

Research on the Influence of Logistics Service Level on Customers' Purchase Decision in B2C

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Abstract

With the development of e-commerce, e-commerce logistics service industry as a new type of service industry has become the development focus of improving the overall level of my country's e-commerce. The research on the impact of logistics service levels in B2C environment on customer purchasing decisions can enable companies to further realize the importance of logistics services to their own competitiveness and performance improvement, and urge them to continuously improve service quality, meet customers' individual needs, and improve customer satisfaction Degree, thereby affecting customers' purchasing decisions. At the same time, it can also speed up the development of the service industry and improve the competitiveness of the entire industry.

Keywords

E-commerce, logistics service level; customer purchasing decision.

1. Introduction

The rapid development of Internet technology has caused more and more consumers to shift their perspective from traditional stores to various online shopping malls and auction sites. Customers can quickly and easily complete product purchase, order, and even after-sales service through the Internet. At present, the size of Chinese Internet users is equivalent to the total population of Europe. The expansion of the Internet and the rapid increase in the number of netizens have promoted the development of my country's e-commerce industry. However, e-commerce logistics services are difficult to complete directly through the Internet. The logistics service level has become the most important factor affecting customers' evaluation of the overall e-commerce service level. Li, etc. mentioned in the research on the impact of B2C e-commerce enterprise logistics service quality on consumers' purchase intentions that B2C e-commerce in today's society has complete two-way information communication, flexible transaction methods, fast logistics and distribution, and low cost. The high-efficiency operation mode has shown its great vitality in all walks of life [1]. Feng pointed out that B2C e-commerce is much more complicated than B2B and C2C due to the characteristics of small batches and multiple batches. It is impossible to simply judge which logistics and distribution mode e-commerce companies should adopt, let alone simple Judge the level of its logistics service [2]. However, Li and Sun mentioned that the current academic circles do not have a unified view on the connotation of e-commerce logistics service quality, and self-built logistics has a greater advantage over the cost of third-party logistics [3]. In addition, according to Lin collected valid data through questionnaire surveys, using SPSS19.0 to analyze the reliability and validity of the questionnaires and data correlation analysis on the collected data, it can be concluded that customers' evaluation of B2C logistics service quality and their loyalty Relationship conclusion [4]. Finally, from the current domestic B2C e-commerce industry's price-based competition strategy has brought huge survival pressure to e-commerce companies, companies urgently need to start with service quality to change the status quo of the company [5]. Therefore, it is imperative to study the influence of logistics service level on customers' purchasing decision in

B2C environment. Gefen and Straub pointed out that in order to obtain more valued customers, the first thing to do is to win the trust of customers [6]. The research of Irene and Maria also indicated that the higher the service quality, the easier it is to communicate with customers [7]. In addition, scholar Nilashi et al. stated that the level of logistics service is one of the key influencing factors of customers' purchasing decisions [8]. My country's e-commerce logistics is currently mainly based on labor-intensive services. The popularization of information, integrated management, logistics operations and technical levels are generally low, and it is difficult to meet the increasing logistics service requirements of online consumers. High service prices and low delivery efficiency. This gap between existing service quality and consumer expectations has greatly restricted the rapid development of my country's B2C e-commerce. Logistics service level is an important manifestation of the market competitiveness of e-commerce enterprises, and improving logistics service level is an effective means for enterprises to improve performance and increase market share. The research and analysis of the mechanism of the impact of logistics service levels on customer purchasing decisions under the B2C environment has important theoretical and practical significance.

2. Measurement Standards of Logistics Services under B2C

According to the characteristics of China's B2C environment, four factors that affect logistics services and customer purchasing decisions in the B2C environment are identified: order quality, communication quality, delivery quality, and after-sales processing quality. These four factors are described in detail below.

1) Order quality: Order quality includes the ordering procedure, the completeness of the information of the ordered product, the payment of the product, and the way of receiving the product. The ease of use of the online ordering program will also directly affect the customer's purchase process. The smooth transmission of the order will help merchants to arrange and deliver goods in a timely manner, and it will also save customers waiting time. The information integrity of the ordered products can be improved. Help customers learn more about the product and shop online with peace of mind. One of the main reasons customers choose online shopping is convenience. During the ordering process, many websites provide tailor-made logistics services for customers to some extent. The most common is the choice of payment and receiving methods. Now many websites also provide order inquiry services. Order quality can make customers feel attentive to meet their individual needs.

2) Communication quality: The communication quality includes the progress of ordering and distribution of goods, the response speed of the merchant, whether the merchant has good communication with customers, and the merchant's inquiries about customer satisfaction and demand. Due to the lack of interpersonal contact in online transactions, there is no opportunity to develop friendships between employees and customers. Therefore, maintaining good communication between online stores and customers is very important to complete the service. At present, many online stores provide online customer service, customer service email, telephone service, etc., to provide customers with missing information on the website and responses to problems such as delivery, return and exchange. By solving customer problems easily and quickly, customers can the online store leaves a good impression and increases the possibility of their second purchase.

3) Delivery quality: The delivery quality includes the merchant delivering the goods on the agreed time, the customer receiving the correct goods, the goods are not damaged, and the goods are properly packaged. In addition to emphasizing the delivery of goods on time, whether online stores can deliver goods to customers in good order as promised, correct and undamaged goods are also factors that customers care about. Products cannot be seen directly in online shopping, so the correctness and non-damage of the products are very important. This

can save the time of communicating with customer service staff and the procedures for returning and replacing products. Proper packaging is also the key to customer satisfaction.

4) Error processing quality: The quality of after-sales processing includes whether the reasons for the merchant's handling of product differences are sufficient, whether the error correction response is rapid, whether the error correction measures are convenient, and whether the correction measures satisfy customers. It is inevitable that some accidents will happen in online shopping, which will make customers feel dissatisfied with the products, such as the products do not match the expectations, and the products are damaged. In order to prevent these problems from occurring, online shops must formulate measures to deal with such problems before customers order. It is important that these measures are adequate, convenient, and prompt, because the online business's handling of these problems represents Responsibility to customers can make customers more secure.

3. Customer Purchase Decision under B2C

Customer purchase decision refers to the process by which customers carefully evaluate the attributes of a product, brand or service, make choices, and purchase products that meet a specific need.

1) Problem cognition: When customers realize that they have a certain need, it is the beginning of their decision-making process. This need may be caused by internal physiological activities, or it may be caused by certain external stimuli. In the logistics industry, customers have this need when buying products online or sending express delivery goods, and they have realized this need.

2) Search for information: In the logistics industry, customers will compare the brand, price, delivery time and quality of the same type of company, service attitude during the delivery process, and real-time updates of in-transit transportation to select suppliers.

3) Evaluation alternatives: The various relevant information obtained by customers may be duplicated or even contradictory, so analysis, evaluation and selection are required. In the process of customer evaluation and selection in the logistics industry, delivery time is the primary issue considered by customers; different customers attach different levels of importance to various indicators of logistics services, or different evaluation standards; and most customers' selection process is based on the same logistics service. Compare with your ideal logistics service.

4) Purchase decision: After comparing and selecting different logistics companies, customers have formed a purchase intention. However, from the purchase intention to the decision to purchase, it is also affected by other factors and other unexpected factors. This is particularly important in the customer's decision-making process.

5) Post-purchase evaluation: It includes post-purchase satisfaction and post-purchase activities. The degree of customer satisfaction after purchase depends on the comparison between the customer's expected quality of logistics services and the actual quality in logistics distribution. The degree of satisfaction after purchase determines the customer's post-purchase activities, determines whether the customer repeatedly chooses the logistics company, determines the customer's attitude to the brand, and also affects other customers, forming a chain effect.

4. Suggestions on Improving Customer Satisfaction of Logistics Services

1) Improve delivery quality: From the analysis results of research data, delivery quality has a significant positive impact on customer satisfaction of logistics services in B2C online shopping, and the improvement of customer satisfaction brought about by improving delivery quality is the most effective efficient. This means that in the case of limited resources, B2C companies

should first consider how to improve the quality of delivery, and put limited resources first to improve the quality of delivery.

2) Improving order quality: From the analysis of research data, order quality also has a significant positive impact on customer satisfaction of logistics services in B2C online shopping. Although order quality is not as effective as delivery quality in improving customer satisfaction, it is also a factor that cannot be ignored. This may be because order quality is a health care factor and delivery quality is an motivating factor. That is, at the current level of B2C competition, everyone's order quality is better, so delivery quality has become the focus of competition. But this does not mean that order quality is not important. On the contrary, B2C companies must maintain resource investment in order quality and maintain order quality to a satisfactory level.

3) Strengthen the function promotion of response service and error handling service: From the analysis results of research data, communication quality and after-sales service quality have no significant impact on customer satisfaction of logistics services in B2C online shopping. This may be because these two functions are not necessary to complete a B2C online shopping, so many users still do not understand these two functions. Therefore, the website needs some means (such as making a simple and easy-to-understand promotional page and placing the link on the homepage of the website) to give customers the opportunity to understand these two functions. Customers skilled in using these two functions are a competitive advantage for a B2C company.

5. Conclusion

This article first summarizes the contemporary background and development status of the B2C e-commerce model, and also analyzes the research significance of the impact of logistics service levels on customer purchasing decisions. It also combed the relevant theories of logistics services and customer purchasing decisions, including conceptual research on perceived risk, service convenience and customer interaction, and characteristics of determinants of logistics service levels. On the basis of summarizing previous research results and combining the characteristics of logistics services in the B2C environment, the impact of logistics service levels in the B2C environment on customer purchasing decisions is divided into four specific factors: order quality, communication quality, delivery quality, and error handling quality. Then elaborate, compare and analyze.

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