Research on Platform Loyalty and Influencing Factors of Cross-border Online Shopping Consumers

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Abstract: With the continuous development of cross-border e-commerce in China and increasingly fierce competition in the industry, enterprises need to increase the platform stickiness of customers and cultivate more loyal customers to promote the long-term development of enterprises. By combing scholars' research, a theoretical model of customer platform loyalty is established, which takes platform service, platform commodity, platform technology and platform public praise as platform factors affecting customer loyalty, and customer trust and customer satisfaction as mediating variables. In this paper, 331 valid questionnaires were collected from college students, and SPSS software was used for reliability and validity test, descriptive analysis, correlation analysis and multiple regression analysis. Research shows that in cross-border e-commerce platforms, the three factors of platform service, platform commodity and platform word of mouth all have a positive impact on customer satisfaction, customer trust and customer loyalty. Among them, customer trust and customer satisfaction, as intermediary variables, also have a positive impact on customer platform loyalty.

1   INTRODUCTION

With the continuous development of the Internet and the increasing scale of transactions in the construction of global logistics networks, cross-border e-commerce is growing into a new driving force for the growth of China's foreign trade due to its rich variety, convenient operation, low price, and freedom from time and space constraints. The shopping habits of consumers have been changed, and the demand for imported goods by Chinese residents has also increased. At present, the research on customer loyalty to traditional industries is relatively mature, and there are more and more explorations in the e-commerce environment. However, the research in the field of cross-border e-commerce is still insufficient, focusing more on talent training, logistics, policy, etc. There is a lack of research on the development of its enterprises, such as loyalty and satisfaction (Gomez-Herrera, Martens, Turlea, 2014). Therefore, this article summarizes and organizes the results of previous theoretical research, taking B2C cross-border e-commerce as an example, to study the consumer's platform loyalty and its influencing factors, taking consumer trust and satisfaction as intermediate variables, and passing the questionnaire

Investigation and empirical analysis, extraction of important impact factors, enriched cross-border e-commerce platform service theory, and promoted the diversification of research.

At present, consumers' demands for overseas products is increasing, which has led to more and more competitors entering, and various cross-border e-commerce platforms are emerging in an endless stream, attracting consumers through various promotional discounts and other methods. Therefore, in the increasingly competitive B2C cross-border e-commerce market, companies need to study how to retain consumers. Only by cultivating high-loyal consumer groups and enhancing trust and dependence on the platform can they maintain their competitive advantage and achieve Sustainable development (Talar 2017). By studying customer loyalty and its influencing factors, this paper provides corresponding suggestions and opinions for the operation and development of cross-border e-commerce platforms for enterprises, which has certain practical guiding significance.

2 LITERATURE REVIEW AND HYPOTHESES

2.1 Cross-border Electronic Commerce

Cross-border e-commerce refers to an international business activity in which transaction entities at different borders complete transactions through e-commerce platforms, perform payment and settlement, and deliver goods and complete transactions through cross-border logistics (Han, Kim, 2019). Cross-border online shopping is a new type of cross-border shopping method that has emerged under the booming development of cross-border e-commerce. Cross-border e-commerce includes cross-border trade and online transaction, which combines the characteristics of the two and forms its different characteristics. It has the following:

2.1.1 Globality

The rapid development of the Internet has turned the world into a "global village", eliminating the constraints of each other's time and space. Cross-border e-commerce developed by the Internet therefore also has global characteristics, realizing borderless transactions. At the same time, the Internet has gradually reduced and eliminated the confusion and inconvenience caused to consumers due to information asymmetry and high information acquisition costs. Buyers only need to use the Internet to realize product browsing, purchase and after-sales evaluation. Although the global nature of cross-border e-commerce can maximize information communication between buyers and sellers, the international market has greater risks and instability than the domestic market, and may face cultural, political, and legal conflicts.

2.1.2 Intangibility

First, e-commerce transactions get rid of the restrictions of paper contracts, making various transaction records more flexible and easy to save; secondly, with the continuous growth of payment platforms such as Alipay, cross-border e-commerce transactions The exchange of physical currency is no longer needed, and shopping can be achieved simply and easily by using virtual currency; finally, various digital and service products have begun to flourish under the rise of the Internet, and these intangible products as emerging products cannot be small. watch for. Although the intangibility of cross-border e-commerce brings many conveniences to transactions, it also hides more risks and uncertainties.

2.1.3 Anonymity

Even if the personal information and data of the buyer and seller in Internet transactions are false, the transaction can proceed smoothly. Therefore, the true identity of the buyer and seller is unknown, which makes the rights and obligations of the cross-border e-commerce transaction Asymmetry. Some platforms take advantage of this to evade taxes, which can easily cause a series of social problems and disrupt market order. In recent years, with the continuous improvement of national policies, more and more cross-border e-commerce platforms require consumers to provide real personal information when providing goods and services, making transactions more standardized, but at the same time increasing consumption The risk of information disclosure of the user.

2.1.4 Timeliness

Cross-border e-commerce activities are more uncertain than domestic e-commerce activities, and the risks such as foreign exchange risks, transportation risks, and political risks are much greater than domestic ones. Therefore, in the ever-changing international market, missing the right time may cause a series of problems and bring huge losses to transactions. Therefore, cross-border e-commerce companies accurately grasp the timing and complete transactions in a timely manner. In addition, cross-border e-commerce has reduced intermediate links, simplified trade procedures, and broke time and space constraints. Some digital products can even complete transactions in real time.

2.2 Cross-border E-Commerce Platform

As an important bridge between sellers and buyers, cross-border e-commerce platforms have played a vital role in promoting the vigorous development of the cross-border e-commerce industry. At present, the classification of cross-border e-commerce platforms in relevant domestic researches is roughly the same. Some scholars divided the operating forms of my country's cross-border e-commerce platforms into the following three categories: First, according to the types of end users, they are divided into B2B platforms and B2C platforms. The end users of the B2B platform are corporate or group customers, such

as Dunhuang.com, Alibaba International Station, etc.; the end users of the B2C platform are individual consumers, such as AliExpress, Lanting Gathering, etc. Second, according to the perspective of import and export, it is divided into import platforms and export platforms; third, according to the way of platform operation, it is divided into self-operated platforms and open platforms (Lu, Zhou, 2016). Self-operated platform refers to the platform that organizes, purchases and sells products on its own, and obtains profits at the price difference, such as Tmall self-operated, Jumei Youpin, etc.; open platform refers to the platform that only serves as a value transfer between merchants and consumers Bridge, obtain profits by charging commissions and other value-added services such as advertising. On this basis, this article selects the B2C cross-border e-commerce platform to conduct research, which is more targeted.

That there are the following differences between cross-border e-commerce platforms and traditional B2C platforms (Wang 2017). First, there are differences in supplier entities. The suppliers of cross-border e-commerce B2C platforms come from overseas. After manufacturing products, overseas suppliers directly provide products through domestic platforms (self-operated) or overseas intermediaries (third parties); suppliers of traditional B2C platforms Come from the country. Suppliers from different countries will affect consumers' brand favorability and price acceptance of products. Second, sell products. Cross-border e-commerce B2C platforms sell overseas imported products. At present, the market has a large demand for maternal and child products, cosmetics, skin care products, snacks and health products, etc. The products are often high in price and high in quality, and have a high reputation and popularity in the domestic market; The traditional B2C platform sells domestic products with a complete range of products, with large differences in price and quality. Again, it involves links. Compared with traditional B2C platforms, cross-border e-commerce B2C platforms will add a more cumbersome step: international procurement and logistics. At present, there are two main methods for importing overseas commodities into China: foreign direct mail or international bonded mode. Different logistics methods will bring different logistics costs to the platform, resulting in different distribution efficiencies, and changes in international exchange rates will also affect the company's procurement costs and pricing. Finally, after-sales service. Cross-border B2C has uneven after-sales services due to the transnational nature of products and lacks industry

standards. After-sales services such as return and exchange processing are more cumbersome and inefficient than traditional B2C platforms.

2.3 Research on Customer Loyalty

buying a certain brand product or service for a long time due to the influence of price, product or service characteristics or other factors. Customers will experience four stages of cognitive, emotional, intentional and behavioral loyalty to achieve true loyalty, and the previous stage will have an impact on the latter (Wang 2003). Another scholar thinks customer loyalty is the source of a company's competitive advantage (Chen 2003). Loyal customers tend to buy more of the company's products, the price elasticity of demand is low, and they are more willing to deliver favorable word-of-mouth and recommend new customers to the company.

The definition of customer loyalty is quite different. First, customer loyalty is recognized as the customer's own attitude loyalty, and the customer's inner willingness to make a second purchase of goods based on the previous consumption experience. Second, consider customer loyalty as customer buying behavior loyalty, whether customers will take repeated purchase behaviors. In addition, some scholars believe that at the same time attitude loyalty and behavior loyalty must be realized at the same time to be truly loyal customers. Among the theoretical models of brand loyalty constructed by existing scholars, there are mainly the Swedish Customer Satisfaction Index Model (SCSB) model, which is the earliest established loyalty model; the American Customer Satisfaction Index (ACSI) model, which adds perceived quality to the above; The customer satisfaction index (CSI) model proposed by Chinese scholars removes the perceived value in the existing model, adds a latent variable, and increases the intermediary variable of trust and commitment.

The above research provides important theoretical guidance for the topic selection, thinking expansion and follow-up research of this article. From the existing academic research, it can be seen that there are few documents on cross-border e-commerce platforms in-depth discussion of customer loyalty, and they focus on the investigation of customer satisfaction and willingness to use. Therefore, this article will look for factors that affect the loyalty of cross-border online shopping e-commerce platforms based on the intermediary variables of customer trust and customer satisfaction, and construct and prove theoretical models to put forward corresponding

suggestions and opinions on the construction of cross-border e-commerce platforms.

2.4   Hypothesis Development

The theoretical model of this article is composed of platform factors, intermediate variables and dependent variables. Among them, platform products, platform technology, platform reputation, and platform services are platform factors, customer satisfaction and customer trust are the intermediary variables, and customer loyalty is the dependent variable. In this paper, the relevant documents and models are sorted out, and combined with the actual situation, the question items and related assumptions of each variable are revised and adjusted accordingly.

Platform products refer to the relevant aspects of the products displayed and sold on the platform, and are the core benefits and basic utility pursued by buyers. This article measures the platform with three indicators: product quality, product differentiation, and product price. The quality of commodities is reflected in whether the commodities and commodity functions received by consumers are consistent with their own needs, and whether the physical commodities received are consistent with their expectations. In addition, because cross-border e-commerce acts as a medium for intermediaries, consumers pay special attention to the authenticity of the products they sell. With the development of technology, there has been a mixture of authentic and fake sales and shoddy sales on many platforms. Good phenomenon, consumers often need to collect information or a third platform to verify the authenticity of the purchased goods. Commodity difference refers to the degree of difference in the types and sources of commodities sold in different products. Commodity prices are due to differences in exchange rate fluctuations, promotional activities, decentralized channels, and logistics. The procurement costs of different platforms are different, resulting in different product prices.

Platform technology is embodied in platform simplicity, platform usefulness, and transaction security. The simplicity of the platform means that the shopping procedure of the platform is simple and smooth, the navigation is perfect, the page design is humanized, and consumers can easily find products on the platform. With the increasing homogeneity of major platforms, consumers are paying more and more attention to the shopping experience on online platforms, such as the smoothness of opening pages and the rationality of button design. In addition, the simplicity of the platform can also attract customers

who make cross-border purchases for the first time and cannot operate. The usefulness of a platform refers to whether the platform can provide consumers with the information they need to meet their shopping needs, including consumers' affirmation of their own value and efficiency in the process of online shopping. Transaction security refers to whether the platform can guarantee the security of consumer information and data, protect it from leaks, and guarantee the process of transaction and payment. Transaction security is the most basic and most important element for the establishment and development of major platforms.

This article measures the word-of-mouth of the platform from personal evaluation, user evaluation, social image, and social recognition. Personal evaluation is reflected in the evaluation of the cross-border platform by the people around the consumer. The attitude of the people around the platform will directly affect whether the consumer is Choose a platform. User evaluation is reflected in the evaluations of products already made by consumers on the platform, and online evaluations will serve as a reference for consumers to purchase. The overall image and recognition of the platform macroscopically reflect the market image and status of the platform.

This article divides platform services into commodity services and logistics services. Commodity services are reflected in consulting feedback, promised delivery, and reasonable returns and exchanges; logistics services are reflected in the timely and complete delivery of goods during logistics and distribution. Different cross-border e-commerce platforms have little difference in the products provided, so consumers will pay more attention to the service quality of each platform when purchasing, such as whether customer service can quickly respond to customer inquiries, and whether merchants can be timely when product problems occur Provide solutions, etc. Secondly, because cross-border products need to circulate in two or more countries, their logistics distribution time is often longer than that of traditional online shopping and delivery, so the efficiency of their logistics services will also affect consumers' consumption experience.

Customer satisfaction and customer loyalty will play an intermediary role in customer shopping and affect customer loyalty. Some scholars studied the influencing factors of B2C service on customer loyalty, and took satisfaction and trust as intermediary variables to affect customer loyalty (Chang, etc, 2009). Among them, customer

satisfaction is affected by the quality of the service process, the quality of the results, and the quality of remediation. Factors; customer trust will be affected by the quality of service results. The study found that through investigation and research that product diversity, product cost-effectiveness, operational convenience, and after-sales guarantee will affect the trust of cross-border e-commerce customers, and use this as an intermediary to positively affect platform loyalty (Tu 2019).

Many scholars believe that only by achieving attitude loyalty and behavioral loyalty at the same time can they be loyal customers. This is reflected in the positive attitudes of consumers toward the merchants, willingness to make repeated purchases. This article continues this view and defines platform loyalty as consumers' attitudes towards cross-border e-commerce platforms and their willingness to continue using them. Based on this, this article puts forward the following hypotheses on the basis of the above:

H1: Customer satisfaction plays an intermediary role in platform products and customer loyalty.

H2: Customer satisfaction plays an intermediary role in platform technology and customer loyalty.

H3: Customer satisfaction plays an intermediary role in platform word-of-mouth and customer loyalty.

H4: Customer satisfaction plays an intermediary role in platform services and customer loyalty.

H5: Customer trust plays an intermediary role in platform products and customer loyalty.

H6: Customer trust plays an intermediary role in platform technology and customer loyalty.

H7: Customer trust plays an intermediary role in platform word-of-mouth and customer loyalty.

H8: Customer trust plays an intermediary role in platform services and customer loyalty.

3 METHODS & RESULTS

The content of this survey is that Zhejiang is the loyalty of college students to the B2C cross-border e-commerce platform, including basic information, shopping frequency, favorite cross-border e-commerce platform, and targeted at the interviewee's favorite cross-border e-commerce platform The platform measures its attitude and satisfaction, trust and loyalty to platform products, platform technology, platform services, platform word-of-mouth, and studies the correlation between various variables. The research thinking of this article is divided into the following two parts: one is to determine the problem and propose the hypothesis of

the problem, and determine the goal of this investigation. Read the relevant literature researched by different scholars, combined with the characteristics of cross-border e-services, analyze and sort the factors that affect consumer platform loyalty, and propose a B2C cross-border e-commerce consumer platform loyalty influencing factor model, based on this Make research hypotheses. Second, after designing the questionnaire, distribute the questionnaire through the online platform, and use SPSS 23.0 software to organize and analyze, and draw conclusions to verify whether the model is reasonable, determine the key factors affecting the loyalty of cross-border e-commerce, and based on the results to relevant companies Propose targeted measures.

The subjects of this survey are college students in Zhejiang. A total of 347 samples were collected in the formal questionnaire survey, and 331 valid questionnaires were collected. The validity rate of the questionnaire was 95.4%. In terms of gender, men in this survey are slightly higher than women, including 175 men and 156 women; in terms of grade, the maximum number of seniors and above is 112., Accounting for 33.8%; professionally, science and engineering students are the most, 87 people, accounting for 26.3%, art students are the least, 26 people, accounting for 7.9%; in terms of monthly living expenses, students with 1001-1500 yuan are the most, which are 127 people, accounting for 38.4%. In general, the sample population is fairly evenly distributed in terms of gender, grade, major, and monthly living expenses, with high credibility. Among them, in the survey of cross-border online shopping experience, a total of 206 people have cross-border online shopping experience, and 125 people have no cross-border online shopping experience. It can be seen that the coverage rate of cross-border online shopping among college students is 62%, and the coverage is relatively wide. In the sample survey with cross-border online shopping experience, the respondents with a frequency of 3-6 times in a year are the largest, with 112 people, accounting for 33.8%. The monthly living expenses limit cannot be too much for shopping; among the survey respondents' favorite cross-border online shopping platforms, Tmall Global is the most favored by the respondents, accounting for 50.5%, followed by JD Global Shopping, accounting for 24.3 %, which is consistent with the current market share status of the cross-border e-commerce market.

3.1 Reliability Analysis

The reliability analysis of the variables in the seven scales is shown in Table 1. The Alpha value of each variable is greater than 0.8, indicating that the reliability of the formal questionnaire is high.

Table 1 Sample reliability analysis results

Variable	Cronbach's Alpha	Number
Platform products	0.837	3
platform technology	0.823	3
platform word-of-mouth	0.882	4
platform services	0.875	5
Customer satisfaction	0.863	3
Customer trust	0.532	3
customer loyalty	0.851	4

3.2 Validity Analysis

This article first conducts KMO measurement and Bartlett sphericity test on the entire seven scales to verify the validity of the overall scale. The KMO value is 0.967 (>0.70), and the significance p value of Bartlett's sphericity test is <0.01. The overall scale is suitable for further factor analysis. After the principal component rotation is converged, 7 factors are obtained, which represent the 7 research dimensions.

It can be concluded that platform products, platform technology, platform reputation, platform services, customer satisfaction, customer trust and customer loyalty each describe a research dimension. This result is consistent with the influencing factor model of this article, and the validity of the formal survey questionnaire has been verified.

3.3 Regression Analysis

This article uses SPSS 23.0 software to perform regression analysis on each variable to determine the causal relationship between variables and test whether the hypothesis is true. To test the mediating effect of a mediating variable requires the following three steps: (1) The independent variable significantly affects the dependent variable; (2) The independent variable significantly affects the mediating variable, and the mediating variable significantly affects the dependent variable; (3) Between the independent variable and the dependent variable After adding the intermediary variable, the regression coefficient of the independent variable to the dependent variable is significantly reduced, and it can be considered that the intermediary effect exists, that is, the intermediary variable can effectively explain the relationship between the independent variable and the dependent variable. Since the platform technology was found to be insignificant in the first and second steps of verification, in the third step, this article only verifies the intermediary role of platform goods, platform word-of-mouth, and platform services.

Table 2 Mediation Effect Test Coefficient Table.

	Modeln1			Model 2			Model 3		
	B	t	p	B	t	p	B	t	p
(constant)	0.063	0.371	0.711	0.041	0.248	0.805	0.048	0.292	0.771
Platform products	0.420	5.830	0.000	0.367	5.024	0.000	0.369	5.303	0.000
platform services	0.362	4.773	0.000	0.262	3.200	0.002	0.214	2.690	0.008
platform word-of-mouth	0.178	2.323	0.021	0.108	1.372	0.172	0.074	0.957	0.340
Customer satisfaction	-	-	-	0.221	2.905	0.004	-	-	-
Customer trust	-	-	-	-	-	-	0.330	4.514	0.000

Dependent variable: Customer loyalty

Model one is the regression model coefficient analysis of the independent variable to the dependent variable, model two is the regression model coefficient analysis of the independent variable and customer satisfaction to the dependent variable, and the model three is the regression model coefficient

analysis of the independent variable and customer trust to the dependent variable. For example, as shown in Table 2 It can be seen that the coefficients of platform products decreased from 0.42 to 0.367 and 0.369, respectively; the coefficients of platform services decreased from 0.362 to 0.262 and 0.214; platform word-of-mouth decreased from 0.178 to insignificant, indicating that customer satisfaction and customer trust are in the three pre-factors. The influence of customer loyalty plays an intermediary effect.

4 CONCLUSIONS

This paper constructs a customer loyalty model for cross-border e-commerce platforms, assuming that platform products, platform services, platform technology and platform reputation are the four platform factors that affect customer loyalty. After regression analysis, it is concluded that platform products, platform services and platform reputation have a significant positive impact on customer loyalty. Among them, platform products have the greatest impact on customer loyalty, followed by platform services and platform reputation. At the same time, these three platform factors also have a significant positive impact on customer satisfaction and customer trust. Customer trust and customer satisfaction are intermediary variables that have a positive impact on customer loyalty. Finally, this article puts forward the following three suggestions. First, improve product diversification and cost-effectiveness, and ensure quality. Commodities are the core value that consumers pursue when they cross-border online shopping, and they are the foundation of business operations. At present, commodity information is becoming more transparent and the degree of homogeneity of platform commodities is getting higher and higher. Consumers will collect a lot of information for comparison before purchasing. As a cross-border e-commerce platform acts as an intermediary for commodity circulation, consumers are more concerned about the quality of their commodities, which is the part that consumers pay special attention to when buying. Therefore, companies must ensure the quality of their products when operating. For example, the procurement process information can be made public and transparent, and products sold on this platform can be given a certain inspection mark, which will also increase users' trust in platform products. Second, improve platform services and optimize shopping experience. Through empirical

research, the platform's pre-sales, mid-sales and after-sales service have a significant positive impact on customer satisfaction, trust, and customer loyalty. Enterprise pre-sales service is reflected in the timely and patiently handling of customer feedback information on the platform, in-sale service is reflected in the completion of delivery tasks and logistics services within the promised time, and after-sales service reflects solutions to product problems. Therefore, companies need to pay attention to every process of product services, train personnel with professionalism and service spirit, and improve service efficiency. Secondly, the logistics time of cross-border procurement is longer than that of traditional online shopping. Therefore, companies need to cooperate with reliable third-party logistics to improve the efficiency of logistics and distribution; strengthen the control of the supply chain and deliver timely logistics information to consumers. Give it a sense of security. At the same time, proper after-sales treatment is given, and various after-sales problems of customers are actively and timely responded to, and the user experience in the purchase process is optimized. Thirdly, establish a good corporate image and establish a platform reputation. As information becomes more transparent, consumers can learn more about the platform through multiple channels. Through empirical investigations, personal evaluation and social evaluation will positively affect customer satisfaction and customer loyalty. When consumers receive negative information about the platform, they will have doubts and resistance to the platform. Similarly, when they receive positive information, consumers will increase their recognition of the platform. Therefore, companies can promote information that is beneficial to their company and products on multiple media channels, such as choosing a positive image of spokespersons, and inviting various self-media platforms and key opinion leaders to evaluate the company's products in order to establish a good corporate image ; Aiming at existing consumers, cultivate a more loyal customer group, such as helping businesses build and maintain a fan base, use the platform to carry out live broadcasts, etc., not only increase user stickiness, but also enable them to spread positive information about the company and attract potential customers, Establish the reputation of the enterprise.

By constructing a cross-border e-commerce platform loyalty model, this paper analyzes the influence of various factors on customer loyalty through empirical research, and puts forward some targeted suggestions for the development and improvement of the platform. However, due to the

limitation of research level and conditions, there are still the following shortcomings and limitations. First, the limitations of the research model. The influencing factors of cross-border e-commerce loyalty are not only the four platform factors established in this article, but due to the limitation of personal academic level, the model is simplified and idealized. In the future more in-depth research, the breadth and depth of the research will be expanded, so as to dig out more information. Second, the limitations of the research sample. Due to personal financial, material and time constraints, the research object of this article is positioned as a university student in Zhejiang. Students occupy a large proportion of the consumer group in cross-border online shopping, but the user group of cross-border online shopping is far more than students. Therefore, although the collected samples are relatively concentrated, the accuracy and rationality of the research results have certain limitations. In future research, more time will be invested to increase the scope and data of the sample, making the results more convincing.

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