

Chapter 59

Influence Factors of Online Shopping Food Quality Performance Considering the Relationship Quality

Xiaoping Li

Jiangsu University of Science and Technology, Zhen Jiang, China

Lijuan Xie

Jiangsu University of Science and Technology, Zhen Jiang, China

Lan Xu

Jiangsu University of Science and Technology, Zhen Jiang, China

ABSTRACT

Most of the existing research relating to online shopping are focused on the analysis of customers' purchase intention and loyalty, but lack influencing factors on the quality performance of online shopping food. This article introduces the relationship quality, and constructs a model of relationship quality, logistics service quality, information sharing, supplier quality management and quality performance. This is done through an empirical study, taking 145 online food businesses as an example. At the same time, the relationship quality not only has an effect on the quality performance through information sharing, logistics service quality and supplier quality management, but also has an indirect effect on quality performance through information sharing and logistics service quality or information sharing and supplier quality management.

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INTRODUCTION

With the rapid development of network economy and the acceleration of modern lifestyle, the way of shopping has changed, in addition to the traditional farmers markets, chain supermarkets, small retail stores and other food shopping modes, online shopping has become a new channel for sales of food products in China. According to relevant analysis, the total amount of electricity suppliers of food in China is close to 40 billion Yuan in 2015. The market size of food online shopping will be approximately 140 billion Yuan in 2018. Compare with the traditional sales format, the advantages of online shopping is reflected in the integration of information, capital and logistics trading platform to meet the personalized shopping needs of different customers (Yao, 2015). However, the low thresholds of online food sales, such as the undetermined locations, the lack of formal procedures and other issues, have brought convenience to consumers, but also have led to food safety problem.

The new “Food Safety Law” provides a network food trading platform should require food operators to provide real-name registration and clarify their food safety management responsibilities. The license shall be obtained legally and examined in accordance with the law. Therefore, online shopping businesses are faced with the double pressure as to improve the quality of products and to save production cost for a greater profit. The change of competitive environment is an urgent business to strengthen the management of all aspects from the point of view of supply chain, and to establish the corresponding supply chain quality performance evaluation system. While the scholars have studied the quality performance, the concept of relationship quality has been introduced and a series of studies were carried out. Prajogo & Olhager (2012) found that supply chain relationship quality not only play a direct positive role on performance, but also play a positive role on logistics through the information sharing, and then through the logistics impact on performance.

In view of this, this paper represents the point of view from online shop business in exploring the factors of online shopping food quality performance and the relationship between relationship quality and quality performance under the online shopping. In the food supply chain, it is closely related to the quality of logistics, information flow, and the choice of the correct supplier is the key factors in determining the quality of the product. Therefore, this paper focuses on the supply chain management in the logistics service quality, information sharing and supplier quality management on the impact of online shopping food quality performance, and meanwhile it provides theoretical basis and guidance for the development of online shopping food industry, so as to improve the quality performance of online shopping food industry.

THEORETICAL FOUNDATION AND RESEARCH HYPOTHESIS

Online Shopping Supply Chain Definition

Lu et al. (2015) proposed that the online shopping supply chain is a multi-level sales and distribution network which is formed by the supplier, the online shop (business), third-party logistics service providers and customers. It is a specific process which includes supplier supply, merchant sales, customer online orders, electronic payment, express logistics and transportation, receiving, payment, return and evaluation feedback and a series of activities. In this paper, the online shopping supply chain mainly consists of five participants: suppliers, online shop (business), third-party logistics service providers, customers and the

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