

A study on the Evaluation System of Online Shopping Transactions

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Abstract

With the development of electronic commerce, the transaction evaluation system plays a more and more important role in the online shopping. In view of the network of dishonest phenomenon, establishment of a more perfect, scientific online shopping transaction evaluation system is imminent. Through the analysis of evaluation system of the transaction of Taobao.com, compared with evaluation system of online shopping abroad, this paper puts forward the corresponding improvement plan. By means of exploring scientific and effective evaluation system of online shopping transaction, promote the healthy development of electronic commerce.

Key words: *online shopping; transaction evaluation system; evaluation index; electronic commerce; non-honest*

1 Introduction

With the rapid development of the Internet, online shopping has become an indispensable part of people's daily life. Due to the maturity of the third party payment platform, there is a gradual reduction of the worries and concerns of online shopping. But at the same time, the credit problem has become the main factor that restricts the development of electronic commerce.¹ Based on the buyer immediate feedback shopping experience, sellers check view of the evaluation of information trading mechanism unlimitedly, so that consumers can't truthfully feedback online shopping experience. This mechanism not only provides a good shopping guide for other shoppers, but also leads other shoppers to be affected by false evaluation.² This paper puts forward a new index system, trying to solve the problems about C2C shopping platform Taobao.com transaction evaluation system.³

2 A case study, analysis of the existing online shopping transaction evaluation system

2.1 Taobao.com transaction evaluation system

Taobao.com is part of the Alibaba Group. The trading evaluation system in Taobao.com is designed to solve the members shopping concerns, so that the platform can feedback shoppers to buy goods or services quality, price, logistics and other information. Due to the evaluation is transparent, and can be seen by all users, so that the seller can be forced to provide high-quality low-cost products and services.

The mechanism of transaction evaluation system is that: Both parties have the right to make a relevant evaluation on the other side of the deal after successful completion of each transaction orders, as shown in Fig.1. Buyers can give the seller good, medium and poor assessment against each purchase of goods or services, the seller can do so against each buyer's shopping performance. In addition, Taobao.com network stipulates that the same buyers and sellers can be repeated scores in every month. For the integrity of the impact of up to 6 points, 14 days of repeated scores on the integrity of the degree is only 1, 0, -1 contribution.

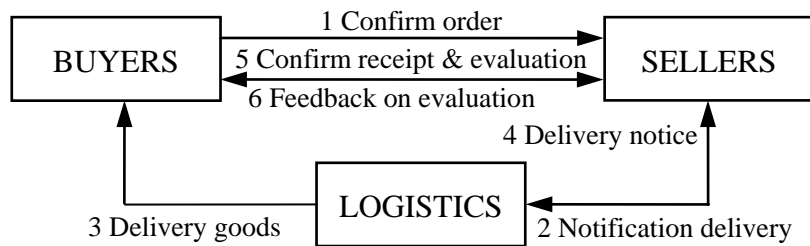


Fig. 1 – Process of Taobao.com transaction evaluation system

The feature of the system is the store score. So-called store score refers to membership in taobao.com after the success of the transaction, buyers make description of the goods and consistent, the attitude of the seller, the seller shipped speed, scale of logistics company service the four index 1-5, which the company logistics service score in logistics platform, not including the seller's score. Store ratings and credit rating is the coexistence, although the content of the two ratings is not the same, but they are all to provide buyers with more dimensions of reference value.

With the rapid development of the Taobao.com, there are false trading evaluation and fraud repeated. At the same time, online shopping is becoming more and more rational, rights awareness is gradually strengthened. In order to purify the environment of online shopping, striking businesses using illegal means to improve the behavior of credit score, Alibaba group in spring festival of 2014 introduced Taobao.com sellers' false trading provisions of punishment. The concrete are credit point penalty and down the right.

2.2 Analysis on the evaluation system of the online shopping transaction abroad

2.2.1 eBay trading evaluation system

Since 2007, eBay began to increase the latitude of the transaction evaluation system, evaluation indicators more specific. For example, in terms of logistics, there are three indicators: express delivery time is reasonable, the courier costs are reasonable, and the service attitude is friendly. After that, and make the following adjustments:

The seller can only give good review to the buyer, not the middle or bad review.

The rate based on the evaluation of the past 12 months, no longer based on the evaluation of the history of all transactions.

The removal of the termination of the transaction and did not pay for the auction of the complaint response to the assessment and poor.

The date that the buyer gives medium review and bad review to the seller is only after three days of the completion of the transaction.

The purpose of the adjustment is: to minimize the bad reviews, especially malicious bad review, the use of the scroll of the rate and the most critical acclaim, the weakening of the rate and the number of praise.

2.2.2 Amazon's trading evaluation system

In Amazon's evaluation system, not only the seller and the buyer can comment, other users also can evaluate against the product and the seller and to avoid the seller's malicious retaliation. At the same time, Amazon will give the integrity of each session and the rate of

record, to provide a reference for buyers to buy. Trading evaluation period is 90 days after the end of the transaction, not on the evaluation of the transaction automatically give praise. So, comparing with the Taobao.com and eBay, the evaluation is more open real.⁴

2.3 Problems in the evaluation system of the Taobao transaction

By comparing with the evaluation system of online shopping, the problems existing in the transaction evaluation system of Taobao.com network are:

Taobao.com net transaction evaluation system mainly safeguards the interests of the buyer, because the buyer may produce malicious evaluation or false evaluation of the behavior.

In order to avoid the system evaluation rate is too low, when the buyer is not within the prescribed period of evaluation, the system will automatically give good reputation. Integrity is according to 1 month, 3 months, 6 months and 1 year to show while feedback rate is based on historical records. So, online shoppers can't see the seller in each period from rate movements. Only the results after neutralization can be seen.

3 Online shopping transaction evaluation system improvement programs

3.1 Establishment of transaction evaluation index

According to relevant data Table 1, in 2012, online shopping users are not most satisfied with the long delivery time, 49.2% of the proportion. The second one is that goods and website publicity is not consistent, accounted for 49%. The third one is to buy the fake and shoddy products, 23.3%. In 2015, when online shopping users buy goods, their major considerations for word of mouth, price, credit businessman attention respectively: 77.5%, 72.2%, 68.7%.⁵

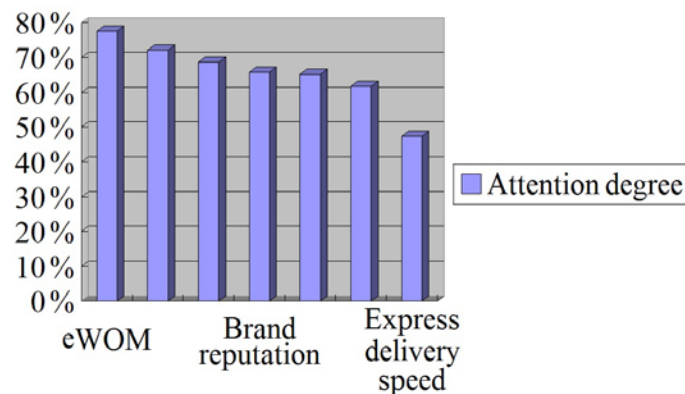


Fig. 2 – The main considerations when online users shopping in 2015.

Therefore, when establishing online shopping transaction evaluation index, these four aspects of the content should include the quality of goods, price, courier delivery speed, customer service attitude. Online shopping transaction evaluation system should be of authenticity, objectivity and can be measured, and the number of evaluation indicators should not be too much, which will reduce the enthusiasm of the evaluation of consumers.⁶ At this stage, the real role of the seller's evaluation to the buyer is not too large, basically no constraint on the buyer. So, in the improved transaction evaluation system, the evaluation of the buyer by the trading platform based on the buyer's transaction records to carry out. Taking into account all aspects of factors, the improved scheme of evaluation index is as follows:

Customers' evaluation indexes for sellers include commodity price, express delivery speed, customer service communication attitude and feedback speed.

Trading platform's evaluation indicators for buyers include the objectivity of the evaluation of the seller, the degree of credit and the frequency of online shopping.

3.2 Solution and measure of transaction evaluation system

Online shopping evaluation system is divided into two parts: one is the buyer evaluation system. One is the seller evaluation system. In view of the current evaluation system of complete transparency which leads to buyers in give the seller a bad review by harassment on the phenomenon, the transaction evaluation system by "buyers evaluation system is completely transparent to the buyer, seller evaluation system for sellers completely transparent" mechanism. Based on the mechanism, the seller can't get a bad review of the buyer's information, but the communication between buyers and sellers are not affected. When goods have any problems, buyers can immediately contact the sellers who will deal with problems immediately. information

Since the information between seller and the buyer is asymmetry,⁷ the third party trading platforms play the function of more information transfer. With the aid of a huge database, the third party trading platform at any time to the seller's buyer transaction evaluation system for tracking, supervision, and every day at 12 am, feedback on the day of the evaluation system, and make reasonable recommendations for sellers. Third party trading platform will also records the buyer of the evaluation of objectivity, authenticity, credit, purchase frequency. Only in this way, the seller to the buyer of the transaction evaluation can supervise buyer's purchase behavior. Based on "the buyer evaluation system for buyers is completely transparent, the seller evaluation system for the seller completely transparent" mechanism, the third party trading platform assumes more responsibilities and obligations, and at the same time, have more rights.

The standardization of online shopping can't do without the supervision of relevant departments in our country. On the basis of improving the laws and regulations of network security, network security regulatory authorities need to conduct real-time supervision of the third party trading platform to prevent the third party trading platform tampering data, transferring illegal information and other illegal acts. When third party trading platform have illegal behaviors, the regulatory authorities should be punished according to law and purify the online shopping environment.⁸ Improved evaluation system is shown as Fig.3.

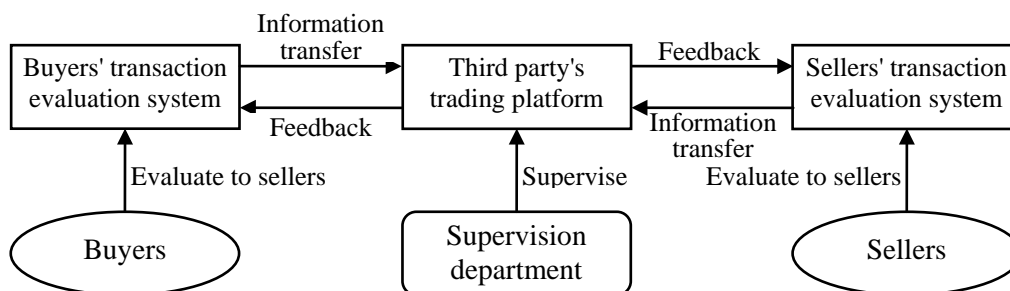


Fig. 3 – Online shopping transaction evaluation system operating mechanism

3.3 The discuss of countermeasures to improve the credit evaluation system

3.3.1 Establishing and perfecting the credit system of e-commerce enterprises

In order to avoid risks, the two sides need to establish a complete enterprise credit system in electronic commerce, and the construction of enterprise credit system is not as long as the enterprise can be completed, but also need the support of the government, banks, business administration and other departments of the collaboration.

3.3.2 Establish enterprise credit information database

Extensively collect credit data such as business practices, regulatory and rewards and punishments, In particular, the company's illegal behavior, punishment, consumer complaints and reports and other dynamic content, timely and accurate record into database, and set up the database within the industry or department.⁹

3.3.3 Provide public and business enterprise with credit information query and public service

In the government's enterprise credit information database, it should provide services for the public and enterprises, which the user can log in to the system in the authorized scope of the relevant enterprises to easily check the credit status. In the current society, the credit information of a certain enterprise is not completely opened, so it is difficult for credit service organizations or enterprises to obtain credit data and information, which makes a lot of business e-commerce activities are not understand each other's credit situation carried out, and greatly increased the risk of e-commerce.¹⁰

4 Conclusion

With the rapid development of e-commerce, online shopping is facing more and more opportunities and challenges. The openness and anonymity of the network, for online shopping has brought a huge risk and online shopping transaction trust problem has become a bottleneck in the development of e-commerce. Trading evaluation system is the basis to avoid the risk of transactions, which can effectively prevent the generation of the transaction fraud. Presented in this paper based on the "buyers evaluation system for buyers completely transparent, seller evaluation system for sellers completely transparent" mechanism, although can improve the effectiveness of online shopping transaction evaluation, for third-party trading platform, system development cost is higher, and assume greater responsibility. In addition, the establishment of a good legal environment based on the regulatory authorities must be on each trading platform to carry out a long-term continuous supervision. It is undeniable that the establishment and improvement of the trading evaluation system for e-commerce industry is particularly important. To improve existing trading evaluation system and strengthen the construction of personal credit system are urgently needed.

Acknowledgements

This research was financially supported by the Anhui University Natural Science Research Project (KJ2015A044) and the Anhui University of Science and Technology undergraduate innovative and entrepreneurial training program (201510361102).

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