

A Study on The Relationship Between Logistic  
Service Quality and Customer Online  
Purchasing Intention Under B2C or C2C  
Circumstance in China

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## ABSTRACT

The traditional retail competition has reached a white-hot stage. With the development of Internet, some retailers use the network platform to enter e-commerce area.

Online shopping has been accepted by more and more people. Compared to traditional shopping patterns, online shopping has certain advantages: more convenient, more choices, and lower cost.

In the pursuit of competitive advantage for e-commerce enterprises, it is increasingly important to improve the logistic service, which has already become a bottleneck for their development. So the solution to the improvement of logistic service is the driving force for e-commerce development and it is also a common concern both in business and academic.

Previous researches more focus on the traditional logistic service, few literature studies logistic service quality in e-commerce, especially under B2B and C2C circumstances. Thus, this paper attempts to establish a model based on the previous literatures and explore the relationship between logistic service quality and customer online purchasing intention so that give a suggestion and

reference for e-commerce enterprises to gain competitive advantage. At the same time, this paper studies different types of consumers logistics service perception. For instance, higher income consumers of logistics price perceived benefit loss is lower than the low income consumers, this can guide enterprises to take different marketing strategies according to different types of consumers, so to improve the logistics service quality and increase customers' online purchasing intention.

**Keywords:** Logistic service quality (LSQ); customer online purchasing intention.