

Analysis of User Experience at B2C E-commerce Website

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Abstract—Along with the development of e-commerce, B2C e-commerce websites are springing up like mushroom. In the increasingly competitive industry, each enterprise wants to stand out, which will result in a more and more severe competition, and even erupt price war sometimes. Benign e-commerce should satisfy the actual needs of customers and improve the user experience in order to promote the sustainable development of enterprise. Attracting the customers with price war in the short term may obtain temporary interest. However, it can not guarantee long-term benefit. Instead, it is not beneficial for the development of the industry. This paper intends to illustrate the significance of improving the user experience in e-commercial website, analyzing the problems and proposing some suggestions for commercial website to promote the benign competition among enterprises.

Key Words: B2C e-commerce website; User experience; Price war

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Along with the rapid growth of Internet, network has become very popular and has been a way of working and living. Besides, the booming e-commerce even makes people's life more convenient.

"User experience" is a human-orientated social transaction mode, which runs through all social activities associated with people. Along with the development of computer technology and Internet technology, user experience gets more and more attention, and the innovation model supported by information technology has paid close attention to user experience from a much more extensive field. Obviously, B2C e-commerce site (which is) centered on users pays more attention to the user's experience satisfaction. If the design of products meets the expectations of the users, the user will be satisfied with the product, and thus the product loyalty will be higher.

I. IMPORTANCE OF USER EXPERIENCE AT B2C E-COMMERCE SITE

A. The meaning of user experience

User experience refers to what the users have done, felt and thought when they are using or operating a product or service, which relates to rational value and perceptual experience provided for users by products or services. Positive user experience can bring credit and profitability to website, products or services and enhance user's willingness to pay a return visit, purchase intention and satisfaction, as

well as increasing the product reputation; Conversely, negative user experience would bring adverse effects, reducing the user's willingness to pay a return visit, degrading their purchase desire and satisfaction, as well as influencing the product reputation.

B. Development of B2C market

According to Second Quarter Internet Core Data of 2012 released by IResearch, the transaction scale of online shopping in this quarter was 268.37 billion yuan, which increased by 51.6% compared with the same period of last year, in which, B2C market scale occupied 89.35 billion yuan, with a cycle-increase rate of 43.7% and a year-on-year growth of more than 140%. Seen from the industry data, the overall B2C repeat purchase rate of the first half of 2012 was 49.76%, which nearly increased by 9% compared with 40.88% of the same period in 2011. Thus it can be seen that, the overall shopping frequency of users in B2C website has increased. According to the latest data of CNNIC, the number of Chinese net citizens had reached to 538 million up to the end of June in 2012. Based on numerous net citizens, the scale of domestic online shopping will enlarge increasingly.

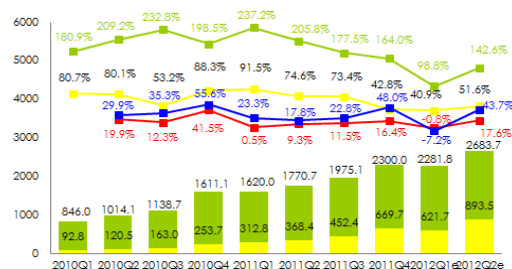


Figure 1. 2010Q1--2012Q2 China Online Shopping Market Transaction Scale; Source: IResearch,

Therefore, as the rapid development of user-oriented B2C e-commerce sites, it will make a great significance for the enterprise to try to improve user experience, user's visit rate, purchase rate and repeat purchase rate.

C. User experience is the core competition of B2C electronic commerce

The sustainable growth of buyers and transaction volume motivate the managers and servers of B2C e-commerce website to innovate continuously and provide more and better services. Besides, the fierce competition forces

merchants and service providers to create something new service model and improve service quality, so as to stand out in competition. User experience has been the competition core of B2C e-commerce sites and how to improve the satisfaction of the user experience and win the competitive advantage has become the problem confronted by each e-commerce.

Recently, the price war between Jingdong Appliance and Suning Appliance can be called as the cruelest price conflict in the history of e-commerce. However, why the winner was Jingdong Appliance at last? Suning Appliance had 20 years of entity stores managing history, and it turned to e-commerce in face of the development trends of times, while Suning paid less attention to user experience, which was the core reason of why it failed in price war. In contrast, the biggest superiority of Jingdong Appliance was that it seized user experience, that either from its web design, web site operation or after-sales service, they all can met the demand of users. It's obvious that user experience plays an important role in B2C e-commerce site competition.

II. PROBLEMS EXISTED IN B2C E-COMMERCE SITE USER EXPERIENCE

A. *Hard to search commodities with poor browsing experience*

In order to attract a wide range of users and achieve free browsing in the web, searching and search ability play a crucial role for the usability of e-commerce websites. If the users couldn't find the goods they wanted on e-commerce website, they will have no way to purchase.

At present, there generally exist some problems in China's B2C e-commerce sites, such as that web design couldn't meet the aesthetic habit of the target population; over-complex navigation results in difficulties in searching goods, which largely decreasing user experience; the slow web speed, as well as problems in page layout, audio usage, video and so on. According to the statistic of IResearch web, 40% of customers will not visit the website when failed in the first web experience.

B. *Tedious purchase operation and being time-consuming*

The tedious and time-consuming purchase process in B2C e-commerce site will beyond the user's anticipated cost, which would greatly reduce user experience, resulting in a loss of large number of users.

The research data of e-commerce sites pay process in Smashing Magazine shows: the biggest impact on user experience was not the number of process, but the operation needed to complete in each step.

In this research, we found an important factor influencing user experience: new account registration. Just for a simple order form, they have to make account registration, which making potential users quite disgusted. Registering an account means more operation procedures to make and more form items to fill in, namely, more time will be spent. And most users have had too many accounts to add.

C. *Backward logistics, low-efficiency after-sale service*

High logistics cost, slow delivery speed and bad service attitude have become the restriction factors for the development of B2C e-commerce. Liu Yezheng's writing Network Consumer showed that there are 78% of the network consumers encountered unpleasant online shopping experiences for the reason of logistics problems. Bad attitudes of the delivery personnel and shirk responsibility when goods are damaged or lost, which happened occasionally. Besides, in reality, when the buyer receives the goods sent by Logistics Company, they should first sign and then inspect. However, once they've signed, the logistics company will not undertake any responsibility. In addition, the after-sale service efficiency of the enterprise is low and the disposition of the return of goods and refund is slow. Therefore, many buyers choose to submit to humiliation, and will no longer make transaction with the sellers, which seriously hinder the healthy and lasting development of B2C electronic commerce.

D. *Trust crisis and safety issues of online shopping*

Trust in electronic commerce is based on commodity transaction, in which process, the unfair price, inaccurate commodity information, privacy invasion and unauthorized use of credit card resulted by space-time distance between consumers and sellers will affect the establishment of trust. Different understandings to the same goods information and the false or uncompleted description of goods made by some dishonesty sellers will damage the buyer's interest.

At present, China electronic commerce association credible e-commerce promotion center, China credible websites application propulsion alliance and "credible website" verification management administration Knet (knet. Cn) have jointly issued 2012 China Website Development Report of Credible Validation Industry. By the end of June 2012, 31.8% of net citizens experiencing online shopping once directly confronted with phishing site or fraud website, and the swindled net citizens reached more than 61.69 million. More than 39.7% of the net citizens had a loss of more than 500 yuan. Among them, about 33.4% of net citizens had a loss of 500 to 2000 yuan. With a conservative estimation, the loss of net citizens resulted from phishing or fraud website can reach more than 30.8 billion each year.

In addition, the users worried about information security, especially when the information was stolen, and this was also one of the reasons resulting in low degree of satisfaction.

Low user experience resulted from trust crisis and e-commerce security issue is a big problem hindering the development of B2C commerce net.

III. SUGGESTIONS FOR PERFECTING THE B2C E-COMMERCE SITE USER EXPERIENCE

A. *Speed up browsing, and optimize search ability of the goods*

- Navigation column is the most important guide of a web site (especially e-commerce sites), for it

directly showed the next visit steps for the users. Optimized the navigation by reasonable allocation and design can help users make clear their visit steps. Moreover, it can let the users find the goods they want with the shortest time. There is a need to make it more reasonable, intuitive and understandable, so as to make people be clear at a glance.

- Optimize websites, and reduce unnecessary page skip and loading time, which can not only make users feel smooth and easy, but also improve the response speed, so as to satisfy the users' psychological expectation of operation with the least input and page skip.
- Reduce automatic playing audio and video. For most people value their ability to digest content, while automatic play will disturb the line of sight, reduce understanding, and make them feel disgusted. Besides, some e-commerce sites are with a large number of videos which slowing down the speed of the websites and making users wait a longer time and influencing their browsing experience.

B. Quicken the registration and simplify the shopping process operation

When users buy goods in the B2C e-commerce site, they have to make user registration, so the simpler the registration process is, the more users we'll have. Users can just fill in the most effective information, such as E-mail, cell phone number and so on, and when they are buying goods, they can complete the necessary information. In addition, users can also make the registration directly with Micro-Bo, QQ and other general identity registrations, which can save the time to register new account and meet the user's psychological expectation, so to largely improve the user experience.

Don't spend too much energy on shopping step, but to pay attention to the operation needed in each step, for it largely influences the user experience.

Remove unnecessary functions. When users just have interest in some information, one can choose to shield some attribute or parameters display. Users do not need so many things, and what they've expected is just to check the goods in their shopping carts, so too many functions only can interfere with the user clicks. As for e-commerce site design, laconic page is always the most favorite of users.

C. Standardize trading order and perfect security system

When users are in network shopping, they will go through procedures of comparing goods information, having network trade talks, confirming the purchase and paying. Establish a complete, standard, fair and justice trading system and mutual trust structure can improve the credibility of goods and sellers, and enhance the user's trustiness and faithfulness. For example, making the third party payment platform "Alipay" as intermediary can balance the interests of both parties.

Furthermore, strengthen the penalty for fraud or unfaithful transaction behaviors, and make a complaint when online description not conforms to physical commodities, no delivery after paying, clinch a deal without selling, make malicious evaluation and do not use the third party security trading.

D. Prolong the after-sale service and follow up the logistics distribution information

When the number of orders is increasing ceaselessly and the sale volume is growing tremendously, the problem easily to be ignored by e-commerce is logistics. It's a difficulty hard to solve and uneasy to avoid for most of e-commerce enterprises.

But in fact, we can reasonably optimize logistics system through some indirect means. Shorten the delivery time and deliver goods with the shortest time after customers placing orders. After delivery, send message to the customer the first time to remind them to pay attention to logistics information, by which to make customers feel efficiency and care. In this process, customers can follow up the logistics situation at any time to master the delivery condition of goods, so to improve the user experience.

To prolong after-sale service time, there still needs to improve the response speed of customer service and deal with customer returns or refund problems as fast as possible except for following up the logistics information.

E. Construct communication channels with users and establish brand image

Customer Relationship Management (CRM) is a priority for all, for it not only can bring regular customers, but also have a lot of additional value. The purpose of constructing the communication channel with users is to establish a stable and mutual beneficial long-term cooperation relations, to make a favorable impression to users and then to attract new customers.

The biggest feature of e-commerce is "user leading", that is, purchase intention is fully mastered by users. The Internet makes enterprise promotion become a passive behavior, while users will become initiative party, for they can query information through the interactive media. Therefore, construct communalization style of operation not only can increase the number of users, but also can improve their satisfaction.

In addition, enterprise image is particularly important for B2C e-commerce. The most important thing is to win the trust of users, for if there is no trust, there will no deal. So, it needs to present enough positive information on the website to obtain the trust of the visitors, moreover, to enhance the enterprise image through offline means, such as public welfare.

IV. CONCLUSION

Along with the development of B2C electronic commerce, the price war has intensified, which is always the result of the competition based on platform homogeneity, such as "price war" of e-commerce in chapter 8.15.

Enterprises try to win customers by sacrificing profits or decreasing the price, but the truth is that with the improvement of the quality of the users and the transformation of demand, it can no longer improve the loyalty of the customer by purely price cutting.

The essence of electronic commerce is marketing and market competition should also develop from the initial price competition to the core competence of product quality and service, so the enterprises should pay attention to the user experience in B2C e-commerce site, and only by improving user experience can win the customers.

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