

The Influence of E-Commerce Service Quality on Guizhou Consumer Satisfaction with Online Shopping of Agricultural Products

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Abstract: With the popularization of computer networks and the advancement of information technology, online shopping has become a meaningful way. Online shopping of agricultural products is becoming a new growth trend. The development speed of China's agricultural e-commerce platform is astonishing; from the perspective of customers, improving the experience and service level of the e-commerce platform to achieve participation and loyalty has become operators' focus. Convenience, safety, customer service, product quality, after-sales service, and other influencing factors are more important. The three research objectives are; to explore the satisfaction of consumers buying agricultural products online in Guizhou, to evaluate the influencing factors of e-commerce quality on consumers' satisfaction with purchasing agricultural products in Guizhou, and to improve the future e-commerce development of agricultural products in Guizhou.

Keywords: E-Commerce Service Quality; Customer Satisfaction; Online Shopping of Agricultural Products

1. Introduction

The development of agricultural products in Guizhou Province has broad prospects for the growth of e-commerce. However, the basic situation of the development of e-commerce for agricultural products is still far behind other products, and there are specific problems while realizing the growth of e-commerce. On the one hand, agricultural products in Guizhou have not yet established a complete e-commerce development system, and the Internet market development is not perfect. There are still specific problems regarding product quality and logistics systems; on the other hand, they are limited by the e-commerce platform. The service quality and satisfaction of consumers purchasing agricultural products on Internet platforms are also unclear. Based on the above background, combined with the basic situation of agricultural product e-commerce in Guizhou Province, this paper takes consumers in Guizhou Province as the research object. It tests the impact of e-commerce service quality on the satisfaction of consumers in Guizhou on online shopping of agricultural products using empirical analysis to guide Guizhou Province. Provide feasible opinions and suggestions on the realization of e-commerce development of agricultural products.

2. Theoretical Basis

2.1 Theoretical Significance and Value

The e-commerce of agricultural products is a new exploration of e-commerce in agriculture. Still, by reviewing relevant literature, it is found that there are few related studies on the satisfaction of online purchase of agricultural products by scholars. Therefore, this paper explores the service quality of agricultural products e-commerce and, through data analysis, builds a theoretical model that affects consumers' satisfaction with purchasing agricultural products on the online platform and conducts a further exploration. This research takes the e-commerce of agricultural products as the entry point, enriches the relevant theories of e-commerce of agricultural products, and has significant theoretical value (Xu 2021)^[1].

2.2 Practical meaning and value

This paper puts forward relevant measures to improve the service quality of e-commerce platforms and consumers' satisfaction with purchasing agricultural products. These can provide appropriate path guidance for developing agricultural e-commerce and help improve consumers' willingness and satisfaction to buy agricultural products on online platforms. , enhance the actual purchasing power of consumers on the e-commerce platform for agricultural products, thereby increasing the revenue of the e-commerce platform and forming a competitive advantage. At the same time, consumers' purchase of farm products on e-commerce platforms not only contributes to the development of agricultural products but also helps to support the further vigorous growth of the e-commerce industry, which has important practical significance.

3. Understanding the Influence of E-Commerce Service Quality on Guizhou Consumer Satisfaction with Online Shopping of Agricultural Products

3.1 Interorganizational Relationship Theory.

The regular operation of any organization is inseparable from its surrounding environment, and its survival and performance usually depend on its relationship with other organizations. Relationship management is critical. In this context, the theory of inter-organizational relationships has been applied in many fields such as management, economics, and sociology. Researchers have used economics, game theory, and organizational behavior to deeply explore the motivations, influencing factors, and intentions of inter-organizational relationships. etc., to understand and study the inter-organizational relationships embedded in the enterprise from the perspective of transaction cost economics.

3.2 Customer satisfaction theory

Customer satisfaction is crucial in tracking customer satisfaction with your organization's products and services. It's a state of mind measured by the customer's expectations. Knowing these expectations, you can significantly increase customer loyalty to your brand and develop the necessary strategies for sustainable business growth.

3.3 Expectations and customer satisfaction measurement

The expectation is a belief (likelihood or probability) that products and services (containing specific attributes, characteristics, or characteristics) will produce particular outcomes (benefits or values) at specific expected levels of performance based on prior emotional, cognitive, and behavioral experience. Expectations are often related to satisfaction and can be measured by overall emotional satisfaction expectations, expectations fulfillment, and user expectations (Zhang: et al. 2021)^[2].

4. The Conceptual Framework for the Research Study

4.1 E-Commerce service quality

Electronic quality of service is the difference between customer expectations of service performance priorities encountered by service and their expectations of service performed before the service is provided. Due to the recent growth of electronic service quality in e-commerce, the importance of monitoring and measuring electronic service quality includes value to the virtual world. Perceived risk has been studied in marketing for over 40 years and appears to be the appropriate structure for understanding consumer adoption of e-commerce payment systems.

4.2 Customer satisfaction

It measures the company's product and service level that meets customer experience and expectations. It serves as an indicator of business performance and utilization of business strategy in promoting the organization's value.

4.3 Online shopping of agricultural products

Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer pays for the good or service online with a credit or debit card or upon delivery. Agricultural products' online sales will also involve the proper channeling with the concern of customer perceived risk, value, and usefulness.

5. The Influence of E-Commerce Service Quality on Guizhou Consumer Satisfaction with Online Shopping of Agricultural Products

The definition of service quality refers to the degree to which the service expectations of consumers are achieved. Luo (2021)^[3] believed that the purpose of service quality extends from the quality of tangible products to the quality of services. Service quality is understood differently in different countries and regions. However, they are roughly divided into two categories according to their understanding, and this category is delineated according to their different perspectives. One is to define the level of service quality from the perspective of consumers, and the other is to determine the quality of service from the perspective of enterprises. The whole process and result of the service provided by the enterprise belong to the content of service quality, and the concept of service quality is defined from the perspective of the enterprise. Service quality is an important factor for service providers to attract customers.

6. Conclusion

Based on the research objects of agricultural products consumers in Guizhou Province, this study explores the influence of the service quality of e-commerce platforms on the willingness of consumers to purchase agricultural products online in Guizhou. The research collects and analyzes data through questionnaires and verifies the proposed hypothesis. According to past scholars and literature, it is roughly predicted that the five dimensions of e-commerce platform service quality: convenience, security, customer service, product quality, and after-sales guarantee can all be helpful to Guizhou. The satisfaction of consumers buying agricultural products online plays a positive driving role. Therefore, e-commerce platforms can focus on optimizing the platform design to enhance its convenience and safety. At the same time, pay attention to customer service, strictly control the selection of products, and pay attention to after-sales maintenance while ensuring product quality. As a result, it positively impacts consumers' perceived value and trust. It has a more significant effect on the overall improvement of electronic service quality, ultimately manifested in enhancing consumers' willingness to buy and increasing the revenue of e-commerce platforms.

References

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