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An Empirical Research on the Impact of E-commerce Enterprise Reputation on Online Consumer Behavior: A Case Study of B2C Websites

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Abstract: As a means of non-price competition, the reputation of enterprises is valued by e-commerce enterprises. From the perspective of consumers, this paper divides corporate reputation into five elements. Corporate reputation will affect consumer behavior. Based on the trust to the enterprise, consumers show satisfaction to the products and services of the enterprise and customer loyalty behavior. Therefore, the paper constructs a theoretical analysis model, and uses data analysis and data processing to verify the relationship between e-commerce enterprise reputation and consumer behavior, and then puts forward relevant suggestions.

Keywords: E-commerce Enterprise Reputation, Consumer perception, Customer satisfaction, Customer loyalty

1. INTRODUCTION

China's e-commerce enterprises have changed from brutal growth to high-quality development, and gradually changed from price as the main means of competition to non-price competition. Corporate reputation, as a kind of intangible asset that has a dependency relationship with the behavior subject but is relatively independent, is increasingly valued by e-commerce companies^[1]. A good corporate reputation helps to protect the interests of modern corporate stakeholders^[2].

Corporate reputation is defined as the perception of the buyer of goods or services on the popularity, trustworthiness, and evaluation ratio of the production and sales enterprise^[3]. From the perspective of the strategic layout of enterprises, the long-term competition between enterprises will gradually tilt to the side with a good corporate reputation^[4].

In this paper, corporate reputation is understood as the reputation and word of mouth accumulated by a company in its long-term development process. It is based on consumers' comprehensive evaluation of the corporate's business performance, innovation ability, and social responsibility. Based on the research of corporate reputation and the characteristics of e-commerce companies, this paper will explore the relationship between e-commerce corporate reputation and consumer behavior, and analyze the impact of e-commerce corporate reputation on consumer satisfaction and customer loyalty.

2. E-COMMERCE CORPORATE REPUTATION AND CONSUMER BEHAVIOR

2.1 The composition of e-commerce enterprise reputation

From the perspective of consumers, the most important thing is to establish trust with enterprises^[5]. Consumers' attitudes towards a business have a hierarchical effect, that is, consumers obtain information about the business through various channels, and then form a certain awareness of the business and generate a desire to buy. There is a certain emotion in the interaction of the enterprise.

Referring to Saunders and Ross's (2007) discussion on the importance of consumers to corporate reputation, this paper analyzes e-commerce corporate reputation from five aspects.

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- Consumers' perception of corporate social responsibility. Positive network information feedback, the importance that managers and employees attach to reputation management, social responsibility, and a complete reputation management system will all improve consumers' perception of corporate reputation. In fact, customers must first have a sense of the company's image, product or service quality, and then they will have the idea that this company is trustworthy.

- Consumer perceptions based on interactions. Media such as news, advertisements, and the Internet can help consumers obtain information about the companies they care about. These information are combined with the feelings formed during the interaction between consumers and companies, and is transformed into consumers' inner emotional activities, which then dominate their behavior.

- Consumer sentiment to enterprises. It is the attitude of consumers based on whether the services of enterprises meet their expectations and actual needs. Consumers will bring their feelings to the enterprise into every shopping process.

- Consumer privacy protection and online shopping security. The popularity of E-commerce makes online shopping popular. However, this process is accompanied by the disclosure of consumer information and the emergence of a variety of fraud. The risk of online shopping continues to rise, which will affect consumers' trust in the reputation of e-commerce enterprises. Therefore, e-commerce enterprises should take the protection of payment security and privacy as the core task.

- Products and services of enterprises. Products and services are the foundation of enterprise development. A good product and service will leave a pleasant impression on consumers, and enable consumers to realize the importance of enterprises to themselves, thus forming a good corporate reputation in their minds.

2.2 Consumers' response to the reputation of E-commerce enterprises

There is a positive relationship between corporate reputation and customer satisfaction^[6]. A good reputation will make consumers show a satisfactory attitude, can strengthen consumers' confidence in the quality of the company's products or services, and help consumers reasonably adjust their expectations, thereby increasing their willingness to buy and satisfaction. This paper defines customer satisfaction as the degree to which there is a discrepancy between the customer's expectations of the product or service and the post-consumption psychological perception evaluation after the customer makes consumption.

Consumer satisfaction is closely related to loyalty, that is, a consumer who is very satisfied with the company's products and services is far more loyal to the company than other consumers. Consumers' repeated purchase behavior is highly positively related to their preference for the product^[7]. Customer loyalty means that customers who have a preference for a certain company are willing to choose that company when purchasing a certain product or service^[8]. Therefore, when researching customer loyalty in e-commerce transactions, we should fully realize the important status of customer satisfaction, that is, customer satisfaction is the prerequisite for customers to generate higher brand loyalty^[9].

2.3 The relationship between e-commerce company reputation and consumers

Customers need to understand the corporate image and the quality of their products and services before they can decide whether they are satisfied. At the same time, customers can judge the quality of the company's products or the level of services provided based on multi-channel information without actual experience^[10]. Consumers' subjective cognition of enterprises will change with the changes of brand awareness, sales or service attitude, quality and other factors. The final results of these changes can be obtained through the observation of consumer satisfaction, and confirm whether the results are conducive to the direction of enterprise development or contrary to its development direction^[11].

In view of the composition of corporate reputation from the perspective of consumers and consumers' responses to corporate reputation, this paper builds an analytical model between corporate reputation and

consumer behavior, as shown in the figure below (Figure 1).

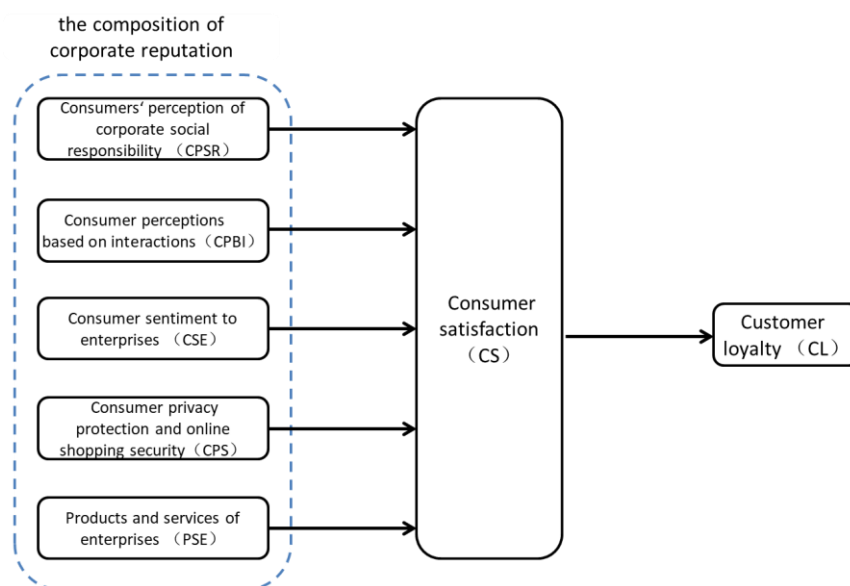


Figure 1. Theoretical analysis model

3. RESEARCH DESIGN AND DATA PROCESSING

3.1 Research design and data sources

Based on the theoretical analysis model, this paper constructs a questionnaire with three parts which are e-commerce enterprise reputation, customer satisfaction (CS) and customer loyalty (CL). Among them, e-commerce enterprise reputation includes five factors which are Consumers' perception of corporate social responsibility (CPSR), Consumer perceptions based on interactions (CPBI), Consumer sentiment to enterprises (CSE), Consumer privacy protection and online shopping security (CPS), Products and services of enterprises (PSE).

The questionnaires in this study were published online to collect data. A total of 102 questionnaires were obtained, of which 82 were valid and the effective rate was 80.39%. Due to the random distribution of questionnaires, the male to female ratio of respondents was basically 1:1, and the majority of the respondents were between the ages of 18 and 30. Most of the respondents have used B2C shopping websites, and the number of online shopping more than 5 times in half a year accounts for 82.35%.

3.2 Reliability and validity of questionnaire

Reliability is reliability, which refers to the consistency or stability of the measurement results, and reflects the degree of compliance of various questions within the measurement scale. Cronbach's Alpha coefficient is a very commonly used method for measuring reliability. When the value of α is greater than 0.7, it represents the credibility of the measurement problem.

In the reliability analysis, except that α value of consumer sentiment to enterprises (CSE) is slightly less than 0.7, the other indicators are all greater than 0.7, indicating that the scale has better reliability. The reliability analysis results are shown in Table 1.

Table 1. Reliability analysis results of each variable

Factors	Question item	Reference	Value of
Consumers' perception of corporate social responsibility	11 Enterprises actively engage in charity and public welfare	[12], [13]	0.741
	12 Employees treat customers well and have patience		
	13 The company attaches great importance to my opinions and suggestions		

Factors	Question item	Reference	Value of
(CPSR)	14 Less negative business news		
Consumer perceptions based on interactions (CPBI)	21 The development prospects of enterprises are relatively bright 22 The company has a high reputation 23 Good corporate leader social image	[14]	0.705
Consumer sentiment to enterprises (CSE)	31 I trust this company 32 I like this company (including products, image, etc.) 33 I am very concerned about the news and information about the company	[15],[16]	0.686
Consumer privacy protection and online shopping security (CPS)	41 No private information leaked after registering on the corporate shopping website 42 The company offers multiple payment methods and provides corresponding security protection 43 Goods item matches description 44 Enterprises have formulated and implemented consumer privacy protection policies	[14],[17]	0.711
Products and services of enterprises (PSE)	51 The service of enterprises can meet the individual needs of customers 52 The logistics company that the company cooperates with has a fast delivery speed and can guarantee that the goods received by customers are intact 53 Simple website operation 54 The products sold by the company are of good quality, 55 Businesses update products and services more often	[18],[19],[20]	0.766
Consumer satisfaction (CS)	61 Actual vs. expected	[21]	/
Customer loyalty (CL)	71 I would recommend this business to friends and family 72 I think I am a loyal customer of this company 73 Under the same circumstances, I will give priority to spending at this company	[22]	0.790

Validity refers to the degree of correspondence between the measurement results and the characteristics of the objects measured by the scale. Bartlett's sphericity test and KMO (Kaiser-Meyer-Olkin) are commonly used factor analysis tools. The KMO statistic usually takes a value between 0-1, and the closer it is to 1, the stronger the correlation between variables, indicating that the variable is more suitable for factor analysis. After the KMO and Bartlett spherical tests were performed on the scale, the following data was obtained. The KMO value was 0.901 and the Sig value was less than 0.001, indicating that the scale has high validity. See Table 2.

Table 2. Test of KMO and Bartlett

Kaiser-Meyer-Olkin measurement sampling suitability		0.901
	χ^2	1184.304
Bartlett's sphericity test	df	253
	Sig.	0.000

3.3 Correlation analysis

The results of correlation analysis show that the five influencing factors are significantly related to customer satisfaction, indicating that customer satisfaction is mainly determined by these factors. Factors such as customer perceived quality, consumer cognition, consumer sentiment, online shopping security, and corporate product and service influence are significantly positively correlated with customer satisfaction at 0.01 levels. See Table 3.

And customer satisfaction is positively correlated with customer loyalty at a level of 0.01. See Table 4.

Table 3. Correlation analysis between corporate reputation factors and CS

corporate reputation factors	Correlation coefficient
CPSR	0.613***
CPBI	0.572***
CSE	0.573***
CPS	0.559***
PSE	0.597***

*** Significant correlation at the 0.01 level (both sides).

Table 4. Correlation analysis between CS and CL

		CS	CL
CS	Pearson correlation	1	.707***
	Significance (both sides)		.000
	N	102	102
CL	Pearson correlation	.707***	1
	Significance (both sides)	.000	
	N	102	102

*** Significant correlation at the 0.01 level (both sides).

4. REGRESSION ANALYSIS

Based on the correlation analysis, this paper uses regression analysis to further verify the causal relationship between the components of corporate reputation and customer satisfaction, as well as customer satisfaction and customer loyalty.

Using customer satisfaction as the dependent variable, and using five types of influential factors of corporate reputation as independent variables for stepwise regression analysis, the calculation results are as follows: $R = 0.819$, $R \text{ Square} = 0.671$, $F = 38.377$, and F value significance probability = 0.000. This shows that the 67.1% variation in customer satisfaction can be explained by five factors, such as Consumers' perception of corporate social responsibility (CPSR), Consumer perceptions based on interactions (CPBI), Consumer sentiment to enterprises (CSE), Consumer privacy protection and online shopping security (CPS), Products and services of enterprises (PSE). The significance probability of F value is equal to 0.000. It shows that this regression analysis is more credible in Table 5.

Table 5. Regression analysis of corporate reputation factors and customer satisfaction

Independent variables	Coefficient β	Standard regression coefficient	t	Sig.
Constant	3.853		64.868	0.000
CPSR	0.499	0.613	7.767	0.000
PSE	0.485	0.597	7.442	0.000
CSE	0.466	0.573	7.000	0.000
CPBI	0.465	0.572	6.975	0.000
CPS	0.455	0.559	6.749	0.000
F = 38.377				
R Square = 0.671				

Among them, the standard regression coefficient of CPSR is 0.613, which has the greatest impact on customer satisfaction, and the standard regression coefficient of CPS is 0.559, which has the smallest impact on customer satisfaction. The regression coefficients of the five factors are all greater than 0, so they have a positive correlation with customer satisfaction.

Using customer loyalty as the dependent variable and customer satisfaction as the independent variable for regression analysis, the calculation results are as follows: $R = 0.707$, $R \text{ Square} = 0.510$, $F = 100.021$, and F value significance probability = 0.000. This indicates that the 51.0% variation in customer loyalty can be explained by customer satisfaction.

Table 6. Regression analysis of customer satisfaction and customer loyalty

Independent variables	Coefficient β	Standard regression coefficient	t	Sig.
Constant	3.350		-9.788	0.000
CS	0.870	0.707	10.001	0.000
F = 100.021				
R Square = 0.510				

From the regression results in Table 6, the value of the F statistic is 100.021, indicating that the explained variance of the regression model is significantly larger than the unexplained variance, and the significance probability of the F value is 0.000, indicating that the overall regression effect is significant. The regression coefficients are all positive values, indicating that customer satisfaction and customer loyalty have a positive correlation.

5. CONCLUSIONS

This paper analyzes the relationship between E-commerce corporate reputation and consumer behavior, and believes that corporate reputation can be explained from five aspects: Consumers' perception of corporate social responsibility (CPSR), Consumer perceptions based on interactions (CPBI), Consumer sentiment to enterprises (CSE), Consumer privacy protection and online shopping security (CPS), Products and services of enterprises (PSE). It is further believed that consumer satisfaction and customer loyalty will be affected by corporate reputation.

Based on the theoretical analysis, the thesis establishes a theoretical analysis model, designs related questionnaires, and uses related data analysis tools and models to explore the relationship between e-commerce company reputation and customer satisfaction, and customer satisfaction and customer loyalty. Combining with the results of empirical analysis, this paper draws the following conclusions and gives corresponding strategies.

(1) Customer satisfaction is based on consumers' perception of goods or services based on their own experience or the experience of others. Therefore, one of the ways for e-commerce companies to improve customer satisfaction is to make consumers have a better consumption experience as much as possible. Specifically, they can improve product quality, improve cost-effectiveness, choose safer and faster logistics for order delivery, and regulate after-sales service processes.

(2) There is a connection and difference among Consumers' perception of corporate social responsibility (CPSR), Consumer perceptions based on interactions (CPBI), Consumer sentiment to enterprises (CSE). Consumer perceptions based on interactions (CPBI) covers a wider range. In addition to the content of perceived quality, it also includes the brand awareness of the enterprise, and consumer trust and loyalty to the enterprise. In order to obtain closer emotional dependence in the minds of consumers, e-commerce companies must increase their efforts in the construction of corporate image, establish a good corporate image through the use of innovative marketing methods, and improve consumers' trust in the enterprise, so as to help enterprises achieve better performance gains.

(3) The characteristics of e-commerce determine the importance of online shopping security. The

establishment and implementation of privacy policy and the stability of its existence will affect customer trust and customer satisfaction. Therefore, if e-commerce enterprises focus on the longer-term interests rather than the immediate and temporary interests, they should formulate and implement qualified and effective user privacy strategies in strict accordance with national laws, service agreements signed with customers and social ethics, promote them to the height of the company's strategic development, and try to ensure the transaction safety of customers.

(4) The quality of goods and services is one of the most important factors affecting the reputation of an enterprise. Careful after-sales service, beautiful website design, unique marketing methods, good image and good quality brand endorsement will have positive impacts on the construction of a good corporate reputation. However, the key factor for consumers to make purchase decisions is always the goods or services themselves, and other factors may be icing on the cake, but they will never be replaced.

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