How to Satisfy Post-90s Consumers? An Empirical Study on Influencing Factors of Post-90s Consumers' Online Shopping Satisfactory

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Abstract. Based on the characteristics and related research of the post-90s, this paper finds out the factors affecting the satisfaction of online shopping of after 90s. Through the questionnaire survey of 285 post-90s online shopping consumers in Shanxi Province, the factors affecting the satisfaction of online shopping of after 90s are extracted and we sort it by factor analysis. We find that the function building of the online shopping platform, emotional construction, process experience, post-90s consumer group website perception and hunting psychology have significant influence on their online shopping satisfaction. The degree of influence is functional construction, emotional construction, process experience, post-90s website perception, post-90s hunting psychology, and we can provide useful advice to online merchants.

Introduction

Consumption has a crucial role in China's economic growth. At present, consumer consumption patterns shift from offline consumption to online consumption. At the current stage, it has gradually become the main force of consumption. And compared with other consumption, it is often more critical, more rational and pays attention to self-value at the same time. According to the research data, the transaction volume of China's online shopping market reached 6.1 billion trillion yuan in 2017, a year-on-year increase of 29.6%. Online shopping has become an indispensable purchase method in public life, and the post-90s group accounts for 32.7% of the total online shopping population. In addition, after 90s' scope of online shopping is very wide, the frequency of online shopping is increasing year by year, and their consumption is also increasing. It can be seen that the potential purchasing power of the post-90s shopping group is more and more recognized. Grasping the post-90s consumer group means grasping the future consumption theme, so it is very important to explore what factors affect the satisfaction of online shopping of after 90s.Therefore, this paper intends to use the shopping website as the research object, find out the various factors that affect the satisfaction of the online store, and analyze the influence of each factor, in order to provide the basis for the online store manager to make right business decisions.

Literature Review

Many scholars have studied the influencing factors of consumer satisfaction, and different scholars have proposed different views. According to its classification, the analysis shows that there are five main categories of factors affecting customer online shopping satisfaction. One category is proposed from the perspective of the function building of the website. For example, Rejbstein DJ and Cha (2012) have drawn the factors that affecting consumers' online shopping satisfaction. The main reason is that online merchants provide consumers with the most basic tangible or intangible commodities, such as product quality, information, website security and so on. They can bring the most basic value to consumers. One category is proposed from the perspective of emotional construction. For example, things like the feeling of pleasure or discomfort generated by customers during the shopping process or during the interaction with the merchants, or whether the customers

feel that the website operation is convenient will affect their online shopping satisfaction. One category is proposed from the perspective of process experience. It is a kind of psychological perception of whether the customer pays the same cost and income in the whole process. For example, Zhang (2012) and Zhong (2014) think that pre-sales and after-sales Services, online shopping expectations, and network interactivity can all affect consumers' online shopping satisfaction. One category is proposed from the perspective of consumers' perception of the website, including whether the consumer has the corresponding level of computer skills, the difficulty of website operation, and the degree of recognition of the website's customization and personalization. There is another category that considers the characteristics of consumers themselves, and believes that some of their own characteristics will also affect online shopping satisfaction. For example, Pang (2003) studied the acceptance of consumers to change the status traits and the possibility and cognition of online shopping. The degree of relationship leads to the conclusion that the higher the personal challenge, the higher the acceptance of online shopping.

Predecessors have a wide range of factors affecting consumer online shopping satisfaction, but there are also some shortcomings. Most of the research biased the specific influencing factors in one aspect of the online shopping process, but did not sort out the factors affecting consumer online shopping satisfaction from the entire shopping process. With the development of network technology and continuous changes of business models, consumers' consumption concepts will also change greatly, and the importance of different influencing factors will also change. Moreover, the previous research has related to the content of online shopping and marketing strategies of after 90s, but it has not clearly distinguished the unique characteristics of the post-90s from the research of ordinary online shopping consumers. The overall research is biased towards generality and universality. Therefore, based on the previous studies; this paper further demonstrates the factors affecting the satisfaction of consumers' online shopping in the whole shopping process and sorts their importance. The influencing factors include the post-90s consumer groups and ordinary consumer groups compare their traits with a view to complement research that affects consumer online shopping satisfaction and inspire online store operations managers.

Questionnaire and Implementation

Survey Design

In order to improve the validity of the questionnaire and ensure the feasibility of the questionnaire, the scale used in this study is the existing scale. The questionnaire measurement tool uses the Likert five-point scale method, which is also a tool for academic research to conduct empirical research. The scope ranges from "completely agree" to "completely disagree" in five stages, and the scoring standard is reduced from five points to one point.

The scale is as follows:

Table 1, Questionnaires design

Variables	Questions
Functional Construction	FC1: I can buy cheaper products on the shopping website. FC2: The shopping website can provide 24-hours services for me and make me fell convenient. FC3: The shopping website provide abundant information and always update on time.
Emotional construction	ES1: The shopping website helps me release pressure and emotions. ES2: Buying things on the website can bring me happiness. ES3: When I browse the website, I am concentrated and forget trivial in life. ES4: The shopping website will send me the appropriate advertising and promotion according to my personal circumstances. ES5: The website's process design is charming and attractive. ES6: The website is easy to operate, and I can easily establish friendly relations with it.
Process Experience	PE1: The shopping website has good after-sales service guarantee about goods. PE2: The quality of the products can be guaranteed on the shopping website. PE3:I can learn a lot of knowledge by visiting the website. PE4: The virtual community of shopping website has a very good atmosphere for communication.
Perceptivity in Website	PW1:I have excellent network skills. PW2: When browsing the website, I can always solve problems easily. PW3:I know how to find products I want to buy on this website. PW4:Online shopping experience has great influence on good operation of website.
Customers' Curiosity	CC1:I am willing to accept all kinds of new things in my life. CC2:I like to pursue new Scientific and technological products. CC3:I usually buy new products earlier than others.
Online Shopping Satisfaction	OS1: Generally speaking, the website can provide me with products or services that I want. OS2:I have established a deeper emotional relationship with this website than others. OS3: The experience process of the website is valuable. OS4: After I spent on this website, I was satisfied and liked this website.

Distribution and Collection of Questionnaires

The questionnaire was distributed in the Shanxi area and distributed to the post-90s group, which mainly includes two types of shopping groups: college students and white-collar workers who have just graduated. The questionnaire was distributed mainly through paper questionnaires and online questionnaires. In order to ensure the quality of the questionnaires, 350 que stionnaires were distributed and 285 w ere returned. The researchers screened the questionnaires, and the questionnaires were incomplete. All the questionnaires were selected with the same options, and the inconsistencies such as inconsistencies were eliminated. Finally, 266 valid questionnaires were obtained, and the effective recovery rate was 76%.

Data Processing and Analysis

Factor Analysis

In order to classify many influencing factors and to intuitively judge the factors affecting customer satisfaction, this paper analyzes the factors of the questionnaire. The KMO measure and the Bartlett spherical test are prerequisites for determining whether the data is suitable for factor analysis. This study used SPSS19.0 statistical software for analysis. The results showed that the KMO value of the sample was 0.899, which was greater than the satisfactory value of 0.7; the Bartlett spherical test result p value = 0.000, so the original hypothesis was rejected and the data was suitable for factor analysis. After the principal component extraction method (extracting the eigenvalue greater than 1) for maximum variance rotation, the factor analysis results were obtained (see Table 5), and five factors were obtained after analysis.

Table 2, Factor analysis results of influencing factors

Variable	Impact factor				
	1	2	3	4	5
FC3	.738				
FC1	.715				
FC2	.683				
EC3		.763			
EC4		.749			
EC5		.719			
EC2		.712			
EC6		.689			
EC1		.656			
PE3			.716		
PE2			.687		
PE4			.686		
PE1			.621		
PW2				.879	
PW1				.699	
PW3				.687	
PW4				.682	
CC1					.802
CC2					.786
CC3					.780
Cumulative variance interpretation	69.139%				

Note: The extraction method is the main component method; the rotation method is the orthogonal rotation method with Kaiser standardization.

According to the results of factor analysis, each variable can be named. Factor 1 is function construction, including indicators such as cheap goods, 24/7 services, timely updated information content, etc. Factor 2 is emotional construction, including shopping can release stress and emotions, make people feel happy and forget the trivial things of life. It can accurately push shopping news, and make people feel website design attractive on the shopping site. Factor 3 is the process experience. For example, the website has good after-sales service guarantee. The product quality is guaranteed. You can learn a lot of knowledge. The virtual community communication process atmosphere of the shopping website is very good. Factor 4 is the perception of the website after the 90s group including excellent website using skills of after 90s. During the shopping process, the problem can be solved, they know how to find what they want on the website, etc. Factor 5 is the hunting psychology of the group of after 90s. For example, they are willing to accept all kinds of novelty in life, like to pursue novel technology products, and purchase new products earlier than others.

Reliability Test

Based on the results of the factor analysis, the Cronbach's α coefficient was used for reliability analysis of the five factors. The Cronbach's α coefficient is between 0 and 1. When the Cronbach's α coefficient is greater than 0.7, it is quite good. When it is greater than 0.8, it is very good. As shown in Table 2, the Cronbach's α coefficient values of the seven factors are all greater than 0.7, which is in accordance with a better reliability standard. This indicates that the design of this study questionnaire is of good faith.

Table 3, Cronbach's α coefficient of network store satisfaction impact factor

Impact factor	Number of measurements	Cronbach's α coefficient
Functional Construction	3	.706
Emotional Construction	6	.895
Process Experience	4	.7934
Perceptivity in Website	4	.837
Customers' Curiosity	3	.737

Regression Analysis

This part uses SPSS19.0 statistical software to further study the relationship between the above five factors and customer online shopping satisfaction through multiple regression analysis, and establishes a regression model. In this study, the post-90s online shopping satisfaction is a dependent variable; the five factors extracted from the previous article (function construction, emotional construction, process experience, post-90s website perception, post-90s hunting psychology) are independent variables for multiple regression analysis. I establish a regression model as follows:

$$WS=\beta0 + \beta1FC + \beta2EC + \beta3PE + \beta4PW + \beta5CC + \varepsilon \qquad (1)$$

Table 4, Results of multiple regression analysis

Independent variable	Standard coefficient	t value	parameter
Functional Construction	.515	11.133	R=0.866
Emotional Construction	.418	9.034	R²=0.750
Process Experience	.411	8.898	Adjusted R2=0.739
Perceptivity in Website	.312	6.756	F value = 70.127
Customers' Curiosity	.208	4.503	P value = 0.000
Dependent variable	Online shopping satisfaction		

It can be seen from Table 3 that the portion of online shopping satisfaction of after 90s can be explained by 5 factors is 73.9%. The sig value after the F value and the t value = 0.000 < 0.05. Thus the null hypothesis should be rejected, and the regression coefficient is considered to be significant. The regression coefficient of the regression coefficient of the variable can be seen that the regression coefficient of the website page design is significant at the level of 0.1; regression coefficients of functional construction, emotional construction, process experience, post-90s website perception and post-90s hunting psychology are significant at the 0.05 level. The regression equation can be established as: network shopping satisfaction = 0.515 * function construction + 0.418 * emotional construction + 0.411 * process experience + 0.312 * post-90s the website perception +0.208 *post-90s hunting psychology. The importance of each variable can be obtained from the regression equation: functional construction, emotional construction, process experience, post-90s website perception, and post-90s hunting psychology.

According to the above analysis results, the research has the following findings: (1) The function building of the website is the most important factor affecting the satisfaction of online shopping. The quality of the product is the most concerned by consumers, so that consumers can be truly assured. We should check the source at the source in order to form a lasting competitive advantage. (2) The emotional construction of the website is the second factor. This finding shows that consumers not only regard online shopping as the act of simply purchasing their required goods, but also regard online shopping as a pastime and entertainment behavior to release their pressure and emotions in life. (3) Process experience is the third factor. In the process of shopping, people pay more attention to the experience and feelings in the shopping process, and pay attention to the communication of virtual communities. (4) Post-90s website perception and curiosity are also important factors influencing consumer shopping. The post-90s growth period is almost identical to the formation of computer science and the period of rapid development. It prefers to go online and is more likely to accept new things. They do not exclude online shopping and enjoy the convenience and services brought by online shopping.

Conclusion and Suggestions

Conclusion

Based on the rapid development of the Internet, this paper takes the shopping website as the research object, and aims to explore the factors that affect the shopping satisfaction of the consumer groups after the purchase of goods through the online website. This paper first sorts out the relevant literature of the research topic, discusses the influencing factors compiled through the literature and supplements the missing influencing factors, thus summarizes 20 factors that affect the satisfaction of online stores. Secondly, five factors were extracted by factor analysis, and they were named according to the actual meaning of the five factors. Finally, the multi-regression analysis was used to determine the importance of the five factors, the importance of which is function construction, emotional construction, process experience, post-90s website perception, and post-90s hunting psychology.

This is also mutually verified with the assumptions of the predecessors. Cha believes that when consumers visit the shopping website, consumers will first experience the functionality of the website. Cao(2012) believes that the website's after-sales service and website process design will affect consumer online shopping satisfaction, while Pang believes that the more challenging consumers are, the more satisfied they are with online shopping. They proves that my research is meaningful. Studying these influencing factors can provide some countermeasures for online merchants.

Suggestions

Rich Platform Usage Functionality

Websites or online merchants should provide information about the origin of the product, or issue some product quality certifications, so that consumers can understand the products in a comprehensive way. They can use them with confidence. The so-called shop around, this sentence is more adaptable to the Internet. We can see the parameters of similar products and even the same products with a single fingertip. This requires the merchant to adopt some price strategy to attract customers' attention. After all, most of the post-90s economic sources are from home. It is inevitable that you will be bound by money. Good service is also an indispensable part of website function building. Recommending similar products or accessory products that have been browsed to customers who frequently search for certain types of products, reducing the troublesome process of customers searching again, providing customers with intimate services and forming effective core competitiveness.

Strengthen Platform to Guide Emotional Construction

The search engine settings of the website should be as scientific and reasonable as possible, and the product categories should be clearly classified. This will save customers' time in shopping, and will allow consumers who shop for the first time to get started quickly. The color of the web design should be coordinated with each other and in line with aesthetics, giving people a visual enjoyment. At the same time, the product introduction should be more humane. Although this does not apply to all products, it is applicable to some products with regional characteristics and cultural heritage. For example, Wenxi Cake is extremely popular in Shanxi because Mr. Lu once had the phrase "I am carrying two packs of savory biscuits to see friends" in the novel "The Lonely Man".

Improve the Consumers' Online Shopping Process Experience

To improve customer satisfaction, this requires us to do relationship marketing. For example, we can develop a membership system and maintain long-lasting connections. At the same time, through

the online exchange evaluation, it will increase the possibility of online shopping of after 90s. The comprehensive evaluation of the store above 4.8 will be especially favored by customers. Therefore, online merchants should create a good image as much as possible and handle the relationship with customers.

Stimulate the Psychology of Consumers of After 90s

According to the research, the perception of the website and the self-hunting psychology of after 90s have an effect on the satisfaction generated during the shopping experience. For this reason, the network merchants should pay attention to the details of the design and increase their curiosity invisibly. You can also use some popular words and novel pictures to decorate your own facade to attract customers. We can also use the current hot star to advertise and stimulate the psychology of pursuing fashion trends of after 90s.

Acknowledgement

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