

# **Analysis of the Impact of Customer Trust on Consumers' Purchase Behavior Based on Online Shopping Platform: Taking Taobao Shop as an Example**

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**Abstract.** The fast-growing online shopping platform allows consumers to enjoy a wider variety of goods while enjoying more affordable products. However, in recent years, the problems in online shopping platforms, such as customer trust and the differences between reference and actual products, have led to a devastating blow to some of the merchants who have been stationed in Taobao for a long time, in which customer trust has an indispensable impact on consumer buying behavior. This article analyzes the customer trust led by some factors in Taobao shopping and consumer purchase behavior, explores the influence of online customer trust on consumers' purchasing behavior based on questionnaire design, and proposes marketing suggestions to improve business operations.

## **1. Introduction**

In 2010, the number of Internet users in China increased sharply, and online shopping became a household fashion trend. According to preliminary statistics, the market transaction volume of online shopping in China reached 500 billion in 2010, accounting for 3.2% of China's total retail sales of consumer goods. By the end of 2017, the number of netizens in China exceeded 500 million, and a large number of e-commerce websites emerged, such as Taobao, Jingdong, Vipshop, Dangdang, Suning Tesco, etc. These large shopping websites have penetrated into people's daily life. Compared with 2010, the annual market transaction scale has risen to 7.1751 billion yuan in 2017, with an average annual growth rate of 190% [1]. However, with the rapid development of online shopping, a series of product quality problems caused by online shopping also appear, causing the loss of credit to enterprises or businesses. Only in 2014, China's business management system handled up to 77,800 of online shopping complaints; and recently, the State Administration for Industry and Commerce (SAIC) has conducted random inspections on related products of e-commerce platforms such as Taobao, Tmall, Jingdong and Vipshop, and the overall unqualified rate reached 34.6%. Such a high rate of disqualification makes consumers chill, which not only reduces customers' trust in online shopping platforms, but also hinders the development of e-commerce.

## **2. The Analysis of Customer Trust Led by Series of Factors in Taobao Shopping and Consumer Purchase Behavior**

With the changes of the market environment and the survival of the fittest in the economic model, the key factor of customer trust has attracted the attention of many enterprises. For example, well-known brands have good reputation and high customer trust, so their products sell well. What led to such a business performance? It is nothing more than the customer's trust in their products or brands, so the consumer's purchase behavior reveals the customer's trust.

### **2.1 Analysis of consumer purchase behavior by network credit evaluation system**

Consumers are accustomed to checking the merchant's credit rating when shopping online. Credit evaluation refers to the degree of consumer recognition of the overall business, including product

quality, consistency between reference and actual products, consumer satisfaction, and sellers' service attitude. , which also provides important shopping references for subsequent purchasers [2]. When other customers see a lot of praise for the goods, it will naturally greatly improve the satisfaction of the goods, which reflects that the customer credit plays a leading role in the consumer's purchase decision.

## **2.2 Analysis of online shopping payment credit to consumers' purchasing behavior**

Safe and convenient payment methods are an important guarantee for online consumers purchase. Taobao, as Asia's largest online retail commodity platform, is working hard on consumer security payments. Taobao's means of payment, such as Alipay, Ant Check Later, bank card, credit card, and loyalty card, greatly facilitates consumers. In addition, after the buyer purchases the goods, the money will not be immediately transferred to the seller's account, but will wait until the buyer actually receives the goods and is satisfied with the confirmation before the seller can receive the money. Taking the risk of customers to win consumer trust is perhaps one of the reasons why Taobao can become the hegemon of the e-commerce industry.

## **2.3 Analysis of customer's purchase behavior caused by product quality**

The relationship between product quality and customer trust and purchase intention is often positively correlated. The more complete the attributes of product quality are described and more useful information is included, the greater the consumer's trust in goods is and the stronger their willingness to purchase will also be.

## **3. Questionnaire Design of the Influence of Online Customer Trust on Consumers' Purchasing Behavior**

The questionnaire design consists of five parts, which are mainly distributed among college students and social groups. The first part is the basic information of consumers, including the age, gender, education level and monthly income of the respondents. The second part is the situation of online shopping, including the age of online shopping, the frequency of shopping websites (mainly Taobao), the number of purchases in a fixed period of time, the type of products purchased and the price range. The third part is the purchasing habits of consumers under the factors of customer trust. The survey is conducted from sellers, buyers and third parties. The fourth part is the overall trust of customers on online shopping, including the quality of products, the reputation of merchants, Logistics distribution, after-sales service and seller attitude, etc. The fifth part is the factors that affect the consumer's purchase behavior and an objective view of online shopping, from four aspects of the product, merchant, platform, logistics.

Questionnaires were distributed through online and offline methods. Online questionnaires were distributed on the questionnaire website while offline questionnaires were distributed through paper. A total of 200 questionnaires were distributed, 120 electronic questionnaires, and 80 paper questionnaires, and 186 questionnaires were finally collected. After rejecting the invalid questionnaire, 180 valid questionnaires were eventually recovered and the recovery rate was 90%.

**Table 1.** Effect of gender on consumer purchase behavior

Independent variable (customer trust)	dimension	number of statistics (person)	number of people wanting to purchase (person)	Dependent variable (consumer purchase probability)
Gender	male	54	45	83.3%
	female	36	29	80.5%

Source: Questionnaire statistics

From the statistics (see Table 1), it can be seen that there is no substantial relationship between consumer purchasing behavior and gender differences with customer trust, and the impact between the two is not significant. It is mainly based on the subjective will and objective analysis of

customers.

**Table 2.** Comparison of trust in different consumption levels

	Consumption level (yuan/month)	number of statistics (person)	number of people wanting to purchase (person)	Dependent variable (consumer purchase probability)
Overall trust level	≤800	23	13	56.52%
	800~1200	52	40	76.92%
	1200~1800	12	10	83.33%
	≥1800	3	3	100%

Source: Questionnaire statistics

According to the level of consumption, the overall level of trust is closely related to the level of consumption (Table 2). Consumers with high levels of consumption have a high degree of trust in certain recurring purchases and have their own unique insights and evaluation methods. Higher-income consumers have higher demand for products, and need high-quality actual products. Once products have not reached the level they want, they will be unlikely to purchase again, and the merchants will lose these customers.

**Table 3.** Comparison between Customer Satisfaction and Consumers' Willingness to Purchase

	Satisfactory degree	number of statistics (person)	customer trust (10 points)	willingness to purchase
Evaluation	Very satisfied	6	10	Will
	Quite satisfied	27	8	Will
	Satisfied	32	5	It depends
	Not satisfied	20	3	Basically not
	Very bad	5	0	Will not

Source: Questionnaire statistics

As can be seen from the statistics table above, we conducted a survey on the satisfaction of business evaluation of respondents. Many consumers have relatively pertinent evaluations on all aspects of products after online shopping, which will generate credit mechanism for merchants. We counted the customer trust in the form of ten-point system, and the results showed that consumers with a customer trust of more than 8 points were relatively more willing to purchase. That is to say, the customers can get a general reflection of the product from the evaluation system, then analyze the value of it and clarify its credibility to decide if there is a willingness to purchase.

#### 4. Advice and Improvement of Consumer Behavior Strategies from the Perspective of Customer Trust

According to the survey analysis, we make some suggestions on how to improve customer trust to improve consumer purchase behavior.

##### 4.1 Strengthen the credit construction of the website and strengthen the business model

Many consumers think that the goods in Jingdong and Vipshop are more trustworthy than in Taobao. The same products sell different prices on different websites. The key is that sales volume is more important than low price for consumers. Therefore, it is essential to strengthen the construction of website credit [3]. The website must provide detailed, accurate and effective information of company and product, and increase the customers' trust, rather than introducing it simply, which will greatly reduce customers' perception of website integrity, gradually lose trust in it, and ultimately affect consumer purchasing power.

##### 4.2 Ensure product quality

What consumers most value is not certainly price and service, but the quality of the product.

Some merchants continue to cut prices in order to increase sales, and the price reduction will reduce profits. In order to ensure the sales volume and profit, the shoddy phenomenon is very common, which is caused by poor supervision of product quality and website. Merchants can't ignore the importance of product quality since the price is low. It is necessary to properly carry out discounts under the guarantee of quality. It is essential to prevent counterfeit and shoddy products and ensure consumers to purchase rights.

#### **4.3 Communicate with consumers in an instant and effective way**

“There is no perfect jade in the world.” Even if all aspects are done very well, we can't meet the 100% needs of consumers [4]. A good service attitude can show our sincerity and goodwill to our customers. When communicating with consumers, we should pay attention to seeking truth from facts, don't make great fuss about nothing, either exaggerate talents, and ensure that we convey effective information to consumers.

#### **4.4 Grasp the customer's needs and prepare for marketing**

Many customers compare different merchants before shopping online. Therefore, how to create advantages between the same products and how to grasp the consumer psychology and create a distinctive and attractive business page are very important. When communicating with customers, we need to find the right time to analyze the differences between our product and the others in a differentiated way, to win the trust of customers, and then enhancing consumers' desire to purchase.

#### **4.5 Treat customer complaints and returns correctly**

Whether it is a business or a shopping platform, customer complaints must be treated correctly and cannot be treated negatively. Opening the platform complaint handling line (telephone and network) to handle customers' complaints quickly, that will not only reduce the rate of customer churn, but also effectively curb the negative effects of evaluation and increase the reputation and popularity of the website.

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