



## Article

### **A Study of Factors Influencing User Experience and Customer Satisfaction on Chinese B2C E-commerce Platforms from the Perspective of Students at Guangzhou Vocational College**

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interaction experience than other groups. By integrating the research conclusions of different literature, this paper clarifies the mechanisms of action of each factor, providing theoretical reference for B2C e-commerce platforms to accurately meet the needs of vocational college students and optimize service strategies.

**Keywords:** B2C e-commerce platform; user experience; customer satisfaction; vocational college students; influencing factors



## **1. Introduction**

### **1.1. Research Background**

As of December 2023, China had 915 million online shopping users, accounting for 83.8% of all internet users (Wu & Li, 2024). The B2C model, with its advantages in product quality assurance and standardized services, has become the mainstream form of the e-commerce market. Vocational college students, as the core force of young consumers, possess the natural attributes of digital natives, and their consumption behavior exhibits characteristics such as cost-effectiveness orientation, short decision-making cycles, and strong social attributes (Syahnur et al., 2020). The large student population of Guangzhou Vocational Colleges, and their user experience and satisfaction with B2C e-commerce platforms, not only reflect the demand trends of young consumers but also provide important evidence for market segmentation and service optimization of e-commerce platforms.

### **1.2. Significance of the Research**

#### **1.2.1 Theoretical significance**

Existing research largely analyzes the influencing factors of B2C e-commerce user experience and satisfaction from a generalized consumer perspective, with a lack of specific research targeting the particular group of vocational college students. This paper systematically integrates relevant research findings (Prabawanti & Sihombing, 2023; Ouyang et al., 2017; Wu & Li, 2024), focusing on the needs and characteristics of vocational college students, enriching the sub-field research on e-commerce user behavior, and providing theoretical reference for subsequent related research.

#### **1.2.2 Practical significance**

This article identifies the core factors that influence the user experience and satisfaction of this group, and can provide practical guidance for B2C e-commerce



platforms to formulate precise product strategies, pricing strategies, and service strategies.

### **1.3. Literature Review**

Regarding influencing factors, Qiao and Kang (2015) took JD.com as the research object and found that eight dimensions, including product quality, payment price, logistics support, and online operation, have a significant positive impact on customer satisfaction of B2C shopping websites, and the degree of impact decreases in that order; Ouyang et al. (2017) constructed a four-dimensional user experience model (website experience, interaction experience, brand experience, and trust experience).

In terms of research methods and model applications, Wu and Li (2024) verified the impact of user expectations, perceived quality, and perceived value on user satisfaction based on the CCSI model and extension superiority evaluation method; Pu (2023) found that service quality, system quality, and perceived usability have a significant impact on user satisfaction and willingness to use B2C platforms based on the Technology Acceptance Model (TAM).

The study by Syahnur et al. (2020) found that young consumers aged 22-36 are the main users of e-commerce platforms, and their demand for personalized services is particularly prominent. However, there is a lack of specific integrated analysis for vocational college students. This paper takes this as the starting point for the study.

### **1.4. Research Objectives and Content**

The core research objective of this paper is to systematically identify the key factors influencing user experience and customer satisfaction on Chinese B2C e-commerce platforms, and, in conjunction with the consumption characteristics of students at Guangzhou Vocational College, analyze the specific impact of these factors on this group, thus providing a theoretical basis for e-commerce platforms to optimize their services.

The research mainly includes: analyzing the mechanism of action of various factors in light of the consumption characteristics of vocational college students; and proposing optimization suggestions for e-commerce platforms targeting vocational college students based on the analysis results.



## **2. Research Methods**

### **2.1. Selection of Research Methods**

This paper uses a literature review method to extract the core viewpoints, research models, and empirical conclusions on the influencing factors of user experience and customer satisfaction in B2C e-commerce platforms, and integrates and analyzes them in conjunction with the group characteristics of students at Guangzhou Vocational College.

### **2.2. Literature Analysis Framework**

This paper constructs a three-level analytical framework of factor extraction, population fitting, and mechanism analysis:

Level 1: Factor Extraction. Extracting core variables that influence user experience and customer satisfaction from literature;

Level Two: Group Fit. Considering the characteristics of vocational college students— “limited spending power, high internet proficiency, flexible time, and emphasis on practicality”—analyze the fit and importance of various factors for this group.

Level 3: Mechanism Analysis. Integrate research findings from the literature regarding the action paths of various factors to clarify the inherent logic behind their influence on user experience and satisfaction.

## **3. Results**

### **3.1. Core Influencing Factors of User Experience and Customer Satisfaction on B2C E-commerce Platforms**

#### **3.1.1 Product quality**



Product quality is the primary factor influencing customer satisfaction. Qiao and Kang (2015), based on an empirical study of JD.com, found that the correlation coefficient between product quality and customer satisfaction reached 0.745, with a regression coefficient of 0.256, ranking first among eight influencing factors. Syahnu et al. (2020) also pointed out that product quality is the core carrier for consumers' direct perception of website service quality, and its reliability directly determines users' basic satisfaction. Wu and Li (2024), in their CCSI model, used "product performance" as the core indicator of perceived quality, verifying its significant positive impact on user satisfaction.

### **3.1.2 Ease of use (platform related)**

Prabawanti & Sihombing (2023), using the EUCS method, found that usability has a significant positive impact on user satisfaction ( $\text{sig}=0.004$ ). Ouyang et al. (2017), in their four-dimensional user experience model, subdivided "website experience" into indicators such as website access speed, navigation link effectiveness, and support for product retrieval, with a weighting of 26.00%. Pu's research (2023) also confirmed that perceived usability directly improves satisfaction and willingness to use by reducing user costs.

### **3.1.3 Service quality**

Ivasty & Fanani (2020) found that e-service quality has a significant positive impact on B2C consumer satisfaction and repurchase intention, with core dimensions including responsiveness, compensability, and ease of contact. Qiao and Kang (2015) found a correlation coefficient of 0.629 and a regression coefficient of 0.121 between after-sales service and customer satisfaction. Ahmad et al. (2022) further emphasized that "personnel service experience," including employee service attitude, communication frequency, and problem-solving ability, is a core component of service quality and directly affects users' emotional satisfaction.

### **3.1.4 Price rationality**

Qiao and Kang (2015) found that the correlation coefficient between payment price and customer satisfaction was 0.723, and the regression coefficient was 0.145,



second only to product quality. Syahnur et al. (2020) pointed out that price is a key consideration for young consumers when choosing e-commerce platforms, and the perception of “cost-effectiveness” directly affects their satisfaction and repurchase intention. Wu and Li (2024), in their CCSI model, used “price reasonableness” and “product cost-effectiveness” as core indicators of perceived value, emphasizing their special significance for student groups.

### **3.1.5 Personalized services**

The research by Syahnur et al. (2020) found that personalization is the most dominant dimension influencing customer satisfaction (with the largest t-value). Ouyang et al. (2017) listed “personalized service” as a core indicator in the interaction experience dimension. The research by Ahmad et al. (2022) also confirmed that value co-creation (VCC), as an extension of personalized service, can strengthen the relationship between user experience and customer engagement, thereby improving satisfaction.

## **3.2. The unique impact of core factors on students of Guangzhou**

### **Vocational College**

Considering the characteristics of vocational college students, the effects of the above factors exhibit significant specificity, as detailed below:

(1) Price reasonableness and cost-effectiveness are given higher priority.

Vocational college students have limited spending power and are significantly more price-sensitive than other groups. A study by Syahnur et al. (2020) shows that price advantages and promotional activities are the primary considerations for young consumers aged 22-36 (whose age highly overlaps with that of vocational college students) when choosing e-commerce platforms. Qiao and Kang (2015) also pointed out that students are more sensitive to pricing strategies such as discounts, spending thresholds, and free shipping, and a reasonable pricing system can effectively improve their satisfaction.

(2) The need for ease of use and interactive experience is more prominent.

Vocational college students have higher requirements for the operational efficiency and interactive experience of the platform. A study by Ouyang Feng et al.



(2017) found that younger users have a lower tolerance for website access speed, navigation clarity, and search convenience, while a smooth operating process can significantly improve their user experience. Prabawanti & Sihombing (2023) also confirmed that usability (such as accessibility anytime, anywhere, and ease of use) has a particularly significant impact on student satisfaction.

(3) Greater attention is paid to the timeliness and flexibility of logistics.

Vocational college students have a high demand for logistics efficiency, especially in scenarios such as holiday shopping and meeting urgent needs. Qiao and Kang (2015) showed that “timely delivery” and “transparent logistics information” in logistics support have a significant impact on the satisfaction of young users; Ouyang et al. (2017) also pointed out that the diversity of delivery methods (such as scheduled delivery and self-pickup point selection) enhances their experience.

(4) There is a stronger demand for personalized services and social attributes.

Vocational college students have a higher demand for personalized recommendations, exclusive services, and social interaction features on platforms. A study by Syahnur et al. (2020) found that personalized services (such as recommendations based on consumption habits and exclusive coupons) can make student users feel “recognized,” significantly improving their satisfaction. A study by Ahmad et al. (2022) also confirmed that value co-creation and social interaction (such as buyer show sharing and live streaming interaction) can strengthen student users’ engagement, thereby increasing loyalty.

(5) Concerns about cybersecurity and rights protection are more pronounced.

Students generally have a stronger awareness of risk prevention and pay more attention to online payment security, personal information protection, and after-sales rights protection than other groups. A study by Qiao and Kang (2015) showed that although cybersecurity has a relatively low regression coefficient, it is crucial for building trust among students. Ivastya & Fanani (2020) also pointed out that privacy protection and rights protection can effectively reduce student users’ concerns and improve their satisfaction and repurchase intentions.

## **4. Discussion**

### **4.1. Group Fit Analysis of Core Influencing Factors**



(1) Product quality: the “bottom-line requirement” for vocational college students

For vocational college students, the “bottom-line attribute” is even more prominent. A study by Qiao and Kang (2015) showed that product quality had the highest regression coefficient (0.256). E-commerce platforms targeting students should focus on strengthening product quality control.

(2) Price rationality: a “sensitive need” of the student group

Reasonable pricing has become a key decision-making factor for students when choosing an e-commerce platform. A study by Syahnur et al. (2020) indicates that younger consumers are more sensitive to price differences, and platforms with significant price advantages are more likely to win their favor, all other things being equal. Therefore, e-commerce platforms should launch exclusive pricing strategies targeting students to enhance their perceived value for money.

(3) Ease of use and logistical support: the “efficiency needs” of students

Vocational college students have higher “efficiency expectations” regarding the ease of use and logistics efficiency of e-commerce platforms. A study by Ouyang et al. (2017) found that ease-of-use indicators such as website access speed, navigation clarity, and search convenience significantly impact the experience of young users, accounting for 26.00% of the overall score. Qiao and Kang (2015) also pointed out that the timeliness and transparency of logistics support can effectively improve student user satisfaction. Therefore, e-commerce platforms should optimize mobile interface design, simplify the shopping process, and improve delivery timeliness and logistics information transparency.

(4) Personalized services and social attributes: the “emotional needs” of students

Vocational college students have a stronger “emotional need” for personalized services and social functions on e-commerce platforms. A study by Syahnur et al. (2020) found that personalized services are the most dominant factor influencing student satisfaction, with the largest t-value (3.069). Ahmad et al. (2022) also confirmed that value co-creation and social interaction can strengthen the emotional connection of student users and increase their loyalty. Therefore, e-commerce platforms should provide personalized product recommendations for student users to enhance user stickiness.

## **4.2. Limitations of the study**



The dynamic nature of influencing factors has not been fully considered: Existing literature is mostly cross-sectional studies, which do not fully consider the dynamic impact of changes in consumption trends (such as the rise of live-streaming e-commerce and social e-commerce) on influencing factors.

Future research could supplement this with specific empirical studies targeting vocational college students, and by combining this with the development trends of the e-commerce industry, analyze the dynamic changes in influencing factors to further enhance the relevance and timeliness of the research findings.

## **5. Conclusion**

### **5.1. Core Research Findings**

This article identifies the core factors influencing user experience and customer satisfaction on Chinese B2C e-commerce platforms. Product quality and cybersecurity form the foundation of trust, ease of use and logistical support enhance the user experience, and service quality, reasonable pricing, and personalized services strengthen emotional connection and loyalty.

Students, due to their limited spending power, are more sensitive to reasonable prices and cost-effectiveness; due to their high internet proficiency, they have higher requirements for ease of use and interactive experience; due to their flexible schedules, they pay more attention to the timeliness and flexibility of logistics; due to their pursuit of personalization and social recognition, they have a stronger demand for personalized services and social attributes; and due to their strong risk awareness, they are more concerned about cybersecurity and rights protection.

### **5.2. Practical Recommendations**

Based on the research findings, this paper proposes the following suggestions for B2C e-commerce platforms to optimize services for students of Guangzhou vocational colleges:

Strengthen product quality control: Focusing on high-frequency consumer goods for students, establish a strict quality audit mechanism to ensure that products match descriptions and are of reliable quality, while improving product information display



to reduce information asymmetry; Optimize pricing strategies: Launch a campus-exclusive pricing system, such as student discounts, campus coupons, interest-free installments, and free shipping on orders over a certain amount, to enhance perceived value for money; Launch special promotional activities targeting students' consumption cycles to attract student users; Improve platform usability: Optimize mobile interface design, simplify the shopping process, improve website loading speed and navigation clarity, and reduce operational costs for student users; Strengthen logistics cooperation: Establish in-depth cooperation with mainstream logistics companies to improve delivery timeliness, enrich delivery methods, update logistics information in real time, and improve logistics transparency; Improve service quality: Establish 24/7 service... A 24/7 customer service response mechanism optimizes after-sales processes, enhances the professionalism and service attitude of customer service personnel, and promptly resolves student users' issues; personalized services are provided: based on big data analysis of students' consumption habits and preferences, personalized product recommendations are offered; campus-exclusive services are launched to enhance the sense of exclusivity for student users; network security and rights protection are strengthened: advanced payment security technology is adopted to protect students' personal information and payment security; clear after-sales rights protection terms are established, and a green channel for campus rights protection is set up to reduce students' concerns; and rich social interaction functions are added: a campus-exclusive community is created, supporting features such as buyer show sharing, live interaction, and campus group buying to meet the social needs of the student population.

### **5.3. Significance of the Research**

The significance of this study lies in the following aspects: At the theoretical level, it integrates research findings from different literatures to construct a framework of influencing factors on B2C e-commerce user experience and satisfaction for vocational college students, enriching the sub-field research results on e-commerce user behavior; at the practical level, it clarifies the impact mechanism and relevance of each core factor on the student group, providing specific guidance for e-commerce platforms to accurately meet student needs and optimize service strategies, thus helping platforms enhance their competitiveness and user stickiness in the student market.



Future research could further supplement this with specific empirical studies targeting vocational college students, and analyze the dynamic changes in influencing factors in conjunction with emerging trends such as live-streaming e-commerce and social e-commerce, providing more timely and targeted references for the long-term development of e-commerce platforms.

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