

INFLUENCE FACTORS OF THE
CUSTOMER SATISFACTION OF ONLINE
SHOPPING IN CHINA

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ABSTRACT

E-commerce is the Internet detonation type development direct product, is the networking application brand-new development direction. Online shopping website is developed rapidly in China. Customer satisfaction is the basic factor affecting the development of online shopping website and maintaining the market share of online shopping website.

First, according to the statement of Chinese e-commerce and online shopping development background, researcher determined the research objective and research questions. Secondly, according to the extent literature review, extent research findings review and the analysis frame of online shopping customer satisfaction, researcher built the primary conceptual model for the relationship between influence factors of online shopping customer satisfaction and online shopping customer satisfaction. It stated the hypothesis for following chapters. Third, researcher did the questionnaire survey through Chinese customers who have online shopping experience. Then researcher collected and analyzed the data to corroborate the hypothesis of this research. At last, based on the result of data analysis, researcher stated some suggestion and recommendation to improve online shopping customer satisfaction in China.

The study result indicated that in order to improve the online shopping customer satisfaction in China, need focus on the influence factors such as trust, information quality, price, privacy, payment, web design and delivery.

Hopefully, this documentation will be a guidelines and useful for influence factors of online shopping customer satisfaction in China.