Tbilisi 2022 Abstract Submission

Title
Identifying the influential factors of online customer satisfaction with Georgian wine in China, an online feedback analysis

I want to submit an abstract for:
Conference Poster Session

Corresponding Author
Jiajia PAN

E-Mail Corresponding Author
jiajia@educanton.com

Affiliation
Université Jean-Moulin Lyon 3

Keywords
Georgian wine, online customer satisfaction, online feedback, China market,

Research Question
What are the influential factors of online customer satisfaction with Georgian wine in China?

Methods
Positive online comments are firstly collected as the raw data. ROST is used to identify high frequency keywords serving as open codes for further axial coding and thematic analysis.

Results
The result shows that sensation appreciation, packaging uniqueness, delivery efficiency, cost performance, online service attitude, and cultural identity recognition are the main online influential factors for Georgian wine in China.

Abstract
Background and purpose

After the signature of the Free Trade Accord with China in May 2017, the import tax of Georgian wine in the Chinese market was canceled, resulting in a record-breaking performance of 6,9651,019 bottles exported, according to the statistics of the Georgia National Wine Agency. The development of Georgian wine has also benefited from the prosperity of the Chinese online marketplace. Since 2013, China has been the world's largest online retail market for seven consecutive years. Up to June 2020, the Chinese online shopping user size was 749.39 million, or 79.7% of China's total netizen population (CINIC, 2020). The dynamism of the online marketplace in China has offered Georgian wine an alternative distribution channel that differs from the intensively competitive offline market. Kotler (2010) argued that customers possessed stronger repurchase intention when being satisfied. This qualitative research based on a thematic analysis of online feedback data collected from JD.com aims to identify the influential factors for online customer satisfaction for Georgian wine in China.

Literature Review

Customer satisfaction results from comparing expectations and real using experiences of product/service reflected by the customer (Oliver, 1980; Kotler, 2010). Online customer satisfaction has a further dimension of interpretation, which results from a comparison between users' experiences of internet shopping and those in offline retail stores

(Tan et al., 2009). Therefore, it is essential to understand the factors influencing online shopping experiences. The latest research by Nahil et al. (2021) noticed that "information quality, merchandise attributes, transaction management capability, the security and privacy, the website design, customer service, and the delivery" are the vital factors that influence the online shopping experiences. Szymanski and Hise (2000) suggest that in addition to the quality of service and product, the user-friendly functionality design of the webpage also contributes to online customer satisfaction. Cheung & Lee (2005) also stated that information quality, system quality, and service quality are the key influencing factors of online consumer satisfaction. In conclusion, according to the existing literature, the influential factors for online customer satisfaction mainly consist of product quality, service quality, web functionality, and design.

Design/methodology/approach

The online feedback, which refers to after-sale comments data, has been collected from JD.com, one of China's two biggest online shopping platforms. We have used "Georgian Wine" as the only keyword to search products, then associated with ROST to identify all after-sale customer comments related to this keyword. All defaulted comments given by the system have been manually excluded, and only positive comments submitted by users were considered. 39025 valuable feedback data have been collected. All analyses were managed with Excel and ranked by the time of publication. The first comment was posted on January 6th, 2017, and the last one was posted on January 22nd, 2022. After the keyword identifying and word frequency analysis process, 7183 keywords were collected, including 413 keywords with a word frequency equal to or more than 100. Only the latter was used to make the further thematic analysis. Synonyms and keywords referring to the same themes are grouped. This open coding process allows us to identify meanings in the raw data relevant to the research objective. We then group these open codes into 6 central themes by axial coding to establish the relationship between open codes (Strauss and Corbin 2005).

Figure 1: The coding process and the thematic analysis

Ranking Central themes Thematic grouping and analysis Total Frequency
1 Sensation Appreciation (SA) Mouthfeel (10268), Aroma (567), Color (392), etc. 34476
2 Packaging Uniqueness (PU) Packaging (8334), Bottle (3560), design (2224), Beautiful (1506), etc. 30061
3 Delivery Efficiency (DE) Logistics (4945), Reception (3092), Speed (2690), Very fast (2638), Delivery (1579), etc. 23196
4 Cost Performance (CP) Price (2649), Worth (1974), Value for money (1533), Economical (1146), etc. 9856
5 Online Service Attitude (OSA) Service (2677), Seller (785), Service attitude (679), Customer service (678), etc. 7547
6 Cultural Identity Recognition (CIR) Georgia (2738), Country (146), Origin (122) 3006

Findings and discussion

The result shows that the six most influential factors of customer satisfaction in online shopping are sensation appreciation, packaging uniqueness, delivery efficiency, cost performance, online service attitude, and cultural identity recognition of Georgian wine.

Sensation Appreciation: Most comments show that online buyers know how to appreciate wine using technical words such as "sweetness, tannin, acidity, ruby," etc. This change is remarkable compared to the early China wine market development stage when people still lacked the knowledge of wine tasting and struggled with the product's authenticity. The capacity to describe wine's characteristics proves the rationale selection of Georgian wine, which refers to stronger customer loyalty to the product.

Packaging uniqueness: The Georgian wine is famous for its pottery bottle, which can be served as decorative handicraft. Even though most of the Georgian wines marketed in China are packed within standard bottles, the unique packaging of Georgian wine remains the second most appreciated factor by customers. It also indicates that the gift market is an essential target for Georgian wine in China.

Delivery efficiency: The appreciation of the delivery focuses on the short delivery time and well-protective delivery packaging. Various research has approved delivery as one of the most critical factors influencing online customer satisfaction.

Cost performance: Instead of being attracted by the low price, customers are more likely to focus on the value for money aspect of Georgian wine. The judgment of the price is based on a larger scale and more complex reflection, which includes all aspects of the buying experience.

Online Service Attitude: The service quality including the attitude of online consultation, the after-sales service, and the delivery tracking system, are counted as supporting factors for customer satisfaction. This is also the critical point that online shopper compare their experiences with offline shopping, which used to be the popular way of wine selling.

Cultural Identity Recognition: The fact that 2738 positive comments mentioned the word "Georgia/Georgian" shows that online shoppers gain awareness about the country of Georgia before or after their act of shopping. The willingness to positively mention the country's name after shopping shows that the origin of the wine pleases the consumers. This favorability of the nation by the Chinese people, which was possibly created by the flourishing mutual relationship between the two countries and the ongoing marketing campaign in China, generates the recognition of the cultural identity of the products. Some comments show that shoppers are happy with and proud of sharing the originality and uniqueness of Georgian wine with their families and friends. And the reflective feedback of their knowledgeable sharing increases their shopping satisfaction and engenders the repurchase decision.

Conclusion

Online shopping satisfaction consists of two principal influencing pillars: quality service and product. Both have confirmed the previous research finding of influential factors of online customer satisfaction. Online service quality and delivery efficiency remain the two major concerns about pride in service. In comparison, the concern about the product has been changed. Customers focus more on the user experiences and cost-effectiveness thanks to their increasing wine knowledge. The unique packaging of Georgian wine still keeps offering satisfaction to Chinese customers. Furthermore, the recognition of the cultural identity of the product, which is interpreted by the increasing awareness of Georgian national image and wine culture, emerges as the customers' satisfaction catalyzer for online shoppers.

File Upload (PDF only)

- Identifying-the-influential-factors-of-online-customer-satisfaction-of-Georgian-wine-in-China-an-online-feedback-analysis.pdf

Consent

✔ I agree to the privacy policy.

You find the link to our privacy policy at the bottom of the page. In the privacy policy you find a link for exporting and/or erasing your personal data stored in our database.

Identifying the influential factors of online customer satisfaction with Georgian wine in China, an online feedback analysis

Jiajia PAN
Université Jean-Moulin Lyon 3

Background and purpose

After the signature of the Free Trade Accord with China in May 2017, the import tax of Georgian wine in the Chinese market was canceled, resulting in a record-breaking performance of 6,9651,019 bottles exported, according to the statistics of the Georgia National Wine Agency. The development of Georgian wine has also benefited from the prosperity of the Chinese online marketplace. Since 2013, China has been the world's largest online retail market for seven consecutive years. Up to June 2020, the Chinese online shopping user size was 749.39 million, or 79.7% of China's total netizen population (CINIC, 2020). The dynamism of the online marketplace in China has offered Georgian wine an alternative distribution channel that differs from the intensively competitive offline market. Kotler (2010) argued that customers possessed stronger repurchase intention when being satisfied. This qualitative research based on a thematic analysis of online feedback data collected from JD.com aims to identify the influential factors for online customer satisfaction for Georgian wine in China.

Literature Review

Customer satisfaction results from comparing expectations and real using experiences of product/service reflected by the customer (Oliver, 1980; Kotler, 2010). Online customer satisfaction has a further dimension of interpretation, which results from a comparison between users' experiences of internet shopping and those in offline retail stores (Tan et *al*., 2009). Therefore, it is essential to understand the factors influencing online shopping experiences. The latest research by Nahil et *al*. (2021) noticed that "information quality, merchandise attributes, transaction management capability, the security and privacy, the website design, customer service, and the delivery" are the vital factors that influence the online shopping experiences. Szymanski and Hise (2000) suggest that in addition to the quality of service and product, the user-friendly functionality design of the webpage also contributes to online customer satisfaction. Cheung & Lee (2005) also stated that information quality, system quality, and service quality are the key influencing factors of online consumer satisfaction. In conclusion, according to the existing literature, the influential factors for online customer satisfaction mainly consist of product quality, service quality, web functionality, and design.

Design/methodology/approach

The online feedback, which refers to after-sale comments data, has been collected from JD.com, one of China's two biggest online shopping platforms. We have used "Georgian Wine" as the only keyword to search products, then associated with ROST to identify all after-sale customer comments related to this keyword. All defaulted comments given by the system have been manually excluded, and only positive comments submitted by users were considered. 39025 valuable feedback data have been collected. All analyse were managed with Excel and ranked by the time of publication. The first comment was posted on January 6th, 2017, and the last one was posted on January 22nd, 2022. After the keyword identifying and word frequency analysis process, 7183 keywords were collected, including 413 keywords with a word frequency equal to or more than 100. Only the latter was used to make the further thematic analysis. Synonyms and keywords referring to the same themes are grouped. This open coding process allows us to identify meanings in the raw data relevant to the research objective. We then group these open codes into 6 central themes by axial coding to establish the relationship between open codes (Strauss and Corbin 2005).

Figure 1: The coding process and the thematic analysis

Ranking	Central themes	Thematic grouping and analysis	Total Frequency
1	Sensation Appreciation (SA)	Mouthfeel (10268), Aroma (567), Color (392), etc.	34476
2	Packaging Uniqueness (PU)	Packaging (8334), Bottle (3560), Design (2224), Beautiful (1506), etc.	30061
3	Delivery Efficiency (DE)	Logistics (4945), Reception (3092), Speed (2690), Very fast (2638), Delivery (1579), etc.	23196
4	Cost Performance (CP)	Price (2649), Worth (1974), Value for money (1533), Economical (1146), etc.	9856
5	Online Service Attitude (OSA)	Service (2677), Seller (785), Service attitude (679), Customer service (678), etc.	7547
6	Cultural Identity Recognition (CIR)	Georgia (2738), Country (146), Origin (122)	3006

Findings and discussion

The result shows that the six most influential factors of customer satisfaction in online shopping are sensation appreciation, packaging uniqueness, delivery efficiency, cost performance, online service attitude, and cultural identity recognition of Georgian wine.

Sensation Appreciation: Most comments show that online buyers know how to

appreciate wine using technical words such as "sweetness, tannin, acidity, ruby," etc. This change is remarkable compared to the early China wine market development stage when people still lacked the knowledge of wine tasting and struggled with the product's authenticity. The capacity to describe wine's characteristics proves the rationale selection of Georgian wine, which refers to stronger customer loyalty to the product.

Packaging uniqueness: The Georgian wine is famous for its pottery bottle, which can be served as decorative handicraft. Even though most of the Georgian wines marketed in China are packed within standard bottles, the unique packaging of Georgian wine remains the second most appreciated factor by customers. It also indicates that the gift market is an essential target for Georgian wine in China.

Delivery efficiency: The appreciation of the delivery focuses on the short delivery time and well-protective delivery packaging. Various research has approved delivery as one of the most critical factors influencing online customer satisfaction.

Cost performance: Instead of being attracted by the low price, customers are more likely to focus on the value for money aspect of Georgian wine. The judgment of the price is based on a larger scale and more complex reflection, which includes all aspects of the buying experience.

Online Service Attitude: The service quality including the attitude of online consultation, the after-sales service, and the delivery tracking system, are counted as supporting factors for customer satisfaction. This is also the critical point that online shopper compare their experiences with offline shopping, which used to be the popular way of wine selling.

Cultural Identity Recognition: The fact that 2738 positive comments mentioned the word "Georgia/Georgian" shows that online shoppers gain awareness about the country of Georgia before or after their act of shopping. The willingness to positively mention the country's name after shopping shows that the origin of the wine pleases the consumers. This favorability of the nation by the Chinese people, which was possibly created by the flourishing mutual relationship between the two countries and the ongoing marketing campaign in China, generates the recognition of the cultural identity of the products. Some comments show that shoppers are happy with and proud of sharing the originality and uniqueness of Georgian wine with their families and friends. And the reflective feedback of their knowledgeable sharing increases their shopping satisfaction and engenders the repurchase decision.

Conclusion

Online shopping satisfaction consists of two principal influencing pillars: quality service and product. Both have confirmed the previous research finding of influential

factors of online customer satisfaction. Online service quality and delivery efficiency remain the two major concerns about pride in service. In comparison, the concern about the product has been changed. Customers focus more on the user experiences and cost-effectiveness thanks to their increasing wine knowledge. The unique packaging of Georgian wine still keeps offering satisfaction to Chinese customers. Furthermore, the recognition of the cultural identity of the product, which is interpreted by the increasing awareness of Georgian national image and wine culture, emerges as the customers' satisfaction catalyzer for online shoppers.

(1200 words)

Reference

Cheung, CM. K., & Lee, M.K.O. (2005). Consumer satisfaction with internet shopping: A research framework and propositions for future research. *The 7th International Conference on Electronic Commerce, ICEC 2005, Xi'an, China.* DOI:10.1145/1089551.1089612.

Tan, F. B., Tung, L., & Xu, Y. (2009). A study of web designer criteria for effective business to customer (B2C) websites using the repertory grid technique. *Journal of E-commerce Research,* vol. 10, no. 3, pp. 155-177.

Nahil Abdallah, Hassan Alyafai, Amin Ibrahim (2021). Customer Satisfaction towards Online Shopping. *International Journal of Current Science Research and Review,* 4(7), 692-696.

Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research,* 17(4), 460–469. https://doi.org/10.2307/3150499.

Kotler, P. (2010). *Marketing Management.* New York: Prentice Hall, Inc.

China Internet Network Information Center. (2020). *Statistical Report on Internet Development in China.*

Strauss, A., & Corbin, J. (2005). Grounded theory methodology: An overview. In C. Pole (Ed.), *Fieldwork: Analysis, outcomes and reflections* (Vol. 4, pp. 22–43). London: SAGE.

Szymanski, D.M., & Hise, R.T. (2000). E-Satisfaction: An Initial Examination. *Journal of Retailing,* 76, 309-322.