

Research on the Development of Logistics Performance of E-Commerce Enterprises and its Influencing Mechanism on Customer Satisfaction

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Abstract: With the booming development of e-commerce industry, logistics performance has become one of the key factors of competitiveness for e-commerce enterprises, directly related to the customer satisfaction and market position of the enterprises. Under the background of digitalization and intelligentization, online shopping has become one of the main ways of daily shopping for consumers. As an important link in the transaction chain of e-commerce, logistics efficiency and quality directly affect the shopping experience and loyalty of consumers. This paper conducts an in-depth analysis of the current situation of logistics performance of e-commerce enterprises, the mechanism analysis of how it affects customer satisfaction, and explores solutions to the problem. Through the mechanism analysis, it is found that e-commerce enterprises can improve logistics performance by enhancing logistics speed, improving logistics service quality, reducing costs and increasing efficiency, strengthening green logistics, and enhancing cross-border e-commerce logistics capabilities. This can improve customer satisfaction, and the paper proposes suggestions such as optimizing logistics networks, enhancing logistics service training, fine-tuning management, promoting environmentally friendly packaging, optimizing transportation methods, and improving cross-border e-commerce logistics networks.

Keywords: Logistics Performance; Customer Satisfaction; E-commerce Enterprises; Mechanism of Influence.

1. Introduction

With the rapid update and iteration of network technology, shopping apps, short video platforms and other online clients continue to enrich and develop, and the era of e-commerce economy ensues. Logistics service is a necessary way for the physical transfer of products, and e-commerce enterprises usually choose to outsource logistics business to third-party logistics enterprises with uneven service quality. At the same time, with the rapid expansion of new retail and live delivery markets, logistics service quality has also become an important reason for customers to choose e-commerce platforms for consumption. A large number of studies have shown that logistics performance, logistics service quality and customer satisfaction are closely related. In this context, it is particularly important to study the influencing mechanism of logistics performance of e-commerce enterprises on customer satisfaction. This helps e-commerce enterprises to better understand the relationship between logistics performance and customer satisfaction, optimize the logistics process, improve the quality of logistics services, and thus enhance customer satisfaction and loyalty. At the same time, it also provides a useful reference for logistics enterprises to improve service quality and enhance market competitiveness.

2. Current Situation of Logistics Performance Development of E-commerce Enterprises

In recent years, with the continuous expansion of the e-commerce market and the enhancement of consumers' purchasing power, the volume of e-commerce logistics business continues to grow. According to the 2023 China E-

commerce Market Data Report, the size of China's e-commerce market will reach 50.57 trillion yuan in 2023, up 6.31% year on year from 47.57 trillion yuan in 2022. Meanwhile, according to relevant statistics, the scale of the global e-commerce logistics market reached 449.8 billion US dollars in 2022, with a year-on-year growth of 22.4%. The global e-commerce logistics market is expected to reach \$750 billion by 2027. In addition, in the data analysis of the enterprise's quick response ability, service quality, competitiveness and corporate image, 29% of the consumers in the questionnaire survey of "customer satisfaction with the selected express delivery" did not reach the level of "satisfaction" above, that is, there are problems in the logistics service of the goods in general. This expansion and growth trend of market scale provides opportunities and challenges for the improvement of logistics performance of e-commerce enterprises.

3. Mechanism Analysis of Logistics Performance of E-commerce Enterprises Influencing Customer Satisfaction

The reality shows that logistics is the key link between e-commerce enterprises and customers, and its performance level is directly related to customers' shopping experience and satisfaction. Logistics performance not only reflects the efficiency and benefit of e-commerce enterprises in logistics operation, but also becomes one of the important indicators to measure the market competitiveness of enterprises. This paper holds that customer satisfaction mainly includes four aspects: logistics response speed, logistics service quality, product competitiveness and customer loyalty. The mechanism of logistics performance of e-commerce

enterprises on customer satisfaction is shown in Figure 1.

(1) logistics delivery time is long, the response speed is slow. Since long-distance transportation usually takes longer time, especially cross-border logistics, when it comes to customs clearance and road congestion, traffic accidents, bad weather and other conditions, coupled with the different service quality and facility levels of different logistics companies, it will lead to the extension of logistics timeliness. Some companies may have more advanced logistics systems and more efficient transportation capabilities, while others may face resource constraints and inefficiencies. In addition, special goods such as fragile goods and dangerous goods require more complex packaging and more careful transportation methods, which may lead to extended logistics timeliness. (2) The quality of logistics services is general. This includes logistics customer service personnel service quality, delivery personnel service quality, personal privacy protection and after-sales compensation. According to data released by the State Post Bureau, China's express delivery business volume in 2023 has completed 132.07 billion pieces, that is, an average of 320 million pieces per day. Lack of professional training for customer service and distribution personnel can lead to ineffective communication and problem solving when dealing with customer inquiries and complaints,

as well as differences in service attitude, professional skills and efficiency. In the logistics process, when the logistics company lacks a perfect information security management system, technical means, clear compensation standards and procedures, it will lead to improper acquisition and utilization of customer information and it is difficult for customers to obtain timely and reasonable compensation. (3) Insufficient competitiveness of commodities. Since the introduction of the temporary method of seven-day no-reason return of goods purchased online, opportunistic returns will occur when consumers buy a product, that is, customers buy multiple variants of a product and intend to return some. This behavior increases carbon emissions, but also puts higher demands on the quality and price of products. Consumers will consider whether the quality and price of the goods are reasonable, if there are quality problems in the purchased goods, or the price is too expensive, then consumers will have dissatisfied emotions. (4) Poor corporate image. Since 2023, many bloggers who came out of the circle with goods because of the short video explosion in the early stage began to operate their own e-commerce enterprises, but because of the weak legal awareness, false publicity and other do not pay attention to word of mouth and brand image, resulting in how much traffic at that time, and how loud the voice of doubt is now.

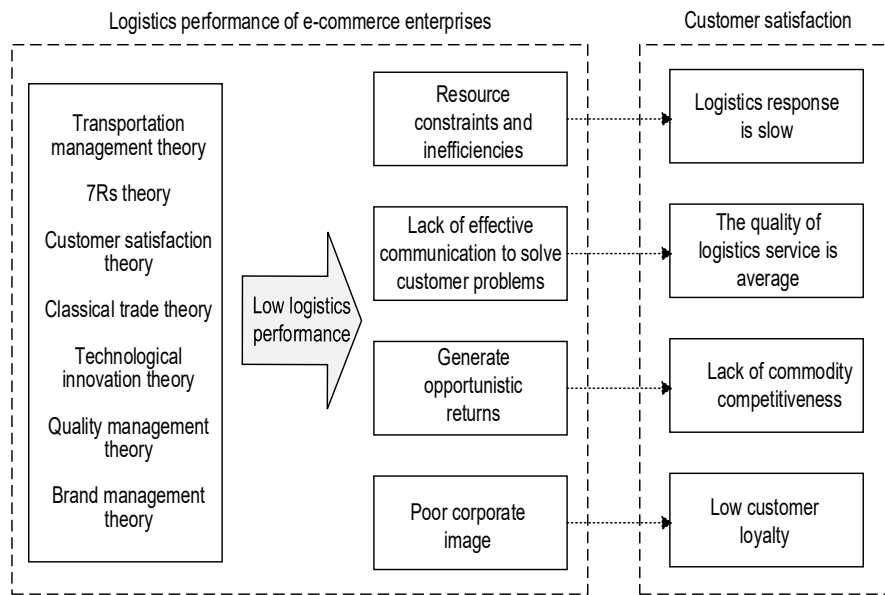


Figure 1. Mechanism of logistics performance of e-commerce enterprises on customer satisfaction

4. E-commerce Enterprises to Enhance Customer Satisfaction Solution Strategy

(1) Improve the speed of logistics. Including optimization of logistics network, through reasonable logistics node layout and advanced logistics technology, such as automated sorting system, intelligent scheduling system, improve the operating efficiency of logistics network; Strengthen inventory management, implement accurate inventory control strategies, reduce stock shortages and overstocking, and ensure timely delivery and distribution of goods; Improve the distribution efficiency, using efficient distribution methods and distribution tools, such as drones, unmanned vehicle distribution, etc., to shorten the delivery time and improve customer satisfaction. (2) Improving the quality of logistics

services. Including strengthening logistics service training, regular training of logistics practitioners, improve their professional quality and service awareness, to ensure that in the logistics process to provide customers with quality services; Improve logistics information system, establish real-time logistics tracking system, provide accurate logistics information, enhance customers' understanding and control of logistics process; Optimize after-sales service, provide simple, flexible return and exchange process and quality customer service, timely response to customer needs and complaints, improve customer satisfaction. (3) Reduce costs and improve benefits. Including fine management, through fine management to reduce logistics costs, such as optimizing transportation routes, reducing empty speed, improving loading rate; Use big data, cloud computing and other advanced technologies to analyze and forecast logistics data, improve the accuracy and efficiency of logistics decision-

making; Carry out value-added services, provide value-added services according to customer needs, such as packaging customization, cash on delivery, installation services, etc., increase revenue sources and improve logistics efficiency. (4) Strengthen green logistics. Including the promotion of environmentally friendly packaging, the use of degradable, recyclable packaging materials, reduce packaging waste pollution to the environment; Optimize the mode of transport, choose low-carbon, environmentally friendly modes of transport, such as rail transport, water transport, etc., to reduce carbon emissions; Establish a green logistics system, starting from procurement, warehousing, transportation, distribution and other links, establish a complete green logistics system to achieve sustainable development of logistics activities. (5) Strengthen cross-border e-commerce logistics capabilities. Improve the cross-border e-commerce logistics network, establish a cross-border e-commerce logistics network covering the world, improve the efficiency and accuracy of cross-border logistics; Strengthen cooperation with international logistics enterprises, establish strategic cooperative relations with international logistics enterprises, and jointly explore cross-border e-commerce logistics market; Provide diversified cross-border logistics services according to customer needs, such as customs clearance services, tariff consulting, etc., to enhance the competitiveness of cross-border e-commerce logistics.

5. Conclusion and Recommendations

China's e-commerce logistics development is very rapid, the market size still has room for further expansion, but e-commerce enterprises in the rapid development of the same time also face many challenges. At present, some enterprises still have problems such as long delivery time, slow response speed, general quality of logistics service, lack of commodity competitiveness and poor corporate image. In response to these problems, it is hoped that the following measures can be taken in the future to improve and optimize, such as strengthening reputation and image construction, improving logistics speed and efficiency, improving logistics service quality, reducing logistics costs, and improving logistics network coverage, so as to further improve logistics performance and customer satisfaction, and promote the sustainable and healthy development of the e-commerce logistics industry. At the same time, the government and all sectors of society should also give more attention and support to the e-commerce logistics industry, and jointly promote the prosperity and development of the e-commerce logistics industry.

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