Network Shopping Customer Satisfaction Analysis

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Abstract: In recent years, E-commerce is developing like a raging fire, but the customer experience of online shopping needs to be improved, mainly focusing on after-sales problems, communication problems, false promotions, online fake sales, receipt problems and so on. Based on this, this paper puts forward solutions that focus on commodity quality, service experience, reduce perceived risk, innovate logistics matching, weed out the old and bring forth the new in website design, network protection and privacy protection.

1. Introduction

With the rapid development of computer and Internet technology, great changes have taken place in the business activities and operation modes of enterprises. In recent years, the development of e-commerce has greatly stimulated the boom of network shopping, and more and more businesses have begun to adopt the new business operation mode of online trade. As of June 2013, China's e-commerce transaction volume reached 4.35 trillion yuan, up 24.3% year on year. B2B transactions reached 3.4 trillion yuan, up 15.25 percent year on year. The transaction scale of online retail market reached 754.2 billion yuan, up 47.3% year on year. E-commerce service enterprises directly employ more than 2.2 million people. At present, the number of employment indirectly driven by e-commerce has exceeded 16 million. China's e-commerce started from the end of the 20th century, so far only a dozen years. Although the development speed is very fast, shopping mode and service mechanism are not perfect. Compared with traditional shopping mode, customer satisfaction is not high. A low level of customer satisfaction is bound to affect the purchase intention of customers, thus affecting the overall profits of merchants. Therefore, it is extremely important to study the influencing factors of network shopping's customer satisfaction. This paper will put forward some Suggestions on influencing factors and solutions of network shopping customer satisfaction.

2. Main Factors Influencing Customer Satisfaction

According to the monitoring data of China's e-commerce complaints and rights protection public service platform, in the first half of 2013, the top ten hot online shopping complaints include after-sales service, refund, false promotion, return and exchange of goods, online fraud, delayed delivery, quality problems, online sales of fake goods, order cancellation and energy-saving subsidies.

2.1. After-sales Problems

In the process of network shopping, due to the asymmetry of information, customers want to know more about the goods. The merchant shall be able to respond promptly to the customer's enquiries before purchase, including delivery issues, return and exchange issues, refund issues and freight liability issues arising therefrom. Although shopping platforms such as Taobao has perfect credit mechanism, such as "seven days no reason to return or exchange goods", "compensation in advance", "consumer protection" and other systems, there are still some problems in the after-sales link. In the process of negotiation, the seller's attitude is not good or the result is not satisfactory to the buyer. The handling of freight incurred by the return and replacement problem varies from shop to shop. Even some shops promise to bear the return and exchange freight for "quality problem of goods", if the buyer and seller cannot reach an agreement on whether there is a quality problem, it is easy to have disputes over the return and exchange cost.

2.2. Communication Problems

Communication problem disputes include communication attitude disputes and communication effectiveness disputes. There is a direct link between network communication and misunderstanding elimination. Transactions with communication between buyers and sellers have a higher success rate and fewer disputes than those without communication. From the feedback of the score, the lack of communication is a factor in the purchase dispute. The number, online time and quality of customer service staff vary from store to store, which often leads to complaints from buyers about poor customer service attitude or ineffective communication between buyers and sellers. Especially for stores with large trading volume, when there are few customer service personnel, it is easy to have such disputes that the explanation later fails to make the buyer give a positive evaluation. Sellers can improve customer service to reduce such disputes and thus improve the favorable comment rate.

2.3. False Promotion

In recent years, e-commerce platforms have taken advantage of singles day to launch large-scale promotional activities, generating strong economic benefits. But it is generally recognized by the industry that the activity has inflated prices and then got discounted. While shopping, consumers reported that the activity "did not reach the ideal discount". In addition, for such a large business, in order to ensure adequate supply of goods, they often carry out mass production, so it is difficult to ensure quality.

2.4. Online Sales of Counterfeit Goods

China's online market is flooded with counterfeit products. For example, Taobao is regarded by the industry as the world's largest platform for selling counterfeit products in addition to its low price. Of course, it has to do with the nature of the Internet market. Firstly, the Internet market is difficult to supervise, which gives rise to the breeding ground of fake goods. In addition, consumers in the market have a demand for counterfeit products and obtain brand effect at a small cost. But most consumers fall for it and fall for it.

2.5. Receiving Goods

In the network shopping, the time-space barrier makes the distribution of goods generally need to be

realized through third-party logistics companies. Disputes over receiving goods include problems caused by third-party logistics companies and disputes caused by delayed or non-delivery of goods by sellers, which often lead to buyers giving sellers a moderate or bad rating. Singles day, in particular, is a big challenge for China's logistics, leading to a burst of warehouses and delayed delivery.

3. Improve customer satisfaction measures of shopping network

3.1. Commodity Problem

The commodity problem includes the following four situations: the commodity does not conform to the description, the commodity quality problem, the commodity price problem, the seller sends the wrong commodity. Product description should not only be detailed, but also be consistent with things, and provide customers with real and effective product information, so as to improve customers' trust in online shopping. The description details the shape, size, weight, color, type and condition of the goods. It can not make false propaganda, exaggerated commodity description. Improving product quality and ensuring product quality are the most basic requirements in network management.

3.2. Focus on Customer Problems

Only by paying attention to the evaluation of customers, understanding the real needs of customers, accepting modestly and correcting quickly, can a win-win situation be finally formed. Customer complaints are an important resource for shopping websites. With a perfect customer service system such as complaint center, customer service recovery center, etc., to create service advantages, we can maintain high customer satisfaction, establish good customer relations. On the other hand, we should try our best to improve the response speed of web pages, especially for festivals like double eleven and double twelve, which require high response speed of the network.

3.3. Focus on Personalized Shopping Experience

Shopping recommendation, product customization, online design and other personalized services will improve customer satisfaction. Shopping website can adopt self-service, customized service and other ways to allow customers to complete according to their own needs. Shopping only needs to provide the infrastructure and technology with perfect performance. At the same time, shopping website integrates the idea of soft marketing into its operation, and designs and improves various functions of the website from the perspective of customers, so that customers can have a pleasant online shopping experience, thus generating word-of-mouth effect and enhancing customer loyalty.

3.4. Reduce Perceived Risk

Before consumers make a shopping decision, they tend to check the credibility of the online store. Therefore, corporate reputation will have an impact on customer satisfaction of shopping. Customers' trust in shopping website is the premise of accepting and adopting shopping mode online. Clarifying the website's policies on online transactions and privacy protection can ease customers' privacy concerns. We should make full use of various communication channels to communicate with customers in a timely manner to reduce the perceived risk of shopping.

3.5. Innovate Logistics Distribution

Due to the virtual nature of shopping space on the Internet, buyers and sellers may be far apart in reality. Therefore, whether the goods can be quickly and safely delivered to the hands of buyers, and achieve good replacement, return and other follow-up services, is a direct and important reason for customers to consider whether to choose online shopping. It can be said that the quality, efficiency and convenience of logistics distribution is one of the bottlenecks in the development of shopping online, which puts forward high requirements for the efficiency of logistics distribution. From the perspective of logistics, online shoppers in China have a lot of complaints about logistics at present, and sometimes the goods they receive are different from those they ordered on the website. Secondly, the domestic logistics distribution time is too long. At the same time, long-distance distribution will appear packaging damage and other situations, which will undoubtedly reduce customer satisfaction. In order to minimize this negative impact, we need to pay more attention to logistics distribution, and actively explore new modes of logistics distribution. According to the economic strength and logistics management level, we will determine the logistics mode suitable for customers.

3.6. Website Design Innovation

The development of the main page column should reflect the shopping website appearance style, discard the old and make new plans, constantly improve and improve the column formulation method and content, give customers with fashion, easy to find, thoughtful service. Taobao will update the homepage content at regular intervals. The appearance of the new homepage is more in line with people's consumption and buying habits. The interface is more friendly and more in line with people's visual perception. For the customer, the novelty of constant creation makes his website dependence more cohesive.

3.7. Network Protection and Privacy Protection

Electronic transaction information security is a common concern of online customers. This mainly involves the storage of transaction information, the identification of both parties to the transaction, and so on. We should paying attention to the confidentiality, integrity and authenticity of the information, prevent information leakage, information theft, information fraud, data tampering and other illegal acts. We want to create a safe and comfortable shopping environment for online customers.

E-commerce is a big cake. Trading data in recent years have made us realize that the outlook and trend are very clear and optimistic. Under great background conditions, online sellers should do a good job in business. Because the competition in the future is not the competition of price, not the competition of goods, but the competition of customer satisfaction.

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