enterprises in traditional environments have shown that customer orientation is the core response of enterprise organizational culture and the concentrated expression of front-line sales person to practice marketing concepts (Brady & Cronin; Yang & Zhang) [6,14]. Companies with good customer orientation idea will guide employees to master the necessary behaviors and skills to serve customers. When the customer-oriented culture permeates the entire organization, excellent service quality will be delivered to customers (Brady and Cronin) [6]. When service failure occurs, the organization with good customer orientation will provide customers with remedies in a fair way (Stock & Hoyer) [15]. At the same time, service providers with strong customer orientation often provide front-line service staff with several resources to enable them to effectively meet customer needs and deal with customer complaints in a timely manner (Poddar, Donthu, & Wei; Mediano & Ruiz-Alba) [3,9].

In the C2C e-commerce context, website customer orientation and seller customer orientation create a good shopping atmosphere to meet the personalized needs of customers (Wang & Zhang) [2]. Customers can obtain high quality service guarantee to realize and meet their own needs through two-level interaction with website and online shops (Wang & Zhang) [2]. Research indicates that customers' evaluation of online store service quality mainly depends on the two interactive effects between customers and websites as well as customers and online shops (Wang; Deng, Qin, & Zhong) [4,12]. Customers can form their own subjective judgment on the services they have received, and then evaluate the service quality provided by websites and online shops to meet customers' personalized requirements (Poddar, Donthu, & Wei) [3]. Highly customer-oriented websites and online shops often directly display more helpful services and affinity services based on customers' interests and needs (Poddar, Donthu, & Wei; Wang) [3,4]. Website customer orientation is an important factor determining online service quality perception [3]. The research suggests that three aspects of service failure are no response, indifference to customers and impolite. These behaviors have lower evaluation on service quality than those with customer-oriented behaviors (Brady & Cronin) [6]. On the contrary, when the service provider shows customer-oriented behavior, the customer's evaluation of service quality will be correspondingly higher (Stock & Hoyer) [15]. In the past, scholars have established a direct relationship between customer orientation and service quality in the research of traditional service industry and online e-commerce websites (Poddar, Donghu, & Wei; Pan & Ha) [3,7].

Through the investigation of medical employees and managers, Bellou concludes that putting the interests and needs of patients at the center are the decisive factor for the organization to provide high quality medical care in a continuous and rapid manner [16]. Poddar, Donghu, & Wei through direct research on B2C e-commerce websites, extended the concept of salesperson customer orientation to online marketing for the first time [3]. Based on the research of Stock & Hoyer [15] and Poddar, Donghu, & Wei [3], Wang & Zhang [2] proposed that online customer orientation includes two dimensions: C2C website customer orientation and C2C online shop customer orientation from the perspective of C2C online shopping system. Besides, Poddar, Donghu, & Wei [3] have proved the significant relationship between website customer orientation and service quality through the investigation of B2C online shopping website customers. In line with in-depth study of previous scholars' literature and the above analysis of the relationship between customer orientation and web shop service quality, then leads the study to the following assumptions:

H₁: The customer orientation of C2C e-commerce website has a significant positive impact on the service quality of online shops

H₂: The customer orientation of C2C e-commerce shop has a significant positive impact on the service quality of online shops

2.2. C2C Customer Orientation and Customer Behavioral Intention

Poddar, Donghu, & Wei shows that all websites have customer-oriented capabilities, but there are differences in specific performance [3]. In the context of C2C e-commerce, customer orientation includes two levels, namely website customer orientation and online shop customer orientation (Wang & Zhang) [2]. The website solves personalized problems for customers by tracking and mining the online behavioral tracks of different consumers, displays specific products according to customers' requirements, intelligently recommends products or launches promotional activities, reflecting its customer-oriented ability (Wang & Zhang; Poddar, Donthu, & Wei) [2,3]. Online shop customer orientation means that online service staff or front-line employees practice marketing concepts at the individual level, and reflect their customer-oriented behavioral tendencies through their efforts to help customers make purchase decisions and meet customer requirements (Brady & Cronin; Stock & Hoyer) [6,15]. In the C2C online shopping environment, the customer-perceived website customer orientation and seller customer orientation are not only seen from the appearance of the online shop, but also depend on how the website and web shop play their individual initiative or pro-social behavior to provide customers with high quality services and excellent value (Wang & Zhang; Poddar, Donthu, & Wei) [2,3]. Therefore, in the virtual e-commerce market, if the website and seller are really committed to meeting the needs of customers, actively responding to customers' problems, caring for customers' interests, and thinking for customers, then customers are more likely to perceive the "customer-centered" strategy implemented by the website and seller whenever and where they need it, and thus generate positive behavioral intentions for the website and seller (Wang & Zhang; Poddar, Donthu, & Wei) [2,3].

The theoretical and practical research findings suggest that customer loyalty, friendly relationship, positive word of mouth and repeated business are all the results of service providers' implementation of customer orientation (Poddar, Donthu, & Wei; Li, Liu, & He etc; Mediano & Ruiz-Alba) [3,8,9]. Through direct investigation of restaurant customers, it is found that customer-oriented front-line service staff will try their best to meet customers' needs, and accordingly, customers are less likely to change existing service providers (Brady and Cronin) [6]. At the same time, a highly customer-oriented service staff often gives customers a more reliable and trustworthy perception, so customers also want to maintain this relationship and transform it into actions to support the service staff (Mediano & Ruiz-Alba) [9].

With the improvement of customer orientation of front-line sales staff or employees, they pay more attention to customers' needs and best interests, so as to provide customers with products or services that can better meet their needs, which ultimately have a significant impact on customers' behavioral intentions or loyalty (Li, Liu, & He, etc; Brady and Cronin) [6,18]. From the perspective of B2C e-commerce website, Poddar, Donthu, & Wei [3] empirical research has established the significant impact of website customer orientation or market orientation on purchase intention or customer loyalty. Wang & Zhang [2] also identify that the customers tend to choose or recommend the same web shop again when C2C website customer orientation and seller customer orientation bring satisfactory practical value to their customers^[4]. In light of the study results of many previous literature and the above analysis of the relationship between customer orientation and behavioral intention, then leads the study to the following assumptions:

H₃: The customer orientation of C2C e-commerce website has noticeable effect on the customer

behavioral intention

H₄: The customer orientation of C2C e-commerce shop has noticeable effect on the customer behavioral intention

2.3. C2C Service Quality of Online Shop and Customer Behavioral Intention

With the rapid development of Internet technology and economy in China, online shopping presents advantages different from offline traditional services, such as more convenient, real-time, and wide (Zhao & Xiong) [17], which puts forward higher requirements and challenges for online shopping service quality. Traditional services mainly rely on interpersonal interaction, while electronic services depend on online interaction based on technological media (Shen & Zhao) [18]. Service quality is regarded as a successful differentiation method for both traditional and modern service enterprises (Du, Huang, & Cui) [19]. Study indicates that service quality is an important indicator of differentiation between enterprises, and also an important source affecting customer behavioral intention and generating competitive advantage (Shen, Zhan, & Fan) [20]. In the offline market, behavioral intention or customer loyalty is mainly caused by excellent service quality and factors such as customer satisfaction, customer perceived value or trust produced by service [21]. Su, Swanson, & Chen also find that tourists incline to choose the same online seller again when they feel warm and comfortable service after experiencing dealing with the merchant or front-line employees [22].

In the e-commerce environment, a large number of studies at home and abroad have shown that behavioral intention or customer loyalty is an important goal pursued by profit-oriented enterprises, which largely depends on the level of service quality provided by businesses to customers. High-quality service improves customers' willingness to continue to maintain relationships with businesses, spread word of mouth or buy more products or services; on the contrary, when customers have low perception of service quality or fail to meet their expectations, they are more inclined to switch to other businesses or suppliers (Zhao & Xiong; Shen, Xu, & Zhu) [17, 20].

According to the support of past researches, the service quality of B2C and C2C e-commerce websites or platforms has a direct positive impact on customer loyalty or behavioral intention (Deng, Qin, & Zhong; Wang; Collier and Bienstock) [12, 21, 23]. Customers' perception of online shops' service quality is the key driving factor of customer behavioral intention or loyalty (Deng, Qin, & Zhong; Su, Liu, & Cao) [12,13]. Consequently, on the basis of the study results of many prior literature and the above analysis of the relationship between C2C e-service quality and customer behavioral intention, then leads the study to the following assumptions:

H₅: In the C2C e-commerce setting, the service quality of online shop has great effect on the customer behavioral intention

3. Research Method

3.1. Sample and Data Collection

In this study, SPSS20.0 and LISREL8.70 were used as tools for data statistical analysis. SPSS20.0 was used to purify and analyze the reliability and validity of each item in order to test the reliability of the relevant data; Then, the model analysis software LISREL8.70 is used to effectively verify and analyze the assumptions and structural models in the research model. According to the characteristics of current customers' online shopping, this survey sets up questionnaires through professional questionnaire platform (WWW.SO-JUMP.COM), and issues online questionnaires to the respondents in a convenient sampling way. The formal survey lasted nearly three weeks. In addition to the contradictory answers, the short time and the untrue answers, a total of 314 valid

questionnaires were received. The effective recovery rate of the questionnaire was 67.0%, of which women accounted for 60.2% of the respondents, and men accounted for 39.8% of the respondents. According to the identity statistics of the respondents, customers aged 20 to 40 account for 85.0% of the total respondents. The survey based on the education situation of the respondents shows that under Junior college accounts for 24.3%, undergraduate education or above accounts for 75.7%, and undergraduate education is the majority, accounting for 58.6%.

3.2. Scale Measurement and Source

All scales in this paper are derived from previous studies. In order to ensure the scale items in this study are suitable for C2C e-commerce background and Chinese people's thinking habits and language expression ways, the researcher has fine-tuned some scale items. There are 4 scale items to measure website customer orientation, 4 scale items to judge online store customer orientation, 3 scale items to evaluate seller service quality, 3 scale items to estimate behavioral intentions. All scale items are measured with a 7-level Likert scale.

3.3. Variable Measurement

In accordance with the points of view of Poddar, Donthu, & Wei [3], the paper finally employs four scale items to measure website customer orientation. Following Stock & Hoyer [15], current study adopts three scale items to estimate online shop customer orientation, which originated from SOCO and is first developed by Saxe & Weitz. At the same time, present study evaluates C2C service quality dimensions of online shop were adapted from Yang, Jun, & Peterson [24]. Besides, customer behavioral intentions were utilized three item scales to judge stemmed from Collier & Bienstock [22].

4. Model Analysis

4.1. Reliability Analysis

Using SPSS20.0 and LISREL8.7 statistical software to calculate the Cronbach's α Values of website customer orientation, seller customer orientation, online store service quality and behavioral intention in the model. The results are shown in Table 1. Cronbach's α Values of each variable are greater than 0.7, indicating that all scales of the model have good reliability. Among the CR values of all latent variables, the minimum value is 0.80, which is higher than the critical level of 0.7, indicating that the internal consistency of the scale is good.

Table 1: Reliability analysis of variables.

Variables	Cronbach' α	CR Value
Website customer orientation (WECO)	0.80	0.80
Seller customer orientation (SECO)	0.87	0.88
Online Shop Service Quality (OSSQ)	0.87	0.87
Customer Behavioral Intention (CUBI)	0.89	0.89

4.2. Validity Analysis

In this paper, LISREL8.7 software was used to conduct confirmatory factor analysis on the four latent variables in the model, namely, website customer orientation (WECO), online store customer orientation (SECO), seller or online shop service quality (SESQ) and customer behavior intention

(CUBI), and the standardized factor loading coefficients of C2C each measurement item were obtained, then the average variance extraction (AVE) value of each latent variable was calculated, as shown in Table 2. The results show that the standardized factor loading of all measurement items is greater than the critical value of 0.5 and has passed the statistical significance test. The AVE of the five latent variables is greater than 0.5, indicating that the convergent validity of the four variables in the model is good.

Table 2: Confirmatory factor analysis.

Variables	Measuring items	Standardized factor loading	T-Value	AVE
WECO	WECO1	0.69	12.79	0.51
	WECO2	0.77	14.70	
	WECO3	0.71	13.33	
	WECO4	0.67	12.28	
SECO	SECO1	0.79	16.26	0.645
	SECO2	0.94	20.92	
	SECO3	0.78	15.84	
	SECO4	0.68	13.40	
OSSQ	SESQ1	0.88	18.57	0.69
	SESQ2	0.86	18.02	
	SESQ3	0.75	14.79	
CUBI	CUBI1	0.77	15.68	0.74
	CUBI2	0.92	20.47	
	CUBI3	0.89	19.49	

Table 3 lists the related coefficients and standard errors among the latent variables. According to expert Chin, if the square root of the average variance extraction (AVE) is greater than the correlation coefficient between the two latent variables, then the discriminant validity between the latent variables is good.

Table 3: Correlation coefficient matrix and related indicators.

	WECO	SECO	OSSQ	CUBI
WECO	0.71			
SECO	0.43	0.80		
OSSQ	0.68	0.44	0.83	
CUBI	0.33	0.36	0.45	0.86

Note: The figures in diagonal line are square root of the AVE stemmed from every construct, and the figures below the diagonals are correlation coefficients between two constructs.

4.3. Structural Model Checking

Using LISREL8.70 to test the hypotheses of the structural model and the fit indexes of the model respectively. The fit indices of the model are $\chi^2=119.78$, degree of freedom $df=71$, P-value=0.00026, $\chi^2/df=1.69<3.0$, GFI=0.95, AGFI=0.92 (they are all greater than the recommended threshold value of 0.8), GFI=0.95, CFI=0.99, IFI=0.99, NFI=0.97, NNFI=0.98 (they are all above the critical value of 0.9), SRMR=0.041, RMSEA=0.047 (both are less than the critical value of 0.08). Each fitting index is within the acceptable range, which indicates the model and data degree of fitting was well.

We may see the specific results of hypotheses test as shown in Table 4 and Figure 2. Customer orientation of C2C website plays an extremely significant role in service quality of C2C online shop ($\beta = 0.61$, $t=9.19$). The influence of C2C online shop customer orientation on C2C online shop service quality is relatively significant ($\beta = 0.17$, $t=2.99$). Therefore, in this study, hypothesis

H₁ and H₂ are supported. At the same time, the customer orientation of C2C website has almost no effect on C2C customer behavioral intention ($\beta= 0.00$, $t=0.02$), so H₃ is assumed to be rejected. In addition, the customer orientation of C2C website significantly affects the service quality of C2C online shop ($\beta= 0.20$, $t=3.06$), and the customer orientation of C2C online shops has an extremely significant positive effect on the service quality of C2C online shops ($\beta= 0.36$, $t=3.92$), too. Consequently, H₄ and H₅ in the model are proved.

Table 4: Hypothesis testing results.

Hypothesis	Variable Relationship	Path coefficient	T-Value	Estimate result
H ₁	WECO→SESQ	0.61	9.19***	Yes
H ₂	SECO→SESQ	0.17	2.99**	Yes
H ₃	WECO→CUBI	0.00	0.02	No
H ₄	SECO→CUBI	0.20	3.06**	Yes
H ₅	SESQ→CUBI	0.36	3.92***	Yes

Note: * $p<0.05$, ** $p<0.01$, *** $p<0.001$

Each Model indicator: Chi-Square=119.78, df=71, P-value=0.00026, RMSEA=0.047, GFI=0.95, AGFI=0.92, NFI=0.97, NNFI=0.98, CFI=0.99, IFI=0.99 5575

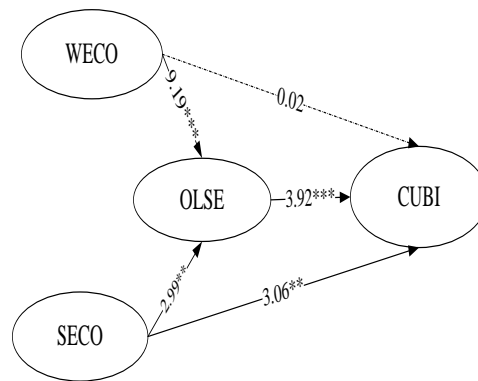


Figure 2: Model analysis results of the impact of C2C two-dimensional customer orientation on C2C online shop service quality and customer behavioral intention.

By analyzing the above results, we can find H₃ is not supported. The possible explanation is that under the C2C e-commerce system, the C2C website is only used as a display platform for various online shops, the website is customer-centered (website customer orientation) and provides some helpful and supportive services for their customers. C2C website deeply explores and recommends some products/services suitable for customers by analyzing their past behavioral track and purchasing habits. However, whether customers accept or purchase these products or services, they often also need to further investigate the service quality of online shops. For example, the seller’s product and picture information, customer comments, sales volume, negative comments, online shop reputation, and so on. Therefore, the direct impact of website customer orientation on customer behavioral intention is very small. It mainly has indirect impact on customer behavior intention through C2C online shop service quality.

5. Conclusions

5.1. Theoretical Significance

This research expands the previous research results, and integrates online dual-dimensional

customer orientation into the integrated framework research of customer orientation, online store service quality and behavioral intention. According to the online customer-oriented dimensions (website customer orientation and online store customer orientation) in the existing literature, the impact of online store service quality is assumed. Based on the hypothesis, the online customer orientation-service quality-customer behavioral intention influence mechanism model is constructed. Its theoretical significance is mainly reflected in the following two aspects:

(1) According to the online customer-centered theory put forward in the context of online shopping, using the existing research results for reference, from the perspective of customers, the online customer orientation is divided into website customer orientation (platform customer orientation) and online store customer orientation (seller customer orientation). Both dimensions have a significant impact on the service quality of online stores, and the degree of impact is significantly different. Significantly, the impact of website customer orientation on online store service quality is significantly higher than that of online store customer orientation on online store service quality.

(2) The impact of the two dimensions of online customer orientation on customer behavior intention is less than the impact of online store service quality on customer behavior intention. In the mechanism of online customer orientation, the research on customer loyalty intention should be the focus of enterprises in the future.

5.2. Management Enlightenment

This research is of great significance to cultivate harmonious customer relationship for C2C online stores. Through studying the relationship between two-dimensional customer orientation, online shop service quality and customer behavioral intention in the C2C e-commerce setting, the paper obtains the following beneficial enlightenment:

(1) C2C e-commerce websites and online shops should first strive to improve their customer-oriented awareness, customer-oriented idea, customer-oriented concept, customer-oriented culture, customer-oriented level and customer-oriented level through various effective ways and methods, and constantly serve their customers sincerely from the bottom of life and the logic of love, improve the quality of service and establish a good customer relationship, and treat customers as friends, It is not just the sales target of the product. C2C e-commerce websites and online shops should really understand the needs of customers, pay attention to customers' needs, tap customers' needs and meet customers' needs, rather than just adhering to the traditional thinking of "quality is the king", "product is the king", and "customers can't be above me". Websites and online stores should not only focus on the product itself, but also put customers' internal psychological feelings at a crucial position. Because "customers feel good is really good", "customers' perception is the first".

(2) The customer-oriented attitude and customer-oriented behavior of C2C websites and online shops should be the same level of performance, and strive for internal and external consistency. When shopping on the C2C e-commerce website, customers not only hope that the website can fully explore their actual and potential needs from the technical and system levels according to their behavior trajectory, and push them more suitable products, but also hope that online stores will care about their interests and meet their personalized needs, and sincerely help them make wise shopping decisions and give more support. Therefore, for C2C online shop sellers, they not only need to have a first-class customer-oriented attitude on the internal side, but also need to show excellent customer-oriented behavior on the external side. Online store sellers often have empathy and empathy, especially when customers have different views on products or services, or even when customers complain and complain about the sellers, they should analyze problems, solve problems

and care about the interests of customers from the customer's standpoint, so customers are more likely to perceive the “customer-centered” strategy implemented by the website and the seller whenever and where customers need it, which will generate positive behavioral intention for C2C websites and online shops.

5.3. Research Limitations and Future Research Directions

This paper discusses the impact of C2C two-dimensional customer orientation and online shop service quality on behavioral intention in the C2C e-commerce setting, and obtains some research results. However, due to the limitations of the author's research background, research scope, research object and other comprehensive factors, there are inevitably some omissions and deficiencies in the research, and these limitations also put forward some directions worthy of study for further research in this field.

(1) This article takes buyers of C2C e-commerce as the research object to focus on customers' perception of customer orientation and service quality of online shop, and discuss the impact of the two-dimension customer orientation of C2C e-commerce websites and C2C online stores on the service quality and customer behavior intention of online stores. However, as service providers, their self-assessment of their own customer orientation is also a very important aspect of the study. In the future, we can combine the self-assessment of service providers on customer orientation and the evaluation of buyers on service providers to jointly discuss their impact on perceived service quality, e-value and e-trust. This may lead to more constructive research conclusions, which can be an important direction for future research.

(2) The research in this paper is only aimed at customers of C2C online shops. For B2C or B2B websites, whether the model of this study can be applied to these two backgrounds needs further research. In addition, the research is only a relatively general survey of customers' perception of online purchase of physical products on C2C website. During the survey, product categories were not subdivided. In the future, classification research and classification research can be conducted according to product categories, so as to the results may be more targeted, targeted, flexible and adaptive.

(3) This study involves more cognitive variables, but does not take into account the internal characteristics of service providers, such as personality, psychological perception and emotion. In the future, we can study the impact of different personality characteristics and emotions on customer orientation and behavioral intention, such as introversion, instability, moderation, extroversion and activity, as well as positive and negative emotions. These psychological factors can be considered in future research to further explore the internal nature of customer orientation of websites and sellers, and grasp the corresponding internal laws to help websites and sellers further develop and grow.

(4) In online shopping, customers' own characteristic variables, such as gender, age, occupation, familiarity with online shopping and involvement in online shopping, may have a great impact on customers' purchase behavior. These characteristic variables can be added in future research to study the direct, indirect, intermediary and interactive effects among variables, which can further broaden the model thinking of this study, At the same time, it can also help website managers and front-line service personnel to fully understand customers and serve customers with pertinence.

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