

## The effects of product perceived quality, logistics and customer service on online shopping purchase intention: Literature Review

ZHOU YANYANG<sup>1a</sup>; AIMI ANUAR<sup>2\*</sup>; AZMAN, NORHIDAYAH<sup>2</sup>

<sup>1</sup>Ph.D. student in Graduate School of Management, Post Graduate Centre, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia.

<sup>2</sup> Faculty Business and Professional Studies, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia

Contact Details: <sup>a</sup>viviyangyang@qq.com, <sup>b</sup>aimi\_anuar@msu.edu.my

### Abstract

In the past two decades, with the rapid development of China's economy, the development of the Internet, the continuous improvement of infrastructure, the popularity of mobile networks, the development of e-commerce is becoming increasingly rapid, online shopping is gradually popular, and even began to replace offline shopping. In China, online shopping groups continue to grow, but young, highly educated consumer groups are still the main force of online consumption, among which college students

are the most prominent representative. This study examines the relationship between product perceived quality, logistics and customer service and online purchase intention from three dimensions. In this literature review, the author proves the application of these three dimensions and related theories on online purchase intention through previous studies. The literature review verifies the relationship between product perceived quality, logistics, and customer service on online purchase intention.

**Keywords:** Product Perceived Quality, Logistics, Customer Service, Purchase Intention, Electronic Commerce.

### I. INTRODUCTION

One form of the hedonic motivated interactive process in online shopping is browsing, which leads to impulse buying, which simply means indulging in unplanned purchases without even considering the benefits of purchasing the goods (Kim, 2019). Online shopping is a part of e-commerce where consumers can purchase goods or services directly from sellers via the

Internet. Online shopping enables consumers to buy faster, with more choices, and easier to order products or services by comparison and at the lowest prices (Nasution, Rossanty, Ariffin & Zaini, 2019). The advent of the Internet has increased the ability of consumers to shop anytime, anywhere, making it easy to buy any number of goods by comparing their features, value, and price before actually buying them in physical stores, which has increased people's willingness to buy (Athapaththu & Kulathunga, 2018).

People can get discounts when they shop online. As a result, the ease of shopping and high discounts is changing consumer behavior. (Khanna & Wahi, 2018). Due to the numerous advantages and benefits, increased people say that they prefer to shop online in recent years, and people's willingness to buy online has gradually increased (Setiawan, Rani, Cavaliere, 2020).

The purchase intention of online shopping is influenced by a number of factors, including consumers' perception of the convenience and availability of online shopping, and their trust in product information and reviews (Saha, Duarte, Silva & Zhuang, 2023). In recent years, with the popularity of mobile Internet and the development of e-commerce platforms, online shopping has become the first choice of many consumers. Especially during the pandemic, online shopping has shown its unique advantages, such as contactless transactions and door-to-door delivery services, which further enhance consumers' willingness to buy (Markowska, Marcinkowski, KiBla-Janiak & Strahl, 2023).

In addition, emerging marketing methods such as live streaming by Internet celebrities have also had an impact on consumers' purchase intentions. Internet celebrities use their influence and trust to attract consumers to buy products through live broadcasting (Liu & Wang, 2022). At the same time, consumers' purchase intention may also be influenced by factors such as online reviews, product display quality, and service quality provided by e-commerce platforms (Lee, Park & Lee, 2022).

It is the complex interplay of cognitive, emotional, and behavioral factors that lead to the adoption, purchase, and use of a product or service. Among them, cognitive factors include consumers' beliefs, attitudes and intentions based on information processing and knowledge of products. Emotional factors are related to emotions and feelings about a product or service and can be influenced by marketing and advertising (Gerli, Clement, Esposito, Mora & Crutzen, 2022).

## **2. LITERATURE REVIEW**

### **Product Perceived Quality**

Product perceived quality is consumers' subjective cognition and evaluation of product or service quality. It is based on factors such as the consumer's personal experience, values, expectations, and needs, and is therefore relative and individual (Solin & Curry, 2023).

Perceived quality can influence consumers' purchase decisions and repurchase intentions. For enterprises, providing high-quality products and services is an important means to obtain competitive advantages (Jahanbakhsh Javid & Amini, 2023).

Product quality, whether simple or complex, should be described in terms of product quality characteristics or features (Stampa, Schipmann-Schwarze & Hamm, 2020). Product quality characteristics are different according to the characteristics of the product, and the performance parameters and indicators are also diverse, reflecting the quality characteristics that users need to use can be summarized into six aspects. Namely, performance, longevity (i.e., durability), reliability and maintainability, safety, adaptability, economy (Balbinot-Alfaro, Craveiro, Lima, Costa, Lopes & Prentice, 2019). Product quality refers to the disclosure of necessary information in accordance with specific standards in the field of commodity economy during the whole process of planning, design, manufacturing, testing, measurement, transportation, storage, sales, after-sales service, ecological recycling, etc. (Feng, Zhang & Zhang, 2023). Product quality refers to the suitability of the product, that is, the degree to which the product can successfully meet the needs of users when used. This definition has two meanings, namely usage demand and satisfaction (Xu, Zhu, Metawa & Zhou, 2022).

Product quality is produced, not evaluated out. Only in strict accordance with the requirements of the production process and operating instructions in all aspects of the production process can the quality of the product be guaranteed (Mertha & Mahfid, 2022). Munggaran & Danial (2020) considers quality to be the overall features and characteristics of a product or service, its ability to meet express and implied requirements.

### **Logistics**

Logistics refers to the process of planning, implementing, and controlling the efficient and low-cost flow and storage of raw materials, semi-finished products, finished products and related information from the place of origin to the place of consumption in order to meet the needs of customers through transportation, storage, and distribution (Ogah, Inekwe & Olorunmaiye, 2023). It covers the transportation, service, distribution, storage, packaging, handling, handling, circulation and processing of goods and related logistics information (Rudd, 2023). According to the definition of Chinese standard, logistics is the physical flow process of goods from the supply place to the receiving place. According to the actual needs, the basic functions of transportation, storage, loading and unloading, handling, packaging, circulation and processing, distribution and information processing are implemented organically.

Logistics is to complete the delivery of goods, and transportation is to complete the

displacement of goods. The two have inclusive relations, and the transportation of goods is one of the components of logistics (Bonilla, Bouzon & Pena-Montoya, 2024). In addition, we usually refer to short-distance, multi-batch, small-batch transportation as distribution. From the perspective of link composition, transportation is the main line running through the whole process of logistics, connecting various links of storage, loading and unloading, handling, packaging, circulation and processing, distribution, and simultaneously deriving information flow, and is the foundation and operation main body of logistics activities (Prokudin, Lebid, Denys & Nazarova, 2022).

Originally meant as "physical distribution" or "distribution of goods", logistics is a part of supply chain activities and a process of planning, implementing and controlling the efficient and low-cost flow and storage of goods and services consumption and related information from the place of origin to the place of consumption in order to meet customer needs (Pfohl, 2022).

Logistics is the process of planning and executing the efficient transportation and storage of goods from their place of origin to their place of consumption. The goal of logistics is to meet customer needs in a timely and economical manner (Tien, Anh & Thuc, 2019).

### **Customer Service**

Customer service refers to providing the right products or services to the right customers at the right time and on the right occasion, at the right price and in the right way, so that the right needs of customers are met. The process of activity in which value is increased (Alzoubi, Alshurideh, Kurdi, Akour & Aziz, 2022).

The content of customer service includes product or service consultation, service and technical support, and customer complaint acceptance and other activities. Through this activity, companies aim to meet the needs of their customers and enhance their overall experience (Misischia, Poecze & Strauss, 2022). Customer service refers to the support and assistance given to customers before, during, and after the purchase of a product or service (Sheth, Jain & Ambika, 2023). Customer service can be provided through multiple channels, including phone, email, live chat, social media, and face-to-face interactions (Lee, 2020). Customer service refers to the support, solutions, and advice you provide to your customers to solve problems related to their purchase and use of your products or services (Purnomo, 2023).

Customer service is defined as the level of service within an e-commerce website that can be evaluated by job performance (Wijaya, Triandini, Kabnani & Arifin, 2021). According to Sardana and Bajpai(2020), the quality of online services is based on seven components: efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and connectivity.

Tang(2022) conceptualizes customer service as a five-dimensional structure in terms of concept and structure. These dimensions include (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) operability. Customer service is often widely used, such as sales assistants in selecting and supporting goods, solving problems, answering frequently asked questions via email and other channels, completing payment transactions, etc. And logistics related activities (Cao, Ajjan & Hong,2018).

### **Customer Satisfaction**

Customer satisfaction is the degree to which a customer is satisfied with a product, service, or shopping experience. It is one of the key factors for business success (Suharto & Yuliansyah, 2023). Customer satisfaction is also called the customer satisfaction index. Short for customer satisfaction survey system for service industry, it is a relative concept, which is the degree of matching between customer expectation and customer experience (Park, 2023). The real customer service satisfaction is that the customer's personal demand for service and their past experience of enjoying service, together with the reputation around them for a certain enterprise service, constitute the customer's expectation of service (Al-Araj, Haddad, Shehadeh, Hasan & Nawaiseh, 2022).

Customer satisfaction is not only about the products and services themselves, but also about the interaction and experience with customers. By focusing on these aspects, businesses can improve customer satisfaction, which in turn increases customer loyalty and business growth (Rane, Achari & Choudhary,2023).

Efendi (2020) believes that customer satisfaction means that the substitute chosen by the consumer gives the result that is at least the same as or exceeds the consumer's expectation after purchase. If the result obtained is not satisfied or lower than the consumer's expectation, dissatisfaction will arise. From these two perspectives, it can be concluded that consumer satisfaction is the result of consumers' evaluation of a commodity or service after using it, and the variable used in this evaluation is consumers' own expectations.

### **Purchase Intention**

Purchase intention refers to the probability that consumers are willing to take a specific purchase behavior. This concept relates to consumer attitudes towards a product or brand, as well as the influence of external factors. Specifically, purchase intention can be regarded as the subjective tendency of consumers to choose a specific product and has been proven to be an important indicator for predicting consumer behavior (Narayanan, Gruber, Liedtke & Antoniou, 2022).

Mullet believes that consumers' attitude towards a certain product or brand, coupled with the role of external factors, constitutes consumers' purchase intention, which can be regarded as consumers' subjective tendency to choose a specific product. It has been proved to be an important indicator for predicting consumption behavior (Cai, Feng, Shang, Yan & Zhang, 2024). Dodds et al. believe that buying intention refers to the subjective probability or possibility of consumers buying a specific product, while some scholars believe that buying intention is consumers' purchase plan for a specific product (Cortez, Rodriguez-Garcia & Reich, 2023).

Purchase intention refers to a consumer's awareness plan or desire for a particular product or brand. Purchase intentions can be measured by asking about the likelihood of buying the advertised product. Purchase intention is the stage at which respondents tend to act before they actually make a purchase (Kim & Park, 2023). There is a difference between actual purchase and propensity to buy. While a purchase is a purchase that a consumer actually makes, the propensity to buy is a consumer's generated willingness to buy in the future (Awal, Hossain, Arzin, Sheikh & Haque, 2023). Purchase intention refers to a state between the customer and the seller when the customer is ready to transact with the seller. Purchase intention is defined as a shopper's desire to purchase an item or service because the shopper is willing to find a specific item or benefit or has a positive view of the product or service (Ghazalle & Lasi, 2021).

### **Theory of Planned Behavior (TPB) in Purchase Intention**

The theory of planned behavior is composed of three core elements: attitude, subjective norm, and perceived behavior control, which together shape individual behavior intention. In turn, one of the tenets of TPB is that behavioral intent is the closest determinant of human social behavior. Ajzen's idea is to add perceptual behavioral control to TPB (Hockerts, 2017). Perceptual behavioral control is not part of rational behavioral theory. TPB has been applied to study the relationship between beliefs, attitudes, behavioral intentions, and behaviors in various fields of human beings. In the field of e-commerce, the theory of planned behavior has been widely applied to consumers' purchase intention and behavior. In the theory of planned behavior, attitudes, social norms, and perceived behavior control all affect consumers' purchase intention. Choi & Johnson(2019) examined the applicability and impact of TPB in understanding consumers' purchase intentions. The results of the study showed that attitude accounted for the greatest weight of factors affecting purchase intention. The theory of planned behavior emphasizes that three constructs (attitudes, social norms, and perceived behavioral control) are factors that influence purchase intention.

Ahmed, Khan, Qalati & Rana(2021) found that attitudes, subjective norms, and perceived behavioral control have a positive impact on online consumers' purchase intention. The

results show that there is a positive intermediary relationship between consumer attitude and online consumers' purchase intention. Sentosa & Mat(2022) used the theory of planned behavior to explore the driving factors of online purchase intention. To explore the influence of attitude, subjective norm and perceived behavior control on online purchase intention and online purchase behavior. The dimensionality factor of planned behavior theory supports three kinds of direct influences, and the direct influence of subjective norms on online purchase intention is very significant.

### **Theory of Reasoned Action (TRA)**

Rational action theory, also known as "rational action theory", was proposed by American scholars Fishbein and Ajzen in 1975, analyzing how attitudes consciously affect individual behavior. Its basic assumption is that people are rational and consider the meaning and consequences of their actions by synthesizing information before committing to a certain action.

The theory of rational behavior is based on two main factors that determine an individual's intention to perform a particular behavior :1) attitude toward behavior, which refers to an individual's overall assessment of the behavior. 2) Subjective norms, this component captures social influences on an individual's behavior, including perceptions of the expectations and opinions of significant others (such as family, friends, or peers). Both components contribute to the formation of behavioral intent, which is considered to be the closest determinant of actual behavior in TRA (Johnson, 2017).

Agmeka, Wathoni and Santoso(2019) define actual behavior as consumer behavior that is influenced by their behavioral intentions and attitudes. In addition, actual purchase behavior refers to the behavior that people decide to spend a certain amount of money on a consumer product or service in order to obtain a certain value (Qazzafi, 2020). Actual behavior is related to rational behavior theory (TRA), which explains how people perceive the opinions of others, and how this perception affects people's intentions and attitudes (Matute, Palau-Saumell, Meyer, Derqui & jimsamnez-asenjo, 2022). TRA is also useful in predicting behavior. For example, the theory has been applied in various fields, for the study of consumers' online shopping intentions, for the study of purchasing behaviors, etc. (Tanrikulu, 2021). The primary research goal of TRA is to determine the behavior that consumers engage in or do not engage in their intentions. Human behavior is determined by actions and prior intentions, such as attitudes toward subjective behaviors and norms (Al-Mamary & Alraja, 2022).

### **Customer Perceived Value Theory (CPV)**

Perceived value theory is an important concept in the field of marketing and consumer behavior. It focuses on the customer's overall evaluation of a product or service, which is based on the comparison between the customer's perceived benefits and the cost of obtaining the product or service. Simply put, perceived value is the customer's subjective feeling about the value of a product or service (Qiao, Yin & Xing, 2022).

Customer value should start from the perspective of customer orientation and take customer's perception of value as a decision-making factor. Customer value is actually customer perceived value (Kuppelwieser, Klaus, Manthiou & Hollebeek, 2022). Sizemore identified four benefits of perceived value: price value, which some customers equate with low prices. Functional value, the benefit that the customer gets from the product. Quality value, the trade-off between the quality of the product and the money spent. Integrated value, all that the customer can get for all the effort (El Fkharany, Salama & Abd El Kawy, 2023).

In recent years, the theory of perceived value has been widely used and developed in e-commerce, online marketing, and other fields. The development of this theory reflects the evolution of the disciplines of marketing and consumer behavior, as well as the deepening understanding of customer value recognition and management.

### **3. FINDINGS & DISCUSSION**

#### **Product Perceived Quality Influences Purchase Intention**

Factors affecting online shopping include trust, product quality, perceived quality, and perceived price, which are the antecedents of cumulative customer satisfaction. The perceived value of products through quality can influence customers' willingness to buy from a particular store (Sohn & Kim, 2020). Factors affecting online shopping include trust, product quality, perceived quality, and perceived price, which are the antecedents of cumulative customer satisfaction. Perceived value through product quality can influence customers' willingness to buy from a specific store (Park, Hyun & Thavisay, 2021). Xiao, Guo, Yu & Liu(2019) analyzed the online shopping environment that determines consumers' purchase intention. Research shows that consumers' perception of product quality has an important impact on purchase intention, and consumers are more inclined to use external cues to judge product quality.

Konuk(2018) reveals how perceived quality (PQ) and perceived value (PV) affect consumers' purchase intention (PI). Consumers' perception of high quality may lead to an increase in their willingness to buy. The research results of Gök, Ersoy and Boruhan (2019) show that there is a significant positive correlation between perceived product quality and customers' purchase intention, and perceived product quality is crucial to customer satisfaction of both low-value and high-value products.



### **Logistics Influences Purchase Intention**

With the increase in online shopping and home delivery, shipping costs and purchase importance play a crucial role in customers' shopping behavior and experience. Therefore, Ma(2017) studied the impact of delivery time, the most important part of e-commerce logistics services, on customer satisfaction and purchase intention. The study found that the delivery time of a product determines whether a customer will buy it.

Logistics has gradually become the most important factor for enterprises to improve customer satisfaction. Logistics helps companies reduce costs, increase revenue, and ensure that products are delivered to customers quickly and reliably. At the same time, logistics is also directly related to customers' purchase intention (Liu & Kao, 2022). Seren & Tur ut(2018) used SPSS programs to analyze and interpret the data. The role of logistics activities in e-commerce was identified and customer satisfaction was measured. Research has found that proper product delivery and adequate customer service have a direct impact on customers' purchase intentions.

The logistics activities used in e-commerce determine customer satisfaction and directly affect the customer's purchase intention. Distribution, customer service, inventory management, order flow, and recycling activities are the logistics activities that affect customer perception in e-commerce (Kawa & Wiatowiec-Szczepepan ska, 2021).

The most important factors affecting consumers' willingness to shop online are after-sales service and whether products are delivered on time. Logistics directly affects consumers' willingness to shop online (Zhang & Wang, 2022). Asghar & Mahmud(2020) aims to study and determine the relationship between reverse logistics, relevance, quality, timeliness, and customer purchase intentions. The results show that reverse logistics, honesty, and timeliness in logistics have significant influence on buyers' purchase intention. Decision makers need to invest heavily to ensure the efficient development of logistics. Online retailers want to ensure reasonable lead times or order tracking to meet customer needs and increase consumers' willingness to buy. This requires better logistics (Olsson, Hellstrom & Vakulenko, 2023).

### **Customer Service Influences Purchase Intention**

Qin, Zhu, and Zhao(2022) explored the difference in the impact of three different types of online customer service (artificial intelligence customer service, human customer service and human-machine collaboration customer service) on customers' purchase intention. The results show that customer service quality positively influences customer purchase intention and mediates the influence of different types of online customer service on customer purchase intention. In order to understand the impact of post-purchase logistics service and customer service on customer satisfaction and purchase intention. Lin, Li & Guo(2021) conducted a

study and found that customer service is the most important factor affecting customer purchase intention among the survey factors of online shopping in China.

As the number of female online shoppers grows, analysts and network providers are increasingly paying attention to women's online purchase intentions, and understanding the intentions and behaviors of female consumers is critical to their sales growth (Kanwal, Burki, Ali & Dahlstrom, 2022). Raman(2019) built a model to study female consumers' online shopping intentions. The results show that attitude, convenience, customer service and subjective norms have significant effects on female consumers' online purchase intention. Customer service is the most critical factor influencing female consumers' attitudes towards online shopping.

#### **4. CONCLUSION**

In summary, this study aims to understand the effects of product perceived quality, logistics, and customer service on online purchase intention through a literature review. Help businesses understand customer concerns and develop further strategies to improve the performance of online merchants. This article reviews the definition of relevant variables and the relationship between variables. We can conclude that product perceived quality, logistics, and customer service have a positive impact on online purchase intentions. Planned behavior theory, rational behavior theory and customer perceived value theory are the theoretical basis of this study.

This paper discusses the factors that affect online purchase intention from three aspects: product perceived quality, logistics and customer service, which is of great significance to how to promote consumption, increase the sales volume of merchants and promote the benefits of enterprises. Research shows that product quality, logistics and customer service are important factors that influence customers' purchasing decisions.

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