



# Research on the Impact of Customer Satisfaction on Purchasing Behavior in the Background of Online Marketing

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**Abstract.** The research is based on the background of mobile Internet and the product life cycle theory, to discuss how to improve customer satisfaction so as to drive customers to buy or repeat purchases. This paper constructs a theoretical model of customer online purchasing decision-making, attempting to assist enterprises in accurately positioning their products, making the improvement of product development and service quality more targeted, and further enhancing the enterprises' online marketing capabilities and competitiveness in the market, and finally provides relevant suggestions and recommendations.

**Keywords:** Online Marketing, Customer Satisfaction, Purchasing Decision.

## 1 Introduction

With the development of modern technology, customers are increasingly shopping online via mobile networks. It can be gradually changed to traditional shopping concepts and habits and has become an indispensable part of life. According to statistics, in December 2023, the netizen scale in China reached 1.092 billion. With a large number of users as the foundation for online consumption, it can bring new business opportunities to the retail industry and other industries. The traditional e-commerce platforms can use mobile internet platforms for marketing to achieve brand promotion, information release, and market research. It can also achieve goals such as relationship maintenance, customer service, channel expansion, and sales improvement. Therefore, online marketing is gradually becoming the top priority for internet companies to develop target markets. However, the purchasing experience of customers is particularly important for them. For instance, when a customer chooses to place an order from an e-Commerce company, the business delivers the goods in order that the customer can receive the goods more faster. The customer can enjoy the seven-days return policy without any reason. If customers are more satisfied with online shopping, it can encourage them to repurchase. Therefore, it is particularly important to investigate how businesses can improve customer satisfaction to promote their purchasing behavior. This study uses the mobile Internet as a platform to explore how

e-commerce companies can use online marketing to improve customer satisfaction and thus affect their purchasing decision-making process.

## 2 Theoretical Foundation

In the era of the digital economy, the wide application of digital technology prompted companies to design the business model innovation strategy based on digital technology. Digital technology can also be used as a tool to analyze the enterprise in the external environment to help enterprises obtain more abundant external information<sup>[1]</sup>. Wang and Li pointed out that the digital transformation of traditional industrial enterprises is actually an iterative transformation process from digital search to digital ecology<sup>[2]</sup>. In this process, enterprises have experienced the dynamic iteration of two key stages: the independent digital transformation of digital knowledge generation and the enabling digital transformation of digital knowledge sharing. Enterprises can use digital technology for designing business model innovation strategies. It aimed to create, deliver and share value in order to meet the personalized needs of customers in the new business model<sup>[3]</sup>. The interactive process of digital marketing refers to the intermediate process in which each interactive subject interacts based on digital technology, and finally produces special noise to performance<sup>[4]</sup>. Online marketing refers to the process in which enterprises or individuals find potential customers by attracting and promoting them with the help of Internet platforms, and reach sales according to the actual needs of customers. However, it takes a process for customers to understand the product information until they finally make a purchase. This process is also the key to the real success of online marketing. According to the product life cycle theory, it can be divided into four stages: introduction, growth, maturity and decline. In the introduction phase, both buyers and sellers are in an exploratory stage and the established relationship is not very close. Businesses must gradually break down the barriers between the two parties, reduce uncertainty, and establish trust in this phase<sup>[5]</sup>. Now in the era of big data, consumers browse every web page and every mouse click will be recorded by the information system, which automatically shows the consumer's attention to a product and the characteristics of the consumer<sup>[6]</sup>. Once consumers and businesses are satisfied with each other and have established a certain mutual trust and dependence, it can be called the growth phase. Consumers can make purchasing decisions in this phase and can even become returning customers. When it comes to the maturity phase, the growth rate of consumer value tends to be stable or declining. In this phase, consumers have higher requirements for the products and services provided by businesses. Businesses must customize high-quality products and create personalized services according to consumer preferences, continuing to invest a large amount of tangible or intangible costs to maintain the stability of the relationship. Once it enters the decline phase, the relationship between consumers and businesses decreases dramatically consumers lose interest in the products and services provided by the merchants, thus choosing new merchants<sup>[7]</sup>.

### **3 The Influence of Customer Perceived Value on Purchase Decisions**

Gronroos analyzed the customer value from the perspective of relationship marketing<sup>[8]</sup>. Parasuraman (1991) and Zeithaml (1993) define perceived value as a comprehensive valuation of the utility of products based on their perceptual knowledge of income and giving<sup>[9][10]</sup>. Monetary costs and non-monetary costs generated by transaction, search, negotiation and time can be included in the category of pay. Through the combing of the current literature, it is found that customers search the mobile Internet and place orders, anytime and anywhere, and the purchased goods will be delivered to the designated place on time undoubtedly greatly saving the search cost and time cost of customers. Consumers use the products and services of the merchant, they show the perceptual preference and evaluation of the product or service, and the perceived value obtained. They will produce an intention to buy again. Mathwick divides the dimensions of perceived value of the Internet and the shopping environment into fun, aesthetic, customer return on investment and excellent service<sup>[11]</sup>. Customers are more willing to pay a higher price for high-quality products, including organic fresh products. The consumption of intelligent products, including smart refrigerators, motion-sensing bicycles, and other goods, which have seen a significant increase in online consumption in last year. Finally, there has been a rapid growth in the consumption of new smart products such as vacuum robots and dishwashers. In addition, the main factors influencing customers' online purchase decisions are as follows: product price, online reputation, and merchant credibility. With the continuous improvement of the levels of logistics services, the logistics transportation time has been shortened compared to the past and the quality of the courier services has been improved. Customers pay particular attention to the merchant's online reputation, price, and credibility when making online shopping decisions. Product quality and product price. Customers' online shopping is not only the pursuit of affordable prices. Online shopping users will consider a trade-off between product quality and price, and they may even ignore the price factor to obtain high-quality products. However, it is not excluded that some customers will sacrifice product quality slightly due to the price of the goods and choose products of lower quality. On the basis of the above discussion, the relevant assumptions are proposed as follows.

H1: Customer-perceived value has a positive impact on purchase decisions

### **4 The Influence of Customer Satisfaction on Customers Perceived Value and Purchase Decisions**

Customer satisfaction refers to the degree of satisfaction of customers with the business and its products or services after purchasing goods. Customer subjective feeling of good or bad are related to their expectations of the product or service. The better the quality of products and services, the more enjoyable the purchasing process, and the satisfaction increases. On the contrary, once customers lose trust in the business, the satisfaction will be greatly reduced. If the satisfaction of the customer's shopping

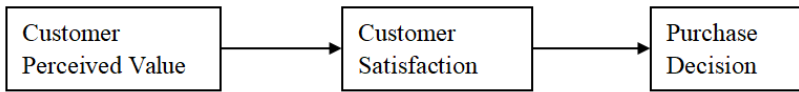
experience is low, it will prompt them to have the idea of returning the goods. If a bad review is added on the online platform, it will undoubtedly have a great impact on the reputation of the e-commerce company. On the other hand, subjective factors such as customer income, hobbies, emotions, and perceptual expectations, as well as objective factors such as the business service attitude, delivery speed, the strength of the discounts provided, and the degree of consumer notification, also constitute two aspects that affect customer satisfaction. Customer satisfaction with online shopping is affected by various factors. For example, the image of an e-commerce enterprise is influenced by consumers' perception of the website or platform's reputation. Perceived value is made up of product images, business service attitude, product quality, price, and shelf life. It is also affected by the customer's age group, the consumer's monthly disposable income, the consumer's physical condition, the consumer's level of education, personal hobbies and interests, corporate image, the expected quality before shopping, and the perceived quality during the shopping process. Based on the above discussion, the relevant assumptions are proposed as follows:

H2: Customer-perceived value has a positive impact on customer satisfaction

H3: Customer satisfaction has a positive impact on purchasing decisions

H4: Customer satisfaction plays a mediator role between customer perceived value and purchase decision

Based on the above analysis, the customer network purchase decision model is constructed as shown in Figure 1:



**Fig. 1.** Customer online purchase decision model

Source of data: Compiled from relevant research

## 5 Research Design

This study conducted a survey on traditional e-commerce users who have bought Jingdong, Pinduoduo and TikTok. A total of 412 questionnaires were distributed and 390 questionnaires collected were collected through online channels. After selection, 369 valid questionnaires were obtained and the recovery rate of effective questionnaires was 89.6%. The reliability and validity of variables were tested with SPSS25. The Cronbach Alpha values corresponding to the customer perceived value, customer satisfaction, and purchase decision are 0.899, 0.878, 0.750. KMO values are 0.762, 0.723, 0.742. It can be seen that the reliability and validity levels of independent variables, intermediary variables, and dependent variables are relatively high, and the data of this survey are valid.

## 6 Empirical Test

In the next, the multiple linear regression method was used to test the relationship between customer perceived value and customer satisfaction, customer satisfaction and purchase decision, as well as the intermediary effect of customer satisfaction between customer perceived value and purchase decision. In order to verify the intermediary role of customer satisfaction, this study will buy customer perceived value and the intermediary variable customer satisfaction as an independent variable, purchase intention as the regression as the dependent variable, observe whether the independent variable on the influence variable, to verify the mediation effect of customer satisfaction between customer value perception and purchase intention, the analysis results are shown in Table 1.

From the regression results of model 1 (Table 1), it can be seen that the correlation coefficient between the perceived value of the customer and the purchase decision is 0.848, which is a significantly positive correlation at the level of 0.01, indicating that increasing the perceived value of the customer will improve the purchase decision,

**Table 1.** Results of the regression analysis

Type	Variable	Purchase Decision			Customers Satisfaction
		Model 1	Model 3	Model 4	Model 2
Constant	—				
Independent Variable	Customer Perceived Value	0.848***	—	0.543***	0.500***
Mediator Variable	Customers Satisfaction	—	0.740***	0.314***	—
F Ratio	—	72.788	147.412	60.769	127.92
R <sup>2</sup>	—	0.323	0.392	0.347	0.146
Adjust R <sup>2</sup>	—	0.235	0.313	0.534	0.036

Remark: \*p<0.1 \*\*p<0.05 \*\*\*P<0.01

which can be verified in H1. The correlation coefficient between customer perceived value and customer satisfaction recognition in Model 2 is 0.500, which was significantly positive at the level of 0.01, indicating that improving customer perceived value will promote improvement of customer satisfaction, which can be verified in H2. The correlation coefficient between customer satisfaction and purchase decision identification in model 3 is 0.740, which is significantly positive at the level of 0.01, indicating that improved customer satisfaction will promote improved purchase decision, which can be verified by H3. Model 4 introduced customer satisfaction as intermediary variable, the regression equation determination coefficient R<sup>2</sup> increased by 7.43% (0.323 to 0.347), the regression coefficient of customer perceived value decreased from 0.848 to 0.543, and the regression coefficient of customer satisfaction changed from 0.500 to 0.314, the customer perceived value still plays a positive role in the purchasing decision, but it slowed down. It can be seen that customer satisfaction plays a partial intermediary role between the perceived value of customers and the purchase decision, which can be proved by H4.

## 7 Conclusions

From the above model, it can be seen that the perceived value of online shopping customers affects their purchase decision through the mediating effect on customer satisfaction. According to consumer behavior theory, the first step for companies among many shopping platforms is to attract the attention of customers and make them interested in the products and services provided by the company. Businesses should provide high-quality products and valuable services to fully enhance the perceived value of the customer, thereby improving customer satisfaction. After customer satisfaction with the business is improved, customers will place a large number of orders and make purchases during the growth phase. At this time, businesses should further improve both the speed of logistics, and the after-sales service to further enhance customer satisfaction. On the other hand, online businesses should also strive to maintain a stable relationship with customers to extend the maturity period of the product, thus avoiding the premature arrival of the decline phase. Therefore, online shopping is often accompanied by factors such as individual demand, season, live broadcast atmosphere, etc. Customer purchasing decision making is a random decision-making process. In the purchasing decision making process, customer satisfaction will have a certain impact on the speed and efficiency of purchasing decision making. When online shoppers have strong satisfaction with the products sold by businesses, they will fully consider all aspects, such as brand value, functional value, emotional value, and other factors, in formulating and improving customers' perceived value of goods. It can be promote the behavior of purchasing decisions and improve the efficiency of decision making. Furthermore, in the process of network marketing, businesses should collect relevant information from various aspects, and make a full understanding and evaluation of customer satisfaction in the sales process.

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