

# Literature Review of Research on Service Quality in Online Shopping

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**Abstract:** With the booming development of e-commerce, online shopping has become an indispensable shopping method in people's daily life. From shopping convenience to logistics speed, from product quality to customer service, these factors together shape consumer satisfaction and loyalty to online shopping. Enhancing online shopping service quality and exploring the factors affecting consumers' service evaluation are topics worthy of in-depth research. In this paper, we will focus on online shopping service quality, and find the key direction of online shopping service quality research through bibliometric method, which provides a reference for future related research.

**Keywords:** Internet Shopping; Service Quality; Customer Satisfaction.

## 1. Introduction

With the rapid development of information technology, online shopping has become an important way of shopping for contemporary consumers. The convenience and diversity of online shopping have enriched the shopping experience of consumers, especially as the new Crown pneumonia epidemic has fully activated the online shopping method with the active participation of various industries. Online shopping covers a wide range of service characteristics that consumers experience in the shopping process. However, as the scale of online shopping expands, consumers are increasingly concerned about the quality of online shopping services. In today's highly competitive e-commerce market, providing high quality online shopping service quality is not only the key to enhance the competitiveness of enterprises, but also an important means to maintain consumer stickiness. Therefore, online shopping has attracted a lot of scholars to carry out research, and this paper will sort out their main research directions on online shopping service quality research has its necessity.

## 2. Literature Sources and Screening

### 2.1. Literature Sources

The data of this study are all obtained from CNKI China Knowledge Network database, with "advanced search" type, search condition: topic = online shopping service quality, and search mode is "exact" matching. This study searched the literature between August 2013 and August 2023 (the search date is 23 August 2023), and collected 694 articles.

### 2.2. Literature Screening

In order to ensure the comprehensiveness and accuracy of the study, this paper manually removes the papers that cannot be precisely matched with the topic study as well as non-research documents. According to the purpose of the study, this study sets the search criteria: Firstly, the topic of the study is online shopping service quality; Secondly, retrieve the literature in the last 10 years; Thirdly, the extended literature in English and Chinese related to the topic. By reading the title, abstract and keywords of each document, according to the search criteria, therefore 274 documents were excluded,

and a total of 420 documents were screened as research samples for data analysis.

### 2.3. Data Analysis

This paper adopts the bibliometric analysis method, using CiteSpace software. 420 pieces of literature were selected as the object of research and analysis, and they were sorted out as follows according to the frequency of the appearance of the research keywords: service quality (70 times), influencing factors (36 times), online shopping (33 times), willingness to buy online (31 times), e-commerce (29 times), customer satisfaction (24 times), online shopping (24 times), customer loyalty (18 times), willingness to buy (15 times), perceived value (15 times), perceived risk (14 times), consumer (13 times), and the rest of the extracted keywords are below 10 times.

## 3. Literature Research

According to the frequency of keywords appearing in the previous section, the research topics of online shopping service quality are grouped into 4 aspects for literature research and analysis.

### 3.1. Service Quality

As the core keyword of this study, "service quality" has the highest frequency (70 times) in the literature, with a centrality of 0.32, and nodes with a value of more than 0.1 are called key nodes. Service Quality is the minimum level of service provided by a company to satisfy its target customers, i.e., the extent to which the service work can meet the customer's needs. Lehtinen (1982) argued that service quality depends on consumer perception, which is the evaluation of consumers who compare the actual service with the service they think should be provided [1]. Online shopping service quality is based on the level of consumer acceptance of online shopping services in the context of e-commerce. Regarding the research on online shopping service quality, Wolfenbarger & Gily (2023) developed the eTailQ scale to measure the e-commerce service quality of B2C websites, whose main dimensions are website design, security quality, order fulfilment quality, and customer service [2]. In the paper of Yu Junqiu and Tian Wenhui (2019), it was argued that the receipt of goods is the only stage of contact between the

customer and the organisation's personnel, and that the image, service attitude and professionalism of the delivery personnel can directly enable the customer to experience the quality of the service [3].

### 3.2. Willingness to Buy Online

Willingness to buy refers to the attitude of consumers to buy a particular product, reflecting the probability of consumers to make a purchase decision on a certain commodity size. Consumers have the willingness to buy before the next purchase behaviour. Regarding the study of online purchase willingness, Qin Fang (2019) consumer purchase willingness belongs to consumer behavioural willingness and is considered an important indicator for predicting consumer purchase behaviour, so scholars are more willing to use the concept of purchase willingness to predict the future shopping behaviour of consumers [4]. In the same way as traditional purchase intention, consumers are also driven by purchase intention when they make decisions in online shopping, but the difference lies in the influencing factors of online purchase intention, because the purchase environment is constantly changing, the purchasing process is standardised, and the competition between enterprises is becoming more and more intense. Therefore, enterprises should study and analyse the influencing factors of consumers' willingness to buy when making marketing decisions, so as to predict the likelihood of consumers purchasing products.

### 3.3. Influencing Factors

Combing through the existing literature related to consumers' willingness to purchase online shopping can be found, Yousef (2018) study of the website design quality, security quality, order fulfilment quality, online customer service quality four variables as the measurement of e-service quality variables, the study found that the service quality of online shopping platforms has a significant impact on customer satisfaction, and all of its measurement variables significantly affect customer satisfaction, especially the order The quality of order fulfilment has the most significant effect. Customer satisfaction is the complete mediator of the effect of each measurement variable of service quality of online shopping platform on repeat purchase intention[5]. Shin et al. (2013) classified website quality into six aspects, namely, shopping convenience, website design, usefulness of information, security of transaction, payment system, and customer communication, and examined the effect with consumers' repeat purchase intention, and the results found that the website quality can enhance consumer satisfaction, trust, and commitment by enhancing consumer satisfaction, trust and commitment and increasing repeat purchase intention [6]. Miyatake (2016) found that uncertain delivery time, untrustworthy security of online billing, inability to try out the product and problematic retailer services led to consumers' reluctance to engage in online shopping [7].

### 3.4. Customer Satisfaction

The research literature on customer satisfaction was first published by Cardozo as "An Experimental Study of Customer Inputs, Expectations, and Satisfaction", which was a preliminary model of satisfaction detection constructed by Cardozo in 1960 by examining the relationship between customers' expectations and purchases. Since then satisfaction research began to flourish gradually. Sweden

even established a national consumer satisfaction monitoring system in 1989 and released the Swedish Customer Satisfaction Index. Subsequently the United States and other European countries have launched their own national customer satisfaction index. Customer satisfaction monitoring has been recognised and acted upon all over the world. In order to measure consumers' perception of service quality, many scholars have proposed standards and dimensions for measuring service quality. Parasuraman, Zeithaml and Berry successively proposed the famous SERVQUAL scale in 1985 and 1988, and they described service quality from five dimensions: tangibility, reliability, responsiveness, safety, and empathy. The SERVQUAL model can help companies to more accurately grasp customers' true perceptions of their service quality and better improve customer satisfaction. Regarding the research on improving satisfaction, Yu Junqiu and Tian Wenhui (2019) For online shopping platforms, the most and most intuitive contact of customers is to ask questions and communicate with online customer service, especially the long time waiting will make customers feel dissatisfied with the service. Therefore, customer service personnel should not only answer customers' questions in a timely manner, but also actively interact with customers to convey information and prompt customers to produce purchase behaviour, and customer service personnel can also use this opportunity to enhance customer recognition and satisfaction of the company as a whole [3].

## 4. Conclusion

### 4.1. Research Status of Online Shopping Service Quality

This paper takes online shopping service quality as the research object, reviews related literature and carries out research work. In the research process, it is found that the main direction of research focused by scholars is the dimensions of service quality research, customer satisfaction, and the influencing factors of purchase intention. The bibliometric method, questionnaire survey method, in-depth interview method and other methods are used to obtain the research data, construct the service quality evaluation model, study and analyse the influencing factors of purchase intention.

### 4.2. Future Research Direction of Online Shopping Service Quality

The current research on online shopping service quality mainly focuses on the logistics link at the back-end of the e-commerce transaction process, and there is less research on the service quality in the transaction process. Nowadays, e-commerce is developing rapidly, using a variety of marketing means and methods, and live streaming of goods, as a new marketing tool, has attracted the attention and research of research scholars. Therefore, in the future, the service quality of live shopping in different industries can be studied in a multidimensional way.

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