The e-commercial quality components impact on customers' purchase intention

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Abstract. The Internet has been widely used in these years and in recent years, it is still showing continuous growth. The Internet has become an important means of online transactions and services. This study examines the impact of e-commerce functions on people's willingness to purchase by telling American e-commerce giant Amazon and China's largest online merchants.

1. Introduction
Nowadays, People’s life becomes more and more convenient, because Internet makes a great change in daily life of people. The internet is used by people for working, learning, entertainment and so on. Social tools make people know more about the world and shorten the distance between two people. Business is urged international and students learn more knowledge by using Internet. Online marketing is a sensible strategy for a company to develop their business and make their firm be more successful. The most important point for a company be successful is to make a lot of customers know their products and purchase the products. With growth in the living standard, the desire of consumers is higher. Consumers would like to purchase goods without going to shopping center or they are fond of purchasing anytime and anywhere. Online commerce is a part of Internet that make people’s dream come true. The dream that is they can go shopping at their home just ticking products and wait few days then the products will be delivered to their home. According to a report by the US Department of Commerce in 2005, e-commerce sales in the third quarter of 2005 increased rapidly, up 26.7% year-on-year, and 2.7% higher than the second quarter of the same year. The apparel category generated $6 billion in sales in 2003 and became the second largest online product category. Compared to 2001, it has doubled. (United States Department of Commerce, 2003, 2005). There are quite a few benefits to using the Internet to shop. It is more convenient and faster, has more choices, and more access to information. When its product quality and delivery time can be better controlled, it will grow faster. However, the impure use of the Internet system seems to be less successful for a single, unsystematic shopping mall. The location and characteristics of offline physical stores and
virtual store which belonging to the e-commerce system are completely different in an e-commerce environment.

According to previous research, the main factors affecting the purchase intention of online shopping consumers are the previous online shopping experience, the satisfaction of online shopping and the service experience enjoyed by online shopping. For traditional mode e-commerce, almost all of the information is transmitted in one direction, and the feedback from the customer is rarely sent back to the supplier or other customers.

Based on the Internet, using the mobile Internet as a platform, using electronic software and information technology to meet the communication and service between enterprise suppliers and customers, by holding online events and publicity, new marketing campaigns can achieve certain goals. This phenomenon is called Internet marketing. E-commerce is also called electronic commerce or ecommerce, refers to online transactions or services through electronic systems such as the Internet or other computer networks. Web-based applications and marketing activities affect customers’ satisfaction, and customers’ satisfaction greatly affects customers’ acceptance of e-commerce [1].

2. E-commerce application
E-commerce focuses on maximizing efficiency. The main way is to save time by the simple search process, one-click purchase, and the type of product recommended based on previous purchase records.

E-commerce companies usually take some or all of the following measures: Put ads on links to products in virtual stores on other Internet sites, when the Internet visitors click, they will enter the product page; Use of information exchange between different Internet companies to exchange electronic data; Collect and use demographic data through contact information on social networking sites; Connect with the customer or potential customer of the transaction through the collected email address or other contact information. E-shopping or online shopping is where consumers buy goods and services directly from businesses through a web browser. It belongs to a form of e-commerce. The largest online sales companies today are Alibaba, eBay and Amazon. It’s obvious that the success of the retail industry is now more than just a physical store. More and more retail companies now offer consumers online consumption channels. Online stores will be able to adapt to the needs and service requirements of overseas markets under the development of online shopping. Online shopping usually has some hidden dangers, such as personal information security issues. This requires the buyer and the seller to pay attention together.

3. American Amazon
Amazon is the largest e-commerce company in the United States, located in Seattle, Washington, USA.

Amazon separates retail sites in different countries, including the United States, the United Kingdom, Brazil, Italy, Spain, China, the Netherlands, France, Canada, Australia, Japan, Mexico, India and Germany. Amazon also provides international shipping services to other countries. Amazon was just an online bookstore in the early days, but it quickly became diversified because of consumer demand. Nowadays, the product line covers a wide range, including musical instruments, clothing, furniture, music CDs, baby products, daily necessities, food, electronics, software, personal care products, videotapes, lawn and garden items, watches, jewelry, industrial and scientific supplies, sporting goods, games and toys. The company is not only an agent, but also produces a number of electronic products, such as the Kindle Fire tablet, Amazon Kindle e-book reader, Fire Phone and Fire TV. Users can submit a rating of one to five stars for the products they purchase, and other customers can understand the products based on the evaluation of the products. Customers can indicate whether this review is useful by commenting on the content of the review or by voting. Amazon can display the customer’s real name or show if it’s a popular commentator. This comment will appear on the front page of the product if it gets enough “helpful”.


4. **A major player in Chinese e-commerce market**

In China, E-marketing involves to manufacture, retail, service, finance filed there are some example 1688.COM, Lashou.com, Taobao.com, Jd.com, 58.com, meituan.com etc. According to the report, China will have 140 million Internet users by 2007, and the current figure is 94 million. This shows that the development potential of e-commerce is huge in China. [2]. As of the end of 2013, the amount of China's e-commerce market was 10.2 trillion yuan, up 29.9% from the same period last year. Among them, the online retail market turnover was 1,855.1 billion yuan, an increase of 42.8% over the same period of the previous year; the B2B e-commerce market transaction volume increased by 31.2% over the same period of last year, to 8.2 trillion yuan. Tmall (50.1%) is the first B2C online retail market in China. This data comes from the report of China E-Commerce Research Center as of the end of December 2013. Taobao is currently the leader of China's online shopping website, equivalent to eBay and Amazon in the United States, and has a great momentum to surpass. Taobao provides users with a lot of convenient features, which are designed for the best interests of consumers. For example, the transaction between the buyer and the seller secures the transaction security through the third-party application Alipay. Buyers can use the information provided on the website to evaluate the seller's background, including comments, ratings and complaints. Sellers can also evaluate buyers to block malicious, non-real customers. Taobao also provides convenience for sellers, such as providing a free login service to sellers. Of course, this was originally a measure taken to curb the expansion of eBay but it is indeed convenient and safe. Jingdong shopping is also developing rapidly today. Its logistics model has a greater advantage than Taobao.

5. **Conclusion**

Online consumers' purchase intentions, consumers' satisfaction, online system quality, online information quality and online service quality are all necessary elements for the development of e-commerce. How to develop e-commerce in the future will be the object of further study.

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