

# Research on the Mechanism of the Impact of Multi-channel Integration of Service Quality on Guizhou University Students' Willingness to Buy Leisure Food

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**Abstract:** With the development of e-commerce, the era of pure e-commerce has become a thing of the past, and more and more consumers are choosing multi-channel shopping. In order to meet the multi-channel shopping needs of consumers, retailers have begun to test the multi-channel integrated retail model. Multi-channel integration is the retailer's ability to provide consumers with a free and seamless shopping experience across multiple channels. This ability is measured from the perspective of consumers, which is reflected in the multi-channel integration of service quality. The high level of multi-channel integration service quality represents the retailer's strong multi-channel integration capability, and consumers will obtain a better service experience.

**Keywords:** Multi-Channel Integration of Service Quality; Willingness to Purchase; University Students; Impact; Spss Data Analysis

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## 1. Introduction

With the drastic change of the market environment, the traditional retail development model has been difficult to meet the needs of the current situation. In order to reverse the grim situation, traditional retail enterprises have expanded from offline to online to provide consumers with multi-channel shopping experience. However, in reality, the multi-channel integration strategy adopted by many retail enterprises has not been successful. In the process of multi-channel integration, the core products and services of the enterprises have not changed substantially, but there are certain differences in the functions and service methods of different channels. Therefore, studying the impact of multi-channel integration on customers' purchase intention is an important means to help enterprises explore the value of different channels and realize multi-channel efficient integration. As an important place for retailers to sell leisure food, colleges and universities show how to integrate service quality strategies through multiple channels, which has a certain impact on the purchase intention of college students.

## 2. Theoretical basis

### 2.1 Theoretical Significance and Value

On the basis of domestic and foreign classic literature, this study analyzes the impact mechanism of multi-channel integrated service quality on Guizhou college students' leisure food purchase intention from the perspective of transaction behavior theory and multi-channel integrated service quality theory, and constructs a mechanism model that can fully reveal the impact mechanism of multi-channel integrated service quality on Guizhou college students' leisure food purchase intention, which is helpful to enrich the relevant literature of transaction behavior theory and multi-channel integrated service quality theory, enrich and enrich the existing transaction behavior theory and multi-channel integrated service quality theory.

### 2.2 Practical significance and value

This study identified the impact of multi-channel integrated service quality on Guizhou university students' leisure food purchase intention, so that enterprises can adopt corresponding promotion activities and marketing strategies to enhance consumers' purchase intention according to the impact of multi-channel integrated service quality on Guizhou university students' leisure food purchase intention. It will also help the multi-channel integration of service quality. On the basis of improving Guizhou university students' willingness to purchase leisure food, it will also help enterprises to obtain considerable economic benefits in the market, which has certain practical value.

### **3. To understand the mechanism of the impact of multi-channel integration of service quality on Guizhou university students' willingness to purchase leisure food**

#### **3.1 Multi-channel Integration of Service Quality Theory**

Multi-channel integration is the retailer's ability to provide consumers with a free and seamless shopping experience across multiple channels. This ability is measured from the perspective of consumers, which is reflected in the multi-channel integration of service quality. The high level of multi-channel integration service quality represents the retailer's strong multi-channel integration capability, and consumers will obtain a better service experience.

#### **3.2 Transaction behavior theory**

Buchanan, winner of the 1986 Nobel Prize in Economics, put forward the concept and research method of transaction economics in his book "Market, Freedom and the State" (1982). He believed that economics is a science of studying transactions and distinguished economics from politics from the perspective of transactions. In 1958, Homans put forward the theory of transaction behavior, which explained that in the transaction of giving goods and non-goods, people who give a lot always try to get more returns from the other party, and the party who receives the giving always has the pressure to give more returns to the other party.

### **4. Research and the conceptual framework of research**

#### **4.1 Public resources trading platform**

Public resources trading platform refers to a system that implements unified systems and standards, has an open and shared electronic service system for public resources trading and a standardized and transparent operation mechanism, and provides comprehensive services for market entities, the public, administrative supervision and management departments, etc.

#### **4.2 On-line Channel Service Quality Theory**

Compared with the service quality of offline channels, the service quality of online channels has more complex components and measurable ways. Jiang Kan and Tian Wei (2007) divided the service quality of online channels into four categories: service presentation, service delivery, service realization and service interaction, which are divided into four dimensions: online store page image, personnel interaction, product service and logistics service.

#### **4.3 Multi-channel Retailers Integrate Quality Theory**

The concept of multi-channel integration of service quality refers to the retailer's ability to bring seamless service experience to customers through different channels, which is mainly divided into two parts: service structure and interactive integration. Scholar Wu Mianfeng further divided service structure and interactive integration into four dimensions: service structure transparency, information consistency, business relevance and process consistency.

### **5. The Impact Mechanism of Multi-channel Integration of Service Quality on Guizhou University Students' Willingness to Buy Leisure Food**

#### **5.1 Customer Attitude**

Hu Xintao (2022)[1]Based on the research of relevant scholars, the retailer's channel service quality is divided into online channel service quality and online and offline channel integration service quality. The research on customer's purchase intention will mainly refer to

the technology acceptance model and regard the service quality perceived by the customer as the factor that can affect the purchase intention, thus creating a conceptual model of the relationship between channel service quality and purchase intention in multi-channel retail.

## 5.2 Multi-channel Integration of Service Quality

Yan Yao (2020)[2]The research closely combined with the current mainstream trend of retail enterprises' transition to online and offline multi-channel integration, based on the perspective of customers, explored the mechanism of the impact of multi-channel integration services on customers' purchase intention, and constructed a model of the impact of multi-channel integration services quality on customers' purchase intention with brand experience and brand trust as dual intermediaries. Byoungho et al. (2010)[4] studied customer satisfaction between offline physical channels and online network channels from the aspects of channel characteristics, brand effect and marketing model.

## 5.3 Entity Channel Integration Service Quality

Liu Qihong (2017)[3]Through the reference of relevant domestic and foreign literature, the channel service quality is divided into two categories, including online and offline multi-channel integration service quality and offline entity channel service quality. The influencing factors on consumers' purchase intention are set as customer perceived service quality. The assumptions and model concepts of the relationship among online and offline multi-channel integration service quality, offline entity channel service quality and consumers' purchase intention are constructed.

## 6. Conclusion

Under the background of multi-channel sales, enterprises should further strengthen and control the service quality of the original offline entity channels after adding online channel sales on the basis of the original offline entity channels. In terms of store policy and commodity image, the provision of convenience in commodity layout and sales of additional services (such as parking spaces, etc.) will be strengthened. In terms of personnel interaction, it is necessary to ensure that the staff have sufficient professional knowledge, that the staff can provide timely and courteous services, pay attention to the standard and continuity of the services provided, and feed back the results to the customers in a timely manner. Secondly, the strengthening and consolidation of the service quality of offline physical channels cannot be separated from the cooperation and cooperation of all aspects. Multi-channel integration can positively affect customers' purchase intention through multi-channel service quality. Therefore, the multi-channel integration strategy of service integration will become an important entry point for multi-channel enterprises to improve customers' perceived quality, increase customers' purchase intention, enhance enterprises' competitiveness and broaden the market.

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