Factors that can influence customer loyalty in Chinese B2C retail market

A Study submitted in partial fulfillment of the requirements for the degree of Master of Science in Information Systems Management

At

THE UNIVERSITY OF SHEFFIELD

By

XIAOYIN TAN
100151666

September, 2011
Abstract

Background. E-commerce has become a popular form of business. Based on the fast development of information communication technology, it is accepted by more customers. As one of the biggest e-commerce market in the world, Chinese e-commerce market increased rapidly. B2C is a kind of e-commerce form, which is existed between business organizations and customers.

Aims. This study aims to identify the factors that influence customer loyalty in Chinese B2C retail market, and give out some recommendation to e-commerce merchants based on the results.

Methods. This study is a deductive and quantitative research, with the method of survey. Online questionnaire is used to collect data. The questions are based on the hypotheses which are proposed in the literature review. The data collected from the survey was analyzed in the chapter 4. And hypotheses were compared with results from survey in chapter 5. All factors identified in literature review were evaluated in the finding chapter.

Results. There are 12 hypotheses related to 12 factors which may influence customer loyalty in Chinese B2C retail market. All hypotheses were proved to be right in some sense. The factors are: payment security, the quality of products, the information of products, privacy protection, after sale service, comments from other customers, delivery service, price, communication, product variety, web design and reward program. The influence of every factor to customer loyalty may change because of different kind of customers and different situation.

Conclusion. Although all hypotheses appear to be supported, the topic about customer loyalty in e-commerce is necessary to be continued. The factors which can influence customer loyalty will change over time as the fast development of ICT and e-commerce.
Acknowledgement

I would like to acknowledge the following people who gave me support on my dissertation. Firstly, I’d like to thank my supervisor, Dr. Jonathan Foster. Thanks for his guidance and advice. Otherwise the dissertation cannot be completed.

Secondly, I’d like to thank my friends, who shared their experiences on doing a dissertation project.

Last but not least, I must thank my parents. By their support, I can finish my study in the UK.
# Content

Introduction ........................................................................................................... 1
  Background ........................................................................................................ 1
  Aims and objectives in the study ................................................................. 2
  Research question .......................................................................................... 3
  General structure of this dissertation ...................................................... 3

Literature review .................................................................................................. 5
  What is e-commerce? ....................................................................................... 5
  What is B2C? ..................................................................................................... 5
  Customer loyalty .............................................................................................. 6
  Satisfaction and loyalty ................................................................................... 7
  Trust and loyalty .............................................................................................. 8
  Loyalty and e-commerce ................................................................................ 10
  Factors that influence customer loyalty ................................................... 10
    Web design and information ...................................................................... 11
    Products .......................................................................................................... 12
    Delivery .......................................................................................................... 13
    After sale service ............................................................................................ 14
    Security and privacy ....................................................................................... 14
    Community and other factors ...................................................................... 15

Summary ............................................................................................................... 16

Methodology ......................................................................................................... 17
  Deductive & inductive .................................................................................... 17
  Quantitative and qualitative .......................................................................... 18
  Research methods ........................................................................................... 19
  Research design ............................................................................................... 20
  Pilot study .......................................................................................................... 21
  Sampling ............................................................................................................ 22
  Online survey ................................................................................................... 23
  Data analysis method ...................................................................................... 24
  Summary ............................................................................................................ 25

Data analysis ......................................................................................................... 26
  Data presentation ............................................................................................. 26
  Classification question data ........................................................................... 26
    Gender ............................................................................................................. 26
    Age .................................................................................................................. 27
    Education ......................................................................................................... 28
    Frequency of online purchasing .................................................................... 29
    Kinds of products ............................................................................................. 31
    Maximum amount ......................................................................................... 32
    The most popular B2C website ....................................................................... 33
    Factors about customer loyalty ...................................................................... 34
    Web design ...................................................................................................... 35
Objective 1: Define and understand e-commerce and B2C.

Objective 2: Define and understand customer loyalty and customer loyalty in e-commerce.

Objective 3: Define and understand some factors which have close relationship with customer loyalty, and propose several hypotheses about the factors.

Objective 4: Test the hypotheses that proposed in the study, and prove them or not.

H1. High quality web design can improve customer loyalty in online shopping.

H2. High level of information quality of products will increase customer loyalty in online purchasing.

H3. Price is a factor that may influence customer loyalty in e-commerce.

H4. High quality products are benefit to keep customer loyalty in e-commerce.

H5. Product variety is important to retain customer loyalty in e-commerce.

H6. Delivery may affect customer loyalty in e-commerce.

H7. After sale service will influence customer loyalty in e-commerce.

H8. Payment security can influence customer loyalty in e-commerce.


H10. Communication with customers can influence customer loyalty in e-commerce.

H11. Reviews from other customers may influence customer loyalty in e-commerce.

H12. Reward program can enhance customer loyalty in e-commerce.

Factor discussion.

Summary.

Conclusion.

Achievement of the study.

Objectives.
Objective 5: Provide some suggestion on keeping customer loyalty based on the findings in the research. ................................................................. 68
Recommendation for practice .......................................................... 68
Limitation ......................................................................................... 69
Summary ....................................................................................... 70
Bibliography .................................................................................... 71
Appendix 1 ..................................................................................... 77
Appendix 2 ..................................................................................... 81
Introduction

Background

There is no dispute that the Internet has become an indispensable part in most of modern people’s life. During these two decades, with the fast development of information communication technology (ICT), electronic commerce (e-commerce) has been familiar by customers. According to China Internet Network Information Center (CNNIC, 2011), there are 485 million users of the Internet in 2011 in China, 27.7 million more than 2010, which increased 6.1% in 6 months.

According to Kalakota and Robinson (2000), e-commerce was changing the form of competition, the trends of the customer relationships, the speed of transactions, and the nature of leadership. E-commerce was mainly about the transactions take place through the Internet, customers choose their goods and pay online, as well as sellers, they offer products, services or information to customers online (Turban, 2006). Molla and Licker (2005) believed that it was benefit for developing countries to enhance their economic through developing e-commerce. There are three key forms of e-commerce: business to business (B2B), such as Alibaba, which is the biggest B2B site in the world; business to customer (B2C), such as Amazon.com; and customer to customer (C2C), a famous one is eBay.

Shopping online increased in China rapidly, users raised 12.15 million in last 6 months, which the increasing rate was 7.6% (CNNIC, 2011). And the total scale of e-commerce user has been 173 million. Moreover, B2C in China is becoming more popular and has been the main form of e-commerce people use. The number of B2C users in China was 99.4 million, which was more than 60% of the whole scale of online shopping users.

As an important factor of doing business, customer loyalty has been studied by many researchers. Companies can enhance their profit, reduce different kinds of cost, and
earn market share by increase their loyal customer (Newell, 2000). In addition, in e-commerce, customer loyalty—retaining exist customers—is also an important element for successful business. As a result, customer loyalty should be paid by particular attention in e-commerce (Gefen, 2002).

However, according to Liu et al (2008), less than 5% of Chinese online customers were satisfied with their online shopping experience, and this also lead to losing customers and benefits. In other words, improvements are required for retailers to keep and increase customer loyalty in Chinese B2C market. As Lu (2005) described in his book, Chinese online customers were lack of safety, worried about fake products they might buy, and more cautious in making purchase decision. As a result, it is important for Chinese B2C companies to pay more attention on building customer loyalty to earn their purchase order again.

**Aims and objectives in the study**

This study aims to find out the factors that affect customer loyalty in e-commerce, and mainly focus on the B2C retailers in China. Try to work out some suggestion for Chinese B2C retailers to help them to keep customer loyalty. There are several objectives below to achieve the aim:

- Define and understand e-commerce and B2C.
- Define and understand customer loyalty and customer loyalty in e-commerce.
- Define and understand some factors which have close relationship with customer loyalty, and propose several hypotheses about the factors.
- Test the hypotheses that proposed in the study, and prove them or not.
- Provide some suggestion on keeping customer loyalty based on the findings in the research.
Research question

This research tries to answer the question about what are the factors that may influence customer loyalty in Chinese B2C retail market. As mentioned above, B2C business is an important area of future commerce, as well as business nowadays. In addition, Chinese B2C retail market is a young and active market in the world, with a high speed of rising. It is also one of the biggest e-market around the world, which contains the most population (CNNIC, 2011). It is valued to investigate Chinese e-commerce for all the companies which are interested in e-commerce and want to earn benefit from the Chinese market. This asks companies to understand what their customers need and how they think about, to fit customers’ requirement well (Liu et al, 2008). Customer loyalty can increase companies benefit and keep their customers with low cost (Sun, 2010). As a result, it is necessary to know the factors that may affect customer loyalty in e-commerce, especially in the Chinese B2C retail market.

The target of this study is Chinese B2C retail market. And the target population is the Chinese online customers who use B2C websites in their life. Relevant literatures will be reviewed to find out the exist results about customer loyalty in e-commerce, and also to help build the hypotheses. Then questionnaires about customer loyalty will be sent to Chinese customers to investigate the particular state of Chinese B2C retail market. And then, data collected from the survey will be used to test the hypotheses and find out the useful results to Chinese B2C retail market.

General structure of this dissertation

In chapter 2, related literatures will be reviewed, in the order of customer loyalty, customer satisfaction, customer trust, and the factors that may influence customer loyalty. And based on the findings of literature review, several hypotheses will be proposed in this chapter about the factors which may affect customer loyalty in Chinese B2C market. In chapter 3, the method of this study used will be described, and the detail of the survey process will be described. In chapter 4, the data collected
from the survey will be analyzed by using SPSS software. Initial results will be used in the chapter 5. In this chapter, the findings of the survey, which are based on the initial analysis, will be showed and all the hypotheses that be proposed in chapter 2 will be tested, new results which may not be included in the literatures before, will be added to improve the hypotheses to become better conclusions. In the last chapter, which should be chapter 6, there will be a summary about the research result, to answer the research questions. Recommendations for future will be mentioned, as well as some recommendation of practice.
Literature review

With the development of information age, especially the ICT improving, e-commerce developing has been seen as “the most beautiful scenery in all sectors of society” (Sun et al, 2010: 3156). In this chapter, relevant literatures are reviewed to identify the concept of e-commerce, B2C, customer loyalty, customer satisfaction and customer trust, as well as their relationship between each other. Then, the factors which may influence customer loyalty in e-commerce will be defined based on previous researches. And at last, hypotheses will be proposed based on the literature review.

What is e-commerce?

E-commerce is a short name of electronic commerce. In general, it is defined as the exchange transactions that take place through the Internet primarily by using digital technology (Schniederjans & Cao, 2002). According to Sami and Ahmed (2010), e-commerce was the process of selling products or services through the online method especially the Internet. As they described, buying, selling, or trading of goods, services and information were all included in these transactions. Korper and Ellis (2000) claimed in their book that e-commerce was the next Industrial Revolution because of its potential of affecting essential changes in the way people and companies buy and sell products and services. Chen (2001) considered that e-commerce was not simply online buying and selling, but also included servicing customer and collaborating with business partners online.

What is B2C?

B2C is the abbreviation of business-to-customer, which means organizations do the business online directly with customers without agencies. It is one of the forms of e-commerce. CNNIC (2011) simply explained it as the business happened between
business and customers. Hadi and Ahmed (2010) indentified B2C e-retailing as a selling process that all activities were occurred via the Internet, products or services were passed to the final customers directly. According to Schniederjans and Cao (2002), through online registration, B2C organizations can keep better track of their customers for purposes of product recalls and product updates. B2C is the most common approach to e-commerce refers to the retailing of products and services to customers. This form reduces sellers’ cost, speeds the trade, and makes the whole business cheaper, faster and easier (Korper & Ellis, 2000). Chen (2001) argued that B2C were online stores or shopping sites, included online retailers such as Amazon and direct sales companies such as Dell.

**Customer loyalty**

Defined in Turban and his colleges’ book (2006), customer loyalty was the degree to which a customer will stay with a specific seller or brand for repeating transactions. Moreover, customer loyalty is likely to produce more sales and increase profits over time. Sun et al (2010) defined customer loyalty as a customer with strong will to purchase his favorite products and services for a long time, and a loyal customer will not change his choice of products supplier easily. Newell (2000) also agreed that customer loyalty was not only a kind of feeling. He added in his book that customer loyalty was a set of behaviors that produce revenue: buying, repurchasing, and purchasing other products and selling them to others (Newell, 2000). Dick and Basu (1994: 99) viewed customer loyalty as “the strength of the relationship between an individual's relative attitude and repeat patronage”. Henry (2000) identified loyal customers as the buyers who purchase repeat, have a close relationship feel with suppliers, and be reluctant to change to other firms even they offer similar services and products. In some sense, by sum the definition of loyalty above, customer loyalty can be displayed as the form of willing to merchandise again with the same sellers. As a result, repeating purchasing can be one of indicators to measure customer loyalty.
There are several benefits through increasing customer loyalty: decrease market cost, reduce transaction cost, lower customer turnover expenses and cut down failure cost such as warranty claims (Turban et al., 2006). McKercher and Guillet (2010) noted that loyal customers were unlikely to switch over a low level of price or service differences. This can reduce the switch cost. It can be concluded that customer loyal can enhance benefits from loyal customers than normal ones for a company through reduce decreased cost. Bowen and Chen (2001) also explained that customer loyalty increased profit by reducing market cost, increasing sales, and decreasing operational cost. And loyal customers may help promote your business by strong word-of-mouth. Hu (2009) emphasized that customer loyalty was related to companies’ survival in positive effect.

**Satisfaction and loyalty**

Satisfaction has been seen as one of the major factors associated with customer loyalty and maintenance in traditional marketing. Satisfaction is one of the most significant consumer reactions in B2C online environment (Turban, 2006). According to Rust and Zahorik (1993), retention rate was the most important part of market share, and the customer retention was driven by customer satisfaction. As well as Balabanis, Reynolds and Simintiras (2006), they described in their research that one of available strategies to increase customer loyalty was increase customer satisfaction. Chen, Zhao and Yan (2010) argued that making online shopping customers have satisfaction shopping experience is an effective way to retain customers. Sun et al (2010) emphasized that customer satisfaction has a close relationship with customer loyalty.

However, Newell (2000) argued that although satisfied customer can help firms to earn loyal customers, it was not enough in modern business. The customers right now demand more than simple satisfactions. They require more value from what they spend. The value that defined by customers was the primary driver of customer retention. In other words, the loyalty of customers depends on how the customers
value what they get and how much they get from the transactions. In Thurau and Klee’s (1997) study, they claimed that customer satisfaction could be a key to a company’s success and long-term competitiveness, and customer satisfaction can be viewed as a central determinant of customer retention, but the relationship quality, which contained two factors: trust and commitment, was also included in the affect. In other words, they claimed that the relationship between customer satisfaction and retention is moderate, and it was influenced by relationship quality. They also pointed out that the relationship between satisfaction and customer retention was nonlinear. Bowen and Chen (2001) also agreed that the relationship between customer satisfaction and loyalty was nonlinear. Moreover, they said the relationship was asymmetric. Customer loyalty changed positively and dramatically when customer satisfaction changed, and even the satisfaction changing was minor, it would lead to a substantial change of customer loyalty. Based on the literature above, it is clear that customer satisfaction is positively related to customer loyalty in online business.

**Trust and loyalty**

Trust is the psychological status of people who were willing to follow further communications to achieve a planned object. Hadi and Ahmed (2010) insisted that gaining trust from customer was the base of obtain customer loyalty, otherwise, customers may give up online shopping and back to traditional business model. As both sides of buyers and sellers in the online transactions do not know each other in the real world, they need to build trust between them to deal with the business successfully (Turban et al., 2006). Moreover, only when the customers trust the retailers, credit cards, which is necessary in online transaction, may be used in the purchases. Teo and Liu (2007) pointed out that e-commerce vendors must build the “trustworthy relationship” to retain customer loyalty. Newell (2000) thought that built loyal customer needs to build good relationship with customers first, and trust was an important factor to build a good relationship.
Moreover, according to Gefen and Straub (2004), because of the shortage of regulations and rules on the Internet, and also because of the features of uncertainty of the Internet, consumer trust seems to be significant important in e-commerce. Other studies also found that, the lack of trust in e-commerce has become a significant key that obstruct its developing and they emphasized that it was important to increase trust to enhance the acceptance of e-commerce by people. (Yang et al, 2007; Khandelwal, 2011; Tian & Dai, 2010).

As the basic of online business, the transaction can be carried out only when the consumer was willing to offer their information, such as credit information, to you. And only when they felt safe to deal with the retailer, the second transaction may happen. Investigation from Johnston and Warkentin (2010) found that lack of trust may influence customers’ behavior of online shopping. In some researches, trust includes system security of e-commerce, for example, payment security (Gefen, 2000), and customer privacy security, such as personal information protection (Hadi & Ahmed, 2010). Cyr (2008) added that the information design is related to customer trust, which means that the information conveyed about the product should be accurate to the user. This can increase customer trust for the particular online shop. Cyr (2008) added that the information design is also related to customer trust, which means that the information conveyed about the product should be accurate to the user. This can increase customer trust for the particular online shop.

Lu (2005) insisted that Chinese online customers were lack of trust because of receiving fake products from suppliers, and the false advertisement. CNNIC (2011) also pointed out that the high risk of online payment decreased customers’ desire of online shopping. Generally, trust was another important section of building and retaining customer loyalty, including information authenticity, products authenticity, information protection and payment security.
Loyalty and e-commerce

Described by Turban et al. (2006), customer loyalty in e-commerce refers to customers’ loyalty to a retailer or manufacturer online. Customer acquisition and maintenance is a critical success factor in e-commerce. Companies can foster customer loyalty in e-commerce by learning about their customers’ requirement; interesting with customers; and providing wonderful customer service. According to Ribbink, D. et al (2004), loyalty is generally attributed to satisfaction with the quality of service. And they also claimed that online trust can increase customer loyalty but lack of evidence. It was expensive for companies to acquire new online customers, and new e-customer relationships may lead to non profit for three years (Reichheld et al., 2000; Reichheld and Schefter, 2000).

As a result, mentioned by Reinartz and Kumar (2002), it was important for companies to extend the range of loyal customer and monitor the profitability. However, in the real world, the effect of retain loyal customer was not significant for companies (Ribbink et al., 2004). According to Tommers (2000), building and retaining customer loyalty were particularly important issues in Internet commerce because customers got more and global option and generally reduced switching costs, and as the customer did not keep in touch with suppliers in personal level anymore, or might even be anonymous. As a result, customer loyalty in e-commerce is as important as it is in traditional business. In addition, it is more difficult retain customer loyalty in e-commerce than traditional commerce. According to Chen (2008) and other previous researches reviewed above, there were many factors that can affect customer loyalty in e-commerce: privacy & security, after-sale service, responsiveness, community, product range, website convenience and design, customer initiative, and price.

Factors that influence customer loyalty

Based on the discussion above, several factors that may influence customer loyalty in Chinese
B2C retail market are defined.

**Web design and information**

As improving customer satisfaction can increase customer loyalty, it is necessary to define the factors that may influence customer satisfaction. One of the factors that may influence customer satisfaction is the web design. A lot of researches discussed this factor. Cyr (2008) added that visual design can influence customer satisfaction. In his research, he found that customers from collectivist cultures have a strong preference for visuals. He pointed out that Chinese will be more satisfaction when the page was red. As a result, for Chinese customers, a beautiful page with suitable color may increase customer satisfaction. Bai, Law and Wen (2008) also said that customer behavior was influenced by customer’s virtual experience greatly, and a high web quality can direct impact on increasing customer satisfaction. On the other hand, Liu and his colleges (2008) explained that although the web design had positive effect on customer satisfaction, it was not the most significant factor. In other words, the web design was less of practical significance in their study.

Liu et al (2008) insisted that information quality can improve customer satisfaction in their study for Chinese online shopping. According to Shankar and his colleges Smith and Rangaswamy (2003), ease of obtain information about the services that customer needed could be one of the direct drivers to raise customer satisfaction. They argued that, with detailed information, customer can make better decision which can lead to higher satisfaction, as well as increasing satisfaction during the shopping process. Moreover, they claimed that the information should not to be overload, or the effect could be negative. Park and Kim (2006) implied that the information of the online shop applied was a significant factor that may affect customer loyalty on this site. However, Yu (2010) argued that website should provide both information about the product itself and advice information. In his research, additional information of the product, such as how to use the product, can attract customers to recall the website to view such information instead of using a search
engineer. Based on the literatures above, the following hypotheses are proposed:

H1. High quality web design can improve customer loyalty in online shopping.

H2. High level of information quality of products will increase customer loyalty in online purchasing.

Products

Customers repeat purchasing because of satisfaction shopping experience and enjoyed high quality products and services (Chen, Zhao & Yan, 2010). Most of the time, a customer bought a product because he needed the product. This asked us to pay attention on the product itself to learn the customer loyalty. Product features such as price and quality should be an important factor to be noticed in this section (Yu, 2010).

The first feature of a product is price. The attitude from a people to a product will be different by different price. According to Kim and Benbasat (2010), people pay more attention on high price products instead of lower ones. For instance, people may search more information about a product which is in high level of price. Moreover, they pointed out that customers who have a low price sensitive were more valuable customers to a company. It is interesting that in the research of Chen, Zhao and Yan (2010), they also found the quality of the products was important, but the price was a very insensitive factor for a customer when he shopped in a certain B2C e-commerce. In other words, price may be not a factor that can influence customer loyalty. However, Lu (2005) found that Chinese customers were more sensitive to price. Liu et al (2008) proved that price was really a significant factor in Chinese e-commerce market.

Another important feature of product should be the quality. Koo (2006) insisted that customers were more likely to visit an online shop in which the products quality was higher than others’. The product variety will also influence customer loyalty to a particular shop. Providing varied types of products can attract customer back to the
shop again instead of choosing a new online shop (Liu et al., 2008). Koo (2006) also pointed out that there was a positive impact on internet purchase from product variety. Lu (2005) argued that Chinese online customers were in the high purchase risk because of fake products, which made customers lose trust and never be back to shop in the same store. According to the report of CNNIC (2011), the main reason of giving up online shopping for Chinese online customers was lack of trust; one significant example was receiving fake goods from retailers. By concluding the points above, following hypothesizes are proposed:

H3. Price is a factor that may influence customer loyalty in e-commerce.

H4. High quality products are benefit to keep customer loyalty in e-commerce.

H5. Product variety is important to retain customer loyalty in e-commerce.

**Delivery**

Compared to traditional shopping, one of the most significant advantages of online shopping is convenient (Xu, Ferrand, & Roberts, 2008). Customers choose to buy items from the Internet because of saving time and cost. People just need a computer to finish their purchasing, decreased the whole purchasing time. However, if the items that were ordered cannot be delivered to the right customer on time, the advantage of time saving would disappear.

According to Ramanathan (2010), there were a lot of logistics factors, such as delivery and return policy, that may influence customer loyalty in B2C e-commerce. In his research, the efficient logistics performance of the company was proved that can positively affect customer loyalty. The logistics performance contains delivery speed and reliability, which are mainly about delivery speed, on-time and accuracy (Cho et al., 2008; Ramanathan, 2010). However, Ramanathan (2010) also pointed that good logistics can just increase customer loyalty when the company was efficient. In other words, good logistics cannot change customer’s mind to re-purchase with a less efficient company. Koo (2006) emphasized that reliable and
timely delivery should be fundamental objectives of online shopping. In Chinese market, delivery has a great impact on customer loyalty through influencing customer satisfaction (Liu, et al, 2008). As a result, following hypothesis was given:

H6. Delivery may affect customer loyalty in e-commerce.

**After sale service**

Hu (2009) proved in his study that customer satisfaction was a mediator between service quality and customer loyalty. In other words, he evidenced that service quality can influence customer loyalty through affecting customer satisfaction. He also pointed that “although the influence between service quality and customer loyalty is significant, what best account for enhanced loyalty is satisfaction.” (Hu, 2009:606)

After sale service is mainly about refund policy and exchange policy. Specially, refund means customers do not want the items after they have used the products, and required to return the items and get the payment back in a particular period after sale. Exchange requirement occurred when the item was broken during the delivery process before the customer received it. As a result, customers may ask to exchange a new one. Due to the features of e-commerce, customer can not observe the products before ordering. This may lead to more refund requirement than traditional business. Koo (2006) described in his study that after sale service such as refund and exchange service was more important when the order has been completed in the e-commerce environment. According to the description above, the following hypothesis was given:

H7. After sale service will influence customer loyalty in e-commerce.

**Security and privacy**

Many researchers insisted that security issue could be an important factor that influences customer loyalty (Yu, 2010; Liu et al, 2008). Online shopping related to
online payment, which seems to be not as safe as traditional payment. As Thaw and his colleagues mentioned in their research, the success of e-commerce “significantly depends on providing security and privacy for its customers’ sensitive personal data” (Thaw et al, 2009: 153). From a survey, 75% clients would stop shopping online when they found the credit card security was not protected (Hadi & Ahmed, 2010). In particular, as Chinese online environment is not safety at the present stage, and the security system is poor, Chinese customers pay much more attention on payment security when paying online (Liu et al, 2008). CNNIC (2011) also pointed out that Chinese online environment was unsafe, and this influenced online business badly.

Customer information security is another key factor that may influence customer loyalty through trust. When an online deal occurred, customer personal information, such as name, gender, credit card account, will be given to the seller through the Internet. Liu et al (2008) found that in Chinese e-commerce market, privacy was the third important factor that may influence customer loyalty, followed delivery and transaction capability. Customers were afraid of information disclosure during the online purchase. There was a positive influence on intensive purchase from customer trust when customer privacy was protected (Kim & Benbasat, 2010). According to the discussing above, two hypotheses could be built:

H8. Payment security can influence customer loyalty in e-commerce.


**Community and other factors**

Community is about the communication between customers and sellers during the whole purchase process and also after the purchase has finished. Customers may need to contact the vendor to know more information about the product, and customers may also meet some problems about the products they bought that require contacting vendors. Palvia (2009) proved that customer word of mouth related to customer loyalty positively. People were more willing to choose the shop that was
positively recommended by other customers. And one of the significant ways of recommendation is products reviews from previous customers. Nowadays, most of B2C websites provide customer review of the products on the product site to help people gain others’ reviews. Reward program is a common approach that companies used to keep their loyal customer. Yu (2010) treated reward program as one of the most important e-loyalty program for a company. In a reward program, customer may earn discount when they purchase again with the company or earn some points which could be used to change some particular gifts. Based on the literatures above, the following hypotheses are proposed:

H10. Communication with customers can influence customer loyalty in e-commerce.

H11. Reviews from other customers may influence customer loyalty in e-commerce.

H12. Reward program can enhance customer loyalty in e-commerce.

Summary

This chapter defined the concepts of e-commerce, B2C, customer loyalty, customer satisfaction, customer trust and the relationship between them. Based on the discussion above, 12 factors were found out, as the factors which can influence customer loyalty in e-commerce. And 12 hypotheses based on these factors were proposed, and will be tested in the following steps of the study.
Methodology

Literature review in chapter 2 discussed the relationship between customer satisfaction and customer loyalty, as well as the relationship between customer trust and customer loyalty. And then, several factors that may influence customer loyalty in e-commerce were reviewed through previous studies. 12 hypotheses were proposed to be tested in the later study. In this chapter, a general discuss of methodology was discussed, different research methodologies and approaches were compared, and then, the method of this study was mentioned and explained in detail, includes the purpose and design of the research. At last, the method of data analysis was explained.

Deductive & inductive

Collis and Hussey (2003) said that research was a key activity to both business and academic, but it was not easy to make a definition exactly. On the other hand, there is no doubt that research is a systematic process to increase knowledge by using some particular research strategies, such as case study, survey, interview, observation (Saunders et al, 2009). There are two main research methods: deductive and inductive, the following will simply discuss them, and find out which one is suitable for this research.

The purpose of deductive is to test a general rule or theory by using a structured process which contains data from a special instance (Maylor & Blackmon, 2005). Gill and Johnson (2002) identified deductive as a method that entailed the development of a conceptual and theoretical structure prior to its testing through experiential observation. A definition from Bryman’s book, “deductive is an approach to the relationship between theory and research in which the latter is conducted with reference to hypotheses and ideas inferred from the former (2008: 693).” In other words, this approach needs an existed theory or builds some
hypotheses first, and then use structured process to test the theory or hypotheses.

Inductive proposed to develop a new concept, theory or conceptual framework from the data (Maylor & Blackmon, 2005). According to Gill and Johnson (2002), inductive approach learnt and observed related experience to build or develop some theories. Compared with deductive, “inductive is an approach to the relationship between theory and research in which the former is generated out of the latter” (Bryman, 2008: 694). Namely, inductive approach gathered relevant information and data to set up a new theory or concept.

In this study, many relevant researches were reviewed to find out the existed theories about customer loyalty in e-commerce, and hypotheses were proposed from the literatures that have been evaluated. The purpose is to test these hypotheses and conclude the results that could be established in Chinese e-commerce B2C retail market. As a result, deductive is the approach this study used.

**Quantitative and qualitative**

Although there are many different types of research methods, almost all researches in the world can be categorized into two main strategies, qualitative and quantitative. The following will describe these two strategies and find out the suitable one for this research.

According to Bryman and Bell (2003), a quantitative research collects huge amount of data to analyze, in order to prove or disprove the theory by the result. Bryman (2008) outlined quantitative as a distinctive research strategy. In detail, quantitative “entailed the collection of numerical data, exhibited a view of the relationship between theory and research as deductive, was a predilection for a natural science approach, and had an objectivist conception of social reality” (Bryman, 2008: 140). There was an ideal process prototype of quantitative research process outlined by Bryman (2008):

Theory -> Hypothesis -> Research design -> Devise measures of concepts -> Select
research sites -> Select research subjects/respondents -> Administer research instruments/collection data -> Process data -> Analyze data -> Findings/conclusions -> Write up findings/conclusions.

Qualitative research is different from quantitative research. Most obviously, qualitative research concerned with words, but quantitative research focused on data and numbers collection. According to Bryman (2008), three main features were worth to be noted: qualitative research was an inductive view of the relationship between theory and research, whereby the former is generated out of the latter; constructionist-- qualitative research was much more used by social science research, which was under the pressure of understanding the social world by an examination of the interpretation of that world by its participants; interpretivist-- social properties were outcomes of the interactions between individuals, rather than phenomena ‘out there’ and separated from those involved in its construction.

Compared with qualitative method, a quantitative research is more objective and reliable. By using quantitative research strategy, it is required to obtain amount of information from participants or examinations through structured process, objective statistics could be gathered to analyze. As a result, to test the hypotheses proposed in the literature review, the quantitative research strategy is suitable for this study. A huge number of data about customers’ attitude on e-commerce loyalty are required to gather.

Research methods

Survey research is also called as the cross-sectional design. A cross-sectional research design “entails the collection of data on more than one case (usually quite a lot more than one) and at a single point in time in order to collect a body of quantitative or quantifiable data in connection with two or more variables (usually many more than two), which are then examined to detect patterns of association” (Bryman, 2008: 44). Questionnaire is a common method in survey research design.
As Buglear (2005) described in his book, questionnaires can be used to collect a broad range of information.

In this study, it is focused on the factors which may influence customer loyalty in Chinese B2C retail market. As 12 hypotheses about the factors that may influence customer loyalty have been proposed to be test, the next step is to find out evidence to test whether they were right or not. To do this, a lot of information from e-commerce customers should be gathered, and transformed into structured data which can be analyzed in the next section. One of the best ways of obtaining that information is questionnaire. Questionnaire was defined as “a collection of questions administered to respondents” (Bryman, 2008). In addition, the most common term is a self-completion questionnaire. Based on the discussion above, questionnaire is used in this research to obtain information.

**Research design**

Based on the hypotheses proposed in the literature review, a questionnaire was designed. There are two main parts in the questionnaire.

The first part is about participants’ personal information and online shopping behaviors, which is called classification questions (May, 2005). It contains 8 questions. Gender, age, education level, online shopping consequence, online shopping habits, the biggest consumption amount and the favorite B2C website were asked. Most of these questions are closed questions, which limited the number of possible answers. As demographics information is lack of uncertain factors, closed question is cheaper to use and analyze with high comparability. In addition, as the customers who use online purchasing are mainly aged 15-40 (according to CNNIC (2011), more than 90% of e-commerce customers in Chinese market were aged between 18-40), who used the Internet more than others, the range of age from 15 to 40 was separated into 5 years per option.

According to China Internet Network Information Center (2011), the most popular
types of products online were clothes, books and consumer electronics. As a result, these three types were in front of other kinds of products in the options to make it convenience for participants to choose. On the other hand, the options of rest kinds of products were also provided for participants to choose. The most frequent B2C website question listed the 4 most popular B2C mall in China: Taobao, Dangdang, Jingdong and Amazon China (CNNIC, 2011), and the other option offered the chance to people to add any other website they prefer to use.

In the second section, there are 9 sections to obtain customer attitude on customer loyalty in e-commerce, every section contains several likert scales questions. In these questions, it is easy for respondents to rank different points that may influence their attitude of loyalty on e-commerce. Every question has five rank levels, from never mind to the most important. In other words, if respondents choose never mind, it means their decision of shopping in a particular site again would never be influenced by this factor. And the most important option means participants pay huge attention on this factor when they want to shop again in the same site.

The nine sections are web design, information, product, delivery, security and privacy, after sale service, communication, and others. Every section contains one hypothesis, except the product, security & privacy, and others sections. Question 9 relates to hypothesis 1; question 10 relates to hypothesis 2; and question 11, which is called products, contains hypothesis 3, 4 and 5, which are all about the product itself. Question 12 relates to hypothesis 6; hypotheses 8 and 9 are related to question 13, which is about security and privacy issues. Question 14 relates to hypothesis 7; question 15 relates to hypothesis 10. And the last question is called others, which is related to hypothesis 11 and 12, which is about rewards program and reviews from other customers.

**Pilot study**

After designed the questionnaire, it is necessary to try it out before send it out
It is important to make sure that it could be understood by respondents. In other words, the original questionnaire was designed by the author only; it is useful to test whether the questionnaire makes sense to others. Bryman (2008) listed several usages of pilot studies in survey research, especially for the questionnaire survey:

- If everyone replied the same question with a same answer, it means the question is useless as there would be no variable. Pilot study can help to find out such questions.
- Questions that are not easy to be understood should be stated and explained again to make sure most participants can understand it.
- Pilot study helps researchers to determine the adequacy of instructions to respondents to complete a self-completion questionnaire.
- It is helpful to consider how well the questions flow and whether it is necessary to move some of them around to improve this feature.

As this research studies the e-commerce in Chinese market, 5 Chinese students from the University of Sheffield were invited to do the questionnaire firstly, as well as 5 other students from the universities in China. Feedbacks of questionnaire were collected from them; and some problems about expression were improved. Moreover, as most of the 10 tester could not open or edit a PDF document on their computer, the form of questionnaire was changed into an online web questionnaire. The results from the initial questionnaires were not included in the final data which would be used to analyze.

**Sampling**

In quantitative research, “a population is the complete set of things or elements we want to investigate” (Buglear, 2005). In this research, as the research area is the Chinese B2C retail market, the population is all the Chinese customers who used
B2C type of e-commerce in normal life. According to Buglear (2005), a sample is a subset of a population, i.e., a small number of items that picked from the population. There are two types of sample in general, probability sample and non-probability sample. Probability sample means each unit in the population has a same and known probability to be selected. It is random sampling. And non-probability sample means some units in the population are more likely to be selected (Bryman, 2008).

There are several kinds of non-probability sample, such as convenience sample, snowball sample and quota sample. A convenience sample means the units that be selected are simple available to the researcher by virtue of its accessibility. This means the selected respondents are likely known by the researcher, or have relationship with the researcher. Snowball sampling could be seen as a form of convenience sampling, buy it is “worth distinguishing” (Bryman, 2005). By using this approach, researchers contact a small group of people who are related to the researcher and also belong to the population of the research. And then, it is expanded by these participants through their own relationship, which looks like making a snowball.

In this research, snowball sampling is used. Firstly, the questionnaire was sent to my parents and some of my best friends, who were all online shopping customers. And then, thanks to their help, the questionnaire was spread through their relationship to many more Chinese online shopping customers.

**Online survey**

As the research target population is Chinese e-commerce customer, most of the questionnaire needs to be send to the people in China. This requires an efficient way to spread the questionnaire because of the long geography distance. The traditional way, such as postal questionnaire survey in this case would lead to high cost of post fee and waste a lot of time in the post process.

Sending questionnaires through email was considered during the pilot study.
However, as the format of questionnaire was saved as PDF document, most of respondents could not open it through their computer or save the finished questionnaire as a new file. As a result, online survey became the most ideal way to continue this research. According to Bryman (2008), compared to postal questionnaire surveys, there are several advantages of online surveys: low cost, faster response, attractive formats, mixed administration, unrestricted compass, fewer unanswered questions and better response to open questions.

An online questionnaire was created on the site of surveymonkey.com, which is a professional online survey website. The questionnaire was created both in English and Chinese versions. The Chinese version was used to send to the participants as most of Chinese do like completing questionnaires in their mother language, which makes less misunderstanding and easy to be finished. Moreover, the questionnaire was sent as the form of a web link, through several ways: email was used to send the link to parents, instant chat tools, such as QQ was used to send the link to some friends. Feedbacks were recorded automatically by the website when a participant completed the questionnaire online and clicked the submit button.

**Data analysis method**

Quantitative data analysis is indeed something that occurs typically at a late stage in the overall process and is also a distinct stage. Here will introduce simply about the method that be used to analyze the data collected.

The main tool that will be used is SPSS, which is short for Statistical Package for the Social Science. SPSS is a widely used computer program that allows quantitative data to be managed and analyzed. Every response from questions will be collected, and imported into SPSS to analyze. The main methods that will be used by SPSS are: count mean and mode, Chi square test and reliability test. In addition, mean is the concept of average value in normal life, mode is the value which appears the most frequent. Chi square test is used to test whether there is a relationship between two
variables, and can be also used to test the strength of the link if it was exist. The value of significance level should be less than 0.05 to show there is a high possibility of relationship between two values (Acton et al, 2009). Reliability will be tested by using Cronbach (1951)'s alpha. It is “a statistic for interval or ratio-level data that responds to the consistency of observers when numerical judgments are applied to a set of units” (Hayes & Krippendorff, 2007: 81). According to Bryman (2008) and Acton et al (2009), the value should be higher than 0.8 to show the reliable of the statistics.

**Summery**

This chapter discussed the research method and found out the suitable strategy for this research. Deductive research, with quantitative strategy and by using online survey, is the nature of this research. Moreover, SPSS is the main analysis tool for analyzing data.
Data analysis

The research methodology has been explained in the chapter before, and the questionnaire had been collected back from respondents. In this chapter, the data which was transformed from the feedback of questionnaires would be described.

Data presentation

There are 170 questionnaires that been collected from the online survey website—survey monkey. 161 responds were valid, and the rest of 9 were treated as invalid responds. As the 8 of these responds were just finished the first part of the questionnaire, and leave the second part of the questionnaire in blank, these 9 questionnaires could not be used to analyze. This research aims to find out the factors that may influence customer loyalty in Chinese e-commerce market, therefore, the analysis will based on the 161 questionnaires which are fully completed in both the two parts of the questionnaire.

In this chapter, the data will be described according to the structure of the questionnaire, from the classification questions to the factors that needs to be tested. And then, a cross comparison will be did between these two parts.

Classification question data

Gender

In general, there are 161 valid responds being collected. In these participants, there are 70 males and 91 females. The percentage of male is 43.5% and the percentage of female is 56.5%.
Figure 3.1 Gender of participants

Age

As described in the literature review, the main group of users for the Internet was people who were aged between 15 and 40. In this research, as showed in the graphic below, 62.7% of these participants are aged between 21 and 25, totally 101 persons. In fact, more than 96% of respondents are aged between 15 and 40. It is clear that the main group of online shopping in Chinese B2C market is young people who are younger than 40 but older than 15. According to the survey method definition, snowball means the target respondents are more likely the people who have relationship or indirect relationship with researchers. Moreover, this research is studied by a master student; young people were more likely to take part in this research. This may lead to the high percentage of young people in the overall participants.
The education level was divided into four categories, high school or lower, diploma, bachelor and master or higher. The rates of these four categories are showed in the table below. It is showed in the table that the highest rate in all four education level is bachelor, which is 52.2%, more than half of all participants. The second one is master or higher. These two categories contain nearly 84%. Only 4 of 161 persons are high school or lower. It shows that the main customers of online shopping are highly educated.

Education

The education level was divided into four categories, high school or lower, diploma, bachelor and master or higher. The rates of these four categories are showed in the table below. It is showed in the table that the highest rate in all four education level is bachelor, which is 52.2%, more than half of all participants. The second one is master or higher. These two categories contain nearly 84%. Only 4 of 161 persons are high school or lower. It shows that the main customers of online shopping are highly educated.
Table 3.1 Education level of participants

<table>
<thead>
<tr>
<th>Education</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid High school or lower</td>
<td>4</td>
<td>2.5</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>Diploma</td>
<td>23</td>
<td>14.3</td>
<td>14.3</td>
<td>16.8</td>
</tr>
<tr>
<td>Bachelor</td>
<td>84</td>
<td>52.2</td>
<td>52.2</td>
<td>68.9</td>
</tr>
<tr>
<td>Master or higher</td>
<td>50</td>
<td>31.1</td>
<td>31.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>161</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Frequency of online purchasing

This table below shows the frequency of online purchase of Chinese customers. Most of customers in the survey buy items from the Internet 2-3 times per month, about 37.9%, followed by 1 per month, which is 18.6%. 16.8% of participants using online purchase very frequent, they buy items through the Internet every week. These three categories take up about 74% of all customers. In addition, these people can be seen as the most activity and valuable customers in e-commerce. And they will be paid more attention in the subsequent discussion.
Table 3.2 Frequency of online purchase

<table>
<thead>
<tr>
<th>Frequency of online purchase</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid ≥1 per week</td>
<td>27</td>
<td>16.8</td>
<td>16.8</td>
<td>16.8</td>
</tr>
<tr>
<td>2-3 per month</td>
<td>61</td>
<td>37.9</td>
<td>37.9</td>
<td>54.7</td>
</tr>
<tr>
<td>1 per month</td>
<td>30</td>
<td>18.6</td>
<td>18.6</td>
<td>73.3</td>
</tr>
<tr>
<td>6-11 per year</td>
<td>23</td>
<td>14.3</td>
<td>14.3</td>
<td>87.6</td>
</tr>
<tr>
<td>1-5 per year</td>
<td>18</td>
<td>11.2</td>
<td>11.2</td>
<td>98.8</td>
</tr>
<tr>
<td>&lt;1 per year</td>
<td>2</td>
<td>1.2</td>
<td>1.2</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>161</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Based on the bar chart, it was also showed that the result was focused on the middle part of x-axis, which meant that most Chinese online consumers shop online at least once every two months.
Figure 3.3 Frequency of online purchase

**Kinds of products**

This part is a multi-choice question, which allowed participants choose more than one options in their answers. The bar chart below shows the frequency of different kinds of products people bought through the Internet. The most favorite products online are clothes and books, take up 83.2% and 64.6%, followed by consumer products, food, health & beauty and virtual products. Others, computers and home appliance are not the main products people prefer in e-commerce. In addition, others option shows some participants bought flight tickets and tools through the Internet.
Figure 3.4 Frequency of different kind of products

**Maximum amount**

This table below shows the maximum amount of money people spend on single online purchase. The rate increases when the amount rises. Nearly 43% customers spend more than 500 RMB in one single purchase, which takes up the biggest percentage of all participants. More than 70% customers ever spent more than 200 RMB in their online transaction. The amount of money people spent on transaction may influence their attitude of online shopping. As a result, this value will be used in the later discussion to test the factors that may influence customer loyalty.
Table 3.3 Maximum amount of single purchase

<table>
<thead>
<tr>
<th>Maximum amount</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;50</td>
<td>2</td>
<td>1.2</td>
<td>1.2</td>
<td>1.2</td>
</tr>
<tr>
<td>50-100</td>
<td>14</td>
<td>8.7</td>
<td>8.7</td>
<td>9.9</td>
</tr>
<tr>
<td>101-200</td>
<td>26</td>
<td>16.1</td>
<td>16.1</td>
<td>26.1</td>
</tr>
<tr>
<td>201-500</td>
<td>50</td>
<td>31.1</td>
<td>31.1</td>
<td>57.1</td>
</tr>
<tr>
<td>&gt;500</td>
<td>69</td>
<td>42.9</td>
<td>42.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>161</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

The most popular B2C website

According to the pie chart, the most 4 popular B2C websites are showed below. Taobao mall is in the absolutely leading position with more than 80% share. As one of the earliest and most popular online shopping website, Taobao is the first choice for online customers when they shopping online. Jingdong mall and Zhuoyue Amazon take up the same rates, which is 8.7%, far behind the first position. Dangdang was an online bookshop when it was built up, and is transforming its booking business into general business to compete with other B2C websites. This may one of the reasons that Dangdang was the last one in the four websites.
Factors about customer loyalty

In this section, the factors that may influence customer loyalty would be presented according to the order of literature review. As the questions in this part are likert scales questions, and the answers are about customers’ attitude on the factors, answers are transformed from words into numbers to calculate. The option of “the most important” means 5, “very important” is 4, “important” is 3, “less important” is 2, and “never mind” is 1.

In general, the frequency of every answer for every question is analyzed by SPSS, and the question with the most respondents of 5 is payment security, around 83.5% participants chose “the most important” option of this question. It initially showed that the most important factors that may influence customer loyalty in e-commerce may be the payment security.
Web design

There are three questions about web design: ease of use, web is clear and web is beautiful. The results are showed below. Important option is the most significant one in all of these three questions. In question 1 and 2, most of participants chose option important, very important and the most important in their answers. However, compared to these two questions, many people thought the beauty of the website is not as important as ease of use and clear of the website. The modes of these three questions are: 3, 3, and 3. and the means of these three are:

Figure 3.6 The importance of web design

Information

This part of questions aims to test people’s attitude on customer loyalty in the information area. Three questions were asked, about whether there is enough information of products that provided, whether the information is unanimous and accuracy. It is clear in the bar chart below that most people seem the information of products which retailers provided as the one of the most important factors that may
influence their decision to shop with the site again. In addition, compared these three questions, consistency and accuracy of information are the two points customer focused more. The mode of these three are: 5, 5, and 5.

Figure 3.7 The importance of products information

**Products variety**

In this section, six questions were asked; contain the variety of products, quality and price. The first three questions are used to test respondents’ attitude on the factor of variety of products. The bar chart below shows that most people treat this factor as a medium one, the important option takes the first position in all these three questions. Compared with variety and new products, customers pay less attention on the providing of unusual products, which means this may not influence their loyalty. The mode of these three are: 3, 3, and 3.
Quality

The next two questions focus on the product quality. It is significant that more than 70% of customers treat the genuine of products as one of the most important factors that may influence their loyalty. Quality of products is also one of the most important factors, takes up more than 70% too. This result initially proved that products quality, includes genuine, is a factor that will influence customer loyalty in Chinese e-commerce market. As the high level of importance, this will be analyzed in more detailed later. The mode of these two are: 5, 5.
Figure 3.9 The importance of product quality

**Price**

The bar chart below shows the option of price people selected. Most customers chose the third option about products price. Only a few people ignored or did not may much attention on the factor of price when they thought about their next online purchase. The mode of price is 3.
This part contains three questions about delivery, free delivery, on-time delivery and accurate delivery. Around 60% people treated the accurate delivery as one of the most important factors that influence their loyalty in e-commerce, followed by on-time delivery, in which more than 90% people chose it as important or more. Free delivery looks like not as important as other two in this chart; more than 20% people chose it as less important one or even ignored it. The mode of these three are: 3, 5, and 5.
After sale service

This part is mainly about the refund service and exchange service after sale. Refund means customer does not want the product anymore and require refunding it. Exchange mainly occurred when the items customer bought were broken during the delivery process. In both two of them, the most important option is in the leading position, are around 40% and 55%. In general, the results of these two questions look similar; most customers are influenced by these two conditions. The mode of these two are: 5, 5.
Security and privacy

In this part, three questions were asked to gain the information about payment security and customer information protection. Totally, these three points are all on the high important level. In addition, payment security is the most important factor that customers care. Nearly 90% customers believed the payment security is one of the most important points which would influence their loyalty. It is valued to be discussed in detail later. Compared with purchase information protection, customers paid more attention on personal information security; more than 70% people chose it as one of the most important factors. And only about 45% people felt purchase information protection belongs to the most important group. The mode of these two are: 5, 5, and 5.

![The importance of security](image)

Figure 3.13 The importance of security

Community

The chart below shows the communication factors of customer loyalty. First two questions is about the ease of communicate merchants before and after the purchase. It is showed that people concern after sale communication more than before sale communication. Compared with before purchase communication, more than 50% people concerned after sale communication was one of the most important factors,
which is around 10% more than before purchase communication. For the leaflet point, more than 30% people treated it as a less important one. The mode of these three are: 5, 5, and 3.

![Figure 3.14 The importance of communication](image)

**Other factors**

This part is mostly about the influence of reward program and reviews from other customers. According to the bar chart below, reward program is not a very important factor that affects people’s decision in their second time purchase. Only approximately 20% people concerned it as the most important one. Reviews from other customers’ look like a more important factor compared with reward program. Nearly 40% people chose the most important option, and more than 30% people chose the very important one. In addition, there is one participant pointed out in his questionnaire that being able to leave rewards on the web anonymously would influence his choice for the next online shopping. The mode of these two are 3, 5.
The table below showed the mean and mode of every question. As the most important option has the highest value, the higher the mean is, the more important the factor is. It is showed clearly that the most important factor is payment security, the mean is 4.79.

**Table 3.4 Mean and mode for every question**

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Rank</th>
<th>Mode</th>
<th></th>
<th>Mean</th>
<th>Rank</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of use</td>
<td>3.70</td>
<td>18</td>
<td>3</td>
<td>On-time delivery</td>
<td>4.07</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>Web is clear</td>
<td>3.60</td>
<td>19</td>
<td>3</td>
<td>Accurate delivery</td>
<td>4.39</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Web is beautiful</td>
<td>2.88</td>
<td>24</td>
<td>3</td>
<td>Refund</td>
<td>4.17</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Enough information</td>
<td>4.19</td>
<td>10</td>
<td>5</td>
<td>Exchange</td>
<td>4.42</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Information is unanimous</td>
<td>4.58</td>
<td>5</td>
<td>5</td>
<td>Purchase information</td>
<td>4.10</td>
<td>13</td>
<td>5</td>
</tr>
</tbody>
</table>
To count the mean for every factor, all the factors that contain more than one question were counted through adding all the means of questions related to the factor and then divided by the number of questions. In other words, the mean was counted again by treating every question as a value. The table below showed the mean of every factor. Payment security, product quality and the information of products are the top three factors that can influence customer loyalty in Chinese B2C retail market. In addition, if the leaflet point was deleted from the communication factor, the mean of communication would be 4.24, which was the sixth highest factor.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Mean</th>
<th>Questions</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information is accurate</td>
<td>4.62</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Variety products</td>
<td>3.78</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>New products</td>
<td>3.43</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td>Unusual products</td>
<td>3.09</td>
<td>23</td>
<td>3</td>
</tr>
<tr>
<td>Product is genuine</td>
<td>4.63</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>High quality</td>
<td>4.61</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Price</td>
<td>3.83</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>Free delivery</td>
<td>3.32</td>
<td>21</td>
<td>3</td>
</tr>
<tr>
<td>Personal information</td>
<td>4.52</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Payment security</td>
<td>4.79</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Pre-community</td>
<td>4.07</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>After-community</td>
<td>4.42</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Leaflet</td>
<td>2.61</td>
<td>25</td>
<td>2</td>
</tr>
<tr>
<td>Reward program</td>
<td>3.31</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>Reviews</td>
<td>4.11</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>Factor</td>
<td>Mean</td>
<td>Rank</td>
<td>Factor</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------</td>
<td>------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Web design</td>
<td>3.39</td>
<td>11</td>
<td>Privacy protection</td>
</tr>
<tr>
<td>Product information</td>
<td>4.47</td>
<td>3</td>
<td>Payment security</td>
</tr>
<tr>
<td>Product variety</td>
<td>3.43</td>
<td>10</td>
<td>After sale service</td>
</tr>
<tr>
<td>Price</td>
<td>3.83</td>
<td>8</td>
<td>Communication</td>
</tr>
<tr>
<td>Product quality</td>
<td>4.62</td>
<td>2</td>
<td>Customer reviews</td>
</tr>
<tr>
<td>Delivery</td>
<td>3.93</td>
<td>7</td>
<td>Reward program</td>
</tr>
</tbody>
</table>

**Associate analysis**

According to the data presentation above, the first three important points that affect customer’s choice are payment security, products are not fakes, and product information is accurate. And the least important three are leaflet, beauty of web and provide unusual products.
Payment security

Table 3.6 Chi-square test for payment security

<table>
<thead>
<tr>
<th>Payment security</th>
<th>Pearson Chi-Square</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Value</td>
</tr>
<tr>
<td>Gender</td>
<td>0.3053301158934962</td>
</tr>
<tr>
<td>Age</td>
<td>35.31201035596517</td>
</tr>
<tr>
<td>Education</td>
<td>5.5806779058187495</td>
</tr>
<tr>
<td>Frequency</td>
<td>10.74490778639936</td>
</tr>
<tr>
<td>Amount</td>
<td>10.57801821027173</td>
</tr>
</tbody>
</table>

The table above showed the Chi-Square test about payment security, compared with gender, age, education, frequency of online shopping and the most amounts for a single purchase. The p of age is only 0.002, which means there are only 2 chances out of 1000 that the option of payment security does not related to age. As a result, different ages of people have different attitude on this question.

Table 3.7 Payment security with age

Crosstab

<table>
<thead>
<tr>
<th>Payment security</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less important</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>Count</td>
</tr>
<tr>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td></td>
<td>% within</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>21-25</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>26-30</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>31-35</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>36-40</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>&gt;40</td>
<td>Count</td>
</tr>
<tr>
<td></td>
<td>% within</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>Count</td>
</tr>
</tbody>
</table>
The table above showed that people who are older than 20, chose the most important one much more than the people younger than 20. However, as the limitation of sample, the number of participants in the groups of 15-20, 31-35, 36-40 and >40 are not many enough to get an accurate result.

**Genuine products**

Table 3.8 Chi-square test for genuine

<table>
<thead>
<tr>
<th>Genuine</th>
<th>Pearson Chi-Square</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>4.6240339948814535</td>
<td>3</td>
<td>0.201</td>
</tr>
<tr>
<td>Age</td>
<td>16.317147092926493</td>
<td>15</td>
<td>0.361</td>
</tr>
<tr>
<td>Education</td>
<td>9.466506591337101</td>
<td>9</td>
<td>0.395</td>
</tr>
<tr>
<td>Frequency</td>
<td>11.316686783518207</td>
<td>15</td>
<td>0.730</td>
</tr>
<tr>
<td>Amount</td>
<td>16.50692050155327</td>
<td>12</td>
<td>0.169</td>
</tr>
</tbody>
</table>

The table above showed the result of Chi-Square test about genuine products. There is no value of p is less than 0.05, which means the relationship between genuine and gender, age, education, frequency and amount is weak. In other words, no matter the customer is a male or female, how old he is, or how he is educated, he will answer this question the same, without any effect from his age, gender, education level,
frequency of online purchase and amount of a single purchase.

**Accurate information**

Table 3.9 Chi-square test for accurate information

<table>
<thead>
<tr>
<th>Accurate information</th>
<th>Pearson Chi-Square</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>3.411478287032394</td>
<td>4</td>
<td>0.491</td>
</tr>
<tr>
<td>Age</td>
<td>11.512532917242181</td>
<td>20</td>
<td>0.932</td>
</tr>
<tr>
<td>Education</td>
<td>12.472704414229835</td>
<td>12</td>
<td>0.409</td>
</tr>
<tr>
<td>Frequency</td>
<td>18.35644283114414</td>
<td>20</td>
<td>0.564</td>
</tr>
<tr>
<td>Amount</td>
<td>27.05960540328858</td>
<td>16</td>
<td>0.041</td>
</tr>
</tbody>
</table>

The table above showed the result of Chi-Square test about accurate information of product. The only value of p which is less than 0.05 is the amount category with accurate information. However, it is very close to 0.05, so the relationship is existed but not very strong. The table below shows that when the maximum amount of single online purchase increasing, the more important it is for customers’ choice. The very important option increased from 50% to 75.4% with the amount increased from less than 50 RMB to more than 500 RMB.
Table 3.10 Accurate information with maximum amount

Crosstab

<table>
<thead>
<tr>
<th>Accurate information</th>
<th>Never mind</th>
<th>Less important</th>
<th>Important</th>
<th>Very important</th>
<th>The most important</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximu &lt;50 count</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>% within amount</td>
<td>.0%</td>
<td>.0%</td>
<td>50.0%</td>
<td>.0%</td>
<td>50.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>50-100 count</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>% within amount</td>
<td>.0%</td>
<td>7.1%</td>
<td>21.4%</td>
<td>7.1%</td>
<td>64.3%</td>
<td>100.0%</td>
</tr>
<tr>
<td>101-200 count</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>5</td>
<td>19</td>
<td>26</td>
</tr>
<tr>
<td>% within amount</td>
<td>3.8%</td>
<td>.0%</td>
<td>3.8%</td>
<td>19.2%</td>
<td>73.1%</td>
<td>100.0%</td>
</tr>
<tr>
<td>201-500 count</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>11</td>
<td>37</td>
<td>50</td>
</tr>
<tr>
<td>% within amount</td>
<td>.0%</td>
<td>.0%</td>
<td>4.0%</td>
<td>22.0%</td>
<td>74.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>&gt;500 count</td>
<td>0</td>
<td>0</td>
<td>6</td>
<td>11</td>
<td>52</td>
<td>69</td>
</tr>
</tbody>
</table>
| Age relevant | Moreover, some variables are related to the category of age, the results of Chi-Square test are showed below. There are strong relationships between age and purchase information protection, personal information protection and reviews. Totally, people whose age between 20 and 30 chose the option of the most important one more than other age group.

Table 3.11 Chi-square test for age |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Pearson Chi-Square</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Value</td>
<td>df</td>
<td>Asymp. Sig. (2-sided)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of use</td>
<td>31.517917946967106</td>
<td>20</td>
<td>0.049</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-time delivery</td>
<td>35.98561645277432</td>
<td>20</td>
<td>0.015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase information</td>
<td>66.09501476860017</td>
<td>20</td>
<td>&lt;0.001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal</td>
<td>49.22415133179985</td>
<td>20</td>
<td>&lt;0.001</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In addition, education level influenced more other variables than the variable of age. The table below shows the Chi-Square test results. Ease of use, refund and exchange factors have the highest relationships with education level, followed by enough information of products. The relationship between delivery accuracy is very weak. Specifically, people who are in the bachelor level focused on all the variables more than other education level groups.

Table 3.12 Chi-square test for education level

<table>
<thead>
<tr>
<th>Education</th>
<th>Pearson Chi-Square Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of use</td>
<td>42.69491303428372</td>
<td>12</td>
<td>&lt;0.001</td>
</tr>
<tr>
<td>Enough information</td>
<td>22.653822337154036</td>
<td>9</td>
<td>0.007</td>
</tr>
<tr>
<td>Information unanimous</td>
<td>23.39056172839506</td>
<td>12</td>
<td>0.025</td>
</tr>
<tr>
<td>On-time delivery</td>
<td>29.56331231671554</td>
<td>12</td>
<td>0.003</td>
</tr>
<tr>
<td>Delivery accuracy</td>
<td>16.926382550922284</td>
<td>9</td>
<td>0.05</td>
</tr>
</tbody>
</table>
Refund | 29.166134919049675 | 9 | 0.001 
Exchange | 27.724747226489164 | 9 | 0.001 
Pre-communication | 25.078055555555554 | 12 | 0.014 
After-communication | 18.644188906331763 | 9 | 0.028 

Other relevant

There are five variables are influenced by more than one demographic variables. Ease of use if influenced by gender, age and education, information unanimous is related to education and amount of single purchase, on-time delivery is affected by age and education, accurate delivery is influenced by education and amount of single purchase, and reviews from others is effected by age and amount of single purchase.

Table 3.13 Chi-square test for different variables

<table>
<thead>
<tr>
<th></th>
<th>Pearson Chi-Square</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Value</td>
</tr>
<tr>
<td>Ease of use</td>
<td>Gender</td>
</tr>
<tr>
<td></td>
<td>Age</td>
</tr>
<tr>
<td></td>
<td>Education</td>
</tr>
<tr>
<td>Information unanimous</td>
<td>Education</td>
</tr>
<tr>
<td></td>
<td>Amount</td>
</tr>
</tbody>
</table>
Ease of use has the strongest link with education; information unanimous related to the maximum amount of single purchase the most closely; on-time delivery is affected by education level the most; deliver accuracy has the strongest relationship with amount of single purchase, and the variable of review has very strong relationship with both age and amount of single purchase.

**Reliability**

According to Bryman (2008: 149), reliability was “fundamentally concerned with issues of consistency of measures”. And there are three points in reliability: stability, internal reliability and inter-observer consistency. This part is mainly talked about the internal reliability, which is used to measure “whether the indicators that make up the scale or index are consistent” (Bryman, 2008: 150). To do this, Cronbach’s alpha is a common way that was used in many researches to test the internal reliability. Many researches argued that the figure of 0.8 should be the rule of thumb as an acceptable level of internal reliability. However, Bryman (2008) thought it should be depended on particular researches.
Table 3.14 reliability test

Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.908</td>
<td>.915</td>
</tr>
<tr>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

The value of Cronbach’s alpha of 25 items was 0.908, which is higher than 0.8. As a result, this investigation could be seen as a reliable test.

**Summary**

In this chapter, the data collected from the survey was analyzed. Every demographic question was described detailed, as well as the likert scale questions. The importance of every aspect to customer loyalty was analyzed and ranked. And then, factors summed from literatures were also ranked. And then, the correlation between demographic questions and other variables was discussed. Reliability test was done at last. In the next chapter, the results from data analysis will be compared with hypotheses which were proposed in the literature review.
Finding and discussion

In the chapter before, the data from questionnaires were analyzed. In this chapter, some of the most important points which were found from the data analysis will be discussed and compared the results with literature review. In addition, the hypotheses which were proposed in the literature review chapter will be tested in this chapter. Depending on the analysis results, all the factors can influence customer loyalty in some sense. As a result, it is difficult to simply identify whether a factor can influence customer loyalty or not. The factors will be judged by the importance of influencing customer loyalty in Chinese e-commerce market.

Hypotheses discussion

H1. High quality web design can improve customer loyalty in online shopping.

According to the literature review, a beautiful and efficient website can increase customer satisfaction, and customers will be more willing to shop through this site again (Cyr, 2008; Bai, Law & Wen, 2008; Liu, et al, 2008). By asking participants to rate the importance of this factor through three questions in the survey, it is found that web design can help to increase customer loyalty on ordinary level. Most participants just marked it as a medium factor in the survey. In addition, Cyr (2008) said Chinese customers may be influenced more by the beauty of website, such as using the red color. However, in this research, it is showed that females paid more attention on the beauty of the websites, many more than males; this may because that female was more care of beauty of items. And in this research, people who are university graduates paid more attention on the web design than other education level. In addition, people who bought consumer electronics focused more on the ease of use, and people who bought health and beauty products cared the clarity of websites more. As a result, the quality of website can influence customer loyalty slightly, and
by beautifying the web can increase female customers’ loyalty.

**H2. High level of information quality of products will increase customer loyalty in online purchasing.**

In the literature review, it was proved that information providing was important to remain customer loyalty in e-commerce. In this study, the information providing was tested through three questions about enough information, unanimous information and accurate information. All of these three questions reached high mean of answers. The accurate information attracts the most attention from customers. And the more money people will spend on a single purchase, the more important the accurate information is for customers’ decision. As well as the unanimous information of products, the amount of single purchase influenced the results. In addition, the importance of enough information is affected by the education level, which is the most important one for the undergraduates. These results can not be found from pre-literatures, in which the information was just proved as a factor which would influence customer loyalty but without any analysis through different conditions of people. Overall, information providing of products can influence customer loyalty strongly in Chinese e-commerce market, and the importance will be influenced by education level and single purchase amount.

**H3. Price is a factor that may influence customer loyalty in e-commerce.**

Price is a conflict factor in literature review. Some researches emphasized price as an important factor that will influence customer loyalty in e-commerce (Kim and Benbasat, 2010; Chen, Zhao and Yan, 2010), and some of them also pointed out that price is a more significant factor for Chinese customer and Chinese e-commerce market (Lu, 2005; Liu et al 2008). However, Chen, Zhao and Yan, (2010) stressed that price was not as important as product quality to customer loyalty in Chinese
e-commerce. In this research, the mean for the question of price was just 3, which means the importance of price for participants in this study was medium, less than information providing, and similar with web design. This confirmed the results of Chen and his colleges’ study. Moreover, people who bought books online paid slightly more attention on price. In sum, price can influence customer loyalty slightly in Chinese e-commerce market.

**H4. High quality products are benefit to keep customer loyalty in e-commerce.**

High quality focused on the quality of the products itself, included whether the products were genuine or fake products. All the researches showed that quality was positively related to customer loyalty, high quality would lead to high customer loyalty, and customers were more willing to shop in the same stores where they can buy high quality goods (Koo, 2006; Liu et al, 2008; Lu, 2005). Particularly, Chinese customers also focus on authenticity, as the possibility of receiving fake goods in China through the online shopping is much higher than in other countries (Lu, 2005; CNNIC, 2011). In this research, this view was proved by receiving the high mean of the question, which was 4.63, the second highest one in all of 25 questions. The authenticity of products was the second most important factor Chinese online customers cared. And the importance did not change through the increasing of age or their education level, or any other conditions. Moreover, the quality of products itself was also as important as authenticity to Chinese customers, which also did not change by the demographic conditions. Based on the discussion above, the quality of products is a very important factor that can influence customer loyalty in B2C retail market, and further more, to Chinese customers, the authenticity of products is one of the most important points contained in the quality of products.
H5. Product variety is important to retain customer loyalty in e-commerce.

In this part, there are three questions being asked, vary products, new products providing and unusual products providing. Participants in this study mostly marked these three as medium important factors that may influence their loyalty in e-commerce. Compared these three, customers cared more about vast products. Especially for the people who buy books and clothes from the Internet, variety of products is more important than other two points. People who bought food or health and beauty products paid more attention on providing new products. This may because that the online store updates products faster than traditional business; people who like trying new products were more willing to buy them at the first time. And new products of beauty may not be easy to obtain through traditional logistics. Compared with the views from literatures, products variety can influence customer loyalty in e-commerce, especially for the book and clothes consumers. And food, health and beauty consumers are affected more by the updating speed of products.

H6. Delivery may affect customer loyalty in e-commerce.

In this part, three aspects were asked: the fee of delivery, whether it was free or not, the time of delivery, whether it was on-time or not, and the accuracy of delivery, whether it was accurate or not. As the previous studies showed that delivery factor, or in some researches, it was called logistics factor, was a very important factor related to customer service. And Liu et al (2008) marked delivery factor as the first important one that influenced customer loyalty in Chinese B2C market. The result of this study was expected to earn a high value of every question answers. In fact, the time of delivery and the accuracy of delivery both got a high value response from customers. The accurate delivery aspect was the most important one in this part, received the highest attention level from Chinese online customers. This proved the argument from the literatures which showed the reliable of delivery was important to
customer loyalty (Koo, 2006; Cho et al., 2008; Ramanathan, 2010). As well as the importance of on-timer delivery aspect, this confirmed the results from Ramanathan (2010) and Koo’s (2006) researches. Moreover, the importance of accurate delivery is influenced by the amount of single purchase, and the importance of on-time delivery is mainly affected by the education level of customers. In addition, the fee of delivery seems not as important as other two aspects that may influence customer loyalty, and only the customers who paid more amounts (>500 RMB) in a single purchase were willing to have the free delivery service. Totally, delivery service can influence customer loyalty strongly, especially in the aspects of time and accuracy.

**H7. After sale service will influence customer loyalty in e-commerce.**

Service has been a significant part to modern business, and was seen as a key part to customer satisfaction (Hu, 2009). After sale service in this study mainly contains the refund exchange policy. It is showed in this study that these two aspects are all important to Chinese online customers’ loyalty. Both of them attracted customers’ attention strongly when customers made their purchase decision. Compared these two aspects, exchange policy seems to be more important than refund policy in this study. Especially for the people who were undergraduate education level, these people focused more on after sale service for both these two aspects than other customers who were belonged to other education level. In addition, exchange policy played a more important role of influencing customer loyalty to the customers who shopped clothes through the Internet. As Koo (2006) described in his article, after sale service such as refund and exchange service were important to customer loyalty. In summary, after sale service can influence customer loyalty strongly.
H8. Payment security can influence customer loyalty in e-commerce.

According to the literature review, payment security was one of the most important factors that would influence customer trust, as well as customer loyalty (Yu, 2010; Liu et al, 2008; Hadi & Ahmed, 2010). In this study, payment security was proved to be the most important factor that influenced Chinese online shopping customers’ loyalty. Nearly 90% of all participants treated this factor as the most important factor they would consider before purchase. Showed by the result of investigation which was did by CNNIC (2011), the Chinese Internet environment was immature; more than 217 million users of the Internet were attacked by virus or Trojan during the first 6 months in 2011 in China. This made Chinese customers worried about their online payment security extremely. As a result, no matter the male or female, no matter how old the customer was, all of Chinese customers paid their first attention on payment security of the store when they planed to shop again in the same B2C website. In sum, payment security can influence customer loyalty in Chinese B2C retail market strongly.


In this part, two aspects were asked about privacy protection: purchase information protection and personal information protection. It is showed that personal information protection affected customer loyalty a litter more than purchase information protection, which was mainly about address of receivers’ and order details. According to the literature review, privacy protection was the third important factor that may influence customer loyalty in Chinese B2C market (Liu et al, 2008). Participants who bought food in this study showed more interesting on purchase information protection. People who bought food online were mainly female in this research, and some of them may buy weight lose food, which was popular in Chinese
online retail market (CNNIC, 2011). These customers did not want their purchase detail to be disclosed to others as they may not wish other people know their weight lose behavior, especially for the people who lived around them. As a result, purchase information protection is extremely important to food consumers. In general, customer privacy protection will influence customer loyalty, and purchase information protection is particular important to food consumers.

H10. Communication with customers can influence customer loyalty in e-commerce.

There are three aspects in this part: ease of previous communication with merchants, ease of after order communication with merchants and relevant leaflets from merchants in daily life. As one of the significant features of the Internet, especially for the e-commerce, it is not easy for customers to feel the items they want during the purchase process (Palvia, 2009). As a result, communication is very important both for customers and merchants. Customers may need to gain much information about the products they need, and merchants want to show more about the products to customers to sell their products. Communication before the order processed can fit the requirements of both customers and merchants. This research also showed the importance of previous communication to Chinese customers. In addition, Chinese online customers’ loyalty was influenced more by the ease of after purchase communication. This may because customers need more support about products from merchants when they met problems after receiving items. However, as showed in the analysis chapter, leaflet was not an important factor that can influence customer loyalty in Chinese B2C retail market. In other words, customers’ decision will not be affected by receiving leaflets from merchants. It seems that Chinese customer loyalty will be influenced by the ease of communication with merchants but not the leaflets which was more likely advertisement. Totally, communication exclude leaflets can influence customer loyalty in Chinese B2C retail market.
H11. Reviews from other customers may influence customer loyalty in e-commerce.

Reviews of products from previous customers are common on B2C websites. Most customers will leave their reviews about the products they consumed. And reviews can be seen as the advices of buying the product from other customers. Chinese online customers prefer reviewing other customers’ comments before order their purchase (CNNIC, 2011). In addition, people who bought clothes and virtual products, such as point cards of games and lotteries, paid more attention on the reviews from other customers. Moreover, the amount of single purchase also influenced the importance of reviews to online customers in Chinese B2C market. Reviews can build customer trust between customers and merchants (Cyr, 2008). Customer who bought lotteries need to trust the providers to make sure the lottery was true. Moreover, the possibility was low of winning a price through a lottery. It is difficult for customers to discern the authenticity of a lottery merchants sold. As a result, reviews are a reliable way for customers to discern the sellers. As a result, reviews can influence customer loyalty in Chinese e-commerce market.

H12. Reward program can enhance customer loyalty in e-commerce.

Reward program was explained as a key part of building e-loyalty for an Internet company (Yu, 2009). It is also used in traditional business as the form of membership or point collection. However, in this study it showed that the importance of reward program to customer loyalty was low. Chinese online customers did not care about reward they can get from merchants in the next shopping. As the importance of price was also slight to Chinese online customers’ loyalty, it is easy to understand the low importance of reward program. The key benefit from reward program that customers can earn is some price discount or cheap gift. The attractive of these are low because Chinese customers pay more attention on the quality of products, and they are
willing to pay a little more on products to ensure they can receive a genuine one.

**Factor discussion**

To sum up, this chapter compared the results from the survey with literature review before. It is proved that all the assumptions which were summed from the literature review are basically right, but the results depended on different situations. Factors of web design, product variety, price and reward programs were proved as unimportant factors for keeping customer loyalty in Chinese B2C retail market. However, when customers want to buy some particular items such as books and clothes, the influence to customer loyalty may become stronger. Other factors, including products information, the quality of products, delivery service, after sale service, payment security, privacy protection, community and reviews from other customers, are important factors that can influence customer loyalty in Chinese B2C retail market. And these factors will become extremely important in some situation for some particular kinds of people. The table below listed all the factors in this study, ranked them by their importance to customer loyalty, and specified the special situation that may enhance the importance.

Table 4.1 Factors enhanced situation

<table>
<thead>
<tr>
<th>Rank</th>
<th>Factors</th>
<th>Enhanced situation</th>
<th>Rank</th>
<th>Factors</th>
<th>Enhanced situation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Payment security</td>
<td>Bachelor degree customers</td>
<td>7</td>
<td>Delivery service</td>
<td>Bachelor degree customers and virtual products consumers</td>
</tr>
<tr>
<td>2</td>
<td>Product quality</td>
<td>N/A</td>
<td>8</td>
<td>Price</td>
<td>Book consumers</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>------------------------------</td>
<td>-----------------------------------------</td>
<td>---</td>
<td>----------------------</td>
<td>------------------------------</td>
</tr>
<tr>
<td>3</td>
<td>Product information</td>
<td>Bachelor degree customers and big amount of single purchase</td>
<td>9</td>
<td>Communication</td>
<td>Bachelor degree customers</td>
</tr>
<tr>
<td>4</td>
<td>Privacy protection</td>
<td>Young consumer and food consumer</td>
<td>10</td>
<td>Product variety</td>
<td>Book, food, clothes and health &amp; beauty products consumers</td>
</tr>
<tr>
<td>5</td>
<td>After sale service</td>
<td>Bachelor degree customers and clothes consumers</td>
<td>11</td>
<td>Web design</td>
<td>Bachelor degree customers and female</td>
</tr>
<tr>
<td>6</td>
<td>Customer reviews</td>
<td>Big amount of single purchase and virtual products consumers</td>
<td>12</td>
<td>Reward program</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Summary**

This chapter discussed the findings from data analysis. Hypotheses which were proposed in the literature review were tested, most of them were proved. Basically, the hypotheses are right. On the other hand, as showed in the table above, the importance of factors was depended on the situation customers stayed in, and every factor can influence customer loyalty in Chinese B2C retail market. The importance of every factor is not stationary, and most previous studies that mentioned in the literature review did not treat the factors in different situations.
Conclusion

This dissertation aims to investigate the factors that can influence customer loyalty in Chinese B2C retail market. 12 factors that can influence customer loyalty in Chinese e-commerce market were identified based on the literature review, and tested through the data analysis, in which the data was collected by a survey in the form of questionnaire. In this chapter, research questions will be answered at first. And then, the recommendations for future and practice will be discussed. Finally, the limitation of this study will be described.

Achievement of the study

As described in the first chapter, this study aims to find out the factors that can influence customer loyalty in Chinese B2C retail market. 12 factors, which were found based on the literature review, were proved that can affect customer loyalty in Chinese B2C retail market. And all factors were ranked by the importance of influence to customer loyalty through the survey. According to the importance of every factor, all 12 factors are: payment security, the quality of products, the information of products, privacy protection, after sale service, comments from other customers, delivery service, price, communication, product variety, web design and reward program. And the importance of most of the factors may change because of different customers or particular situation. As a result, the aim of this study is achieved totally.

Objectives

There were five objectives defined in the introduction, which were used to help achieve the study aim.
Objective 1: Define and understand e-commerce and B2C.

In the literature review, the definitions of these two concepts were described. Simply, e-commerce was defined as a kind of business which was based on the Internet. All purchase process was completed through the Internet (Schniederjans & Cao, 2002; Sami and Ahmed, 2010). And the concept of B2C was defined as one of e-commerce forms which was occurred between business organization and customers (CNNCI, 2011; Hadi and Ahmed, 2010).

Objective 2: Define and understand customer loyalty and customer loyalty in e-commerce.

In the literature review, customer loyalty was defined as the degree that customers would stay with the same merchant and repeat purchase (Turban et al, 2006). In addition, customer loyalty was seen as an important factor which related to the success and survival of a company in modern business completed environment (Tommers, 2000; Ribbink et al, 2004).

Objective 3: Define and understand some factors which have close relationship with customer loyalty, and propose several hypotheses about the factors.

Based on the literature review, two key concepts, which are customer satisfaction and customer trust, were defined as two main aspects that may influence customer loyalty. And according to these two aspects, 12 detailed factors that can influence customer loyalty in e-commerce were defined. They are: web design, the information of products, product variety, price, the quality of products, delivery service, privacy information protection, payment security, after sale service, communication, reward program and reviews from other customers. Based on these 12 factors, 12 hypotheses were proposed to assume the importance of every factor to customer loyalty.
Objective 4: Test the hypotheses that proposed in the study, and prove them or not.

All 12 hypotheses were transformed into 25 questions in the survey. And a questionnaire which contained 33 questions including demographic questions was used in the survey. By collecting feedbacks from respondents, data was analyzed. And the results proved that all the hypotheses were right in general. The importance of every factor to customer loyalty can be different in different situation to different customers.

Objective 5: Provide some suggestion on keeping customer loyalty based on the findings in the research.

This objective will be mentioned in the next section in this chapter.

Recommendation for practice

Based on the results of the study, it is clear that there are many factors that can influence customer loyalty in Chinese B2C retail market. B2C retailers can pay more attention on the high importance factors than normal factors. The first advice is improving payment security. As the most important factor that can influence customer loyalty, it is very important to protect customers’ account and their money. One way is to use the official and famous payment platform, such as Paypal, to deal with purchase. Second suggestion is quality assurance. Merchants should be professional, and sell genuine and high quality products without any fraud. Thirdly, merchants should provide information about the products in detail, as accurate as possible. Fourthly, merchants do not need to reduce the price of their products in a very low level. As described in the finding chapter, customers are more willing to pay a high price on a product which is high quality and genuine. Reward program should not be an important part in sellers’ strategy. Although many companies have
their own reward policy, it could just be assisting to customer loyalty, but could not be a key force to increase customer loyalty. Leaflets which are sent to customers cannot increase customer loyalty significantly. As a result, merchants do not need to pay much attention on designing beautiful and attractive leaflets. To sum up, more behaviors can be done to increase customer loyalty based on the results of this study.

**Limitation**

A questionnaire is used as a key method in this study to collect data. It is in the form of e-survey, in which the questionnaire is on a website. Participants can take part in the survey by clicking a particular link. It is convenient for both participants and researchers. However, it required a smooth Internet connection. Some people closed the window and give up taking part in the survey again if the web can not display in a short time. Moreover, participants’ attitude is also a problem. Some one just choose the same option for all the questions, and some of them just finished the demographic part, and submitted with the blank of next part.

Time limitation is also a disadvantage for this study. As the limited time, which is less than 3 months for the whole research, there is not enough time for collecting feedbacks of questionnaires. Only about 170 questionnaires were submitted, and 161 questionnaires were available to use. It means the sample is not many enough, some groups of people are too few to be used to analyze. For example, there are only four people who belonged to the high school education level. In other words, the results of this study may not be suitable to the customers whose education level is high school or lower.

To improve the research in future, if the time is sufficient, more people should be invited into the survey to collect widely data from every kind of people in China. And the form of questionnaire could be flexible, with both electronic forms and traditional forms. As a result, people who do not like waiting for a website opening can also be involved. In addition, interviews may be included in the research to gain
more particular and detailed information about customer loyalty from customers.

Summary

In this chapter, the research questions were answered, and every objective was discussed. The recommendation for practice was also discussed, and some suggestion of retain and increase customer loyalty were advised. Limitation about the study was explained and further improving advices were given too. Although the study is over here, the topic of customer loyalty in e-commerce will never be end, and the factors which can influence customer loyalty will change over time. As a result, the study of customer loyalty is necessary to be continued in future.

Word count: 15329
Bibliography


Appendix 1

Questionnaire (English version)

<table>
<thead>
<tr>
<th>Personal Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please fill these questions relieved. All your information will be used only in this survey, no one else can get your the information.</td>
</tr>
</tbody>
</table>

1. Gender
   - ☐ Male
   - ☐ Female

2. Age
   - ☐ <15
   - ☐ 15-20
   - ☐ 21-25
   - ☐ 26-30
   - ☐ 31-35
   - ☐ 36-40
   - ☐ >40

3. Education
   - ☐ High school or lower
   - ☐ Diploma
   - ☐ Bachelor
   - ☐ Master or Higher

4. Have you shopped online in the past 12 months?
   - ☐ Yes
   - ☐ No

5. How often do you shop online
   - ☐ >1 per week
   - ☐ 2-4 per month
   - ☐ 1 per month
   - ☐ 2-11 per year
   - ☐ 1-4 per year
   - ☐ <=1 per year

6. Which kinds of products would you purchase online?
   - ☐ Books
   - ☐ Consumer electronics (mobile, MP3 etc)
   - ☐ Clothes (including shoes, hats, bags etc)
   - ☐ Food
   - ☐ Health and Beauty (cosmetics, perfumes, shampoo etc)
   - ☐ Home appliance (fridge, TV)
   - ☐ Computers
   - ☐ Virtual products (Game card, lottery)
   - ☐ Others

7. Maximum amount of money (RMB) for one purchase
   - ☐ <50
   - ☐ 50-100
   - ☐ 101-200
   - ☐ 201-400
   - ☐ >400
8. The most frequent B2C website you use

- Jingdong mall (www.jingdong.com)
- Taobao mall (www.taobao.com)
- Zhuyue Amazon (www.amazon.cn)
- Baidu Net (www.baidu.com)
- Other (please specify)
## Customer loyalty

Customer loyalty means you will buy products from the same seller again. This part contain some factors that may influence your loyalty to a seller. Please rate the following factors that may influence your decision.

### 9. Web design
- Web is easy to use
- The page is clear

<table>
<thead>
<tr>
<th>Never mind</th>
<th>Less important</th>
<th>Important</th>
<th>Very important</th>
<th>The most important</th>
</tr>
</thead>
</table>

### 10. Information
- There is enough information of your products
- The information provided is unanimous with the real product
- Customer privacy is protected (what to buy)
- Customer personal information is safe (name, e.g., address)
- Payment is secured

<table>
<thead>
<tr>
<th>Never mind</th>
<th>Less important</th>
<th>Important</th>
<th>Very important</th>
<th>The most important</th>
</tr>
</thead>
</table>

### 11. Products
- There are variety of products to be chose
- New products are available
- Unique products can be found
- Price is lower than other sellers
- Products are genuine (not fake)
- Products are high quality

<table>
<thead>
<tr>
<th>Never mind</th>
<th>Less important</th>
<th>Important</th>
<th>Very important</th>
<th>The most important</th>
</tr>
</thead>
</table>

### 12. Delivery
- Delivery is free
- Delivery is on time
- Delivery product is accurate

<table>
<thead>
<tr>
<th>Never mind</th>
<th>Less important</th>
<th>Important</th>
<th>Very important</th>
<th>The most important</th>
</tr>
</thead>
</table>

### 13. After sale service
- Products can be refunded
- Products can be changed
- Lift was broken during delivery

<table>
<thead>
<tr>
<th>Never mind</th>
<th>Less important</th>
<th>Important</th>
<th>Very important</th>
<th>The most important</th>
</tr>
</thead>
</table>
### 14. Communication

<table>
<thead>
<tr>
<th></th>
<th>Never mind</th>
<th>Less Important</th>
<th>Important</th>
<th>Very Important</th>
<th>The most important</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is easy to contact seller</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>before the order</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It is easy to communicate with seller if there were any problems about the product after sales</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receive leaflet from seller about new products or sales information according to my interest</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 15. Others

<table>
<thead>
<tr>
<th></th>
<th>Never mind</th>
<th>Less Important</th>
<th>Important</th>
<th>Very Important</th>
<th>The most important</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are rewards for loyalty customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reviews from other customers are positive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>other (please specify)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Appendix 2

Questionnaire (Chinese version)

#### 个人信息

请放心填写相关问题，所有信息均会受到严格保密，不会泄露给任何人或机构。

1. **性别**
   - 男
   - 女

2. **年龄**
   - <15
   - 15-20
   - 21-25
   - 26-30
   - 31-35
   - 36-40
   - >40

3. **学历**
   - 高中或以下
   - 大专
   - 本科
   - 硕士及以上

4. **过去12个月中是否进行过网购？**
   - 是
   - 否

5. **网购的频率是多少**
   - 每周一次及一次以上
   - 每月2-3次
   - 每月一次
   - 每月5-11次
   - 每月1-5次
   - 每月不到一次

6. **您一般在网上购买哪些商品？**
   - 书籍
   - 消费类电子产品（手机、mp3等）
   - 服饰（包括鞋、帽、包等）
   - 食品
   - 健康美容类（化妆品、香水、洗发水等）
   - 家电（冰箱、电视）
   - 电脑
   - 实体产品（游戏点卡、彩票）
   - 其它

7. **您半年内消费的最大金额是（人民币）**
   - <50
   - 50-100
   - 101-200
   - 201-500
   - >500
8. 您最常使用的B2C网购网站是

- 官方商城(www.360buy.com)
- 淘宝商城(www.tmall.com)
- 卓越亚马逊(www.amazon.cn)
- 易趣(www.auchnet.com)

- 其它，请写下名字
### Customer loyalty

客户忠诚度简言之就是您会选择同一家商店进行再次消费。这部分问卷包含了一些可能会影响您忠诚度的因素，请根据您的情况进行评分。

<table>
<thead>
<tr>
<th>9. 网页设计</th>
<th>从来不考虑</th>
<th>不重要</th>
<th>重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>网页易于使用</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>页面布局清晰</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>网页颜色漂亮</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10. 信息</th>
<th>从来不考虑</th>
<th>不重要</th>
<th>重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>有足够关于商品的信息</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>提供的信息与产品一致</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>信息描述清楚</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11. 产品</th>
<th>从来不考虑</th>
<th>不重要</th>
<th>重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>有大量产品可供选择</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>产品选择范围广</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>可以找到非大众化的产品</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>价格便宜</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>产品是真货</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>产品质量好</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12. 发货</th>
<th>从来不考虑</th>
<th>不重要</th>
<th>重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>免费发货</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>发货及时</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>发货信息清楚</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>13. 安全和隐私</th>
<th>从来不考虑</th>
<th>不重要</th>
<th>重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>客户订单信息得到保护（如：私人保密）</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>客户个人信息是安全的（个人信息）</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>支付安全</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
### 售后服务

<table>
<thead>
<tr>
<th>选项</th>
<th>从来不考虑</th>
<th>不是很重要</th>
<th>重要</th>
<th>很重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>可以退货</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>产品发货过程中损坏可以退货</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 联系

<table>
<thead>
<tr>
<th>选项</th>
<th>从来不考虑</th>
<th>不是很重要</th>
<th>重要</th>
<th>很重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>下订单后容易联系到卖家</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>产品出现问题后容易联系到卖家</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>根据个人喜好收到商品样品的可靠性</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 其它

<table>
<thead>
<tr>
<th>选项</th>
<th>从来不考虑</th>
<th>不是很重要</th>
<th>重要</th>
<th>很重要</th>
<th>非常重要</th>
</tr>
</thead>
<tbody>
<tr>
<td>对老客户有奖励机制（如积分，优惠）</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>其他人对店铺评价良好</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

其它（请注明）：