

## Measuring the Influence of C2C Seller Service Quality on Customer Behavioral Intention

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### ***Abstract:***

Nowadays, C2C e-commerce has been developing unprecedentedly in China, but scholars' attention to the service quality of C2C Web stores needs to be improved. On the basis of previous studies, from the perspective of C2C Web shop/seller and the whole process of online shopping, this study proposes Web shop/seller service quality includes Web shop/store design, customer service/responsiveness, fulfillment/reliability and Web shop/seller reputation four dimensions. The research is designed to explore how the C2C Web shop/seller service quality affects customers' perceptions of customer/online shopping satisfaction, trust, and ultimately contributes to customer behavioral intention in the C2C Web shop/seller setting. Findings suggesting that customer/online shopping satisfaction and trust (except fulfillment/reliability two dimensions), enhanced by the individual dimensions of C2C seller service quality, positively influence customer behavioral intention. Besides, based on the background of C2C Web shop/seller, the strong impact of online shopping/customer satisfaction on trust has been further proved. The implication for C2C e-service sellers is that they must paying full attention to each dimension of service quality and respect every customer, which is very crucial to improve customer relationship quality, win customer long-term loyalty and form the long-lasting Web shop competitive power.

***Keywords:*** *E-service quality, C2C Seller Service Quality, Behavioral intention, Customer/Online shopping trust, Customer /Online shopping satisfaction.*

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### **I. INTRODUCTION**

Service quality is one of the most enduring and important research topics in the domain of relationship marketing and service management [1]. Since the 1970s, researchers have been focusing on the research of quality service. At the beginning, many scholars discussed the concept of traditional service quality to consumers' perception and comment on service quality, and later research extended to the measurement, evaluation and management of electronic service quality [1, 2].

In the past, a large number of studies deal with the service quality based on offline [3, 4] and online contexts [5, 6]. Both B2C (business-to-customer) electronic commerce and C2C (consumer-to-consumer) online shopping platform have put forward different service quality dimension and examined their respective service quality relationship. Generally, the studies on e-service quality are chiefly carried out from B2C website [7, 8], C2C market [9, 10], and C2C seller/online store [11, 12] three aspects. Then they put forward different dimensions of service quality from their respective research perspectives. Among them, the most representative viewpoints are fully reflected in the process dimension [8, 13-14] and stage dimension [10-11, 15] of e-service quality two perspectives. When customers purchase products/services in C2C online stores, they are not only very concerned about process service quality (such as delivery time and product quality consultation) and outcome service quality of sellers, but also pay great attention to performance of service quality in the past. Therefore, on the basis of previous scholars' researches, from the perspective of C2C online stores, this study innovatively puts forward the whole process standpoint of C2C seller service quality. Most of the past relative studies explore the influence of service quality on online shopping/customer satisfaction and trust from the angle of view for C2C e-commerce market or platform and B2C e-commerce websites [9-13]. However, from the perspective of the C2C Web shop, based on the concept of overall service quality (process quality, outcome quality and past quality), no scholar has put forward this point of view until now. Under this background, the relationship between different dimensions of overall service quality and the long-term relationship quality of C2C Web shop needs further investigated by scholars.

Series of studies have shown customer good behavior intention depends largely on the customer/online shopping satisfaction [13, 16-17] and trust [14, 18] established through service quality. As pointed out by Deng et al [17], here is an obvious gap in the online shopping service quality literature where B2C e-commerce is the main stream of the research domain, and C2C has only received relatively little interest. It is the critical goal of the study to fill this gap on the basis of the C2C Web shop/seller in the literature, which will be the first research to put forward the viewpoint of the overall service quality innovatively, establish and test the relationship model among customer/online shopping satisfaction, trust and behavior intention for C2C seller. The researcher hope such a study can provide valuable decision-making and service management references for sellers and effectively serve the needs of C2C e-commerce related parties.

## II. REVIEW OF LITERATURE AND HYPOTHESES

### 2.1 C2C Seller Service Quality and Its Dimensions

Although some scholars have explored the traditional service quality since the early 1970s, the real research on online service quality began at the end of last century. The exploration on C2C electronic service quality is even later, and it is only involved after 2000. Previous studies on C2C e-service quality mainly focused on C2C e-commerce market [17,19], C2C

e-commerce Website [20,21] and C2C e-retailer/online store seller [11,12], and the above scholars put forward different service quality dimensions on their respective research level.

From the angle of C2C e-commerce market or auction market, Yen and Lu believed online auction transaction process consists of pre-auction and auction two main stages. They argued pre-auction service quality refers to the service quality of auction websites, which is composed of three aspects. Under the angle of view in C2C e-commerce market, Su et al. concluded customer service quality under C2C mode consists two parts: service quality of C2C website and service quality of C2C seller, while the latter includes three dimensions: customer service quality, logistics delivery service quality and credibility [19]. Deng et al suggested the service quality of C2C e-commerce market contains two levels: website service quality and seller service quality [22], which is consistent with Su et al on the dimension division of C2C market service quality [19]. From the perspective of C2C auction website/e-commerce, Sheng and Liu evaluated the service quality of C2C e-commerce website based on the E-S-QUAL model proposed by Parasuraman et al, namely, effectiveness, performance, availability and privacy [1]. After exploratory factor analysis (EFA) and confirmatory factor analysis (CFA), Liu et al. put forward a service quality model (OA-SQ) for online auction websites, which has seven dimensions. In addition to those dimensions proposed by other famous scholars such as Parasuraman et al. [1], Wolfinbarger and Gilly [8], Liu et al. also proposed dimensions different from other scholars, such as personalization and playfulness [20]. Papaioannou et al. modified the e-SERVQUAL model proposed by Zeithamal et al, and considered the service quality of e-bay is composed of four factors, namely product, design function, service to customers, privacy and security [23]. Based on the perspective of C2C e-commerce shop/seller, different scholars proposed different dimensions of service quality of sellers/online stores. Zhou and Hu applied the five dimensions of the traditional SERVQUAL model in the C2C e-commerce background through the research on C2C sellers [24]. From the perspective of C2C sellers, Huang and finch proposed that e-service quality includes communication, performance speed and performance reliability [9]. Chang et al. proposed that the service quality of C2C online store is composed of service process quality, service result quality and service recovery quality through learning from previous research and combining with the team's exploratory research. Zhuang proposed that the service quality of C2C online stores consists of four dimensions: safety, efficiency, logistics service and compensation [12].

Compared with B2C online stores/websites, consumers in C2C online stores are faced with higher risks and uncertainties. They not only attach importance to the process quality and result quality of online shopping [11, 15], but also care about the past service quality performance, or reputation of online stores/sellers [25-27]. Accordingly, based on previous studies, the research measures service quality including the whole process of online shopping (pre shopping, during shopping, post shopping and past service quality performance) from the perspective of C2C online stores, containing four dimensions: Web shop design, customer service/responsiveness, fulfillment/reliability and Web shop/seller reputation.

## 2.2 Service Quality as an Antecedent of Online Shopping/Customer Satisfaction and Customer/ Online Shopping Trust

### 2.2.1 Service Quality as an Antecedent of Online Shopping/Customer Satisfaction

According to the previous literature research, many scholars always regard service quality as a cognitive variable of multiple dimensions [10, 12]. These dimensions help customers make specific evaluation on various aspects of e-service quality, and ultimately have a certain impact on customer satisfaction with online experience [2, 8].

In C2C e-commerce environment, although website design quality, privacy/security and system quality are controlled by C2C website trading platform, customers usually pay more attention to the physical environment of specific online stores when shopping. Therefore, when customers choose to shop from a C2C online store, they are more concerned with specific store design. The researches have shown the well-designed online shop can reduce the search cost and information processing time of customers, thus creating a happy and satisfied shopping experience for customers, and improving the satisfaction degree of customers for online shop sellers [9-10, 14, 23]. Customer service/responsiveness runs through the whole process of online shopping, including pre-sale, in sale and after-sale [11, 13], which is a basic component of excellent service quality. Helpful, timely and supportive customer service/responsive service can further improve customer satisfaction [10, 13]. It is found that seller's response time and customer service have a notable impact on customer satisfaction with website of online shopping [2]. The dimension of fulfillment/reliability mainly involves the seller's order implementation or order completion. The core idea of this dimension is consistent with the result quality dimension proposed by Collier and Bienstock [15] and Chang et al. [16]. Whether the seller can deliver the right product / service to the customer within the promised time frame will affect online shopping customer satisfaction level [8, 10, 15]. Reputation is the customer's overall feeling and evaluation of past shopping experience and service provider's performance. In the C2C e-commerce context, due to the separation of buyers and sellers in geographical location, it is difficult for consumers to directly evaluate products services through their perception of internal clues (such as material, ingredients or taste) of products [26]. At this time, they tend to use external cues (such as corporate reputation/image, online store reputation, customer reviews, etc) to judge the performance of product/service providers [11], so as to predict the company's future actions and performance [20, 27]. Good reputation has a halo effect on consumers' satisfaction evaluation, which simplifies consumers' decision-making process and further enhances consumers' experience and satisfaction with themselves [26].

In general, previous studies have established a positive relationship between different dimensions of online store service quality (e-store/Web shop design, customer service/responsiveness, performance/reliability, and online store reputation) and customer satisfaction [13, 16-17]. Therefore, in line with the above effective analysis, from the perspective of C2C Web shop, this study puts forward the following assumptions:

H<sub>1a</sub>: there is a positive correlation between C2C Web shop design and customer/e-

satisfaction

H<sub>2a</sub>: there is a significant correlation between C2C seller customer service/responsiveness and online shopping/customer satisfaction

H<sub>3a</sub>: there is a positive correlation between C2C seller's fulfillment /responsibility and customer/online shopping satisfaction

H<sub>4a</sub>: there is a positive correlation between C2C seller's Web shop reputation and customer/online shopping satisfaction

## 2.2.2 Service Quality of Seller as an Antecedent of Online Shopping/Customer Trust

In service marketing, trust is the foundation for the buyer and the seller both parties to maintain a long-term relationship [18]. This shows in electronic commerce setting, the correlation between e-service quality and trust mainly depends on whether the service quality of customer experience corresponds to customer expectation [18]. If the service quality reaches or exceeds the customer's expectation, the customer trust will be improved [18, 25]. In other words, excellent service quality can reduce customers' worries about online shopping as much as possible, and improve the confidence of online shoppers [14]. Previous studies have pointed out that online trust is driven by different dimensions of e-service quality [14, 18]. By studying the correlation between these specific dimensions of e-service quality and customer/online shopping trust, it is helpful for customers to analyze and solve the problems existing in some aspects of e-service quality, and ultimately improve customers' trust in online services [11].

Researches have indicated, in the setting of C2C e-commerce, a well-designed electronic store may facilitate consumers to easily find the products/services and information they need, thus improving customers' confidence in sellers and the trust level of merchants [11]. Customer service/responsiveness is associated with the timely, fast, supportive or helpful response provided by website or seller's customer service personnel to customers' inquiries and questions [8]. During the period of online shopping, if customers can get timely, effective and sincere response to the questions asked by customer service personnel of websites or sellers, it will give customers a sense of psychological security, thus reducing customers' perception of transaction uncertainty, and improving customers' reliability evaluation of websites or businesses [2]. The dimension of fulfillment/reliability mainly refers to the processing and distribution of customers' online orders [8, 13]. Customers' online shopping not only pays attention to the experience process, but also cares about the implementation and delivery of final orders [13]. Researches have demonstrated delivering the right product according to the contract and the service provider's product quality commitment meets the customer's expectation can win the customer's trust to the service provider [11, 14, 18]. Because C2C online shopping environment has higher risk and uncertainty than B2C [25], when customers can't control these risks before online transaction, they often resort to previous buyers or rely on comprehensive information of sellers' reputation to improve their trust in online shopping [26]. The past performance of sellers can affect consumers' perception of trust, and the reputation mechanism of website platform promotes customers' trust in Internet merchants through text feedback and

recommendation score [25]. A large number of prior research achievements have proved the positive relationship between various dimensions of service quality and trust from different research perspectives [2, 11]. Therefore, in line with the above effective analysis, from the perspective of C2C Web shop, this study puts forward the following assumptions:

H<sub>1b</sub>: there is a significant correlation between C2C seller Web shop design and online shopping/customer trust

H<sub>2b</sub>: there is a significant correlation between C2C Web shop responsiveness/ customer service and customer/online shopping trust

H<sub>3b</sub>: there is a significant correlation between C2C Web shop fulfillment/responsibility and customer/online shopping trust

H<sub>4b</sub>: there is a significant correlation between C2C Web shop/seller reputation and online shopping/customer trust

## 2.3 Customer/Online Shopping Trust as an Outcome of Online Shopping/Customer Satisfaction

Customer/online shopping satisfaction is an important source of customer/online shopping trust, which is a critical driver of customer/online shopping trust [28]. If customers are relatively satisfied with a specific e-commerce website, it will improve their perception of the honesty and reliability of the website. This means customers satisfaction with their previous service experience will form a positive judgment on the website or seller and have high confidence in the performance of the service provider [2, 16]. Prior research effort has proved the significant correlation between online shopping/customer satisfaction and customer/online shopping trust. For example, in the survey of visiting groups and private residents in Malaysia, Kassim and Abdullah found a strong relationship between online shopping/customer satisfaction and customer/online shopping trust in the electronic environment [28]. In the investigation of B2C e-commerce in China, Chang et al research showed that online shopping/customer satisfaction has a notable impact on online shopping/customer trust [16]. Shin et al. also examined that online shopping/customer satisfaction has a strong effect on customer/online shopping trust [2]. However, some studies have also proposed that online shopping/customer trust is the antecedent of customer/online shopping satisfaction. For example, Kim et al. implemented a direct study on AOL customers and demonstrated customer trust significantly affects on customer/online shopping satisfaction [14]. However, more researches tend to support the direct effect of customer/online shopping satisfaction on customer/online shopping trust. Therefore, in line with the above effective analysis, from the perspective of C2C Web shop, this study puts forward the following assumption:

H<sub>1</sub>: there is a positive correlation between C2C Web shop/seller customer/online shopping satisfaction and customer/online shopping trust

## 2.4 Behavioral Intention as an Outcome of Online Shopping/Customer Satisfaction and Online Shopping/Customer Trust

Scholars believe that in the normal competitive environment, satisfied customers will



produce good behavior intention/customer loyalty [12, 15]. That is to say, in a given relationship, customer satisfaction is the antecedent of behavioral intention. The reason for this connection is that customer satisfaction is an emotional response, and it is a customer's cognitive judgment of service, which in turn drives customer's behavioral intention [15]. Many studies have shown that satisfied customers tend to recommend the service provider to their friends or relatives and patronize the company again. On the contrary, unsatisfied buyers tend to reduce their dependence on the enterprise or terminate the relationship with existing enterprises [2]. Previous studies have supported the relationship between customer satisfaction and behavioral intention [15, 16]. In particular, from the perspective of C2C sellers, Deng et al. and Zhuang have investigated the positive correlation between online shopping/customer satisfaction and loyalty intention [12, 17]. Therefore, on the basis of above-mentioned analysis, from the perspective of C2C Web shop, this study puts forward the following assumption:

H<sub>2</sub>: there is a strong correlation between C2C online shopping/customer satisfaction and their behavioral intention

Studies have shown that trust can establish long-term relationship commitment between customers and enterprises, and influence their behavior [2, 11, 14]. In the e-commerce context, trust is an important premise for customers to repeat shopping or patronage, which determines the behavior intention of customers [2, 28]. And with the improvement of customers' trust in online retail, the online behavior intention of customers will also be enhanced [26]. Based on the perspective of e-retailers, existing studies have set up a positive relationship between online shopping/customer trust and behavioral intention [11, 29]. Therefore, in line with the above effective analysis, from the perspective of C2C Web shop, this study puts forward the following assumption:

H<sub>3</sub>: there is a notable correlation between C2C online shopping/customer trust and customer behavioral intention

### III. CONCEPTUAL MODEL

In Figure 1, the researcher identifies the hypothesized relationships. The conceptual model suggests that C2C sellers in which frontline service personnel are perceived to deliver outstanding service quality from customers. First, the different dimensions of C2C e-service quality have significantly positive impacts on online shopping/customer satisfaction and trust. That is, the better customers perceive C2C seller service quality, the better they perceive customer relationship quality with C2C Web shop. Second, increased perception of customer satisfaction and trust positively influence behavioral intention, which in turn enhances customers loyalty intentions and maintains long relationship. In sum, C2C seller service quality guides customers to produce good behavior intention by enhancing C2C Web shop individual service quality dimension, customers' perceptions of satisfaction and trust.

### IV. METHODOLOGY

## 4.1 Data Collection

The questionnaire was set up through Questionnaire Star (Sojump.com). Based on the convenient sampling, it was distributed to the respondents by Tencent QQ and WeChat (Chinese well-known online social networking tools). Finally, 389 questionnaires were collected, and 293 questionnaires were valid after removing the inconsistent answers, short time and unreal questionnaires.

The questionnaire was tested in two aspects before the formal survey. In the first stage, a pretest was conducted according to the items of the questionnaire, which was mainly filled in by the author's classmates and friends (8 participants). Then, according to the results of the questionnaire, the measurement items were adjusted to adapt to the Chinese social and cultural environment. In the second stage, after the first stage, through convenience sampling, a pre survey was conducted in a small scale (a total of 60 participants). At last, the alpha values of all measurement items exceeded the threshold value of 0.7 [29].

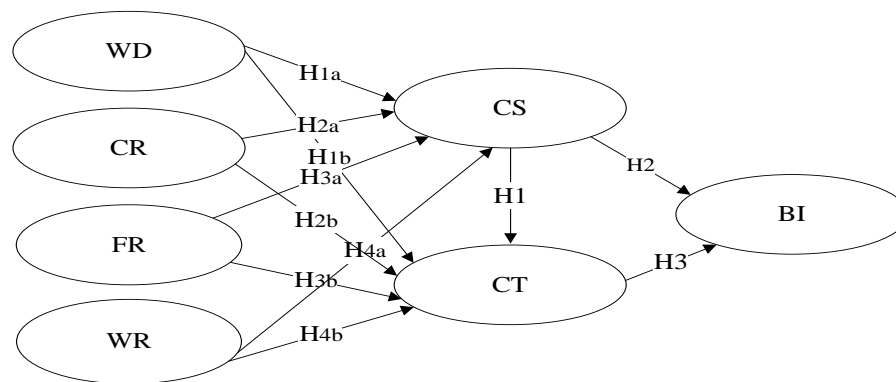


Fig 1: Conceptual model

Note: WD: Web shop design, CR: customer service/responsiveness, FR: fulfillment/reliability, WR: Web store/seller reputation, CS: customer satisfaction, CT: customer trust, BI: behavioral intention.

## 4.2 Variable Measurement

In order to effectively measure the constructs in the above research model (FIGURE 1), tested scales from the previous literature were fitted in with C2C online store context, as follows:

Web shop design was measured with four items drawn from Wolfinbarger and Bienstoc [8], Parasuraman, Zeithaml and Malhotra [1];

Customer service/responsiveness were measured with 3 items come from Wolfinbarger and Bienstock [8], Collier and Bienstock [15];

Fulfillment/reliabilities was measured with four items previously adopted from Wolfinbarger and Bienstock [8], Collier ang Bienstock [15];

Web store/seller reputation was measured with three items previously employed by Liu, Guo and Hsieh [20], Casaló, Flavián and Guinalú [28];

Customer satisfaction refers to cumulative satisfaction in this study, which was measured



with three items borrowed from Collier and Bienstock [15];

Customer/online shopping trust was measured with four items adapted from Pavlou and Gefen [25], Kim, Jin and Swinney [14];

Behavioral intention was measured with four items drawn from Parasuraman, Zeithaml and Malhotra [1], and Collier and Bienstock [15].

All items in this paper were measured by the seven level Likert scale. From 1 to 7, 1 represents strongly disagree, 4 stands for neutrality, neither agree nor disagree and 7 represents strongly agree. The questionnaire was tested in two aspects before the formal survey. In the first stage, a pretest was conducted according to the items of the questionnaire, which was mainly filled in by the author's classmates and friends (8 participants). Then, according to the results of the questionnaire, the measurement items were adjusted to adapt to the Chinese social and cultural environment. In the second stage, after the first stage, through convenience sampling, a pre survey was conducted in a small scale (a total of 60 participants). Finally, the alpha values of all measurement items were better than the threshold value of 0.7 [29].

**TABLE I. The statistics of measurement model**

ITEMS	NUMBER OF SCALE ITEMS	LOADINGS (≥0.60)	INTERNAL CONSISTENCY(≥0.70)	AVE (≥0.50)	CR (≥0.70)
WD	4	0.74~0.81	0.856	0.601	0.858
CR	3	0.76~0.86	0.858	0.674	0.861
FR	4	0.69~0.87	0.885	0.670	0.889
WR	3	0.62~0.86	0.780	0.574	0.798
CS	3	0.79~0.88	0.871	0.690	0.870
CT	4	0.82~0.83	0.894	0.681	0.895
BI	3	0.81~0.90	0.898	0.759	0.904

#### 4.3 Profile of the Sample

In the effective questionnaires, the sample (n = 293) in the study was 60.1% female (n =176), 39.9% male (n = 117). The largest age proportion was 16 to 25 years (53.6%), followed by 25 to 35 years (34.8%) and over 36 years (11.6%). The respondents were highly educated overall. As for the occupation of the respondents, the largest group was company employees (38.7%), followed by students (22.5%) and teachers (9.7%). With regard to the experience with internet usage, the largest number of respondents had three to five years (44%), followed by over five years (28.7%) and one to two years (22.2%).

## V. RESEARCH MODEL ANALYSIS AND THEIR RESULTS

## 5.1 Reliability and Validity of Research Scales

Cronbach's  $\alpha$  value and its composite reliability coefficient are the critical indices often used to measure the internal consistency scales. According to SPSS 20.0, the researcher conducted relative effective analysis. In this study (see TABLE I), the seven Cronbach's  $\alpha$  values ranged from 0.780 to 0.898, which was obviously higher than critical value 0.7. It indicated these scales had relatively ideal internal consistency. Composite reliability (CR) is often used to test internal consistency in research. The higher the composite reliability (CR), coefficient the higher the intrinsic correlation between the observed variables. It can be seen from TABLE V that the minimum value of CR was 0.798 and the maximum value was 0.904, which were all significantly greater than the specified value. Besides, as shown in TABLE II, the square root of the AVE from WD (0.76) to BI (0.87) exceeded the coefficients between the seven constructs, which showed the seven scales had comparative satisfied convergence validity and relative better discriminate validity [29].

**TABLE II. Square root of latent variable AVE and correlation coefficient**

VARIABLE	WD	CR	FR	WR	CS	CT	BI
WD	0.76						
CR	0.59	0.82					
FR	0.69	0.74	0.82				
WR	0.48	0.39	0.38	0.76			
CS	0.68	0.68	0.75	0.48	0.83		
CT	0.66	0.69	0.72	0.44	0.78	0.83	
BI	0.51	0.36	0.38	0.40	0.52	0.52	0.87

## 5.2 Confirmatory Factor Analysis with Lisrel Software

With the help of lisrel 8.70 software, the hypothesis model was tested. The overall performance of the model data was good in C2C Web shop/seller context  $\chi^2=740.81$ ,  $df=329$ ,  $\chi^2/df=2.25(<3.0)$ , RMSEA=0.065(<0.08), SRMR=0.061, AGFI=0.81(>0.80), GFI=0.85(>0.80), CFI=0.98(>0.9), NFI=0.96(>0.90), NNFI=0.97(>0.90), IFI=0.98(>0.90) [29]. Therefore, which indicates that the fitting degree of the model and the data are very good. Besides, the standardized factor loadings of seven latent variables exceeded the threshold of 0.6, and all T-values of the above seven variables passed 1.96. The final results showed all the fitting indices were within the acceptable range and the fit model of the observed data displayed a good representation.

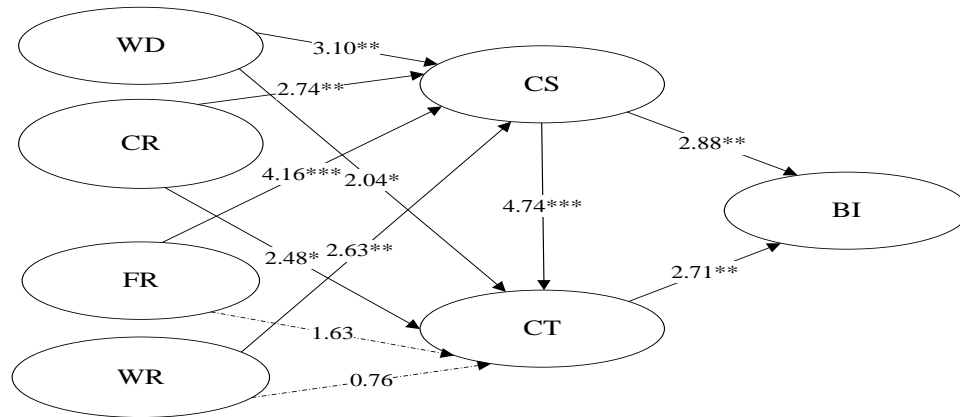


Fig 2: Verified results of the suggested Model

Note: WD: Web shop design, CR: customer service/responsiveness, FR: fulfillment/reliability, WR: Web store/seller reputation, CS: customer satisfaction, CT: customer trust, BI: behavioral intention.

TABLE III. Verify results of the suggested model

THE RELATIONSHIP BETWEEN HYPOTHESIS AND PATH	PATH COEFFICIENT	T-VALUE	RESULT
H <sub>1a</sub> : WD→CS	0.23	3.10**	Yes
H <sub>1b</sub> : WD→CT	0.15	2.04*	Yes
H <sub>2a</sub> : CR→CS	0.22	2.74**	Yes
H <sub>2b</sub> : CR→CT	0.19	2.48*	Yes
H <sub>3a</sub> : FR→CS	0.37	4.16***	Yes
H <sub>3b</sub> : FR→CT	0.15	1.63	No
H <sub>4a</sub> : WR→CS	0.15	2.63**	Yes
H <sub>4b</sub> : WR→CT	0.04	0.76	No
H <sub>1</sub> : CS→CT	0.41	4.74***	Yes
H <sub>2</sub> : CS→BI	0.30	2.88***	Yes
H <sub>3</sub> : CT→BI	0.28	2.71***	Yes

## VI. HYPOTHESES TESTING

Based on the final results in Figure 2 and TABLE III, Web shop design and customer service/responsiveness positively and significantly affected both customer satisfaction and customer trust as hypothesized (H<sub>1a</sub>, H<sub>2a</sub>, H<sub>1b</sub> and H<sub>2b</sub> supported). As proposed, fulfillment/reliability and Web shop/seller reputation showed positive and significant effects on customer satisfaction (H<sub>3a</sub> and H<sub>4a</sub> supported) but not on customer trust (H<sub>3b</sub>, H<sub>4b</sub> not supported). In the meantime, customer satisfaction on customer trust was significant (H<sub>7</sub> supported). Lastly, customer satisfaction and trust displayed a positive and significant affect on

customer behavioral intention ( $H_8$ ,  $H_9$  supported). Overall, the final data results directly supported the nine out of eleven hypothesized paths in this study.

## VII. CONCLUSION AND IMPLICATIONS

### 7.1 Conclusion

This paper studies the influence mechanism of C2C online shop service quality on customer behavior intention through customer/online shopping satisfaction and trust in C2C e-commerce environment. Then the research further discusses the influence of individual dimensions of service quality and behavioral intention of online store. Through the analysis of the first-hand questionnaire data, and comes to the following conclusions.

Satisfaction is still a very crucial indicator of customer's feeling and evaluation under the background of C2C e-commerce. The study put forward different dimensions of service quality from prior relative researches and construct a simple relationship model to measure how customer/online shopping satisfaction is influenced by individual dimension of service quality under C2C e-commerce sellers. The relationship between the service quality of C2C e-commerce shop and customer satisfaction is tested. The service quality of C2C e-commerce online stores is composed of four dimensions: online shop design, customer service/responsiveness, performance/reliability and online store reputation. The four dimensions have a significant positive impact on customer satisfaction, among which performance/reliability online store design are the first and second driving factors of customer satisfaction, while customer service/responsiveness and online store reputation are closely followed. This result is consistent with the influential research conclusion on B2C e-service quality/online shopping service quality.

Trust building in the C2C e-commerce setting is very vital that relates to the survival and development of Web shop. The author build a simple relationship model to explore how customer/online shopping trust is influenced by individual dimension of service quality under C2C e-commerce sellers. The relationship between the different dimensions of C2C e-service quality and customer/ online shopping trust is verified. Among them, the influence of online store design and customer service/responsiveness on customer/online shopping trust is very significant. Surprisingly, Web shop reputation and fulfillment/reliability have no significant impact on customer trust. In the online environment, because of the separation of buyers and sellers in geographic location and absence of face-to-face interaction and communication, trust has become an effective tool to reduce risk and generate a sense of security. Research has shown Web shop reputation and fulfillment/reliability are the focus issues that online buyers are very concerned about, which are also the performance of buyers' judgment of the sellers' honesty and credibility in the past operation, which further affects the willingness of the buyer to trade with the seller online and the long-term development of the Web shop.

The relationship among customer/online shopping satisfaction, customer/online shopping trust and behavior intention is examined. Customer/online shopping satisfaction has an actively

significant strong impact on both customer/online shopping trust and their behavior intention. Customer/online shopping trust also has a strong influence on customer behavior intention. Among the three relationships, customer satisfaction has the greatest effect on customer/online shopping trust, and customer/online shopping trust has the least impact on behavior intention. The result is basically consistent with the prior research, which further proves winning customer satisfaction and trust are very crucial in the long-term development of C2C Web shop and building good customer relations.

## 7.2 Implications

This paper studies the relationship between different dimensions of Web shop service quality and their satisfaction, trust and behavior intention of C2C e-commerce online stores, and obtains beneficial inspirations as following:

C2C online store should be truly customer-centered and fully respect each customer. Customers not only care about the process service quality and outcome service quality, but also pay attention to the past service quality (Web shop reputation). According to the serious problems existing in the reputation of C2C online stores, it is necessary to establish a platform for website, a dynamic association mechanism for online transaction reputation chain between sellers and buyers, online and offline reputation linkage mechanism, and identity and reputation binding mechanism, so as to strengthen the effective supervision of transactions between buyers and sellers by the platform. In addition, through the website and relevant law enforcement departments to jointly formulate and improve the corresponding online trading bad behavior rules and regulations, so as to curb the buyer and seller artificially control and disturb the reputation of the bad behavior. At the same time, the website should formulate the corresponding reward strategy, encourage the majority of buyers to actively participate in the online store integrity trading, report false trading behavior, and consciously resist some bad trading practices.

C2C Web shop should try to adopt market segmentation and precise marketing strategies based on the importance and difference of consumers' perception of different service quality dimensions. This further requires Web shop sellers not only to pay attention to the perception of customers' online shopping experience, but also need to deeply understand the impact of different service quality dimensions on customer psychology and behavior. By improving the customer-oriented function and personalized service of C2C e-commerce website, the effective perception of different dimensions of online shop service quality and the evaluation of customer value in the process of online shopping are further enhanced. Based on the two-way interaction between the buyer and the website and the seller in the online shopping process, the subjective perception of service quality is formed.

C2C seller should encourage their customers to actively participate in the development of Web shop. Based on the differences of customer concerns in different service quality dimensions, this paper proposes suggestions for their healthy, stable and sustainable development by mobilizing the enthusiasm of customers. At the same time, sellers can also

invite buyers to actively participate in the experience, sincerely invite customers to participate in online store related activities, promote customers and sellers to create value together, so as to effectively enhance customer's word-of-mouth recommendation, positive evaluation and repeated patronage for C2C website and its online stores. Websites and online stores should improve buyers confidence' in online shopping through excellent service quality and perfect, honest and reliable systems and means, so as to strengthen the relationship between buyers and sellers, and realize the lasting loyalty of buyers and the successful development of online stores.

## VIII. LIMITATIONS AND FUTURE RESEARCH

On the basis of the implications of this research, following limitations should be pointed out.

First, the study checked the relational model just in the C2C e-commerce setting. On account of individual dimensions of e-service quality and long-term relationship quality are crucial to Web shops/sellers. In the future, the research results may be extended to other e-commerce models, especially those in which e-commerce network platform settled enterprises such as dangdang.com, Tmall.com, Alibaba.com.

Second, although the paper used the national online shopping survey sample, it just employed a single online questionnaire survey method, which may have common methodological bias, and the questionnaire was completed by the respondents themselves. In the future, the paper can use a variety of research methods to obtain data, and strive for more scientific research.

Third, the study mainly considered the perception of customers purchasing physical products, and didn't conduct targeted research according to different types of goods. For example, customers' perception of fresh agricultural product e-service quality and consideration of clothing e-commerce service quality have different emphases. Frankly speaking, this study is still relatively general, and whether it can be used in other commodity categories or other offline environments remains to be proved and investigated.

Fourth, although this paper put forward an innovative service quality dimension and had been proved to be effective, it didn't include the compensation dimension of online stores (at that time, there were relatively few respondents with compensation experience), which is also what needs to be further improved in future research.

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