

Mechanism of Online Shopping Dependence on Consumer Satisfaction in Guizhou for Daily Commodities under the Outbreak of COVID-19

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Abstract: Based on the description of the current situation and dependence behavior of consumers' online shopping for daily necessities in the COVID-19 era, this paper aimed to examine the changes in consumer behavior and shopping habits, customer dependency, and policy measurement for daily commodities during this period. A correlation analysis model was constructed to analyze the formation mechanism of consumers' online shopping dependence behavior for daily necessities based on the influencing factors of system quality, information quality, service quality, practical value, and hedonic experience value relating to customer satisfaction.

Keywords: Irrational Consumption Pattern; Usage of Sanitizing Products; COVID-19

1. Introduction

The new coronavirus disease (COVID-19) pandemic has dramatically increased the global adoption of online instead of face-to-face events. To reduce the spread of infection during COVID-19, the government has adopted lockdown and social distancing measures, which disrupt daily life and personal participation in activities. The development of information and communication technology allows citizens in many parts of the world to continue performing some daily life activities in a virtual way rather than. Telecommuting, telemedicine, online learning, online shopping (e-shopping), and video calls are some remote online activities (also known as "remote activities") that are used to replace face-to-face work, healthcare, education, shopping, and meetings where possible. The global COVID-19 pandemic has severely affected societies and economies worldwide and hit various sectors of society in different ways. This unprecedented situation has had a variety of impacts on consumers' daily lives and has dramatically changed the behavior of enterprises and consumers. The research showed the antecedents and dynamics of impulse buying patterns during the rise of COVID-19 and assessed the impact of citizens' fear-based impulse buying behaviors in this situation.

2. Theoretical Basis

2.1 Theory of technology Acceptance Model relating to online shopping

The Technology Acceptance Model (TAM) attempts to establish a relationship. It also describes the user's intention and how the product or service affects the user. It emphasizes the importance of perceived usefulness and ease of use in technology adoption through the online shopping model (Taherdoost, 2018)^[1].

2.2 O2O Business Model relating to buying satisfaction

Big data provides new opportunities for companies to create business value. However, data sources are still a challenge for organizations seeking to adopt and implement new data technologies for daily use, especially in a turbulent business environment. The online-to-offline (O2O) business model has become China's mainstream e-commerce model.

2.3 Information system affecting buying behavior and satisfaction

The framework of this research relies on the model developed by Hashmi; et al. (2019)^[2]. In this research, the factors that affect online purchasing behavior are recognized. A purchasing decision-making process model is established and empirically verified through an information system and trust, price, and convenience through the online process to affect the consumers' online buying behavior.

3. Understanding the Influencing Factors of the Online Shopping Dependence on Customer Satisfaction

3.1 Related research for online shopping system quality and information quality

Hongdiyanto (2019)^[3] showed that product quality was the main factor influencing customer satisfaction. Many customers count on system quality to search for their products from online platforms. Especially during the pandemic, the dependency becomes deeper as many parts of China use enclosed systems to prevent further infection.

3.2 Related research for online shopping service quality and practical value

The study by Rita; et al. (2019) [4] developed practical knowledge to understand better the most critical dimensions of e-service quality on four dimensions of customer satisfaction – service quality, reasonable value, word-of-mouth, and trust. Those four factors indicate that consumers use online shopping with a certain degree of satisfaction and retention.

3.3 Related research for online shopping hedonic experience value

The study of consumer satisfaction and retail patronage through brand experience, cognitive pleasure, and shopping enjoyment by Sina and Kim (2018) [5] examined the mediating role of hedonic shopping experiences operationalized through brand experience, shopping enjoyment, and cognitive pleasure. This variable shows that it should create a higher brand experience, shopping enjoyment, cognitive pleasure, satisfaction, time spent, and patronage intentions than the product-centric display.

4. The Conceptual Framework for the Research Study

First Maintaining long-term customer loyalty is a crucial determinant of the success of an online shopping business. Previous research has found that repeated customer purchases due to long-term commitment positively correlate with increased profitability and growth. Therefore, this study regards the “customer dependence intention” that reflects loyalty as a construct to evaluate the success of the Internet shopping business, rather than “use intention.” Previous studies have shown that perceived service usefulness, online shopping satisfaction, and past online shopping experience are the core factors that affect Internet consumers’ repurchase intentions. The model partially borrows from the e-commerce success model proposed by DeLone; & McLean. (2004)[6]. The model shows that e-commerce success is determined by four variables: system, information and service quality, usage, customer satisfaction. The model proposes that the customer’s attitude (for example, pleasure) and subsequent behavior (for example, actual purchase or purchase intention) depend on their beliefs in the quality of information, systems, and services.

Second Empirical study of quality, value, satisfaction, and loyalty chain has been extensively tested in the offline marketing environment as a mechanism for the success of the Internet shopping business. Assuming that business success depends on customer satisfaction and loyalty, the agency recognizes the interaction between product/service quality, customer perceived value, and satisfaction. Quality and value are the prerequisites in this model, and satisfaction and loyalty are the results.

5. The Countermeasures for the Influencing Factors of the Online Shopping Dependence on Customer Satisfaction

5.1 System Quality

System quality is a feature of the internal information of the system itself, where system quality refers to the ability of the information system’s hardware, software, and program strategies to provide information about user needs and system quality as a degree of use matching—a set of elements that combine to meet customer needs and satisfaction.

5.2 Information Quality

Information quality refers to the output quality produced by the information system, from reports or online screens. Information quality has four dimensions: accuracy, completeness, consistency, and circulation.

6. Conclusion

The results show system quality, information quality, service quality, practical value, and hedonic experience have a relationship with consumer satisfaction for daily commodities during COVID-19. People have different lifestyles, different ways of buying, and different ways of thinking in many ways. As consumers adapt to home isolation for a long time, they have adopted new technologies that promote work, study, and free-time activities and adopted related ways to consume. If retailers and marketers want to survive before COVID-19 restrictions are a thing of the past, they need to learn quickly. The government needs special market rectification, launches a market price monitoring and early warning mechanism, pays close attention to market price dynamics, and strengthens the supervision of critical industries closely related to people’s lives such as catering, accommodation, and tourism through double random and one available management, as well as on the farmer’s market, supervision of crucial places such as shopping malls and fresh supermarkets.

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