

# Impact Mechanism of Service Quality on Repeated Purchase in Chengdu, Sichuan in the Context of E-Commerce Platform

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**Abstract:** With the rapid development of the Internet economy, the scale of online shopping has shown an explosive growth, and it has become an important retail channel, injecting fresh blood into the development of China's consumption economy. According to the CNNIC (China Internet Network Information Center), as of June 2022, China's Internet users were 1.051 billion, and the Internet penetration rate was 74.4 percent. According to authoritative statistics, in 2022, China's e-commerce transactions will reach 42.93 trillion yuan, and the number of online shopping users will reach 840 million. According to incomplete statistics from a research institute, there are 4.7641 million e-commerce-related enterprises in China, and more than 60 million e-commerce employees.

**Keywords:** E-Commerce Platform Situation; Service Quality; Repeated Purchase; Impact

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## 1. Background and Problem Statement:

China's e-commerce has maintained a rapid growth state, especially from 2016 to 2018, when it was the golden period for some mainstream e-commerce platforms to accumulate rapidly and realize rapidly, but from the end of 2018, it has entered the Red Sea, and e-commerce operation has become difficult. Although China's e-commerce industry is still developing steadily, its growth rate has slowed down in recent years, which means that the competition in the domestic e-commerce industry will be more fierce. The traffic cost of e-commerce platforms is getting higher and higher. It is difficult for small sellers to obtain traffic. Brand suppliers and head sellers have a large number of resources, and a large wave of small and medium-sized sellers have fled. In general, domestic e-commerce is saturated, and it is difficult to survive, the e-commerce system is accelerating its maturity, operating costs are increasing, product profits are low, low-price competition has no profit, and the sudden epidemic in 2020 makes small and medium-sized sellers even worse and accelerate their flight! For a while, the cross-border e-commerce market has been sleeping for a long time and regained a sense of vitality.

## 2. Research objectives

Analyze the economic impact of consumers' repeated purchases in the context of e-commerce platform.

Explore the influence mechanism between the following groups of factors.

Formulate targeted improvement suggestions to improve consumers' repeated purchase intention, and provide highly reference opinions for enterprises' marketing strategies on e-commerce platforms.

## 3. Range of study

### 3.1 Significance and value

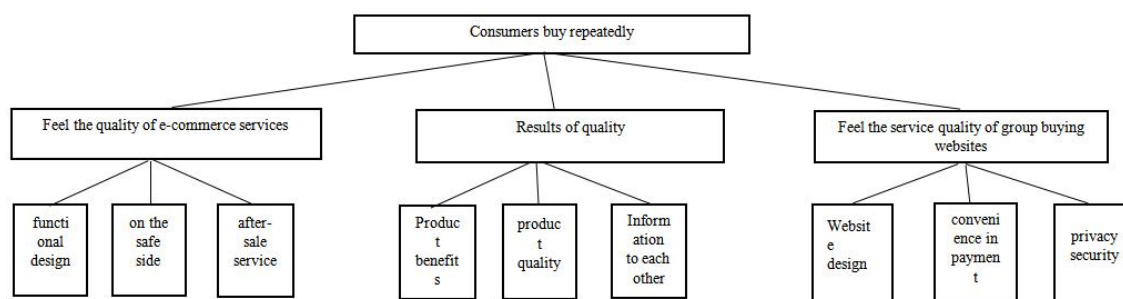
In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, from the perspective of perceived service quality theory, customer satisfaction theory, explore the influence of electricity platform service quality on consumer

repeated purchase mechanism, build a can fully reveal the influence of electricity platform service quality on consumer repeated purchase mechanism model, help to enrich the perceived service quality theory, customer satisfaction theory, related literature, enrich and enrich the existing perceived service quality theory, customer satisfaction theory. In terms of real value. This study has clarified the influencing factors of service quality on consumers' repeated purchase in the context of e-commerce platform, so that the existing business operators can better meet the market demand, and provide theoretical support for product marketing strategy and service quality strategy. This will help domestic business operators to better understand the impact of service quality on consumers' repeated purchase and obtain considerable economic benefits in their market and have certain practical value.

### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan region, mainly with consumers in Sichuan region. The scope of sample collection is limited to Chengdu cities in Sichuan region, and the influence mechanism of service quality in Chengdu on consumers' repeated purchase is investigated.

## 4. The conceptual framework of the research



## 5. Theoretical principle

Zhang Mingwei (2015) selected C2C e-commerce enterprise taobao buyers as the research object, and concluded as follows: (1) four dimensional model of e-commerce service quality is verified, respectively for function / design, enjoyment, safety and after-sales service; (2) three dimensions (function / design, enjoyment, after-sales service) positive influence consumers to purchase again. Cui Xiaoting et al. (2021) found that the service quality of clothing cross-border e-commerce platform directly or indirectly affects consumers' repeated purchase intention; environmental quality has no direct effect on perceived quality and repeated purchase intention, and remedial quality does not have a direct effect on loyalty and repeated purchase intention; transmission quality, result quality and equity protection quality have direct or indirect effects on consumers' repeated purchase intention. Liu Jia (2015) came to the following conclusion: the perception of catering service quality affects customer satisfaction and then customer repeated purchase intention by affecting customer satisfaction, And among the influencing factors of perceiving the quality of catering services, The factor load is high to low in order: safety, responsiveness, reliable empathy and tangible; Website service quality can directly affect the website customers repurchase intention, The factor load from high to low is: website design, customer service, privacy security, payment convenience; Product quality can directly affect customers' intention to re-purchase; Perceived price affects repurchase intention by affecting customer satisfaction. This requires catering enterprises to make cost-effective group buying projects, start from the quality of service, training staff, improve the enthusiasm of staff service, improve the taste and quantity of dishes, so that customers are satisfied with catering enterprises from all aspects, so as to promote the long-term development of catering enterprises.

## Correlation studies

George, Bulkley (1992) builds a market model in which the average customer of a company with a certain monopoly gets a better service / lower price. If customers are unsure of the value of repeat purchases to them, loyalty discounts prove to be the best strategy for monopolists. Tsujimoto (2015) studies that the purchase of tourist souvenirs is a one-off purchase during a visit to a certain site. To

increase the sales of tourist souvenirs, it is important to promote their repeat purchases. Repeated purchases of tourist souvenirs by online consumers were investigated through Internet research. Subjects were asked about the nature of the perceived risk, and they were divided into three groups.: 1) Those who feel positive about online buying, 2) those who think that consumer experience and information are important, and 3) those who feel negative about online buying. Perceived differences in perceived risk were revealed between groups by using a structural equation model (SEM).

## **Conclusion**

E-commerce service quality: First, improve the operation system of the platform itself and optimize the functions of the e-commerce platform. Secondly, to ensure an effective response to the negative after-sales response. Results quality: First of all, the importance of the repurchase rate is self-evident, but to improve the repurchase rate, the construction of the product itself is the key, and the means of product operation is auxiliary. Secondly, product quality positively affects consumers' trust and repeated purchase behavior. The higher the product quality, the more likely consumers are to buy again. To sense the service quality of group buying websites: First of all, when consumers buy group buying products, the more satisfied with the web design, customer service and payment methods of group buying websites, the more likely they are to buy group buying products on the website. Secondly, the convenience of payment will also affect customer satisfaction. The payment method of group purchase cannot be limited to online banking, Alipay and other methods. At the same time, it can gradually cultivate consumers 'shopping habits on this website through preferential activities and member upgrade services, and enhance consumers' spontaneous repeated purchase intention.

## **References**

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