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Factors Influencing Students' Satisfaction and Continuance Intention to Use B2C Online Shopping Platform in a University in Sichuan, China

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Abstract

Purpose This study aims to explore the factors that influence the satisfaction and continuous intention of Chinese college students using B2C shopping platforms. The scope of this study focuses on 545 first- and second-year students in Sichuan Architecture Vocational and Technical College. **Research design, data, and methodology:** This study was quantitative, in which samples were selected using multi-stage sampling techniques such as judgment, quota, and convenience sampling. The research adopts the questionnaire survey method, which is this paper's data collection tool. This study is to explore the relationship between seven variables. Confirmatory factor analysis and structural equation modeling were used to evaluate the service quality, perceived value, usefulness, convenience, trust, satisfaction, and continuous intention of B2C online shopping platforms. **Results:** Convenience, perceived value, service quality, trust, and perceived usefulness, significant influence satisfaction. Moreover, perceived usefulness and satisfaction significantly influence continuance intention. **Conclusions:** As a generation growing up with the development of network technology, college students have become an extremely important part of the online shopping group. This paper analyzes and understands consumer behaviors from the perspective of college students and the factors that affect their satisfaction and sustainable intention and puts forward feasible opinions and suggestions for online platform merchants.

Keywords : Online Shopping, Convenience, Trust, Satisfaction, Continuance Intention

JEL Classification Code: E44, F31, F37, G15

1. Introduction

With the rapid development of information technology, informatization has become an important indicator of today's society. In today's information society, people's lives and work have been only linked with the network, and the network has become an integral part of our lives (Yan & Yang, 2020). In recent years, China's e-commerce has been gradually on the right track, and online shopping has become a common way of life for most people. With the development of e-commerce, online shopping shops have broken traditional physical stores. Since the online shopping method is not limited by geographical location, it can radiate to any corner of the world, gradually expanding the scope of

consumers' shopping while the market scope of enterprises is getting larger and larger (Song, 2022). In the past decade, a large number of B2C enterprises began to emerge; compared with B2B, C2C, and other models, the B2C model has become the mainstream force in the e-commerce market (Mingione & Leoni, 2020).

According to the 36th Statistical Report on the Development of the Internet in China released by the China Internet Network Information Center, the number of Internet users in China reached 668 million, and the Internet penetration rate was 48.8%. Regarding age structure, the largest proportion of Internet users is 20-29 years old, accounting for 31.4% (China Internet Network Information Center, 2015). From the perspective of occupational

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structure, the largest proportion is students, accounting for 24.6%. At the same time, with the rising living standards and prices, college students' average monthly living expenses also increased, and the median monthly income is 1,516 yuan. The annual consumption scale of college students in China is expected to be about 760.9 billion yuan in 2021, with huge consumption potential (IiMedia, 2021). Combining the data, it is easy to judge that college students are the largest group of netizens. The huge consumption base, increasing consumption power, and advanced consumption consciousness of college students make them important online customers of B2C shopping platforms and potential customers in the future online shopping market (Zhang et al., 2021).

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 is first- and second-year students in Sichuan Architecture Vocational and Technical College. As it is a higher vocational college, most juniors have internships in enterprises with related majors outside the college, and their lifestyle and consumption habits have gradually become the model of company employees. Therefore, the scope of this study is selected for first- and second-year students who are users of B2C online shopping platforms. The conceptual framework is based on two classical models (ECM, ISS) and four theoretical frameworks previously studied. The research conceptual framework has seven hypotheses and seven variables, among which five independent variables are service quality, perceived value, perceived usefulness, convenience, and trust, one mediating variable is satisfaction, and one dependent variable is continuous intention.

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 conduct quantitative research to test the seven hypotheses in this paper. They explored the direct and indirect relationship between the variables to determine the variables that affect students' satisfaction and continuous intention in Sichuan Vocational and Technical College of Architecture using online shopping platforms in the B2C mode.

2. Literature Review

2.1 Convenience

Convenience is the degree to which users find it simple to browse the website (i.e., user-friendly) (Fan, 2013). Convenience is a synthesis of the utility of place and the utility of time. Providing people with products and services at the precise moment they require them is the utility of time. Regarding mobile payments, Lieban-Cabinet, and smartphone use, these two factors impact users' decisions to adopt or reject technologies (Pal et al., 2015). Copland first used the term "convenience" about consumption in 1923. According to Shin (2010), convenience in mobile payments involves ease of use, rapid processing of payment transactions, and simple payment procedure learning. Offers simple use, quick transaction processing, and a simple understanding of payment methods. According to certain studies (Kim, 2011; Liebana-Cabanillas et al., 2019), convenience favors consumer satisfaction. Thus, a hypothesis is proposed:

H1: Convenience has a significant influence on satisfaction.

2.2 Perceived Value

Sweeney and Soutar (2001). A service's advantages and costs are compared to determine perceived value. According to Zeithaml (1988), perceived value is "the overall assessment that the consumer makes of the usefulness of a product (or service) based on the perception of what he or she receives and what he or she receives." According to earlier studies, perceived value is significantly positively correlated with customer happiness and loyalty (Day & Crask, 2000). In particular subfields of mobile marketing and e-commerce research, perceived value—widely regarded by academics as a crucial indication of company marketing (Chen & Lin, 2015)—is frequently addressed. Thus, a hypothesis is proposed:

H2: Perceived value has a significant influence on satisfaction.

2.3 Service Quality

Service quality is the gap between consumer expectations and perceived performance in interrelated elements such as reliability, responsiveness, visibility, assurance, and empathy (Parasuraman et al., 1988). Overall, the company's high-quality services, including customer care center interactions, product guarantees, service continuity, and tangible services, fall under service quality (Aldholay et al., 2018; Huang et al., 2015). According to Liu et al. (2011), the level of service is a crucial component in ensuring client satisfaction. Thus, a hypothesis is proposed:

H3: Service quality has a significant influence on satisfaction.

2.4 Trust

In interpersonal interactions, trust is a person's conviction or attitude toward others (Shiau et al., 2023). Helm (2014) argues that trust is a reactive attitude that usually arises after a specific event, according to a person's knowledge and views (Solomon, 2000). According to conceptual and empirical investigations, trust is an attitude reaction that also applies to the interaction between people and objects (Li et al., 2008). It investigated how customers' intentions for online purchases were impacted by their attitude toward emotional trust. Thus, a hypothesis is proposed:

H4: Trust has a significant influence on satisfaction.

2.5 Perceived Usefulness

According to Lin and Lin (2019), perceived usefulness is the opinion of system users that they would get better results by utilizing a specific service. Perceived usefulness refers to people's opinions on how information technologies improve work performance (Davis et al., 1989). Bhattacharjee (2001) discovered that PU significantly affected online customers' pleasure and inclination to return. According to research (Lin et al., 2005; Venkatesh et al., 2003), the continuing usage of information systems is significantly influenced by perceived utility. 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 Fornell (1992), a customer's overall impression of their experience utilizing and purchasing a good or service is often considered satisfaction. According to Kotler (1991), a post-purchase evaluation of an item or service is what the term contentment means. One of the key determinants of customers' inclination to repurchase and patronize has emerged as satisfaction as an attitudinal concept (Bodet, 2008). Retailers may assure happiness, loyalty, and repurchase intentions by creating suitable experiences essential for company success (Akte & Ashraf, 2016; Saleem et al., 2017). Thus, a hypothesis is proposed:

H7: Satisfaction has a significant influence on continuance intention.

2.7 Continuance intention

Chiu et al. (2021). The user's willingness to continue using fitness and health applications is known as continuance intention. The user's intention to continue using applications is known as continuation. The user's willingness to utilize the apps going forward and their readiness to pay for them are both considered indicators of their continued app usage. Bhattacharjee (2001) and Bhattacharjee et al. (2007). According to Foroughi et al. (2019), the attitude considerably impacts users' motivation to continue using e-banking, which is relevant to continuing intention. According to research (Foroughi et al., 2019; Ghani, 2017; Humbani & Wiese, 2019; Liao et al., 2009; Samar, 2017), perceived usefulness and continuation intention are positively correlated.

3. Research Methods and Materials

3.1 Research Framework

According to the theoretical framework of previous studies, we can establish the conceptual framework of this study, which includes seven variables, namely, quality of service (SQ), perceived value (PV), perceived usefulness (PU), convenience (CON), trust (TR), satisfaction (SAT), and continuous intention (CI). The conceptual framework of this study is shown in Figure 1

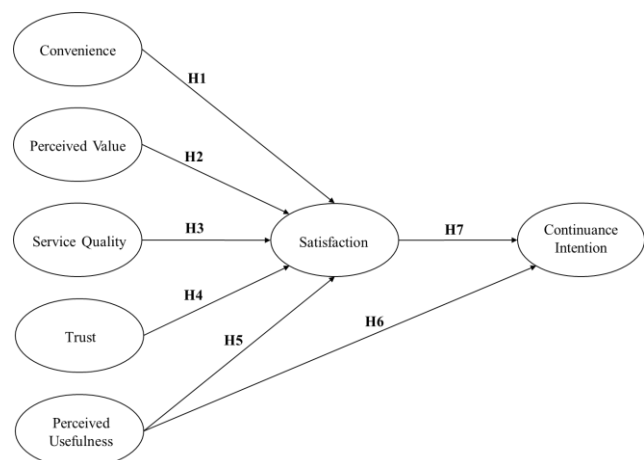


Figure 1: Conceptual Framework

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 collected data through a questionnaire survey on an online platform called "Juanxing." The questionnaire was distributed to the target population using non-probability sampling. The questionnaire consists of 3 parts and contains 23 questions, among which three screening selection questions are aimed at identifying target respondents, five demographic selection questions are aimed at collecting demographic characteristics data of students who use B2C online shopping, and 23 five-point Likert scale questions are aimed at collecting data on factors affecting B2C online shopping students' satisfaction and continued intention. The Likert scale consists of 5 scales, with 1 indicating strong disagreement, 2 indicating disagreement, three indicating neutral, 4 indicating agreement, and 5 indicating strong agreement.

Before the data collection, three experts convened to evaluate the Index of Item-Objective Congruence (IOC) to guarantee that each item accurately measures its designated construct, thereby bolstering the validity of the assessment. In the preliminary trial with 50 participants, the Cronbach's Alpha score surpassed 0.7, affirming the dependable measurement of the specified construct and fortifying the general reliability of the test outcomes, as delineated by Nunnally and Bernstein (1994). According to the internal consistency reliability results of the pilot study, Cronbach's alpha score of Service Quality (SQ) is 0.799, Perceived Value (PV) is 0.858, and perceived usefulness (PU) is 0.949. continuance intention (CI) was 0.985, Satisfaction (SAT) was 0.962, Convenience (CON) was 0.978, and Trust (TR) was 0.978.

3.3 Population and Sample Size

The target population of this study is the students of Sichuan Vocational and Technical College of Architecture.

In regression analysis, many researchers believe there should be at least ten observations per variable (Hair et al., 2014). Thus, the minimum sample size = 7 (number of variables in the proposed conceptual framework) \times 10 = 70 respondents. The researchers aim to collect at least 500 samples as a base sample size to ensure that the data is sufficient for analysis.

3.4 Sampling Technique

This study aims to study the influencing factors of students' satisfaction and sustainable intention using B2C online shopping platforms in higher vocational colleges in the Deyang area, focusing on the demographic characteristics of users and the influencing factors of satisfaction and sustainable intention. Data was collected through an online questionnaire, and 554 valid questionnaires were eventually received after deducting respondents who were incomplete and did not meet the screening requirements. The original data were analyzed using the statistical program, and the results were as follows. 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	5800	240
Second Year	6280	260
Total	12080	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 554 study participants. There were 289 women, accounting for 52.17%; Males accounted for 265 (47.83%). The distribution of participants in different grades shows that 54.69% (303) are first-year students, and 45.31% (251) are sophomores. The survey does not include Juniors because they may go out for internships. The age distribution is 57 people under 18 years old, accounting for 10.29%, and 497 people between 18 and 22 years old, accounting for 89.71%. In addition, the time analysis of the participants' use of B2C online shopping platforms shows that the frequency of more than four years is 286, accounting for 51.63%; The frequency in 2-3 years was 145, accounting for 26.17%; The frequency in 1-2 years was 112, accounting for 20.22%; The frequency of less than one year is 11, accounting for 1.99%. The highest was more than four years (51.63%), and the lowest was less than one year (1.97%).

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Gender	Male	265	47.83%
	Female	289	52.17%
Student Status	Freshman	303	54.69%
	Sophomore	251	45.31%
Age	Less than 18 years	57	10.29%
	18-22 years	497	89.71%
	More than 22 years	0	0%
B2C	Under 1 year	11	1.99%
	1-2 Years	112	20.22%
	2-3 Years	145	26.17%

Demographic and General Data (N=500)		Frequency	Percentage
Experience	More than 4 years	286	51.62%

4.2 Confirmatory Factor Analysis (CFA)

This study used confirmatory factor analysis (CFA) to test whether the models fit to verify the association between the factors. 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	0.809	0.728-0.785	0.809	0.585
Perceived Value (PV)	Sweeney and Soutar (2001)	3	0.808	0.740-0.788	0.808	0.584
Perceived Usefulness (PU)	Davis (1989)	3	0.828	0.698-0.807	0.814	0.595
Continuance intention (CI)	Bhattacharjee (2001)	3	0.828	0.743-0.817	0.867	0.619
Satisfaction (SAT)	Kotler (1991)	4	0.866	0.772-0.805	0.829	0.617
Convenience (CON)	Fan (2013)	4	0.872	0.763-0.798	0.829	0.618
Trust (TR)	Shiau et al. (2023)	3	0.812	0.773-0.810	0.872	0.630

As can be seen from Table 4, CMIN/DF=1.406, GFI=0.957, AGFI=0.943, NFI=0.955, CFI=0.986, TLI=0.984, RMSEA=0.027 for the students who built the institute, 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)	1.406
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.957
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.943
NFI	≥ 0.80 (Wu & Wang, 2006)	0.955
CFI	≥ 0.80 (Bentler, 1990)	0.986
TLI	≥ 0.80 (Sharma et al., 2005)	0.984
RMSEA	< 0.80 (Pedroso et al., 2016)	0.027
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 convergent validity and discriminant validity were verified as the values of this study shown in Table 5 are greater than acceptable values. Therefore, convergent validity and discriminant validity are ensured. Moreover, these model measurement results consoled discriminant validity and validation to measure the validity of subsequent structural model estimation (Fornell & Larcker, 1981).

Table 5: Discriminant Validity

	SQ	PV	TR	SA	PU	CI	CON
SQ	0.765						
PV	0.452	0.764					
TR	0.380	0.403	0.771				
SAT	0.437	0.432	0.455	0.787			
PU	0.445	0.397	0.440	0.486	0.786		
CI	0.438	0.452	0.446	0.464	0.451	0.786	
CON	0.468	0.474	0.382	0.466	0.428	0.457	0.794

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

4.3 Structural Equation Model (SEM)

Structural Equation Modeling (SEM) is a statistical analysis method used to explore causal relationships between observed variables and to infer potential variables (Latha et al., 2017). In this study, a structural equation model (SEM) was used to evaluate the suitability of the structural model and to explore the causal relationship between the model's components.

The data in Table 6 is the goodness of fit coefficient of the student group structure model. The CMIN/DF value is 1.651, lower than the critical value 5. The GFI value was 0.949, which exceeded the acceptable value of 0.85. The AGFI value is 0.934, higher than the recommended value of 0.8. The NFI value is 0.946, above the ideal value of 0.8. In

addition, the CFI value is 0.978, above the ideal critical value of 0.98, and the TLI value is 0.974, above 0.8. The RMSEA value is 0.034, less than the acceptable threshold of 0.08.

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	< 5.00 (Al-Mamary & Shamsuddin, 2015; Awang, 2012)	351.757 or 1.651
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.949
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.934
NFI	≥ 0.80 (Wu & Wang, 2006)	0.946
CFI	≥ 0.80 (Bentler, 1990)	0.978
TLI	≥ 0.80 (Sharma et al., 2005)	0.974
RMSEA	< 0.80 (Pedroso et al., 2016)	0.034
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

The researchers used regression coefficients and standardized path coefficients to measure causality between independent and dependent variables in the assumptions of this study.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: CON \rightarrow SAT	0.187***	3.347	Supported
H2: PV \rightarrow SAT	0.130*	2.204	Supported
H3: SQ \rightarrow SAT	0.131*	2.192	Supported
H4: TR \rightarrow SAT	0.219***	4.004	Supported
H5: PU \rightarrow SAT	0.214***	3.597	Supported
H6: PU \rightarrow CI	0.370***	6.337	Supported
H7: SAT \rightarrow CI	0.357***	6.247	Supported

Note: *** $p < 0.001$, * $p < 0.05$

Source: Created by the author

As shown in Table 7, all seven hypotheses were supported in the first data set for the study of the CCB student population. Of the seven hypotheses, the most significant hypothesis was H7, the effect of satisfaction on continuance intention, with a β -value of 0.357 and a t-value of 6.247. The second most significant hypothesis was H6, which examined the effect of perceived usefulness on continuance intention. This hypothesis has a β value of 0.370 and a t value of 6.337. The third strongest hypothesis is H4, which is the effect of trust on satisfaction, with a β value of 0.219 and a t value of 4.004. The fourth hypothesis with the highest significance level is H5, which is the effect of perceived usefulness on satisfaction. This hypothesis has a β value of 0.214 and a t value of 3.597. The fifth strongest hypothesis is H1, the

effect of convenience on satisfaction, which has a β value of 0.187 and a t value of 3.347. 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 0.131 and a t-value of 2.192. The weakest hypothesis is H2, the effect of perceived value on satisfaction, with a beta value of 0.130 and a t-value of 2.204.

5. Conclusion and Recommendation

5.1 Conclusion and Discussion

This study uses SEM analysis to evaluate the influencing factors of students' satisfaction and sustainable intention of using the B2C online shopping platform at Sichuan Vocational and Technical College of Architecture. Student satisfaction is assessed in various ways, including quality of service, perceived value, trust, convenience, and usefulness. The results show that service quality, perceived value, trust, convenience, and perceived usefulness directly and positively correlate with students' satisfaction. A direct positive correlation exists between students' satisfaction and continuous intention. The findings provide valuable information for academics, forms, and businesses to understand the factors influencing student satisfaction and continued intent.

5.2 Recommendation

With the rapid development of the Internet and the popularity of smartphones, more and more people have begun to choose online shopping as their preferred way to buy goods and services, especially college students, who have become the main group. Enterprises have also realized this trend and hope to attract more college students and enhance their shopping experience by improving B2C shopping services.

First, improve the user-friendliness of the shopping platform. Businesses can optimize the interface design and interactive experience of their website or application to make it easy for users to browse products, quickly find the information they need, and make convenient purchases. At the same time, considering the specific age range, cultural background, and technical level of users, it is necessary to provide various interface options and operations, focusing on convenience and perceived usability.

Secondly, it strengthens the transparency and authenticity of commodity information. Enterprises should ensure the accuracy and comprehensiveness of product information and provide clear information such as prices, specifications, pictures, and evaluations to help users make informed

purchasing decisions. In addition, false publicity and fraud should be strictly prohibited, and the rights and interests of users and shopping safety should be protected to enhance trust.

In addition, optimize logistics and distribution services. Companies can work with professional logistics partners to provide fast and reliable delivery services to meet the needs of university students for quality of service. At the same time, it is necessary to strengthen logistics information tracking and communication, timely inform students of order status and delivery progress, and improve students' perceived value.

At the same time, establish a sound after-sales service system. Enterprises should establish a perfect after-sales service team, promptly deal with students' complaints and return needs, and provide professional solutions. We should listen to and analyze students' feedback and opinions and constantly improve after-sales service to enhance students' satisfaction and sustainable intention.

5.3 Limitation and Further Study

The data for the study came entirely from students at Sichuan Polytechnic of Architecture, a Deyang vocational college. Not representative of all university student users. Students usually use B2C shopping platforms to buy daily necessities and clothing, so the products they buy are relatively limited, and the requirements for online shopping platforms may be relatively simple. In the future, researchers should consider expanding the sample size and diversifying the study subjects to understand the real situation of college students using B2C online shopping platforms in China. The second limitation of this study is the limitation of data collection time. Since the writing time of the paper and the data collection time happened to be in the most serious period of the global epidemic outbreak, affected by such a specific environment, can the data truly and accurately reflect the normal situation of college students using the B2C shopping platform? This problem needs further followed up in the later stage for feedback comparison.

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