

CONSUMER ACQUISITION PROCESS

An empirical study of online
fresh food purchase
after Covid-19

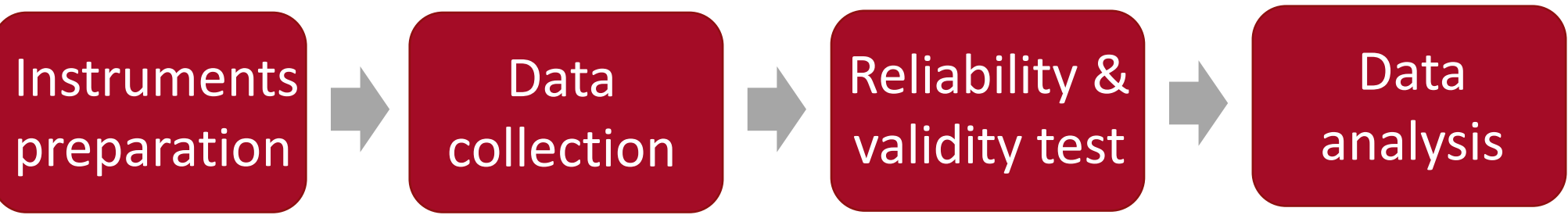


CONSUMER SATISFACTION

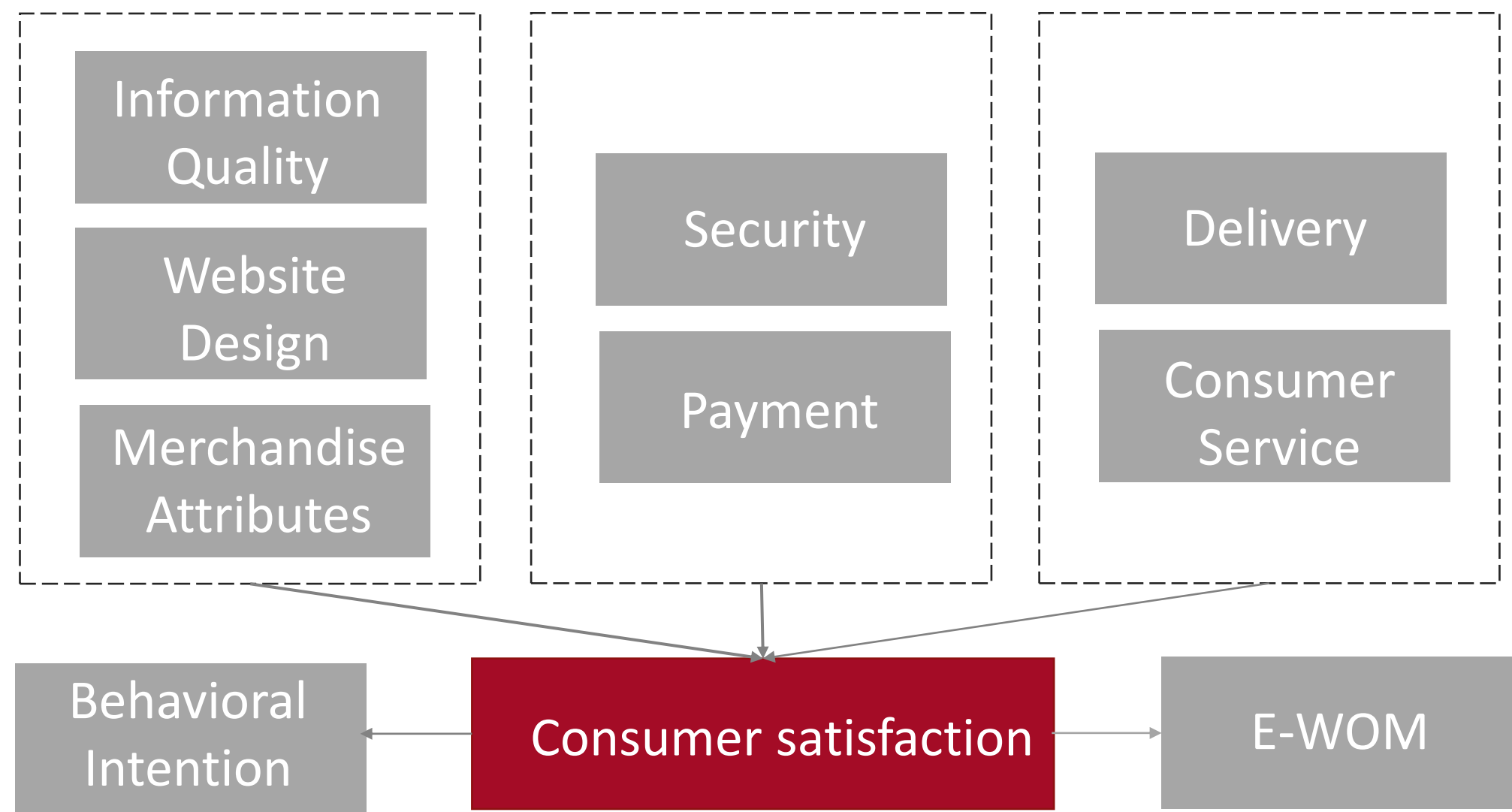
» ABSTRACT

The purpose of this study is to identify factors that may influence Chinese customers’ satisfaction in purchasing fresh food online after COVID-19. Path analysis of simple linear regression was applied to conduct the hypothesis test. The analytical results suggest that seven constructs from Information search and alternatives evaluation to post-purchase stage are strong predictors of customer satisfaction. Meanwhile, consumer satisfaction is positively related to both repurchase behavioral and E-WOM.

» METHODOLOGY

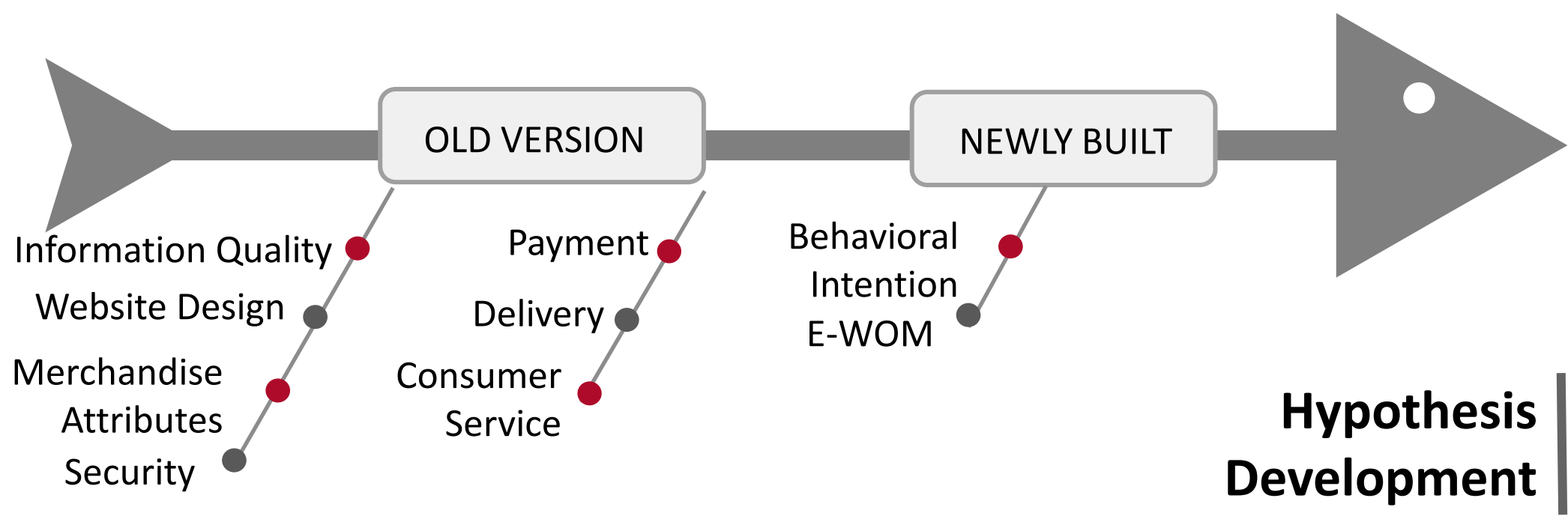


» HYPOTHESIS



H1-H7: Information quality, website design, merchandise attributes, security, payment, delivery, consumer service are positively related to consumer satisfaction

H8-H9: Consumer satisfaction is positively related to behavioral intention and E-WOM

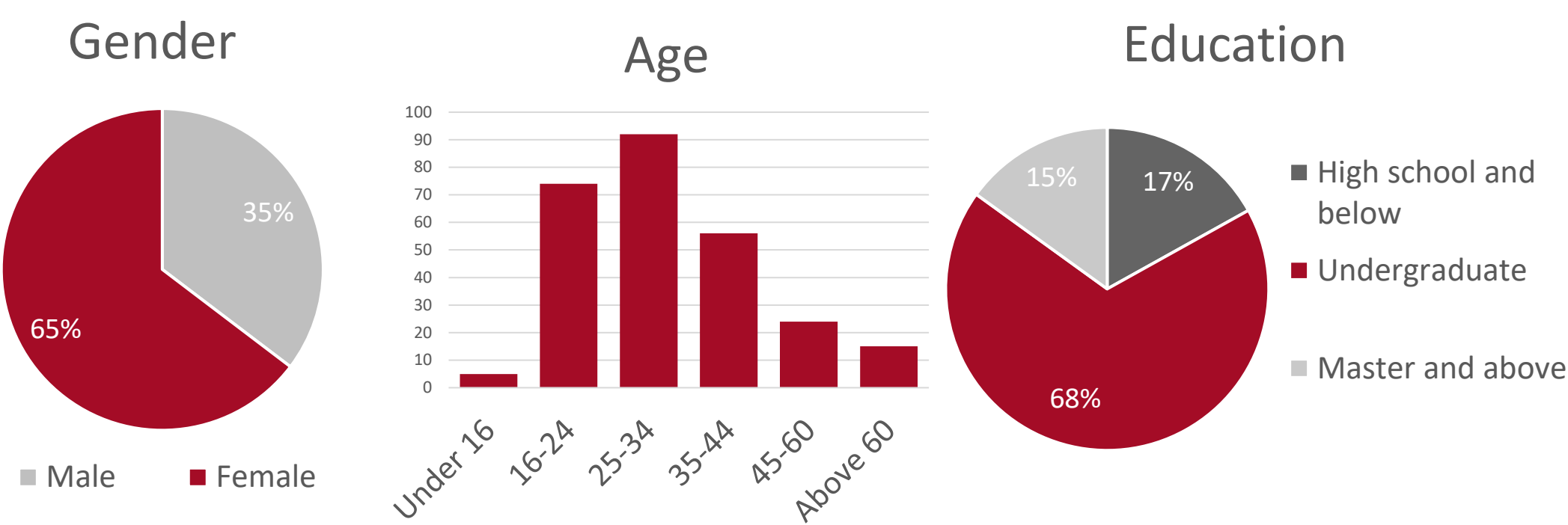


» DISCUSSION

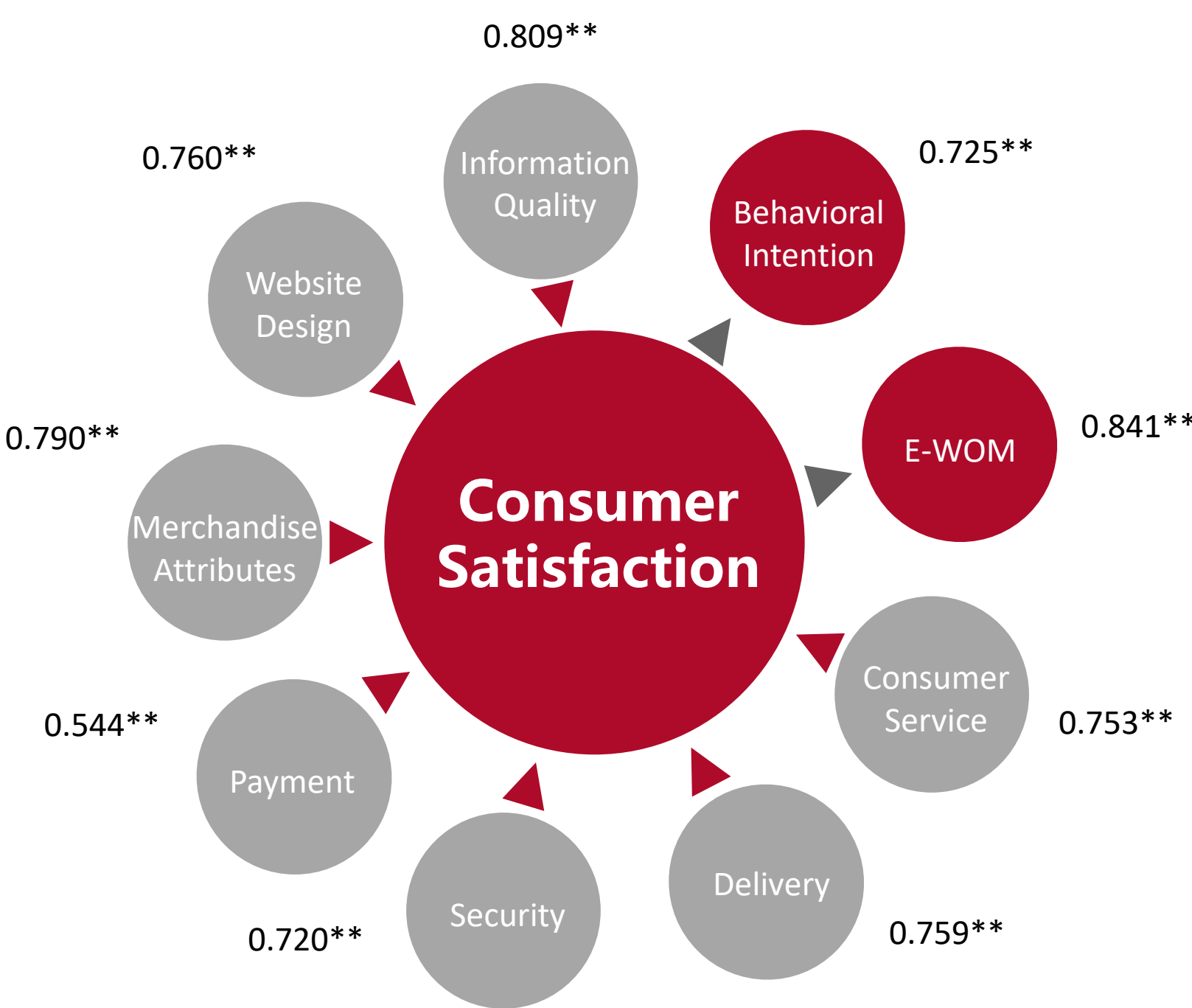
- Online retailer should thoroughly take all these seven determinants into consideration and incorporate these factors into evaluating the level of consumer satisfaction as performance measurement.
- For example, they should provide descriptive information as clear and accurate as possible; focus more on non-price strategies to differentiate them from others; expand more effort on simplifying page design and navigation system especially for the seniors; create safer and more secured online shopping environment; provide diverse paying method and guarantee customers’ financial security; enhance cooperation with logistics company to guarantee the speed and quality of delivery; extend consumers’ lifetime value by improving post-purchase service.

» DATA ANALYSIS

Demographic Analysis



Path Analysis



- Variance for the nine constructs ranges from 0.38 to 0.66
- The standardized coefficients are all statistically significant
- Information quality and merchandise attributes appear strong predicators of consumer satisfaction, with the coefficients β reach approximately 0.8 and account for a large proportion of variance.
- security has the least impact on consumer satisfaction ($\beta = 0.54$)
- consumer satisfaction indicates that consumer satisfaction exert large positive effects on behavioral intention ($\beta = 0.841$) and E-WOM ($\beta = 0.725$)

» CONCLUSION

- Results of this research enrich the existing theoretical body of online business environment in China by devising a research model and applying the model to the modern background.
- the research findings can provide managerial insights for online retailers on improving their performance and better satisfying the consumers.
- Future research could should probe more on the underlying intricate correlation between these variables and some potential moderating factors

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