

INFLUENCE FACTORS OF CUSTOMER SATISFACTION VIA ONLINE SHOPPING APPLICATIONS IN YUBEI DISTRICT, CHONGQING, CHINA

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ABSTRACT

The objectives of this study were 1) to study influence factors on the satisfaction level of customers via online shopping applications in Yubei district, Chongqing, China, 2) To study the influence of factors in the marketing mix on satisfaction in Yubei District, Chongqing, China. The study was quantitative research. The conceptual framework of this research was applied from DeLone & McLean's study. This population of this study were 491,010 people living in Yubei District, Chongqing, China. The sample size of 400 customers' purchase intentions for Taobao Application in Yubei District, Chongqing was determined by Taro Yamane formula. The research instrument was 5 rating scale questionnaire. Statistics used for data analysis were percentage, frequency, mean, and standard deviation. The results of the study revealed that 1) the satisfaction of consumers purchased online products via online shopping applications and when considering each side as follows: brand royalty, repurchasing intention of consumers were the overall high level, and 2) marketing mix factor showed overall, products factor were at much level, while the factors of price, channels of distribution, and marketing promotion were at much level.

Keywords: Customer Satisfaction, Online Shopping Application

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INTRODUCTION

In contemporary society, the rapid advancement of digital technologies and the widespread adoption of online shopping platforms have dramatically transformed how people interact with products and services. This shift has had far-reaching effects on various sectors, most notably marketing and advertising, which have witnessed significant growth due to the ease with which businesses can now reach and engage with potential customers through digital channels. The rise of web applications has allowed companies, particularly advertising agencies and e-commerce organizations, to market products more efficiently and at a much larger scale. The integration of technology into everyday life, particularly with the near-constant presence of mobile phones, has been instrumental in this transformation. Mobile devices, equipped with advanced technology, have become a cornerstone of modern life, offering easy communication, convenience, and immediate solutions to various challenges. This, in turn, has significantly influenced consumer behavior, leading to increased engagement with products in the e-marketplace.

The e-commerce industry has also evolved in response to this technological shift. In Thailand, for instance, the e-commerce sector is expected to reach new heights this year, driven by innovative strategies aimed at attracting potential customers. These strategies include live streaming, social commerce, direct-to-customer (DTC) models, and efforts to improve the overall shopping experience. Live streaming, in particular, is emerging as a vital tool for boosting online sales, where presenters showcase products in real-time through e-marketplaces and social media platforms. This trend has gained considerable traction in Thailand, a country that has become a leading hub for what is now referred to as "conversational commerce," where interactive, real-time engagement with customers plays a crucial role in driving sales.

In addition to live streaming, the introduction of 5G technology is expected to further enhance the e-commerce experience by enabling faster and more reliable internet connections. This will allow for better online product displays and an improved consumer buying experience. With high-speed internet, real-time interactions between merchants and customers will become more seamless, contributing to a more engaging and efficient purchasing experience. The adoption of multi-platform sales channels that integrate both online and offline approaches is expected to expand, offering consumers a broader range of shopping options. These developments, driven by advancements in technology, are reshaping the way consumers interact with e-commerce platforms, leading to an increasingly dynamic and personalized shopping experience.

One of the most prominent platforms in Southeast Asia is Taobao, an e-commerce giant tailored to meet the specific needs of the region. Taobao has established itself as a convenient, safe, and efficient online shopping destination, providing a wide range of product categories, including consumer electronics, home and living, health and beauty, baby and toys, fashion, and exercise equipment. The platform is known for its continuous efforts to enhance the user experience, which has helped it become a preferred e-commerce destination for both consumers and sellers. Taobao's robust infrastructure, which includes strong payment systems and logistical support, further solidifies its position as the go-to platform in Southeast Asia.

Since its establishment in China three years ago, Taobao has amassed a large and loyal user base, with over 100 million users across Southeast Asia. In addition to attracting more than one million online merchants, the platform has partnered with over 2,000 prominent brands, offering a diverse range of products and services. In 2022, the company projected that the number of online consumers in Yubei, China, would reach 30.9 million, with each individual spending an average of 20,000 RMB on online shopping, a significant increase from previous years. The growing utilization of smartphones, with 37% of the population using these devices for online access, is expected to further boost the number of online buyers. The number of

mobile phone users accessing the internet is projected to reach 40 million, reflecting the increasing reliance on mobile devices for e-commerce activities.

Given this context, your study aims to examine the factors that influence consumer satisfaction with online shopping applications in the Yubei area of China. As the e-commerce landscape continues to expand, understanding the key drivers of consumer satisfaction is essential for both businesses and researchers. Your research focuses on two primary hypotheses:

H1: Consumer satisfaction in Yubei District, Chongqing, China, is significantly influenced by the usability, service quality, perceived value, and delivery performance of online shopping applications.

This hypothesis emphasizes the importance of functional aspects of the online shopping experience, such as how easy it is to use the application (usability), the quality of service provided by the platform (service quality), the perceived value of the products and services offered, and the efficiency and reliability of the delivery process. These elements are crucial in shaping consumer perceptions of the platform and, ultimately, their overall satisfaction.

H2: Customer satisfaction with online shopping apps in Yubei District, Chongqing, China, is substantially influenced by factors such as product diversity, price tactics, promotional activities, and distribution networks.

This hypothesis shifts the focus to the range of products available on the platform (product diversity), the pricing strategies employed (price tactics), the effectiveness of promotional campaigns (promotional activities), and the efficiency of the platform's distribution networks. These factors are particularly important in a competitive e-commerce environment, where consumers have a wide variety of options to choose from, and businesses must continually adapt to meet their needs and preferences.

The study's focus on Yubei, a rapidly developing region in China, reflects the broader trends in e-commerce growth across Southeast Asia. As more consumers turn to online shopping platforms, businesses must understand the factors that drive consumer satisfaction to remain competitive. By exploring the influence of both functional and strategic elements, your research aims to provide valuable insights into how online shopping platforms can improve the customer experience and, in turn, increase customer loyalty and engagement.

In summary, the digital era has reshaped the e-commerce industry, making it an integral part of everyday life. Platforms like Taobao, combined with new technologies such as 5G, are transforming the way consumers interact with products and services, offering more personalized and engaging shopping experiences. Your study, which examines consumer satisfaction in Yubei, China, is well-positioned to contribute to the understanding of the key factors that influence online shopping behavior in this rapidly evolving market.

LITERATURE REVIEWS

The Role of 5G Technology in E-commerce the advent of 5G technology is poised to be a game changer for the e-commerce industry by vastly improving connectivity and enhancing the consumer shopping experience. According to Suchit and Komsan (2020), 5G networks will deliver unparalleled speed and low latency, allowing for faster loading times, smoother browsing, and highly interactive online product displays. Features such as 3D product models and augmented reality (AR) will become more accessible, enabling consumers to virtually interact with products before making a purchase decision. This technological leap is expected to significantly boost customer engagement and satisfaction, as real-time interaction becomes a key feature of online shopping platforms. Platforms like Taobao are well-positioned to capitalize on 5G advancements, integrating features like live streaming, where sellers can showcase products in real-time, enhancing the shopping experience through instant interaction between consumers and merchants. This technology has the potential to foster a more

immersive shopping experience, encouraging real-time engagement and contributing to a more satisfying consumer journey.

Taobao's Dominance in Southeast Asia As one of the leading e-commerce platforms in Southeast Asia, Taobao has built its success on a robust infrastructure that caters to the specific needs of the regional market. Taobao's dominance is attributed to its ability to provide a comprehensive, user-friendly experience that spans a wide range of product categories, from electronics to fashion, health, and beauty. The platform's strength lies in its seamless integration of services, ensuring convenience, safety, and efficiency for both buyers and sellers. Its vast product diversity and efficient service delivery have enabled it to cater to a broad range of consumer preferences, particularly in rapidly urbanizing areas like Yubei District. The integration of 5G technology into Taobao's platform will further enhance its ability to deliver a more personalized, interactive, and faster shopping experience, which is essential for maintaining its competitive edge in a rapidly evolving market.

Usability as a Key Factor in Customer Satisfaction The literature identifies usability as one of the most critical factors in influencing consumer satisfaction with online shopping platforms. Usability refers to how effectively and efficiently customers can navigate and use an online purchasing platform (Nielsen, 1994). In the context of Yubei District, a user-friendly interface that is easy to navigate and understand is particularly important due to the district's diverse demographic composition, which includes both tech-savvy younger consumers and older users with varying levels of digital literacy. Research by Zhou (2013) highlights that ease of navigation is a key factor in improving user satisfaction, as it reduces the time and effort required to complete transactions. A well-designed user interface (UI), which is aesthetically pleasing, easy to read, and functional, significantly enhances the overall shopping experience (Li & Zhang, 2019). An efficient and intuitive platform can cater to a broader range of users, leading to increased satisfaction, particularly in a market like Yubei, where technology proficiency varies widely. Enhanced usability mitigates user frustration, promoting frequent usage and positive feedback, which in turn strengthens customer loyalty.

Service Quality: Meeting and Exceeding Consumer Expectations Service quality refers to the degree to which a service meets or exceeds customer expectations and is a vital determinant of customer satisfaction and loyalty in online shopping. Parasuraman, Zeithaml, and Berry (1988) outlined key elements of service quality, including dependability, responsiveness, assurance, and empathy, all of which play crucial roles in shaping consumer perceptions of service quality in an e-commerce environment. High service quality is particularly important in fast-paced markets like Yubei District, where consumers expect not only quick delivery but also reliable customer support. Responsiveness, or the ability to efficiently handle customer inquiries and issues, is particularly critical. In online shopping, where direct interaction with products is absent, consumers rely heavily on the quality of customer service to resolve issues such as product defects, delivery delays, and refunds. Studies show that platforms that demonstrate high responsiveness and provide efficient customer service are more successful in building customer trust and loyalty (Ladhari, 2009; Yang, Jun, & Peterson, 2004). In the Yubei District, where consumer expectations are high, platforms that deliver exceptional service quality are more likely to retain customers and foster repeat business.

Perceived Value: A Key Driver of Consumer Behavior Perceived value refers to a consumer's evaluation of the benefits received relative to the cost incurred. It is a crucial factor in shaping consumer satisfaction, particularly in areas like Yubei District, where the economic diversity of the population means that value for money is a significant concern. Zeithaml (1988) defined perceived value as the consumer's judgment of a product's worth compared to what they had to pay for it. Products that meet or exceed consumer expectations in terms of quality and performance are likely to be perceived as offering good value, which directly enhances satisfaction. Pricing strategies, such as discounts and promotional offers, also play an essential

role in increasing perceived value. As Grewal, Monroe, and Krishnan (1998) noted, competitive pricing and appealing promotions make products more attractive to budget-conscious consumers. Offering value-added services like free shipping or extended warranties can further enhance perceived value, making consumers feel that they are getting more for their money. In Yubei, where the population ranges from affluent to budget-conscious consumers, perceived value is a decisive factor in determining customer satisfaction with online shopping platforms.

Delivery Performance: Timeliness and Accuracy as Critical Elements Delivery performance is a key operational aspect of e-commerce that directly impacts customer satisfaction. This factor refers to the efficiency, accuracy, and reliability of the product fulfillment and delivery process (Chopra, 2003). In a fast-paced urban area like Yubei District, where consumers are increasingly demanding faster and more reliable delivery services, platforms must meet these expectations to maintain customer satisfaction. Speed and accuracy in delivery are crucial; customers expect timely deliveries, sometimes even on the same day or within 24 hours, and any delays or delivery errors can significantly impact their overall shopping experience (Chou, Tan, & Yen, 2004). Maintaining a dependable supply chain that ensures product availability and timely delivery is essential for e-commerce platforms to succeed in such competitive environments (Zhang et al., 2018). Yubei District consumers value promptness and precision, and platforms that consistently deliver on these expectations are more likely to build customer loyalty and attract positive feedback.

Marketing Mix Elements Influencing Customer Satisfaction The marketing mix, particularly product diversity, pricing strategies, promotional activities, and distribution channels, plays a significant role in influencing customer satisfaction with online shopping platforms.

Product diversity refers to the range of products available on a platform, and a broad assortment increases the likelihood of meeting diverse consumer preferences (He, Ma, & Xu, 2020). In regions like Yubei District, consumers appreciate being able to choose from a wide variety of products across categories, which enhances their satisfaction.

Pricing strategies such as competitive pricing, discounts, and promotions are critical in shaping consumer perceptions of value (Liang & Wei, 2017). Consumers often compare prices across platforms, and those offering better deals are more likely to attract and retain customers.

Promotional activities, such as advertising campaigns and loyalty programs, create a sense of value and engagement. Studies by Huang and Chen (2020) and Kim and Lee (2021) suggest that well-targeted promotional strategies can significantly enhance customer satisfaction by creating a perception of savings and added benefits.

Distribution channels and logistics efficiency are also essential in ensuring customer satisfaction. Research by Zhang et al. (2018) and Lin et al. (2020) highlights the importance of timely delivery and flexible shipping options, which meet the diverse needs of consumers in dynamic urban markets like Yubei.

Conclusion From the literature review, it is evident that multiple factors—including usability, service quality, perceived value, delivery performance, product diversity, pricing, promotions, and distribution efficiency—are crucial for shaping customer satisfaction in online shopping applications. Platforms like Taobao that successfully integrate these factors, particularly with the adoption of 5G technology, are better positioned to meet the evolving expectations of consumers in Yubei District and maintain their competitive advantage in a rapidly changing market. This review sets the foundation for the conceptual framework of your study, guiding the analysis of how these factors influence customer satisfaction in the context of online shopping in Yubei District, Chongqing, China.

From the literature review, the conceptual framework can be drawn as shown in Figure 1.

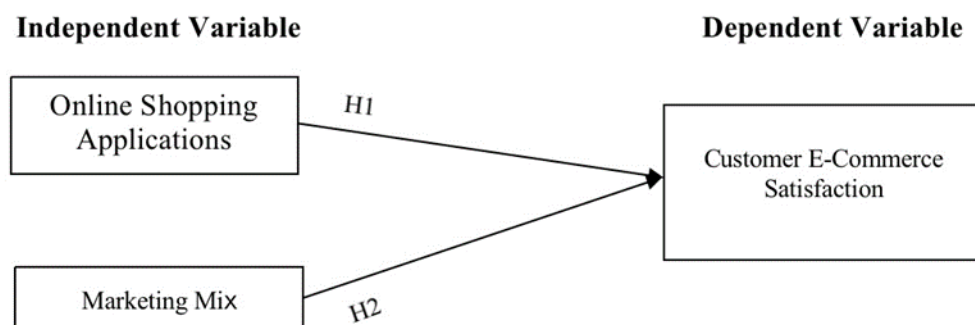


Figure 1 Conceptual Framework

RESEARCH METHODOLOGY

The analysis focused on a population of 491,010 persons living in the Yubei District of Chongqing, China. A sample size of 400 customers' purchase intentions for online apps in Yubei District, Chongqing, was established using the Taro Yamane technique. The research adopted convenience sampling method by giving out questionnaire to customers who were using Taobao application for buying product of Yubei District of Chongqing, China Area. Convenience sampling was used for this study because the respondents are selected to be in the right place at the right time and least time consuming compared to other sampling techniques. Due to the number of populations is of 491,000 persons living in the Yubei District of Chongqing, China, the researcher uses Taro Yamane table to calculate by the approximately sample size for this study (Lixin, 2009). The sample size is calculated based on 95% confidence level and 5% sampling error. This Study collected data from 400 samples.

The study used a survey research methodology, using a 5-point rating scale questionnaire to gather data from users.

The statistics used for data analysis were percentage, frequency, mean, and standard deviation.

RESEARCH RESULTS

Respondents' Profiles and Studied Variables

Most This study collected data on customer satisfaction with the Taobao application in the Yubei District of Chongqing, China. Questionnaires were distributed to 400 respondents who used the application.

In summary, the respondents of this study are customers satisfied with the Taobao application in the Yubei District of Chongqing, China. Most respondents are female (62.2%) followed by male (37.8%) of the total. The largest groups are aged 21-30 years old (47.1%), followed by 31-40 years old (30.4%), 41-50 years old (9.6%), 20 or under (9.4%), and 51 years and above (3.5%). Most of them work in private companies with an average monthly income above 6,000 RMB. Most respondents agreed that service marketing mix strategies such as product, place, people, Personalization, and Privacy impact their customer satisfaction with the Taobao application in the Yubei District of Chongqing, China.

This leads to the development of a conceptual framework for the study and the the following hypothesis:

H1: Consumer satisfaction in Yubei District, Chongqing, China, is greatly influenced by the usability, service quality, perceived value, and delivery performance of online shopping applications.

H2: Customer satisfaction with online shopping apps in Yubei District, Chongqing, China, is substantially influenced by product diversity, price tactics, promotional activities, and distribution networks.

Table 1 Result of Hypothesis 1: Consumer satisfaction in Yubei District, Chongqing, China, is greatly influenced by the usability, service quality, perceived value, and delivery performance of online shopping applications.

Item	Value	df.	Sig.
Usability	4.001 ^a	4	.409
Service Quality	70.707 ^a	17	.000*
Perceived Value	37.182 ^a	13	.001*
Delivery Performance	19.439 ^a	13	.082

*Level of significant $\alpha = 0.05$

The table 1 showed that Satisfaction of using was found having a significant relationship with the usability, service quality, perceived value, and delivery performance ($P < 0.05$).

Table 1 presents the results of Hypothesis 1, examining the factors influencing consumer satisfaction with online shopping applications in Yubei District, Chongqing, China. The analysis reveals a significant relationship between consumer satisfaction and both service quality ($p = .000$) and perceived value ($p = .001$), indicating that these factors strongly influence how satisfied customers feel with their online shopping experiences. However, usability ($p = .409$) and delivery performance ($p = .082$) did not exhibit significant relationships with consumer satisfaction, suggesting that these aspects might not play as crucial a role in shaping overall satisfaction for online shoppers in this region.

The study highlights that improving service quality and offering perceived value are key drivers in enhancing consumer satisfaction, while usability and delivery performance, though important, may not have as immediate an impact in the context of Yubei's online shopping market.

Table 2: Result of Hypothesis 2: Customer satisfaction with online shopping apps in Yubei District, Chongqing, China, is substantially influenced by product, price, place, promotion, personnel, process, and physical evidence.

Item	R ²	sig.
Product	0.239	0.006*
Price	0.390	0.000*
Place (Chanel)	0.318	0.000*
Promotion	0.379	0.000*

* Level of significant $\alpha = 0.05$

Table 2, Showed that product, price, place, and promotion were found having significant relationship with Satisfaction of using. ($P < 0.05$)

Table 2 presents the results of Hypothesis 2, which examines the factors influencing customer satisfaction with online shopping apps in Yubei District, Chongqing, China. The analysis indicates that product ($R^2 = 0.239$, $p = .006$), price ($R^2 = 0.390$, $p = .000$), place/channel ($R^2 = 0.318$, $p = .000$), and promotion ($R^2 = 0.379$, $p = .000$) all have significant relationships with customer satisfaction, with each factor showing a strong influence ($p < 0.05$).

These results suggest that focusing on these key marketing mix elements—product quality and variety, competitive pricing, effective distribution channels, and promotional efforts—can significantly enhance customer satisfaction in the context of online shopping in Yubei District. This insight can help businesses refine their strategies to improve user experiences and engagement on online shopping platforms.

DISCUSSION & CONCLUSION

The findings of this study offer a comprehensive look into the key factors influencing consumer and customer satisfaction in the context of online shopping applications, particularly the Taobao app, in Yubei District, Chongqing, China. The results, derived from both Hypothesis 1 and Hypothesis 2, indicate that certain aspects of the online shopping experience exert a substantial influence on satisfaction, while others, although relevant, may not be as impactful within this specific context.

Influence of Service Quality and Perceived Value on Consumer Satisfaction (Hypothesis 1)

Hypothesis 1 examined the relationship between consumer satisfaction and factors such as usability, service quality, perceived value, and delivery performance. The results indicate a significant relationship between consumer satisfaction and both service quality ($p = .000$) and perceived value ($p = .001$), aligning with previous research that highlights these two variables as central to shaping customer satisfaction in e-commerce platforms.

Service quality was found to be the most influential factor in driving consumer satisfaction. This finding underscores the importance of creating a seamless and high-quality service experience for online consumers. In the context of Taobao, a platform with a vast and diverse range of products, ensuring reliable service—such as efficient problem-solving, clear communication, and timely responses to customer inquiries—likely contributes to higher satisfaction. Consumers tend to place significant value on how they are treated throughout their purchasing journey, from browsing to post-purchase service. This result is consistent with existing literature, which frequently highlights the role of service quality in building customer trust and loyalty, particularly in online shopping where direct interaction with products is not possible.

Perceived value, which refers to the consumer's evaluation of the benefits they receive relative to the cost they incur, also demonstrated a significant relationship with satisfaction. This finding emphasizes that consumers in Yubei are highly responsive to the value they perceive in their purchases. They are likely weighing factors such as product quality, pricing, and the overall online shopping experience when determining satisfaction. This suggests that platforms like Taobao must continue to offer competitive pricing and value-added services (e.g., loyalty programs, personalized offers) to maintain and increase customer satisfaction.

On the other hand, usability ($p = .409$) and delivery performance ($p = .082$) did not show a statistically significant relationship with consumer satisfaction. This result may seem counterintuitive at first glance, especially considering the growing emphasis on the importance of usability in the design of e-commerce platforms. However, in the context of Taobao, it could be interpreted that consumers already expect a certain baseline level of usability and delivery efficiency, given the platform's established reputation. This aligns with the idea that once certain expectations are met, consumers may place greater emphasis on differentiating factors like service quality and perceived value, which have more direct impact on their emotional engagement and overall satisfaction with the shopping experience.

Marketing Mix Influence on Customer Satisfaction (Hypothesis 2)

The second hypothesis focused on the influence of key marketing mix elements—product, price, place, and promotion—on customer satisfaction. The results demonstrated that all four variables have significant relationships with customer satisfaction, with price ($R^2 = 0.390$, $p = .000$) and promotion ($R^2 = 0.379$, $p = .000$) showing the strongest influence. These findings are consistent with established marketing theories that emphasize the importance of the 4Ps (product, price, place, promotion) in shaping consumer behavior and satisfaction.

Price emerged as the most critical factor in this analysis. This highlights the sensitivity of consumers to pricing strategies, especially in an environment like Taobao, where competition among sellers is fierce, and customers have easy access to price comparisons. The significant impact of price suggests that consumers in Yubei prioritize obtaining good deals and

competitive prices when choosing where to shop. For online platforms, offering competitive pricing and flexible payment options can be key to attracting and retaining customers in a price-sensitive market.

Promotion, the second most influential factor, indicates that marketing and promotional efforts play a crucial role in influencing customer satisfaction. Promotional strategies such as discounts, flash sales, and loyalty rewards not only attract new customers but also help in retaining existing ones by reinforcing the perception of value. This finding suggests that online shopping platforms must continue to innovate and optimize their promotional strategies to stay competitive and appeal to customers seeking additional benefits beyond just product offerings. Product ($R^2 = 0.239$, $p = .006$) and place ($R^2 = 0.318$, $p = .000$) also significantly influenced customer satisfaction, although to a lesser degree than price and promotion. The importance of product diversity and quality implies that while consumers expect a broad range of choices, they also care about the quality and uniqueness of the products available. For an e-commerce platform like Taobao, maintaining a diverse selection of high-quality products is crucial for meeting customer expectations and ensuring continued satisfaction.

Place, which in this context refers to distribution channels and the ease of accessing products, highlights the importance of an efficient and reliable delivery network. Though it had a lesser impact than price and promotion, place remains significant, indicating that online platforms must continue to invest in logistics and delivery services to ensure that customers receive their products in a timely and efficient manner.

Conclusion

In conclusion, this study provides valuable insights into the key factors driving consumer and customer satisfaction in the online shopping market in Yubei District, Chongqing, China, particularly with regard to the Taobao platform. The results underscore the importance of service quality and perceived value in enhancing consumer satisfaction, suggesting that e-commerce platforms must prioritize customer service and the overall value proposition they offer to consumers. Furthermore, the significant influence of marketing mix elements such as price, promotion, product, and place reinforces the importance of effective pricing strategies, promotional activities, product variety, and efficient distribution channels in driving customer satisfaction.

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Data Availability Statement: The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

Conflicts of Interest: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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