pISSN: 1906 - 3296 © 2020 AU-GSB e-Journal.
eISSN: 2773 – 868x © 2021 AU-GSB e-Journal.
http://www.assumptionjournal.au.edu/index.php/AU-GSB/index

An Investigation on Vocational and Technical Students' Satisfaction and Continuance Intention on B2C Online Shopping Platform in Sichuan, China

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Received: February 9, 2024. Revised: March 21, 2024. Accepted: February 22, 2025.

Abstract

Purpose This study aims to explore the factors that affect the satisfaction and continuous intention of Chinese college students using B2C shopping platforms. The scope of this study focuses in 503 first- and second-year students in Sichuan Information Engineering Vocational and Technical College. **Research design, data, and methodology:** The research employed a quantitative approach, utilizing multi-stage sampling techniques including judgment, quota, and convenience sampling for sample selection. The study employed a questionnaire survey method as its primary data collection tool. Its aim was to investigate the interplay among seven variables. Confirmatory factor analysis and structural equation modeling were employed to assess the service quality, perceived value, usefulness, convenience, trust, satisfaction, and continued intention of B2C online shopping platforms. **Results:** All hypotheses were approved in this study. The results indicate that convenience, perceived value, service quality, trust, and perceived usefulness significantly impact satisfaction. Furthermore, perceived usefulness and satisfaction significantly influence the intention to continue using the service. **Conclusions:** B2C online shopping has emerged as the prevailing trend in e-commerce. This paper examines consumer behaviors among college students, delving into the factors influencing their satisfaction and long-term intentions, and offers practical insights and recommendations for online platform merchants.

Keywords : Online Shopping, Satisfaction, Continuance Intention, Service Quality, Perceived Usefulness

JEL Classification Code: E44, F31, F37, G15

1. Introduction

According to the "2021 Research and Analysis Report on the Consumption Behavior of Chinese College Students" released by AiMedia Consulting, China's college enrollment is growing annually, and the total number of students enrolled in higher education in China by 2020 will be 41.83 million. With a median monthly salary of RMB 1,516, college students' average monthly living costs have climbed along with rising living standards and prices. In 2021, Chinese college students' annual spending is anticipated to be over RMB 760.9 billion, representing enormous consumption potential.

According to research by IiMedia Research, Taobao / Tmall is still the college student group's top choice for domestic e-commerce shopping, garnering more than 70% of their support. Jingdong / Jingxi was the second most popular option, garnering more than 50% of their support. Pinduoduo and Jitterbug are also more well-known among this group. According to analysts at AiMedia Consulting, the Taobao platform continues to have the greatest usage rate among college students due to its extensive product selection and high degree of user trust. Due to the "group purchase + low price" strategy, which Pinduoduo platform items have utilized in recent years, they have a price edge. This has helped college student groups seeking affordable options

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gain popularity.

China has 668 million Internet users as of June 2015, with a penetration rate of 48.8%, as per the 36th "China Internet Development Statistics Report" released by the China Internet Network Information Center. Internet users aged 20 to 29 comprise the biggest age group, accounting for 31.4% of all users. From the perspective of occupational structure, the largest proportion is students, with a proportion of 24.6% (https://www.cnnic.net.cn/). As the consumption ability of primary and secondary school students is very limited, combining the data, it is easy to determine that college students make up most Internet users. The large consumption base of college students and their increasing consumption ability and advanced consumption consciousness make them not only important online shopping customers of B2C mode shopping platforms at present but also very important potential customers in the online shopping market in the future.

2. Literature Review

2.1 Convenience

In terms of mobile payments, Liebana-Cabanillas (2018) explain that convenience positively impacts users' satisfaction with using NFC payment. According to Jain and Bagdare (2009), convenience is a crucial consideration for customers when evaluating their shopping experiences. Some studies have shown that online users view convenience as a major factor in online transactions (Mahapatra, 2017). Berry et al. (2002) pointed out different forms of convenience. They argued that convenience mainly reflected the time and energy spent by users from the beginning to the end of the service. Thus, a hypothesis is proposed:

H1: Convenience has a significant influence on satisfaction.

2.2 Perceived Value

Perceived value, according to a frequently used definition in marketing research, is "the consumer's overall assessment of the utility of a product based on the perception of what it achieves and gives" (Yang et al., 2014). Perceived value is frequently taken to reflect consumers' assessment of the disparity between the benefits they obtain and the costs they incur (Sumaedi et al., 2014). According to Hsu and Lin (2015), using ECM with perceived value (PV), several academics have looked into whether customers would be willing to pay for mobile applications in m-commerce. According to the study's findings, customer happiness and perceived customer value have a significant positive link (Chiou, 2004). Thus, a hypothesis is proposed:

H2: Perceived value has a significant influence on satisfaction.

2.3 Service Quality

According to Parasuraman et al. (1985), service quality is the extent to which the offered services live up to customers' expectations. According to Aldholay et al. (2018), the promised service, the after-sales service, and other aspects of service quality are the exact and tangible service the business provides to its clients. Behavioral intents are intimately related to service quality, service value, and customer satisfaction, according to the "integrated" approach (Bitner et al., 1994; Cronin et al., 2000). DeLone and McLean (2003) updated the previous information system success model with a new success model using the major indicators of information system quality, including information quality, system quality, service quality, and satisfaction. Bauer et al. (2006) provide evidence in support of the relationship between service quality and customer satisfaction. Thus, a hypothesis is proposed:

H3: Service quality has a significant influence on satisfaction.

2.4 Trust

According to Shiau et al. (2023), trust is a fundamental, carefree, and indisputable mental state similar to a habitual, optimistic attitude. According to Ashnai et al. (2016), trust is the fundamental attitude of social exchange theory. Trust, in the definition provided by Moorman et al. (1993), is the reliance on a business partner. Rahimnia and Hassanzadeh (2013) defined trust as the strength and assurance of feelings based on inferential evidence. Yang et al. (2015) investigated how customers' intentions and opinions of online payments are impacted by their attitude toward trust. Thus, a hypothesis is proposed:

H4: Trust has a significant influence on satisfaction.

2.5 Perceived Usefulness

Customers' main belief about product consumption is perceived usefulness (Solomon, 2012). Perceived usefulness is the belief that employing OPR would enable a person to perform better in their product assessment (Ashraf, 2019).

The MCS primarily focuses on post-acceptance factors, considering that post-acceptance expectations can be expressed in terms of perceived usefulness (PU), which influences user satisfaction, their intention to continue using, and the degree of recognition (Lin et al., 2005). By replacing the construction of PU with perceived value, Hsu and Lin (2015) updated the ECM to represent consumers' purchase intentions for paid mobile applications. Thus, below

hypotheses are proposed:
H5: Perceived usefulness has a significant influence on satisfaction.
H6: Perceived usefulness has a significant influence on continuance intention.

2.6 Satisfaction

According to Martin et al. (2011), another attitude response that comes from a personal experience is satisfaction. Meyer and Schwager (2007) defined contentment as the feeling that follows a string of peak consumer experiences. According to Bhattacherjee (2001) and Chen et al. (2009), the user's evaluation of the degree of alignment between the anticipated and actual user experiences is known as satisfaction. The customer's experience may be impacted positively or negatively by the presence of other customers, which will eventually affect how satisfied they are (Brocato et al., 2012; Kwon et al., 2016). Satisfaction occurs when there is a balance between consumer expectations and experiences (Oliver, 1977). Thus, a hypothesis is proposed:
H7: Satisfaction has a significant influence on continuance intention.

2.7 Continuance intention

The degree to which a person intends to utilize and suggest an information system in the future is known as their continuation intention (Chang et al., 2013). Following receipt of the service, the user must intend to continue using it (Bhattacherjee, 2001). PU has been discovered to be a strong predictor of favorable customer attitudes, satisfaction, and continuation intentions in information technology studies (Huang et al., 2015; Joo et al., 2017; Khayer & Bao, 2019; Leung & Chen, 2019; Yan et al., 2021). According to studies (Foroughi et al., 2019; Joo et al., 2017), contentment favors attitudes and continuation intention.

3. Research Methods and Materials

3.1 Research Framework

Based on previous studies, the conceptual framework of this study comprises seven variables, namely: service quality (SQ), perceived value (PV), perceived usefulness (PU), convenience (CON), trust (TR), satisfaction (SAT), and continuous intention (CI). This conceptual framework is illustrated in Figure 1.

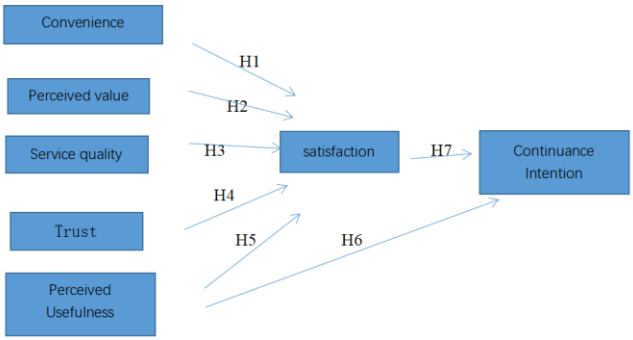

Figure 1: Conceptual Framework

H1: Convenience has a significant influence on satisfaction.
H2: Perceived value has a significant influence on satisfaction.
H3: Service quality has a significant influence on satisfaction.
H4: Trust has a significant influence on satisfaction.
H5: Perceived usefulness has a significant influence on satisfaction.
H6: Perceived usefulness has a significant influence on continuance intention.
H7: Satisfaction has a significant influence on continuance intention.

3.2 Research Methodology

This study was quantitative, in which samples were selected using multi-stage sampling techniques such as judgment, quota, and convenience. The research adopts the questionnaire survey method, which is this paper's data collection tool. The questionnaire survey is conducted through online and offline methods. Confirmatory factor analysis (CFA) and structural equation model (SEM) are used to analyze the data. Through these tools, the researchers analyzed the respondents' data to quantitatively test the seven hypotheses in this paper. They explored the direct and indirect relationship between the variables to determine the variables affecting the satisfaction and continuous intention of students in Sichuan Information Engineering Vocational and Technical College using online shopping platforms in the B2C mode.

Prior to data collection, a panel of three experts convened to assess the Index of Item-Objective Congruence (IOC) to ensure the precision of each item in measuring its designated construct, thereby enhancing the validity of the assessment. In the preliminary trial involving 50 participants, the Cronbach's Alpha score exceeded 0.7, confirming the reliable measurement of the specified construct and strengthening the overall reliability of the test outcomes, as outlined by Nunnally and Bernstein (1994). Additionally, the internal consistency reliability results of the pilot study revealed

Cronbach's alpha scores of 0.799 for Service Quality (SQ), 0.858 for Perceived Value (PV), 0.949 for Perceived Usefulness (PU), 0.985 for Continuance Intention (CI), 0.962 for Satisfaction (SAT), 0.978 for Convenience (CON), and 0.978 for Trust (TR).

3.3 Population and Sample Size

This paper focuses on students from Sichuan Information Engineering Vocational and Technical College. To meet the recommended sample size for structural equation modeling, which suggests a minimum of 425 respondents (Kline, 2011), 503 individuals participated in the survey. Following the data screening process, the minimum sample size for complex modeling is 500 people. Therefore, the researcher chose a sample of at least 500 people to obtain better research results. Finally, first- and second-year students from two universities in Deyang were selected for this study, and at least 500 copies of questionnaires were distributed to each school for the survey.

3.4 Sampling Technique

This study investigates the factors influencing students' satisfaction and continuous intention when using B2C online shopping platforms at Sichuan Information Engineering Vocational and Technical College, specifically in the Deyang area. The research focuses on user demographics and the elements affecting satisfaction and continuous intention. Data was gathered through an online questionnaire, resulting in 503 valid responses after eliminating incomplete or ineligible submissions. The statistical program was utilized to analyze the original data, leading to the following results. The research employed a quantitative approach, utilizing multi-stage sampling techniques including judgment, quota, and convenience sampling for sample selection.

Table 1: Sample Units and Sample Size

Grade	Population Size	Proportional Sample Size
First Year	3960	244
Second Year	4150	256
Total	**8110**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographic characteristics of the 554 target respondents studying at Sichuan Architecture Vocational and Technical College are shown in Table 2.

From Table 2, the researchers found that among the 503 participants, 260 were women, accounting for 51.69%; The number of males was 243, accounting for 48.31%. The distribution of participants in different grades shows that 55.07% (277 people) are first-year students, 44.93% (226 people) are sophomores, and juniors are not included in the survey because they may go out for internships. The age distribution is less than 18 years old, 25 people, accounting for 4.97%, and 18 to 22 years old, 478 people, accounting for 95.03%. In addition, the results of the time analysis of the participants' use of B2C online shopping platforms show that there are 166 participants over four years, accounting for 33.00%; In 2-3 years, 169 people, accounting for 33.60%; 112 people in 1-2 years, accounting for 22.27%; There were 56 people less than a year ago, accounting for 11.13%. Among them, the highest was found in 2-3 years (33.60%), and the lowest was found in less than one year (11.13%).

Table 2: Demographic Profile

Demographic and General Data (N=503)		Frequency	Percentage
Gender	Male	243	48.31%
	Female	260	51.69%
Student Status	Freshman	277	55.07%
	Sophomore	226	44.93%
Age	Less than 18 years	25	4.97%
	18-22years	478	95.03%
	More than 22 years	0	0%
B2C Experience	Under 1 year	56	11.13%
	1-2 Years	112	22.27%
	2-3 Years	169	33.60%
	More than 4 years	166	33%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is a statistical technique employed to verify and evaluate the correlation between latent variables and their observable variables (Zheng & Ma, 2012). It is a structural equation modeling (SEM) component employed to determine if a proposed measurement model closely matches the observed data. The primary purposes of CFA are to assess the constructs, dimensions, or properties of latent variables and to examine the correlation between them and the observed variables. Through CFA, parameters such as factor loadings, measurement errors, covariances between factors in a measurement model, and the model's fit can be determined (Mofokeng, 2021). The results, depicted in Table 3, revealed that all factor loading values exceeded 0.50, the composite reliability (CR) surpassed 0.70, and the average extracted variance (AVE) values were all above 0.50 (Fornell & Larcker, 1981).

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Service Quality（SQ）	Parasuraman et al. (1988)	3	0.795	0.725-0.760	0.796	0.565
Perceived Value (PV)	Sweeney and Soutar (2001)	3	0.786	0.719-0.782	0.787	0.552
Perceived Usefulness (PU)	Davis (1989)	3	0.819	0.750-0.796	0.819	0.602
Continuance intention (CI)	Bhattacherjee (2001)	3	0.810	0.735-0.791	0.811	0.589
Satisfaction (SAT)	Kotler (1991)	4	0.867	0.745-0.794	0.868	0.621
Convenience (CON)	Fan (2013)	4	0.810	0.755-0.794	0.859	0.603
Trust (TR)	Shiau et al. (2023)	3	0.859	0.689-0.796	0.802	0.576

As can be seen from Table 6, CMIN/DF=1.100, GFI= 0.962, AGFI=0.950, NFI=0.958, CFI=0.996, TLI=0.995, RMSEA=0.014 for students of Engineering College, the model fits well.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/ DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	1.100
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.962
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.950
NFI	≥ 0.80 (Wu & Wang, 2006)	0.958
CFI	≥ 0.80 (Bentler, 1990)	0.996
TLI	≥ 0.80(Sharma et al., 2005)	0.995
RMSEA	＜0.80 (Pedroso et al., 2016)	0.014
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

The researcher usually assesses discriminant validity by comparing the square root of the average variance extracted (AVE) with the coefficients of each construct. Discriminant validity is established when the AVE's square root exceeds all factorial correlation coefficients (Fornell & Larcker, 1981).

Table 5: Discriminant Validity

	SQ	PV	TR	SA	PU	CI	CON
SQ	**0.752**						
PV	0.376	**0.743**					
TR	0.362	0.344	**0.759**				
SAT	0.424	0.386	0.432	**0.788**			
PU	0.427	0.347	0.456	0.470	**0.776**		
CI	0.423	0.390	0.435	0.459	0.442	**0.768**	
CON	0.421	0.409	0.348	0.429	0.397	0.432	**0.777**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

For investigating causal links between observable variables and deducing latent variables, structural equation modeling (SEM) is a statistical analytic technique (Latha et al., 2017). To model and infer both observable and latent variables, it integrates the techniques of component analysis, path analysis, and regression analysis. In structural equation modeling, variables usually include both observed and latent variables. While latent variables cannot be directly measured and can only be implicitly represented by their indicator variables, such as many observations, observational variables are directly quantifiable and observable (Melović, 2021).

The data in Table are the goodness of fit coefficient of Engineering College's student group structure model. The CMIN/DF value is 1.292, lower than the critical value 5. The GFI value was 0.955, which exceeded the acceptable value of 0.85. The AGFI value is 0.942, higher than the recommended value of 0.8. The NFI value is 0.949, above the ideal value of 0.8. In addition, the CFI value is 0.988, above the ideal threshold of 0.8, and the TLI value is 0.986, above 0.8. The RMSEA value is 0.024

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/ DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	275.287 or 1.292
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.955
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.942
NFI	≥ 0.80 (Wu & Wang, 2006)	0.949
CFI	≥ 0.80 (Bentler, 1990)	0.988
TLI	≥ 0.80(Sharma et al., 2005)	0.986
RMSEA	＜0.80 (Pedroso et al., 2016)	0.024
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

In this study, causality between independent and dependent variables was assessed using regression coefficients and standardized path coefficients.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: CON→SAT	0.170**	2.994	Supported
H2: PV→SAT	0.132*	2.283	Supported
H3: SQ→SAT	0.163**	2.641	Supported
H4: TR→SAT	0.200***	3.340	Supported
H5: PU→SAT	0.209***	3.187	Supported
H6: PU→CI	0.379***	6.113	Supported
H7: SAT→CI	0.354***	5.886	Supported

Note: *** p<0.001, ** p<0.01, * p<0.05
Source: Created by the author

As shown in Table 7, all seven hypotheses were supported in the second data set for the IIT student population. Of the seven hypotheses, the most significant hypothesis is H6, the effect of satisfaction on continuance intention, which has a β-value of 0.354 and a t-value of 5.886. The second most significant hypothesis is H7, which examines the effect of perceived usefulness on continuance intention. This hypothesis had a β value of 0.379 and a t value of 6.113. The third strongest hypothesis was H5, which examined the effect of perceived usefulness on satisfaction, with a β value of 0.209 and a t value of 3.187. The fourth hypothesis with the highest significance level was H4, which examined the effect of trust on satisfaction. The β value for this hypothesis is 0.200, and the t-value is 3.340. The fifth strongest hypothesis is H1, the effect of convenience on satisfaction, which has a β value of 0.170 and a t value of 2.994. The sixth hypothesis with the highest significance level is H3, which examines the effect of service quality on satisfaction. This hypothesis has a beta value of 0.163 and a t-value of 2.641. The weakest hypothesis is H2, the effect of perceived value on satisfaction, with a beta value of 0.132 and a t-value of 2.283. Fig. 5.3(2) shows the results of the hypothesized analyses of the structural model for the IIT student population.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This paper examines the factors influencing college students' satisfaction and intention to use a B2C model shopping platform in Deyang, China. The target population of this study was students enrolled in higher vocational colleges and universities in Deyang, China. They all used the B2C mode online shopping platform. They voluntarily participated in this study's questionnaire survey. The sample of this study was divided into two groups. One group is the students enrolled in construction vocational and technical colleges in Deyang, China. The other group is the current Information Engineering Vocational and Technical College students in Deyang. The researcher developed the conceptual framework of this study by collecting, organizing, and applying existing ideas, literature, and models. The study combined two separate theories: the updated IS success theory proposed by DeLone and McLean (2003) and the Expectation Confirmation Model (ECM) (Oliver, 1980).
Once the conceptual framework was developed, the problem statement and research objectives were determined. This study utilized a quantitative approach with data collected from two higher education institutions in the Deyang area of China. The researchers collected 503 questionnaires from the two target groups. The collected data were analyzed using Cronbach's coefficient and confirmatory factor analysis (CFA) to ensure the reliability and validity of the data. In addition, the study used Structural Equation Modeling (SEM) to analyze the causal relationship between the variables. Ultimately, the study identified the factors affecting the satisfaction and continuance intention of students in higher vocational colleges and universities in the Deyang region to use the B2C model online shopping platform.

5.2 Recommendation

The study's results indicate that several factors significantly impact users' satisfaction and continued intention to use B2C online shopping platforms. In the group of students enrolled in KCI, trust is the most powerful predictor of their satisfaction. And the strongest predictor of their satisfaction in terms of continued intention. In the group of students enrolled in IITs, the main predictor of satisfaction was perceived usefulness, while the strongest predictor of continued intention was also satisfaction. Continuance intention is directly influenced by satisfaction. Meanwhile, convenience, perceived value, service quality, trust, and usefulness indirectly affect continuance intention.

Moreover, perceived usefulness has both direct and indirect effects. In terms of satisfaction, convenience, perceived value, service value, trust, and perceived usefulness have a direct effect. Enterprises providing B2C mode shopping platforms should prioritize the security of users' personal information and data and try to build trust with users. In addition, users tend to favor B2C online shopping platforms that are easy to use, valuable, and have good service quality.

In summary, developers should continue to improve and optimize the platform services and provide more valuable customer experiences that meet the needs, which will help promote the development of B2C mode shopping platforms. Enterprises obtain better economic benefits while enhancing school students' satisfaction and continued intention, which will be the main force of online shopping in the future.

5.3 Limitation and Further Study

In this section, the researcher acknowledges the limitations of this study and makes suggestions for future research.

First, the sample population of this study only includes students enrolled in higher vocational colleges and universities in the Deyang area, which can only represent some student users in Chinese universities and colleges. Students usually use B2C model shopping platforms to purchase daily necessities and clothing. Hence, the products they purchase are relatively limited, and their requirements for online shopping platforms may be relatively simple. However, more consumers, for example, may need more products and better services from online shopping platforms, and thus, their requirements for online shopping platforms may be higher. In addition, it may be relatively easier for users who are students in higher education. In the future, researchers should consider expanding the sample size and diversifying the study population to understand better the real situation of school students' use of B2C model online shopping platforms in China.

The second limitation of this study is the time of data collection. Since the time of the paper writing and the time of data collection happened to be the most serious period of the global epidemic outbreak, whether the data can truly and accurately reflect the normal situation of university students' use of B2C shopping platforms due to the influence of such a specific environment is a question that needs to be followed up by further follow-up surveys at a later stage for feedback and comparison.

Finally, the researcher's limitations. Due to his own reasons, the researcher may be limited by his own cognitive limitations in the process of doing the research of the thesis, and the angle of thinking is relatively limited, thus affecting the reasonableness and accuracy of the research conclusions. Considering this problem, we will review the data collection of the thesis and the research process again and discuss it with more experts and scholars in related fields.

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